



Village of Arlington Heights
Arlington Economic Alliance
Commissions Room
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
March 9, 2016
7:30 AM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 2/17/16

IV. REPORTS

V. OLD BUSINESS

- A. Performance Metrics
- B. DiscoverArlington.com Improvements
- C. Annual Alliance Breakfast

VI. NEW BUSINESS

- A. Chamber of Commerce - Small Business Development Agreement Report

VII. OTHER BUSINESS

VIII. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact David Robb, Disability Services Coordinator, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, (847)368-5793 (Voice), (847)368-5980 (Fax) or drobb@vah.com.



Item: Minutes 2/17/16

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes

Type

Minutes

DRAFT

MINUTES OF THE MEETING OF THE ARLINGTON ECONOMIC ALLIANCE HELD ON FEBRUARY 17, 2016 AT 7:30 A.M. AT THE VILLAGE HALL

MEMBERS PRESENT:

Frank Appleby
Tom Gaynor
Jackie Lewis
Dave Parulo
Jon Ridler
Andi Ruhl
Scott Whisler – Chairman Pro Tem

MEMBERS ABSENT:

Tony Guido – Chairman
Jamie Janeczko
Lisa Henderson
Mike Kalway

STAFF PRESENT:

Michael Mertes – Business Development Coordinator

ALSO PRESENT:

Jason Kuhl – Arlington Heights Memorial Library
Matt Ottaviano – Special Events Commission

Designation of Chairperson Pro Tem

Chairman Tony Guido was not able to attend the meeting. In his absence the Commission elected to appoint a Chairperson Pro Tem to lead the meeting.

JON RIDLER MOVED AND DAVE PARULO SECONDED A MOTION TO NAME SCOTT WHISLER AS CHAIRMAN PRO TEM FOR THE FEBRUARY 17, 2016 ARLINGTON ECONOMIC ALLIANCE MEETING. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Call to Order

Chairman Pro Tem Scott Whisler called the meeting to order at 7:45 AM.

Approval of Minutes – January 20, 2016

The meeting minutes of the January 20, 2016 Arlington Economic Alliance meeting were reviewed.

JON RIDLER MOVED AND FRANK APPLEBY SECONDED A MOTION TO APPROVE THE DRAFT JANUARY 20, 2016 ARLINGTON ECONOMIC ALLIANCE MEETING MINUTES. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

Development Update

Bentley's Corner Barkery will be moving from their current location (90 S. Evergreen Avenue) to their new location (12 S. Dunton Avenue) this month. The pet food and supply retailer will also be changing their name to *Bentley's Pet Stuff*, as with all their other locations. Porky's BBQ also continues to progress and they are aiming to open within the next month or so. Cardinal Wine & Spirits are has been approved for a liquor license request at the former Teddy's Liquors location (213 S. Arlington Heights Road). Their business license has also been approved for zoning. Also, work on Big Ange's (640 W. Northwest Highway) is moving along and the owner plans to open in the next few weeks.

DRAFT

Performance Metrics

Michael Mertes responded to inquiries from the previous month's meeting on economic development data tracked by Staff. Regarding industrial vacancy, four properties make up the bulk of industrial vacancy in Arlington Heights: two vacant buildings on the former Motorola (and Nokia prior to their consolidation) campus, vacant space in a building between the Rohrman auto dealerships, and available space in 425-465 E. Algonquin Road. These four properties make up 1.15 million square feet of vacant space, which is 93% of all industrial/flex vacancy in the Village, and about 20% of all industrial/flex space. This explains why the industrial vacancy rate is so high compared to the rest of the submarket. Once these properties begin to fill with tenants, this will reduce the rate. HSBC's plans to occupy 160,000 square feet in one of the former Motorola campus buildings this upcoming spring will reduce the Village's industrial/flex vacancy rate by about 3%.

These spaces are targeted by Planning & Community Development Staff for business recruitment efforts. The property between the Rohrman dealerships is zoned M-1 but lies on a commercial corridor. If it were to become a commercial use, it would no longer be considered industrial/flex space changing its impact on the vacancy rates. The vacant former Motorola buildings are seen as an opportunity to attract larger office tenants that may wish to have a presence in Arlington Heights and quick access to IL-53. HSBC's planned relocation to the property is one such example. Mr. Whisler added that there are many troubled properties purchased after the recession from banks, especially office space, that should soon begin leasing.

Another follow-up item from the previous Alliance meeting involves auto and filling station sales jumping from \$237 million to \$280 million between 2013 and 2014 in Arlington Heights. The primary reason was that Napleton Chrysler Jeep Dodge RAM opened halfway into 2013. Therefore, in 2014 the Village captured an entire year of sales from this new dealership. Furthermore, there were general increases in sales among Arlington Heights auto dealers. Mr. Ridler inquired about filling stations and how revenues are tracked. Gas stations generate sales tax, as do their convenience stores. The Illinois Department of Revenue does not break down the difference in sales between dealerships and filling stations in their reporting. All sales taxes are paid to the State, after which the municipalities are reimbursed for their share. This information is reported to the Village every four months. Regarding the increase of sales in the category of "Agriculture & All Others", Mr. Mertes did not have specific explanations at this time but is researching this.

Per Mr. Mertes' suggestion, the Alliance agreed to plan on him reporting updated economic development data on a quarterly basis. Mr. Ridler asked Tom Gaynor the best way to report metrics. Mr. Gaynor explained that baselines need to be determined, followed by benchmarking the data. It is important to determine trends and deviations from these trends. The Alliance needs to determine whether it wants to simply monitor the data, or guide the Village's economic development with the information provided. By pinpointing a crucial few metrics, the Commission can understand the health of the community and determine if the Village has a good mix of business types and revenue streams. Right now, Arlington Heights seems to be healthy from an economic development perspective.

Mr. Ridler stressed that it's important not to become too reliant on one employer or one industry. For example, how would another recession impact a particular sector? What is the overall risk value? The data provided thus far may be a starting point into getting more detailed information. Mr. Gaynor views the Alliance's possible role as thinking a couple moves ahead. Where do we want Arlington Heights to be, and how do we get there? Mr. Whisler pointed out that this is the first time the Commission has had this data in one place, and like the other Alliance members, he is still contemplating the best way to use these figures. The data can provide not only opportunities for the Village, says Dave Parulo, but also identify potential threats. An example of this is monitoring the trend of vacancy rates for commercial and industrial.

Performance metrics will be left on next month's agenda as a discussion item and will be tabled to April if there is no new data to share.

DRAFT

DiscoverArlington.com Improvements

Jamie Janeczko and Dave Parulo are serving on the Alliance's subcommittee for DiscoverArlington.com improvements. This past Monday evening, the Village Board approved funding for a consultant to upgrade, and merge, VAH.com and DiscoverArlington.com. The consultant, CivicLife, will also provide content management and technical support. The subcommittee will provide input, along with Village Staff, to enhance the Discover Arlington website once work begins with CivicLife.

Annual Alliance Breakfast

Efforts have been made to reach out to a few proposed speakers, but the Breakfast subcommittee (Lisa Henderson and Jamie Janeczko) has not received any feedback. Other topics are being considered such as an economic forecast and best practices for brick-and-mortar stores. Mr. Ridler and Mr. Whisler inquired about having Arlington Park as the topic. Mr. Mertes offered to reach out and report back as a topic of communitywide interest.

No date is set yet, but will likely be one of the last two Wednesdays of April, or one of the first two Wednesdays of May. The date has been left open in order to accommodate a potential speaker. No venue has been set yet either. This is meant to be flexible for the topic as well.

Other topics suggested by the Alliance:

- Branching off of the race track topic and focusing on the Euclid Corridor (including Arlington Downs)
- Panel discussion of auto dealers in Arlington Heights
- Sharing the economic data being analyzed by the Alliance (importance of shopping locally can be tied in with this topic)
- Kizer & Bender (business consulting)

The program is typically geared towards business owners in Arlington Heights, but is attended by a variety of community stakeholders.

Other Business

Mr. Mertes asked the Alliance if the date of the next Alliance meeting could be changed due to a scheduling conflict. The meeting is tentatively planned for Wednesday, March 9th. Andi Ruhl pointed to a business attraction program being offered by Des Plaines for up to \$50,000 in grants for various improvements. This program appears to be funded via an SSA. Matt Ottaviano highlighted the "Hearts of Gold" program to be held the upcoming weekend. Also, the annual electronics recycling program is scheduled for April 30th, but the Special Events Commission is looking for a large location to hold the event. Mr. Ridler offered to have Jim Platt present at a future Alliance meeting on the status of the Chamber's business retention efforts. The Alliance agreed to put him on the March agenda. Mr. Parulo noted that Meet Chicago Northwest's *Restaurant Week* will be held from February 18-28. More information can be found at DineChicagoNW.com.

Adjournment

JON RIDLER MOVED AND TOM GAYNOR SECONDED A MOTION TO ADJOURN. ALL ALLIANCE MEMBERS VOTED IN FAVOR OF THE MOTION.

The meeting adjourned at 8:40 AM.

Scott Whisler, Chairman Pro Tem
Arlington Economic Alliance

Prepared by Department of Planning & Community Development



Item: Performance Metrics

Department: Planning & Community Development

ATTACHMENTS:

Description

ED Statistic Report

Type

Report

Village of Arlington Heights



Summary of Economic Development Statistics



Department of Planning & Community Development
March 2016

BUSINESS GROWTH

Retail Sales

CATEGORY	2014	2013	2012	2011
TOTAL	\$1,193,437,412	\$1,117,087,211	\$1,035,793,029	\$1,045,956,085
General Merchandise	\$68,516,473	\$69,643,789	\$68,415,193	\$66,978,695
Food	\$200,129,694	\$194,300,650	\$194,029,920	\$200,265,572
Eating & Drinking Places	\$146,726,150	\$141,513,966	\$145,027,687	\$139,101,334
Apparel	\$36,733,442	\$35,976,049	\$33,831,436	\$33,106,680
Furniture & H.H. & Radio	\$87,521,924	\$86,304,607	\$79,137,222	\$78,040,985
Lumber, Bldg., Hardware	\$49,236,050	\$46,360,831	\$41,650,161	\$50,080,849
Auto & Filling Stations	\$280,295,034	\$236,672,946	\$189,748,507	\$191,370,876
Drugs & Misc. Retail	\$162,247,633	\$157,640,595	\$139,795,827	\$135,313,425
Agriculture & All Others	\$136,930,601	\$119,505,829	\$119,322,256	\$121,325,364
Manufacturers	\$25,100,411	\$29,167,949	\$24,834,820	\$30,372,305
Municipal Sales Tax Revenue	\$11,934,374	\$11,170,872	\$10,357,930	\$10,459,561

Source: Illinois Department of Revenue / Village of Arlington Heights Department of Finance

Sales Tax Generated (Municipal & Home Rule)

CATEGORY	2014	2013	2012	2011
TOTAL	\$19,166,387	\$18,071,926	\$17,028,496	\$17,188,740
General Merchandise	\$1,263,104	\$1,284,756	\$1,261,831	\$1,237,132
Food	\$2,463,207	\$2,393,915	\$2,397,637	\$2,493,430
Eating & Drinking Places	\$2,790,187	\$2,686,287	\$2,741,126	\$2,628,363
Apparel	\$731,192	\$714,296	\$675,728	\$661,211
Furniture & H.H. & Radio	\$1,761,426	\$1,725,285	\$1,578,909	\$1,559,571
Lumber, Bldg., Hardware	\$984,073	\$926,279	\$832,090	\$1,000,555
Auto & Filling Stations	\$3,528,284	\$3,079,034	\$2,568,175	\$2,608,872
Drugs & Misc. Retail	\$2,526,139	\$2,411,769	\$2,216,948	\$2,139,863
Agriculture & All Others	\$2,625,745	\$2,271,949	\$2,264,793	\$2,260,794
Manufacturers	\$493,029	\$578,356	\$491,259	\$598,948

Source: Illinois Department of Revenue

New Businesses

Year	Businesses	Employees	Square Feet	Major Employers
2015	99	982	563,514	Lexus of Arlington; Transitional Care Center of Arlington Heights; SVM
2014	114	896	461,615	European Imports; Joe Caputo & Sons Fruit Market; Ditka's
2013	132	1,199	Unknown	Star Cinema Grill; Napleton Chrysler Dodge Jeep; Abcor Home Health

Source: Village of Arlington Heights Department of Planning & Community Development

VACANCY RATES

Retail Vacancy Rates

Year	Arlington Heights	Schaumburg Submarket
2015	7.6%	8.9%
2014	6.9%	9.9%
2013	9.3%	10.3%

Source: CoStar (Dec. 2015)

Office Vacancy Rates

Year	Arlington Heights	Schaumburg Submarket
2015	20.5%	16.8%
2014	15.8%	15.9%
2013	19.5%	18.0%

Source: CoStar (Dec. 2015)

Industrial Vacancy Rates

Year	Arlington Heights	Schaumburg Submarket
2015	22.4%	8.5%
2014	15.5%	8.4%
2013	16.3%	10.4%

Source: CoStar (Dec. 2015)

VILLAGE STAFF EFFORTS

Attraction and Retention Efforts

Year	Attraction / Recruitment	Retention / Expansion
2015	659	532
2014	428	453

Source: Village of Arlington Heights Department of Planning & Community Development

EMPLOYMENT FIGURES

Businesses and Employees

Year	Companies	Workers
2015	3,304	49,635
2014	3,257	48,028
2013	3,234	45,651
2012	3,213	45,386
2011	3,227	44,007
2010	3,196	44,641
2009	3,214	45,252
2008	3,225	47,776
2007	3,212	49,077
2006	3,201	47,952
2005	3,163	46,471

Source: IL Department of Employment Security

VILLAGE WEBSITE (VAH.com)

Site Data

Year	Sessions	Pages/ Session	Avg. Session Duration	Bounce Rate
2015	377,971	2.98	3:00	47.41%
2014	350,717	3.25	2:58	42.58%
2013	320,507	3.39	2:39	40.89%
2012	346,065	3.36	2:21	42.81%
2011	290,808	3.63	2:15	40.55%
2010	250,640	4.10	2:31	35.02%

Source: Google Analytics

Sessions: Number of total visits to the site by a user.

Pages/Session: Number of pages viewed per session, on average.

Average Session Duration: Length of time (minutes: seconds) per session, on average.

Bounce Rate: Percentage of sessions where the user left after visiting only the home page.

Most Viewed Pages

Page	2015	2014	2013	2012
/departments	30.9%	34.1%	36.2%	31.2%
/village_info	17.8%	16.5%	14.9%	12.8%
(Home Page)	17.3%	15.6%	13.1%	20.2%
/residents	6.3%	6.6%	7.0%	6.2%
/news	5.6%	4.2%	3.4%	4.1%
/documents	4.7%	5.0%	6.0%	6.1%
TOTAL	82.6%	82.0%	80.6%	80.6%

Source: Google Analytics

Traffic Sources

Source	2015	2014	2013	2012
Google – organic	49.0%	48.9%	47.2%	55.2%
(Direct)	31.7%	30.9%	30.4%	22.2%
Yahoo – organic	5.5%	6.5%	5.6%	5.9%
Bing – organic	5.0%	5.0%	5.4%	5.3%
TOTAL	91.2%	91.3%	88.6%	88.6%

Source: Google Analytics

DISCOVER ARLINGTON - WEBSITE

Site Data

Year	Sessions	Pages/ Session	Avg. Session Duration	Bounce Rate
2015	67,397	2.93	1:43	47.08%
2014	81,917	3.16	1:56	44.24%
2013	74,099	3.17	1:55	44.90%
2012	62,446	3.65	2:10	40.11%
2011	36,924	3.92	2:18	37.71%
2010	22,360	4.10	2:30	36.40%

Source: Google Analytics

Sessions: Number of total visits to the site by a user.

Pages/Session: Number of pages viewed per session, on average.

Average Session Duration: Length of time (minutes: seconds) per session, on average.

Bounce Rate: Percentage of sessions where the user left after visiting only the home page.

Most Viewed Pages

Page	2015	2014	2013	2012
(Home Page)	9.3%	11.4%	15.8%	15.9%
(Mobile Site)	7.0%	4.6%	N/A	N/A
/events	6.4%	5.1%	6.1%	2.8%
/shopping/downtown	4.9%	4.7%	4.9%	5.0%
/dining	4.5%	4.5%	7.8%	6.9%
TOTAL	32.1%	30.3%	34.6%	30.6%

Source: Google Analytics

Traffic Sources

Source	2015	2014	2013	2012
Google - organic	65.9%	68.0%	52.3%	48.8%
(Direct)	12.7%	12.7%	21.5%	14.0%
Yahoo - organic	5.8%	4.2%	3.6%	3.2%
VAH.com - referral	4.9%	5.1%	8.1%	20.4%
Bing - organic	3.6%	3.2%	2.6%	2.9%
Facebook - referral	0.6%	1.7%	3.6%	1.1%
TOTAL	93.5%	94.9%	91.7%	90.4%

Source: Google Analytics

DISCOVER ARLINGTON - FACEBOOK

Cumulative “Likes”

Year	Total Likes
2015	10,980
2014	9,365
2013	6,282

Source: Facebook Insights

Most Viewed Posts (2015)

Topic	Views	Month/Year
Aurelio’s Pizza – Now Open	13,600	May
Jimmy Garoppolo – Link to Article	12,800	November
Vail Davis Building - Renovation	11,100	October
Cortland’s Garage – Opening Soon	9,700	August
Outdoor Dining – Coming Soon	8,900	April

Source: Facebook Insights

Most Viewed Posts (2014)

Topic	Views	Month/Year
Ditka’s – Opening Soon	21,300	June
Spring Sweep Electronics Recycling – Coming Soon	16,600	March
Mane Event – Now Happening	15,400	August
Comprehensive Plan – Survey	14,600	October
Metropolis PAC – Survey	13,800	December

Source: Facebook Insights



Item: Chamber of Commerce - Small Business Development Agreement Report

Department: Planning & Community Development

ATTACHMENTS:

Description	Type
Chamber - SBDA 24-month Case Studies	Exhibits
Village Background for Chamber Case Studies (Feb. 2016)	Exhibits

Small Business Development Report

This is a Two Year report covering the period August 1, 2013 – July 31, 2015

Presentation on Tuesday, September 15th, 2015

Revised case study reports submitted February 16, 2016

Submitted by Jim Platt, Business Community Liaison

Director of Business Development, Arlington Heights Chamber of Commerce

In compliance with the Small Business Retention and Development Agreement, between the Village of Arlington Heights and the Arlington Heights Chamber of Commerce, this is a revised Executive Summary covering selected case studies and development from the first 24 months of the agreement. Case study format has been reviewed and approved by Mayor Tom Hayes, Village Manager Randy Recklaus and Chamber Executive Director Jon Ridler.

Quarterly reports as stated in Section Five of the agreement have been submitted to the Village liaison, Charles Perkins. Statistical reports have been provided in writing and survey issues have been discussed in monthly meetings with chamber and village staff. Written form of those discussions have been managed by Michael Mertes of the Planning and Development department. Originally, the monthly meeting discussion group included Jon Ridler and myself from the chamber as well as Charles Perkins and Michael Mertes from the village. Since approximately January 2015, Village Manager Randy Recklaus and Building Department Director James McAllister have joined the discussion to broaden the scope of insight pertaining to issues brought forward from visits and follow up communications with local businesses.

This report will address case studies for the three key areas from the visits and data collected over this 24 month period. The case studies selected are grouped by common threads towards a particular subject where recommendations are made for remediation.

- 1. Retention Visits and Survey Results**
- 2. Expansion Plans and Opportunities**
- 3. Identified Needs - Educational, Promotional, Developmental**

Chamber Small Business Case Report

Common Thread: Sandwich Boards

1. Retention Visit – Qualified, Non & Chamber, All types, Village wide

2. Retention Visit Findings/Case Studies

Originally began as a downtown enforcement of the sign code without warning. Businesses expressed outrage and tensions grew with the threat of going to the press to be heard; multiple businesses were involved.

Businesses were engaged to have an open discussion and the tension was diffused by having the Village meet to listen to business owners.

Interpretation of the code lead to multiple levels of enforcement that needed clarity and some practical allowance for shopping ambiance and seasonal decorations and signage.

3. Expansion Plans and Opportunities

Seasonal decorations were allowed to create ambiance and a sign code expansion now allows sandwich board signs downtown with a watch to tastefulness and a permit with no fee. Further, the effort was later expanded to village wide usage of the same changes.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the discussion and provide additional insight to help gain the result desired by the business owners.

Village should consider expanded ideas of current regulations to help with changes in the marketplace for the shopping experience. Code enforcement could be consistent with discussions including the business community to address enforcement before it occurs. Village should be

pro-active on repeated issues to change codes as innovation and marketing advance the shopping experience.

Chamber Small Business Case Report

Common Thread: Signage Martin Optical

1. Retention Visit – Qualified, Non-Chamber, Professional, Downtown

2. Retention Visit Findings/Case Studies

Doctors purchased a building to expand their practice while staying in Arlington Heights. Their struggle involved a sign designed by an experienced local vendor that was visible from the set back of his building but was not approved by the village. The client expressed he was frustrated and angered by unexplained policies and left without any help for understanding options that may help him with the issue.

In discussions with the village, we came to agree that if the common practice of boxing out the sign proposed was done in 2 smaller boxes instead of one larger one, this could allow the sign designed. The difference was separating the logo from the verbiage.

3. Expansion Plans and Opportunities

The sign has been approved and installed. It looks great and Doctors are very pleased how communication allowed a discussion.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the discussion and provide additional insight to help gain the result desired by the business owner.

Village could consider partnering with local sign companies to become comfortable with the technology they offer and agree on acceptance of a

format that meets current ordinance and provides a single format for size determination.

Chamber Small Business Case Report

Common Thread: Signage *Baby Photo*

- 1. Retention Visit** – Qualified, Non-Chamber, Professional, Southtown
- 2. Retention Visit Findings/Case Studies**

Small business owner seeking help with signage options to direct customers to their parking area. The situation uniqueness puts the parking inaccessible from the street in front of the business. Rather, the parking entry driveway is on the adjacent side street, one address over from the business property.

My discussions with the village were to understand current policy. Signage was allowed only on the business property and this left the business owner frustrated because any parking sign on their property would not provide assistance to customers in time to make the proper turns. The side street driveway sign could not be on the street that the business faces so it would only be visible if you were already on the side street.

3. Expansion Plans and Opportunities

No sign options were made available for parking and the business owner has no option but to abandon the idea of a sign solution. The reality is the inability for customers to find access to park and result in off-site parking or cancelling the business appointment.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the discussion and provide additional insight but were unable to offer solutions to this unique problem.

Village could consider offering sign variation options for unique pre-existing conditions to provide the business owner with options they can decide upon.

Chamber Small Business Case Report

Common Thread: Signage Fitness 19

- 1. Retention Visit** – Qualified, Non-Chamber, Service, Southtown
- 2. Retention Visit Findings/Case Studies**

Local expanding business wanted to use the existing pole signage on the strip property from a previous tenant promised to them in their lease agreement. The issue stemmed from a 2nd sign approved for a national tenant that rendered the first sign out of compliance.

In discussions with the village, the business was willing to help co-fund a new single sign on the property that could serve all the tenants with the national lease having a dominant position. Unfortunately, the national tenant was unwilling to contribute to the solution. The land owner and village had conflicting interpretations of the agreement for the continued use of the first sign and duplicate fees were enforced that left both the property owner and business owner frustrated during the compromise process. The current solution is temporary and the process continues.

- 3. Expansion Plans and Opportunities**

The sign has temporary approval with a timetable for a new permanent sign that makes the property signage compliant. The onus for achieving a compromise for all tenants is on the shoulders of the property owner.

- 4. Identified Needs – Educational, Promotional, Developmental**

Village offered cooperation to open the discussion and provide additional insight to help gain the result desired by the business owner.

Village should consider the impact on all tenants within a multi-tenant center when evaluating a project that benefits a select tenant(s). Further, actions of village or commissions that negatively impact the ability of a tenant to pursue a dispute should have fees waived during the solution process.

Chamber Small Business Case Report

Common Thread: Zoning/6B Classification Signs by Tomorrow

1. Retention Visit – Qualified, Chamber, Professional, Southtown

2. Retention Visit Findings/Case Studies

Long time business in town seeking relocation into a depressed property and needing extensive help with 6B tax status as well as parking issues and variations of building use. Client expressed that the village was giving mixed signals when business decisions depended on their support. Client was also frustrated that too much time passed without action and that indecision for support or denial from the village nearly sank the project.

Helping get connected with village staff for assistance, in addition to creating a team of professionals for real estates, taxation, legal, and new building remodeling helped accelerate the process and achieve their goal.

3. Expansion Plans and Opportunities

The project is moving forward after nearly failing from numerous delays. With the help of outside professionals, the project shows promise to get to the goal of the business owner.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the discussion and provide additional insight to help gain the result desired by the business owner.

Village should consider evaluating similar projects with outside professionals when additional expertise is needed.

Village could consider having their staff review meetings include brainstorming from the client's team of support and experts as well as a business community liaison to help flush out potential options that may allow a project to move forward, avoiding costly delays.

Chamber Small Business Case Report

Common Thread: Zoning/6B Classification Arlington Dental Association

1. Retention Visit – Qualified, Non-Chamber, Professional, Downtown

2. Retention Visit Findings/Case Studies

Dentists wanting to stay in Arlington Heights and purchased a building to expand their 50+ year practice. Their struggle involved parking regulations that were breaking down negotiations and their ability to move forward. Parking was calculated based on medical usage and the new parking space count could not be accommodated or expanded on the existing property footprint. Street parking was available but not allowed to be counted in the space requirement and a parking garage was too inconvenient.

3. Expansion Plans and Opportunities

In discussions with the village, re-calculating the space requirement for medical on only the portion used by the dentist brought the shortage to a manageable number. Identifying patient patterns further help alleviate the parking concern and the project was able to move forward.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the discussion and provide additional insight to help gain the result desired by the business owner.

Village could consider having their staff review meetings include brainstorming from the client's team of support and experts as well as a business community liaison to help flush out potential options that may allow a project to move forward, avoiding costly delays.

Chamber Small Business Case Report

Common Thread: Zoning/6B Classification *Suburban Glass & Trim*

1. Retention Visit – Qualified, Non-Chamber, Service, Uptown

2. Retention Visit Findings/Case Studies

Long existing business in town seeking re-location opportunity and re-development of their existing site. Assisted with client, along with village, to review new available sites, determine zoning opportunities and assist with 6B classification options. This was a potential win-win to be able to retain a veteran business in Arlington Heights, relocate them to a site better suited for their service and growth, while providing property tax relief through the County 6B program.

3. Expansion Plans and Opportunities

In discussions with the village, staff was instrumental in clearing hurdles for zoning usage as well as the 6B qualifications. Prospective buyers of the existing property gained ample access to staff to review their plans and pursue a purchase.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the discussion and provide additional insight to help gain the result desired by the business owner.

The partnership of the SBDA provided the business owner the ability to pursue ideas that helped during their decision process. It helped to have questions asked by the liaison to acquire options from the village on issues to give the business owner a full scope of their options.

Chamber Small Business Case Report

Common Thread: Outdoor Dining Salsa 17

1. Retention Visit – Qualified, Chamber, Professional, Downtown

2. Retention Visit Findings/Case Studies

Business excited at the prospect of having outdoor seating ran into a snag when a debate began about the pre-work required versus the assurance being offered for sustainability. Client expressed that they felt pressured to accept initial conditions until the cost was too overwhelming to continue.

Owners needed help understanding the concerns of the Village. They felt those concerns were not consistently held amongst everyone at the village and that the cost to comply was prohibitive. Breakdown in communications stalled the plan for more than a year.

3. Expansion Plans and Opportunities

Project is on hold pending a re-evaluation of concerns by the village. Owner anxious to proceed if accommodations requested are reasonable in scope to documented concerns. Owner needs to start the process from the beginning with more village experts providing input.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the discussion and provide additional insight to help gain the result desired by the business owner.

Village could consider experimental installations when offering experimental project terms to unique situations.

Village could consider having their staff review meetings include brainstorming from the client's team of support and experts as well as a business community liaison to help flush out potential options that may allow a project to move forward, avoiding costly delays.

Chamber Small Business Case Report

Common Thread: Outdoor Dining Carlos & Carlos

- 1. Retention Visit** – Qualified, Non-Chamber, Restaurant, Downtown
- 2. Retention Visit Findings/Case Studies**

Downtown restaurant was attempting to participate in the village revised outdoor dining program. Business owner shared that their unique situation leaves them with limited available seating on their property so they discussed with the village the usage of a portion of Harmony Park. The agreement required remodeling expense for a temporary, annually reviewed, usage. During approval hearings, further restrictions became problematic when the owner was asked to agree without having time to fully weigh the impact.

- 3. Expansion Plans and Opportunities**

In discussions with the village and chamber, the owner communicated he understood that while the restrictions were inhibiting his ability to fully utilize the outdoor seating, the uniqueness of being in a public park left him little rebuttal and the alternative of not participating was not a viable option.

- 4. Identified Needs – Educational, Promotional, Developmental**

Village offered cooperation to open the discussion and provide additional insight to help reach a compromise that allowed the outdoor dining experiment to proceed.

Village could consider experimenting without restrictions to maximize the restaurant's experience and adjust where needed.

Village could consider having their staff review meetings include brainstorming from the client's team of support and experts as well as a business community liaison to help flush out potential options that may allow a project to move forward with less restrictions and adjust as needed.

Chamber Small Business Case Report

Common Thread: Partnership School of Rock

1. Retention Visit – Qualified, Chamber, Professional, Downtown

2. Retention Visit Findings/Case Studies

New business in town approaching their opening day had the sidewalk pavers in front of their business taken up and stacked to the one side of the sidewalk while plywood was laid across the opening. This went unresolved for weeks as their Grand Opening approached.

Village was notified to help with this issue and found that a local utility was involved in the removal but had not completed the re-installation on a timely basis. The village was asked to stay persistent to the utility after initial attempts were left without resolve.

3. Expansion Plans and Opportunities

The paver blocks were re-installed by the responsible utility, fortunately before the Grand Opening of the business. The business was ultimately relieved and thankful for the intervention.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to open the issue with the utility and pursue them until a satisfactory solution was attained.

Village should consider providing the business with a direct source of help (business card) where questions can be addressed during an ongoing project.

Village should inform business owners and property owners when work is being done near and at their business/building site by an outside utility. A point of contact for the project would help clients feel their interest are protected and kept informed.

Chamber Small Business Case Report

Common Thread: Partnership Pure Salon

- 1. Retention Visit** – Qualified, Non-Chamber, Service, Downtown
- 2. Retention Visit Findings/Case Studies**

New business opening was in a budgeted build out for their new space when a pre-existing obstacle became an ADA compliance issue. The business owners were confused why the issue existed in businesses who occupied the space before them without remediation. The hardship was going to escalate their budget by more than 50% and leave them unable to complete the project and unable to open.

A second issued arose when after getting to a completed project, they were unable to get an occupancy permit because the state filed license was delayed in Springfield and the village would not allow the business to open without the proper state documentation.

3. Expansion Plans and Opportunities

In discussions with the village, we were able to understand the guidelines regarding ADA accommodations and discovered that there are calculations determining the eligibility for the improvement. Working with the business owner's architect, they were able to gain an exclusion under the law. The second issue was remedied by partnering with the building department and having the owner provide ample documentation to assure the village of compliance. This allowed the business opening to proceed and the formal paperwork followed weeks later to the village's satisfaction.

4. Identified Needs – Educational, Promotional, Developmental

Village was open to discussing options that maintain the boundaries of the law while accommodating business dilemmas out of their control.

Village could consider having their staff review meetings include brainstorming from the client's team of support and experts as well as a business community liaison to help flush out potential options that may allow a project to move forward with less restrictions and adjust as needed.

Chamber Small Business Case Report

Common Thread: Partnership Day-Go-Dogs

1. Retention Visit – Qualified, Non-Chamber, Restaurant, Downtown

2. Retention Visit Findings/Case Studies

Downtown restaurant re-opened a shuttered business with an expanded concept and extensive remodeling. While in the midst of their remodeling, they were confused as to when inspections were necessary. Trustee Sidor was visiting them to keep tabs on their progress and notified me of their issues. We both met with the owners and advised them on the proper procedure for their project to help avoid unnecessary delays.

3. Expansion Plans and Opportunities

The project was halted before any further complications inhibited inspections from being done and the building department was instrumental in helping the business owner and their contractor understand the timetable to adhere to and avoid delays.

4. Identified Needs – Educational, Promotional, Developmental

Village offered cooperation to help educate the business owner and avert what could have been a costly and timely expense.



Village could consider providing a detailed punch list that assist the inexperienced business owner doing a buildout as well as contractors who are not familiar with procedures in Arlington Heights. In addition, a direct source of help (business card) from the village for the business owner could help assure that the contractor and owner are in sync with requirements.

Village could consider having their staff review meetings include brainstorming from the client's team of support and experts as well as a business community liaison to help identify 'first timers' and anticipate their concerns with additional information.

Village Background Information for Chamber Small Business Case Studies (Submitted Feb. 16, 2016)

Common Thread: Sandwich Boards

In August 2013, Code Enforcement officials went through the Downtown to enforce Village Code section 30-121 (Prohibited Signs). The language in the Code specifies, “It shall be unlawful for any person to install or maintain any fluttering, undulating, swinging, rotating or otherwise moving sign, any flashing sign or sign with moving or rotating lights, or any sign creating the illusion of movement.” Per this language, several Downtown business owners were asked to remove items such as balloons and pinwheels. This frustrated several business owners who were vocal to both the Village and the Chamber.

Village Codes exist to ensure a level playing field for all businesses and to ensure public safety and aesthetic value. Staff cannot subjectively stop enforcing them. Additionally, Arlington Heights was not unique regarding their position on sandwich board signs. Several communities in the Chicago area did not permit sandwich board signs at the time that these discussions were occurring. To acknowledge and understand the business community’s concerns, a meeting was held in mid-September in Village Hall among the Downtown businesses, the Village, and the Chamber, as well as Mayor Hayes and Trustee Sidor. A few days following this meeting, guidelines allowing tasteful outdoor displays were created and distributed to those in attendance, as well as any other businesses previously with outdoor displays. These were hand-delivered and discussed with the business owners (attached).

In late 2013, Village Staff established criteria that would allow sandwich board signs and hanging signs in the Downtown. An update on this was e-blasted to the Downtown in mid-December. The completed review and recommendations for criteria was presented in Village Hall to interested Downtown business representatives (Trustee Glasgow was also in attendance) in early February 2014, prior to review by the Design Commission, and was warmly received by those in attendance. The new criteria was recommended by the Design Commission and approved by the Village Board in early May. The permitting process has one-day turnover and there is no application fee. This policy was expanded Village-wide in November 2014 when the Code was amended to permit sandwich board signs community-wide.

In 2015, several different types of signage areas were researched by Staff, resulting in the drafting of potential Sign Code language. These items were placed on the January 26, 2016 Design Commission agenda for consideration.

Due to staffing reductions and turnover, there is limited time available to undertake special projects. Staff constantly works extra hours in efforts to manage heavy workloads. Despite the need for additional staff, the sandwich board matter was addressed efficiently, with group and individual meetings. This was in addition to research, business mailings, drafting Sign Code language, and holding Design Commission meetings.



Village of Arlington Heights

33 South Arlington Heights Road
Arlington Heights, Illinois 60005-1499
(847) 368-5000
Website: www.vah.com

Guidelines for Downtown Sidewalk Displays

The Village will permit outdoor displays by businesses in conformance with the following standards:

1. The use of sidewalks for displays shall only be permitted incidental to the operation of a business contiguous to the sidewalk display.
2. Display shall not extend beyond the length of the business frontage and must be contained within 2' from the face of the building.
3. In no event shall the operation of an outdoor display reduce the open portion of the public sidewalk to less than five feet clear of all obstructions (i.e., street lighting, benches, trees, trash receptacles etc.).
4. All outdoor furnishings shall be secured or weighted in order to ensure that they do not fall into the public way.
5. All outdoor displays shall be well maintained. All liability arising from and responsibility for the display rests with the business owner. It is up to each business owner with an outdoor display to ensure that it is maintained in a safe manner. The Village assumes no responsibility for any private outdoor display, whether it is on public or private property.
6. All temporary display material, except for landscape planters, shall be removed when the business is not open to the public.
7. The Village reserves the right to require the business owner to modify any outdoor display for safety or other code reasons.
8. The Village reserves the right to revoke or modify these Guidelines at any time.

Private sidewalk displays shall also be subject to landlord approval and restrictions.

Sidewalk displays may consist of the following: display of merchandise, landscape planters, small decorative items, sculptures and art.

Sidewalk displays may not include sandwich boards and other signs pursuant to Chapter 30 of the Municipal Code.

Questions about what constitutes sidewalk displays should be directed to:

Village of Arlington Heights
Planning & Community Development Department
847.368.5200

Examples of Downtown Sidewalk Displays



Examples of Downtown Sidewalk Displays



Examples of Downtown Sidewalk Displays



Common Thread: Signage (Martin Optical)

This business approached the Planning & Community Development front counter regarding signage. Two staff members discussed with the owner that they could calculate signable area by jogging the boundary (see attached segment from Sign Code). The permit was received by Planning & Community Development Staff on April 10th, 2014 and approved on April 15th (note: April 12-13 were weekend dates). There is no record of a sign permit being rejected for this business. It was Staff's understanding that the issue was resolved at the front counter.

Additionally, the Village provided assistance to this business in the summer of 2013. The business owner (who is also the property owner) was approved for a parking variation via the Zoning Board of Appeals. The application was submitted on August 16th, 2013 and was approved by the ZBA on September 9th, 2013.

The Sign Code has specific language pertaining to signable area. The Village's policy is to allow a "continuous perimeter of a geometric shape." (see attached policy) This has been consistently applied, providing more flexibility to businesses such as PetCo and Fuego in 2005 (see attached information). The same consistently-applied methodology was applied to this business's sign.

Staff partners with sign companies on a regular basis. In this instance, the sign company was Signs By Tomorrow which regularly submits for sign permits in Arlington Heights and is familiar with Sign Code standards. A "Sign Code Tool Kit" has been created and provided to sign companies, visually summarizing Sign Code requirements.

In 2009, and again in 2011, the Village sent mailings to local sign companies (see attached letter). Signs By Tomorrow received this communication regarding the Village's sign regulations. In addition, Village Staff conducted a Sign Code visual preference survey in August 2011 where local sign companies were invited to attend.

Most recently, in December 2015, Staff again sent a mailing to all sign companies that perform work in Arlington Heights (attached).

Per Chapter 30, Sign Code:

Gross Surface Area of Sign. *The entire area within a single continuous perimeter of a geometric shape which encloses the extreme limits of characters, lettering, illustrations, ornamentation, or other figures together with any material, or color forming an integral part of the display. Structural supports with no sign copy shall not be included in the gross surface area; however, if any portion of the required structural support becomes enclosed for decorative or architectural purposes, it will then be included in the total gross surface area of the sign.*

The Planning Department's policy for apply a "continuous perimeter of a geometric shape" is to use a simple geometric boundary around the extreme limits of the sign as illustrated in Figure 1 below.

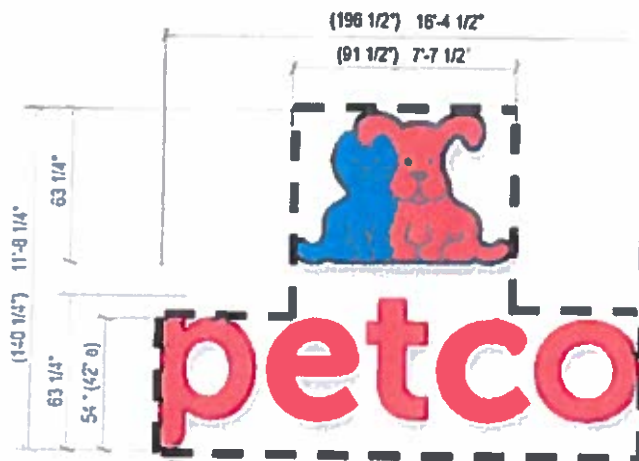
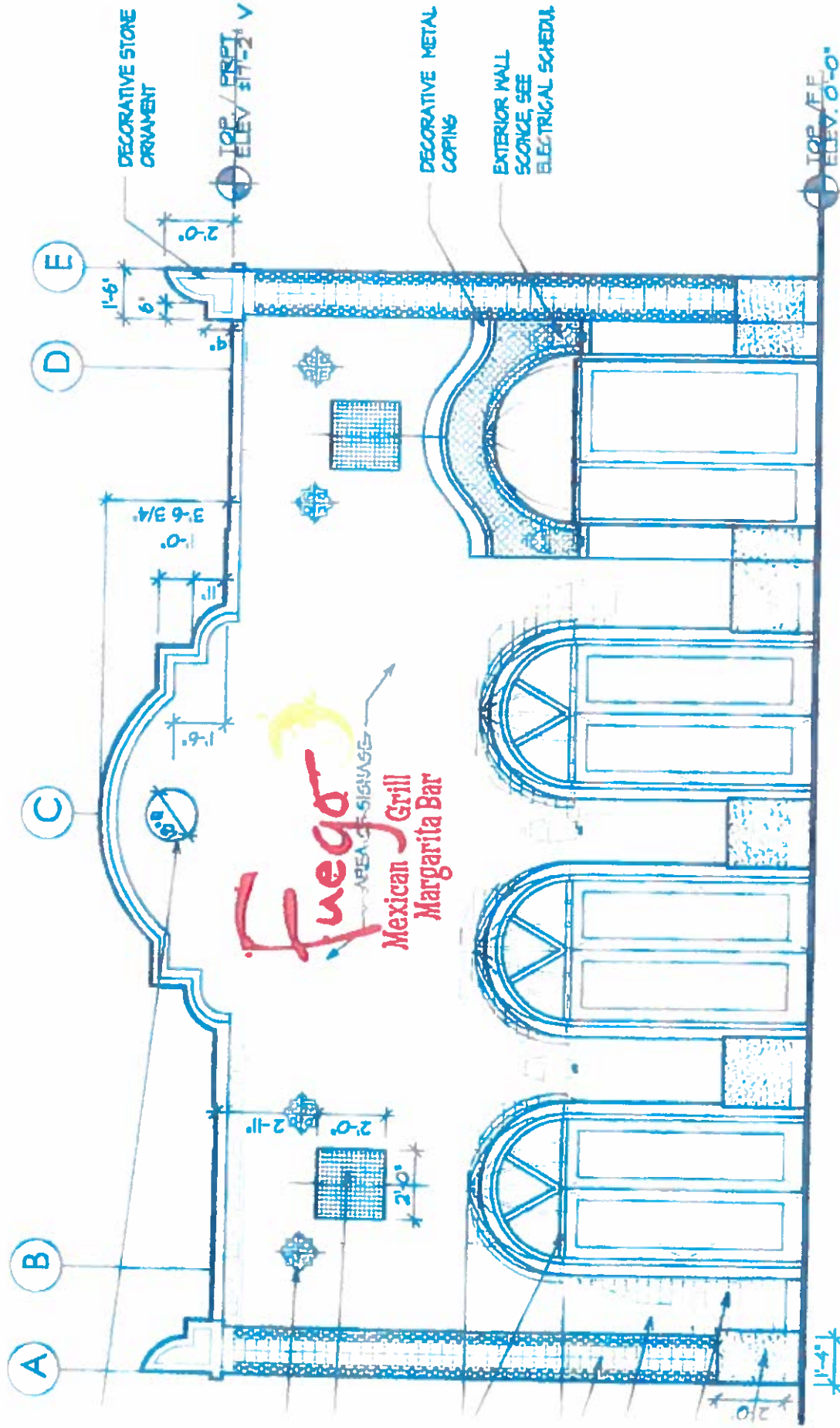


Figure 1. Example of sign measurement boundary.

2005

DC 05 116(A)



OPTION 1 NORTH EXTERIOR ELEVATION 1

1/4" = 1'-0"

2005

DCOS -116 (A)

**Freq Grill &
Mexican Margarita Bar**



Village of Arlington Heights

33 South Arlington Heights Road
Arlington Heights, Illinois 60005-1499
(847) 368-5000
Website: www.vah.com

February 10, 2011

Sure Light Sign
1225 Bowes Rd.
Elgin, IL 60123

RE: Arlington Heights Sign Code Reminder

In 2009, the Village did an outreach effort to local sign companies to assist with understanding current sign regulations. The purpose of this letter is to provide an on going reminder about sign codes and available resources in regards to sign compliance. As part of a continuing effort to better partner with local sign companies, the Village is outlining basic code areas so that signage requests can be processed in a more professional and positive manner. **As a reminder, please do not fabricate a sign for a business until a permit is reviewed and approved.** Some of the frequently asked questions regarding signage in the Village of Arlington Heights are addressed and clarified below:

1. The Sign code, Chapter 30, is available on line on the Village website at www.vah.com under the Village Code tab at the top. It is available in a PDF format at no cost and may also be purchased for \$5.00 at the Finance counter at Village Hall.
2. A Sign Tool Kit for Local Area Businesses has been developed and is available on line at www.vah.com in a PDF format. The tool kit is a visual and graphic resource that explains the most common types of signs. It also demonstrates how businesses may employ signage as part of marketing and branding.
3. It is strongly advised that prior to manufacturing a sign, permits should *first* be submitted to the Village so as to insure that the proposed sign conforms to sign code regulations. Once a permit is issued the sign may be fabricated. This will help avoid potential costs and delays to a business owner and sign companies for a sign that may not meet Village code.
4. If after reviewing the Sign code on line, questions still remain then the Department of Planning and Community Development is available to assist in any questions regarding the sign code and its application. The number to call is 847-368-5200.
5. Below is a brief outline of the types of signs a business is permitted,:
 - **Wall Signs:** A sign placed on an exterior wall.
 - **Ground Signs:** A free standing sign placed permanently in the ground.
 - **Window Signage:** Placed in a window subject to certain coverage limitations.
 - **Temporary Sign:** Placed on the property subject to certain sizes.

Chapter 30 should be referred to for specific regulations for each type of signage listed above.

6. Signs that are not permitted in the Village include the following:

- **Off Premise Sign:** It is unlawful to install or maintain any sign advertising a business or service, which is not located on the same property as the sign.
- **Sandwich Board Signs and Portable Signs:** Prohibited throughout the Village. The signs are a hazard on Village sidewalks.
- **Flashing, Moving, or Rotating lights** or any sign creating the illusion of movement.

The intent of the Sign code is to promote a level playing field for all businesses. The Sign Permit Application is available on line on the Village website at www.vah.com under Government / Department / Planning & Community Development / Documents / Sign Application. Once your application and supporting documents are ready please submit to the Building Department for processing.

If you have any questions, I may be reached at 847-368-5200.

Thank you.



Afshan Hamid
Design Planner

C: Charles Witherington-Perkins, Director of Planning & Community Development
Anthony Guido, The Arlington Economic Alliance
John Melaniphy, Business & Development Coordinator

December 10, 2015

«AddressBlock»

RE: Arlington Heights Sign Code Reminder

Dear Business Owner:

In 2009 and 2011, the Village of Arlington Heights sent out letters to local sign companies to assist with understanding the Village's sign regulations. As part of a continuing effort to better partner with local sign companies, this updated letter is being provided as a reminder of current sign code requirements and the corresponding Village resources that are available to you in regards to signage. This letter outlines some of the basic sign code requirements to help guide sign requests for efficient and positive processing. ***As a reminder, please do not fabricate a sign for a business until a permit is reviewed and approved.*** Some of the questions most frequently asked regarding signage in the Village of Arlington Heights are addressed below:

1. The Sign Code, Chapter 30 of the Municipal Code, is available online on the Village website at www.vah.com under the Village Code tab at the top of the webpage. It is available in a PDF format and can be downloaded at no cost, or it may be purchased for \$5.00 at the Finance Department front counter at Village Hall.
2. A Sign Tool Kit for Local Area Businesses has been developed and is available online at www.vah.com under Village Information/Document Center/Sign Tool Kit, in a PDF format. The tool kit is a visual and graphic resource that explains the most common types of signs. It also demonstrates how businesses may employ signage as part of marketing and branding.
3. It is strongly advised that prior to manufacturing a sign, a sign permit application should ***first*** be submitted to the Village so as to insure that the proposed sign conforms to Sign Code regulations. Once a permit is issued, the sign may be fabricated. This will help avoid potential costs and delays to a business owner and sign companies for a sign that may not meet the Village Code.
4. If you have any questions after reviewing the Sign Code, please contact the Department of Planning and Community Development. Department staff is available to assist with any questions regarding the Sign Code and its application. The main number to call is 847-368-5200.
5. Below is a brief outline of types of permitted business signs. Chapter 30 of the Village Municipal Code should be referenced for complete regulations for each type of sign.
 - **Wall Signs:** A sign which is placed flat or projecting no more than 12 inches from an exterior wall.

- **Ground Signs:** A free standing sign placed upon the ground or supported by uprights or braces placed in the ground and not attached to any building, fence or other structure.
- **Directional Signs:** An auxiliary sign provided for the sole purpose of providing directional information to pedestrian or vehicular traffic.
- **Window Signage:** A sign that is installed, painted upon, printed, affixed to, etched or placed against a window or door of a building for purposes of viewing from outside the premises, not including merchandise located in a window for display.
- **Temporary Sign:** A non-permanent sign installed, affixed or maintained on a premise for a short, fixed period of time.

6. Signs that are not permitted in the Village include the following:

- **Off Premise Sign:** It is unlawful to install or maintain any sign advertising a business or service, which is not located on the same property as the sign.
- **Portable Signs:** Prohibited throughout the Village. However, sandwich board style signs are permitted with certain restrictions, refer to Chapter 30.
- **Flashing, Fluttering, Moving, or Rotating** signs or any sign creating the illusion of movement.
- **Attention Getting Devices** like pennants, character balloons and spotlights are prohibited.

The intent of the Sign Code is to promote a level playing field for all businesses. The Sign Permit Application is available online on the Village website at www.vah.com under Village Information/Document Center/Category: Permits, Applications and Forms/Sign Permit Application. Once your application and supporting documents are ready, please submit them to the Building Department for processing.

If you have any questions, please call the Village of Arlington Heights Department of Planning and Community Development at 847-368-5200.

Thank you,



Steve Hautzinger AIA, Design Planner
Department of Planning and Community Development

C: Charles Witherington-Perkins, Director of Planning & Community Development
Michael Mertes, Business & Development Coordinator

First Name	Last Name	Company Name	Address Line 1
Thomas	Latimer	ASI Signage	1219 Zimmerman Dr. South
Kevin	Medici	ATMInstaller	2819 W 167th St.
Mike	Hoffer	Aubrey Sign Co.	1847 Suncast Lane
Jim	Bauer	Bauer Signs Co.	2500 S 170th St.
William	Holley	Bright Light Sign Co.	310 Telser Rd
Cody	Snick	Central State Signs	817 S. Kay #6
	Owner	Chicago Sign Design	220 S Lively Blvd.
Brad	Meisenheimer	Chicagoland Signs	1020 W Fullerton Ave STE B
Sophie	Skirucha	CNC Graphics Ltd	575 N. Edgewood Ave.
Ben	DeHayes	Corporate ID Solutions	5563 N Elston Ave.
Cosmin	Pircia	Cosmin Sign Installation	13 Ridgeport Lane
Bridgit	Cemons	Design Group Signage	2135 S Frontage Rd.
Jeff & Michelle	Miller	Divine Signs	735 Estes Ave.
Danny	Konovalchik	DK Signs & Graphics	28W500 Lester St.
TJ	Doyle	Doyle Signs	232 Interstate Road
Edward	Park	Excel Sign	613 Estes Ave.
Eddie	Hartsell, Sr.	Express Signs and Lighting	212 Amendodge Drive
Bob	Silverstein	Fast Signs of Schaumburg	1084 National Parkway
	Owner	Holland Design Group	1090 Brown Street
Kim	Joungil	Hwangso Sign & Design	8526 W. Golf Road
Cory	Hock	IC Signs & Graphics	5344 W. Diversey
Stonebridge	Partners	Icon Identity Solutions	1418 Elmhurst Road
Brian	Schaner	Identity Services	1120 National Ave.
Allen	O'Brien	Landmark Signs	7424 Industrial Ave
Billy	Brooks	Midwest Sign & Lighting	4910 Wilshire Blvd.
Robert	Whitehead	Olympic Signs	1130 N. Garfield
Luz & Engin	Komv	Ozko Sign & Lighting	1119 Lunt Ave.
	Owner	Parvin Claus Sign Co.	165 Tubeway Dr.
William	Chase	QT Sign	1391 Wright Blvd.
Scott	Bailey	Sanford and Sign	1509 Musial Drive
Michelle	Cash	Sign-A-Rama	220 Peterson Rd.
Philip	Kornick	Sign-A-Rama	711 E. Gold Rd.
Mike	Cacini	Sign-A-Rama	1161 Lee Street
Tony	Morrone	Signco, Inc.	1327 N 31st Ave.
Gokman	Oner	Signmax	1018 Lunt Ave.
David	Groth	Signs Now	426 W. 5th Ave.
Greg	Kelsey	Signs Now	447 Kelly Lane
	Owner	Better Sign Service	1527 Burgundy Pkwy.
	Owner	Cosmos Sign & Design	4028 Tugwell Street
	Owner	Fast Signs	1814 N. Arlington Heights Road
	Owner	H.M.Witt & Co. Signs	3313 W. Newport St.
	Owner	Letterman/Signage Co.	19912 S. Wolf
	Owner	R.B. Sign Company	4543 W. Addison St.
	Owner	Sign Central	34039 N. Hainesville
	Owner	Signs by Tomorrow	1315 E. Davis
	Owner	Southwater Signs	934 N. Church

	Owner	Sure Light Sign	1225 Bowes Road
Robert	Zimmerman	Signs Plus	1216 Rand Road
	Owner	Signs, Signs, Signs	207 Gail Ct. S
Glaister	Foreman	Signs U Work	1389 Newport St.
Kwan	Kim	SM Deluxe Sign	750 Bonnie Lane
Ganize	Ozdemir	Volkan Signs & Lighting	602 Lunt Avenue
Dick	Logue	4MC Corp.	8040 Jordan Road
	Owner	Anchor Signs	2200 Discher Ave.
Kent	Weber	Awning, Sign & Lighting	1405 Bernard Dr. Unit A
Richard	Grinius	Classic Signs	15904 143rd Street
John	Harris	Corporate Image Sign Service	15 Mill St, #384
Andrew	Bauman	Creative Edge Visual Solutions	1414 Armour Blvd
Steven	Klopach	Diamond Sign & Designs	603 A Factory Road
David	Ogg	Extreme Graphics	978 Jefferson Sq. Ste. J
Nino	Silic	Financial Applications	7420 Duvan Drive
Heng Sik	Park	First Ad-Comm	3744 W Lawrence Ave.
James	Gajdorus	Gadge Signs	215 E Otto Dr., Ste. A
Dorothea	Stipetic	ID Sign & Lighting	1820 Faxon Dr.
Kenneth	Brevar	Integrity Signs	18621 S 81st Ave.
	Owner	North Shore Sign	1925 Industrial Dr.
Ronald	Ottinger	Rainbow Signs	244 Spring Ridge Drive
Jack	Nenel	Real Neon	113 W. Official Road
Stephen	Volpe	Sign-A-Rama	6326 W. Irving Park Road
Sherri	Hodes	Sign-A-Rama	352 Lexington Drive
Salim	Shariff	Sign America	2748 W. Devon Ave.
Joseph	Holik	The Sign Palace	68 N. Lively Blvd.
Dan	Blanton	Signsational Services	21927 W 5th St.
Thomas	Merkel	South Water Signs	922 N. Oaklawn Ave.
James	Tarzon	Station Imaging	24390 Nippersink Road
	Owner	VC Signs & Lighting	709 Parkside Lane
Donald	Meyers	Vital Signs USA	791 Industrial Drive
	Owner	White Way Signs	451 Kingston Court
	Owner	Ahern Signs	3257 S. Harding Ave.
	Owner	American Signs	123 King St.
	Owner	Arlington Sign & Banners	818 W. Northwest Hwy.

Common Thread: Signage (Baby Photo)

Is this Chicago Baby Photo (310 S. Arlington Heights Rd.)?

The business applied for a wall and ground sign in 2011 and was approved in November of that year for both.

Common Thread: Signage (Fitness 19)

Planning & Community Development Staff worked closely with the property owners and tenants on this project. The pole sign in question was non-conforming, even if the business was promised usage of it in their lease. Staff is tasked with bringing sites up to Code to ensure an aesthetically pleasing environment.

Staff reached out to the national company and the property owner on multiple occasions attempting to negotiate a solution. Ultimately, Staff suggested a compromise agreeable to the property owner. On September 8, 2015, the Village Board approved a temporary sign variation with the requirement that the sign be removed within three years.

Common Thread: Zoning/6b Classification (Signs By Tomorrow)

Village Staff provided assistance stemming from a meeting along with the owner and Chamber Staff in September 2014. The building in which the owner wanted to re-locate was zoned B-4 which does not permit an industrial use. In discussing the business's operation, the owner stated that the operation was service and not industrial. Staff analyzed the use and determined that the use most closely aligned with "Sign Painting Shop" which is permitted in B-4.

At a meeting with Michael Mertes and Jim Platt in late September 2014, the owner also requested a Class 6b incentive, typically reserved for industrial businesses. Given that the property is not zoned or designated industrial, Staff contacted the Cook County Assessor's office over a dozen times between the late September 2014 and early January 2015, providing all requested information including photos of the business, in order for the County to determine the business's eligibility for the incentive. Trustee Sidor and the owner's tax attorney's also made contact with the Assessor's office regarding the same matter. Staff conducted site visits to both the current and future locations of the business.

In late January, the Assessor's office made the determination that the business was not an eligible business for the incentive (email attached). The business owner hired a tax attorney, and in February the attorney appealed the County's denial. The County then reversed their original opinion. The business filed a Class 6b application with the Village on March 26, 2014 and was approved by the Village Board a few weeks later on May 4.

The owner wished to alter the number and positioning of parking spaces on the property, in addition to providing a carport by demolishing part of the building, in order to have enough spaces to meet Village Code. The owner was reluctant to hire an architect but requested Staff to provide Code compliance information from Building, Zoning, and Engineering, which was difficult to provide definitive direction without any architectural plans. Staff did provide assistance via several meetings, e-mail, and numerous phone calls. On multiple occasions the Building and Engineering Departments stressed the need for the business to hire an architect to put together drawings of the proposed site in order to be able to answer the owner's questions and give appropriate feedback, especially regarding the proposed carport.

In December 2014, the owner hired an architect. On December 18th, the owner and architect met with representatives from the Planning, Engineering, and Building Departments. The meeting was highly productive and the owner expressed his appreciation for Staff's efforts and their feedback. Two weeks later, the owner purchased the new property. He has since expressed his gratitude to Staff for their efforts during the permitting process which also involves construction of the aforementioned carport (email attached).

Staff holds regularly-scheduled Plan Review meetings in which business owners and their consultants are able to explain the project and share their thoughts while asking any questions of the various departments. Staff can then provide feedback as to what Code requirements are for the project in order to help the business meet Village standards. Also, as previously mentioned, Staff from multiple departments met with the owner in December 2014 and his architect (once he was hired) regarding the project and were able to provide in-person feedback. Building Department Staff also met personally with the owner and Jim Platt on several other occasions.

Mertes, Michael S.

From: Mertes, Michael S.
Sent: Tuesday, January 27, 2015 5:07 PM
To: 'Jeanette Thomas'
Subject: RE: Status of Class 6b Eligibility

Jeanette,

I appreciate you letting me know. I will make sure the interested party gets this information.

Sincerely,
Michael

Michael Mertes
Business Development Coordinator
Department of Planning and Community Development
Village of Arlington Heights
33 S. Arlington Heights Road
Arlington Heights, IL 60005

P: 847-368-5220
F: 847-368-5988
mmertes@vah.com

www.DiscoverArlington.com
www.vah.com

From: Jeanette Thomas
Sent: Tuesday, January 27, 2015 12:09 PM
To: Mertes, Michael S.
Cc: Khang P. Trinh
Subject: RE: Status of Class 6b Eligibility

Mr. Mertes:

Our Field Department did a field check for **Signs By Tomorrow** at the current location of 1050 S. Arlington Heights Road, Suite B, Arlington Heights, IL to determine the use of the property (*per our previous conversations*).

Based on the recent field check, the current use of the property was determined to be Commercial.

If the use of the current property remains the same in the new location the property would not be eligible for the Incentive.

Jeanette

Mertes, Michael S.

From: Signs By Tomorrow - Arlington Heights [REDACTED]
Sent: Wednesday, September 16, 2015 9:37 AM
To: Allen, Brian
Cc: Mertes, Michael S.; Craig, Charles; McCalister, James; Butt, Paul; perkins@vah.com; Gerstein, Valerie; Pierce, Deb; Larson, Lou; Jim Platt; Recklaus, Randall
Subject: RE: Permit # 15-247 - Thank You

Brian,

Consider it done!

Thank you for your patience; it was a pleasure working with you.

Timing was perfect; was able to express my appreciation at last night's Village Board Meeting.

We went through a lot of ups and down and uncertainties during the past 12 months but everything is coming together quite nicely now. We felt a lot of support from the Village, the Chamber and other local business people; we are glad we stayed in Arlington Heights.

Thank You to everyone involved in the process.

Kind regards,

Common Thread: Zoning/6b Classification (Arlington Dental Associates)

The business owner was looking to purchase 10 N. Arlington Heights Road in order to relocate their office. After spending time analyzing the parking situation, Staff determined via the information provided that there was just enough parking to meet Code. The information initially provided by the business did not identify use of a basement in the building.

When plans were submitted, use of the basement was then pointed out. This was not identified in earlier discussions and parking must account for this space per Code. Planning Staff reached out to Diana Mikula and she verified the use of permits for the north parking garage for the business and Staff. This alleviated the parking problem to the owner's satisfaction. Staff's proactive involvement addressed issue that was not presented initially. Pre-approval was addressed by Building and Zoning Codes.

The Village does meet with applicants and potential applicants informally to brainstorm the impacts of potential projects via the permit review committee. This committee has recently been reformed with a goal of making providing feedback to applicants early in the process to avoid unnecessary costs.

Common Thread: Zoning/6b Classification (Suburban Trim & Glass)

The Chamber brought this business to the attention of the Planning and Community Development Department. The business has been in Arlington Heights for over 40 years and was looking to relocate into an industrial area. The owner also inquired about the Class 6b program. Staff met multiple times with the owner and his representatives regarding a variation to allow the use in the M-1 zoning district. Staff has also assisted in helping the business obtain a Class 6b designation at the new proposed location.

Due to multiple conversations, as well as site visits, prior to submittal of the Class 6b application, Planning & Community Development Staff was able to review in short order. The Village Board approved the incentive application on July 6, 2015, only three weeks after submittal of the completed Class 6b incentive application.

Common Thread: Outdoor Dining (Salsa 17)

Business submitted an engineering plan to the Engineering Department to reconfigure an alley in Downtown in order to provide outdoor dining in accordance with revised and relaxed outdoor dining standards adopted by the Village Board. The alley is publically owned, and not entirely surfaced. Minimum ADA access needed to be maintained as well a minimum of five feet emergency exit for the condo building to the south and adjoining properties. The business hired their own engineer to develop a plan to provide positive drainage. The Engineer hired by the business proposed to remove the existing walkway and repave the entire walkway. The Village approved the engineering plan that was submitted by the business owner's engineer.

After discussions with Mayor Hayes and some Downtown restaurants, staff developed relaxed outdoor dining guidelines to allow additional restaurants to provide outdoor dining on public comments in the Downtown area. These relaxed guidelines were approved by the Village Board in May 2014, with the stipulation that the new outdoor dining guidelines be evaluated after the first year. In July 2014, the business presented their plan and the proposed license agreement to the Village Board. The Village Board had a number of concerns with the proposal. In particular, the request from the business to have a five year license agreement as opposed to the one year agreement to which all the other restaurants had agreed.

After the Village Board meeting, Staff met again with the business owner and outlined a number of options for consideration. The business owner elected not to proceed further in 2014. In 2015 the business owner resubmitted a revised plan proposed to pave the sides of the alley as oppose to the entire alley, which the business owner had previously proposed. This Plan was developed after several meetings including one with the Chamber and Staff. The modified plan was presented to the Village Board in May 2015 and the outdoor dining was installed shortly thereafter. The delay was a decision by the business owner to not install outdoor dining in the latter part of 2014.

The project is not on hold. As noted above, the business installed their outdoor dining early in summer 2015.

Without Staff taking the initiative to develop new outdoor dining guidelines and the Board's willingness to consider this new outdoor dinging program, this business and others in the Downtown would not have been allowed outdoor dining. The flexibility of these new requirements allowed this restaurant and others to have outdoor dining on publicly-owned property.

Communication was frequent between the business and the Village. There were no fewer than four face to face meetings with Village Staff to help resolve this issue. One such meeting is documented in the attached memorandum to the Village Board. In addition, there were over 30 emails regarding attempts to resolve the outdoor dining for this particular business.

In January 2016, Staff forwarded a memo to the Village Board suggesting three-year license agreements for outdoor dining.

MEMORANDUM

TO: Diana Mikula, Interim Village Manager
FROM: Charles Witherington-Perkins *CWP*
Director of Planning and Community Development
DATE: July 11, 2014
SUBJECT: Salsa 17 Outdoor Dining

After last Monday's Committee-of-the-Whole meeting various Village Staff met to discuss potential options that may be considered regarding the improvements necessary to implement outdoor dining along the alley next to Salsa 17. Also, on Wednesday, July 9 Robin Ward and I met with Larry Huber to discuss the License Agreement and any outstanding issues that he had. Previously, Mr. Huber had indicated to me that he had no issues with the License Agreement other than the term and his ability to recoup his costs.

The following are options that are being explored:

1. The Village has provided Mr. Huber with two additional contractors who do a significant amount of brick work for the Village. By obtaining addition cost proposals it may be feasible to obtain better pricing for this work.
2. The Engineering Department is in the process of reviewing the plan prepared by Mr. Huber's engineer to determine if there is a more cost effective way to make the improvements in the alley while still maintaining positive drainage.
3. Public Works has reviewed the existing walkway and determined that in the next year or so maintenance improvements would be needed. As a result, Public Works is in the process of obtaining a cost for a scenario where the Village could provide the bricks and Mr. Huber could pay for the installation.
4. In the meeting that Robin and I had with Mr. Huber, he proposed the possibility of a prorated amount over a five year time period. Specifically, his idea is that if the License were revoked for reasons other than those described in the Agreement, then the Village would reimburse Mr. Huber in a prorated basis.
5. The Village could also explore the option of installing the improvements to the alley and park (Carlos and Carlos) as part of future paving work.

As these options will take additional time to resolve and provide enough details for the Village Board to provide direction to Staff, it is not anticipated that this matter would be placed on next Monday's Committee-of-the-Whole agenda.

In the meeting that we had with Mr. Huber, we did again suggest the potential for him to consider the outdoor dining component of 3 or 4 tables along Campbell Street only at this time. Previously, Mr. Huber had indicated that he was not interested in this approach, but he is going to evaluate this potential and respond to Robin Ward by the middle of next week. If he wishes to pursue Campbell Street only it is proposed that a License Agreement for would be placed on the Village Board meeting of July 21.

C: Robin Ward, Assistant Village Attorney
Jim Massarelli, Director of Engineering
Scott Shirley, Director of Public Works
Bill Enright, Deputy Director of Planning & Community Development
Derek Mach, Planner

CW-P:imp

OK
Diana Mikula
7-11-14

Common Thread: Outdoor Dining (Carlos & Carlos)

The owners of Carlos & Carlos were looking to utilize part of Harmony Park for outdoor seating. In working directly with the owner, Staff developed a revised plan, which was approved by the Village Board with some controversy. The owners elected not to proceed in 2014, despite additional suggestions by Staff to reduce costs. The Village Board approved their outdoor dining plan again for 2015. Carlos & Carlos implemented their outdoor dining last summer.

The Village worked outside-the-box to allow this restaurant to utilize park space. Due to concerns, the owner needed to make certain concessions, such as making the seating area open to the public during non-business hours, and not providing service during public events such as the Sounds of Summer concert series. This enabled a compromise so that the restaurant could take advantage of outdoor seating on public property.

The Village made their best efforts to accommodate the restaurant's request. Considering the proposal would be in a public park, there are certain restrictions that could not be overcome, such as limiting the hours of operation during certain times and events. Previously, outdoor dining in the public walkways was not permitted, but the program was expanded to allow restaurants such as this greater opportunity for more business. With respect to the restaurant, the property in question is not privately owned, it is municipal property.

The Village reserves the right to place restrictions where necessary, whether for safety or the overall public benefit. In this case, the Village was willing to compromise and share public land dedicated to park space in order to assist a private business.

All Downtown restaurants with outdoor seating are subject to restrictions. By allowing the restaurant to have no restrictions would be giving them an unfair advantage. In permitting use of the public park alone, the Village was scrutinized by other restaurants who felt that Carlos & Carlos was benefitting more greatly via use of the park space. Staff met on multiple occasions with the business owner to discuss this project.

Common Thread: Partnership (School of Rock)

The owner contacted Planning & Community Development Staff in late May, who immediately contacted Public Works about the issue, who promptly contacted Nicor. The issue stemmed from when the business's contractor struck a gas line. Nicor removed pavers to immediately repair gas leak caused by contractor working for the business. After contact from Public Works, Nicor came to resolve the issue and the pavers were replaced the week of June 2nd, before the business's grand opening.

Village Staff helped resolve the issue that was created by the business's contractor in a timely and appropriate fashion. The contractor working for the business cut a Nicor gas line during construction. The contractor should have followed up with Nicor after the gas leak was fixed. As soon as the issue was brought to the Village's attention, by the business owner, Staff immediately assisted. Since the business's contractor cut a Nicor gas line, the Village was unaware of an issue until it was brought to their attention, when they promptly worked to remedy the situation.

The utility company is supposed to provide business owners with direct contact during any work being done. Business owners are welcome to contact Public Works or Planning & Community Development with any questions or concerns (as was done in this case), and Village Staff will be happy to assist.

Common Thread: Partnership (Pure Salon)

Planning & Community Development Staff introduced the business owners to the appropriate Building Department Staff regarding the ADA accessibility issue. Jim Platt also consulted with the Building Department to provide assistance for the owners.

The Business Development Coordinator exists to serve as liaison if business owners need any additional assistance. Plan Review Committee meetings are available for business projects. Ultimately, the issues were a Building Code matter. This was handled by Building Department because the issue involved ADA accessibility and State licensing.

Common Thread: Partnership (Day Go Dogs & 'Za)

After the closing of Daily Grind & Grille (5 W. Campbell Street) Michael Mertes remained in regular contact with the building owner. In August 2014, Michael coordinated with the contract purchaser/owner of DayGo Dogs. Planning & Community Development Staff sent a copy of the Special Use ordinance for the property to the owner, and the owner agreed to the terms. Staff remained in regular contact.

After a story published in the *Daily Herald* about the restaurant came out, resulting in some backlash against the eatery's name, Planning Staff worked with the Village Manager's office on a press release. Although the Village did not endorse the name, it is within the owner's legal rights to give the restaurant that name. DayGo Dogs & 'Za opened in March 2015. Planning & Community Development Staff worked closely with the owner on outdoor seating and adding a nearby bike rack.

Planning & Community Development Staff has put together a business resource guide that is distributed to prospective businesses which highlights the permit review process. Staff will take proactive efforts to make sure as many new businesses as possible receive this publication. Michael Mertes sends all newly approved business license recipients a packet of information including his business card.