



WELCOME!

Blueprint Projects Board Workshop #2
November 18, 2020

TODAY'S AGENDA



1

7:05-7:20pm

Welcome, Meeting Ground Rules and Recap

2

7:20-7:50pm

Mini-Visioning (Headline)

3

7:50-9:40pm

SWOT (Strengths, Weaknesses, Opportunities, Threats)

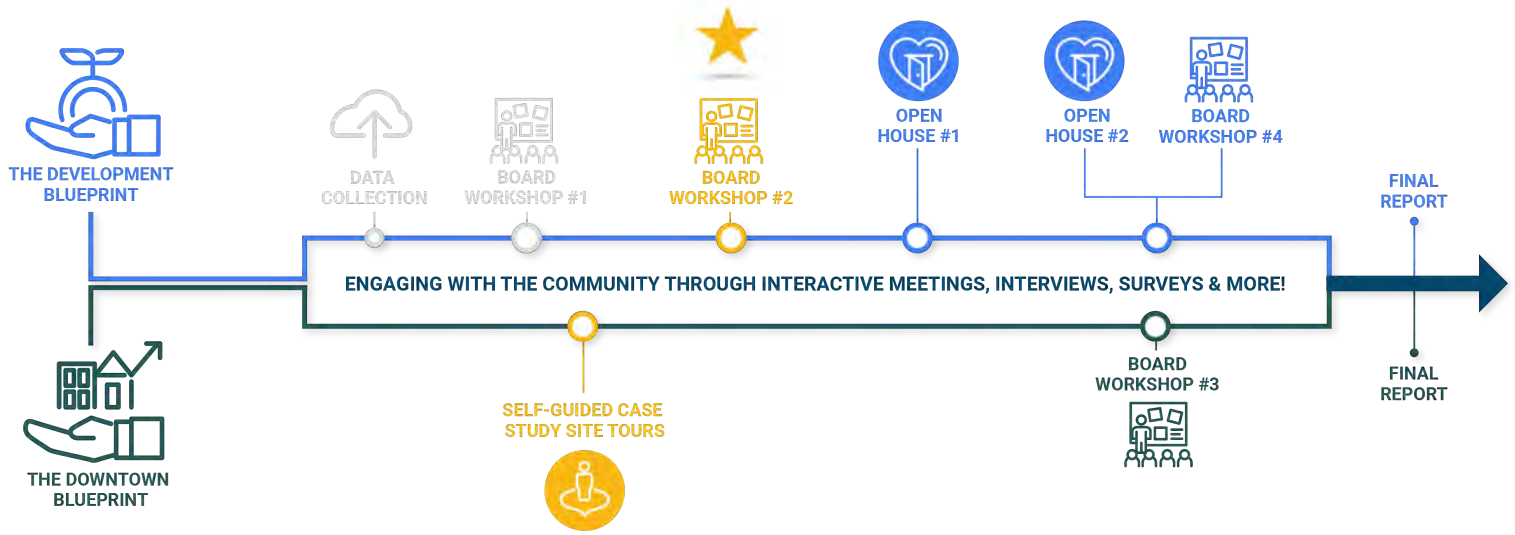
4

9:40-10:00pm

Next Steps & Public Comment



Glenview Timeline



HOW TO ENGAGE TONIGHT



**Zoom Q&A For
Ideas & Comments**



**Zoom
Polling**



**Public Comment:
3 Min Per Speaker**



2

Two Concurrent Projects

**Why Are We
Here?**

1

One Unified Goal

The Projects



The Development Blueprint

To establish business retention and recruitment policies across the Village and create a toolbox of implementable action steps.



The Downtown Blueprint

To bring the preferred downtown concepts up-to-date by balancing design, community input and financial feasibility.



THE GOAL:

**To continue the Village
of Glenview's legacy
and grow for future
generations.**



BOARD WORKSHOP #1
OCTOBER 21, 2020

A RECAP:

In case you missed it,
here are the key points
that were covered in
Board Workshop #1:

**FAQs Posted
on Website**

[GlenviewConnect.com](https://www.glenviewconnect.com)



**Community
Engagement Plan &
Ways to Engage
Throughout the
Project**



**Suburban Research
Trends and Village
of Glenview Market
Research**



**Preliminary
Mapping for
Baseline
Understanding**

AN INTRODUCTION TO MIRO



Selection Tool



Post-It Note Tool

Copy: Ctrl+C

Paste: Ctrl+V

hello!

hi

Hi there

hello!

hello!

thank you
all for being
here
tonight!

start
it up

LET'S GIVE IT A TRY!

MINI VISIONING | WRITE YOUR HEADLINE



If The Village of Glenview made the front page of the Chicago Tribune 5 years from now (or homepage of their website), what would the headline be? Think short, succinct and catchy – 5 to 7 words max!

Glenview Named Top 10 Small City for 2025	Downtown Revitalization A Rousing Success	destination location in the north suburbs for home, work and play
Glenview Downtown revitalized successfully without using taxpayer funds	Glenview is known for the best place to raise a family!	Glenview's 2025 Vision & Beyond
More than just a great place to live - blended uses - L/W/P	Dream realistically...responsible development - not a burden on the community	

BOARD OF TRUSTEE HEADLINES

Glenview's Downtown Has Best Restaurants in Northshore	Glenview's Downtown Revival Sparks Enthusiasm and Investment	The Renaissance Community of the North Suburbs	Glenview...Voted Most Healthy, Vibrant and Progressive Town In IL
Glenview Approves Development Plan to Address Future Housing Needs	Glenview top community say young professionals	Glenview recognized as a leader in Diversity, Equity and Inclusion	Glenview Unites Residents Through Cooperative and Strategic Development
Glenview: Sustainable, Green, Friendly - a Gem Close to the Lake and the City	We LOVE Glenview! Fabulous place to live your life!	Glenview is the Place to Be!	Glenview - Green, Growing and Great!

COMMUNITY HEADLINES



**Turn Your Attention To Zoom To
Vote For Your Favorite Headline!**



A useful framework for analyzing and organizing our:

Strengths

Weaknesses

Opportunities

Threats

Our strengths are things we do better than any other village and things that distinguish us from surrounding villages. Think about our inherent values and resources - what makes Glenview GLENVIEW?

Mindmapping is a brainstorm tool that helps us think collectively. Start with a bubble and expand on it! Consider additional topics that can stem from the identified strengths.



BOARD COMMENTS



THE COMMUNITY'S VOICE



It's important to be honest and realistic about our weaknesses - in what area are we inherently weaker than surrounding villages? What are we lacking that other villages have?

For this exercise let's put ourselves in the shoes of other groups of people - this is called rolestorming! There are three demographic groups that are existing and three demographic groups that we want to attract. How does each group view the Village?

EXISTING PERSONAS

PERSONAL INFO
Median Age 27
Married Couple with Children
Enjoy sports, classical music concerts, and charity dinners
Regularly visit vacation home
Frequent vacationers
Value organic food and luxury goods

TOP TIER
The wealthiest segment that is highly educated with sophisticated tastes.

we're enough high-end shopping | high end spas | Diverse Retail Stores | higher end restaurants | High-end restaurants

downstream parking | modern conveniences | Local traffic | Green restaurants

PERSONA 01

PERSONAS WE WANT TO ATTRACT

PERSONAL INFO
Median Age 32
Mostly singles
Highly mobile and educated
Live alone or with a roommate
Drive for sophistication
Socializing and social status are very important

METRO RENTERS
Urban renters working hard to be at the top of their profession.

All right dance clubs | Liveable and affordable | More choices to rent in the Glen | TOO quiet | The Glen Town Center

Needs a night life | closer to the City | hard to find the best | Apartments age appropriate | lack of social gathering spaces | rent is too high

PERSONA 04

PERSONAL INFO
Median Age 31
Large market of empty houses
Active supporters of the arts
Social and networking
More concerned with quality than cost
Well connected with frequent use of tech

EXURBANITES
Active and affluent with an urban lifestyle.

Private Schools | no high end fashion shop downtown | More community festivals | walkability | limited parking options

No "Go-PM" resources, services, sales | Limited Access to ARTS | Aging urban infrastructure | no theater with modern teams

PERSONA 02

PERSONAL INFO
Median Age 37
Mostly singles and couples (no kids)
Middle and more likely to rent
Research before purchasing
Flowers & tech are part of everyday life
Embrace the "Tosler" culture

EMERALD CITY
Well educated, well employed and highly connected individuals.

organic restaurants | dog parks | no dining places

Appropriate with traditional looks | Modern housing options | not enough live/work/live/entertainment | Electric cars | small condos | walkability

PERSONA 05

PERSONAL INFO
Median Age 32
Mostly married couples with kids
30% are singles
Well-educated consumers
Organic foods and regional wine
Travel extensively
Tech savvy

URBAN CHIC
Many professionals living a sophisticated and exclusive lifestyle.

no sense of urban authenticity | recent restaurants | singles no meeting place | good schools

safe activities for teens | great park district programs | small downtown business | downtown after 10pm | no a lot of business meeting spaces | not a lot of shared office spaces

good schools | safe activities for teens | high speed fiber connections | places for events like special times | More cost office space for event storage | NO dining options

PERSONA 03

PERSONAL INFO
Median Age 39
A mix of singles, couples and families
A blend of owners and renters
Socially and ethically diverse
Price matters but not for quality
Passionate about quality

CITY LIGHTS
Savers and dreamers living an active urban lifestyle.

more apartments | dog parks | community events & festivals | space for kids

affordable housing | not diverse | easy to renovate | better used transit options | No Car areas | Celebrate diverse cultures

PERSONA 06

CRTKL RESEARCH SHOWS:

- Gap in millennial age group
- Highly car oriented community
- Low percentage of renter-occupied homes

THE COMMUNITY'S VOICE

Being as Transportation NOT recreation | 5G | Food trucks | ethnic restaurants

Too expensive to rent | Not affordable | No houses to rent | More apartments in downtown | Not diverse enough | No car areas | Bike to work | Where are bike rentals? | Too many kids and families | Outdoor festivals

Our community is aging out | Don't need to be everything for everyone | Land value is expensive for millennials | more diversity | Not enough restaurants | Lack of cultural options | Evanston has more choices | Lack of walkability to schools | Lack of price points for housing 30/35 yr olds | Business flex space missing

Not enough diversity | land values too high | Why would I move to Glenview vs. city | More specialty stores | No live music | Too many independent owners of parcels in downtown | climate plan | airplane noise | no starter homes | No nightlife

sustainability | no night life | small shops | high end organic restaurants | perceived accessible housing is not affordable | Too many chain restaurants | a more attractive downtown | Welcoming to DINK's? | Lack of no maintenance SFR | Lack of community events

Need to address succession planning | Missing winter activities | No public art | lack of sit down restaurants | Lost opportunity with riverfront | Where are bakeries | lack of teen activities | Small downtown footprint | Where would singles spend time? | bike lanes

Opportunities are openings or chances for something positive to happen. Think about opportunities that are easy to spot as well as some that might be hidden and less recognizable.

This activity will help us identify opportunities at the Village of Glenview. Think about potential doors that could be opened to allow for further growth in our Village.

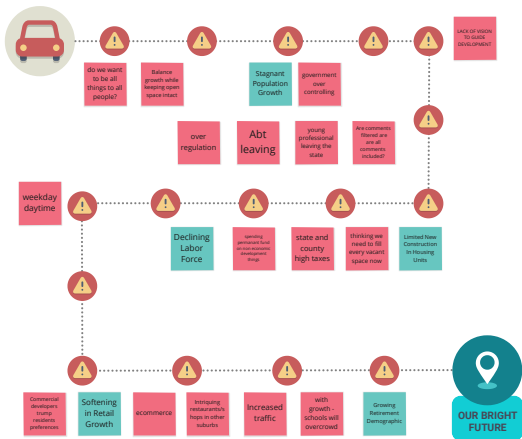
BOARD COMMENTS

--	--	--	--	--	--

THE COMMUNITY'S VOICE

Threats are anything that can negatively affect the Village of Glenview. These could be external and internal challenges that make us vulnerable to future growth.

Let's take a road trip into the future of the Village! With any road trip, there are bound to be bumps in the road. In the context of Gap Filling, we consider these bumps to be threats that create challenges for us getting to our end destination - a bright future for the Village of Glenview.

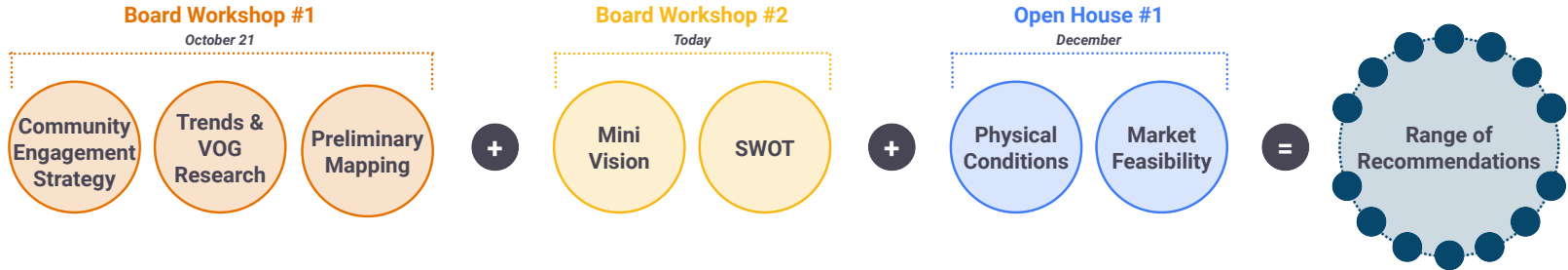


BOARD COMMENTS

- Illinois state financial condition
- Shifting retail preferences
- Revenue diversification

THE COMMUNITY'S VOICE

- Lack of Vision to meet goals
- Transparency in the development process
- Small downtown footprint
- Climate Change
- Neighboring towns
- Not embracing the future
- Major offices leaving
- Retail leaving
- Impact of COVID
- Waukegan Road traffic
- Aging population
- Fear of change
- Self driving cars
- Aging demographic
- not enough development downtown
- No one out during the daytime
- Missing out on electric vehicles
- High taxes
- Unproductive businesses remaining
- Online shopping
- Balance growth with open space
- no workforce housing
- Young professionals leaving state
- Growth of online shopping
- lack of a clear vision
- Attracting top teachers
- Passivity
- No work force housing
- No change - things are ok
- Over-development
- Not protecting retail from Amazon
- Not taking action with studies
- Housing is too expensive
- Not being able to age in place





**Turn Your Attention To Zoom To
Help Prioritize the SWOT Points.**

NEXT STEPS!



**Self-Guided Case
Study Site Tours**



**Village of Glenview
Community Survey**



**Share Your Comments
on the Website**

The Next Meeting:

OPEN HOUSE #1 | December 17, 2020 | 7pm on Zoom

A highly interactive workshop encouraging community feedback on preliminary strategic recommendations

