



WELCOME!

Blueprint Projects Open House #2
February 3, 2021

TODAY'S AGENDA



1	7:05-7:15pm	Welcome, Ground Rules, Recap of Open House #1 & Overview of Process
2	7:15-7:30pm	Themes & Guiding Statement
3	7:30-9:50pm	Small Group Interaction: Policies & Spark Sites with Prioritization Activity
4	9:50-10:00pm	Next Steps and Public Comment



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.

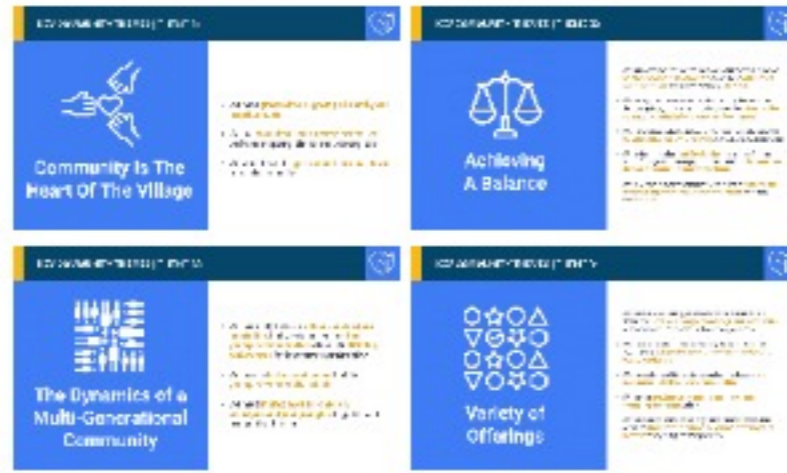


OPEN HOUSE #1
December 17, 2020

A RECAP:

In case you missed it, you can access the Open House #1 boards on the project website.

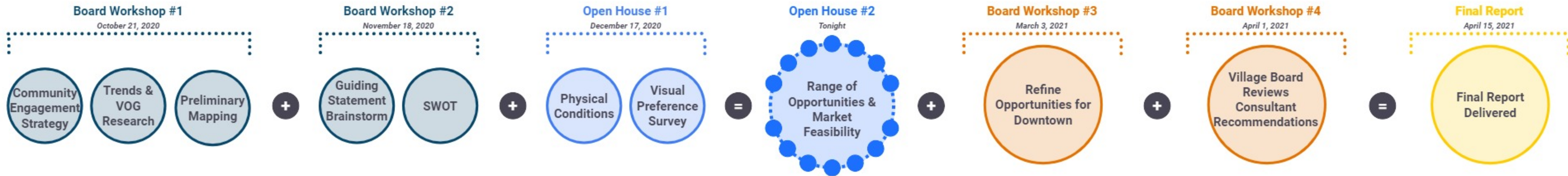
Miro Boards + Comments
Posted on Website
[GlenviewConnect.com](https://www.glenviewconnect.com)



- 1. Inspirational economic blueprint in balance with our community character
- 2. Willingness to embrace change that ensures bright futures
- 3. Crafting an environment of urban conveniences rooted in small-town charm



Look at Emerging Key Themes and Progress of Guiding Statements
Review of Opportunities and Constraints for each Study Area
Interactive Visual Preference Survey



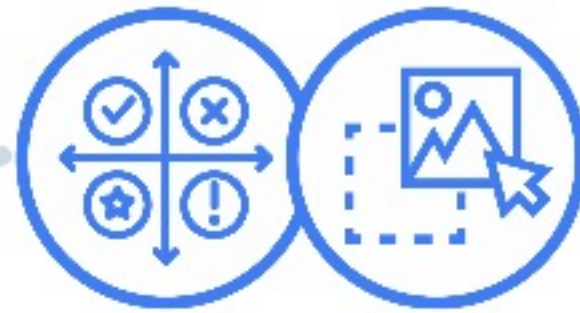
WHERE IS THIS PROCESS HEADED?



PREVIOUSLY:



We started with **data collection**



We asked for input: **SWOT & image preferences**



We **understand** community aspirations

MOVING FORWARD:

Now, we are crafting **strategies** to address community feedback



Policies to support community ideas

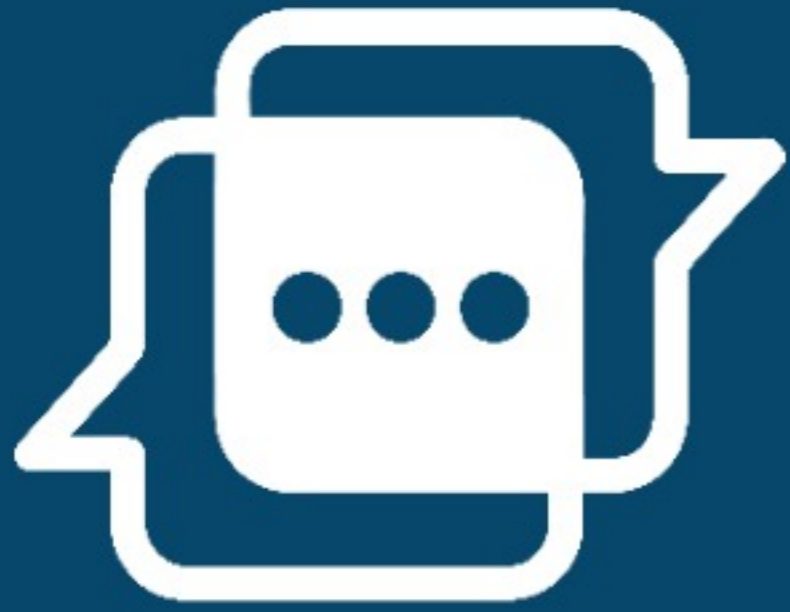


Spark sites that could be a good fit with community ideas



Village-sponsored subsidies to help support the ideas





KEY THEMES

Summary of findings
from previous meetings





What We Learned

Glenview has top tier psychographics who desire communities that are attainable, walkable, healthy, with access to civic and public spaces
SOURCE: ESRI

What We Heard

Glenview should stay a community town

Great schools!
Great parks! Great neighborhoods!

We have a lot of engaged citizens!

Improve sense of place - make Downtown more experiential!

Create sustainable buildings and neighborhoods

Glenview is a special place. We moved here because of community and the neighborhood feel.

River area could be unique

Great quality of life!

Summaries

More than a great place to live - we have shopping, dining and working, too

The go-to suburban small town for raising a family

Preference for mixed-use and walkability where appropriate



**Community Is
The Heart Of
The Village**



What We Learned

There are currently softening retail rents (-0.9% annual rent growth) and increasing vacancies (5.6% vacancy rate)
SOURCE: CO-STAR

We have high income professionals (Glenview's per capita income is nearly double other communities), but a declining labor force
SOURCE: NHGIS ACS

What We Heard

We understand the need for density, but this should be balanced to maintain our small town charm

Add context-sensitive density

Don't let parks become overcrowded

Continue to support the growth of major retailers

We have a great small town feel!

We are not a city; but we want some of the urban conveniences in our suburb

Summaries

Balance the desire for big city conveniences with the charm of a small town suburb

Great schools now, but we need to balance school size with growth

We need to balance the young, urban mindset with our small town appeal

We must balance economic development with market realities and our desired community character



Achieving A Balance



What We Learned

Almost 60% of population over the age of 40 = unbalanced population
SOURCE: ESRI

What We Heard

How can we recruit tech companies to get younger people to move here?

Will our current housing stock meet the needs of future generations?

No nightlife currently

The town is not doing enough to attract and retain young people

We currently have a lot of great senior housing options

Lack of starter homes

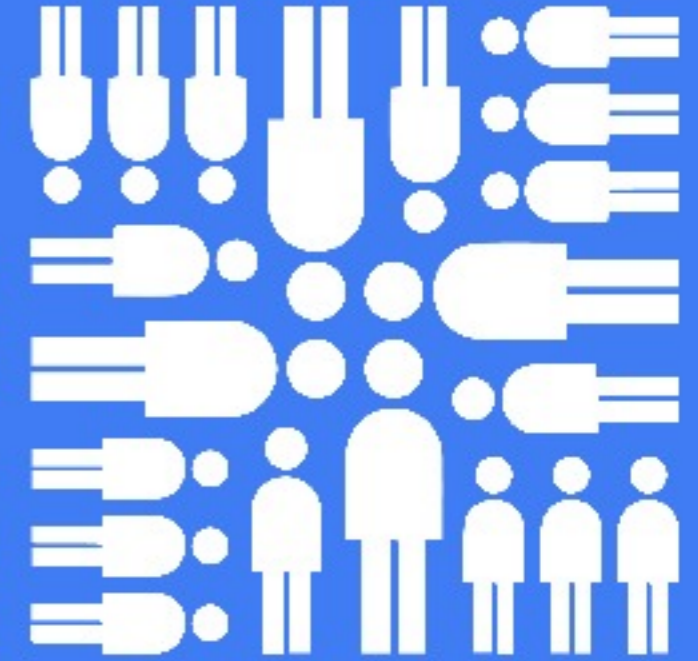
Summaries

We need the right products for cyclical nature of community

We need more places for children, teenagers and young singles to gather

We have a lack of cool factor for the younger demographics

We currently have affluent, mature population - need to attract younger demographics for long-term sustainability



The Dynamics of a Multi-Generational Community



What We Learned

Our population spends more annually on food (\$290M) than on clothes (\$39M)

SOURCE: ESRI

We have a significant level of sales "leakage" (general merchandise, clothing and accessories, health and personal care)

SOURCE: ESRI

What We Heard

Art shops, jewelry, high-end retailers!

Want live music options in Downtown

We need healthier food options

Lack of cultural

The biggest need for downtown Glenview is hip full-serve restaurants with nice bars

Foster existing Asian-oriented business growth in Milwaukee corridor

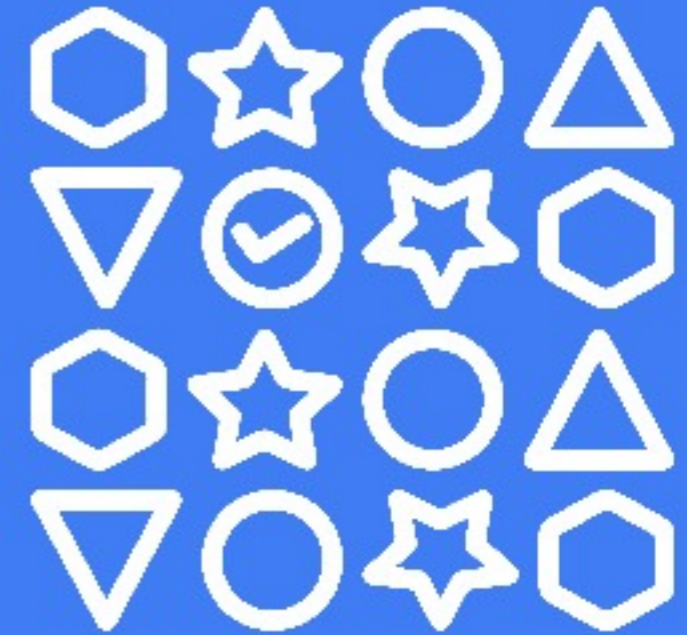
Summaries

We have a variety of food options, but we need more local hangouts and high-end restaurants

We have a variety of places to shop, but we need more unique "mom and pop" or boutique retailers

There's plenty to do during the day, but we need more nightlife and evening activities

Lots of large, manicured homes - need more first time home-buyer and attainable rental options to attract younger demographics



Variety of Offerings



RESEARCH, DATA AND COMMUNITY FEEDBACK



Market &
Industry
Research



Physical
Context
Mapping



Board Member
Interviews



Board
Workshops



GlenviewConnect.com



Open
Houses



Self-Guided
Case Study Site
Tours



Community
Survey



Focus
Groups

KEY THEMES



Community Is
The Heart Of
The Village



Achieving
A Balance



The Dynamics of a
Multi-Generational
Community



Variety of
Offerings

GUIDING STATEMENT



- 1. Inspirational economic blueprint in balance with our community character**
- 2. Willingness to embrace change that ensures bright futures**
- 3. Crafting an environment of urban conveniences rooted in small-town charm**



**Crafting an environment of
urban conveniences rooted
in small-town charm.**



SPARK SITE OPPORTUNITIES

**Break out group collaboration on
spark site opportunities and
policies for each study area**





Downtown Glenview



Downtown Highland Park

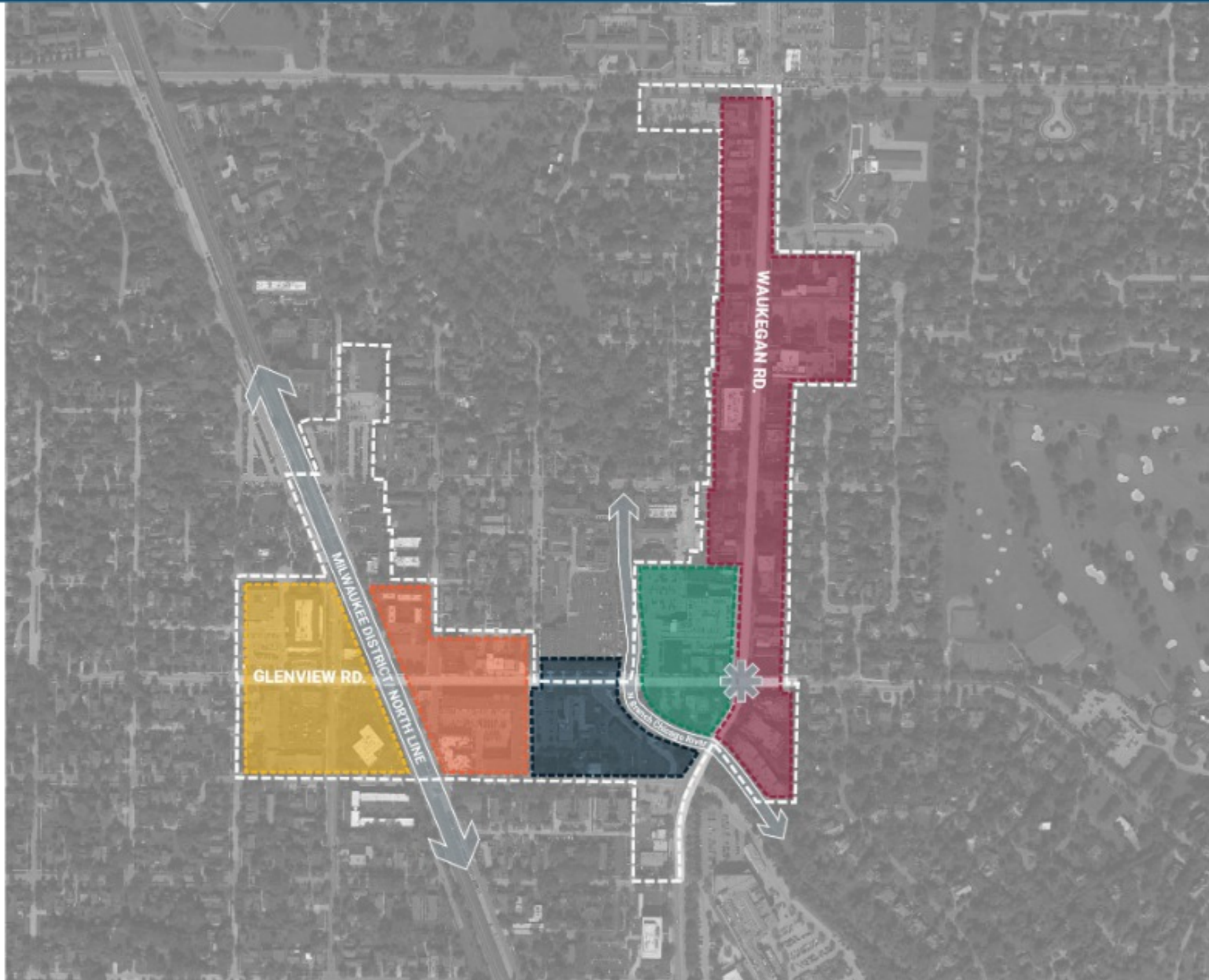
Downtown Glenview is small in comparison with other downtown areas in the North Shore

Example: Downtown Highland Park is 250% larger in land area

Opportunities to spur economic development is limited

In order to achieve goals of a vibrant and walkable district, placemaking & establishing context-sensitive "critical mass" with available area is crucial

DOWNTOWN | OPPORTUNITIES & CONSTRAINTS



Downtown Glenview's L-shaped configuration is unconventional. This creates a linear organization, where traditional downtowns are organized around a series of blocks

5 major zones:

Waukegan Corridor

Glenview Rd. - Waukegan to River

Glenview Rd. - OLPH block

Glenview Rd. - Church St. to Metra RR

Glenview Rd. - Metra to Washington St.

Waukegan Rd. - high traffic volume state route will limit opportunities for pedestrian connectivity, traffic calming, or placemaking.

Glenview Rd. - best opportunity to create downtown scale but is divided by river and METRA Line.

Due to these limitations, all Glenview Rd. frontage that can be activated or improved should be considered.



Everyone will be sent to 1 of 5 Zoom Breakout groups.



We invite you to share your video and microphone to engage with us in conversation.



Each break out group will be looking at each of the 5 Study Areas and the Policies and Opportunities in each.



Remember: These are not specific suggestions, but rather hypothetical ideas to get your feedback.



Choose the opportunity you like most. Each participant will get one coin per Opportunity.



We will put a green star on the opportunity with the most coins.



We will be recording comments on sticky notes.



Each Breakout group should select a reporter.



A spokesperson from each group has 5 minutes to share:

1

Which Spark Site(s) did your group agree on and why?

2

Which Spark Sites(s) did your group disagree on and why?

NEXT STEPS!



**Refine Opportunities
Based on Community
Feedback**



**Focus Groups
Comment on
Opportunities**



**Village Board
Workshop on
Downtown Design**



**Village Board Reviews
Consultant
Recommendations**



**Prepare
Final Report**

The Next Meeting:

BOARD WORKSHOP #3 March 3, 2021 | 7pm on Zoom

