

**COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC)  
MEETING MINUTES  
September 17, 2008**

The meeting of the Comprehensive Plan Advisory Committee was called to order at 7:05 p.m. on Wednesday, September 17, 2008 in the Village Board Room at the Village Hall.

**PRESENT:** Chris Aiello, Trustee Bulthuis, Dave Casey, Trustee Cullerton, Michelle Dix, Community Development Director Shubhra Govind, Sam Greco, Greg Hassler, Dennis Keating, Carol Marcus, Rae Rupp Srch, Carl Timmerman, Daniel Verr

**ABSENT:** Finance Director Eric Dubrowski, Vincent Gatto, Ron Guidolin, Don Murphy, Manager Bob Niemann, Scott Shepard

**OTHERS PRESENT:** Kon Savoy (Teska Associates, Inc.), Michael Weaver (Teska Associates, Inc.), Bridget Lane (Business Districts, Inc.), President Stupegia, Secretary Jennifer Johnson

**WELCOME**

Trustee Bulthuis welcomed the committee members and guests. He thanked Michelle Dix and Scott Shepherd for handing out surveys and explaining the website to residents. Michelle Dix stated that a lot of people were receptive of the survey.

**APPROVAL OF 7/16/08 MEETING MINUTES**

Motion was made by Sam Greco and seconded by Trustee Bulthuis to approve the minutes from the July 16, 2008 CPAC meeting minutes. Voice vote taken to approve the motion with the correction with all ayes. Motion passed.

**CONSULTANT REPORT/PRESENTATION**

• **Review preliminary draft of Community Assessment Report and initial results of survey**

Michael Weaver stated that the preliminary survey results demonstrated that a majority of respondents have a favorable impression of the Village and their own neighborhoods. There was a tendency to have a higher preference for their own individual neighborhoods than for the Village as a whole. Bridget Lane stated that she sees Villa Park as a Village of neighborhoods and questioned if perhaps it would be better to have strong neighborhood recognition rather than focusing on a downtown. Discussion ensued about breaking down into neighborhoods vs. one downtown.

Michael Weaver stated that the survey shows that people like Villa Park as a great place to raise kids, but less so as a place to work or to retire. Discussion ensued as to why people would hold these views. Some ideas that were expressed include a lack of transportation available for seniors, sidewalks that are not conducive for walking, crime, the lack of senior communities with amenities, and the lack of large employers, job opportunities and significant office complexes. Some suggestions were made to build on entrepreneur and small/medical office businesses, to build another tier of these businesses and to add more restaurants for lunches near the businesses.

It was shown that Villa Park has a strong sense of community but a poor overall image/reputation.

Discussion ensued as to why this might be. Some ideas discussed included: poor aesthetics along North Avenue, fast traffic on North Avenue and St. Charles Road prohibits people from seeing the positive aspects of the Village not visible from these major road corridors.

It was shown that Villa Park residents strongly support an indoor recreation center and community gardens. President Stupegia stated that Villa Park used to have a community garden which failed due to lack of help and care by the Village.

Survey results indicate that there is a strong desire for more townhomes and condos in Villa Park, as well as the desire for more quality rental housing units. A desire was shown to have more shopping centers and office development in the Village.

The need for shopping was addressed as survey respondents felt that Villa Park was not meeting well the daily and occasional shopping needs of residents. It was stated that perhaps this was an image concern rather than the actual availability. People like one-stop shopping or to have things in close proximity so they could walk from one store to another. The image could also be that they want nicer stores and that the image from the outside might be poor. It was shown that people shop with greater frequency at stores on St. Charles Rd. or in other communities more so than along Roosevelt Road or North Avenue.

Discussion ensued on the shopping matter. Survey results indicate that shopping areas in the Village do not offer many opportunities to shop and dine at the same time. The shopping availability is not close to restaurants. It was also stated that the Village is in Oakbrook's "shadow" which also impacts the Village. The following suggestions were made:

- ✓ Make co-tenancies with accessibility to walkways,
- ✓ Market the Village to more unique stores,
- ✓ Encourage more restaurants close to shopping,
- ✓ Utilize a kiosk by the prairie path to alert pedestrians of available shopping/dining opportunities.

The top five out of 15 issues for maintaining/improving the future quality-of-life in the Village are: reducing crime, street maintenance, better design/beautification, safeguarding the environment, and creating a downtown area.

Demographics were also discussed. The Village's population has been very stable (between 22,000 and 23,000 people since 1980). The median age increased from 33 to 38 between 1990 and 2007. There is an increasing racial and ethnic diversity – the Hispanic ethnicity population has increased from 4.3% in 1990 to 14.3% in 2007. The housing in Villa Park is 76% single family with only 6% of new housing units being constructed since 1980.

Discussion of the downtown area followed. Some suggestions were to create a notion of 'downtown centers' over having one large downtown. There is already a framework to build around the business districts and to enhance the connectivity among these business districts. There is also a need for a North/South pedestrian/bike path.

There was also a discussion of the opportunities for the North Avenue Corridor and to build upon the existing plan for North Avenue. The Village needs to create policies for shopping, office and mixed-use centers, as well as for St. Charles Road to promote a roadway that meets the needs for all users, that connects adjacent neighborhoods and fosters redevelopment. Some suggestions were made about transitioning from single-use to mix-use, having an integrated municipal campus, promoting senior living in the heart of Villa Park, and targeted redevelopment in key areas.

Discussion of Roosevelt Rd. ensued. Possible image enhancement as well as a utilization study for parking lots was discussed. This would help free up spaces for landscaping purposes.

### **REVIEW OF HOMEWORK**

Vision statement worksheets due October 3, 2008. Looking for series of statements that could link back to a vision statement. Commission was asked to draft goals and objectives by October 10, 2008 and to submit photos of good and bad development examples to be used for an Image Preference Survey by October 8, 2008. The Image Preference Survey will be conducted at the next CPAC meeting in October.

### **DISCUSSION ON FUTURE MEETING DATES**

Meeting dates were suggested for the next meetings. October 21, 2008 to go over the draft goals. November 3, 2008 to have an open house with presentations. December 2, 2008 to go over the overall community plan. Director Govind will advise if any changes. *(Please note that following the meeting, the Public Open House date has been set for Wednesday, November 5.)*

### **ADJOURNMENT**

Motion was made by Trustee Bulthuis and seconded by Dave Casey to adjourn the meeting. Voice Vote taken with all ayes. The meeting was adjourned at 9:30 p.m.

Respectfully submitted,

Jennifer C. Johnson

Secretary