

AGENDA
PLANNING, BUILDING AND ZONING COMMITTEE
Village of Hoffman Estates
February 20, 2012

Immediately Following the Transportation & Road Improvement Committee

| | | |
|-----------------|--------------------------------------|---------------------------------|
| Members: | Karen Mills, Chairperson | Gary Pilafas, Trustee |
| | Ray Kincaid, Vice Chairperson | Jacquelyn Green, Trustee |
| | Gary Stanton, Trustee | Anna Newell, Trustee |
| | | William McLeod, Mayor |

I. Roll Call

II. Approval of Minutes - January 9, 2012

NEW BUSINESS

1. Request by Willow Creek Community Church (South Barrington, IL) for approval of a building expansion in accordance with the terms of the sanitary sewer service agreement with the Village of Hoffman Estates.
2. Request by Zeigler Chrysler Dodge Jeep for an extension of a special use to allow the temporary storage of vehicles on the former Saturn site at 125 West Higgins Road.
3. Request approval of a text amendment to Section 9-2-1 (Definitions) of the Zoning Code regarding the restrictions on home occupations (home-based businesses), subject to amendments to Section 8-11-4.D. (Home Occupations, Regulations) of the Municipal Code (*remanded from the Village Board on January 9, 2012*).
4. Update on changes to the State of Illinois requirements for hearing notices.
5. Discussion regarding the Shop Local program.
6. Request acceptance of Department of Development Services monthly report for Planning Division.
7. Request acceptance of Department of Development Services monthly report for Code Enforcement Division.
8. Request acceptance of Department of Development Services monthly report for Economic Development and Tourism.

III. President's Report

IV. Other

V. Items in Review

1. Discussion regarding approval procedures and policy for cellular antenna requests. (March)

VI. Adjournment

**PLANNING, BUILDING & ZONING
COMMITTEE MEETING MINUTES**

January 9, 2012

I. Roll Call

Members in Attendance:

**Karen Mills, Chairperson
Ray Kincaid, Vice Chairperson
Gary Stanton, Trustee**

**Other Corporate Authorities
in Attendance:**

**Trustee Jacquelyn Green
Trustee Anna Newell
Trustee Gary Pilafas
Village President William McLeod**

**Management Team Members
in Attendance:**

**Jim Norris, Village Manager
Dan O'Malley, Deputy Village Manager
Art Janura, Corporation Counsel
Peter Gugliotta, Director of Planning
Don Plass, Director of Code Enforcement
Patrick Seger, Dir. of Human Resource Mgmt.
Bob Gorvett, Fire Chief
Michael Hish, Police Chief
Joe Nebel, Director of Public Works
Rachel Musiala, Asst. Finance Director
Monica Saavedra, Asst. Dir. of HHS
Mike Hankey, Director of Transportation
Nichole Collins, Emergency Mgt. Coord.
Sarah Kuechler, Admin. Intern
Bruce Anderson, Cable TV Coordinator
Bev Romanoff, Village Clerk**

Others in Attendance:

Daily Herald

The Planning, Building & Zoning Committee meeting was called to order at 7:07 p.m.

II. Approval of Minutes

Motion by Trustee Pilafas, seconded by Trustee Stanton, to approve the Planning, Building & Zoning Committee meeting minutes of December 12, 2011. Voice vote taken. All ayes. Motion carried.

NEW BUSINESS

- 1. Request by Projx Construction Group, Inc. (contract purchaser) for a courtesy review of a proposed 19 lot residential subdivision located on the south side of Bradwell Road between Kingston and Chambers Drives.**

An item summary from Pete Gugliotta was presented to the Committee.

Bill Mitchell, attorney with Meltzer, Purtil & Stelle LLC, addressed the Committee and presented a plan for a proposed 19-lot residential subdivision in unincorporated Cook County on Bradwell Road between Kingston and Chambers Drives. The subdivision would be accessed via a cul-de-sac off Bradwell Road and lots would have a minimum size of 7,500 square feet with an average lot size of approximately 8,600 square feet. The petitioner plans to build semi-custom homes from 2,600 to 3,600 square feet and prices would start in the high \$400,000's to the low \$600,000's.

The Committee expressed concerns regarding only 1 entrance in and out of subdivision. Mr. Polcyn, with Projx Construction Group, indicated that Cook County would not allow any additional cuts on Bradwell Road. The petitioner is working with staff to ensure that adequate fire truck access is provided to the site.

2. **Request by Deshouw for approval of an ordinance setting public hearing on April 2, 2012, at 6:30 p.m. regarding approval of a Redevelopment Plan and Project for the Higgins/Hassell Redevelopment Project Area, designation of the Higgins/Hassell Redevelopment Project Area as a redevelopment project area, and adoption of the Tax Increment Allocation Redevelopment Act.**

Geoffrey Dickinson, S.B. Friedman & Company, addressed the Committee and discussed redevelopment possibilities for the Barrington Square Town Center. The owner is requesting actions and cooperation from the Village to proceed with the formal TIF adoption, with a goal of TIF approval in the spring, prior to the next phase of site improvements. This will better position the property to attract redevelopment activity.

Motion by Trustee Pilafas, seconded by Mayor McLeod, to approve an ordinance setting public hearing on April 2, 2012, at 6:30 p.m. regarding approval of a Redevelopment Plan and Project for the Higgins/Hassell Redevelopment Project Area, designation of the Higgins/Hassell Redevelopment Project Area as a redevelopment project area, and adoption of the Tax Increment Allocation Redevelopment Act. Voice vote taken. All ayes. Motion carried.

3. **Request acceptance of Department of Development Services monthly report for Planning Division.**

The Department of Development Services monthly report for Planning Division was submitted to the committee.

Motion by Trustee Pilafas, seconded by Trustee Newell, to accept the Department of Development Services monthly report for Planning Division. Voice vote taken. All ayes. Motion carried.

4. **Request acceptance of Department of Development Services monthly report for Code Enforcement Division.**

The Department of Development Services monthly report for Code Enforcement Division was submitted to the committee.

Motion by Trustee Pilafas, seconded by Mayor McLoed, to accept the Department of Development Services monthly report for Code Enforcement Division. Voice vote taken. All ayes. Motion carried.

5. Request acceptance of Department of Development Services monthly report for Economic Development and Tourism.

The Department of Development Services monthly report for Economic Development and Tourism was submitted to the committee.

Motion by Trustee Stanton, seconded by Trustee Pilafas, to accept the Department of Development Services monthly report for Economic Development and Tourism. Voice vote taken. All ayes. Motion carried.

III. President's Report

IV. Other

V. Items in Review

VI. Adjournment

Motion by Trustee Pilafas, seconded by Trustee Stanton, to adjourn the meeting at 7:43 p.m. Voice vote taken. All ayes. Motion carried.

Minutes submitted by:

Debbie Schoop, Executive Assistant

Date

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

SUBJECT: Request by Willow Creek Community Church (South Barrington, IL) for approval of a building expansion in accordance with the terms of the sanitary sewer service agreement with the Village of Hoffman Estates

MEETING DATE: February 20, 2012

COMMITTEE: Planning, Building and Zoning

FROM: Peter Gugliotta *PG*

REQUEST: Request by Willow Creek Community Church (South Barrington, IL) for approval of a building expansion in accordance with the terms of the sanitary sewer service agreement with the Village of Hoffman Estates.

BACKGROUND: In 1986, Willow Creek (located within the corporate limits of the Village of South Barrington) was granted permission to connect its facility to the Village of Hoffman Estates sanitary sewer system with certain restrictions. One requirement is that the expansion of any building in excess 1,000 square feet must receive approval from Hoffman Estates.

In 2002, Willow Creek was also permitted to connect to the Hoffman Estates water system, provided water usage did not exceed specific limits stated in a schedule.

DISCUSSION: Willow Creek has provided a detailed water report documenting that past and future projected water usage is far below the limits established by the agreement. Sanitary sewer use is directly related to the amount of water used and, therefore, no issues have been identified with either utility. Willow Creek is responsible for paying the Village's water and sewer rate that was established specifically for users outside municipal boundaries.

The addition will be roughly 37,000 square feet and is designed to primarily contain the food pantry and related activities, including a warehouse. The addition is not expected to include activities that would significantly increase water or sewer usage.

The building addition will include relocation of a portion of the existing Hoffman Estates watermain near the church building. This will require routine permit and inspections from Hoffman Estates and an IEPA permit. Depending on the final design, it is also likely that existing Hoffman Estates watermain easements will need to be replatted. Any changes to these easements will be subject to formal review and approval by Hoffman Estates.

DISCUSSION: (Continued)

Because this project is not within Hoffman Estates corporate limits, the use, site plan, construction plans, and other aspects of the project (other than the watermain and easement relocations) are not subject to formal review by Hoffman Estates.

In addition to approval from the Village of South Barrington, this project will require approvals from several outside agencies (FEMA, MWRD, IEPA, CMAP for FPA amendment, etc.) partially due to minor adjustments to floodplain and wetland areas. Willow Creek is working directly with those agencies for approvals. The church has provided copies of many of the technical site plan and engineering reports to the Hoffman Estates Village Engineer as a courtesy. Based on a cursory staff review, it appears that the church is adhering to all proper regulations. Ultimately, each outside agency will issue their own formal approvals.

As part of this approval process, the church has requested that Hoffman Estates document its consent for a Facilities Planning Area (FPA) amendment transferring 9.9 acres from the Barrington FPA to the MWRDGC FPA. This consent is noted in the recommendation.

RECOMMENDATION:

Approval of a request by Willow Creek Community Church (South Barrington, IL) for approval of the Care Center building expansion (approximately 37,000 square feet) in accordance with the terms of the 1986 sanitary sewer service agreement and subject to the following conditions:

1. The Village of Hoffman Estates consents to Willow Creek's request for an FPA amendment that will transfer 9.9 acres from the Barrington FPA to the MWRDGC FPA.
2. Future water usage shall remain in full compliance with the Village's 2002 water agreement.
3. Relocation of any portion of the watermain system shall be subject to all Village of Hoffman Estates code requirements, including permits and inspections.
4. All portions of the final watermain system shall be located fully within public utility easements for the benefit of the Village of Hoffman Estates and any changes to existing easements shall be subject to review and approval by Hoffman Estates.

Attachments

cc: J. Nebel
G. Salavitch
Ira D. Leavitt (Ira D. Leavitt, Ltd.)
Scott Troeger (Willow Creek Church)

Ira D. Leavitt, Ltd.
1755 S. Naperville Road, Suite 200
Wheaton, IL 60189
Ph: 847-359-8883
Fax: 630-221-1756
iraleavitt@gmail.com

February 7, 2012

VIA FEDERAL EXPRESS

Mr. James H. Norris
Village Manager
Village of Hoffman Estates
1900 Hassell Road
Hoffman Estates, IL 60169

Re: Willow Creek Community Church

Dear Mr. Norris,

As I am sure you are aware, the Village of Hoffman Estates provides sewer service to the Church pursuant to a Declaration of Conditions and Restrictions dated August 31, 1986 (the "sewer agreement") and also provides water to the Church per an agreement dated April 1, 2002 (the "water agreement").

This spring the Church is planning to construct a new addition ("addition") to its existing facilities with a footprint of approximately 37,000 square feet. The addition is being constructed to expand operations of the Church's Care Center which provides food, clothing, medical, dental, and other services to the under resourced residents of Hoffman Estates and surrounding areas, regardless of their religious affiliation. Part of the Church's plan is to transfer operations of its existing food pantry currently located at 2080 Stonington Avenue, Hoffman Estates, to the new addition. The Church believes that expanding the Care Center square footage will allow the Church to provide greater assistance to more residents of Hoffman Estates and neighboring areas.

A portion of the footprint of the proposed new addition is currently in the Barrington FPA. The Village of South Barrington is in the process

Mr. James H. Norris
February 7, 2012
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of requesting from CMAP a water quality management plan amendment transferring 9.9 acres more or less, which includes the footprint of the addition, existing sanitary sewer and other areas that the Church might use in the future, from the Barrington FPA to the MWRDGC FPA.

With respect to the water agreement, the Church has provided the Village of Hoffman Estates with a 20-year projection of the Church's water use prepared by Haeger Engineering giving effect to the addition and to the Church's plans to connect its cooling towers to the Hoffman Estates water system. That projection indicates that the Church would not reach the 61,300 gallon per day restriction in the water agreement until after the year 2032.

Paragraph 3 of the sewer agreement requires that the Church obtain from Hoffman Estates' approval for any addition in excess of 1,000 square feet which will utilize the Hoffman Estates' sewer system.

The Church requests that the Village of Hoffman Estates 1) approve the construction of the new addition and the new addition's use of the Hoffman Estates sanitary sewer system; and 2) consent to Village of South Barrington's facility planning area amendment transferring approximately 9.9 acres from the Barrington FPA to the MWRDGC FPA.

The Church asks that you forward this request to the appropriate Village personnel, committees and boards necessary to obtain the above approvals.

Enclosed with this request are the following:

1. One (1) copy of the Chicago Metropolitan Agency for Planning Water Quality Management Plan Amendment Application ("Application"), including Checklist B.
2. One (1) copy of the booklet of Exhibits A-Z for the Water Quality Management Plan Amendment Application and Checklist B for Facility Planning Area (FPA) Amendment.
3. A computer disk with diagrams and schematics prepared by Haeger Engineering showing the details contained in this letter and the above items 1 and 2.

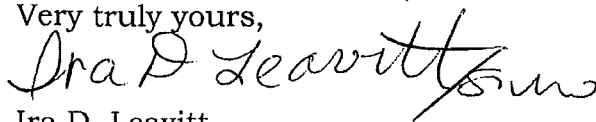
If you or any other person at the Village need additional information

Mr. James H. Norris
February 7, 2012
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or have questions, please contact me directly.

The Church has asked me to thank the Village in advance for its assistance.

Very truly yours,



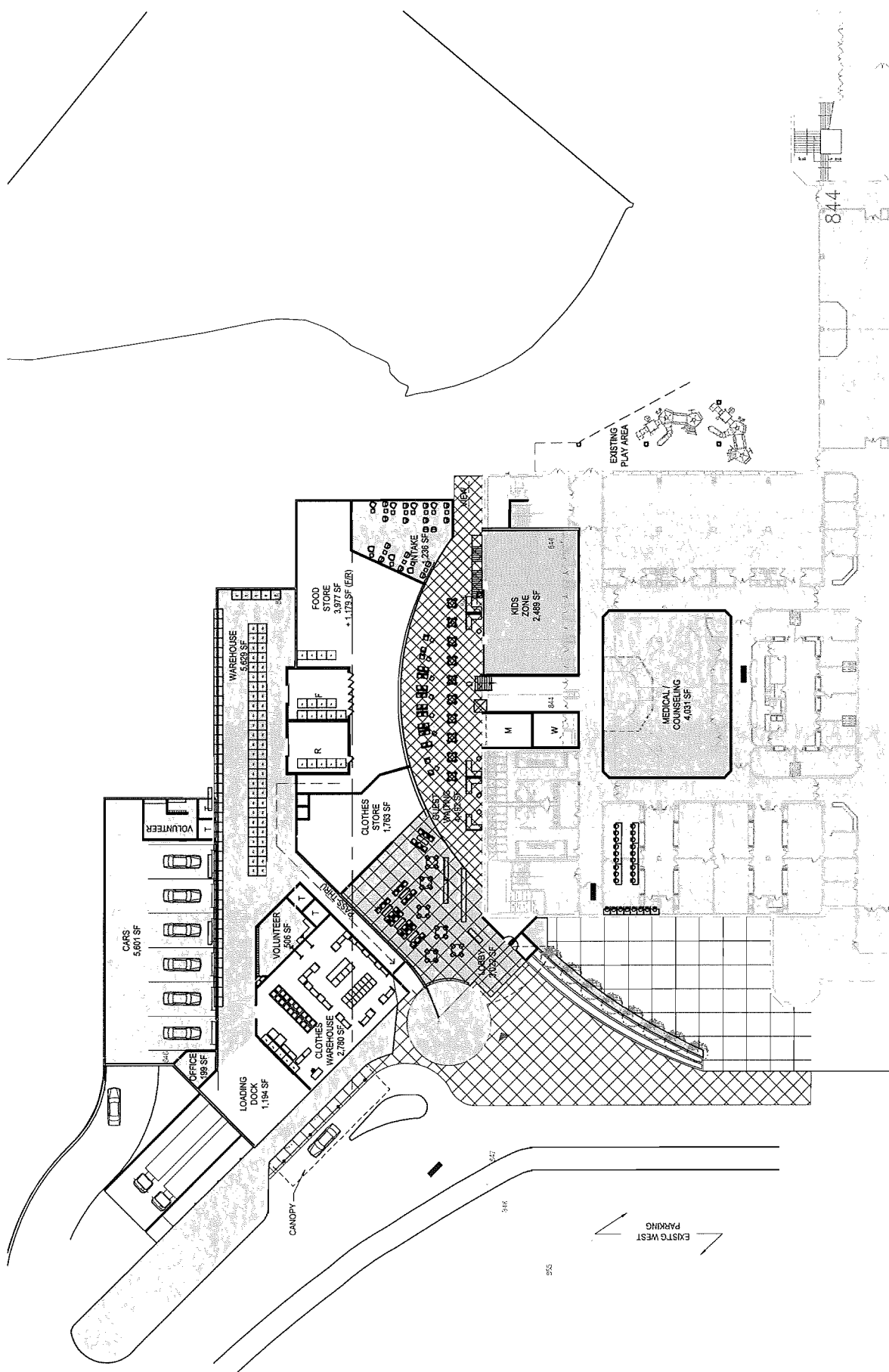
Ira D. Leavitt

IDL/smw

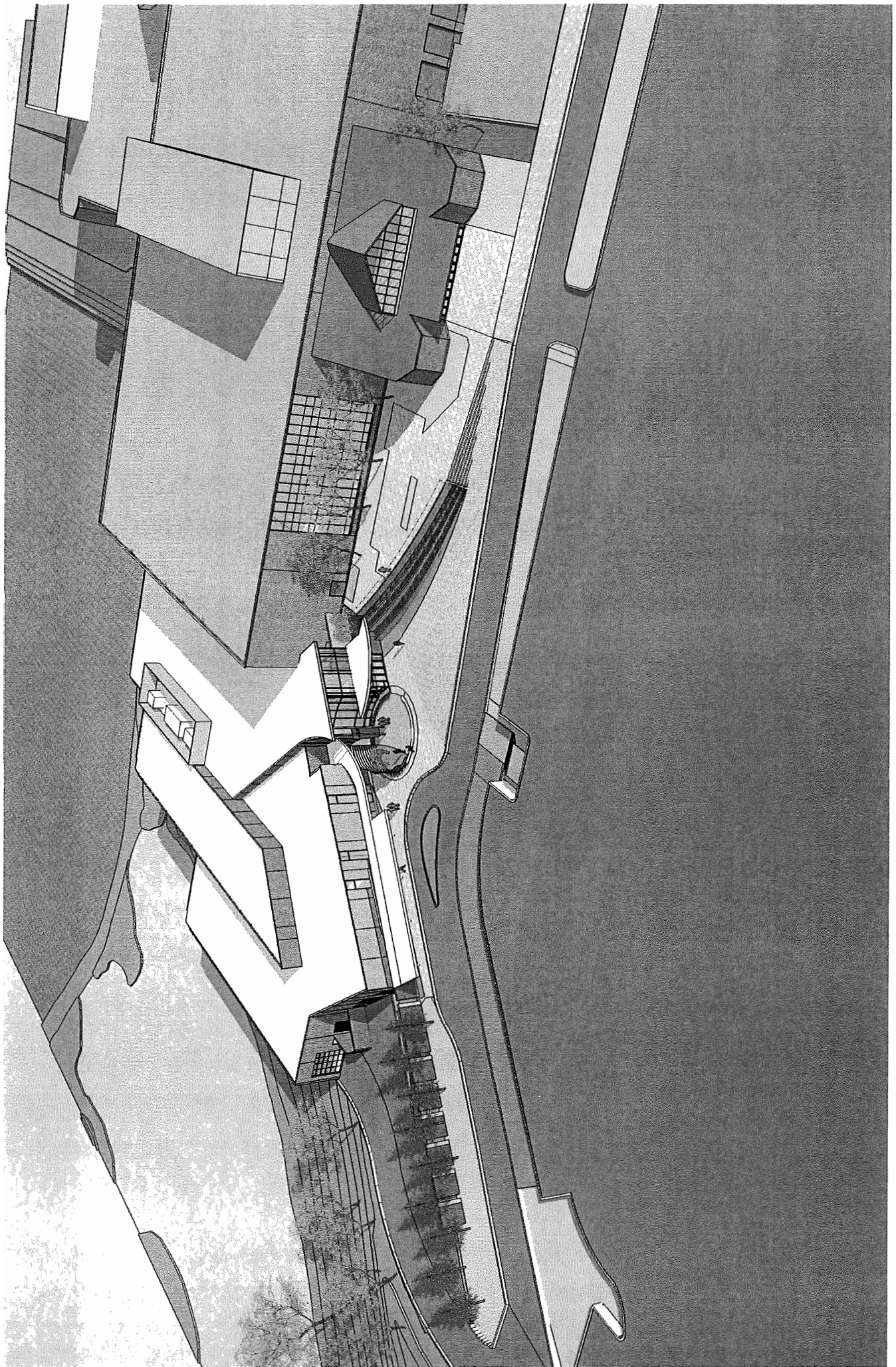
cc: Scott Troeger, via email
Todd Shaffer, via email

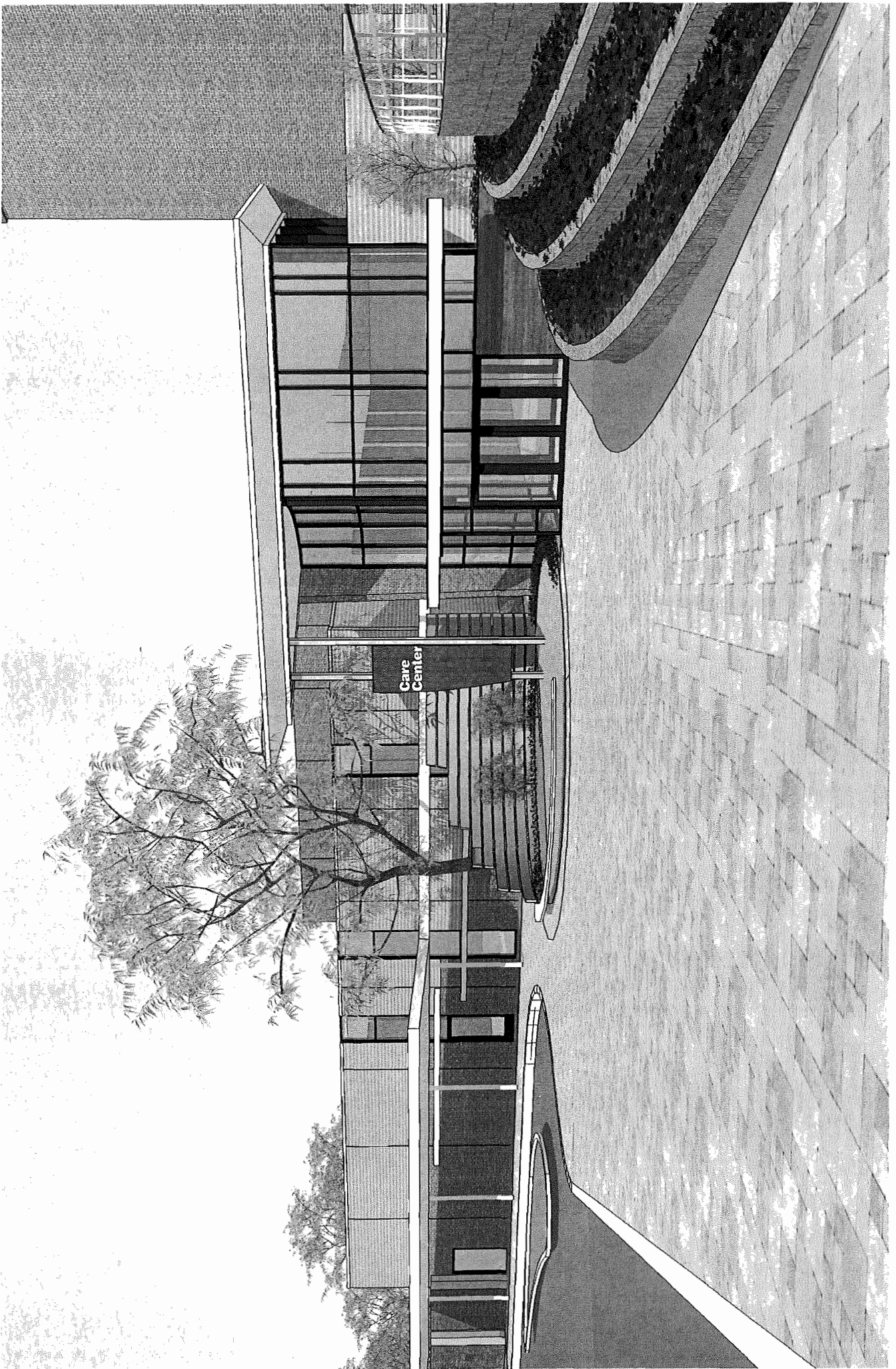
P.S. The Church has located a recorded water main easement in favor of the Village. We will be sending you a copy of the recorded easement plat within a few days.

S:\IDL\2012\WCCC\Jim Norris Ltr 2 7 12 (Haeger Modified)3.doc



SPACE PLAN 100 LEVEL
 Scale: 1"=40'-0"





Plot Date: Jan 21, 2012, 11:25am. Revised By: mda
 File Name: P:\2010\0554\0554.dwg\10054-CPTR PLAN FOR PPA.dwg



NORTH



Scale: 1" = 500'

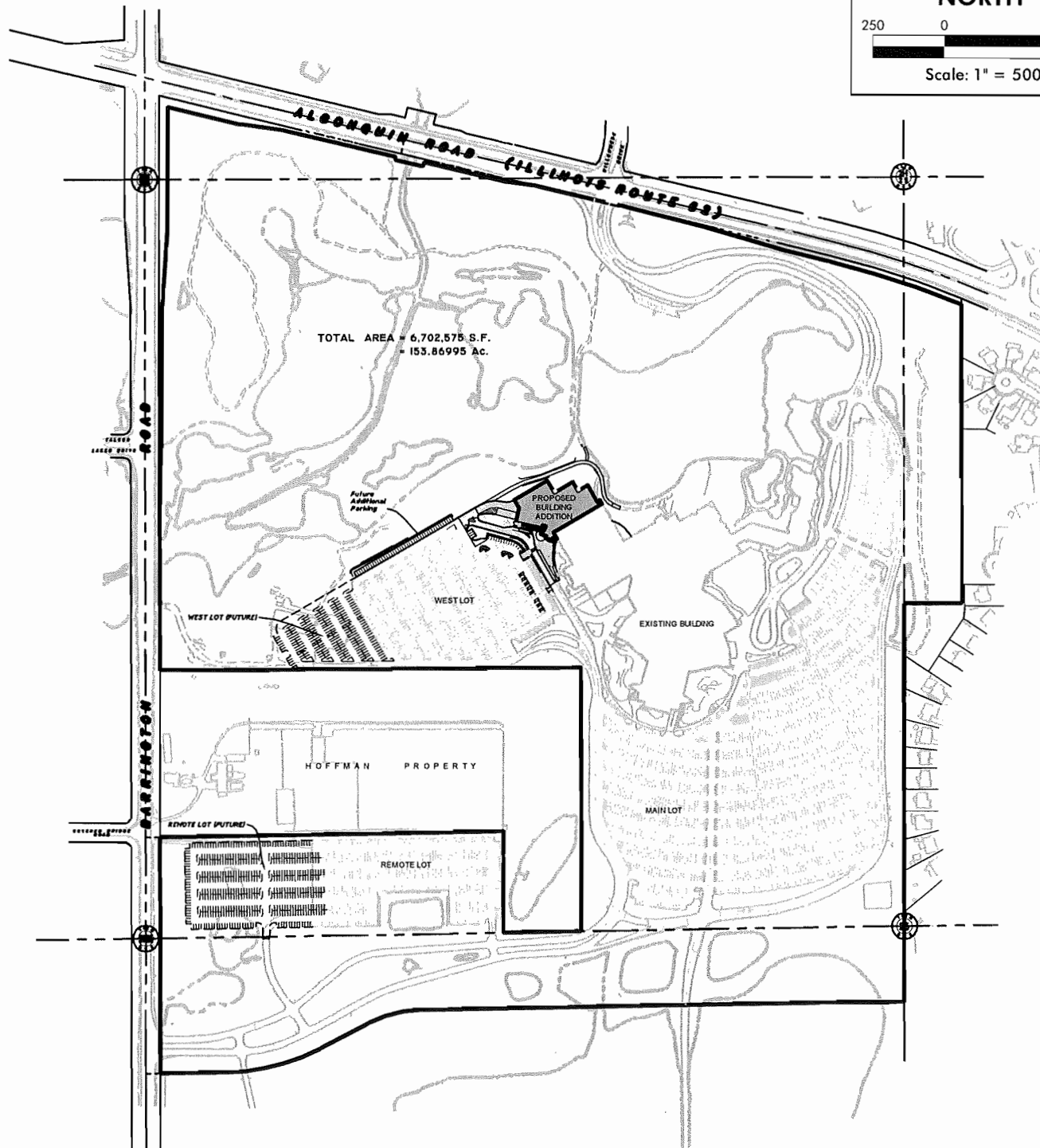


EXHIBIT C
PROPOSED SITE PLAN
WILLOW CREEK
COMMUNITY CHURCH
 SOUTH BARRINGTON, ILLINOIS

HE HAEGER ENGINEERING
 consulting engineers • land surveyors
 1304 N. Plum Grove Road, Schaumburg, IL 60173 • Tel: 847.394.6600 Fax: 847.394.6608
 Illinois Professional Design Firm License No. 184-003152
 www.haegerengineering.com

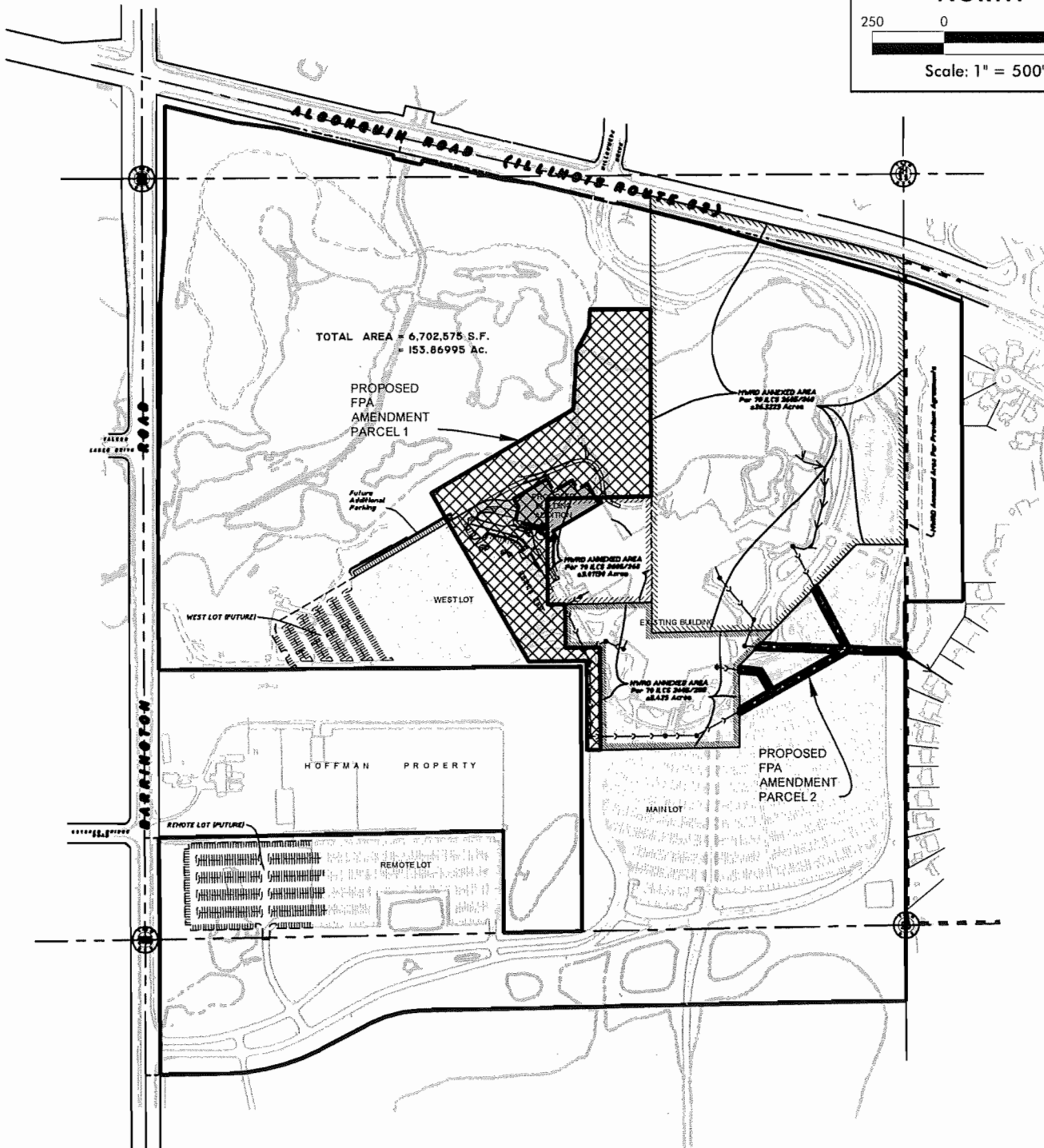
Project Manager: T A S
 Engineer: T A S
 Date: 01/31/2012
 Project No. 10054-FPA
 Sheet 1 / 2



NORTH



Scale: 1" = 500'



TOTAL AREA = 6,702,575 S.F.
= 153.86995 Ac.

PROPOSED
FPA
AMENDMENT
PARCEL 1

FPA AMENDMENT AREA
Per 79 ILCS 246E/246F
24.8229 Acres

FPA AMENDMENT AREA
Per 79 ILCS 246E/246F
24.8179 Acres

FPA AMENDMENT AREA
Per 79 ILCS 246E/246F
24.8275 Acres

PROPOSED
FPA
AMENDMENT
PARCEL 2

Project Manager: T.A.S.
Engineer: T.A.S.
Date: 01/31/2012
Project No. 10054-FPA
Sheet 2 / 2

EXHIBIT C PROPOSED SITE PLAN WITH FPA

WILLOW CREEK COMMUNITY CHURCH

SOUTH BARRINGTON, ILLINOIS

HE HAEGER ENGINEERING

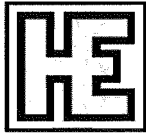
consulting engineers • land surveyors

1304 N. Plum Grove Road, Schaumburg, IL 60173 • Tel: 847.394.6600 Fax: 847.394.6608

Illinois Professional Design Firm License No. 184-003152

www.hoegerengineering.com

EXHIBIT I



***20-Year Projected
Water Usage for FPA Amendment***
HAEGER ENGINEERING, LLC
Consulting Engineers and Land Surveyors

Project: Willow Creek Community Church
Location: South Barrington, Illinois
Project #: 10054-FPA

Prepared: T A S
Date: 01/26/12

A. Projected Water Usage from Agreement with Hoffman Estates

| Year | Projected Use (GPD) |
|---------------|---------------------|
| 2001 (Actual) | 23,500 |
| 2002 (4%) | 24,400 |
| 2003 (4%) | 25,400 |
| 2004 (15%) | 29,200 |
| 2005 (12%) | 32,700 |
| 2006 (8%) | 35,300 |
| 2007 (4%) | 36,700 |
| 2008 (4%) | 38,200 |
| 2009 (4%) | 39,700 |
| 2010 (4%) | 41,300 |
| 2015 (4%) | 50,300 |
| 2020 (4%) | 61,300 |

[Maximum Allowable]

B. ACTUAL WATER USAGE

| YEAR | Annual Water Usage (Gallons) | Average Daily Water Usage (GPD) - [365 Days] |
|------------------------|------------------------------|--|
| 2001 | 6,424,000 | 17,600 |
| 2002 (Avg 2001 & 2003) | 5,986,000 | 16,400 |
| 2003 | 5,548,000 | 15,200 |
| 2004 | 5,310,750 | 14,550 |
| 2005 | 7,262,040 | 19,896 |
| 2006 | 8,310,240 | 22,768 |
| 2007 | 5,559,000 | 15,230 |
| 2008 | 5,420,000 | 14,849 |
| 2009 | 4,877,000 | 13,362 |
| 2010 | 4,721,000 | 12,934 |
| 2011 | 4,842,000 | 13,266 |

EXHIBIT I (Continued)

C. AMENDED 20-YEAR WATER USAGE PROJECTION

| Year | Projected Use (GPD) | |
|-----------------------------------|---------------------|-----|
| 2011 (Actual) | 13,266 | |
| 2012 (+4,110 GPD) | 17,376 | (1) |
| 2013 (+6,000 GPD + Additional 5%) | 24,245 | (2) |
| 2014 (+5%) | 25,457 | |
| 2015 (+5%) | 26,730 | |
| 2016 (+5%) | 28,066 | |
| 2017 (+5%) | 29,470 | |
| 2018 (+5%) | 30,943 | |
| 2019 (+5%) | 32,490 | |
| 2020 (+5%) | 34,115 | |
| 2021 (+5%) | 35,821 | |
| 2022 (+5%) | 37,612 | |
| 2023 (+5%) | 39,492 | |
| 2024 (+5%) | 41,467 | |
| 2025 (+5%) | 43,540 | |
| 2026 (+5%) | 45,717 | |
| 2027 (+5%) | 48,003 | |
| 2028 (+5%) | 50,403 | |
| 2029 (+5%) | 52,923 | |
| 2030 (+5%) | 55,570 | |
| 2031 (+5%) | 58,348 | |
| 2032 (+5%) | 61,265 | (3) |

- (1) Connection of Cooling Towers to Potable Water Supply
 Estimate = 1,500,000 Gallons Per Year
 (4,110 GPD Based on 365 Days Per Year)
- (2) Completion of Building Addition
 Increase in Staff of 6-10 People & 300 Volunteers Per Day.
 Conservative Estimate is an increase of 400 Car Center Guests/Volunteer Workers
 Assume 15 GPD Per Person
 Estimated increase in 2013 = 400 x 15 = 6,000 GPD
- (3) The 2032 projection is slightly less than the maximum allowable GPD per the current agreement (61,300 GPD) with the Village of Hoffman Estates.

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

SUBJECT: Request by Zeigler Chrysler Dodge Jeep for an extension of a special use to allow the temporary storage of vehicles on the former Saturn site at 125 West Higgins Road

MEETING DATE: February 20, 2012

COMMITTEE: Planning, Building and Zoning

FROM: Peter Gugliotta 

REQUEST: Request by Zeigler Chrysler Dodge Jeep for an extension of a special use to allow the temporary storage of vehicles on the former Saturn site at 125 West Higgins Road.

BACKGROUND: On July 11, 2011, the Village Board approved Ordinance 4258-2011 granting a special use to Zeigler Chrysler Dodge Jeep to allow temporary vehicle storage at the former Saturn dealership at 125 West Higgins Road. The special use was granted with a condition that the approval was valid for a period of six months. The approval expired on January 11, 2012. The condition of approval allows the petitioner to request an extension of the special use for no more than 12 additional months with Village Board approval.

DISCUSSION: Zeigler would still like to store vehicles on this property for an additional 12 months and, therefore, is requesting an extension of their special use. Zeigler is requesting an extension of time because the dealership still has a surplus of vehicles and needs extra space for storage. The dealership believes the extension will provide the extra time needed for vehicle storage as they continue to expand their business.

There have been no proposals for any new permanent uses at this location.

RECOMMENDATION: Approval of a request by Zeigler Chrysler Dodge Jeep for an extension of a special use to allow the temporary storage of vehicles at 125 West Higgins Road to January 11, 2013, subject to all conditions of Ordinance 4258-2011.

Attachments

cc: Joe St.Germain (Zeigler Chrysler Dodge Jeep)

ZEIGLER
Chrysler Dodge Jeep
FOR A GREAT EXPERIENCE
SCHAUMBURG

Sales: (877) 217-9251
Service: (888) 821-8148
Parts: (888) 821-8148
208 West Golf Road
Schaumburg, Illinois 60195



Mr. Brian S. Portz

My name is Joe St. Germain and I am the General Manager here at Zeigler Chrysler Dodge Jeep of Schaumburg. We are currently leasing the lot at the Saturn Dealership on Higgins road where we store 175 new Chrysler, Dodge, Jeep and Fiat products. I request your consideration in extending this agreement (permit) for an additional 12 months. We strive to expand and grow our business; this extension will provide the extra time needed.

Thank You,

Joe St. Germain
Ironstgman100@comcast.net
(708) 925-7473

VILLAGE OF HOFFMAN ESTATES

AN ORDINANCE GRANTING A TEMPORARY SPECIAL USE
TO ZEIGLER CHRYSLER DODGE JEEP OF SCHAUMBURG,
125 W. HIGGINS ROAD, HOFFMAN ESTATES, ILLINOIS

WHEREAS, the Planning and Zoning Commission, at a public hearing duly called and held according to law on July 6, 2011, considered the request by Zeigler Chrysler Dodge Jeep of Schaumburg, the lessee of record of property legally described on Exhibit "A" and attached hereto and made a part hereof, for a temporary special use from the Zoning Code to allow temporary vehicle storage on the property located at 125 W. Higgins Road; and

WHEREAS, the Planning and Zoning Commission made certain Finding of Fact attached hereto and made a part hereof as Exhibit "B" and recommended approval of a temporary special use to the Board of Trustees; and

WHEREAS, the Corporate Authorities have received and considered said recommendation; and

WHEREAS, the proposed temporary special use has met the standards of Section 9-1-18-I of the Zoning Code of the Hoffman Estates Municipal Code.

NOW, THEREFORE, BE IT ORDAINED by the President and Board of Trustees of the Village of Hoffman Estates, Cook and Kane Counties, Illinois, as follows:

Section 1: The Corporate Authorities hereby find that the facts and statements contained in the preamble of this Ordinance are true.

Section 2: A temporary special use authorized under Section 9-8-2-C-9 of the Zoning Code is hereby granted to Zeigler Chrysler Dodge Jeep of Schaumburg (lessee) to allow for temporary vehicle storage on the property located at 125 W. Higgins Road, subject to the following terms and conditions:

- a) the term of the temporary special use shall be valid for six (6) months from Village Board approval; and
- b) petitioner shall have the ability to request an extension of the special use for no more than twelve (12) additional months with Village Board approval; and
- c) transport vehicles shall not be permitted to park on Higgins Road to unload vehicles; and
- d) vehicles may only be transported to this site between the hours of 7:00 a.m. and 9:00 p.m.; and
- e) no customers or sales activity shall be allowed at this location; and
- f) no salvage vehicles may be stored at this site; and
- g) all vehicles must be in operable condition; and

- h) all stored vehicles shall be parked only in parking spaces designated on the plat of survey submitted by the petitioner; and
- i) Fire Department access shall be maintained at all times, specifically,
 - 1) drive aisles must be free of parking vehicles;
 - 2) lock boxes shall be installed near the security gate, in coordination with the Fire Department;
 - 3) no parking shall be permitted in the fire lane directly next to the south side of the building; and
 - 4) the gate on the east property line to the Valli Produce property shall remain free from vehicles at all times; and
- j) no loudspeakers shall be utilized at this location; and
- k) the exterior lights shall not shine onto adjacent properties or streets. If the exterior lighting is determined to be a problem by Village in the future, the petitioner shall take efforts to shade the lights to minimize glare onto adjacent properties and/or streets, as approved by the Village.

Section 3: The Village Clerk is hereby authorized to publish this ordinance in pamphlet form.

Section 4: This Ordinance shall be in full force and effect immediately from and after its passage and approval.

PASSED THIS 1st day of August, 2011

| VOTE | AYE | NAY | ABSENT | ABSTAIN |
|----------------------------|---------------|---------------|---------------|---------------|
| Trustee Karen V. Mills | <u> x </u> | <u> </u> | <u> </u> | <u> </u> |
| Trustee Raymond M. Kincaid | <u> </u> | <u> </u> | <u> x </u> | <u> </u> |
| Trustee Jacquelyn Green | <u> x </u> | <u> </u> | <u> </u> | <u> </u> |
| Trustee Anna Newell | <u> x </u> | <u> </u> | <u> </u> | <u> </u> |
| Trustee Gary J. Pilafas | <u> x </u> | <u> </u> | <u> </u> | <u> </u> |
| Trustee Gary G. Stanton | <u> x </u> | <u> </u> | <u> </u> | <u> </u> |
| Mayor William D. McLeod | <u> x </u> | <u> </u> | <u> </u> | <u> </u> |

APPROVED THIS 1st DAY OF August, 2011

William D. McLeod
Village President

ATTEST:

Dee Roman
Village Clerk

Published in pamphlet form this 4th day of August, 2011.

EXHIBIT "A"

LEGAL DESCRIPTION:

P.I.N.: 07-15-102-024

LOT 2 IN LEXUS SUBDIVISION, BEING A SUBDIVISION OF PART OF THE
NORTHWEST ¼ OF SECTION 15, TOWNSHIP 41 NORTH, RANGE 10 EAST
OF THE THIRD PRINCIPAL MERIDIAN, IN COOK COUNTY, ILLINOIS.

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

SUBJECT: Request approval of a text amendment to Section 9-2-1 (Definitions) of the Zoning Code regarding the restrictions on home occupations (home-based businesses), subject to amendments to Section 8-11-4.D. (Home Occupations, Regulations) of the Municipal Code (remanded from the Village Board on January 9, 2012)

MEETING DATE: February 20, 2012

COMMITTEE: Planning, Building and Zoning

FROM: Peter Gugliotta/ Josh Edwards *PG JE*

REQUEST: Request approval of a text amendment to Section 9-2-1 (Definitions) of the Zoning Code regarding the restrictions on home occupations (home based businesses), subject to amendments to Section 8-11-4.D. (Home Occupations, Regulations) of the Municipal Code (remanded from the Village Board on January 9, 2012).

BACKGROUND: The following is a brief history of this request.

- ◆ October 10, 2011, the Planning, Building and Zoning Committee (PB&Z) directed the Planning and Zoning Commission (P&ZC) to consider a text amendment for home based occupations/businesses.
- ◆ Three P&ZC meetings were held to discuss the text amendment, culminating in a recommendation made on January 4, 2012, for the attached text.
- ◆ January 9, 2012, the Village Board deferred this item to the PB&Z for discussion.

PB&Z Committee Original Direction

On October 10, 2011, the PB&Z Committee discussed home occupations and considered the possibility of amending the code to allow music teachers or tutors to have visitors at their home. The current code prohibits any additional traffic to the home occupation which, therefore, precludes such home occupations from operating legally. With the strictest interpretation of the code, any business that has even one visitor would not be allowed. In recent years, the Village has received requests from prospective home occupations that would likely have little impact in a residential area, but are technically prohibited by the current code. The PB&Z Committee directed the P&ZC to consider a text amendment to the Zoning Code to allow slightly more flexibility.

BACKGROUND: (Continued)***P&ZC Commission Review***

Through three meetings, the P&ZC discussed a variety of points such as the impact on neighbors, the distinctions between a home business that does not sell a product and one that does, and enforcement and licensing. The majority view of the P&ZC was that the current code is too restrictive and the code should be amended to allow visitors by appointment, with additional restrictions. The P&ZC recommended going further to allow the pick-up of products at a home occupation, also by appointment.

Village Board

On January 9, 2012, the Village Board forwarded this text amendment to PB&Z for further discussion of the expanded P&ZC recommendation since it raises possible new concerns.

DISCUSSION:

Staff has since discussed this issue with the Village Clerk and Corporation Counsel to obtain additional input. Below is a summary of discussion points based on the P&ZC review and analysis by various staff members, the Village Clerk, and Corporation Counsel. Further evaluation of the relationship between the Zoning Code (Chapter 9) and the Business License Code (Chapter 8) has also been done since both chapters address this issue.

No Exterior Evidence and No Traffic

The existing provisions that “there shall be no exterior evidence of the conduct of the home occupation” and “a home occupation shall not create additional vehicular or pedestrian traffic to the dwelling” address many potential impacts from home occupations. This means that regardless of the particular business or use occurring inside the home, whether the home occupation is a piano teacher, architect, or salesperson, the code does not allow the conduct of the home occupation to be visible from outside the home by having customers or traffic to the home (it also prohibits signage of any kind identifying the home business). The current code focuses on the measurable impacts to a neighborhood instead of the specific type of home business.

Under the current code, the prohibition of “no visitors” has made enforcement of “no exterior evidence” simple. However, allowing customers or clients to visit the home occupation during the day by appointment as proposed, creates exterior evidence in the form of people arriving at a home. The proposed text from the P&ZC also includes a maximum of eight appointments per day, which presents a new approach to limiting the impact of visitors. Enforcement of a certain number of visitors will be almost impossible to administer, versus the current “no visitor” limit, which is easy to enforce.

DISCUSSION: (Continued)***Deliveries***

Many types of home occupations receive deliveries (e.g. from FedEx, UPS, USPS). While a piano teacher is not likely to receive deliveries, a make-up salesperson may receive periodic deliveries of products. Staff and the P&ZC discussed the potential extreme examples, such as a home occupation where the operator purchases large quantities of a product and delivery trucks arrive at their home daily. Such a practice can currently be enforced through the “no exterior evidence” or the “no additional traffic” provisions, however, such enforcement is often time consuming and potentially difficult to prove that the deliveries are directly related to the home occupation. By explicitly allowing customers to pick up goods at a home business as recommended by the P&ZC, the issue of deliveries may become more prevalent because the goods being picked up at the home will first have to be delivered there.

Another method of enforcing excessive deliveries is where the goods are stored. The existing provision that “a maximum of one vehicle, related to the home occupation, shall be permitted to be maintained on the premises” restricts a home occupation from having multiple cars associated with the home occupation. The Municipal Code also requires that the garage be used for off-street parking and the space for parking not be blocked by storage. Therefore, an operator of a home occupation that filled their garage with boxes of goods would be violating these other codes, giving the Village another means of enforcement. However, this would not prevent other areas of the home from being used for storage. Also, pursuing enforcement of storage inside the home involves entering the home. This is generally more difficult than monitoring the truck delivery traffic outside a home.

Delivery of goods to a residence has become more commonplace in the last decade, with online shopping or e-commerce accounting for a growing segment of retail purchases. It is not unusual for delivery trucks to drive through residential neighborhoods on a daily basis. A home occupation that receives occasional deliveries of a product associated with their business may not be noticeable to most neighbors. It would be impossible to write regulations that would prevent an “excessive” level of home delivery since there is no practical definition of “excessive” in this case. Alternatively, the regulations could be silent on home delivery, and the provision that “no exterior evidence of the conduct of the home occupation” can be used to enforce problem situations as has occurred in the past.

Sales and Pick-Up of Goods

Some types of home occupations involve the sale of goods (e.g. Mary Kay, Avon, Tastefully Simple) where the operator of the home occupation receives sample products at their home, travels to customers’ homes or otherwise off-site to show the products and take orders, and then later delivers the purchased goods to the customers’ homes. The operator is not allowed to have customers visit the home occupation at any point during the transaction, which avoids the repeated concentration of traffic to the home business location. The P&ZC discussed this type of business at length and voted to recommend language that would allow the *picking up of goods* at a home occupation, but not the *sale of the products*. The sale of products at the home occupation was seen by the P&ZC as too close in function to a retail store, although the P&ZC discussed the challenges of enforcing this restriction. For enforcement, it would be virtually impossible to discern and prove the difference between a “pick-up” versus a “sale” trip to the home.

DISCUSSION: (Continued)

The change to regulation #1 proposed by the P&ZC requires that pick-up of goods occur during scheduled appointments. This type of restriction would be difficult to enforce because staff would have no practical way to distinguish whether an appointment was scheduled or not.

From an administration standpoint, the Village Clerk strongly recommends against any sales or pick-up of items directly from the home. For a home occupation to arrange for items that are pre-sold elsewhere or online to be picked-up at the home business would be little different from a retail storefront. While the P&ZC proposed text would make a distinction between pick-up of goods (permitted) and sales of goods (prohibited), this distinction would be impossible to distinguish or monitor from a practical standpoint. There could be instances of residents buying items in bulk (candy, toys, clothes, etc.) and selling them from their home, which is a retail enterprise and is contrary to the existing intentions of the Village code for a residential setting. It would also be difficult to decide what items can and cannot be sold from a home (e.g. Mary Kay or Tupperware).

Other Communities

The current Zoning Code and the proposed text in the P&ZC recommendation were reviewed relative to the language from other communities' codes. Other communities address home occupations in a variety of ways. Some communities include a list of permitted or excluded uses, while others do not. Some regulate visitors or deliveries, while others do not. Some communities do not allow home occupations/businesses altogether.

Enforcement

In addition to the enforcement concerns with deliveries and in-house storage raised above, the text amendment proposed by the P&ZC would generally make enforcement of home occupations more complicated by allowing people to visit home occupations. It would also become more complex to explain to new businesses which activities are acceptable and which are not. Even the simplest complaint of "too much traffic to a house" could require a lengthy and costly investigation and monitoring effort.

Licensing

Certain uses are proposed to be expressly prohibited as home occupations due to health code and other concerns. These include medical treatment of people and animals, massage services, hair/nail/beauty salons, and food catering. Certain types of businesses are licensed by the state and are exempt from Village regulation, such as child daycare, which is addressed under a separate code and is not regulated as a home occupation.

Section 8-11-4 of the Village Municipal Code provides a single category for a "Home Occupation" license. This section repeats the rules listed in the Zoning Code and will need to be modified for consistency once a final decision is made regarding the text details. In addition to matching the Zoning Code, further review has determined that the applicability of the license section needs to be revised to clearly include services, since it currently references the State *Retail Sales Act*. This change is explained as part of the alternative text proposal.

DISCUSSION: (Continued)***Alternative Text***

Staff, the Village Clerk, and Corporation Counsel have had several in-depth discussions regarding this amendment since the P&ZC made their recommendation. An alternative version of a text amendment has been drafted to accomplish the following goals:

- ◆ Provide a version that is more directly consistent with the original direction provided by the PB&Z Committee (more stringent than the P&ZC recommendation). This text would allow home occupations to have visitors, while still prohibiting pick-up or sales of goods at a home occupation. The alternative text limits visitors based on the maximum number of cars instead of people, which will be much simpler to enforce and more directly addresses the potential impacts on a neighborhood.
- ◆ Revise the title from “Home Occupation” to “Home Based Business” to be more consistent with current practice in many other municipal codes. Using the word “business” also provides a clearer representation of the purpose of this code section.
- ◆ Revise the definition of a Home Occupation to provide consistency between the Zoning Code (Chapter 9) and the Business License Codes (Chapter 8). It was determined that Chapter 8 referenced the State Retail Sales Act, only applied to businesses “selling tangible personal property” and did not address “service” uses.

RECOMMENDATION:

Attached to this memo are two alternative versions of a text amendment.

1. The first is the formal Chapter 9 recommendation from the January 4, 2012, P&ZC meeting. As previously noted, this version provides more flexibility in the code than originally proposed by the PB&Z Committee. This version also was drafted without the benefit of recent legal discussions regarding the definition of a home business.
2. The second version is a new alternate text amendment for Chapter 9 drafted by staff. This focuses on the specific intent of the original PB&Z direction (allow music lessons and other very similar uses), plus it incorporates additional legal review and further research regarding the definition of a home business and the inclusion of service uses. It also takes into account the necessary coordination that is needed between the text in Chapters 8 and 9, which was beyond the purview of the P&ZC.

Staff recommends that the new alternate version of Chapter 9 be considered as the basis for any Committee action. The Committee may choose to consider either option as the basis of their motion or direction can be provided for further revisions to be made. The following motion can be used for either option.

RECOMMENDATION: (Continued)

Approval of a text amendment to Section 9-2-1 (Definitions) of the Zoning Code regarding the restrictions on home occupations (home-based businesses), subject to concurrent amendments to Section 8-11-4 (Home Occupations) of the Municipal Code.

Note: This item is not currently included on the February 20, 2012, Village Board agenda pending specific direction from the PB&Z Committee. Specific text changes for Chapter 8 will also be provided pending the result of this discussion.

Attachments

cc: Planning & Zoning Commission Members

**ATTACHMENT 1
FEBRUARY 20, 2012, PB&Z MEMO**

**PLANNING & ZONING COMMISSION recommendation from January 4, 2012, meeting
(Underlined text is new, ~~strikethrough~~ is deleted).**

Section 9-2-1 (Home Occupations)

Home Occupation: Any use conducted entirely within the dwelling and carried on by the inhabitants thereof, which use is clearly incidental and secondary to the use of the dwelling for dwelling purposes and does not change the character thereof. Examples of permitted uses include, but are not limited to: music lessons, computer consulting, tutoring, telemarketing, sewing/tailoring, professional offices such as an accountant/tax preparer, attorney, architect, and other similar professions. Examples of prohibited uses include, but are not limited to: medical uses, massage services, hair/nail/beauty salons, and food catering. Such home occupations require a business license (pursuant to Section 8-11-4) and shall comply with the following regulations:

1. ~~No article shall be sold or offered for sale except such as may be produced on the premises by member of the immediate family, provided, however, articles produced by others may be sold or offered for sale when such articles are shipped directly to the consumer from another legal premise.~~ Articles/products may be shipped directly to the consumer, and t~~The delivery of goods directly to the consumer from the dwelling shall be prohibited~~ may occur only during scheduled appointments and in accordance with the provisions of this code; however, goods may not be sold directly to the consumer from the dwelling.
2. There shall be no exterior evidence of the conduct of the home occupation.
3. A home occupation shall not create significant additional vehicular or pedestrian traffic to the dwelling. Visitors to the home occupation shall be scheduled by appointment only and no more than eight (8) appointments per day shall be permitted.
4. Visitors to the home occupation shall be limited to the hours of 8:00 a.m. to 8:00 p.m. on weekdays and 9:00 a.m. to 6:00 p.m. on Saturday and Sunday.
4. ~~5.~~ A maximum of one vehicle, related to the home occupation, shall be permitted to be maintained on the premises.
5. ~~6.~~ The conduct of any home occupation shall not reduce or render unusable areas provided for the required off-street parking or prevent the number of cars intended to be parked in a garage from doing so.
6. ~~7.~~ The distribution of articles/products from the dwelling to independent contractors or other employees shall be prohibited.
8. The applicant shall comply with all applicable regulations of the Division of Code Enforcement, Police Department and Fire Department, including the right of inspection.

ATTACHMENT 2
FEBRUARY 20, 2012, PB&Z MEMO

ALTERNATE TEXT drafted by Staff
(Underlined text is new, ~~strikethrough~~ is deleted).

Section 9-2-1 (Home ~~Occupation~~ Based Business)

Home ~~Occupation~~ Based Business: Any use that requires a business license (pursuant to Section 8-11-4) and is conducted entirely within the dwelling and carried on by the inhabitants thereof, which use is clearly incidental and secondary to the use of the dwelling for dwelling purposes and does not change the character thereof. Such home occupations shall comply with the following regulations:

1. No article shall be sold or offered for sale except such as may be produced on the premises by member of the immediate family, provided, however, articles produced by others may be sold or offered for sale when such articles are shipped directly to the consumer from another legal premise. Visitors are permitted to the dwelling only for permitted services. The physical delivery or sale of goods directly to the consumer from the dwelling shall be prohibited.
2. The following uses are explicitly prohibited as home based businesses: medical treatment of people and animals, massage services, hair/nail/beauty salons, and businesses involving the preparation and packaging of food.
3. There shall be no exterior evidence of the conduct of the home ~~occupation~~ based business.
4. A home ~~occupation~~ based business shall not create significant additional vehicular or pedestrian traffic to the dwelling. Visitors to the home based business shall be scheduled by appointment only and the appointments shall result in no more than two (2) additional vehicles at the home at any time.
5. Visitors to the home based business shall be limited to be between the hours of 8:00 a.m. to 8:00 p.m. on weekdays and between 9:00 a.m. to 6:00 p.m. on Saturdays and Sundays.
4. ~~6.~~ A maximum of one vehicle, related to the home ~~occupation~~ based business, shall be permitted to be maintained on the premises.
5. ~~7.~~ The conduct of any home ~~occupation~~ based business shall not reduce or render unusable areas provided for the required off-street parking or prevent the number of cars intended to be parked in a garage from doing so. No structural alterations to the home that are inconsistent with the principle residential use shall be made to accommodate the home based business.
6. ~~8.~~ The distribution of articles/products from the dwelling to independent contractors or other employees shall be prohibited.
9. The applicant shall comply with all applicable regulations of the Division of Code Enforcement, Police Department and Fire Department, including the right of inspection.

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

SUBJECT: Update on changes to the State of Illinois requirements for hearing notices

MEETING DATE: February 20, 2012

COMMITTEE: Planning, Building and Zoning

FROM: Peter Gugliotta 

REQUEST: Update on changes to the State of Illinois requirements for hearing notices.

BACKGROUND: The Illinois Municipal Code requires the Village to publish a notice in a local newspaper for annexation, special use, variation, and other zoning hearings. The previous code stipulated that such notice shall include a metes and bounds legal description of the subject property, in addition to other information.

DISCUSSION: The State has enacted Public Act 097-0336 (effective August 12, 2011) with the intent of streamlining the hearing notice requirements and making them more understandable for the general public. The change also reduces the potential for errors that can occur when the complex legal description is transcribed for publication. Such errors can create a technicality that could render an approval invalid if challenged.

The new requirements state that a metes and bounds legal description is not required, provided that the notice includes the common street address and the Property Index Number of the property in question.

The Village is implementing this change immediately, in accordance with the updated Illinois Municipal Code. The change will make published notices easier for the general public to understand and it should reduce the Village's publication costs since typically the bulk of the notice text is the legal description.

Village Resolution 1481-2011 does not need to be changed since it states that the Village notice will be done "in accordance with Illinois State Statutes".

RECOMMENDATION: Presented for informational purposes only.

**COMMITTEE AGENDA ITEM
VILLAGE OF HOFFMAN ESTATES**

SUBJECT: Discussion regarding the 2011 Shop Local program

MEETING DATE: February 20, 2012

COMMITTEE: Planning, Building and Zoning

FROM: Gary Skoog/Emily Kerous *ES*

REQUEST: Discussion regarding the 2011 Shop Local program.

BACKGROUND: In summer 2011, an internal staff marketing team proposed and the Village Board supported a Shop Local Campaign for the Village of Hoffman Estates. Many national and Chicago area suburbs are promoting Shop Local Campaigns.

An article was published in the August *Citizen* announcing the Shop Local Campaign highlighting many of the benefits of the program. In September, the Village promoted a Shopping Extravaganza Weekend and Grand Opening at Golf Center. About a dozen retail businesses from the Golf Center participated in the Extravaganza with special sales for the weekend (September 17-18, 2011).

While tracking any actual increase in foot traffic sales would have been preferred for this event, it was not economically feasible. As staff made personal pre and post visits to the participating businesses, the general feedback was that they appreciated the assistance from the Village, including the additional name recognition and impressions from the full page *Daily Herald* advertising and articles in the *Citizen* newsletter, as well as the tourism website. One service company indicated that if one customer at the event brought them his business, it could increase their sales 20%-30%. This was the intent, to bring new customers to the shopping center and their tenants.

Another Shop Local event took place over the December 9-11, weekend. This event, Shop Hoffman Estates for the Holidays, offered free advertising on the www.visithoffman.com tourism website. Businesses only had to communicate one sale item or whole store sales (percent discount) over the December 9-11, weekend. For this, they would be listed on the Shop Hoffman for the Holidays section of the website. Prior to the sale weekend, 31 businesses were listed as participants in the holiday sales weekend (see Exhibit A).

DISCUSSION:***Recap of Marketing Efforts for Shop Local 2011***

The Village's internal marketing team put together the following promotional efforts to promote the Shop Local for the Holidays event:

Shop Local Bags:

- ◆ 100 distributed at community events such as Lakeview School, Shop with a Cop event, Emeritus Senior Living Center, and Hoffman Estates Chamber afterhours.
- ◆ 100 shop local bags to retail/service merchants for their display.
- ◆ 100 Shop Local bags given out by Mayor and elected officials in the field during the Shop Local weekend at retailers that participated in Shop Local weekend campaign.
- ◆ Bags were placed around the Holiday Tree in the Village Hall lobby.

Shop Local participation packets:

- ◆ Packets were direct mailed to strip center owners and landlords for inclusion in their correspondence with tenants.
- ◆ Over 200 Shop Local packets were distributed directly to merchants in the field.

Electronic support for Shop Local Weekend:

- ◆ 2 press releases to Village contacts.
- ◆ Email blast to Village employees, Park District associates, and St. Alexius Medical Center.
- ◆ Daily social media posts leading into the event.
- ◆ Created on-site film of visits to retailers and restaurants to broadcast on Channel 6.
- ◆ YouTube post of filmed on-site visits with merchants and restaurants.
- ◆ Created Village Hall display for Shop Local prior to Holiday Tree lighting.
- ◆ Issued a Mayoral proclamation.
- ◆ Email blasts leading up to the Shop Local weekend.
- ◆ Front page exposure in Village Newsletter direct mailed to 20,000+ homes.
- ◆ Shop Local Campaign featured on Village electronic message signs.
- ◆ Shop Local Campaign featured on Cabela's electronic sign.

DISCUSSION: (Continued)

- ◆ Daily Tribune Local posts.
- ◆ Shop Local Campaign featured on Village website (www.hoffmanestates.org).
- ◆ Shop Local Campaign prioritized with landing page listing of participating merchants on tourism website (www.visithoffman.com).

Shop Local for the Holidays Feedback and Evaluation

Follow-up phone calls and visits provided feedback from participating businesses. A web analysis software program provided more specific evaluation for the Village efforts in the Shop Local Campaign.

Business Feedback

Most of the participating businesses contacted did not note any significant increase in foot traffic over the Shop Hoffman for the Holidays weekend. Similar to Golf Center Shopping Center Extravaganza, hard data on sales increases are difficult to acquire. However, merchants as a whole were very supportive of the Village's efforts to promote shopping in Hoffman Estates. Businesses were also very appreciative of the special visits made by Elected Officials to participating retailers in the Shop Hoffman for the Holidays program. Elected Officials made visits to retail locations each day of the Shop Hoffman for the Holidays promotion, thanking shoppers for shopping local and handing out "Shop Local, Shop Hoffman Estates" reusable shopping bags.

Other comments included:

- ◆ "Over time, this type of promotional campaign will produce results due to sheer repetition". Ed Pavlovich (Citibank Branch Manager).
- ◆ "The program would be hard to see the actual ROI. Cabela's has added more employees for 2011 and increased sales. I congratulate the Village for the efforts to reach out to support the retail and entertainment industry in the Village. Thank you for the ongoing support in the social media and print media areas. Your ongoing efforts really do make a difference". Diane Schneider, Marketing and Brand Management (Cabela's).

Exhibit A explains in detail the results of the electronic advertising and results related to the Shop Local Campaign.

Shop Local, Shop Hoffman Conclusion/Next Steps

Based on quantitative and qualitative feedback, the Shop Local Campaign has been successful in raising awareness of the dining, shopping and entertaining options in the Village. The feedback from business representatives coupled with increased traffic to the Village's VisitHoffman.com website indicates that there is value to continuing the program. While the traffic to the website and the attendees at events are relatively low, the increases in the numbers show a trend in the right direction. Moving forward, the team recommends continuing Shop Local efforts, especially during key shopping seasons.

DISCUSSION: (Continued)

As part of on-going marketing efforts, staff will continue to explore all communications vehicles to gauge the most effective and efficient methods of communication. We believe that a strong mix of communications vehicles will ultimately provide the greatest benefit to our community.

Next Steps

The internal marketing team has begun some new Shop Local components and is exploring others going forward with the campaign. The Village has contracted with the *Daily Herald* online publication. It is one of the fastest growing combined hardcopy and online news publication in the nation.

Staff has developed four online ads that promote local shopping, dining, shopping centers, and entertainment. The fourth ad promotes business recruitment in Hoffman Estates (see sample ads in attachment). The intent is to conduct a pilot study utilizing a new medium to further promote and brand Hoffman Estates. As print media has a diminishing presence, it is prudent to utilize and learn how to utilize new media formats.

A second initiative will be to explore numerous options to build a 59/90 web presence to promote local shopping in our western area. The Village has been paying a domain name protection fee for three years with no utilization of the web tool. A conversation with Archon development (owner of Poplar Creek Crossing) was supportive of the idea. The website would be basic, listing all of the tenants and entertainment venue of the district. It would also be housed (initial thinking) within the visithoffman.com website to drive people to the Village site first.

The last proposed new component for Shop Local is to explore marketing opportunities in the Sears Centre Arena. Sears Centre Arena management has supported the presence of the Village's blue 7' x 8' exhibit display typically utilized in trade shows. As the Village has not used the display at the annual ICSC show the past two years, there is a great opportunity to promote the Village assets on the suite level.

Other areas suitable for Shop Local, Shop Hoffman Estates, are being explored. These range from "You are in 59/90 - The Entertainment Crossroads" placed on selected ticket envelopes to signage promoting Shop Local and visithoffman.com. As these items are further discussed and reviewed, further information will be presented.

RECOMMENDATION:

For discussion purposes.

Attachment

Exhibit A

AdWords Performance - November 23 through December 24, 2011 Report

Overview:

As part of the online campaign, the Village took advantage of Search Engine Marketing via Google AdWords. Google AdWords allows the advertisers to sponsor search results to individuals searching for specific words. The Village included words relating to our geographic location (Hoffman Estates related terms) as well as shopping terms (searches like stores, retail, etc).

Highlights:

The Village specifically targeted searches done in the Village and in surrounding communities. The result was over 94,000 impressions served and 253 clicks to VisitHoffman.com. The cost per click (CPC) of the campaign was \$1.58, which can be compared to display (traditional online banner ads) campaign CPC's between \$4 and \$5 per click.

Not only did our ads show up on Google's search engine, but on other sites that use Google's search engines for site navigation.

Google provides a feature as part of the AdWords program that automatically optimizes the ads served to users. Below is a chart of our top performing ads:

| Ad | Ad group | Status ⁽²⁾ | % Served | Clicks ⁽²⁾ | Impr. |
|---|----------|-----------------------|----------|-----------------------|--------|
| <u>Shop Local, Shop Hoffman</u> Find great gifts: shopping, dining & entertainment for everyone! visithoffman.com | Retail 1 | Campaign ended | 52.79% | 143 | 49,954 |
| <u>Shop Hoffman Estates</u> Find great gifts in Hoffman Estates for everyone on your list! visithoffman.com | Retail 1 | Campaign ended | 22.14% | 67 | 20,951 |
| <u>Find the Perfect Gift</u> With great dining & entertaining find the perfect gift in Hoffman! visithoffman.com | Retail 1 | Campaign ended | 12.25% | 20 | 11,590 |
| <u>Shop Hoffman Estates</u> Find great gifts: shopping, dining & entertainment for everyone! visithoffman.com | Retail 1 | Campaign ended | 2.70% | 11 | 2,557 |
| <u>Great Gift Ideas</u> Find great gifts: shopping, dining & entertainment for everyone! visithoffman.com | Retail 1 | Campaign ended | 5.79% | 8 | 5,477 |

Ads that featured a "Shop Hoffman Estates" headline garnered the best results, while more generic gift-centric headlines performed poorly.

| Keyword | Clicks | Impressions | CTR | Avg CPC | Cost | Avg Position |
|----------------------------|--------|-------------|-------|---------|-----------|--------------|
| stores | 111 | 21,150 | 0.52% | \$ 1.66 | \$ 184.25 | 3.8 |
| hoffman estates illinois | 35 | 22,764 | 0.15% | \$ 1.48 | \$ 51.71 | 1.8 |
| Hoffman Estates Stores | 30 | 2,653 | 1.13% | \$ 1.52 | \$ 45.56 | 1.9 |
| restaurants | 16 | 10,824 | 0.15% | \$ 1.31 | \$ 20.98 | 2.8 |
| village of hoffman estates | 15 | 3,924 | 0.38% | \$ 1.43 | \$ 21.42 | 1.0 |
| hoffman estates | 13 | 12,609 | 0.10% | \$ 1.67 | \$ 21.66 | 2.1 |
| Shop Hoffman | 6 | 65 | 9.23% | \$ 1.28 | \$ 7.65 | 1.6 |
| entertainment | 3 | 1,826 | 0.16% | \$ 1.83 | \$ 5.50 | 4.0 |
| shopping | 3 | 748 | 0.40% | \$ 2.05 | \$ 6.15 | 3.2 |
| Christmas Shopping | 3 | 381 | 0.79% | \$ 2.02 | \$ 6.05 | 3.5 |

The above chart details the top ten keywords of the campaign.

Key Learnings:

For the next campaign, suggest expanding the list of keywords, territory and ad groups to target specific interest. Additionally, consider a business-to-business commercial real estate campaign targeting individuals and businesses looking for commercial properties.

VisitHoffman.com Online Performance - December 2011 Report

Overview:

During late November and early December, the Village heavily promoted a “Shop Hoffman for the Holidays” sales event as part of the Shop Local campaign. Featuring local retailers’ holiday sales promotions for the weekend of December 9-11, 2011, on visithoffman.com, the Village used a variety of marketing tactics, including press releases, the *Citizen* Newsletter, signage, social media, and grass roots marketing efforts to get the word out.

While it can be difficult to fully measure the success of the campaign in driving traffic and sales to our area retailers, reviewing the online performance of visithoffman.com can shed some light into the efficacy of the campaign. Compared to the same time a year ago (January 1-December 27), traffic to the visithoffman.com website increased 96.3% for the year. The latest data indicates continually improving site performance when compared to a report generated on November 21 that indicated growth of 83.4% for year to date.

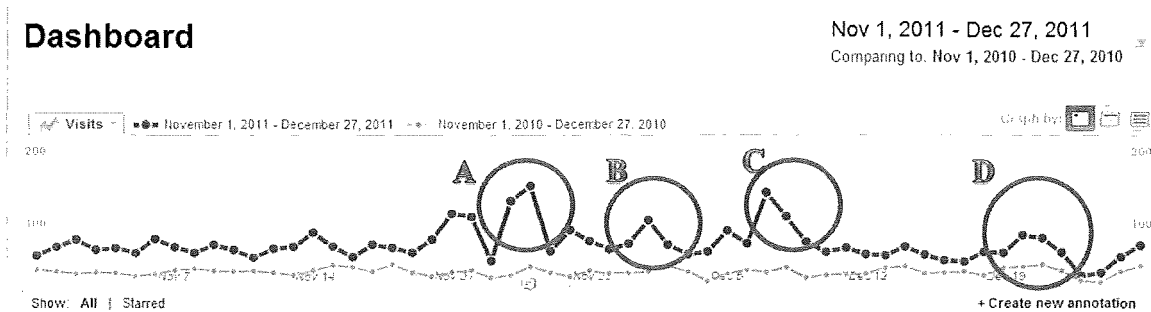
The website analytics discussed in this report are based on information collected by Google Analytics, a free online website tracking software.

Highlights:

There were several dates in November and December that saw significant increases in visits to visithoffman.com.

- A. **Saturday, November 26:** 138 visits. Visits increased 411% compared to year ago. National Small Business Saturday, which was promoted via the Village’s social media networks. Small Business Saturday is an effort to get consumers to shop at local retailers.
- B. **Friday, December 2:** 91 visits. Visits increased 355% compared to year ago. Additional social media support ramping up to Shop Hoffman for the Holidays.
- C. **Thursday, December 8:** 128 visits. Visits increased 573% compared to year ago. Likely due to press coverage, email blasts, and additional social media coverage about the upcoming sales event.
- D. **Tuesday, December 21 and Wednesday, December 22:** 70 visits and 66 visits. Visits increased between 127% and 159% compared to year ago. Increased traffic on December 22, may be contributed to a newspaper sticker that was distributed to *Daily Herald* subscribers in our area.

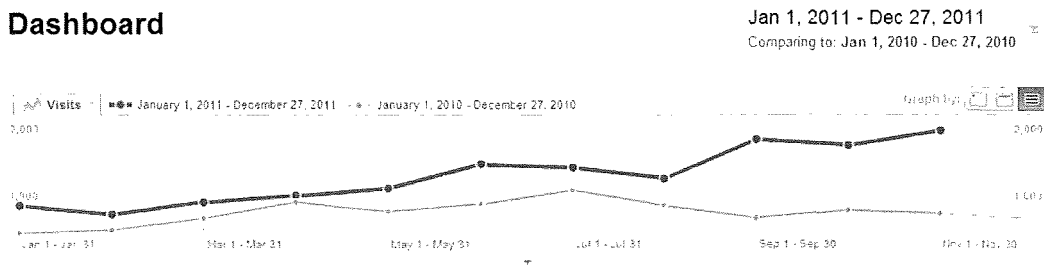
The following chart shows daily site visits for November 1-December 27, compared to the same time period one year ago. Overall site visits have increased when compared to year ago, and spikes in traffic to the site are quite pronounced.



Metrics:

In addition to reviewing overall visits to the website, Google Analytics provides additional insight into how visitors arrived at the site and how they used the site when they got there.

Site Visits: The number of times users visited the website continued to grow (+96.3%) when compared to the same time period last year (January-December). Total site visits during the January-November timeframe were 14,275 or approximately 39.5 visits per day (up from November’s reported average of 37 visits per day).



Page Views: The total number of page views grew significantly (+70.5%) when compared to the same time frame in 2010. Total page views were 31,242 in 2011, with an average of one minute 42 seconds spent per page in 2011.

Referring Sites: When other sites provide direct links to visithoffman.com, they are considered to be referring sites. Not surprisingly, the largest percentages of visits were referred from the Village’s municipal site, www.hoffmanestates.org. Other sites that referred a large amount of traffic to visithoffman.com include the Sears Centre Arena site (www.searscentre.com) and an Asian site (MITBBS.com – probably due to the grand opening of the Royal Seafood Buffet).

Search Engines: Sites used to search for information, like Google, Yahoo, and Bing, provided 59.3% of all visits to visithoffman.com. Approximately 90% of all visits via Search Engine inquiries were through Google.com. This is not surprising as Google currently dominates the search engine marketplace.

Site Usage: The average user visited two pages of visithoffman.com while on our site. Some of the most viewed pages include:

| Page on VisitHoffman.com | Pageviews | | |
|------------------------------------|-----------|-------|--------|
| | 2011 | 2010 | Change |
| Homepage | 5,767 | 4,112 | 140% |
| Restaurants | 3,677 | 720 | 511% |
| Shopping | 3,404 | 1,995 | 171% |
| Hotels | 2,879 | 537 | 536% |
| Recreation - Recreation List | 1,465 | 1,129 | 130% |
| Recreation - Forest Preserves | 1,248 | 768 | 163% |
| Entertainment - Entertainment List | 1,280 | 957 | 134% |
| Entertainment - Poplar Creek 5990 | 1,265 | 388 | 326% |
| Events | 1,064 | 1,014 | 105% |
| Shopping - Shop Local | 1,527 | - | N/A |
| Events - Detail / Golf Center | 368 | - | N/A |
| Hotels - Banquets | 329 | 151 | 218% |
| Shopping - Shop Local Business | 178 | - | N/A |

***Does not represent all pages, just highlights
Time period: 1/1-12/27/2010 and 1/1-12/27/2011*

Geographic Location: The majority of site visits originated in Illinois and were concentrated in Chicago, Hoffman Estates, and Schaumburg. It is important to note that geographic location is not always totally accurate as sometimes the location data is based off of the location of the server (which can be out of state or in another municipality) and not necessarily the location of the individual.

Attachment B-Online Ad sample



**VILLAGE OF HOFFMAN ESTATES
DEPARTMENT OF DEVELOPMENT SERVICES
PLANNING DIVISION MONTHLY REPORT**

**SUBMITTED TO PLANNING, BUILDING & ZONING COMMITTEE
FEBRUARY 20, 2012**

PLANNING AND ZONING COMMISSION

January 18, 2012 Meeting

- Meeting Cancelled

February 1, 2012 Meeting

- Meeting Cancelled

February 15, 2012 Meeting

- Saddle Room, Pratum Avenue – Final Site Plan, Plat of Resubdivision and Special Use review - APPROVED

March 7, 2012 Meeting

- Stone Eagle Tavern, Prairie Stone Crossing Shopping Center, Hoffman Boulevard – Site Plan Amendment, Special Use, Plat of Resubdivision

CURRENT ACTIVE PROJECT REVIEWS

These items are actively under review as part of a formal process

- Barrington Square Town Center, 2300-54 W. Higgins Road – Site Plan Amendment and TIF request
- Beverly Properties, Beverly/Higgins Roads – Annexation Agreement Amendment and Site Plan for apartments
- Chase Bank (former Myoda), 1070 Roselle Road - Demolition and site plan for a bank
- Bosch Rexroth, 5150 Prairie Stone Parkway – Site plan for wind tower
- ABBHH, 1650 Moon Lake Boulevard - Master Sign Plan and Site Plan Amendment for site improvements
- Shell Gas Station/Car Wash, W. Golf, Site plan amendment for accessory car wash building
- Barrington Lakes Apartments – Site Plan Amendment and Variation for fencing
- HE Park District Prairie Stone Wellness Center – Master Sign Plan
- HE Park District – Text Amendment for signs
- Update of Village policy and regulations for communication antennas
- Bradwell Parcel – Annexation, site plan and subdivision for single family homes

ANTICIPATED UPCOMING PROJECTS

These items are in preliminary discussions and/or expected to proceed with a formal process in the near future

- Audi Car Dealership, former Village police building, site plan for redevelopment
- Ryland Homes, Beacon Pointe Phase 2 – Subdivision and site plan for single family homes
- Marathon, 1300 Higgins Road - Site plan amendment for site improvements and Master Sign Plan
- Potential Text Amendment regarding the regulation of wind turbines on residential and commercial properties
- HE Park District Bridges of Poplar Creek Golf Course– site plan for hotel
- Shree Jalaram Phase II, 425 Illinois Blvd. – Site Plan Amendment for building and parking lot expansion

POTENTIAL FUTURE DEVELOPMENTS

The following properties have been the subject of recent discussions regarding possible future development – some efforts are geared toward marketing the properties and others are considering possible plan submittals.

- *Barrington Square Town Center* – discussions are occurring with various owner consultants who are preparing a marketing and financial plans to design a redevelopment plan for the former Menards area and the vacant outlots with uses appropriate in the B-2 Business District.
- *Vacant Beacon Pointe Phase 2* – discussions are occurring with both the residential and commercial owners regarding the issue of development timing related to the future Shoe Factor Road project
- *Vacant Fountain Crossings properties* – discussions continue primarily with the bank that owns 15 acres north of the Menards property.
- *Vacant parcel on Barrington Road between Golf and Bode Roads (17 acres)* – inquiries have been made regarding possible alternative land uses for this B-2 Business zoned property.
- *Vacant parcel at Ela and Algonquin Roads (40 acres)* – a residential developer has made inquiries about this property, which is zoned R-4 One Family Residential.
- *Beverly Gravel Pit Property* – discussions are ongoing with the owner regarding potential future development projects beyond the currently proposed apartment project.
- *Various Prairie Stone Properties* – Planning staff continues to work with the Economic Development by participating in discussions with land owners and potential developers of various uses that would be appropriate in the 59/90 Entertainment District. This includes primarily properties at the intersection of Hoffman Boulevard and Route 59, and the vacant parcels to the east and west of the Sears Centre Arena. A primary goal is to find uses that complement the Arena and will attract more visitors to the area.

CONSTRUCTION INSPECTIONS AND MONITORING

Planning staff assists with landscape inspections, general project management, reviewing proposed field changes and generally overseeing the phasing of various developments. These projects are currently active.

- Morizzo Funeral Home, 2550 Hassell Road – site work has started
- St. Alexis Medical Center – building and parking expansion (ongoing monitoring)
- Alexian Brothers Behavioral Health Hospital – site improvements (ongoing monitoring)
- Shree Jalaram Temple – building and parking expansion (parking lot work completed)
- Heidner Retail Buildings at Barrington and Hassell Roads – (ongoing monitoring)
- Dino Alex Retail Building at Golf and Roselle Roads – final site work being finished
- Hoffman Village Shopping Center – final work being finished

RESIDENTIAL SUBDIVISIONS

There are currently no active residential subdivisions being constructed. Planning staff has been actively involved in working on these projects, which are in various stages of completion.

- *Beacon Pointe Phase 1* – Subdivision has been accepted and is the maintenance phase.
- *Beacon Pointe Phase 2* – Ryland Homes – no activity at this time
- *Beacon Pointe Drive extension* – Staff is working with Engineering to get the road and landscaping completed with the project guarantee money that was recently received. Staff is working to maximize the amount of work that can be completed with the available funds.
- *Devonshire Woods* – Substantial work was completed at the end of 2011 - remaining improvements will be completed in Spring 2012.
- *Yorkshire Woods* - Staff continues to work with the Engineering Division to have the bonding company complete all outstanding issues and finish this subdivision.
- *Autumn Woods* – The property has been consolidated into one large parcel and the developer is marketing the property for sale.

GENERAL ACTIVITIES

General Planning Efforts – A representative of the Planning Division continues to participate in the newly formed *Into the Future Committee* that meets monthly to discuss improving Village operations that will help the Village connect more strongly with current and future citizens.

Planning responded to several Freedom of Information Act and GovQ&A requests during the past month. These requests generally involve research and review of site plans, ordinances, meeting minutes, correspondence and other documents.

Planning staff is continuing to work with the Transportation and Engineering Division on Canadian National Railroad improvements, including the design for a new sound wall. Planning is also assisting with discussions regarding the Hassell Road project, Tollway widening, PACE Park & Ride locations, and several bike route/path projects.

Planning staff attended several NWMC Bicycle Committee meetings in January for the review and approval of the Northwest Regional Corridor Bicycle Signage Plan.

Village Website – Planning staff continues to regularly update the Planning, CDBG, Census, Green, Grants, and Economic Development portions of the Village website. Upcoming efforts will involve changes related to the new Planning and Zoning Commission.

Economic Development/Marketing/Promotional Items

Planning staff continues to create the graphics for events and perform all regular updates to the Village's www.visithoffman.com tourism website, where detailed information can be found on events, dining, lodging, entertainment, and shopping opportunities.

Planning staff is actively working with staff members from other Departments/Divisions on various efforts for the Shop Local campaign, upgrading the available property listings on the Economic Development web pages, preparing materials for the ICSC conference in May, developing a consistent image for various marketing materials, and other general promotional efforts.

Planning staff continues to work with the Economic Development Division on marketing and branding for the Poplar Creek at 59/90 Entertainment District. Several potential new developments have been discussed with property owners, including two new potential restaurants, and staff is working to try and facilitate these projects. Certain properties are in the foreclosure process, which has hampered some efforts.

GREEN INITIATIVES

The Planning Division maintains up to date information on current green programs under the Village's Growing to Greenness initiative on the Village's website at www.hoffmanestates.org/green.

Green Business Recognition Program - The Green Business Recognition Program launched in March 2011 and ten applications for recognition have been submitted. The first *Green Businesses* were announced in early July via a press release and a posting on the Village website (Green Page). The application for green business recognition is located on the Village's website on the *Growing to Greenness* page or the *Business* tab on the main page. Clover Technologies has applied for Green Business Program recognition and will be reviewed at the March 12th Green Initiatives Commission meeting.

Activities and Awards –

- Ashley Monroe attended the DuPage Environmental Summit on January 11th. This year's program focused on renewable energy systems and residential installation. Ashley gained valuable resources for addressing resident questions about the energy systems and some insight on other communities who have addressed the issues in their Municipal Code.
- The Village application for the Siemens Sustainable Community Award was not selected. There were over 130 applicants nationwide.

- Village staff discussed toner and ink cartridge recycling with Clover Technologies in mid-January. While the Village will retain its agreement for toner and ink, residents and businesses will be able to drop off their cartridges at the Village Hall, similar to the existing small electronics and battery recycling programs.
- Village staff met to discuss developing a formalized Village sustainability Plan.
- Ashley Monroe attended the IAMMA breakfast in Palatine on February 8th to hear a presentation on the Illinois Department of Commerce and Economic Opportunity (DCEO) Energy Efficiency Rebate Program.
- Ashley Monroe attended an American Planning Association (APA) webinar called “*Innovation in Waste Management and Recycling*” on February 10th.

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)

The Division maintains up to date CDBG Program information, including copies of past documents, public meeting notices, RFPs, and current status for ongoing CDBG activities on the Village’s website at www.hoffmanestates.org/cdbg.

General - The Village’s Program Year 6 allocation is \$272,165, which is approximately 17% less than the previous year due to federal budget reductions. As part of the 2011 Annual Action Plan, the funds will be allocated based on Village funding priorities. The budget allocation for the 2012-2013 Federal fiscal year was announced in early February. The allocation anticipated will be \$259,504. This amount is close to a 5% drop from the current year’s allocation. Development Services staff met to discuss potential 2013-2015 infrastructure projects funded by CDBG money.

5-Year Consolidated Plan and 2011 Annual Action Plan - Staff completed the draft five-year Consolidated Plan 2011-2015 that includes the 2011 Annual Action Plan. This Plan will address Village program goals for the next five years. The Plan was sent to HUD and to be reviewed by their staff prior to the upcoming Program Year, which began October 1st. Staff received the letter HUD sends each year stating acceptance of the Village’s Plan. To prepare for the program year, Staff entered activities for the upcoming program year into the HUD database.

Single-Family Housing Rehabilitation - North West Housing Partnership (NWHP), acting as the Village’s subrecipient, is currently working with several homeowners on the loan and construction application process for single family home rehabilitation projects. A total of 28 projects have been completed since 2006. Several households are on the current waiting list and several are completing the construction stage, one of them being the first household to request funds through the emergency loan program. On January 19th, Ashley Monroe performed an on-site monitoring visit with NWHP to verify that CDBG procedures are being followed in the execution of the rehabilitation program. Staff found that NWHP continues to meet HUD requirements of the CDBG program and also is meeting expectations of the Village agreement with NWHP. A letter was sent to NWHP as a summary of the visit.

Infrastructure Improvements – Staff is working with Novotny consultants on Phase II of the Barrington Square neighborhood lighting improvements. The Village received bids for the installation of light poles on August 15th and the proposed bid was brought to Committee on August 22nd. A pre-construction meeting was held in October and construction is planned in spring 2012.

GRANTS

The Planning Division maintains up to date information, including a summary of current grant efforts and transparency reporting information, on the Village’s website at www.hoffmanestates.org/grants.

Staff continues to search for and investigate new grant opportunities through a variety of sources. Ashley Monroe has worked with facilities maintenance staff to determine if planned capital projects are eligible for state funding assistance. Applications for assistance have been submitted to DCEO and staff is waiting for a notice to proceed. Projects applied for will be funded by the EECBG funds. A full spreadsheet of all grants is available at www.hoffmanestates.org/grants.

LEAP Grant - Staff continues to work with the consultant and other Village Departments to complete projects. The Draft Energy Assurance Plan and report will be brought to Committee for review within the next month. The EAP is intended to supplement the Village’s existing Emergency Operations Plan, and to be the primary source of information in the event of an energy disruption.

CPPW Grant - Planning staff assisted the Transportation Division on the grant for bike route signs and the creation of a complete streets resolution. Peter Gugliotta is participating as a member of the Steering Committee for this project. A Complete Streets resolution was approved by the Transportation and Road Improvement Committee meeting in October. Staff is working on draft code revisions to supplement the Complete Streets goals described in the resolution and will bring the draft changes to Committee in upcoming months. Bike route signage has completed installation. Ashley Monroe attended the end of the year CPPW Conference on February 14th to showcase the Village's accomplishments.

TIGER IV Grant - Planning is assisting the Transportation Division with the pre-application for assistance with the Barrington Road full interchange project in the fourth round of Transportation funding. The Village proposal was not selected for funding in the previous funding opportunity.

RTA Flexible Transit Service Operations Study Grant – Jim Donahue is working with the Transportation Division to manage the consultant who has been hired to complete the work on this grant. The consultant has completed the first draft of the report and it is being reviewed by staff.

EAB 2012 Grant – Ashley Monroe attended the EAB Grant Information meeting at the Morton Arboretum on December 6th. Planning staff is working with Public Works to complete the second round Emerald Ash Borer Grant application through the Metropolitan Mayors Caucus.

Energy Efficiency and Conservation Block Grant – Ashley Monroe continues to work with the Departments of Development Services and Public Works on completion of EECBG projects. Some funds are leftover from current projects; amendments to the current EECBG budget and energy conservation strategy will be brought to Committee for consideration. The grant period ends in September 2012. Staff will be completing the next reporting period April 1-14, 2012.

A copy of the current grant summary document is attached.



Peter Gugliotta, Director of Planning Division

Village Grant Summary Information (current as of October 2011)

| ARRA Grant | Amount Received | Amount Expended | Project | Status |
|--|---|------------------------|--|---|
| Energy Efficiency and Conservation Block Grant (EECBG) | \$515,100 | \$334,212.75 | Fund initiatives for public facilities and residents. | The Energy Assessment program continues and Code staff now BPI certified (energy certification). Parking lot lighting, Village Hall exterior canopy lighting, interior lighting at Public Works buildings, and Village Hall roof projects complete. All recycling containers & the hybrid vehicle purchased. HVAC system update at Vehicle Maintenance continues. Funding drawn for staff time. |
| Local Energy Assurance Planning (LEAP) Grant | \$98,556 | \$48,106.45 | Create emergency energy plans; assess Village facilities; education for local businesses | Some staff time drawn for project management and RFP work. Task force meetings held. Consultants have been drafting plan, which is nearly complete. Assessments of Village energy readiness complete. Participated in regional exercise. |
| Communities Putting Prevention to Work (CPPW) | \$48,000 plus \$10,000 supplement | \$38,455.21 | Install bike route signs, complete streets resolution, code revisions | Signage installation completed in October and paid installer. Active Transportation Alliance has reviewed Code and staff has begun internal review. Some funds drawn for staff time. |
| Non- ARRA Grant | Amount Allocated/ Received | Amount Expended | Project | Status |
| Illinois Department of Commerce and Economic Opportunity (DCEO) Energy Efficiency Incentives | \$21,319 | \$21,319 (reimbursed) | Supplemental funding for multiple lighting projects funded by the Energy Efficiency and Conservation Block Grant (EECBG). | 4 lighting projects have been completed and received reimbursement. |
| Firefighters Assistance Grant from FEMA | \$312,000 | \$312,000 | Purchase 13 Cardiac Monitors and Defibrillators. | Vendor selected and item brought to Village Committee on Feb. 28 th for approval to purchase monitors for \$371,925. |
| Emergency Operations Center – Technology Grant | \$70,000 | \$62,319.02 | Federal funding for technology at the new EOC, including communications and video equipment. | All equipment has been purchased. |
| Illinois Department of Commerce and Economic Opportunity (DCEO) Construction Grants | \$1,325,000 | \$1,325,000 | Reimbursement funding for construction costs at Police & EOC Building, 411 W. Higgins Rd. | Village has received all five and staff is closing out the grants. |
| Metropolitan Mayors Caucus (MMC) | \$29,926 | \$0 | Reforestation grant for planting trees to replace Ash trees to prevent infestation of Emerald Ash Borer. | Initiated reforestation. Will invoice when complete, late this fall or early 2012. |
| Federal Emergency Management Agency (FEMA) | \$49,760 | \$0 | Pays 80% of Fire Department employee physicals in 2010. | A portion of the physicals have been completed and draw down expected soon. |
| Illinois Department of Transportation (IDOT) | \$50,000 (90% grant) Village share: \$5,000 | N/A | Evaluation of intersection safety in location of Bode and Gannon and Bode and Salem as part of planned future Surface Transportation Projects (STP). Joint project with Village of Schaumburg. | Award granted in August 2010. Staff coordinating with Schaumburg & has short list of consultant proposals. |
| Regional Transportation Authority (RTA) Grant | TBD, estimated \$75,000-\$80,000 | N/A | Study to identify and create operating plans for a flexible route (hybrid of traditional fixed and curb to curb service) bus transit service in parts of the Village. | Staff has met with RTA and has been submitting information to the selected consultant in preparation for the study. |



CODE ENFORCEMENT
MONTHLY REPORT
SUBMITTED TO PLANNING, BUILDING & ZONING COMMITTEE
FEBRUARY, 2012

Attached is the monthly report for Code Enforcement for the period ending January 31, 2012.

A handwritten signature in blue ink, appearing to read "Don Plass", is written over a horizontal line.

Don Plass, Director of Code Enforcement

ACTIVITIES

On January 6, 2012, Jeff Mattes and John Cumpek attended a seminar on “Residential Sprinkler Inspector Training” in Addison, Illinois.

On January 19, 2012, Don Plass, Ray Norton and Tim Meyer attended Energy training provided by the Department of Commerce and Economic Opportunity (DCEO) at McHenry County College. The training covered the new Illinois Energy Conversation Code and the changes to the current code. This was complimentary training paid for with a grant from Com Ed.

EMERGENCY CALL OUTS

No call outs

GARAGE SALE PERMITS

1 Garage Sale permit issued

DEMOLITION PERMITS

No demolition permits issued

CONSTRUCTION INSPECTIONS

Inspections performed:

| | | | |
|------------|----|------------------|----|
| Structural | 77 | Fences | 0 |
| Electrical | 23 | Roofing/Siding | 14 |
| Plumbing | 29 | Patios/Driveways | 5 |
| Mechanical | 0 | Decks | 0 |
| Other | 1 | Sheds | 0 |

FIRE INSPECTIONS

Inspections performed:

| | |
|------------------------------|-----|
| Annual | 312 |
| Re-inspections | 97 |
| Business License Inspections | 8 |

ENERGY AUDIT TESTING

No Energy Audits were performed

BACKFLOW TESTING

104 Backflow devices were tested

CITATIONS

Steve Alex
5110 Kingston
Working w/o a permit

Paul Stray
1165 Apple
Unapproved driveway surface

Gloria Berngard
2060 Hilltop
Vacant property in disrepair

Nipul Patel
5560 Brentwood
Obstruction of the right of way

Gary Catton
1685 Bedford
Vacant property in disrepair

Virtual Bank
1060 Harmon
Failure to maintain accessory structure

Anthony Kozlowski
715 Mohave
Failure to maintain house & garage

Gonzalo Vega
799 Randi Ln.
Failure to obtain animal licenses

Jaleh Pashazadeh
1120 Gannon
Vacant property in disrepair

Kris Kim
961 Freeman
Failure to maintain pool and deck

Nipul Patel
5560 Brentwood
Obstruction of the right of way

Carole Eaton
1111 W. Sturbridge
Exterior Sanitation

Protium REO 1 LP
1430 Bedford
Failure to maintain house & garage

RMS Properties
2503 W. Golf Rd.
Failure to pay for services

Ewa Spitz
405 Azalea
Vacant property in disrepair

Sam Psimoulis
1555 Barrington Rd.
Fire lane violation

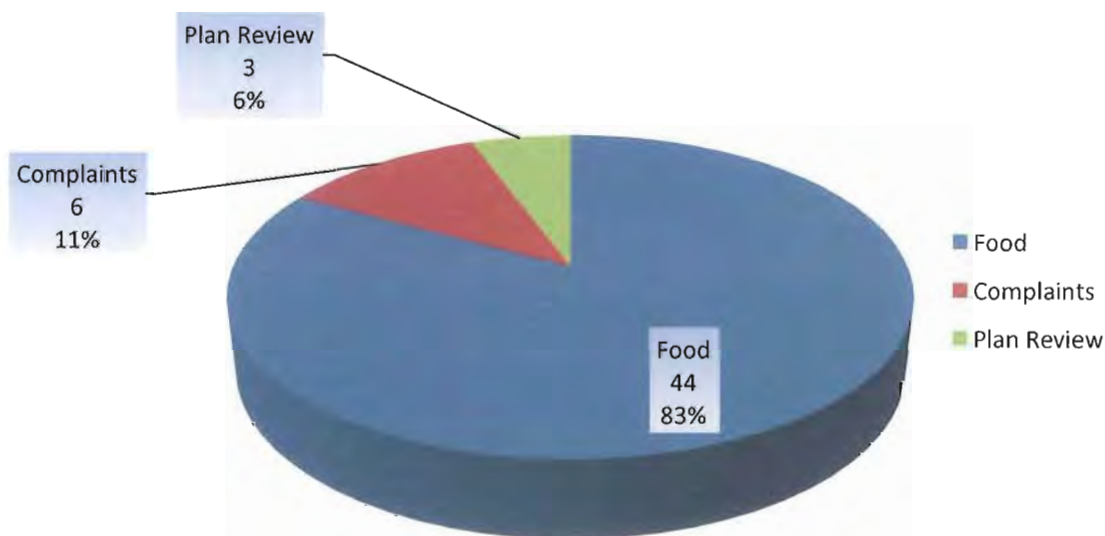
MULTI-FAMILY LICENSING REPORT

The Code and Fire inspections are ongoing.

ENVIRONMENTAL HEALTH INSPECTION REPORT

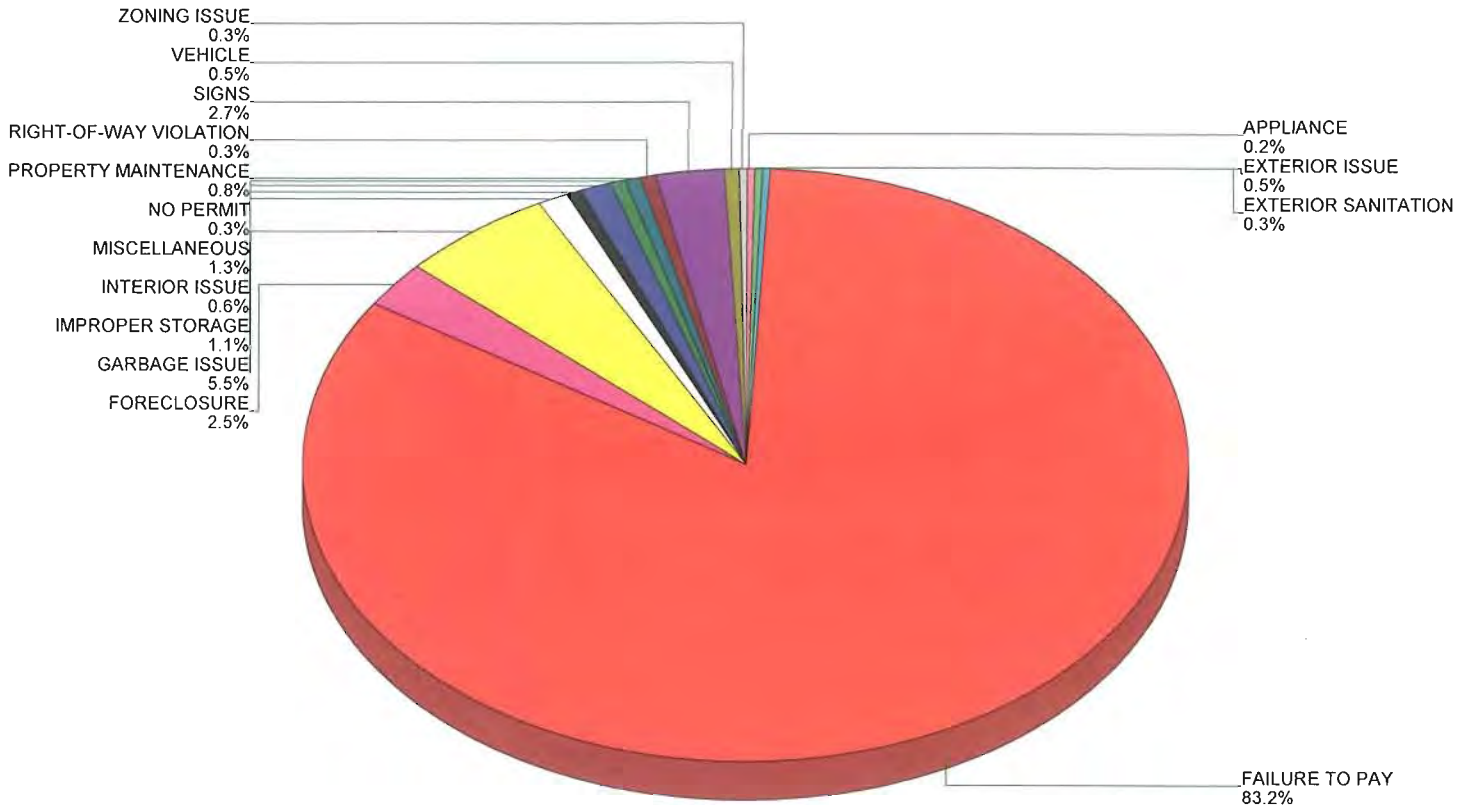
Inspections are performed mainly at food establishments; however the Health Officer also inspects day care centers, public pools, beauty salons etc. Food establishments are divided into the risk categories of high, moderate or low risk. A high risk establishment presents a high relative risk of causing foodborne illness based on the large number of food handling operations typically implicated in foodborne outbreaks and/or the type of population served by the facility.

Health - 53



| Activity | This Month | Year to Date |
|----------------|------------|--------------|
| High Risk Food | 35 | 35 |
| Med Risk Food | 7 | 7 |
| Low Risk Food | 2 | 2 |
| Swimming Pools | 0 | 0 |
| Plan Review | 3 | 3 |
| Day Care | 0 | 0 |
| Complaint | 6 | 6 |
| Totals: | 53 | 53 |

Monthly Code Violation Summary Report 1/1/2012 - 1/31/2012



| Violation Type | Total |
|------------------------|------------|
| APPLIANCE | 1 |
| EXTERIOR ISSUE | 3 |
| EXTERIOR SANITATION | 2 |
| FAILURE TO PAY | 529 |
| FORECLOSURE | 16 |
| GARBAGE ISSUE | 35 |
| IMPROPER STORAGE | 7 |
| INTERIOR ISSUE | 4 |
| MISCELLANEOUS | 8 |
| NO PERMIT | 2 |
| PROPERTY MAINTENANCE | 5 |
| RIGHT-OF-WAY VIOLATION | 2 |
| SIGNS | 17 |
| VEHICLE | 3 |
| ZONING ISSUE | 2 |
| TOTAL | 636 |

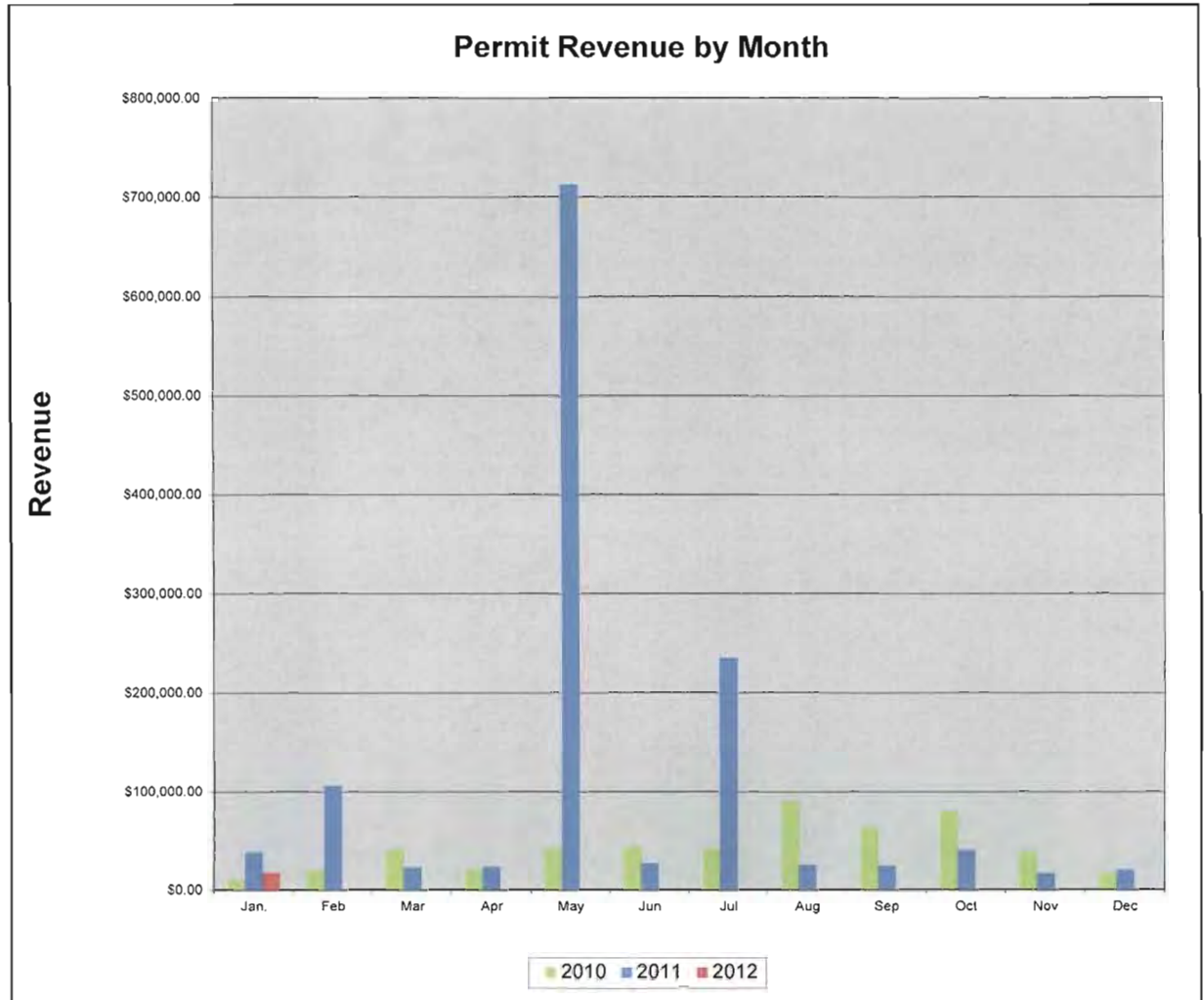
PERMIT REPORT

| DESCRIPTION | 2011 YEAR-TO-DATE # OF PERMITS (not including current month) | 2011 JANUARY # OF PERMITS | 2011 TOTAL YEAR-TO-DATE # OF PERMITS | 2012 YEAR-TO-DATE # OF PERMITS (not including current month) | 2012 JANUARY # OF PERMITS | 2012 TOTAL YEAR-TO-DATE # OF PERMITS |
|--------------------------------|--|---------------------------------|---|--|---------------------------------|---|
| Business Remodeling | 0 | 6 | 6 | 0 | 2 | 2 |
| Demolition | 0 | 0 | 0 | 0 | 0 | 0 |
| Driveways | 0 | 0 | 0 | 0 | 0 | 0 |
| Electrical | 0 | 9 | 9 | 0 | 6 | 6 |
| Fences | 0 | 0 | 0 | 0 | 2 | 2 |
| Mechanical | 0 | 12 | 12 | 0 | 8 | 8 |
| Miscellaneous Permits | 0 | 0 | 0 | 0 | 14 | 14 |
| Multi-Family Remodeling | 0 | 0 | 0 | 0 | 0 | 0 |
| New Business | 0 | 0 | 0 | 0 | 0 | 0 |
| Plumbing | 0 | 21 | 21 | 0 | 22 | 22 |
| Pools - Above Ground | 0 | 0 | 0 | 0 | 0 | 0 |
| Pools - In-Ground | 0 | 0 | 0 | 0 | 0 | 0 |
| Residential Decks | 0 | 0 | 0 | 0 | 1 | 1 |
| Residential Patios | 0 | 0 | 0 | 0 | 0 | 0 |
| Residential Garages | 0 | 0 | 0 | 0 | 0 | 0 |
| Residential Remodeling | 0 | 4 | 4 | 0 | 5 | 5 |
| Residential Sheds | 0 | 0 | 0 | 0 | 0 | 0 |
| Roofs/Siding | 0 | 7 | 7 | 0 | 5 | 5 |
| Signs | 0 | 7 | 7 | 0 | 11 | 11 |
| Single Family Residences | 0 | 0 | 0 | 0 | 0 | 0 |
| Automatic Fire Alarms | 0 | 4 | 4 | 0 | 3 | 3 |
| Other Fire Suppression Systems | 0 | 0 | 0 | 0 | 0 | 0 |
| Fuel Storage Tanks | 0 | 0 | 0 | 0 | 0 | 0 |
| Hood & Duct Mechanical | 0 | 0 | 0 | 0 | 1 | 1 |
| Hood & Duct Suppression | 0 | 0 | 0 | 0 | 0 | 0 |
| Open Burns | 0 | 0 | 0 | 0 | 0 | 0 |
| Automatic Sprinklers | 0 | 6 | 6 | 0 | 6 | 6 |
| Temporary Heating | 0 | 0 | 0 | 0 | 0 | 0 |
| Lock Boxes | 0 | 1 | 1 | 0 | 0 | 0 |
| Pyrotechnic Displays | 0 | 0 | 0 | 0 | 0 | 0 |
| TOTALS | 0 | 77 | 77 | 0 | 86 | 86 |

Permit Revenue Comparison

2012 Budget: \$650,000.00

| Year | 2010 | 2011 | 2012 |
|----------------|---------------------|-----------------------|--------------------|
| Jan. | \$9,880.67 | \$38,524.80 | \$17,584.66 |
| Feb | \$19,712.60 | \$106,450.76 | |
| Mar | \$41,163.02 | \$22,936.21 | |
| Apr | \$20,664.39 | \$23,549.25 | |
| May | \$42,397.85 | \$713,229.70 | |
| Jun | \$44,626.83 | \$27,389.90 | |
| Jul | \$41,530.49 | \$236,101.48 | |
| Aug | \$90,310.95 | \$25,465.02 | |
| Sep | \$63,302.03 | \$24,462.21 | |
| Oct | \$79,677.79 | \$41,035.00 | |
| Nov | \$38,217.49 | \$17,015.50 | |
| Dec | \$16,576.60 | \$20,420.60 | |
| Revenue | \$508,060.71 | \$1,296,580.43 | \$17,584.66 |



Total Revenue includes building permits, fire permits and Temporary Certificates of Occupancy.

**ECONOMIC DEVELOPMENT/TOURISM MONTHLY REPORT
FEBRUARY 2012**

GENERAL

- ◆ Clover Technologies and the Village are moving forward with a printer cartridge recycling program. A recycle box will be available to businesses and residents by the front counter.
- ◆ Collaboration to summarize and evaluate, along with a PB&Z presentation on the Shop Local program.
- ◆ Ongoing work with shopping center owner to assist in filling a major vacancy and assisting in repopulating a struggling center due to the economy. The owner indicated our Code staff was good to work with.
- ◆ Meeting with Ryan Smith and Erin Bilton to discuss Hoffman Estates marketing at the Sears Centre Arena.
- ◆ Finalizing efforts with the Saddle Room entrepreneur to move the site plan process along. This item is scheduled for the February 15, Planning and Zoning Commission meeting.
- ◆ Continued work with the Daily Herald to supply materials and assist in designing online ads for their online publication. The goal is to assist Hoffman Estates businesses, including hotels and restaurants, promote the tourism website, promote business attraction, entertainment venues, and utilize metrics to gauge progress.
- ◆ Attendance at an IDC and ComEd sponsored program on community collaboration with workforce investment boards.
- ◆ Two interviews with the press (Tribune and West Suburban Magazine) about articles related to Hoffman Estates. One was the internship program with the Golden Corridor Group and the other is for a feature story about Hoffman Estates and what it offers consumers.
- ◆ Coordination with internal staff to develop an RFP for a brochure connected to the LEAP grant.
- ◆ Meeting with WBBM radio to explore radio advertising costs for the Village business recruitment efforts.

OFFICE/INDUSTRIAL

- ◆ Attendance at a national site selector conference meeting.
- ◆ Coordination with Tate & Lyle on a preliminary opening ceremony in March, to be followed by a larger public grand opening.

- ◆ Finalizing work with Harper College and the Golden Corridor Manufacturing Group for a manufacturing summer camp to be hosted by Harper and multiple precision toolmakers.
- ◆ Design exploration with exhibit company to explore options for the ICSC annual trade show.
- ◆ Calls to explore scheduling a new business outreach meeting for February.
- ◆ Contacts to assist in leasing or selling vacant office space and buildings.

RETAIL

- ◆ Multiple meetings trying to structure an incentive for a shopping center.
- ◆ Ongoing discussion with an investment group interested in a shopping center purchase.
- ◆ Continued dialogue and discussions with potential tenant for the former Michael's Crafts location in Golf Center Shopping Center.
- ◆ Multiple meetings exploring a possible TIF structure.
- ◆ Ongoing planning activity to assist local restaurants with a food tasting event scheduled for fall 2012.
- ◆ Attempted coordination with Dominick's to hold their fixture auction on February 9.
- ◆ Chamber Expo meeting to plan for the summer event.
- ◆ Heading up marketing efforts with the marketing team comprised of Emily Kerous, Linda Scheck, Doug Schultz, Peter Gugliotta, Josh Edwards, and Paula Moore.

TOURISM

Hotel Stakeholders/Sears Centre Arena:

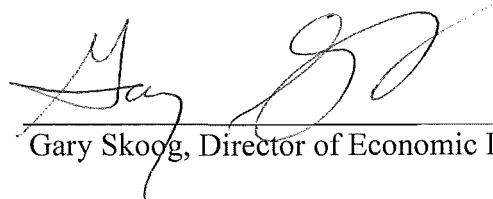
- ◆ Big Ten staff rejected Renaissance (no meeting rooms available), Embassy Suites (would not approve due to atrium view of guestrooms for life safety reasons), and Holiday Inn Rolling Meadows (no meeting rooms available in Express portion – rejected conditions in full service side). As a result, we are presenting Doubletree Schaumburg, Radisson Schaumburg, and Holiday Inn and Suites in Elgin. Rescheduling a second site visit with Big Ten staff to approve replacement hotels.
- ◆ Brought Chicago Muscle (a PBL League basketball team) playing at Harper College to the Sears Centre Arena to tour. Chicago Muscle is interested in playing their next season at the SCA.
- ◆ Brought lead for one time event to SCA - Chicago Muscle requested pricing to host one game on March 23, as they are partnered with Heart of a Marine, Wounded Warrior, and Warriors Watch for a Military themed night. Team is wearing camouflage jerseys that will be signed and auctioned off and proceeds go to the military organizations. Currently anticipating 5,000 attendees, which is too large for Harper College.

- ◆ Met with Chicago Slaughter to discuss ticket drivers - themes for each home game that links the team to unique causes, and made suggestions to benefit Hoffman Estates nonprofits and school districts.
- ◆ Park District Fairway Suites project. Attended meeting to further discuss Fairway Suites concept. These are developers that want to open a hotel at an existing golf course that has food and beverage and catering facilities. They suggest that the hotel be an extended stay brand of a high end franchise from Marriott, Hyatt, or Hilton. Cautioned Park District to remember they generate tournament business that seeks rooms with 2 double beds - not the extended stay mini-apartment settings they envision such as a Townplace Suites and Springhill Suites. The Fairway Suites group finds someone that wants to operate one of those brands and partners them with the Park District. Fairway Suites is not a hotel brand, they are developers.
- ◆ Met with Grand Sports Arena to discuss youth soccer tournaments they plan for this fall. Grand Sports Arena owner has partnered with Links Technology son James Burke to form a new Professional Soccer Team - the Chicago Kick. The pro team wants to host celebratory games at SCA and youth tournament playoffs at SCA and asked team ownership to meet with SCA staff.
- ◆ Recapped outcome of Sears Holdings online auction. Of those that wanted to remain in the preferred program, Hampton Inn was denied (\$3.00 increase year over year), Candlewood Suites was denied (offered a tiered rate to create greater discount for long term stays), and Hilton Garden Inn was denied (drove rate \$20 from \$69 to \$89 due to expansive renovations). Working closely with new travel procurement manager to ensure all internal departments know Hoffman Estates has a standalone tourism office representing 12, 12 rooms in 8 hotels. Discovered their college recruiter sent her lead for 100 interns housed through the summer to Woodfield Convention and Visitors Bureau as she had no idea we existed. Currently gathering long term stay rates at hotels and apartment communities in Hoffman Estates for her students' consideration.
- ◆ Attended Sports Council Meeting. Discussion of sponsorship levels for any business that wanted to underwrite tickets for students to attend the Big Ten tournament and anti-bullying campaign program.

Business Retention:

- ◆ Field work meeting with restaurants to determine their interest in participating in another “flash” card discount program and their involvement in a proposed culinary event in partnership with our Sister City Commission.
- ◆ Conference call with Tate & Lyle to determine their interest in sponsoring the culinary event with our Sister City if we included a cook-off challenge for students from Elgin Community College and Harper College Culinary Arts Program to make a dessert that would include Splenda. Great response and meeting with their research and product development team, marketing people, and community affairs vice president.

- ◆ Met with Eileen Brown from the Daily Herald that ran the “Cook of the Week” program to gauge their interest in partnering their existing program with our proposed cook-off event as the public culmination.
- ◆ Attended HECCI Award for Excellence dinner.
- ◆ Met with new management team at Jersey’s restaurant to help them connect to the top 10 employers in the Village, offer general marketing assistance, and assist in creating partnerships with the hotels. They are hosting another St. Baldrick’s Event and connected them to arena teams and potential partners for their planned April event.
- ◆ Met with KinderCare in an effort to assist in their marketing to reach potential customers. Provided Prairie Stone Property Owners Association (POA) business listings, brainstormed Chamber involvement that would yield new users, brainstormed incentive referral program, special events that they could provide kids’ activities to interface with parents, and provided church listing for potential referrals. Writing article for the POA newsletter and hoping to bring celebrity chef from France (Sister City) to the facility as they have an expansive culinary program for tots.
- ◆ Met with Sister City Commission representatives to assist in developing a food sampling event that would showcase Hoffman Estates restaurants and visiting French Chef and culinary students.
- ◆ Met with theatre director from the now closed Skokie Theatre. Working with HECCI Random Acts of Kindness Committee. Each February we deliver student made valentines to seniors in the Village senior care facilities. Great opportunity to interface with community relations staff at each facility and gauge their interest in sending seniors to afternoon entertainment/luncheon opportunities that we are hoping to create at the Stonegate utilizing entertainers displaced by Skokie Theatre closing.
- ◆ Met with Target managers to recap Shop with a Cop 2011 and plan the 2012.
- ◆ Met with Hoffman Estates St. Baldrick's event coordinators, planned again to be held at America’s Bar in May. The band 7th Heaven is playing again, pipers to march in shavees, sponsorships, donated prizes, volunteer recruitment.
- ◆ Attended ICSC planning meeting to visualize display and marketing angles for ICSC 2012.



Gary Skoog, Director of Economic Development