

**VILLAGE OF LAKE BLUFF  
COMMITTEE-OF-THE-WHOLE  
REGULAR MEETING  
JUNE 10, 2019**

**APPROVED MINUTES OF MEETING**

The Village of Lake Bluff Board of Trustees met as a Committee-of-the-Whole (“COW”) in the Village Hall Board Room (40 East Center Avenue) on Monday, June 10, 2019. Village President O’Hara called the meeting to order at 6:15 p.m. Village Clerk Megan Michael called the roll.

The following were present:

Village President:	Kathleen O’Hara
Trustees:	Barbara Ankenman Regis Charlot Eric Grenier William Meyer
Absent:	Joy Markee Aaron Towle
Also Present:	Megan Michael, Village Clerk Steve Kraus, Chairman, Historic Preservation Commission Drew Irvin, Village Administrator Glen Cole, Assistant to the Village Administrator

**Non-Agenda Items and Visitors**

President O’Hara stated the COW allocates 15 minutes for those individuals who would like the opportunity to address the COW on any matter not listed on the agenda.

There were no requests to address the COW.

**Consideration of the Minutes from the April 8, 2019 Committee-of-the-Whole Meetings**

Trustee Ankenman moved to approve the April 8, 2019 COW minutes. Trustee Meyer seconded the motion. The motion passed on a unanimous voice vote.

**Continued Discussion Regarding Strategic Planning and Visioning for the Historic Preservation Commission**

At the invitation of President O’Hara, HPC Chairman Steve Kraus came forward to present an update to the COW regarding the HPC’s progress on *Choosing Lake Bluff*, its historic preservation plan. Chairman Kraus noted that the Village Board and the HPC met in a special Saturday workshop on March 16 to review *Choosing Lake Bluff*, and he stated that this meeting is intended to answer questions still outstanding following the workshop.

After a brief review and summary of the content of *Choosing Lake Bluff*, adapted from the March workshop, Chairman Kraus stated that he would review (i) branding options; (ii) Lake Bluff Online; (iii) proposed research priorities of the HPC; and (iv) a timeline for the HPC to propose regulatory changes to the Board.

Chairman Kraus stated that Village Administrator Irvin had solicited and received a proposal from North Star Marketing to produce a follow-on effort tailored around Lake Bluff's unique history. North Star Marketing was the firm who completed the Village's branding program circa 2012. Village Administrator Irvin described his conversation with the firm's principal and the various options and costs that could be requested. Chairman Kraus stated that, in addition, the 125<sup>th</sup> Committee is likely to consider funding "Lake Bluff in Context" materials as permanent legacy gifts. These could include the commissioning of GPS-based walking, biking, and driving tours, as well as the installation of historic plaques, markers, and wayfinding guides. Trustee Meyer asked how the HPC would ensure that people find out about this effort, such as by using search engine marketing. Village President O'Hara voiced that connections with the real estate community would be critical to the success of this branding and positioning effort.

Chairman Kraus stated that Village Staff had prepared a test version of Lake Bluff Online, an online map that illustrates the results of the Village's historic surveys and provides links to local, Lake County, and State data of interest to homeowners. He stated that the HPC's goal was to supplement current online data for every Lake Bluff property that would place the property in its historic context. Their proposed work plan calls for populating data for about 125 significant structures by April 2020, and an additional 300 contributing structures by September 2021. The work would be performed by a combination of volunteers, students, and paid and unpaid interns with management by the Museum and technical support by Village Staff. He stated that there were

Chairman Kraus presented the proposed research priorities of the HPC. He stated that, by July 2020, they hope to identify a limited number of significant structures for consideration as landmarks in cooperation with property owners. By September 2020, they hope to research and identify areas in the Village for Board consideration as Historic Districts. Finally, by September 2021, they hope to propose individual sites in the Village for recognition as historic sites such as the Children's Home, the Tabernacle, the Hotel Irving, and other hotels, inns, and lodging houses serving the early Village. He presented a map of possible Historic Districts.

Finally, Chairman Kraus presented a timeline for the HPC to propose regulatory changes to the Board as contemplated by *Lake Bluff Online*. These would include process and administrative changes as well. He stated that Village Staff estimates a \$20,000 cost for legal services to draft a new Historic Preservation Ordinance, which would be adopted in conjunction with the early 2020 update cycle of the Village's building codes. He said that the HPC would explore and propose rehabilitation incentives and policies separately after the new Historic Preservation ordinance was adopted.

After presenting the anticipated costs of these activities, Chairman Kraus concluded his presentation. Village President O'Hara asked if there were any comments from the trustees.

Trustee Grenier asked what the goal of the branding effort in *Choosing Lake Bluff* is. Village President O'Hara responded that many people talk about "preservation" but do not understand what it entails. She believes the different actions within *Choosing Lake Bluff* will capture and disseminate important historic information. She believes that Lake Bluff must identify its community character in order to preserve it. Trustee Grenier responded that the real estate community and people marketing the town agree. They support preservation even if some individuals voice concerns about property rights. They want to see homes updated for modern needs.

Trustee Ankenman asked if the Village can quantify how this effort might negatively impact prospective

real estate purchasers. She is worried that a purchaser will find out about these different restrictions and expectations and be dissuaded. Village President O’Hara responded that *Choosing Lake Bluff* would principally increase awareness that preservation is an option. In Lake Bluff and Lake Forest alike, a property owner would eventually be able to tear something down. This proposal would not change that fact. She additionally noted that 701 Park Place is an excellent example of a success for preservation: a buyer who chose to preserve and restore a historic property in accordance with their needs and in a manner that provided modern amenities. The COW continued to discuss this issue.

At the conclusion of their discussion, the consensus of the COW was that the Historic Preservation Commission should proceed in the manner proposed.

**Adjournment**

A motion to adjourn was made, seconded, and passed on a unanimous voice vote. The meeting adjourned at 6:58 p.m.

Respectfully Submitted,

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R. Drew Irvin  
Village Administrator