



CITY OF CRYSTAL LAKE
AGENDA
CITY COUNCIL
REGULAR MEETING
City of Crystal Lake
100 West Woodstock Street, Crystal Lake, IL
City Council Chambers
May 18, 2021
7:00 p.m.

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Approval of Minutes – May 4, 2021 Regular City Council Meeting**
5. **Accounts Payable**
6. **Public Presentation**
The public is invited to make an issue oriented comment on any matter of public concern not otherwise on the agenda. The public comment may be no longer than 5 minutes in duration. Interrogation of the City staff, Mayor or City Council will not be allowed at this time, nor will any comment from the Council. Personal invectives against City staff or elected officials are not permitted.
7. **Mayor's Report**
8. **City Council Reports**
9. **Consent Agenda**
 - a. **795 Oak Court, Greenwald – Zoning Variation to allow a 6-foot fence to encroach into the front yard (lake side) and the yard abutting a street setbacks**
 - b. **140 W. Crystal Lake Avenue, Currier – Zoning Variation for a garage to be 18 feet in height and greater than one-story and to allow three dormers that are more than 40% of the width of one elevation**
 - c. **Lakeside Legacy Foundation 2021 Lakeside Fest – July 1-4, 2021, Temporary Liquor License requests, Special Event approval and Police chargeback fee waiver**
10. **City Code Amendment to Increase the Number of Class 3 Liquor Licenses – Applicant: Ice Cream Parlor La Michoacana, DBA La Mega Michoacana, located at 19 Berkshire Drive, Unit D**
11. **5 Virginia Road, Ahmed – Comprehensive Land Use Amendment from Commerce to High Density Residential, rezoning from B-1 Neighborhood Business to R-3B Multi-Family Residential, Preliminary/Final Planned Unit Development for an eight-unit multi-family development, and a deferral to bury the existing overhead utilities until an area-wide program is approved for the area**
12. **Cantina 52, 52 N. Brink Street – Retailer Job Creation and Grant Funds Request, requesting up to \$10,000 in matching grant funds**
13. **Presentation by Houseal Lavigne on the Transit Oriented Development (TOD) Plan around the Crystal Lake and Pingree Road Metra Stations – Discussion Only**
14. **Resolution to Approve Branding and Digital Marketing Consultant Contract and Marketing Initiatives for the 21-22 Fiscal Year**

- 15. Bid Award – Parkway Tree Planting Program**
- 16. Financial Software Package Renewal**
- 17. Council Inquiries and Requests**
- 18. Adjourn to Executive Session for the purpose of discussing matters of pending and probable litigation, the sale, purchase or lease of real property, collective bargaining and personnel**
- 19. Reconvene to Regular Session**
- 20. Adjourn**

If special assistance is needed in order to participate in a City of Crystal Lake public meeting, please contact Melanie Nebel, Executive Assistant, at 815-459-2020, at least 24 hours prior to the meeting, if possible, to make arrangements.



Agenda Item No: 9a

**City Council
Agenda Supplement**

<u>Meeting Date:</u>	May 18, 2021
<u>Item:</u>	REPORT OF THE PLANNING & ZONING COMMISSION
<u>Request:</u>	Variation to allow a 6-foot fence to encroach into the front yard (lake side) and the yard abutting a street (Oak Court) setbacks. Todd Greenwald, petitioner 795 Oak Court
<u>PZC Recommendation:</u>	To approve the Planning and Zoning Commission (PZC) recommendation and adopt an Ordinance granting variations for a fence at 795 Oak Court.
<u>Staff Contact:</u>	Michelle Rentzsch, Director of Community Development Elizabeth Maxwell, City Planner

Background:

- The property is a single-family home on an existing narrow 40-foot-wide lot. The front yard setback is along Crystal Lake and the yard abutting a street is along Oak Court.
- This lot is considered a non-conforming lot. Setbacks for non-conforming lots are averaged based on the properties within 400 feet. The front yard setback is determined to be 51.84 feet back from the water. The yard abutting a street setback is determined to be 54.84 feet from the edge of right-of-way.
- The proposed 6-foot fence would run along the side lot lines from the front of the garage to the back of the house and not extend farther into the setbacks than the existing structures.
- The petitioner is looking at a cedar wood fence, but due to escalating costs they may change to a different wood or different material, which would still be high quality.

PZC Highlights:

The following discussion took place during the Planning and Zoning Commission hearing:

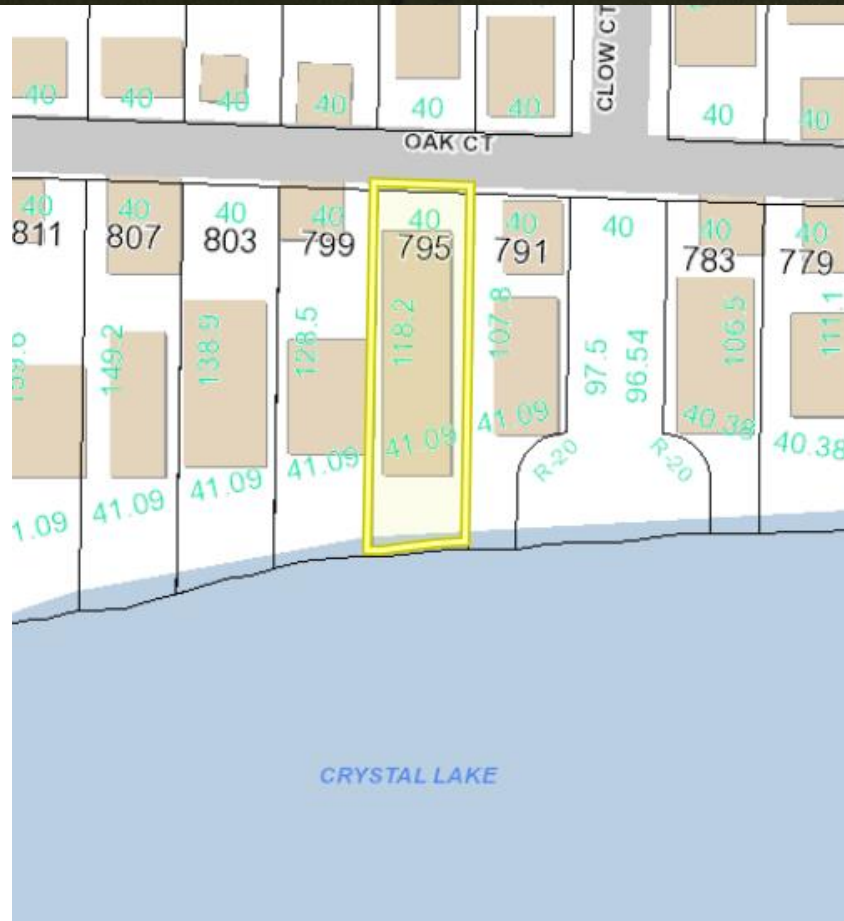
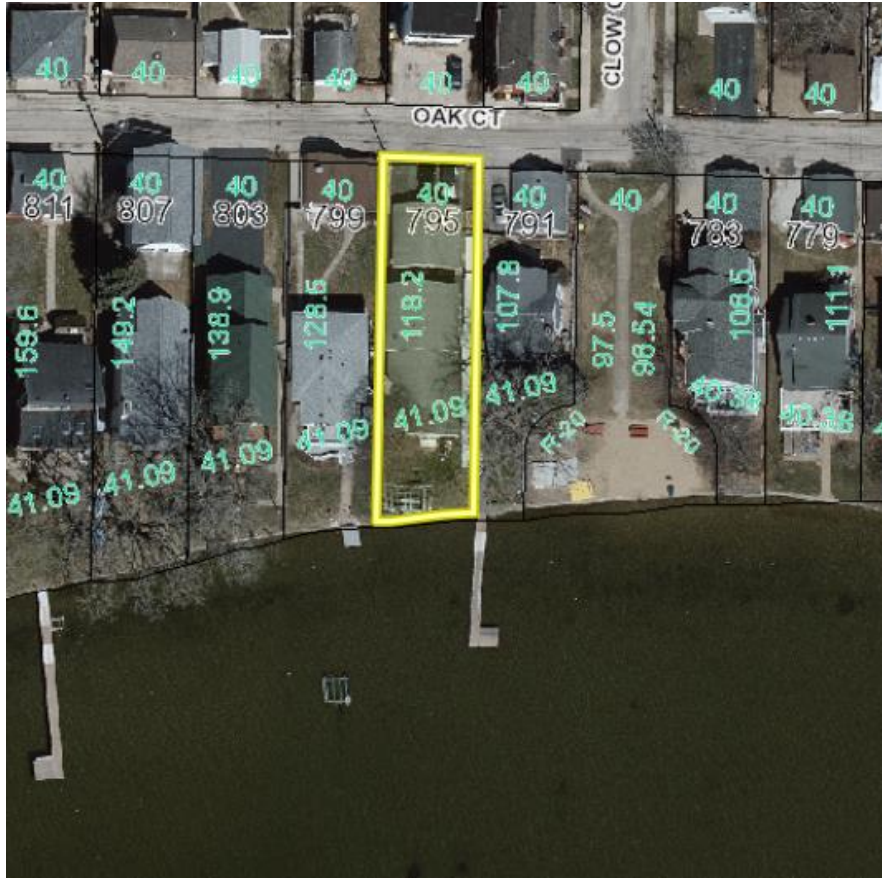
- The PZC saw the hardship as unusual narrowness of the lot and the averaged setbacks which are much larger than a standard setback in the same zoning district.
- The PZC found that the petition met the Findings of Facts.

The PZC recommended **approval (7-0)** of the petitioner's request with the following conditions:

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
 - A. Application (Greenwald, received 04/05/21)
 - B. Fence Plans (Greenwald, undated, received 04/05/21)
 - C. Plat of Subdivision (Dembrowski Assoc. dated 08/96, received 04/05/21)
2. The 6-foot fence cannot be extended beyond the front of the house towards the lake nor beyond the front of the garage towards the street.
3. The petitioner shall address all of the review comments and requirements of Community Development Department.

Votes Required to Pass: A simple majority vote

PIQ MAP
795 Oak Court



DRAFT

Ord. No.
File No.



The City of Crystal Lake Illinois

**AN ORDINANCE GRANTING A SIMPLIFIED RESIDENTIAL VARIATION
AT 795 OAK COURT**

WHEREAS, pursuant to the terms of a Petition (File #PLN-2021-53) before the Crystal Lake Planning and Zoning Commission, the Petitioner has requested a Variation from Article 4 Section 4-700 allowing a 6-foot-high fence in the front yard setback 34 feet back from Crystal Lake, a variation of 17.84 feet and a 6-foot-high fence in the yard abutting a street along Oak Court 19 feet back, a variation of 35.84 feet at 795 Oak Court; and

WHEREAS, the Planning and Zoning Commission of the City of Crystal Lake, pursuant to notice duly published on April 17, 2021 in the Northwest Herald, held a public hearing at 7:00 p.m., on May 5, 2021 at City Hall at 100 W. Woodstock Street, Crystal Lake, Illinois to consider the proposed setback variations; and

WHEREAS, on May 5, 2021, the Planning and Zoning Commission, having fully heard and considered the testimony of all those present at the public hearing who wished to testify, made findings of fact as required by law and recommended to the Mayor and City Council of the City of Crystal Lake that the proposed Variation be approved, as documented in the minutes, and

WHEREAS, it is in the best interests of the CITY OF CRYSTAL LAKE that the Variations be issued as requested in said Petition.

NOW, THEREFORE, BE IT ORDAINED BY THE ACTING MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE, McHENRY COUNTY, ILLINOIS, as follows:

Section I: That a Variation from Article 4 Section 4-700 allowing a 6-foot-high fence in the front yard setback 34 feet back from Crystal Lake, a variation of 17.84 feet and a 6-foot-high fence in the yard abutting a street along Oak Court 19 feet back, a variation of 35.84 feet for the property commonly known as 795 Oak Court (19-06-176-018), Crystal Lake, Illinois.

Section II: Said Variations are issued with the following conditions:

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
 - A. Application (Greenwald, received 04/05/21)

DRAFT

Ord. No.
File No.

- B. Fence Plans (Greenwald, undated, received 04/05/21)
- C. Plat of Subdivision (Dembrowski Assoc. dated 08/96, received 04/05/21)

- 2. The 6-foot fence cannot be extended beyond the front of the house towards the lake nor beyond the front of the garage towards the street.
- 3. The petitioner shall address all of the review comments and requirements of Community Development Department.

Section III: That the City Clerk be and is hereby directed that all pertinent records of the City of Crystal Lake to show the issuance of a Variation in accordance with the provisions of this Ordinance, as provided by law.

Section IV: That this Ordinance shall be in full force and effect from and after its passage, approval and publication as provide by law.

DATED at Crystal Lake, Illinois, this 18th day of May, 2021.

City of Crystal Lake, an
Illinois municipal corporation

Haig Haleblian, ACTING MAYOR

SEAL

ATTEST:

Nick Kachiroubas, CITY CLERK

Passed: May 18, 2021
Approved: May 18, 2021



Agenda Item No: 9b

**City Council
Agenda Supplement**

Meeting Date:

May 18, 2021

Item:

REPORT OF THE PLANNING & ZONING COMMISSION

Request:

A variation from Articles 3-200 and 4-600 to allow an accessory structure to be 18 feet in height and greater than one-story, a variation of three feet and to allow three dormers that are more than 40% of the width of one elevation

Petitioner:

Scott Currier, petitioner
140 W. Crystal Lake Avenue

PZC Recommendation:

To approve the Planning & Zoning Commission (PZC) recommendation and adopt an Ordinance granting variations for a detached garage at 140 W. Crystal Lake Avenue.

Staff Contact:

Michelle Rentzsch, Director of Community Development
Kathryn Cowlin, Assistant City Planner

Background:

- Request: The petitioner is requesting a variation to allow an accessory structure (detached garage) to be 18 feet in height and greater than one-story, a variation of three feet and to allow three dormers that are more than 40% of the width of one elevation.
- Zoning: The site is zoned Two-Family Residential and single-family residential is permitted in the zoning district.
- The petitioner submitted pictures of detached garages in the neighborhood to demonstrate the request would be compatible with the surrounding area.
- The UDO limits the width of dormers on accessory structures to deter the creation of half and second stories. The petitioner is proposing three dormers, which will total 41% of the width of the elevation. The UDO allows for a 40% width.

PZC Highlights:

- The petitioner stated the findings of fact have been met and the detached garage would fit in with the farmhouse on the property. The proposed detached garage is not as tall as some of the existing carriage house garages, which are common in this more historic residential neighborhood.

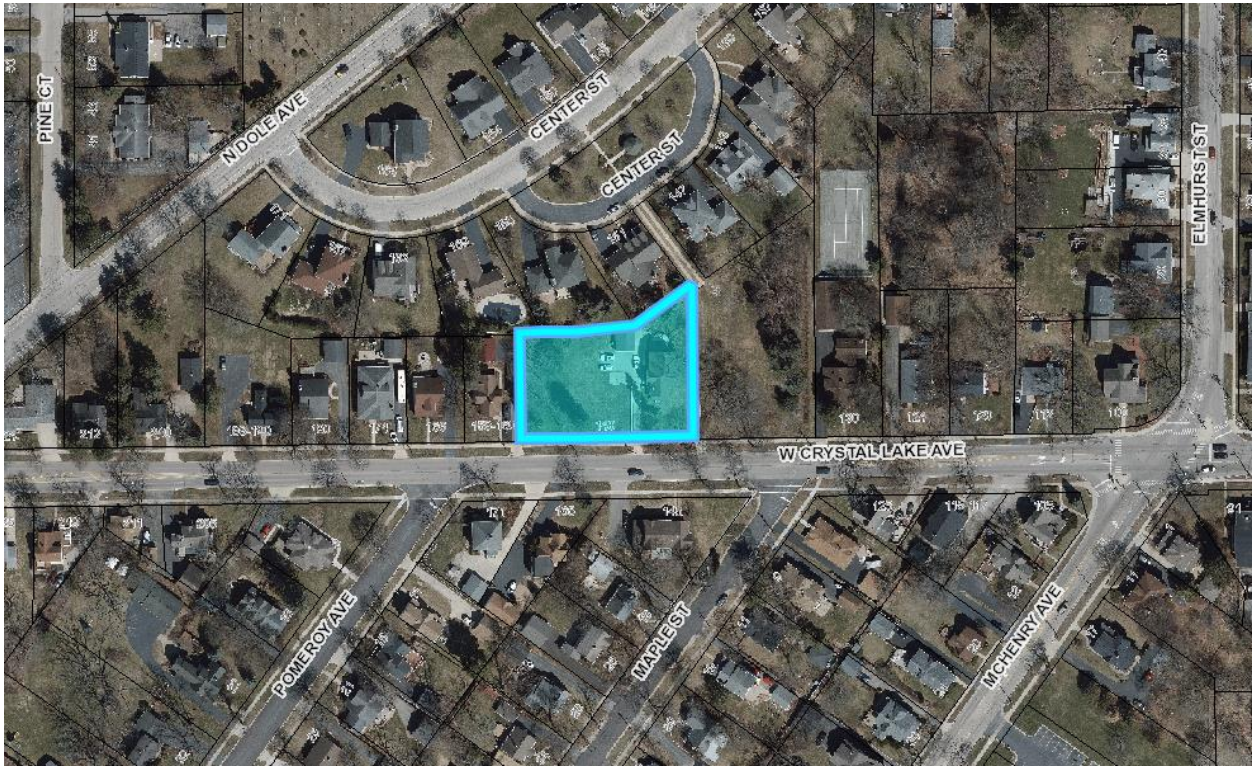
- The PZC agreed with the petitioner that the hardship was the depth of the lot and the proposed garage would fit in with the character of the neighborhood.
- The PZC stated that the Findings of Fact had been met.

The PZC recommended **approval (7-0)** of the petitioner's request with the following conditions:

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
 - A. Application (Currier, received 04/01/2021)
 - B. Plan Set (RB Custom Designs, dated 9/8/2020, received 4/1/2021)
2. The five-foot wide dormers are approved as proposed.
3. The 18-foot height is approved and considered one and a half stories for reference.
4. The petitioner shall address all of the review comments and requirements of the Community Development Department.
5. **The existing garage must be demolished within one year of the occupancy of the new/proposed garage.** (Added by the PZC)

Votes Required to Pass: A simple majority.

PIQ Map – 140 W. Crystal Lake Ave – Variation



DRAFT

Ord. No. xxxx
File No. xxx



The City of Crystal Lake Illinois

**AN ORDINANCE GRANTING A SIMPLIFIED RESIDENTIAL VARIATION
AT 140 W. CRYSTAL LAKE AVENUE**

WHEREAS, pursuant to the terms of a Petition (File #PLN-2021-00046) before the Crystal Lake Planning and Zoning Commission, the Petitioner has requested a variation from Articles 3-200 and 4-600 to allow an accessory structure to be 18 feet in height and greater than one-story, a variation of three feet and to allow three dormers that are more than 40% of the width of one elevation at 140 W. Crystal Lake Avenue; and

WHEREAS, the Planning and Zoning Commission of the City of Crystal Lake, pursuant to notice duly published on April 20, 2021 in the Northwest Herald, held a public hearing at 7:00 p.m., on May 5, 2021 at City Hall at 100 W. Woodstock Street, Crystal Lake, Illinois to consider the proposed variation; and

WHEREAS, on May 5, 2021, the Planning and Zoning Commission, having fully heard and considered the testimony of all those present at the public hearing who wished to testify, made findings of fact as required by law and recommended to the Mayor and City Council of the City of Crystal Lake that the proposed Simplified Residential Variation be approved, as documented in the minutes, and

WHEREAS, it is in the best interests of the CITY OF CRYSTAL LAKE that the Simplified Residential Variation be issued as requested in said Petition.

NOW, THEREFORE, BE IT ORDAINED BY THE ACTING MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE, McHENRY COUNTY, ILLINOIS, as follows:

Section I: That a variation from Articles 3-200 and 4-600 to allow an accessory structure to be 18 feet in height and greater than one-story, a variation of three feet and to allow three dormers that are more than 40% of the width of one elevation for the property commonly known as 140 W. Crystal Lake Avenue (14-32-380-021), Crystal Lake, Illinois.

Section II: Said Simplified Residential Variation is issued with the following conditions:

DRAFT

Ord. No. xxxx
File No. xxx

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
 - A. Application (Currier, received 04/01/2021)
 - B. Plan Set (RB Custom Designs, dated 9/8/2020, received 4/1/2021)
2. The five-foot wide dormers are approved as proposed.
3. The 18-foot height is approved and considered one and a half stories for reference.
4. The petitioner shall address all of the review comments and requirements of the Community Development Department.
5. The existing garage must be demolished within one year of the occupancy of the new/proposed garage.

Section III: That the City Clerk be and is hereby directed to amend all pertinent records of the City of Crystal Lake to show the issuance of a Simplified Residential Variation in accordance with the provisions of this Ordinance, as provided by law.

Section IV: That this Ordinance shall be in full force and effect from and after its passage, approval and publication as provide by law.

DATED at Crystal Lake, Illinois, this 18th day of May, 2021.

City of Crystal Lake, an
Illinois municipal corporation

Haig Haleblan, MAYOR

SEAL

ATTEST:

Nick Kachiroubas, CITY CLERK

Passed: May 18, 2021
Approved: May 18, 2021



Agenda Item No: 9c

**City Council
Agenda Supplement**

Meeting Date:

May 18, 2021

Item:

Lakeside Legacy Foundation 2021 Lakeside Fest

Staff Recommendation:

Motion to approve the following requests for the 2021 Lakeside Festival to be held July 1 through July 4, 2021:

- a. The application for two Class “19” Temporary Liquor Licenses.
- b. The application for a special event pursuant to staff recommended conditions.
- c. A waiver of the Police chargeback fees (\$20,400.80) for the Police Officers assigned to the festival.

Staff Contact:

Michelle Rentzsch, Director of Community Development
Eric T. Helm, Deputy City Manager

Background:

The Lakeside Legacy Foundation is currently planning the 2021 Lakeside Festival on July 1 through July 4, 2021. The Lakeside Festival is one of McHenry County’s largest festivals, and attracts around 50,000 people every year. The festival will be operated as it has been in the past, with two stages for live entertainment, a carnival featuring rides and midway games, food vendors from the area, and other fun events. The daily schedule of the event is:

- Thursday, July 1: 3:00 PM to 11:00 PM
- Friday, July 2: Noon to 11:00 PM
- Saturday, July 3: Noon to 11:00 PM
- Sunday, July 4: Noon to 10:00 PM

At the onset of the pandemic, the Illinois Department of Public Health (IDPH) created the “Restore Illinois” Plan, which outlines various phases of recovery and under what conditions certain activities are allowed within each Phase. All regions of the State are currently in Phase 4, with Phase 5 being a full opening of all activities, without restrictions. The State has also created

a “Bridge” phase between Phase 4 and Phase 5. Regions can enter this bridge phase based on certain metrics.

Currently, Phase 4 allows “festivals and general admission outdoor spectator events” within the conditions set forth by the IDPH. Since McHenry County is in Phase 4, the Lakeside Festival would be allowed within the conditions set forth by the State. *It is important to note however, that each event will be contingent on ever evolving County, State and Federal regulations and metrics on the containment of COVID-19.* The Lakeside Festival organizers will closely monitor these regulations and conditions, and they will be prepared to adjust plans accordingly.

Under the current Phase 4 guidelines, the capacity restrictions outlined in *Table 1* will be an important consideration for the festival.

Table 1: Restore Illinois Capacity Restrictions

<u>Setting</u>	<u>Phase 4</u>	<u>Bridge</u>	<u>Phase 5</u>
Festivals and general outdoor spectator events	15 people per 1,000 square feet	30 people per 1,000 square feet	No capacity limitations

Since McHenry County is in Phase 4 of the Restore Illinois Plan, the Lakeside Festival organizers plan to limit capacity per those established by the State. The Crystal Lake Park District is coordinating with the Lakeside Festival organizers and is supportive of their efforts to hold the Festival per the Restore Illinois Plan.

As part of the planning, a major special event is requested, as well as requesting approval for two Class “19” Temporary Liquor Licenses.

Liquor License

As part of the approval for this event, the Lakeside Legacy Foundation has requested the issuance of two Class “19” Temporary Liquor License in order to sell alcohol at the four-day festival. The Lakeside Legacy Foundation is requesting two licenses because the time limit for the Class “19” license is three days.

Section 329-5-S of the City Code permits the issuance of a Class “19” Temporary Liquor License for the retail sale of beer, wine, and alcoholic liquors for consumption upon the premises specified in the license where sold. The license is issued to not-for-profit corporations qualified to do business in the State of Illinois. The license is for a period not to exceed three days, and only issued for special events sponsored by the not-for-profit corporation requesting the license.

Special Event

The application has been reviewed and the following conditions are recommended:

1. Per the State of Illinois, this event must comply with the Governor’s Restore Illinois Plan. Submit to the City the plan for compliance before the event date.
2. Comply with all City Code regulations pertaining to the request.
3. Comply with all of the Carnival License requirements.
4. All carnival operators must be in compliance with the Illinois Carnival and Amusement Rides Safety Act, which includes requirements for hiring of carnival workers, criminal

background checks, substance abuse policy, operator training standards, and penalties for violations. Prior to the event, the carnival operator must provide the Crystal Lake Police Department with a list of all employees who will work on the premises of the public event, including their legal name, date of birth, home address, and social security number and proof that said employees have undergone the required background checks.

5. All patrons are required to wear a nontransferable, one use only, disposable wristband identifying them as patrons of the beer garden that is subject to the license.
6. Provide a list of members of the organization who will be selling beer and alcohol at the location pursuant to the license.
7. The area where alcohol is sold must be in a contained location.
8. Signage shall be provided indicating that alcoholic beverages may not be taken into or out of the beer garden location.
9. The applicant will provide a Proof of Insurance for Liquor sales.
10. Trash must be picked up on a daily basis.
11. There must be sufficient lighting around the portable toilet area.
12. Any lighting should be placed so as not to disturb the neighbors.
13. The event sites are subject to a life safety inspection by the Community Development, Fire Rescue, and Police Departments prior to the start of the festival.
14. The petitioner shall work with the City regarding parking for the festival. In addition to on-site parking for the event, the petitioner has requested from the Park District the use of the "triangle" and the Main Beach lot for parking. Also, the petitioner has requested the use of District 47's South Elementary and Lundahl parking lots for parking.
15. The Lakeside Festival is exempt from the City's Noise Ordinance (City Code Chapter 358).
16. A meeting with the Police, Fire Rescue, and Public Works Departments of the City, the Crystal Lake Park District Police, Lakewood Police, and event organizers to discuss the Incident Action Plan shall be scheduled one month before the event and held at the Municipal Complex. Contact Ron Joseph of the Police Department at 815-356-3700 ext. 3768 to schedule this meeting.
17. Uniformed City of Crystal Lake Police Officers will be on the grounds during all hours of the festival operation in the following numbers:
18. Provide Police assistance, as required in the pre-planning meeting with City Departments/
19. The Women of Today will be required to apply for a parade permit for the children's bike decorating parade on Lake Shore Drive and Country Club Road and coordinate the logistics of the parade through the Crystal Lake Police Department. The Police Department will use two squad cars to assist with the parade.
20. In the event of inclement weather during the festival, South Elementary School and Lakeside Legacy Foundation will be used as sheltering sites.
21. Additional emergency exits are required due to the potentially high occupant loads. Provide an emergency exit near the main stage area which shall exit to Ringling Rd. Provide an emergency exit in the vender area exiting to Country Club Rd. Post signs identifying the emergency exits and they shall be maintained free of obstructions at all times.
22. Tents and canopies used for this event must comply with the Tent Guidelines (enclosed).
23. The drive around the building shall be maintained and remain fully accessible for emergency responding vehicles.

24. Generators, if used, shall be a minimum of 20 feet from any tents/canopies and protected from the public by fencing, enclosure, or other approved means.
25. Please contact the Fire Prevention Bureau at (815) 356-3640 a minimum of 3 days prior to the event to arrange for the required inspections. The inspection of the entire venue, including the carnival, is required on the day of the event prior to opening to the public.
26. Provide male and female accessible restroom facilities.
27. Obtain any necessary approvals from the McHenry County Department of Health.
28. Promotional and informational banners and signage may need a limited duration sign permit issued from the Building Division. Please contact the Building Division regarding signage to be used in conjunction with the event.
29. To be consistent with prior years' approval and other similar events, this event on Sunday, July 4, 2021 must end by 10pm.
30. Alcohol sales must stop ½ hour before closing time each night; 10:30pm on Thursday, Friday and Saturday and 9:30pm on Sunday.

Police Department Chargeback Waiver

The Lakeside Festival will require staffing officers and supervisors as the City has provided in the past. The estimated cost of Police assistance for the Lakeside Festival is approximately \$20,400.80. As stated above, the applicant has requested to waive these fees, and the City Council has granted this request in the past.

Votes Required to Pass:

Simple majority vote



Agenda Item No: 10

**City Council
Agenda Supplement**

Meeting Date:

May 18, 2021

Item:

City Code Amendment to Increase the Number of Class 3 Liquor Licenses – Applicant: Ice Cream Parlor La Michoacana, DBA La Mega Michocana

Staff Recommendation:

Motion to adopt an Ordinance increasing the number of Class 3 liquor licenses from the currently permitted 5 licenses to 6 licenses, in order to allow for the issuance of a new Class 3 liquor license to Ice Cream Parlor La Michoacana, DBA La Mega Michocana, located at 19 Berkshire Drive, Unit D.

Staff Contact:

Eric T. Helm, Deputy City Manager
Melanie Nebel, Executive Assistant

Background:

Restaurant and Ice Cream Parlor La Michoacana, DBA La Mega Michocana, located at at 19 Berkshire Drive, Unit D, is requesting the creation of a Class 3 liquor license to allow for the sale and consumption of alcoholic beverages on the premises and sale of alcoholic liquor in the original package.

The Class 3 license authorizes the retail sale, on the premises specified, of alcoholic liquor, for consumption, on the premises as well as the retail sale of alcoholic liquor in the original package between the hours of 11:00 a.m. and 1:00 a.m. Monday, Tuesday, Wednesday, Thursday; 11:00 a.m. and 2:00 a.m. Friday and Saturday; and 10:00 a.m. on Sunday and 1:00 a.m. on Monday. A Class A type restaurant may be located on the premises.

The annual fee for such a license shall be the sum of \$1,475.00. Per the adjustments to liquor licenses fees made at the April 20, 2021 City Council meeting, the pro-rated license fee will be reduced by 50%.

The applicant has paid the application fee, submitted paperwork for application and licensing, and a background check is pending. There are no zoning issues with this request.

The following conditions must be met prior to the license being issued:

- Payment of Pro-rated License Fee
- Proof of Liquor Liability Insurance
- Surety Bond in the amount of \$1,000.00 payable to the City of Crystal Lake.

The following establishments currently hold Class 3 Liquor Licenses.

<u>Name</u>	<u>Address</u>	<u>Zoning</u>
Aroma Coffee & Wine House	77 E. Woodstock	“B-4”
Chili’s Grill & Bar	5620 Northwest Highway (Bohl Farm)	“B-2 PUD”
Georgio’s Chicago Pizzeria & Pub	75 E. Woodstock Street	“B-4”
Las Cazuelitas	21 Crystal Lake Plaza	“B-2 PUD”
Texas Roadhouse	835 Cog Circle (Archway East)	“B-2 PUD”

The attached Ordinance approves an increase in the number of Class 3 liquor licenses in order to allow Ice Cream Parlor La Michoacana, DBA La Mega Michocana, to serve alcoholic liquor.

Votes Required to Pass:

Simple majority

DRAFT

Ord. No.
File No. 255 L



The City of Crystal Lake

**AN ORDINANCE AMENDING THE CODE
OF THE CITY OF CRYSTAL LAKE**

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE, McHENRY COUNTY, ILLINOIS, as follows:

SECTION I: That CHAPTER 329 LIQUOR LICENSES Section 329-6 Limitations on licenses shall be as follows:

1. Class 3 License shall be increased from 5 to 6.

SECTION II: That this Ordinance shall be in full force and effect from and after its passage and approval according to law.

SECTION III: That all Ordinances and parts of Ordinances in conflict herewith are hereby repealed.

DATED at Crystal Lake, Illinois, this 18th day of May, 2021.

City of Crystal Lake, an
Illinois municipal corporation

Haig Haleblan, MAYOR

SEAL

ATTEST

Nick Kachiroubas, CITY CLERK

PASSED: May 18, 2021
APPROVED: May 18, 2021



Agenda Item No: 11

**City Council
Agenda Supplement**

Meeting Date: May 18, 2021

Item: REPORT OF THE PLANNING & ZONING COMMISSION

Request:

1. Comprehensive Land Use Amendment from Commerce to High Density Residential.
2. Rezoning from B-1 Neighborhood Business to R-3B Multi-Family Residential.
3. Preliminary/Final Planned Unit Development for an eight unit multi-family development.
4. A deferral to bury the existing overhead utilities until an area wide program is approved for the area.

Petitioner: Kashan Ahmad, petitioner
William Hellyer, attorney
5 Virginia Road

PZC Recommendation: To approve the Planning & Zoning Commission (PZC) recommendation and adopt an Ordinance granting a Comprehensive Land Use Amendment, Rezoning to R-3B Multi-Family Residential, Preliminary/Final Planned Unit Development and defer the burial of the overhead utilities for an eight-unit multi-family development at 5 Virginia Road.

Staff Contact: Michelle Rentzsch, Director of Community Development
Kathryn Cowlin, Assistant City Planner

Background:

- A vacant office building is located at the subject property. The petitioner is requesting to convert the existing building into apartments. The building exterior would remain the same except for the addition of doors and a balcony for access to the second story.
- UDO Requirements: The request for a PUD is required since the proposed multi-family residential has more than four units in the R-3B zoning district. There are eight proposed units, four on each floor. A PUD is subject to the same standards as a subdivision, which is why a deferral of the burial of the overhead utility lines is being requested.
- The petitioner submitted a draft floor plan that illustrated four two-bedroom units and four one-bedroom units. The petitioner would like to convert all of the units to two-bedroom units.

- The proposed change to the floor plan results in a change of the required parking, 18 stalls are required. There are 36 parking stalls onsite, therefore there are no parking concerns with the requested change.

PZC Highlights:

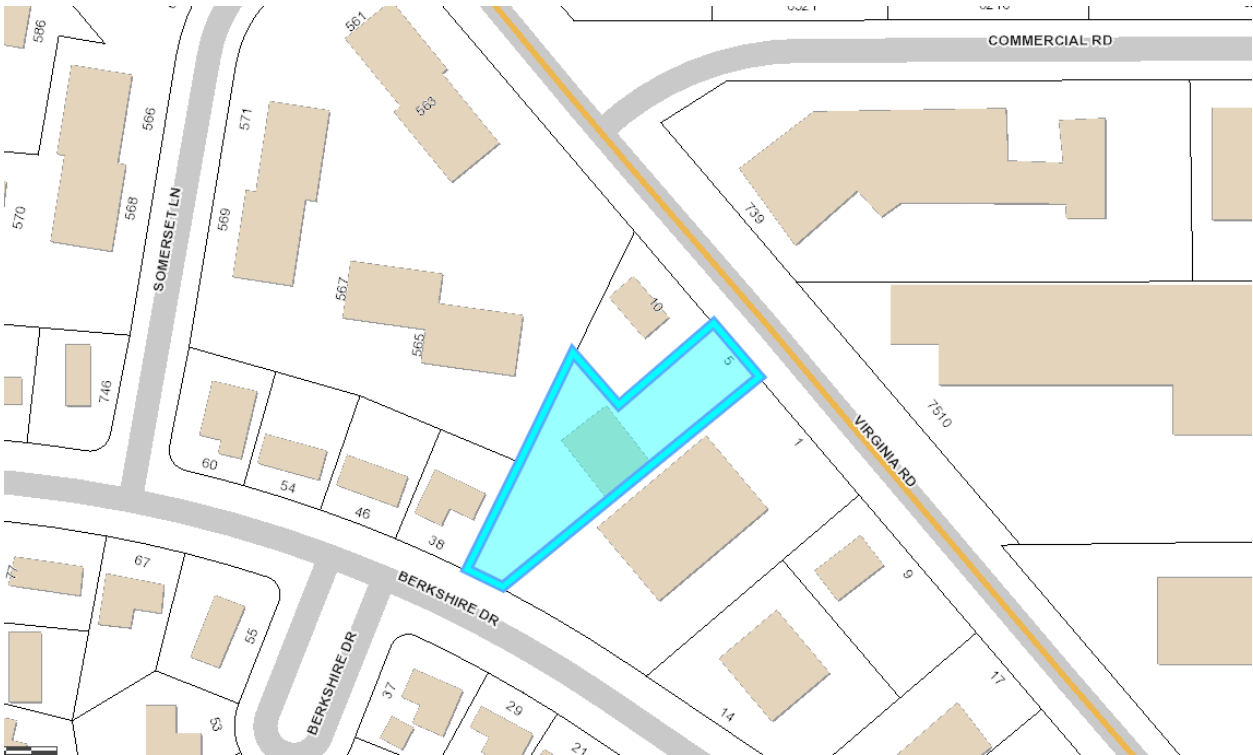
- The petitioner had no concerns with the recommended conditions. The conversion from the office units to residential units will increase the property value and benefit the surrounding area.
- The PZC generally agreed the proposed use would fit in with the surrounding area.
- One member of the commission felt the request was spot zoning. The petitioner pointed out that the subject property abuts property that is zoned R-3B Multi-Family Residential which is the same zoning district that is being requested.
- The PZC wanted to ensure there will be adequate lighting around the building for the residents, so a recommended condition of approval was added.
- The PZC stated that the Findings of Fact had been met.
- Commissioner Atkinson recused himself from the discussion and vote on this agenda item.

The PZC recommended **approval (5-1-1)** of the petitioner’s request with the following conditions:

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
 - A. Application (Kashan Ahmad, received 04/07/2021)
 - B. Floor Plan (Architects 127, dated 04/07/2021, received 04/07/2021)
 - C. Front Elevation (ALA, received 04/30/2021)
 - D. Plat of Survey (Illini Engineering, received 04/07/2021)
2. A garbage enclosure should be provided and must be a similar color brick as the existing building.
3. The balcony addition to the front of the building should blend in with the existing elevation. This can be achieved by painting the wood the same color as the wood siding or a white color. Work with staff to meet this condition.
4. Work with staff to replace the missing interior and perimeter parking lot landscaping, required parkway trees, and landscape screening.
5. Work with staff to locate an outdoor patio area for the residents north of the building which will remove four parking spaces.
6. The nonconforming freestanding pole sign must be removed by October 1, 2021.
7. The petitioner shall address all of the review comments and requirements of the Community Development, Fire Rescue, Police, and Public Works Departments.
8. **Review the overall lighting plan for the property with staff to ensure onsite safety for the residents. (Added by the PZC)**

Votes Required to Pass: A simple majority.

PIQ Map – 5 Virginia Road – Rezoning to R-3B PUD



DRAFT

Ord. No. xxxx
File No. xxx



The City of Crystal Lake Illinois

**AN ORDINANCE GRANTING A COMPREHENSIVE LAND USE AMENDMENT TO
HIGH DENSITY RESIDENTIAL, REZONING TO R-3B PLANNED UNIT
DEVELOPMENT AND DEFERRAL OF THE REQUIREMENT TO BURY
OVERHEAD UTILITIES AT 5 VIRGINIA ROAD**

WHEREAS, pursuant to the terms of a Petition (File #PLN-2021-00051) before the Crystal Lake Planning and Zoning Commission, the Petitioner has requested a Comprehensive Land Use Amendment from Commerce to High Density Residential, Rezoning from B-1 Neighborhood Business to R-3B Multi-Family Residential, Preliminary/Final Planned Unit Development for an eight unit multi-family development, and a deferral to bury the existing overhead utilities until an area wide program is approved for the area at 5 Virginia Road; and

WHEREAS, the Planning and Zoning Commission of the City of Crystal Lake, pursuant to notice duly published on April 16, 2021 in the Northwest Herald, held a public hearing at 7:00 p.m., on May 5, 2021 at City Hall at 100 W. Woodstock Street, Crystal Lake, Illinois to consider the request for a Comprehensive Land Use Amendment, Rezoning and Planned Unit Development; and

WHEREAS, on May 5, 2021, the Planning and Zoning Commission, having fully heard and considered the testimony of all those present at the public hearing who wished to testify, made findings of fact as required by law and recommended to the Mayor and City Council of the City of Crystal Lake that the proposed Comprehensive Land Use Amendment, Rezoning and Planned Unit Development be approved, as documented in the minutes, and

WHEREAS, it is in the best interests of the CITY OF CRYSTAL LAKE that the Comprehensive Land Use Amendment, Rezoning and Planned Unit Development be issued as requested in said Petition.

NOW, THEREFORE, BE IT ORDAINED BY THE ACTING MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE, McHENRY COUNTY, ILLINOIS, as follows:

Section I: That a Comprehensive Land Use Amendment from Commerce to High Density Residential, Rezoning from B-1 Neighborhood Business to R-3B Multi-Family Residential, Preliminary/Final Planned Unit Development for an eight unit multi-family development, and a deferral to bury the existing overhead utilities until an area wide program is approved for the area for the property commonly known as 5 Virginia Road (19-08-254-009), Crystal Lake, Illinois.

DRAFT

Ord. No. xxxx
File No. xxx

Section II: Said Comprehensive Land Use Amendment, Rezoning and Planned Unit Development is issued with the following conditions:

1. Approved plans, reflecting staff and advisory board recommendations, as approved by the City Council:
 - A. Application (Kashan Ahmad, received 04/07/2021)
 - B. Floor Plan (Architects 127, dated 04/07/2021, received 04/07/2021)
 - C. Front Elevation (ALA, received 04/30/2021)
 - D. Plat of Survey (Illini Engineering, received 04/07/2021)
2. A garbage enclosure should be provided and must be a similar color brick as the existing building.
3. The balcony addition to the front of the building should blend in with the existing elevation. This can be achieved by painting the wood the same color as the wood siding or a white color. Work with staff to meet this condition.
4. Work with staff to replace the missing interior and perimeter parking lot landscaping, required parkway trees, and landscape screening.
5. Work with staff to locate an outdoor patio area for the residents north of the building which will remove four parking spaces.
6. The nonconforming freestanding pole sign must be removed by October 1, 2021.
7. The petitioner shall address all of the review comments and requirements of the Community Development, Fire Rescue, Police, and Public Works Departments.
8. Review the overall lighting plan for the property with staff to ensure onsite safety for the residents.

Section III: That the City Clerk be and is hereby directed to amend the Official Zoning Map and all pertinent records of the City of Crystal Lake to show the issuance of a Comprehensive Land Use Amendment, Rezoning and Planned Unit Development in accordance with the provisions of this Ordinance, as provided by law.

Section IV: That this Ordinance shall be in full force and effect from and after its passage, approval and publication as provide by law.

DRAFT

Ord. No. xxxx
File No. xxx

DATED at Crystal Lake, Illinois, this 18th day of May, 2021.

City of Crystal Lake, an
Illinois municipal corporation

Haig Haleblian, MAYOR

SEAL

ATTEST:

Nick Kachiroubas, CITY CLERK

Passed: May 18, 2021

Approved: May 18, 2021



Agenda Item No: 12

**City Council
Agenda Supplement**

Meeting Date:

May 18, 2021

Item:

Retailer Job Creation and Investment Grant Funds request for Cantina 52, 52 N. Brink Street, requesting up to \$10,000 in matching grant funds

Recommendations:

City Council's discretion:

1. Motion to award up to \$10,000 in Retailer Job Creation and Investment Grant Funds to Cantina 52, located at 52 N. Brink Street, and to adopt a resolution authorizing the City Manager to execute the Grant Agreement with Cantina 52.
2. Motion to deny the grant application request.

Staff Contact:

Michelle Rentzsch, Director of Community Development
Heather Maieritsch, Economic Development Manager

Background:

The Retailer and Manufacturer Job Creation and Investment Program was introduced in 2011 as a tool to help attract new or expanding businesses to Crystal Lake. This program provides matching grant funding to new and existing retailers and manufacturers who occupy vacant space, hire new full-time or part-time employees, and/or install eligible furniture, fixtures, and equipment (FFE).

KEY FACTOR

- James Tomasek entered into a lease at 52 N. Brink Street and will be opening a new Mexican Cantina offering street tacos and cocktails.

Cantina 52 is eligible for a \$10,000 grant award under the matching grant program guidelines.

Upon approval of the grant by the City Council, the City and applicant will enter into an agreement that includes all the stipulations for the grant award. The agreement specifies what documentation must be submitted before the payment is disbursed. Additionally, it has provisions to recoup the grant in case the business closes before the required four-year period. The agreement and application are attached.

In order to objectively analyze the applications for funding, eligibility criteria have been established in the Ordinance approving this program. The list below outlines the evaluation of the applicant's request in relation to our eligibility criteria:

1. The program is open to any new sales-tax generating business that will occupy vacant retail space or a building or that will construct a new building for its business.
 Meets *Does not meet*
2. Applicant must meet a minimum annual taxable sales threshold of at least \$150,000.
 Meets *Does not meet*
3. Applicant's business must provide a stocked retail showroom for retail products.
 Meets *Does not meet*
4. Applicant must provide written proof of façade, fixture, furniture, and equipment (FFE) costs.
 Meets *Does not meet*
5. Applicant must file an application for grant funding prior to commencing improvements.
 Meets *Does not meet*
6. Grant recipient may re-apply after five years from the date of recipient's previous award.
 Meets *Does not meet*
7. Eligible FFE includes, but is not limited to, shelving, racks, tables, chairs, furniture, point-of-sale systems, fixed computer equipment used in business operation, televisions located in dining rooms or showrooms, office furniture and appliances.
 Meets *Does not meet*

The applicant's request has been evaluated based on the above eligibility criteria and their planned purchase of FFE. The current application would meet seven of the seven eligibility criteria.

FUNDING STATUS OF 2021-2022 PROGRAM

For the 2021-2022 Fiscal Year, there is \$80,000 budgeted for the Retailer and Manufacturer Job Creation and Investment Program. This is the first application received this fiscal year for the program, so there are sufficient funds for the grant.

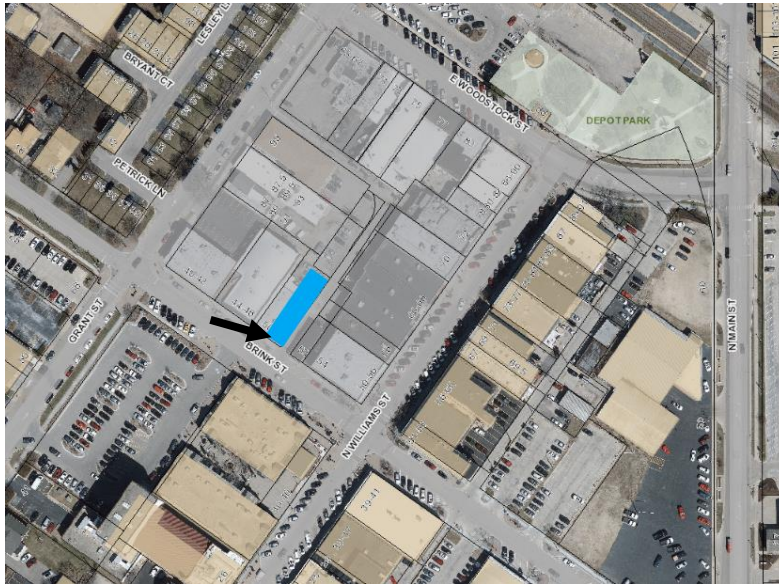
Applicant Name/ Business Name	Address	Total Requested	Date Approved	Amount Approved
Cantina 52	52 N. Brink Street	\$10,000	<i>Pending</i>	<i>Pending</i>
<i>Totals</i>		<i>\$10,000</i>		Pending

Votes Required to Pass:

A simple majority vote.

2021- Cantina 52

52 N. Brink Street



DRAFT

Res. 21R-___



The City of Crystal Lake Illinois

RESOLUTION

BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE that the City Manager is hereby authorized and directed to execute an agreement with the owner of the property for Cantina 52 at 52 N. Brink, for a Retail Façade and Commercial Tenant Improvement Matching Grant in an amount not to exceed \$10,000.

DATED at Crystal Lake, Illinois, this 18th day of May, 2021.

CITY OF CRYSTAL LAKE, an Illinois
Municipal Corporation

BY: _____
Haig Haleblian, MAYOR

SEAL

ATTEST:

Nick Kachiroubas, CITY CLERK

PASSED: May 18, 2021

APPROVED: May 18, 2021



Agenda Item No: 13

City Council Agenda Supplement

Meeting Date: May 18, 2021

Item: Presentation by Houseal Lavigne on the Transit Oriented Development (TOD) Plan around the Crystal Lake and Pingree Road Metra Stations.

Discussion only: For Discussion Only

Staff Contact: Michelle Rentzsch, Director of Community Development
Elizabeth Maxwell, City Planner

Background:

- The City applied for a grant for Local Technical Assistance through the Regional Transportation Authority's (RTA) grant program and based on our need for a TOD plan Crystal Lake was awarded the grant.
- Through a competitive bidding process, Houseal Lavigne with Fish Transportation Group was selected as the consultant for the project.

Transit Oriented Development has been a growing trend in creating vibrant, livable, and sustainable developments. Also known as TOD, it's the creation of compact, walkable, pedestrian-oriented, mixed-use developments centered on high quality train systems. *This creates an opportunity for Crystal Lake to leverage our enviable position of having two Metra train stations in the center of our community.*

- Four major principles of TOD plans are mixed land uses, transit, walkability, and density. The proposed TOD plan will help staff guide appropriate development in the area of the City's two train stations with acceptable densities and product style to support the market and leverage the benefits of the two trains stations for attractive and vibrant developments.

Presentation:

- The consultants are looking for feedback on the main aspects of the plan.
 - Land Use & Transportation Framework. These are links between people and places using the transportation network. It relates to the land uses (where people

are either living or where they are going for services) and the means to get them between the two.

- Urban Design & Transportation Considerations. These are a pattern book of standards. These standards address Facades, Gateways, Screening, Sustainability, Transit-Oriented Environment, Third Places, and Shared Streets. The selection of how these elements will look will guide future development.
- Redevelopment Opportunity Sites. The City along with input from the steering committee and the owners of the sites, selected three properties to create redevelopment plans.
 - *Walkup/Minnie/Woodstock*. This site is a great location for commuters and set in the heart of Downtown adjacent to other single-family and multi-family residences.
 - *Main/Brink*. This site is on the outskirts of Downtown, but still able to be closely connected with the activity on William Street. Potential redevelopment allows for a mix of uses including retail, service, and residential.
 - *Main Street Crossing*. This large property offers the most flexibility with options for manufacturing, office, multi-family, single-family and commercial components. The important qualities will be how it takes advantage of the Pingree Road train station.

Planning and Zoning Commission Feedback:

The Commission provided feedback to staff on the various aspects of the plan.

- Facades should have a more residential characteristic, especially downtown. Near the Pingree Station, there is more flexibility, and a great opportunity for redevelopment.
- Paths should be integrated and connect to other things. Pingree Road to Downtown should have a safe route. Outside seating is a must and should be added where possible.
- Patterns and materials are crucial for making a place feel different/special.
- Walkup/Minnie/Woodstock - This is a potential gateway into Downtown, great site very walkable to the train and Downtown retailers and service providers. There could be noise from the trains.
- Brink/Main - This plan could be built tomorrow, very viable solution.
- Main Street Crossing - Single-Family homes could be added to the mix. Like the flexibility.

Votes Required to Pass:

Discussion only



**CRYSTAL LAKE PLANNING AND ZONING COMMISSION
WEDNESDAY, MAY 5, 2021
HELD AT THE CRYSTAL LAKE CITY COUNCIL CHAMBERS**

The meeting was called to order by Chair Greenman at 7:00 p.m.

Mr. Greenman called the meeting to order. On roll call, members Atkinson, Esposito, Jouron, Gronow, Repholz, Skluzacek, and Greenman were present.

Elizabeth Maxwell, City Planner and Katie Cowlin, Assistant City Planner were present from Staff.

Mr. Greenman introduced and welcomed Mr. Atkinson to the Commission.

Mr. Greenman said this meeting is being recorded for broadcast and future playback on the City's cable channel. He led the group in the Pledge of Allegiance.

TRANSIT ORIENTED DEVELOPMENT PLAN – PUBLIC MEETING

Staff and PZC discussion about the proposed design elements and redevelopment opportunity sites.

Ms. Maxwell reviewed the key points from the previous meeting's presentation on the TOD Plan. The Commissioners agreed that traditional architecture made sense for the Downtown District and the architecture around the Pingree Road area could be more flexible. There was a discussion about the possibilities for building massing at the Walkup and Minnie site. There were concerns that people would not want to live across from Metra parking. The Commission liked the vertical mixed-use illustration for the Main Street/Brink Street site. The proposed site illustration for Main Street Crossings was well received and the Commission felt it gave good site flexibility.

Mr. Jouron made a motion to adjourn the meeting. Mr. Gronow seconded the motion. On voice vote, all members voted aye. The meeting was adjourned 10:42 p.m.



CRYSTAL LAKE & PINGREE ROAD STATIONS
STRATEGIC ACTION PLAN

CITY OF CRYSTAL LAKE

Houseal Lavigne
Fish Transportation Group

May 18, 2021



CRYSTAL LAKE & PINGREE ROAD STATIONS STRATEGIC ACTION PLAN
PLANNING AREA



**CRYSTAL LAKE
PLANNING AREA**

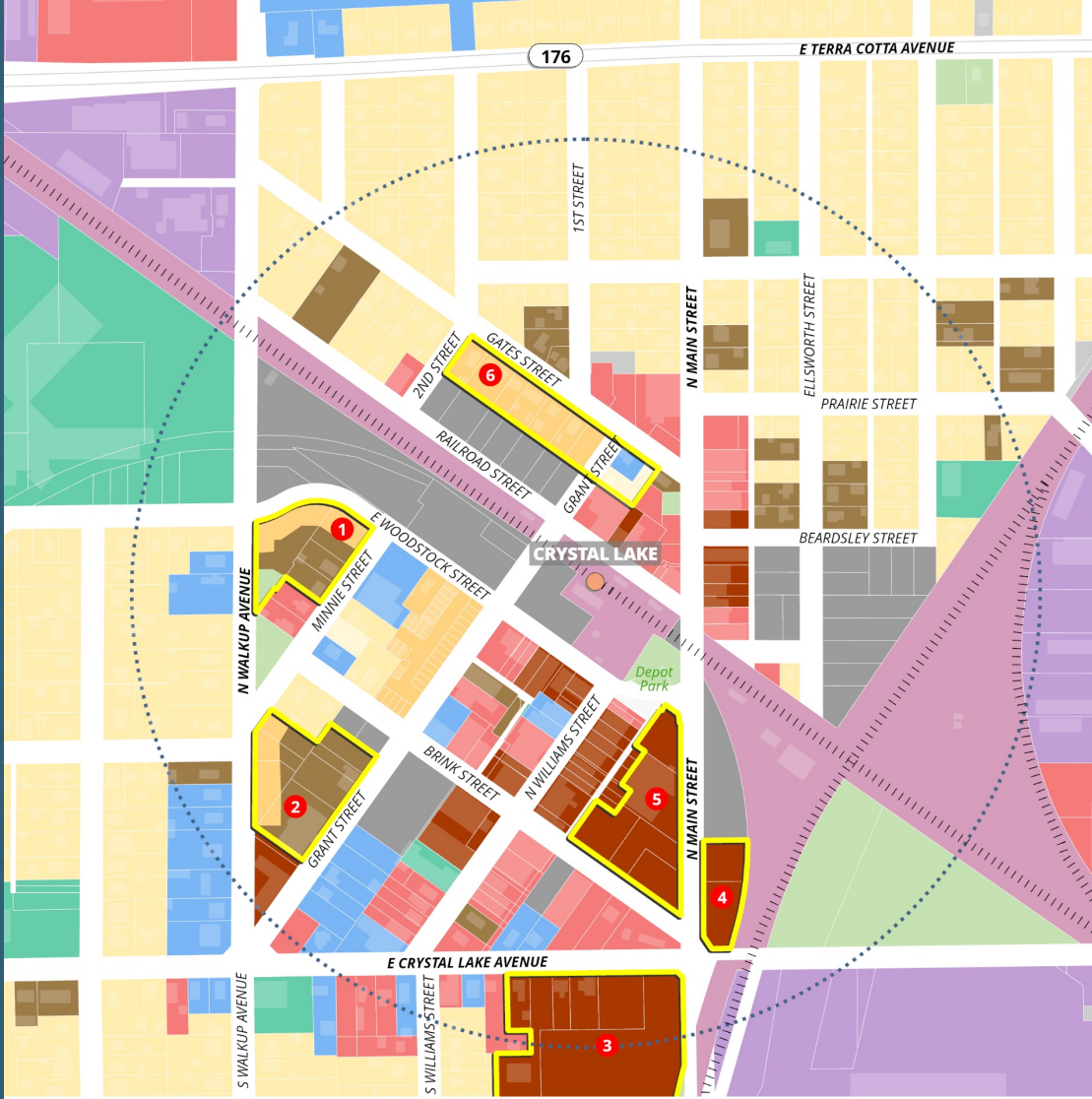
**CRYSTAL LAKE
METRA STATION**

**PINGREE ROAD
PLANNING AREA**

**PINGREE ROAD
METRA STATION**

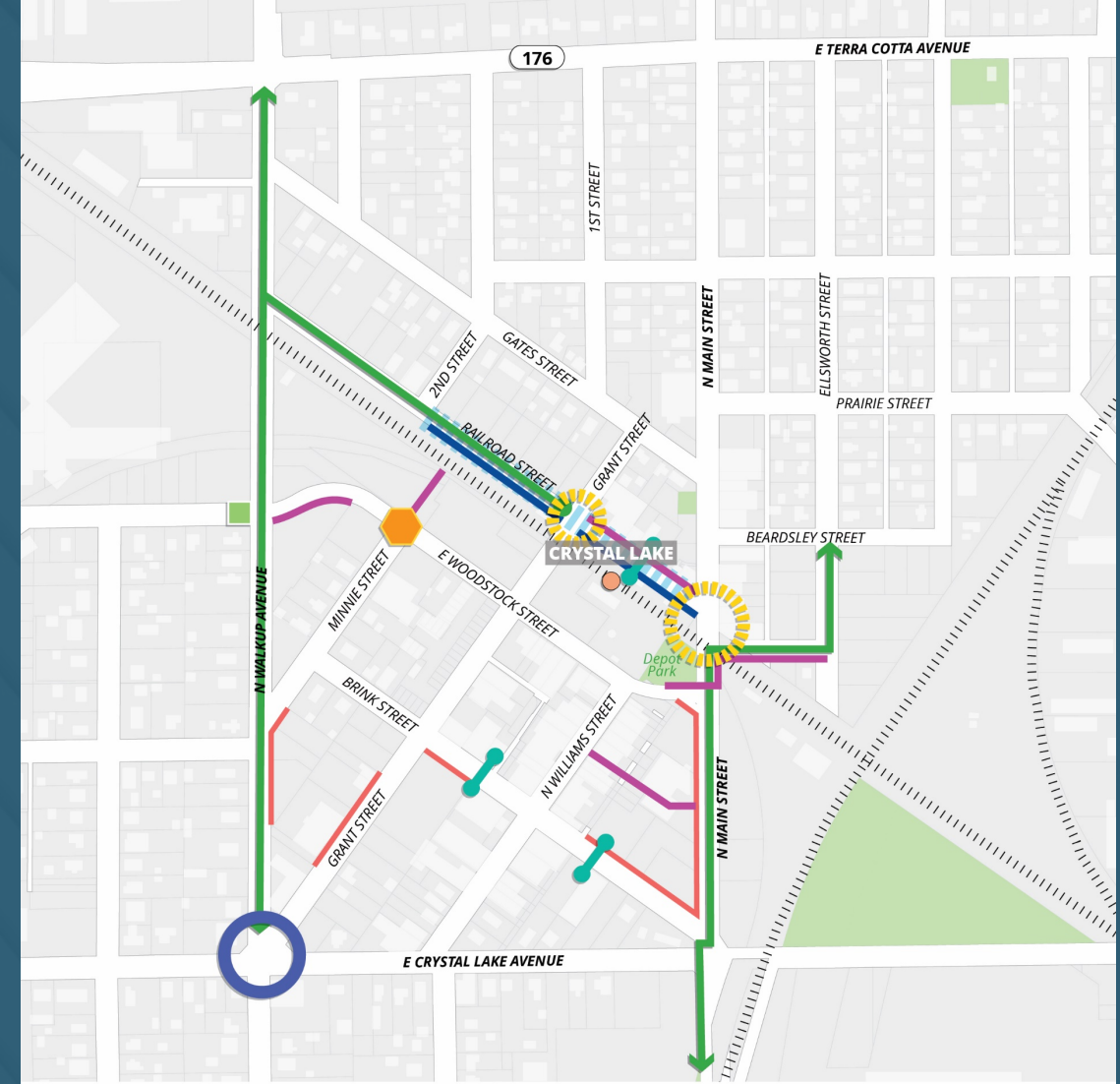
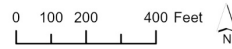
14 NORTHEAST HWY

LAND USE & TRANSPORTATION FRAMEWORK



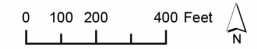
**CRYSTAL LAKE STATION AREA
LAND USE FRAMEWORK**

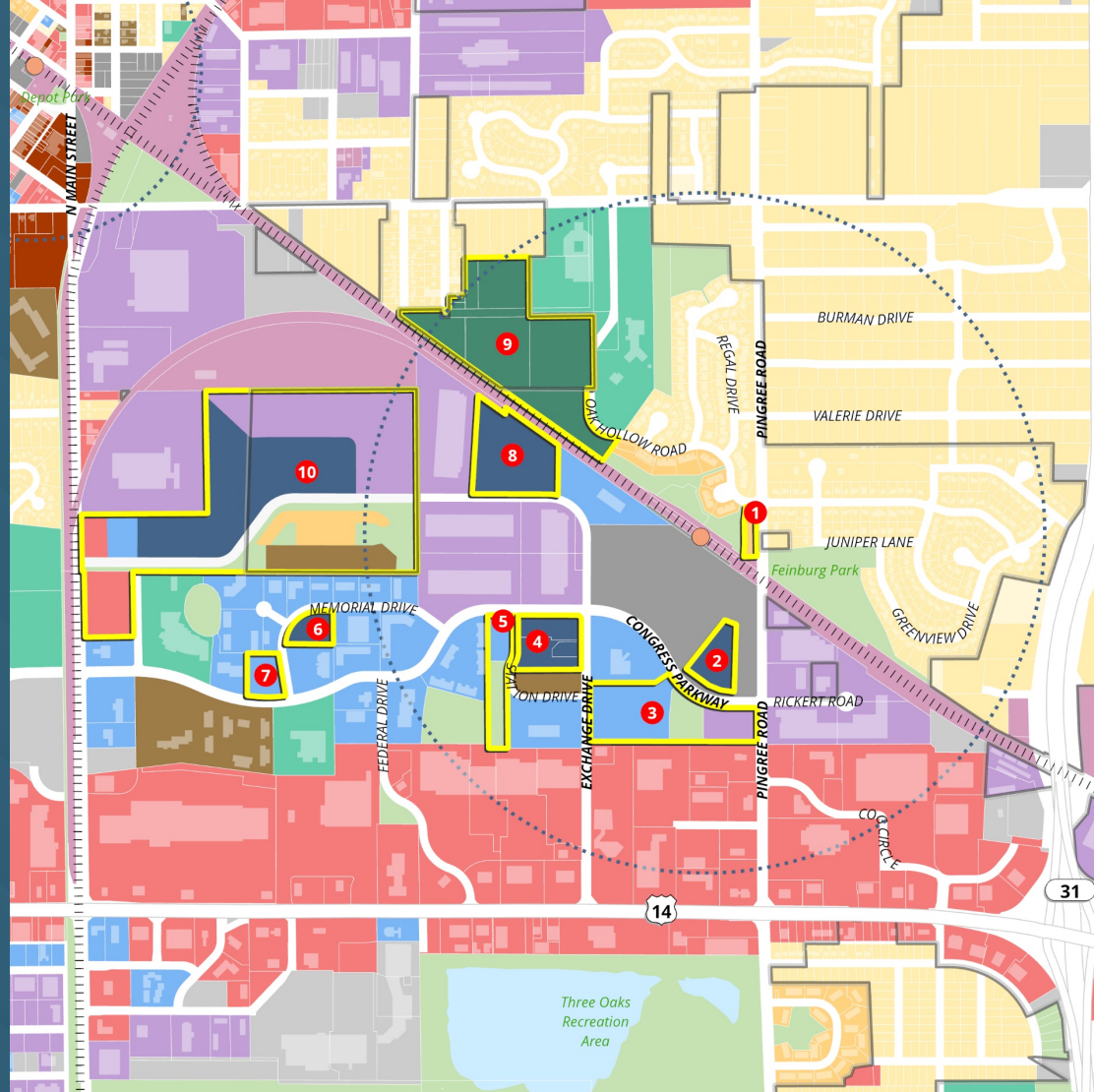
- | | | |
|---------------------------------|------------------------|--------------------------|
| Metra Stations | Single-Family Detached | Mixed-Use |
| Metra System | Single-Family Attached | Parks/Open Space |
| Station Area | Multifamily | Public/Semi-Public |
| Crystal Lake Municipal Boundary | Commercial | Transportation/Utilities |
| Areas of Change | Office | Parking |
| | Industrial | Vacant |



**CRYSTAL LAKE STATION AREA
TRANSPORTATION FRAMEWORK**

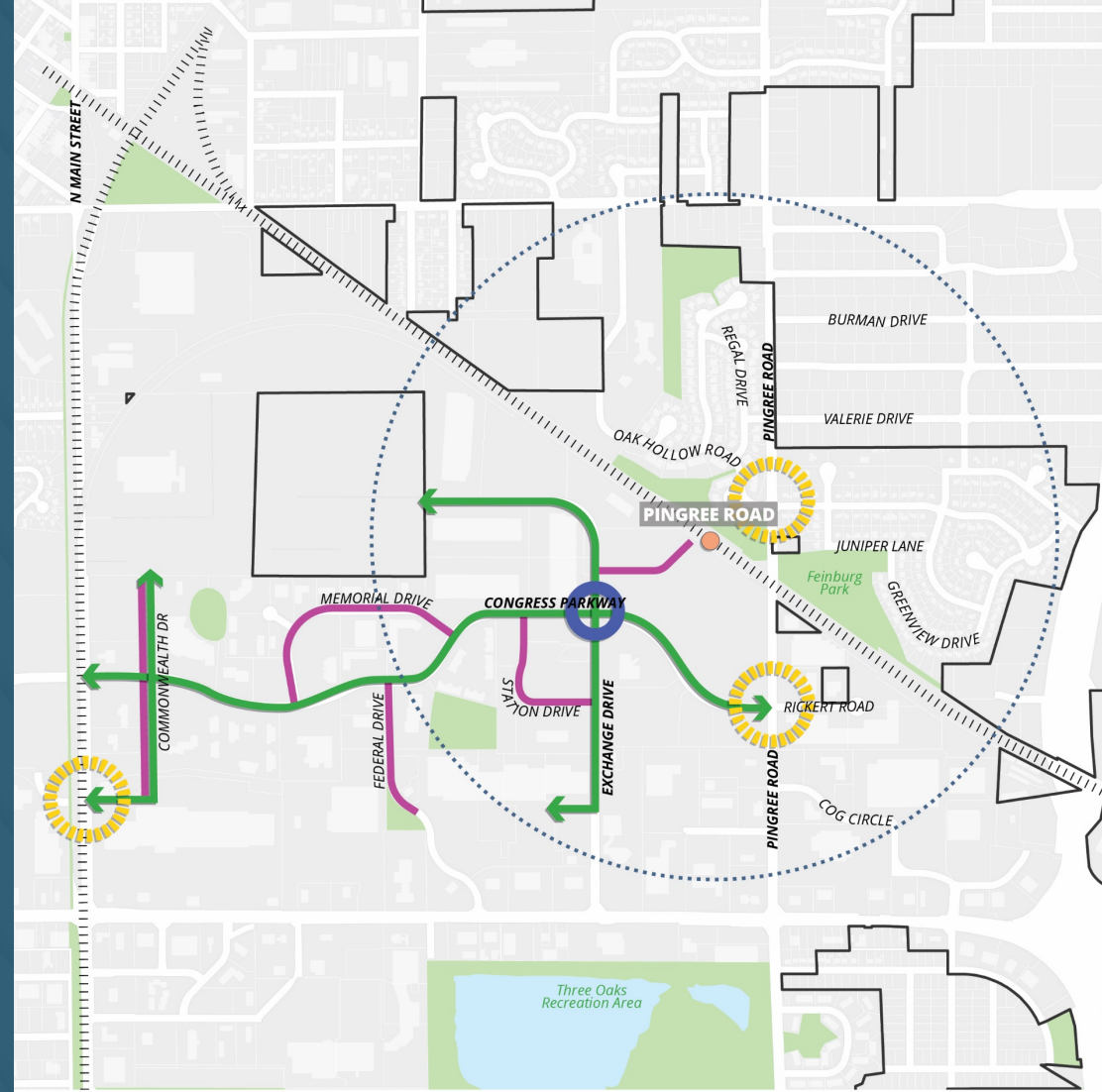
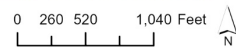
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|---------------------------------|----------------------------------------------|--------------------------|
| Metra Stations | Bike Box | Shared-Use Trail |
| Metra System | Roundabout | Shared Street |
| Station Area | Intersection / Railroad Crossing Improvement | Repurpose Public Parking |
| Crystal Lake Municipal Boundary | Curb Extension | Access Management |
| Parks/Open Space | Midblock Crossing | |
| | Pedestrian Connection/ Sidewalk Connection | |





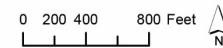
**PINGREE ROAD METRA STATION AREA
LAND USE FRAMEWORK**

- | | | |
|---------------------------------|----------------------|--------------------------|
| Metra Stations | SF Attached | Public/Semi-Public |
| Metra System | Multifamily | Transportation/Utilities |
| Station Area | Mixed-use | Parks/Open Space |
| Crystal Lake Municipal Boundary | Commercial | Flex |
| Areas of Change | Office | School |
| SF Detached | Industrial/Logistics | Parking |



**PINGREE ROAD STATION AREA
TRANSPORTATION FRAMEWORK**

- | | |
|---------------------------------|----------------------------------------------|
| Metra Stations | Roundabout |
| Metra System | Intersection / Railroad Crossing Improvement |
| Station Area | Pedestrian Connection / Sidewalk Connection |
| Crystal Lake Municipal Boundary | Shared-Use Trail |
| Parks/Open Space | |



URBAN DESIGN & TRANSPORTATION CONSIDERATIONS

URBAN DESIGN CONSIDERATIONS

- Visually Appealing Facades
- Welcoming Gateway
- Screening Utilities & Parking Lots
- Incorporating Sustainability Best Practices
- Promote a Transit-Oriented Environment
- Creating Third Places
- Shared/Festival Streets at Railroad Street

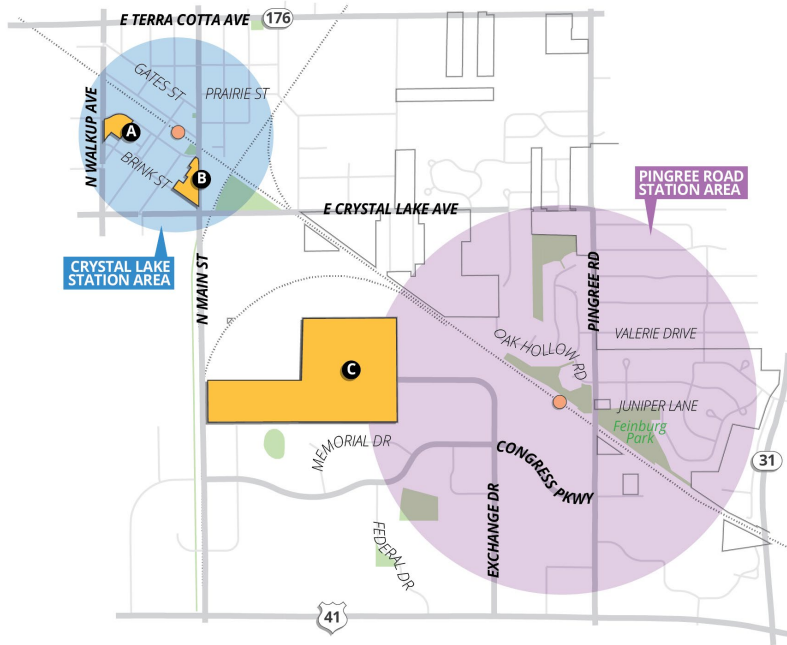
CREATING 'THIRD PLACES'



SHARED/FESTIVAL STREETS



REDEVELOPMENT OPPORTUNITY SITES



Site A



Site B



Site C



CONCEPT SKETCH PLAN WALKUP/MINNIE/WOODSTOCK



REDEVELOPMENT OPPORTUNITY SITE

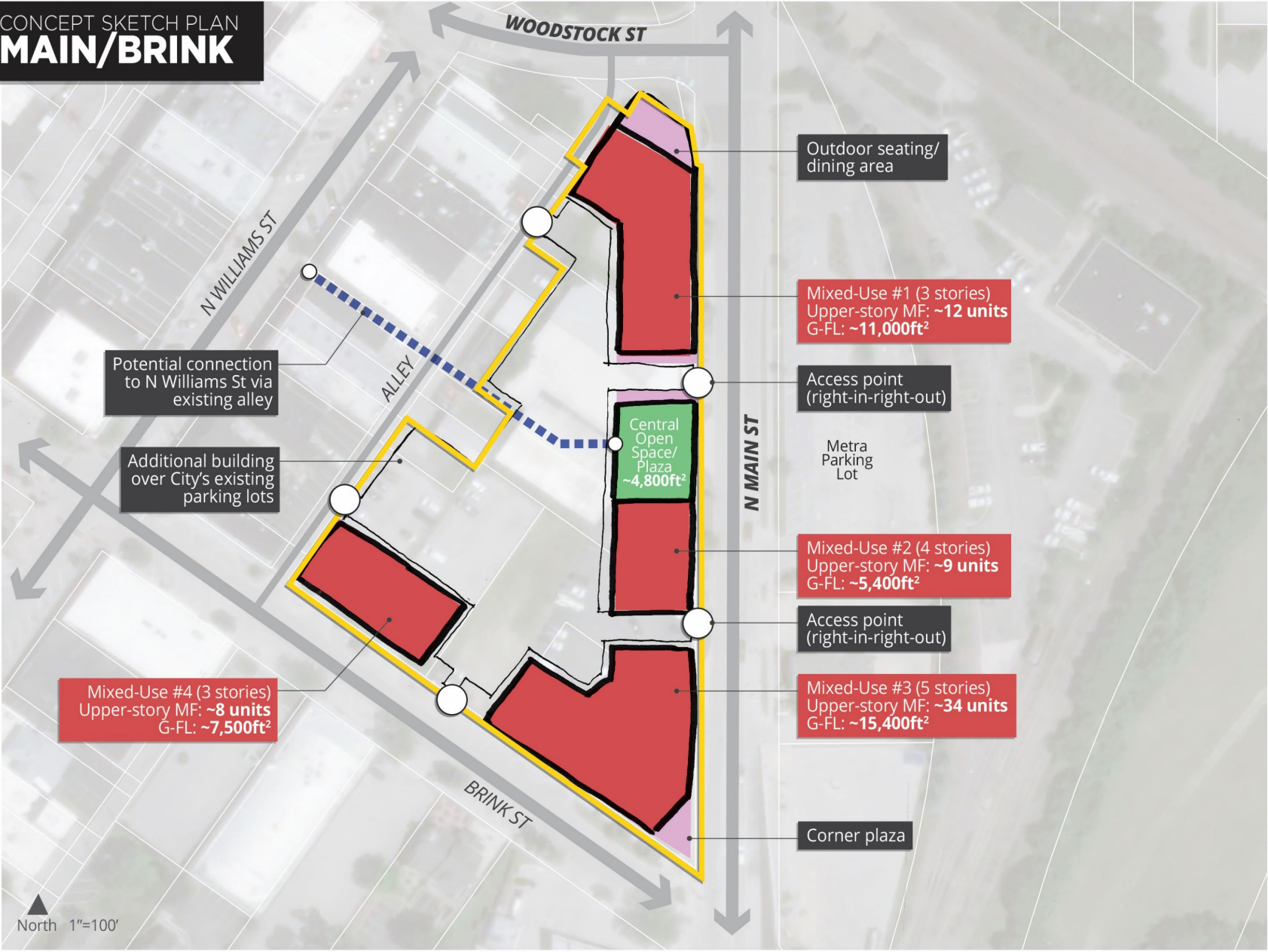
WALKUP/MINNIE/WOODSTOCK

Legend

- Single-family Attached
- Multi-family
- Existing Metra Parking Lot
- Main Access Driveway
- Internal Parking Lot
- Pedestrian Connection
- Parkways with Street Tree
- Shared-Use Trail
- Drive-In-Drive-Out
- Stormwater Detention
- Screening



CONCEPT SKETCH PLAN MAIN/BRINK



REDEVELOPMENT OPPORTUNITY SITE

MAIN/BRINK

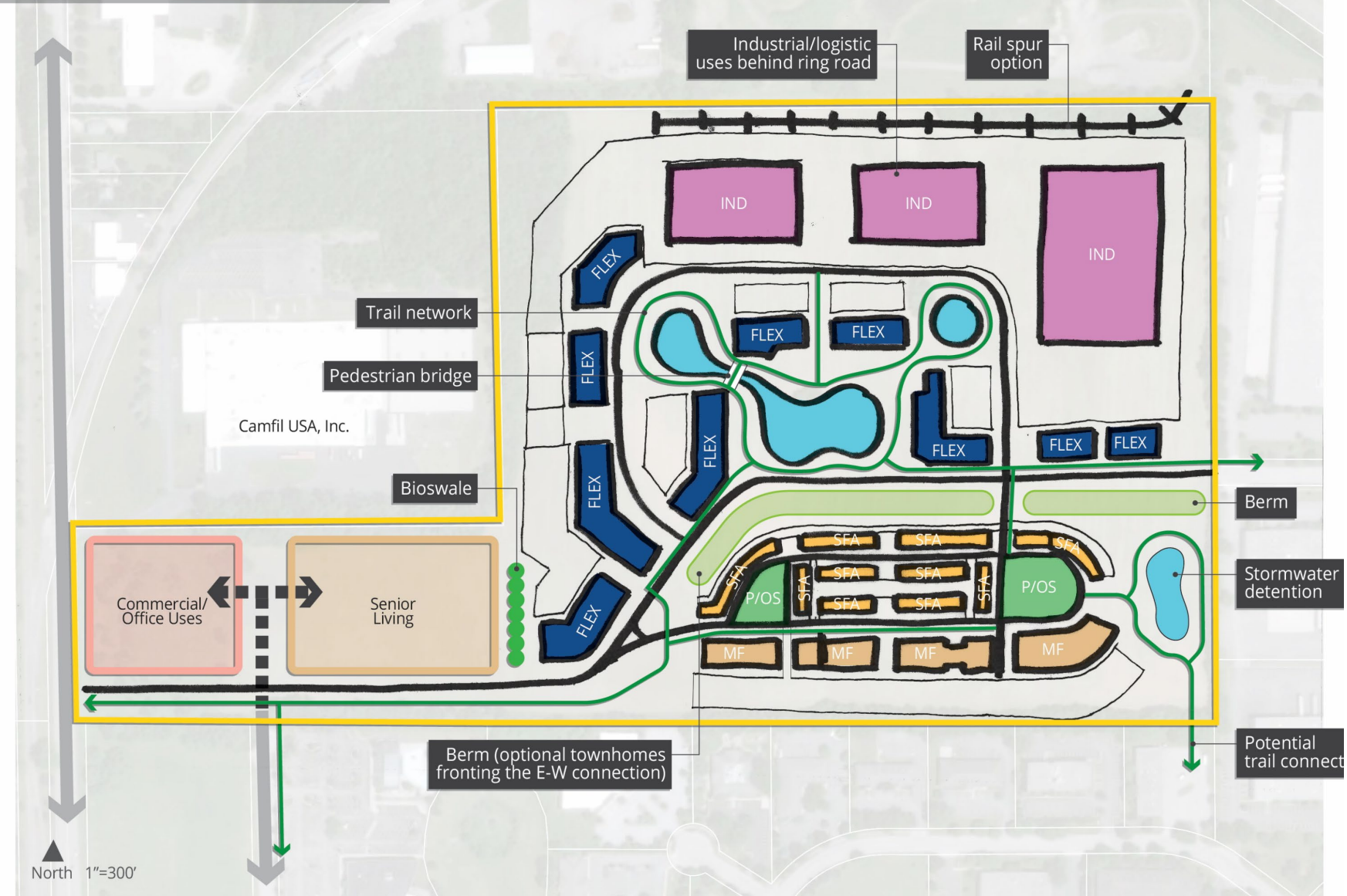
Legend

- | | | | |
|---------------------------|---------------------------|--------------------------------------------|----------------------|
| Multi-family | Drive-In-Drive-Out Access | Pedestrian Connection to N Williams St | Internal Parking Lot |
| Commercial | Streetscaping Elements | Existing Alley | Mid-Block Crossing |
| Gateway Signage | Shared-Use Trail | Retaining Wall to Accommodate Grade Change | |
| Outdoor Dining/Patio Area | Central Open Space | | |





CONCEPT SKETCH PLAN MAIN ST CROSSING



MAIN STREET CROSSING



Legend

- Single-Family Attached
- Multi-family
- Commercial
- Flex
- Industrial/Logistics
- A** Commercial Outlot
- B** Shared-Use Trail
- C** Senior Living Facility
- D** Bioswale/Green Infrastructure Element

- E** Parkway Buffer with Street Tree
- F** Outdoor Dining/Patio Area
- G** Berm
- H** Flex/Industrial/Logistics Ring Road
- I** Stormwater Detention
- J** Screening
- K** Rail Spur Option
- L** Central Open Space
- M** Rear Alley



Pingree Road
Metra Station



NEXT STEPS

NEXT STEPS

- Complete draft of the plan
- 4th Steering Committee Meeting: June 2021
- Community Open House
- Plan Adoption: Summer 2021

QUESTION & ANSWER



Agenda Item No: 14

City Council Agenda Supplement

Meeting Date: May 18, 2021

Item: Resolution to Approve Branding and Digital Marketing Consultant contract and Marketing Initiatives for 21-22 Fiscal Year

Staff Recommendation:

- 1) Motion to approve an extension of the original contract with a5 Group, Inc. for branding and marketing services in the not-to-exceed amount of \$55,000 and approve a resolution authorizing the City Manager to execute a continuation contract with a5 Branding and Digital.
- 2) Motion to approve a resolution authorizing the City Manager to implement the marketing initiatives in the not-to-exceed amount of \$41,000 for FY21-22.

Staff Contact: Heather Maieritsch, Economic Development Manager

Background:

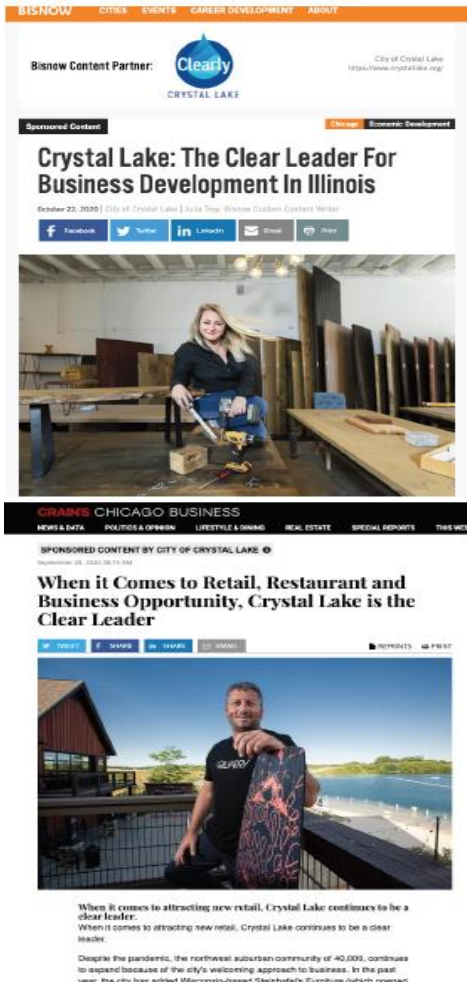
As part of the FY2021/2022 Budget, funds for a marketing consultant were included to continue the marketing campaign that was created and implemented last year. The City sent out an RFP last year that provided for an initial phase and a potential second phase. A contract was awarded to a5 Branding and Digital and the initial phase was approved and implemented in 2020 with good results. It is in the best interest of the City to continue and expand our marketing efforts with a5 Branding and Digital to include the second phase of the work outlined in the RFP. This is particularly appropriate, as the City has already been engaged in working with a5 Branding and Digital this past year and has invested significant time and resources with a5 Branding and Digital to develop our brand and image. The City found last year's marketing campaign to be very successful in helping to improve Crystal Lake's image and contributing to gains in economic development and citizen pride.

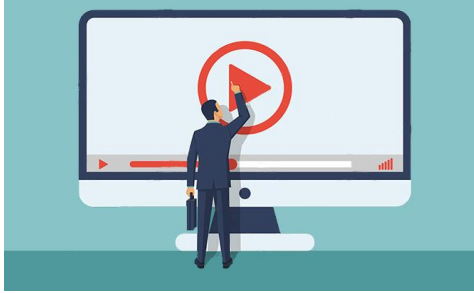
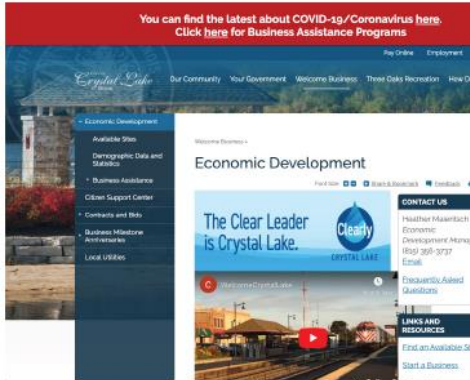
Marketing campaigns help to tell a community's story by understanding our community, developing our brand, and professionally marketing to targeted audiences. A good marketing campaign raises awareness of what makes a city a good place to live, work, dine, and play.

Benefits of a Marketing Plan for Crystal Lake

- ✓ Reinforces our “Brand”.
- ✓ Positions Crystal Lake amongst other municipalities in the Chicagoland Marketplace.
- ✓ Heightens the awareness and positive perception of Crystal Lake.
- ✓ Targets positive image to specific markets to build awareness and spur growth.
- ✓ Builds pride and confirms beliefs of current residents and businesses,
- ✓ Helps to attract new business prospects.
- ✓ The Plan serves as a tool to measure what works and is cost effective.

The following services are being proposed:

DELIVERABLE	SAMPLE	Costs
<p><u>Media Buy and Project Management</u></p> <ul style="list-style-type: none"> • Manage purchase of media, coordinate media proposal solicitation, meet with media properties and handle media buys. <p>Crain’s Chicago Bisnow Nation’s Restaurant News Heartland Business IL Real Estate Journal LinkedIn Metra Billboard Ads</p> <ul style="list-style-type: none"> • Provide Crystal Lake reports to ensure media is properly placed. Includes up to two status calls/meetings a month. 		<p>a5 Expenses: \$10,000</p> <p>Marketing Expenses: Media buys and Marketing \$35,869</p>
<p><u>Attraction Video</u></p> <ul style="list-style-type: none"> • Production of a series of short videos (six 30 second videos) • Production of two videos up to two-minutes in length. 		<p>a5 Expenses: \$30,000</p>

<ul style="list-style-type: none"> • Features will include benefits of starting, growing and locating a business in Crystal Lake. 		
<p><u>Photography</u></p> <ul style="list-style-type: none"> • a5 will oversee new photography to augment the image library to be used for the campaign components. The imagery will complement the existing campaign creative and feature business owners. For two days of photography, we will photograph 12 more business owners 		<p>a5 Expenses: \$3,000</p> <p>Marketing Expenses: Photographer \$ 4,000</p>
<p><u>Microsite</u></p> <ul style="list-style-type: none"> • Design and develop a new economic development site for Crystal Lake that is visually appealing, easily found on the Internet and simple to navigate. The site needs to sell the location and the key advantages of Crystal Lake and contain all the information one needs to start, grow or locate a business in the city. 		<p>a5 Expenses: \$12,000</p> <p>Marketing Expenses: Hosting, SSL license, domain \$235</p>

Recommendation

It is staff’s recommendation to move forward with the contract amount of up to \$55,000 for a5 Branding and Digital and for the other marketing initiatives in an amount not to exceed \$41,000 that was budgeted in the FY 2021/2022 budget.

Votes Required to Pass:

A simple majority vote.

DRAFT

Res. 21R-___



The City of Crystal Lake Illinois

RESOLUTION

BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE that the City Manager is hereby authorized to execute the continuation contract with a5 Branding and Digital in the not-to-exceed amount of \$55,000 and directed to have implemented the marketing initiatives in the not-to-exceed amount of \$41,000 for FY21-22.

DATED at Crystal Lake, Illinois, this 18th day of May, 2021.

CITY OF CRYSTAL LAKE, an Illinois
Municipal Corporation

BY: _____
Haig Haleblian, MAYOR

SEAL

ATTEST:

Nick Kachiroubas, CITY CLERK

PASSED: May 18, 2021

APPROVED: May 18, 2021



Agenda Item No: 15

**City Council
Agenda Supplement**

Meeting Date:

May 18, 2021

Item:

Bid Award - Parkway Tree Planting Program

Staff Recommendation:

1. Motion to reject Parkway Tree Planting Program bids from the bid opening of April 14, 2021; and
2. Motion to award the bid for the 2021/2022 Parkway Tree Planting Program to the lowest responsive & responsible bidders, Acres Group, for purchase and installation of trees and to Cedar Path Nursery for purchase and delivery of trees and adopt a Resolution authorizing the City Manager to execute contracts with Acres Group and Cedar Path Nursery, for the 2021/2022 Parkway Tree Planting Program in the submitted bid amounts with the option to extend the contract for two, one-year extensions and authorize change orders for up to 10 percent of both contract amounts, and execute warranted contract completion date change orders for both contracts.

Staff Contact:

Michael Magnuson, P.E., Director of Public Works and Engineering

Background:

On April 14, 2021, the City of Crystal Lake publicly opened one bid received for the purchase and installation of trees for the fall 2021 and spring 2022 Tree Planting Programs. Since the City prefers competitive bidding, staff publically advertised another bid.

On May 7, 2021, the City of Crystal Lake publicly opened two bids received for this program. The following is the breakdown of base bid unit prices:

Base Bid 2021/2022		✓ Acres Group		✓ Cedar Path Nursery	
		Wauconda, IL		Barrington, IL	
Tree Type	Est. Quantity	2021/2022 Installed	2021/2022 Purchase (Not Installed)	2021/2022 Installed	2021/2022 Purchase (Not Installed)
Acer platanoides – Norway Maple 'Emerald Lustre or Queen'	20	\$260.00	\$180.00	No Bid	\$175.00
Acer platanoides – Norway Maple (Red Leaf) 'Royal Red'	20	\$260.00	\$180.00	No Bid	\$185.00
Acer Rubrum – Brandywine, Red Sunset	15	\$260.00	\$180.00	No Bid	\$175.00
Acer miyabei – State Street Maple	20	\$270.00	\$180.00	No Bid	\$175.00
Platanus x acerifolia – London Plane Tree	5	\$263.00	\$185.00	No Bid	\$165.00
Gleditsia triacanthos 'inermis' – Thornless Honeylocust "Skyline"	15	\$267.00	\$187.00	No Bid	\$180.00
Tilia cordata – Littleleaf Linden 'Glenleven' or 'Greenspire'	15	\$267.00	\$187.00	No Bid	\$180.00
Acer tataricum 'GarAnn' Hot Wings Tatarian Maple	5	\$260.00	\$180.00	No Bid	\$175.00
Gymnocladus dioicus – Kentucky Coffeetree	5	\$270.00	\$190.00	No Bid	\$180.00
Quercus bicolor – Swamp White Oak	5	\$270.00	\$190.00	No Bid	\$180.00
Quercus rubra – Red Oak	5	\$270.00	\$190.00	No Bid	\$180.00
Celtis occidentalis – Hackberry	5	\$270.00	\$190.00	No Bid	\$180.00
Ginkgo biloba – Ginkgo	5	\$380.00	\$300.00	No Bid	\$245.00
Ulmus x 'Morton' – Accolade Elm	5	\$263.00	\$183.00	No Bid	\$175.00
Ulmus x 'Morton Glossy' – Triumph Elm	5	\$263.00	\$183.00	No Bid	\$175.00
Liriodendron tulipifera - Tuliptree	5	\$280.00	\$200.00	No Bid	\$175.00
Totals		\$41,655	\$29,465	N/A	\$27,875

✓Indicates lowest responsive and responsible bidder

For the vast majority of parkway tree purchases, the Public Works Department will request the contactor (Acres Group) to supply and install the trees. However, there are certain occasions, such as Arbor Day and downtown tree purchases, where Public Works performs the installation, and therefore, only purchases trees (Cedar Path Nursery). Due to these reasons, it is in the best economic interest of the City to split the bid and work with two contractors for this program.

Project Need:

The successful bidders will supply and/or install approximately 155 trees of various species. The fall and spring planting programs replace trees that have been removed because they pose a hazard, declined naturally or have become diseased. The City solicited pricing for tree stock and installation for three years. Establishing multi-year pricing will help the City to budget appropriately and it will help the nurseries to plan their inventory accordingly.

Recommendation:

The Public Works Department has reviewed all bids received for completeness and accuracy in accordance with the invitation to bid document. It is the recommendation of staff to award the contract for the 2020/2021 Tree Planting Program to the lowest responsive and responsible bidders, Acres Group (supply and install) and Cedar Path Nursery (supply only), in the amount bids with the option to extend the contracts for two, one-year extensions.

There is sufficient funds for this program in the FY2021/2022 Budget.

Votes Required to Pass:

Simple Majority

DRAFT



RESOLUTION

WHEREAS, the CITY OF CRYSTAL LAKE has identified the need for a tree replacement program to maintain the urban forest and canopy of the City; and

WHEREAS the CITY OF CRYSTAL LAKE received bids for the tree planting program May 7, 2021; and

WHEREAS the lowest responsive and responsible for purchase and installation of trees was Acres Group, Wauconda, IL;

WHEREAS the lowest responsive and responsible for purchase and delivery of trees was Cedar Path Nursery, Barrington, IL;

NOW THEREFORE BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE that the foregoing recitals are repeated and incorporated as though fully set forth herein; and

BE IT FURTHER RESOLVED that the City Manager is authorized to execute a contract between the CITY OF CRYSTAL LAKE and Acres Group for the purchase and installation of trees in the amounts bid with an option to extend the contract for two, one-year extensions; and

BE IT FURTHER RESOLVED that the City Manager is authorized to execute a contract between the CITY OF CRYSTAL LAKE and Cedar Path Nursery for tree purchase and delivery in the amounts bid with an option to extend the contract for two, one-year extensions; and

BE IT FURTHER RESOLVED that the City Manager is authorized to approve change orders for up to 10 percent of both contract amounts, and execute warranted contract completion date change orders for both contracts.

DRAFT

DATED this 18th day of May, 2021.

**CITY OF CRYSTAL LAKE, an
Illinois municipal corporation,**

By: _____
Haig Haleblian, MAYOR

SEAL

ATTEST

Nick Kachiroubas, CITY CLERK

PASSED: May 18, 2021
APPROVED: May 18, 2021



Agenda Item No: 16

**City Council
Agenda Supplement**

Meeting Date:

May 18, 2021

Item:

Financial Software Package Renewal

Staff Recommendation:

Motion to adopt a Resolution authorizing the City Manager to execute a sole source renewal order form with Springbrook Software LLC, in the amount of \$84,405.79 for May 2021 through April 2022

Staff Contact:

Jodie Hartman, Director of Finance
Gregory A. Fettes, Director of Information Technology

Background:

Since 2006, the City has utilized Springbrook as the primary software for tracking financial transactions. At that time, Springbrook was selected as part of an RFP process and was the most responsive and responsible vendor. Due to the complexity of the software, the contract is automatically renewed each year until either party chooses to terminate with notice. The annual renewal cost for maintenance is subject to up to a 5% increase each year.

The Springbrook software is used for a multitude of financial activities, such as the general ledger, payroll, accounts payable, accounts receivable, and water billing. These activities are critical to the operations of the Finance Department and the services we provide both externally and internally. Previously, Community Development used Springbrook for permitting and inspections, however, Community Development now has their related activities in Accela, formerly a parent company of Springbrook.

A transition to assess alternate vendor options for Finance has begun. The process will involve careful evaluation, preparation and implementation costs, which have been included in the budget for Fiscal Year 2021/22. The attached order form from Springbrook covers all planned annual maintenance for the fiscal year 2021/22 and will allow for continuity of operations for Finance Department processes. The renewal includes a 3% increase, which is below the 5% allowed by the contract.

Recommendation:

It is the recommendation of Finance and Information Technology to adopt a Resolution authorizing the City Manager to execute a sole source renewal order form with Springbrook Software LLC, in the amount of \$84,405.79 for May 1, 2021 through April 30, 2022.

Votes Required to Pass:

Simple Majority

DRAFT



RESOLUTION

BE IT RESOLVED BY THE MAYOR AND CITY COUNCIL OF THE CITY OF CRYSTAL LAKE that the City Manager be authorized to execute a sole source renewal order form with Springbrook in the amount of \$84,405.79 for the fiscal year May 1, 2021, through April 30, 2022.

DATED this 18th day of May, 2021.

CITY OF CRYSTAL LAKE, an
Illinois Municipal Corporation,

By:
Haig Haleblian, Mayor

SEAL

ATTEST

Nick Kachiroubas, City Clerk

PASSED: May 18, 2021
APPROVED: May 18, 2021