



Agenda Item Summary

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Submitted By

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Agenda Item Title

Presentation of Business District Coordination and Website Development for the Lake Street Improvement Project

Overview

The Village has been working with the three business districts which will be impacted by the Lake Street improvement projects currently planned for 2020 in order to minimize the impact that construction will have on the businesses. To date, work has focused on developing a project website with an emphasis on promoting access to the businesses and parking garages, coordinating marketing with the districts, and developing print and electronic media to distribute. A brief presentation highlighting the work to date will be provided by the Village's consultant with the Prescott Group.

Anticipated Future Actions/Commitments

Due to the decision to push back the Lake Street Project from 2019 to 2020, a change order will be presented for this contract at an upcoming Board meeting to amend the existing agreement with TranSystems Corporation for the Construction Engineering Services for the Lake Street Improvement projects for sub-consultant work related to marketing, outreach, website development, and coordination with the business districts for the upcoming streetscape project. This is necessary to amend the scope of remaining coordination and potential business incentive programs which are to be determined.

Report

The Village's consultant overseeing the Lake Street Improvement projects, TranSystems, and its communications and public outreach consultant, Oak Park-based Prescott Group, have created a project identity for the Lake Street Improvement Project. A centerpiece of the program is a website, www.betterlakestreet.com <<http://www.betterlakestreet.com>>, that provides details and "open for business" information to help retail merchants and residents during construction.

The website, which was developed by Oak Park-based CMS Design, is live and TranSystems and the Prescott Group are collaborating with the business districts to deliver key messages, such as "a better Lake Street is coming in 2020" and project information is available at betterlakestreet.com. Tactics to launch the site include: an email blast to business district members, point of sale cards/card tents, window/door clings, sidewalk stencils, storefront window signage, banners, Lake Theater marquee, and VOP email/newsletter.

TranSystems and Prescott Group also have developed preliminary designs for pre-construction parking signage. The team is currently working with Village staff and the Districts to develop construction wayfinding signage to highlight access during the project and that Lake Street is "open for business."

A short presentation highlighting the website, promotional materials, and directional signage will be provided.

Alternatives

This is a presentation and discussion.