



FOR IMMEDIATE RELEASE

NOVEMBER 13, 2024

## VILLAGE OF NORTHBROOK APPROVES AGREEMENT WITH HOMETOWN COFFEE AS THE BOARD PURSUES A DOWNTOWN REVITALIZATION STRATEGY

Northbrook, IL – On Tuesday, November 12, the Village of Northbrook Board of Trustees unanimously approved an Economic Incentive and Development Agreement with Hometown Coffee Northbrook, LLC to open a new location at 1290 Shermer Road in Northbrook. The development will include a full property renovation, featuring a new café and outdoor patio.

This new location will mark Hometown Coffee's fourth on the north shore, joining locations in Glencoe, Lake Forest, and Winnetka. The agreement provides for the Village to provide Hometown with a rebate of future sales taxes they are projected to generate in the form of a \$1.5 million loan at a 6% interest rate over 15 years. Hometown Coffee must provide guarantees to cover any repayment not covered by future sales taxes. This agreement is part of a larger initiative to attract new developments and support existing businesses in the Village's downtown area which was also reviewed by the Village Board as part of the meeting.

“This agreement underscores our commitment to fostering an inviting and dynamic downtown that serves our residents, attracts new visitors, and strengthens our local economy for all businesses,” said Village President Kathryn Ciesla. “In tandem with the recommendations of the Economic Strategy Commission, this agreement marks a significant step toward thoughtful development and strategic investment in our downtown.”

The Economic Strategy Commission (ESC), established in 2022, is a team of business and civic leaders focused on revitalizing downtown Northbrook. In May 2024, the ESC proposed strategies to attract new businesses, strengthen the current business community, and create a unique experience for residents and visitors. Key recommendations include public improvements (like streetscapes and parks), business investment programs (such as façade enhancements and upgrades), and increased community engagement. The ESC suggests forming a business association to lead downtown marketing and event planning, deemed essential for energizing the area.

Key recommendations for the Downtown include:

- **Community Engagement:** The Village should continue to promote transparency and gather public input on plans for the downtown and surrounding key retail areas.
- **Expert Design Guidance:** A top urban planning firm will assist in shaping design and development in the downtown.

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- **Design Guidelines:** The Village will establish downtown Design Guidelines for compatible development, addressing elements like height, materials, and streetscape.
- **Master Plan:** Following zoning updates, the Village will develop a comprehensive CBD Master Plan to guide future growth.
- **Zoning Updates:** The Village is updating zoning codes and exploring Form-Based Codes to ensure new buildings align with the desired downtown character.
- **Business Resilience Partnership:** The Village will collaborate with business and community partners to enhance the downtown's vitality, committing funding and staff resources to achieve these goals.

At its meeting, the Village Board noted that this new development is just one of many steps aimed at creating a vibrant, thriving downtown. As the Village pursues policy recommendations identified by the Economic Strategy Commission, strategic planning, collaboration, and community engagement, will be a key aspect of investing in downtown Northbrook to offer unique experiences for all who visit.

For more information on the Economic Strategy Commission's efforts and the Hometown Coffee project, visit [northbrook.il.us/Downtown](http://northbrook.il.us/Downtown).

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### **About the Village of Northbrook:**

The Village of Northbrook is a suburban community of more than 35,000 residents located in Cook County Illinois approximately 25 miles north of downtown Chicago and approximately 9 miles from O'Hare International Airport. The Village has a diverse economic base home to several corporate headquarters, a retail base, a charming downtown, and several public transit resources. Residents enjoy a variety of events and recreational opportunities, award-winning natural areas, a rich history and a track record of strong civic-minded leadership. Learn more at: [www.northbrook.il.us/](http://www.northbrook.il.us/).

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