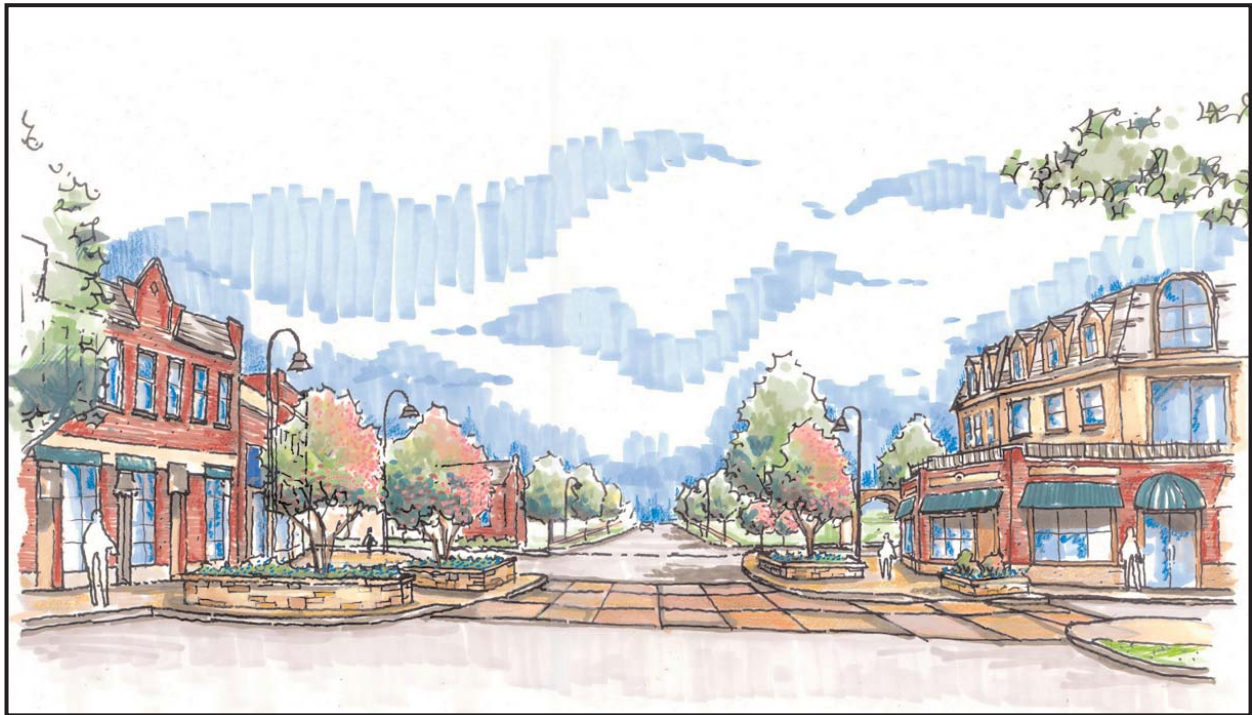


Village of Clarendon Hills

Downtown Master Plan



S.B. Friedman & Company
The Lakota Group
Metro Transportation Group

March 2006

May 12, 2006

Village President Diane Hiller and the Village Board of Trustees
Village of Clarendon Hills
1 N. Prospect Ave.
Clarendon Hills, IL 60514

Dear President Hiller and the Board of Trustees:

Pursuant to our agreement, the consulting team of *S. B. Friedman & Company*, The Lakota Group, and Metro Transportation Group is pleased to present the Village of Clarendon Hills with this master plan for the Central Business District.

In preparing the study, we assessed opportunities for physical development and transportation improvements in relation to the market potential of the downtown and Metra station area. The plan includes market findings and a potential development program that highlights specific priority projects and action steps.

The planning process included extensive research and analysis as well as public forums which included residents, business owners, community leaders, and elected and appointed officials. The end result of this work is a plan designed to capitalize on the existing strengths and future potential of the downtown.

We have appreciated this opportunity to assist the Village of Clarendon Hills and look forward to working with you again in the future.

Sincerely,



Daniel T. Gardner
Director of Consulting Services

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Executive Summary

The consultant team of *S. B. Friedman & Company (SBFCo)*, The Lakota Group, and Metro Transportation Group (“the Consultant Team”) was engaged by the Village of Clarendon Hills (“the Village”) to prepare a downtown strategic plan for the Central Business District (“CBD” or “Downtown”). The goal of this study is to foster improvements to the downtown area and the area served by the Metra station to attract and retain businesses, increase tax revenues to the Village, and enhance accessibility. The study will also serve as a component of the Village’s overall comprehensive plan.

Overview of the Central Business District Study

The research conducted in preparing the CBD study and plan included:

- An analysis of existing physical and transportation conditions
- A market analysis of the area to determine a potential future land use mix, including the market potential for residential, commercial, and office uses
- An assessment of constraints to and opportunities for development in the study area based on existing physical conditions

The following summarizes the Master Plan, associated transportation recommendations, and implementation strategies:

- The refined Master Plan envisions an enhanced downtown with an improved pedestrian shopping district, a range of new residential opportunities, and coordinated and clearly defined commuter facilities to produce a desired level of activity within the Downtown.
- In order to improve existing traffic and parking conditions within the study area and to help accommodate future development, the plan incorporates numerous transportation improvements, including consolidated and expanded commuter parking locations, reconfigured access and circulation, and improved transit amenities.
- The implementation strategy identifies key projects and recommended action steps to complete projects, including public and private sector responsibilities and potential funding sources. The implementation strategy attempts to synthesize the ideas, opportunities, and priorities presented throughout the report into a manageable number of projects. The key projects are as follows:
 1. Prioritize and implement transportation, circulation, and roadway realignments and improvements
 2. Modify zoning and create overlay district

3. Encourage and assist with the redevelopment of Metra station block
4. Actively encourage the redevelopment of the east side of Prospect Avenue
5. Increase signage and wayfinding to the Downtown
6. Solicit developer for the redevelopment of current Police station site
7. Encourage redevelopment of service and residential uses along Burlington Avenue
8. Facilitate façade improvements and potential rehabilitation of businesses throughout the Downtown

1. Introduction and Background

The goal of this study is to foster improvements to the downtown area and the area served by the Metra station to attract and retain businesses, increase tax revenues to the Village, enhance transit access, and increase transit ridership while serving to enhance the character of Clarendon Hills. The study will also serve as a component of the Village's overall comprehensive plan. Key study considerations include integration of the Metra station with downtown, identifying and analyzing key redevelopment sites, recommending appropriate land uses, densities, and site configurations, improving parking and pedestrian access and circulation, and accommodating increased rail ridership.

Context of Study Area

The Village of Clarendon Hills is a small, affluent community located in DuPage County, approximately three miles west of the Cook and DuPage County border. It is bordered by the Village of Hinsdale to the east and the Village of Westmont to the north and west. The estimated 2004 population of Clarendon Hills was approximately 8,200, with about 3,000 households and a median household income of approximately \$92,600. The downtown study area surrounds the Clarendon Hills Metra station, and includes most of the retail and residential frontage along Burlington Avenue between Rose Place and Blodgett Avenue. South of Burlington Avenue, the study area is generally bounded by Eastern Avenue on the east, Ridge Avenue to the south, and the extension of Gilbert Avenue on the west. The study area includes a variety of uses, including retail and service-oriented uses, as well as multi-family residential.

Study Components

The study involved a comprehensive approach based on public involvement, including three community workshops and ongoing feedback from the Steering Committee and Village staff. The consultant team completed detailed analyses of existing physical, transportation, and market conditions of the study area. The final steps in the study involved developing a Master Plan that reflected analysis and public input, and identifying implementation strategies associated with the final concept. The CBD study and plan includes the following components:

- An analysis of existing physical and transportation conditions
- A market analysis of the area to determine a potential future land use mix, including the market potential for residential, commercial, and office uses
- An assessment of constraints to and opportunities for development in the study area based on existing physical conditions

- A summary of the Master Plan for the area, and a review of the transportation issues associated with the plan
- An implementation strategy detailing the steps involved in carrying out some of the key projects described in the Master Plan

2. Analysis of Physical & Transportation Conditions

As an initial step in the planning process, the Consultant Team conducted a field reconnaissance of the study area to observe existing conditions and collect the relevant data needed to analyze physical and transportation constraints and opportunities for development.

Existing Physical Conditions

Existing land uses within the Downtown Study Area are shown on **Figure 2.1: Existing Land Use**. The Area includes a variety of uses, including civic facilities, a mix of retail and service buildings, and housing at various densities. Prospect Avenue is the main north/south road through the middle of the Downtown and acts as the Village’s traditional “Main Street.” The Metra Burlington Northern Santa Fe (BNSF) Rail Line runs east-west through the district, intersecting with Prospect to divide the Study Area into four quadrants.

NORTHWEST QUADRANT

The Northwest Quadrant includes the north side of Burlington Avenue between Prospect and McIntosh Avenues, and the south side of Burlington between Prospect and Gilbert Avenues. The uses on the north side of Burlington include a mix of office and service commercial uses, as well as a Village-owned Police garage. The south side of Burlington is mostly service commercial with some mixed-use office/commercial buildings. It also contains the Village water tower and now-vacant Police Station.

NORTHEAST QUADRANT

The Northeast Quadrant includes the Village Hall and Library at the corner of Prospect and Burlington. Uses along Burlington include service commercial, two apartment buildings, and commuter parking adjacent to the rail line and in a lot adjacent to the apartments.

SOUTHWEST QUADRANT

The Southwest Quadrant includes the area west of Prospect and south of the rail line. At the far west end of the Study Area, there are several apartment and condominium buildings. East of those buildings are a Fire Station and Post Office. To the east of those institutional uses are a block-and-a-half of commercial and mixed-use buildings that form part of the core Downtown shopping activity. Also included are a bank at the southeast corner of Park and Ridge, a commercial building at the southwest corner of Park and Prospect, and single-family residential uses at the southwest corner of Park and Ridge, and at the southeast corner of Park and Prospect.

SOUTHEAST QUADRANT

The Study Area's Southeast Quadrant is south of the tracks and east of Prospect. Its main feature is the Metra station and the large commuter parking lot between Ann Street and the rail line. South of the parking lot are commercial buildings on Prospect's east side, as well as an office building at the intersection of Eastern and Ann. Also included in the Study Area are the unused part of a residential lot at the southeast corner of Park and Prospect and apartment buildings to the east and southeast of the Metra station.

Existing Transportation Conditions

The following presents a summary of the existing transportation system in Downtown Clarendon Hills. Information is provided regarding existing characteristics associated with the Metra station, existing transportation observations, and on-street and off-street parking occupancy rates.

METRA CHARACTERISTICS

As of 2002, the Metra station located in downtown Clarendon Hills ranked 13th in passenger boardings among the 27 stations on the BNSF Line. During the last 20 years, passenger boardings at the Clarendon Hills Metra Station have decreased by approximately 18 percent while ridership on the entire BNSF Line has increased by 33 percent. **Figure 2.2** presents boarding count data collected by Metra between 1983 and 2002. The decrease in Metra ridership at the Clarendon Hills station during the past 20 years may be a reflection of the increasing job opportunities in DuPage County and the decreasing role of downtown Chicago jobs to DuPage County residents.

Figure 2.2
Metra Existing Weekday Boardings: Burlington Northern Santa Fe

Station	Year									
	1983	1985	1987	1989	1991	1993	1995	1997	1999	2002
Clarendon Hills	1,078	1,032	1,117	1,011	986	990	928	902	957	885
Entire BNSF Line	39,379	42,194	44,523	46,843	45,308	45,866	47,450	50,454	53,314	52,479

Note - Data provided by Metra Planning Division

In Fall 2002, Metra collected boarding/alighting data and organized the information by time-of-day and inbound versus outbound direction. The data indicates that most riders commute inbound from Clarendon Hills to Chicago during the morning, and vice versa during the evening. **Figure 2.3** presents the Year 2002 boarding/alighting data.

Figure 2.3
Fall 2002 Station Boardings/Alightings by Time-of-Day and Direction

Station	Inbound Trains		Outbound Trains		All Trains	
	On	Off	On	Off	On	Off
Clarendon Hills	864	19	21	859	885	878

Note - Data provided by Metra Planning Division

In 2002, Metra conducted mode-of-access surveys to determine the modal breakdown of how Metra riders access the Clarendon Hills station. Based on the surveys of boarding passengers, the highest percentage (34 percent) of riders walk to the station, and almost as many (33 percent) drive to the station in a single occupancy vehicle. Approximately

one-sixth are dropped off at the station (17 percent) while 12 percent take Pace Bus. The remaining riders arrive by carpool or bicycle.

Compared to the weighted averages of mode splits for the rest of the stations along the Burlington Northern Santa Fe Line, the Clarendon Hills station experiences a higher percentage of walkers and Pace Bus users and a lower percentage of riders arriving by car (drive alone, kiss-n-ride, and carpool). The mode-of-access data for the Clarendon Hills station and the Burlington Northern Santa Fe Line is summarized in **Figure 2.4**.

Figure 2.4
Mode of Access - 2002

Mode of Access	Percent	
	Clarendon Hills	BNSF Line ¹
Drive Alone	33%	54%
Kiss-n-Ride	17%	14%
Walk	34%	21%
Carpool	3%	4%
Bus	12%	3%
Bike	1%	1%
Other	0%	3%
<i>Total</i>	<i>100%</i>	<i>100%</i>

Note - Data provided by Metra Planning Division
¹ - Weighted Total by Ridership

PACE BUS SERVICE

Two Pace Bus routes currently operate within Downtown Clarendon Hills. Route 663 operates during rush hours between Darien and the Clarendon Hills Metra station via Eastern Avenue. Route 664 operates express service from Willowbrook to the Metra station in Downtown Clarendon Hills. Within the study area, the route travels north along Eastern Avenue to the station and returns south along Prospect Avenue.

OBSERVATIONS OF EXISTING TRANSPORTATION OPERATIONS

The observations discussed below reflect current conditions within the Downtown study area.

- *Only one railroad crossing in Downtown Clarendon Hills (Prospect Avenue)*

Although the effects are not lingering, the gate closing of the at-grade railroad crossing on Prospect Avenue can impact the traffic operations within Downtown, and at the intersections of Prospect Avenue with Burlington Avenue, Railroad Avenue, and Ann Street due to their close proximity to the railroad tracks.

- *Traffic volumes do not appear to create significant impact, but some operational issues exist*
- *Eastern Avenue/Ann Street creates awkward angle at Prospect Avenue*

The acute angle of Eastern Avenue/Ann Street as it approaches Prospect Avenue makes it difficult for vehicles to make westbound left-turns to go south on Prospect Avenue.

- *Outbound Metra trains block Prospect Avenue while in station*

While westbound (outbound) trains are stopped at the Metra station, the at-grade railroad crossing at Prospect Avenue remains closed, thus impacting access to/from, and circulation through, the Downtown area. However, according to Village officials, this was designed in order to prevent pedestrians from crossing the railroad tracks while a train was present.

- *Traffic control at some intersections is confusing*

At some intersections within the Downtown area, stop sign locations are not placed on opposite intersection approaches (Park Avenue at Walker Avenue) or are placed at confusing locations (Burlington Avenue at Golf Avenue).

- *Offset intersections create traffic safety issues*

Intersection approaches offset from each other create operational and safety issues for vehicles crossing or turning to and from the side streets. Examples within the Downtown area include Eastern Avenue/Ann Street – Railroad Avenue and Walker Avenue at Park Avenue.

- *The Downtown area is pedestrian-friendly and easy to walk through*
- *Inefficient parking in the public alley west of Prospect Avenue between Railroad Avenue and Park Avenue*

Parking areas for the businesses in this area are not marked or defined, leading to inefficient use of the property.

EXISTING PARKING OCCUPANCY SURVEY

In October 2004, Metro was retained by the Village of Clarendon Hills to conduct a parking occupancy survey within the portion of the Downtown study area located south of the railroad tracks. For the Downtown Master Plan, Metro supplemented the October 2004 data by conducting a parking occupancy survey for the remainder of the study area

north of the railroad tracks. The parking occupancy survey for the area north of the railroad tracks was conducted in April 2005.

The study included hourly weekday on-street and off-street parking demand data between 8:00 a.m. and 8:00 p.m.. These time periods were chosen to capture the maximum parking occupancy within the study area. The resulting data represents on-street and off-street parking demand from Metra commuters and Downtown businesses, shoppers, and restaurant patrons.

Using the collected parking supply and demand data, Metro determined the existing maximum parking occupancy and associated spaces available at the selected on-street and off-street locations.

The parking occupancy survey area and data is summarized in **Figure 2.5**, **Figure 2.6** and **Figure 2.7**.

Figure 2.6

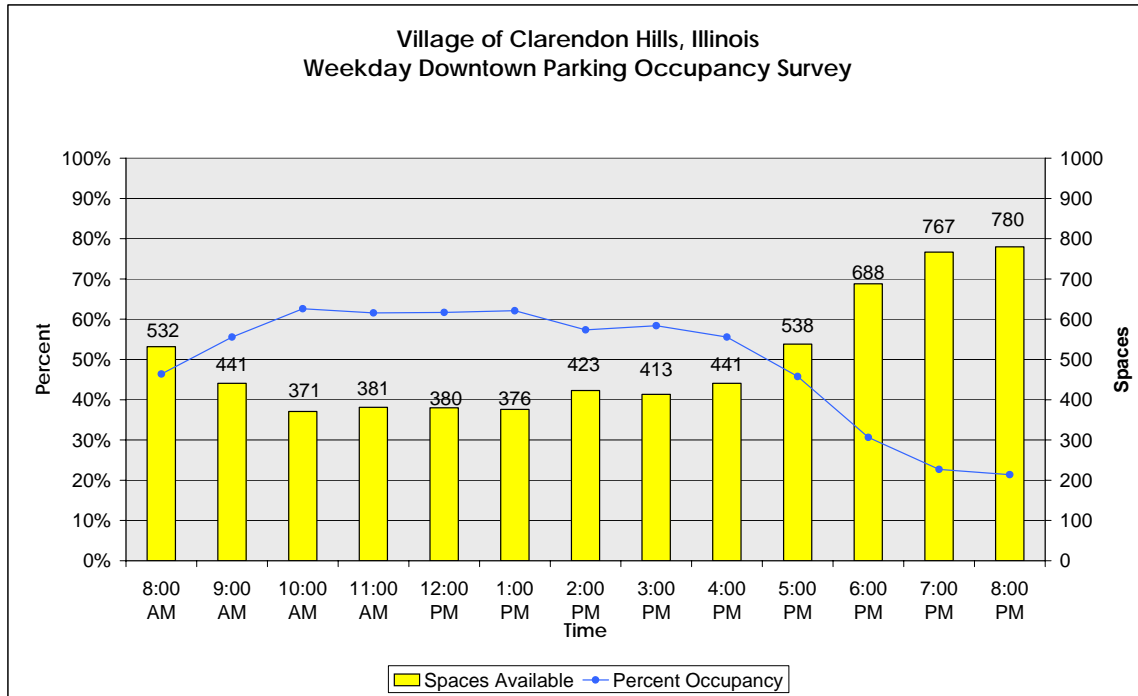


Figure 2.7

Parking Occupancy Survey

Supply	Time												
	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
992	460	551	621	611	612	616	569	579	551	454	304	225	212

Maximum Occupancy	Percent Occupied	Spaces Available
621	63%	371

As shown in Figure 2.6 and Figure 2.7, the peak parking demand occurred between 10:00 and 11:00 a.m. with 63 percent of the surveyed spaces occupied (621 occupied spaces out of 992 surveyed spaces). Thus, 371 parking spaces were available during the peak period. The parking demand remained steady from 10:00 a.m. until 2:00 p.m., when the demand dropped slightly. A consistent decline in parking demand began after 4:00 p.m., coinciding with the end of the workday for downtown Chicago employees and Metra commuters arriving home on the train.

Based on the parking occupancy survey, numerous parking spaces are available during the peak demand. As downtown employees and Metra commuters go home, the number

of available spaces downtown increases to more than 700, providing ample parking for evening uses such as restaurants.

3. Market Analysis

S. B. Friedman & Company conducted a market analysis of Downtown Clarendon Hills to assess the potential support for a mix of residential, commercial, and retail uses. In addition to evaluating key demographic characteristics and existing uses, this analysis considered issues such as key site capacities, access, parking, and other factors that could impact market potential.

Demographic Overview

STUDY AND MARKET AREAS

The Downtown study area is generally centered around the intersection of Burlington and Prospect Avenues. It includes much of the retail/service and residential frontage along Burlington Avenue and properties south of the railroad tracks generally bounded by Eastern Avenue on the east, Ridge Avenue to the south, and the extension of Gilbert Avenue on the west.

We defined a Primary Market Area (PMA) and Secondary Market Area (SMA) for the purposes of collecting demographic data and competitive market information. The PMA is the geographic area from which the potential redevelopment sites are likely to draw most of their market support. The SMA is contiguous to, and generally surrounds, the PMA, representing an area where, based on our assessments of local development patterns, the potential redevelopment sites could be expected to draw additional market support. Certain commercial uses, such as restaurants, can draw customers from a larger area than the immediate local market. Similarly, some homebuyers come from a larger area than the immediate local market.

Considering the socioeconomic status and demographics of each community, we designated separate market areas for residential and retail use where new and existing development would draw support. The residential primary market area (PMA) consists of Clarendon Hills and Hinsdale while the residential secondary market area (SMA) consists of Westmont, Downers Grove, Burr Ridge, Oakbrook, LaGrange, and Western Springs. The retail market area was defined as Clarendon Hills, Hinsdale, and Westmont. For simplicity, the demographic analysis focused on the residential market areas. **Figure 3.1** on the following page shows the general boundaries of the Residential Market Areas.

MARKET AREA POPULATION GROWTH

The table below presents a summary of population data from the 2000 U.S. Census, and short-term projections by Claritas, a nationally recognized provider of demographic data, for both the residential PMA and SMA. Demographic profiles of both market areas are shown in **Figure 3.2** on the following page.

Population and Household Projection		
	PMA	SMA
2000 Total Population	24,959	120,489
2004 Population	26,128	122,031
2009 Population	27,543	123,679
CAGR 2000-2004*	1.15%	0.32%
CAGR 2004-2009*	1.06%	0.27%
* CAGR = Compound Annual Growth Rate		
Source: US Census Bureau, Claritas, and <i>S. B. Friedman & Company</i>		

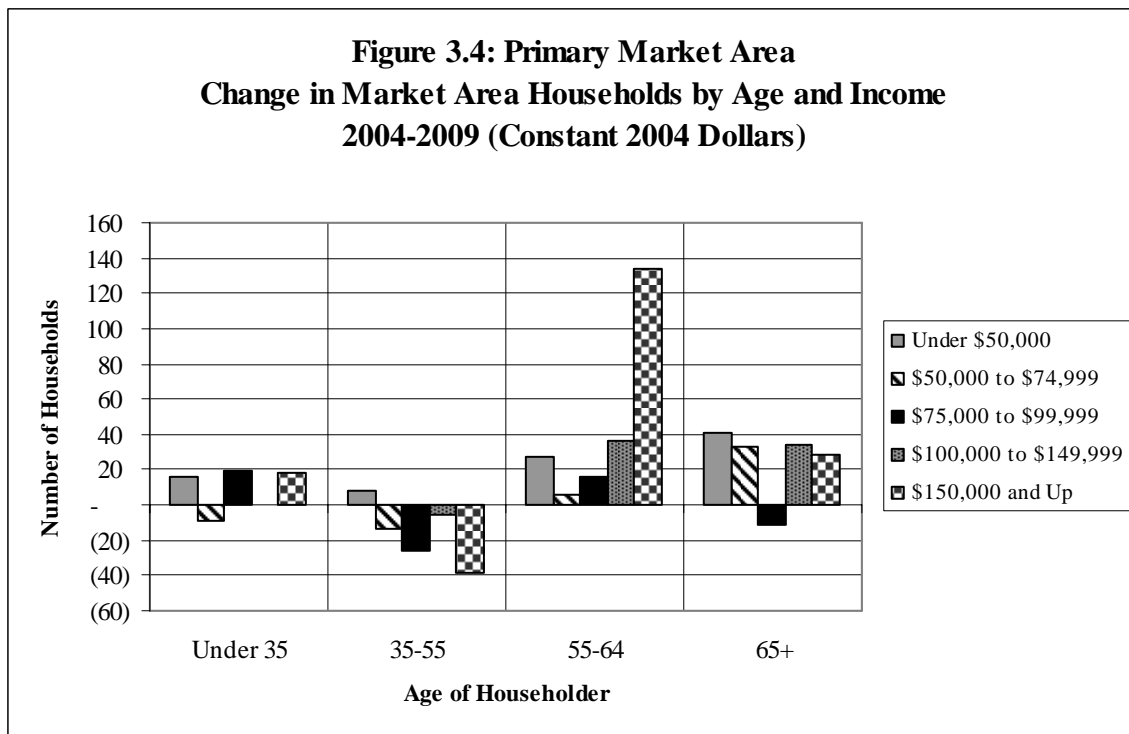
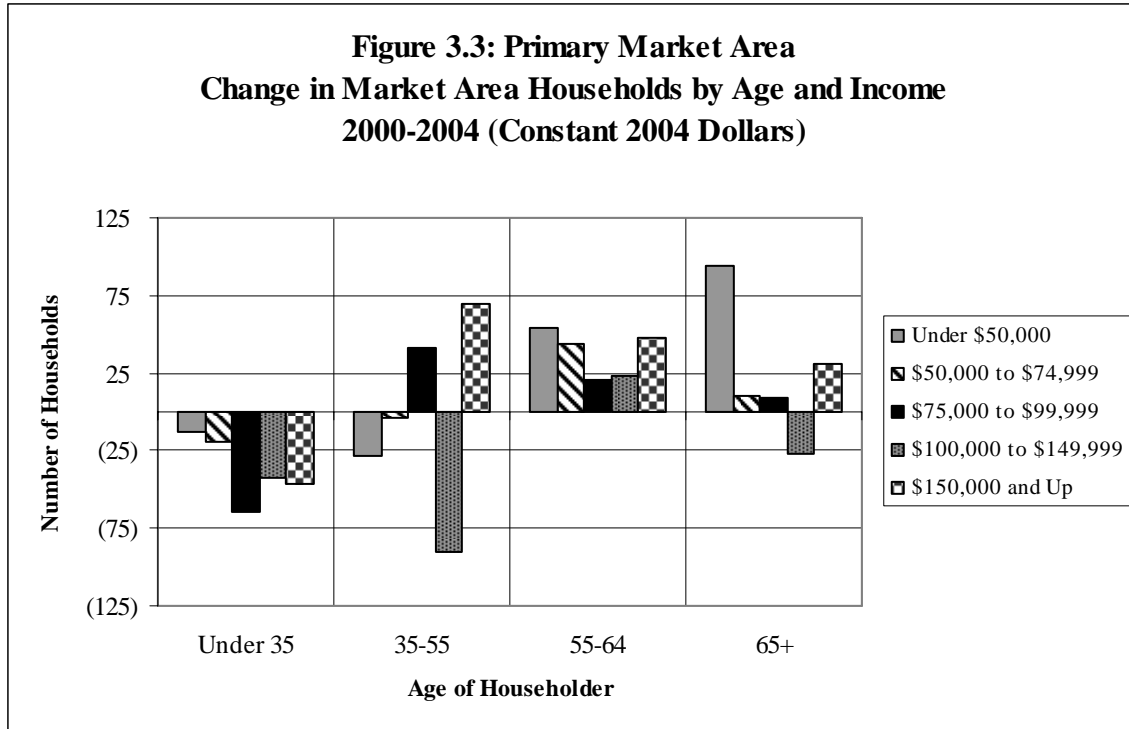
Both the primary and secondary market areas are projected to experience population increases during the next five years. The PMA is expected to increase in population at a compound annual rate of roughly 1 percent while the SMA will increase at a rate of slightly more than one-fourth of 1 percent.

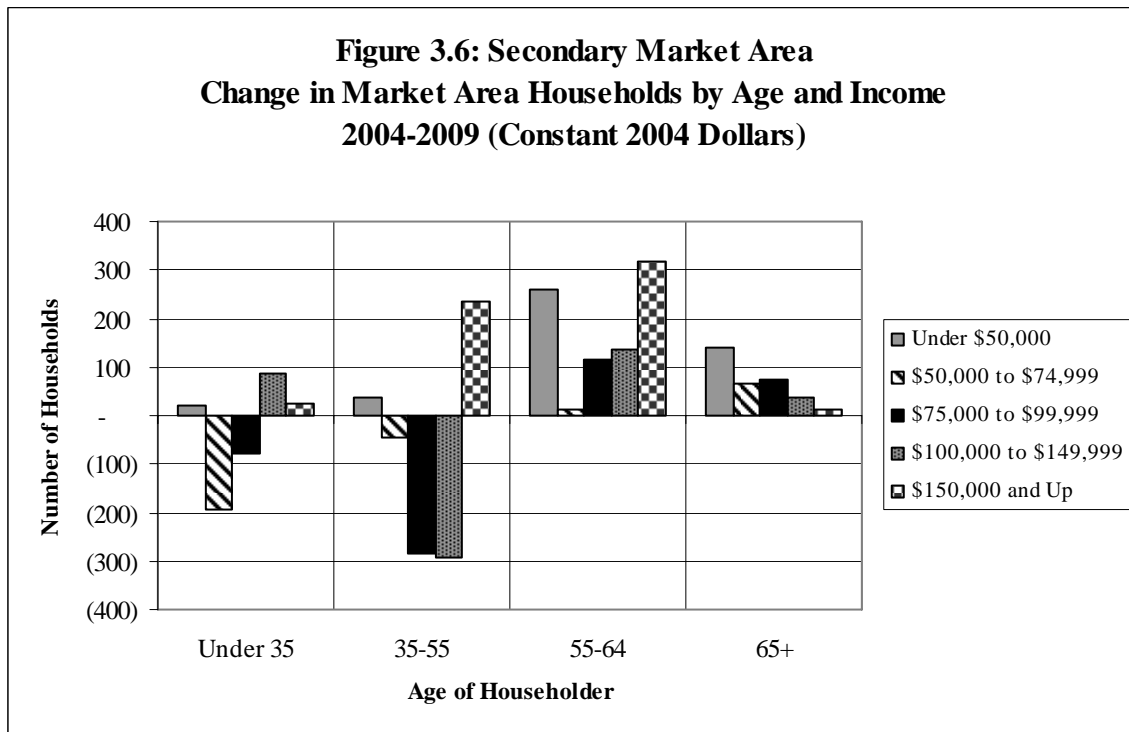
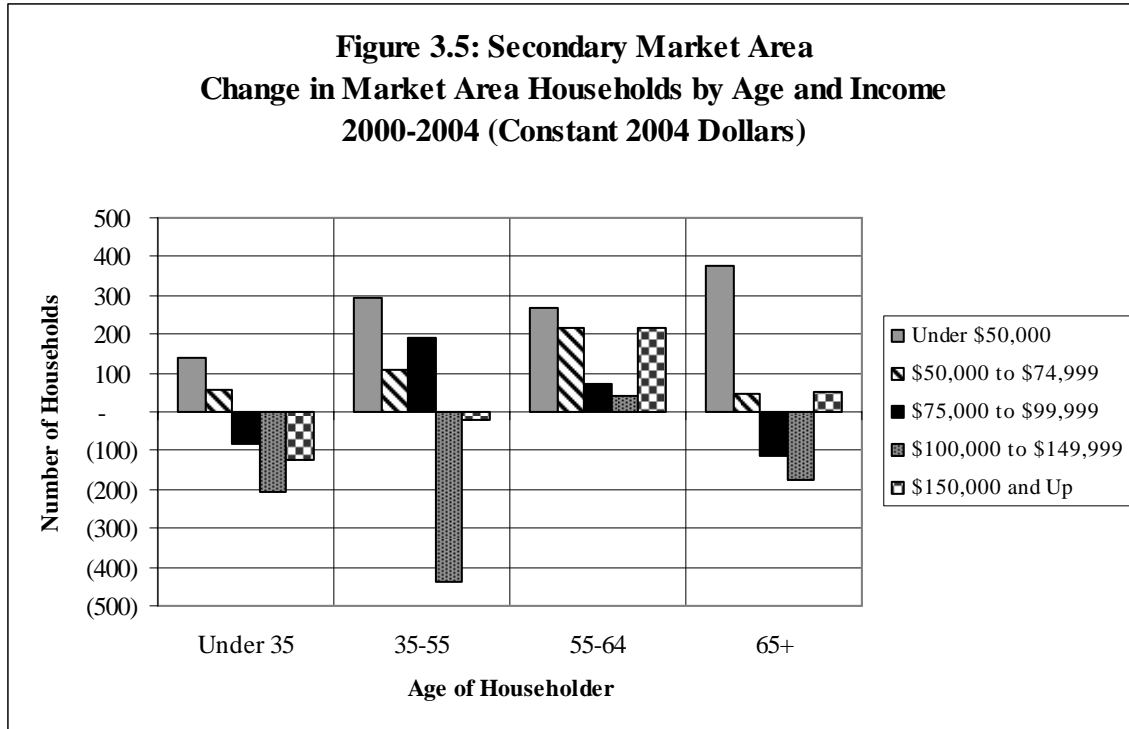
HOUSEHOLD GROWTH BY AGE AND INCOME

Data was obtained from Claritas detailing the distribution of households in the primary and secondary market areas by household income and age of householder for 2000, 2004, and 2009. By analyzing this data, specific segments of the population which are projected to experience growth can be identified. All household income data was adjusted to constant 2004 dollars to allow comparisons across different time periods. The distribution of households in 2004 and change in households from 2000 to 2004 for each combination of age and income brackets are displayed in **Figures 3.3 and 3.4** on the following pages. Projected distribution of households in 2009 and household growth by age and income 2004 to 2009 are displayed in **Figures 3.5 and 3.6** on the following pages.

The following observations were made about household growth within the Clarendon Hills market areas:

- Within the PMA, approximately 40 percent of all households have incomes of more than \$150,000 a year. This percentage has increased by 3.2 percent from 2000 to 2004. During the next five years, households with incomes above the \$150,000 level is expected to increase more than any other income bracket. The PMA will experience a net increase of approximately 100 households with incomes of \$150,000 or more by the year 2009.
- The largest household increases will occur in the 55 to 64 and the 65 years and older age groups. By the year 2009, the number of households over 55 years of age would have increased 10 percent resulting in a net increase of nearly 350 households. Most of these households will have incomes of more than \$150,000.
- Within the SMA, the 55 to 64 and 65 years and older age groups are the only groups expected to increase during the next five years. Similar to the PMA, the SMA is expected to experience the largest increase in households within the 55 to 64 age group. Between 2000 and 2004, the 55 to 64 age group rose 12 percent. During the next five years, the same age group is expected to grow by 11 percent. The new households within this age group will likely have a range of incomes levels, but most households will probably be concentrated in the less than \$50,000 income bracket, and in the \$150,000 and larger bracket. The age group older than 65 years is projected to increase 3 percent by the year 2009. Most of these households are expected to have incomes lower than \$75,000. While income levels drop off in the older age cohorts, total net worth tends to be higher.





Housing Market Potential

S. B. Friedman & Company tested the market for for-sale residential development within the study area. The residential development program could potentially consist of multi-family condominiums, townhouses, or a combination of both types.

KEY DEMOGRAPHIC FINDINGS

The residential PMA has experienced slow but steady growth during the last four years, and most of the increase in households is due to the empty nester population. Households headed by persons aged between 55 and 64 years grew by approximately 189 households from 2000 to 2004 (or 3.5 percent on a compound annual basis), more than any other age group. This age group is expected to grow by approximately 44 households per year during the next five years, representing a compound annual rate of 2.8 percent. In the residential SMA, the 55 to 64 age group was also the fastest growing group between 2000 and 2004, adding 816 households over this period. This growth translates into a compound annual growth rate of approximately 2.8 percent. The second fastest growing age group during this same period in the SMA was the 45 to 54 group, adding 204 households per year at a compound annual rate of 1.2 percent. Empty-nester households tend to be the primary buyers of condominium and townhouse units, the type of residential development typically found in a downtown/transit-oriented development (TOD) environment.

EXISTING MARKET CONDITIONS

Existing Housing Profile

We obtained and analyzed data from the U.S. Census on the current housing stock and building permit activity, and existing home sales from the Multiple Listing Service (MLS) for the market areas. Our findings are summarized below.

- Clarendon Hills's housing stock mostly consists of owner-occupied homes. According to the 2000 U.S. Census, approximately 82 percent of occupied housing units in Clarendon Hills are owner-occupied. Single-family detached homes are the most prevalent housing type. Approximately 74 percent of Clarendon Hills's housing stock consists of single-family detached units. Roughly 68 percent of residential structures in Clarendon Hills were built before 1970.
- Within the Village, 265 residential building permits were issued between 2000 and 2004 (the most recent five-year period for which complete data was available). Of this total, 260 permits were issued for single-family housing. The remaining five permits for multi-family housing produced 105 units, most of which can be attributed to Park Avenue Station, a recent condominium development built by the Gammonley Group. The balance of the PMA produced a total of 506 single-family homes and 7 multi-family units during the five-year

period. Because most of the PMA is built-out, the majority of the new single-family homes produced came as a result of teardowns of smaller or older units.

- In the SMA, 1,543 permits were issued for new residential units during the past five years, averaging approximately 308 permits per year. Building permits for 242 multi-family units were issued during the past five years, averaging 48 units per year. Most of these multi-family units were constructed in the Village of LaGrange.

Existing Home Sales

Sales data from the Multiple Listing Service (MLS) was obtained for existing unit sales of detached and attached (condominiums and townhomes) homes for the period between May 2004 and May 2005 in both the PMA and SMA. MLS data typically consists of home sales which are handled by realtors and are primarily re-sales of existing homes. However, new and rehabilitated units listed through brokers are sometimes listed through MLS. The table on the following page summarizes MLS data for the both the PMA and SMA. In analyzing the MLS data, particular focus was placed on homes in the upper price quartile (or top 25 percent) of sales prices in order to test potential price levels for new construction. In addition, since many potential buyers of townhouses and condominiums would be moving out of existing single-family homes, the price level and selling time of detached homes will affect their ability to purchase new townhouse and condo units, such as those envisioned for the study area.

- The market for existing single-family detached homes is fairly strong in the PMA and the SMA. More than 700 homes were sold in the PMA during the last twelve months. 80 percent of these sales (or 568 homes) were single-family detached homes. The same trend, to a slightly lesser extent, was found in the SMA. Nearly 2,200 homes were sold in the SMA in the past year. 68 percent of those homes were single-family detached homes.
- The median sale price of single-family detached homes sold in the PMA during the last 12 months was \$740,000. In the SMA, single-family homes had a median sale price of \$380,000, approximately half the price of the same type of homes sold in the PMA.
- The upper quartile of condominiums in the PMA sold at a price of about \$240,000. Upper quartile townhomes in the PMA sold at about \$427,000. Attached homes in the SMA were sold overall at lower price points. Upper quartile condominium units were sold at a price point near \$188,000, while townhomes sold near \$343,000.
- Once on the market, the time for units to sell was moderate. Detached units sold at a slower pace than attached units in both the PMA and SMA. Single-family homes in PMA had an average market time of 125 days on the market versus 78 days and 77 days for condo and townhome units, respectively. In the SMA, the

average market time for single-family units was 86 days. Similar to the PMA, condominium and townhome units had a shorter market time than single-family homes. Condominiums were on the market for 70 days while townhome spent approximately 51 days on the market.

Closed Sales	PMA			SMA		
	Single-Family	Condos	Townhomes	Single-Family	Condos	Townhomes
Average Price	\$ 887,312	\$ 187,545	\$ 380,510	\$ 494,511	\$ 174,805	\$ 296,801
Median Price	\$ 740,000	\$ 142,500	\$ 278,000	\$ 380,000	\$ 143,500	\$ 246,000
Upper Quartile Price	\$1,100,000	\$ 240,000	\$ 426,875	\$ 591,750	\$ 187,750	\$ 343,000
Average Market Time (days)	125	78	77	86	70	51

Source: MLS and *S.B. Friedman & Company*

The selling prices and median market times in these particular markets suggest that the higher price points of single family homes tend to have longer market times than lower cost multi-family units. This further suggests a demand for multi-family housing that is more affordable than the current single-family detached product. Most likely, multifamily housing would be more affordable to first time homeowners looking in this market in addition to being more cost-efficient for empty-nesters and other potential buyers who may be interested in downsizing from larger homes.

COMPETITIVE MARKET CONDITIONS

In order to assess the competitive market for residential development in the study area, we evaluated data on existing homes sales in the local area and surveyed new and active for-sale development projects. The focus of the market analysis was placed on condominiums and townhomes, which is the typical housing product found in suburban downtowns. We researched the existing supply of “active” (under construction or planned) developments within the market area, evaluated the demand for new housing product, and determined the amount of units that could be captured by the Village of Clarendon Hills.

For-Sale Market Conditions: New and Active Developments

Within the eight municipalities that make up the primary and secondary market areas, 14 developments with a total of 669 units were identified as active projects. Of this total, six developments with a total of 290 units are condominiums and eight developments with a total of 379 units are townhomes. Most of the active development is located in the Village of Westmont, which has eight of the 14 developments identified.

As of June 2005, most of the active developments were planned and approved by their respective municipalities, but were not in active sales. Of the developments that were in active sales, overall, units are selling at a moderate rate. The starting prices for condominium units within both market areas range from \$250,000 to approximately \$460,000. At these price points, condos are selling at a rate of 1.2 units per month. Prices

for active townhomes in the PMA and SMA range from \$435,000 to \$600,000 per unit. Townhomes are currently selling at a rate about double the rate of condominiums. As of June 2005, units are selling at a rate of 3.6 units per month. The faster pace of sales for townhomes may be attributed to the limited supply currently available for sale in addition to a lag of product previously available in the marketplace.

Figures 3.7 and 3.8 on the following page summarize the active developments within both market areas and their general market characteristics.

RESIDENTIAL MARKET DEMAND

Future housing demand for both market areas was analyzed in selected age and income cohorts most likely to choose condominium and townhome housing. Our analysis was based on population and household growth trends, income potential, moving/relocation trends, and buying patterns for both condominium and townhome products. **Figures 3.9** and **3.10** display the demand estimates for each market area in more detail.

Household estimates were obtained for 2004, as well as projections for 2009 to determine the pool of potential buyers. The initial pool of “eligible” households in the PMA and SMA were households with a head of household who is at least 25 years of age and earning \$75,000 or more per year for new condominiums and \$100,000 per year for new townhomes. The selection of this income was based on the recent sales of new condominiums and townhomes, a housing cost percentage of 30 percent as suggested by the Department of Housing and Urban Development (HUD), and average real estate taxes for homes in the Clarendon Hills area.

After the eligible pool of buyers was determined, census data on the propensity to move by household age and income was used to determine the number of households that would be moving per year. The number of those moving households likely to purchase a condominium or townhome then was estimated based on research of recent sales activity. The Multiple Service Listing (MLS) indicates that approximately 12 percent of the units sold in the PMA during the last year were condominiums. Of all units sold in the SMA during the last year, 21.8 percent were condominiums. Townhomes made up 8.2 percent of the PMA’s sales and approximately 10 percent of sales in the SMA. These percentages were assigned to the number of households projected to move to the PMA and SMA.

Of the number of households purchasing condominiums and townhomes in the market areas, we assume that roughly 30 percent of the eligible households in the PMA and 6 percent of the SMA will purchase new condominiums and townhomes in Clarendon Hills. These “absorption” estimates were based on the proportion of households Clarendon Hills currently represents among other communities in both market areas. It should be noted that the absorption percentages can vary from project to project and over time. However, the actual demand generated should not be significantly impacted by these fluctuations.

Based on household projections and the methodology described above, the annual potential buyer pool for condominiums in the combined PMA and SMA is 24 buyers. This amounts to a total of 120 condominium transactions during the next five years (2004-2009). For townhomes in the PMA and SMA, the annual buyer pool is 10, amounting to 50 townhomes transactions during a five-year period. As of June 2005, the Village of Clarendon Hills has one planned condominium project for 24 units that would absorb approximately one year of the Village’s 5-year condominium demand. Subsequent development should be phased according to the remaining demand.

Retail Market Potential

The potential for retail and service uses in the study area is assessed by examining its existing commercial mix and considering competitive retail market conditions in the PMA and SMA.

KEY DEMOGRAPHIC FINDINGS AND SITE CHARACTERISTICS

According to projections by Claritas, both the PMA and SMA will experience slow yet steady growth in households during the next five years. The PMA is projected to add an average of 63 households annually to its population while the SMA will add approximately 136 households annually. Additionally, the increase in households is primarily generated by households with annual incomes of more than \$150,000. This trend suggests that new households moving to the area will have more disposable income to spend on goods and services.

The competitive position of Clarendon Hills as a major regional or sub-regional retail destination appears to be limited because of several factors. Heavy concentrations of retail surrounding the study area intercept the potential draw of customers, including retail clusters around Oakbrook and Yorktown Shopping Centers and downtown Hinsdale. Additionally, Clarendon Hills's CBD does not have direct access or visibility from major arterial streets that would bring the traffic volume that would support larger scale retail. As a result, the study area will primarily function as a neighborhood- and community-level shopping destination for local area residents. The CBD could attract customers from neighboring communities and draw customers from existing activity generators including the train station, institutional uses, civic uses, and a mix of retail and service uses.

COMPETITIVE BUSINESS INVENTORY

S. B. Friedman & Company researched competitive retail categories and destinations in the general area. The retail categories range from regional shopping locations that draw customers from a larger area to local retailers that appeal to local customers. The following summarizes the key competitive shopping destinations:

Regional Shopping Clusters - Oakbrook and Yorktown Shopping Centers in the Oakbrook area are significant retail centers that have a regional draw. Department stores, large furniture and home décor stores, and high-end specialty stores are concentrated in and near these shopping centers. Retail at 75th Street in the Darien/Downers Grove area serves as another regional shopping location, particularly for those households that reside on the southern edge of Clarendon Hills. Big box retailers, including Best Buy, Home Depot, and Wal-Mart are located along this corridor.

Area Downtowns – Five downtowns (Hinsdale, Western Springs, Westmont, Downers Grove, and LaGrange) have similar neighborhood scale retail and services that cater to local residents. Downtown Hinsdale and downtown LaGrange in particular have larger

customer draws than the other area downtowns due to their concentrations of restaurants and boutique-style shops.

Local Retail Anchors - Many of the local retail anchors identified were found along Ogden Avenue. There are a number of small stand-alone retailers and smaller strip centers that serve the needs of residents living in the general area. Example retailers include Micro Center, Hobby Lobby, and Office Depot. Outside Ogden Avenue, a number of general and specialty grocery stores serve the area. Jewel at 55th Street and Trader Joes and Dominicks at 63rd Street are three of more than a half-dozen grocery store chains identified in the local market area.

Figures 3.11 and 3.12 on the following pages display the area shopping locations.

DOWNTOWN CLARENDON HILLS RELATIVE TO OTHER SUBURBAN DOWNTOWNS

S. B. Friedman & Company (SBFCo) compared the retail uses in the study area to several destination downtowns in suburban Chicago, as shown in the table below. The average frequency of each category of ground floor use occurring in these downtowns was calculated and compared to the *SBFCo* inventory of uses in the CBD. The study area contains approximately 97 businesses/uses. To highlight the predominant uses, approximately 31 percent of these businesses/uses are personal/household services; 22 percent are retail businesses; 14 percent are offices; and 10 percent are professional/financial services. In general, the study area has proportionally fewer eating and drinking establishments and retail uses than most suburban downtowns.

Ground Floor Business Categories	Other Suburban Downtowns		Clarendon Hills CBD	
	Avg # of Ground Floor Businesses	% of Total	# of Businesses	% of Total
AUTO-ORIENTED USES/SERVICES	2.5	1.80%	5	5.15%
EATING & DRINKING ESTABLISHMENTS	17	12.10%	7	7.22%
CULTURAL/INSTITUTIONAL	3	2.10%	0	0.00%
ENTERTAINMENT/RECREATION	1.8	1.30%	0	0.00%
FOOD AND LIQUOR STORES	5	3.60%	0	0.00%
HOTEL/MOTEL	0.2	0.10%	0	0.00%
INDUSTRIAL/WAREHOUSE	0.2	0.20%	0	0.00%
OFFICE SPACE	3.5	2.50%	14	14.43%
OTHER USES	7.1	5.00%	1	1.03%
PERSONAL/HOUSEHOLD SERVICES	27.6	19.60%	30	30.93%
PROFESSIONAL/FINANCIAL SERVICES	20.7	14.70%	10	10.31%
PUBLIC	3.8	2.70%	5	5.15%
RETAIL	42.1	29.90%	21	21.65%
VACANT STOREFRONT	6.2	4.40%	4	4.12%
TOTAL	140.6	100%	97	100%

Source: *S.B. Friedman & Company*

At the same time, the study area has a higher proportion of office and service uses than other downtowns. While services are a key component of consumers' downtown shopping experience, an over-abundance of these uses tends to limit the attractiveness of a downtown environment as a shopping destination. While office and professional uses can complement retail and provide a daytime population in a downtown, an abundance of such uses in ground floor spaces tends to indicate a lack of appropriately configured retail buildings and/or limited demand for retail space.

PRESENCE/ABSENCE ANALYSIS

Because the study area also serves a neighborhood shopping function, *SBFCo* also studied the presence/absence of retail store types in the study area based on the most common tenants and anchors found in neighborhood- and community-level shopping

centers. Data was gathered from *Dollars & Cents of Shopping Centers: 2004*, published by the Urban Land Institute.

While this analysis of tenant mix generally reflects the same patterns identified when comparing the study area to other suburban downtowns, it also highlights some specific uses that are missing as compared to neighborhood- and community-level shopping centers. Some of the common uses currently absent from the study area include a convenience/small grocery store, florist, sporting equipment and goods (i.e. running or bike store), and a full-service bakery. Other potential uses absent from the downtown include a daycare facility and entertainment uses.

The addition of these types of businesses has the potential to add to the attractiveness of Downtown Clarendon Hills as a destination shopping location. A summary of the key business gaps in the study area compared to these shopping center tenants and anchors is included below.

**Key Business Gaps Relative to
Neighborhood/Community Shopping Centers**

Bars & Restaurants
Doughnut/Muffin Shop
Wine Bar/Lounge
Cultural/Institutional
Daycare/Nursery
Entertainment/Recreation
Cultural Center/Theater, Children Activities
Food & Liquor Stores
Bakery
Convenience Store
Health Food
Retail Stores
Apparel/Shoes/Accessories
Florist
Camera/Photo Processing
Pets/Pet Food/Pet Accessories
Sporting Goods/Equipment

MARKET SUPPORT FOR ADDITIONAL RETAIL

For specific retail uses absent or underrepresented in the CBD, we conducted a saturation/capture analysis to determine whether the uses could be reasonably supported by the market. The saturation/capture analysis evaluates consumer expenditures for a given product and service and measures it against sales benchmarks for retailers within the market area that provide the product or service. Market support for a given use is determined on a per square foot basis. Consumer expenditure data categorized by product/service is divided among competitive stores in the market area that offer the particular good or service. Each competitive store is given an estimated store size and is assigned “competitiveness percentage,” reflecting its potential to intercept shoppers from

the proposed store. When multiplied by the total estimated square footage of a store, the competitiveness percentage yields an estimate of the total square footage of a given category of retail that would directly compete with the hypothetical store for consumer dollars. The square footage of the hypothetical store divided by the total competitive square footage equals the “market share” of spending that the proposed store can be expected to attract. The “market share” is multiplied by the total consumer spending in the market area for the retail category in question to estimate the sales that the store could capture if it achieved its fair share of the market based upon its size.

To estimate the feasibility of a particular type of retail establishment, we then compared the hypothetical establishment’s fair share of market area sales to a target sales per square foot value from *Dollars & Cents of Shopping Centers* data collected by the Urban Land Institute. As a target, we used the median sales per square foot of surveyed retailers for stores of each type. This comparison allowed us to estimate the square footage of the proposed store that would be supportable by the PMA at the target sales levels. When the entire square footage of a proposed store is not supported by the PMA, additional sales support must be drawn from a secondary market.

The results of this analysis indicates that apparel (particularly women’s and children’s clothing), a shoe store, and additional eating and drinking establishments could be supported in the Downtown. According to our analysis, there is market support for approximately 11,700 square feet (sqft.) of women’s and children’s apparel, 6,800 sqft. for a shoe store(s), and 10,700 sqft. of bars and restaurants. These uses can be wholly supported by potential customers in the retail market area (including Clarendon Hills, Hinsdale, and Westmont). **Figure 3.13** summarizes the results of the saturation/capture analysis as well as other potential uses that could locate within the Downtown. Consumer expenditure data indicates relatively weak support for a convenience store Downtown, and the overall market area is adequately served by several full-service and specialty grocery stores. However, there are suburban downtowns that have small neighborhood grocery stores succeeding under similar market conditions. Casey’s Market in Western Springs and McChesney & Miller Grocery in Glen Ellyn are examples. Success is largely based on good store management/service and the offering of a specialty (such as meat or bakery items) superior to those found at the other large format stores in the market.

Currently, the average rent per square foot for retail space within the Downtown is approximately \$10 to \$12 per square foot. Most of these rents are for spaces within older buildings that are not competitive with newer space in terms of size, depth, storage, ceiling heights, and other characteristics. It is likely that new Downtown retailers will seek newer and more modern retail space. While actual market rents for new retail space can vary based on the size of space, location, or retail use, the general market rent for new space ranges from \$18 to \$25 per square foot.

Office Market Potential

The potential for office uses in the study area was assessed by examining the existing office uses in the study area and by considering competitive office market conditions in the PMA and SMA. *S. B. Friedman & Company* utilized published data sources such as *Black's Guide* and *the Metro-Chicago Office Guide*, the Multiple Listing Service (MLS), and targeted field research to assess the competitive office market and to make recommendations for Downtown Clarendon Hills in terms of the type of office uses that could potentially be supported.

We surveyed larger office complexes in the primary and secondary market areas to determine the location of large concentrations of this use. Although large office complexes, or even large office buildings, may not be suitable for the study area, we surveyed these locations to better understand the competitive market. The average net lease rate for office space in the Primary and Secondary Market Area was approximately \$14 per square foot, with net lease rates for office space as high as \$20 per square foot in some areas of Oakbrook. The average occupancy rate for these offices was approximately 75 percent. The table below summarizes this data.

OFFICE MARKET SUMMARY			
	<u>Occupancy</u>	<u>Gross Rent</u>	<u>Net Rent</u>
Hinsdale	83.9%	\$22.56	N/A
Westmont	82.2%	\$17.69	\$13.83
Burr Ridge	53.3%	\$17.21	\$14.34
Downers Grove	73.8%	\$20.10	\$15.90
Oakbrook	83.9%	\$19.79	\$15.06
	<u>Occupancy</u>	<u>Gross Rent</u>	<u>Net Rent</u>
Total Average	75.4%	\$19.47	\$14.78

Source: The Metro-Chicago Office Guide, Third Quarter 2005

We also surveyed storefront-type office uses in the Primary and Secondary Market Areas. This office space tends to be located in neighborhood- and community-level shopping centers, and usually house professional/financial users. We found the average rental level for this type of office space to be between \$10 and \$15, with minimal leaseable areas as low 200 square feet.

Based on the current low vacancy and demand/need for professional office space Downtown, additional new space is supportable. Medical/dental, legal, and accounting offices are examples of professional office tenants that do and could locate Downtown. This space can be accommodated in second story above-retail locations or in smaller stand-alone buildings. The free-standing buildings could house several similar professionals such as a group of medical professionals.

4. Development Opportunities & Constraints

Based on an analysis of physical conditions and existing land use, development opportunities and constraints were identified that affect the redevelopment of the Study Area.

Constraints

There are several issues and challenges affecting the development of the area. Downtown Clarendon Hills is not located along a major road and is difficult to find from the Village's main roads. The Area is divided by the Metra rail line, which creates an obstacle for pedestrian and vehicular travel. Downtown has only one rail crossing, which is not grade-separated. Trains cause some traffic back-ups along Prospect Avenue.

Downtown Clarendon Hills has limited room for growth. Bounded by existing single-family residential on all sides, there is a limited amount of land for development.

Some building service areas and parking lots are visible from the Metra rail line, which detracts from the image of Downtown for Metra passengers.

Opportunities

Downtown offers several opportunities that positively affect future development. There is a strong sense of small-town charm and traditional character that should be built upon and expanded. Strong streetscape elements are in place in the core blocks, including low stone planters, benches, lights, and paving, which should be continued throughout the rest of Downtown.

Several activity generators are located in or near the Study Area, including the Metra Station, the Village Hall, Library, Post Office, and several schools.

Two key intersections mark the entrance into Downtown Clarendon Hills: Burlington and Prospect Avenues, and Prospect and Park Avenues. These are potential locations for enhanced streetscape or features that would strengthen Downtown's identity and create more of a sense of arrival.

There are several sites that have potential for denser, transit-oriented development. These sites are susceptible to change because of sub-optimal land uses, deteriorating or outdated buildings, underutilized sites, or key corner locations. These properties are shown as "Development Opportunities" on **Figure 4.1: Opportunities and Constraints** on the following page and described below:

- The large Metra parking lot's close proximity to the Metra station provides an opportunity for added residential development. The Metra station itself could be

better situated/oriented to allow for vehicular drop-offs and pedestrian access. A new station could become a key focal feature for Downtown.

- The long, narrow area of service-retail uses located on the north side of Burlington Avenue east of Prospect has potential for more dense residential development across from the tracks.
- The wide alley that falls mid-block between Walker Avenue and Prospect between Railroad Avenue and Park has visible service areas that detract from the Downtown's image. This area also holds the potential for shared parking and open space.
- The existing apartments on the hill at the corner of Eastern Avenue and Ann Street are outdated, and this piece of land has the potential for higher density townhomes or rowhomes.
- The triangular block bounded by Park, Eastern, and Prospect is oddly shaped, which does not allow for efficient development. Visible rear service areas on this block also detract from the image of Downtown. Reconfiguring adjacent streets could provide a more efficient redevelopment opportunity.
- The two underutilized pieces of land south of the intersection of Park and Walker are opportunities for denser residential uses that can act as transitional uses into the adjacent single-family residential neighborhood.
- Additionally, the southeast corner of Prospect and Park is another opportunity for denser, transitional, residential uses.
- The northwest corner of Walker Avenue and Park has an underutilized and inefficient parking lot, which has the potential to redevelop into a retail or restaurant use.
- Burlington west of Prospect has many service-oriented uses along both sides, which have the potential to become denser, retail, or restaurant uses. In addition, this allows for the potential to consolidate and clean up parking at the rear service areas of these buildings along the Metra tracks.

Figure 4.1: Lakota's Opportunity and Constraints Map

5. Master Plan Summary

The Master Plan for Downtown Clarendon Hills envisions an attractive, small-scale, pedestrian-oriented shopping district with pocket parks and plazas, expanded streetscape amenities, and new housing products, shops, and restaurants. It builds upon the “small town” character of Clarendon Hills and concentrates new commercial activity into a multi-block setting around Prospect Avenue and the Metra train station south of the railroad tracks.

The land uses, building configurations, and densities shown for particular parcels in the Master Plan are intended to conceptually illustrate desirable uses, configurations, and densities. All proposed developments shall be subject to the zoning and land use regulations of the Village of Clarendon Hills. The Village will review the proposal to ensure that it meets the goals and policies of the Village of Clarendon Hills, including the overall goals of the Downtown Master Plan.

For any location where individual buildings are described as two- to three-stories in height, three-story buildings will be considered when the proposed structure demonstrates high-quality architectural design and features and appropriate relationships to adjacent uses, as determined through the Village’s zoning and/or design review processes. Such a building should incorporate stepbacks and articulation to reduce the scale of the structure. Mixed-use buildings should also have a clearly defined retail base with glass storefronts.

Land Use Review of Master Plan

The Master Plan is organized into four quadrants around the intersection of Prospect Avenue and the tracks. Following is a summary of the recommendations for each quadrant.

NORTHWEST QUADRANT

Burlington Avenue, west of Prospect Avenue, is maintained as a location for small service oriented commercial businesses. The Plan consolidates properties, parking lots, and service/loading areas to improve the attractiveness and efficiency of these blocks. Shared parking lots are encouraged to maximize parking opportunities and keep businesses viable.

On the north side of Burlington, the existing buildings and Police garage are replaced with two service/office buildings that share a common parking lot.

On the south side of Burlington, the vacant Police Station is shown reused or redeveloped with a retail or restaurant use. Adjacent to the west, the Fine Arts building is shown preserved, but the rest of the uses west to McIntosh Avenue are shown redeveloped with a one-story retail building.

The Plan expands the Village's attractive streetscape improvements along the Burlington blocks to Gilbert Avenue, using a combination of diagonal parking and sidewalk bump-outs to create an improved environment for shoppers and visitors.

NORTHEAST QUADRANT

Several improvements to the intersection of Burlington and Prospect Avenues are recommended. This intersection is a gateway into Downtown from the north, with the Village Hall located on its northeast corner. Reducing the width of Burlington and removing several parking spaces along the tracks are recommended to create a new central green space, reduce street crossings, and establish a more pedestrian-friendly crossing. This green space would be a central focal point for Downtown, and could include special plantings, a fountain or gazebo, and a drop-off lane for commuters.

Reducing the width of Burlington would still allow for efficient vehicular movement north of the tracks. The main intersection with Prospect could be enhanced with specialty paving.

The Plan shows how the service uses located on the north side of Burlington, east of Prospect, could eventually be redeveloped with small condominium buildings and rowhomes. These buildings are shown at two- to three-stories tall, with first-floor parking. Small, first-floor commercial uses could be accommodated on the block closest to Village Hall. Because there may be a continued demand for service commercial uses in this quadrant, proposed redevelopments that incorporate first-floor commercial uses beyond the corner may be considered. These proposals would be subject to compliance with the applicable zoning and parking requirements for the proposed uses.

SOUTHWEST QUADRANT

In the southwest quadrant of Downtown, the Plan increases commercial frontages along Walker and Park to help create more of a multi-block shopping and dining experience. Retail and mixed-use buildings are shown on all four corners of Walker and Park.

Most of the buildings on the west side of Prospect from Railroad Street to Park Avenue are in good condition and provide Downtown with its small town charm and character. The Plan shows improving the appearance at the backs of these buildings, as well as addressing the wide alley behind them. Consolidating parking spaces and dumpster areas and adding special paving and landscaping would significantly improve the appearance of the alley. The creation of a mid-block pedestrian pass-thru is also recommended if the narrow buildings on the west side of Prospect are redeveloped.

SOUTHEAST QUADRANT

The southeast quadrant of the Plan, near the Metra Station, offers the most significant redevelopment opportunities through the realignment of two streets and development of the existing commuter parking lot. The street realignments would be designed to expand

the attractive “main street” streetscape character of Prospect, including diagonal parking where feasible.

Ann Street is realigned to meet Prospect at a 90-degree angle approximately halfway between the railroad tracks and Park Avenue. This change would add more building space to the parking lot and create a major new intersection or “100% corner” that is more visible and active for retail uses. Because it is farther from the tracks, the new intersection would also improve traffic conditions by allowing easier turning movements and greater stacking distances.

Eastern Avenue is also realigned so that it is parallel with Prospect and oriented directly to a new train station.

These changes would create several “squared-up” sites for new buildings. The southeast corner of the new Ann and Prospect intersection would be redeveloped with a three-story, mixed-use building, while the northeast corner would accommodate a two- to three-story, mixed-use building. The new Metra station at the north end of the realigned Eastern, would be highly visible and designed to be a key Downtown focal building.

East of the train station, the Plan shows a new commuter-parking garage with condominium buildings above. Because of the topographic change along Ann, the parking garage would be entered at grade from its west side, but set into the hill to reduce its mass and visibility. This new garage would accommodate existing commuter parking spaces, as well as shopper and visitor parking.

The Plan shows two- to three-story condominium buildings above the garage. On the southeast corner of Ann and Eastern, seven new rear-loaded townhomes are shown if the existing apartment building site was redeveloped. The townhomes would be a transition from the single-family homes to the east to the denser Downtown blocks to the north and west.

Finally, the Plan shows redevelopment of the site on the southeast corner of Prospect and Park with a one-story retail development and parking. Due to the size and depth of the site, it would be difficult to fit a multiple story, mixed-use development. Additional development would be acceptable if the developer was able to accommodate parking and sensitively transition to the single-family homes to the south.

Zoning Review of Master Plan

The Plan shows buildings up to three stories, which can be accomplished within the 40' maximum height of the B-1 and B-2 zoning districts. Additionally, the mixed-use buildings as shown meet the minimum 1,500 square feet of zoning lot area per unit designated for the B-1 and B-2 districts. Therefore, no changes need to be made to the bulk regulations of the districts regarding height and density. The Plan does show land uses that do not match underlying zoning. These districts should be adjusted to accommodate the uses, buildings, parking, and amenities shown in the Master Plan. This

should be done so that the proper zoning is in place to facilitate the development desired by the Village.

Transportation Review of Master Plan

The transportation components and improvements incorporated in the Master Plan will provide a benefit to the residents, businesses, commuters, and visitors of downtown Clarendon Hills. The following highlights the transportation components associated with the Master Plan.

TRIP GENERATION

The Master Plan includes redevelopment of key properties within the Downtown area. Thus, existing properties that currently generate traffic will be replaced. **Figure 5.1** presents the estimated trip generation associated with the net increase in development.

Figure 5.1
Trip Generation – Net Increase in Development

Land Use	Unit	Daily	AM Peak Hour			PM Peak Hour		
			In	Out	Total	In	Out	Total
Retail	-9,800 sf ¹	-435	-10	-55	-65	-10	-15	-25
Office	8,000 sf	190	20	5	25	0	10	10
Metra Parking	56 spaces	140	45	10	55	5	35	40
Residential	29 units	225	5	15	20	15	5	20
Total		120	60	-25	35	10	35	45

1 - Consolidation and elimination of existing retail properties affects proposed new retail development, resulting in a net loss of retail space.

As shown in **Figure 5.1**, the net loss in retail square footage is expected to reduce traffic generated by retail uses. The Master Plan includes a total of 126 residential units. However, the plan also includes redeveloping the existing apartment buildings east of the Metra station, resulting in a net increase of 29 units compared with the current number of units within the Downtown area. With the net increase in office space, commuter parking, and residential units, the increase in peak hour trip generation is estimated between 35 and 45 trips.

Even if the additional commuter parking spaces are not provided, additional traffic associated with the projected ridership growth will likely occur. In addition, trip generation estimates for the residential units are based on typical suburban development. However, residential condominiums and townhomes in a downtown area with a rail station will likely experience atypical trip generation. Some residents will be drawn to the area due to the walkable proximity of the Metra station, and will not generate auto traffic during the peak hours when commuting to and from work by commuter rail. Other residents are likely to be empty nesters who may no longer work, and typically drive during off-peak hours, when Metra does not generate much traffic. Thus, the level traffic

volumes expected to be generated by the condominiums near the train station are not expected to significantly impact access to and from the Metra parking.

Based on observations and review of existing traffic conditions in Downtown Clarendon Hills, the estimated increase in traffic generated by the net increase in development is minimal.

MASTER PLAN TRANSPORTATION COMPONENTS

The following summarizes the key transportation components incorporated in the Downtown Master Plan.

- *Increased and Reconfigured Metra Commuter Parking*

Currently, 307 parking spaces are designated for Metra commuters in downtown Clarendon Hills. In addition to the existing commuter parking along Railroad Avenue, reconfigured Metra parking will be provided within a parking structure located beneath new residential condominiums, surface parking in front of the station, and on-street spaces along the south side of Burlington Avenue. The parking plan consolidates parking from a small existing lot just north of Burlington Avenue and on-street spaces on Burlington Avenue to accommodate a pick-up/drop-off area, and increases parking to serve a projected increase in Metra ridership. The Master Plan includes approximately 363 commuter parking spaces, or an increase of 56 spaces, for Metra commuters.

Metra commuters will continue to access parking south of the railroad tracks via Ann Street. Traffic accessing the commuter parking area is expected to be similar to current conditions, with surges of traffic that coincide with the arrival of trains during the peak hours.

- *Reconfigure Ann Street at Prospect Avenue*

In addition to accommodating redevelopment, the Master Plan includes realigning and shifting the Ann Street/Prospect Avenue intersection south from its current location. The realigned intersection improves the angle of approach for Ann Street from an awkward angle that currently makes it difficult to turn south on Prospect Avenue and increases the distance along Prospect Avenue between the intersection and the at-grade railroad crossing. The realignment of Ann Street also increases the number of on-street parking spaces.

- *Traffic Control Improvements at Burlington Avenue/Golf Avenue*

Currently, westbound Burlington Avenue must stop and yield to Golf Avenue, even though Golf Avenue intersects Burlington Avenue at an awkward angle. It is difficult for westbound drivers on Burlington Avenue to turn and look back

onto Golf Avenue. The Master Plan includes switching the stop sign from westbound Burlington Avenue to southbound Golf Avenue.

- *Increased Parking for Residential and Retail Development*

Overall, the Master Plan increases the number of parking spaces within Downtown Clarendon Hills. In addition to an increase of 56 commuter parking spaces, off-street parking for residential and retail uses also increased. New residential development within the plan provides 1.5 spaces per unit of off-street parking, which is appropriate for residential units in a downtown setting and within close proximity to a commuter train station. Additional off-street parking for retail development is also provided in the plan. Retail parking demand is generally 4.0 spaces per 1,000 square feet. Between the new off-street retail parking shown in the plan and the public parking currently available based on the parking surveys, there is adequate parking to serve the retail uses included in the Master Plan.

- *Shared Parking Opportunities*

The residential units in the plan generally provide off-street parking at each development location to serve its own parking demand. Retail development will utilize new off-street parking, on-street parking, and shared parking spaces, when applicable. In order to maximize efficiency of off-street parking and limit the amount of land need to serve off-street parking needs, shared parking for multiple uses should be promoted.

Shared parking for multiple uses that have complimentary periods of peak parking demand (when peaks occur at different times) maximizes the use and efficiency of available land. For example, peak parking demand for an office use occurs on weekdays during traditional business hours and typically begins to drop after 4:00 p.m. A restaurant that focuses on dinner would be a complimentary use for a shared parking facility due to having a peak parking demand that typically begins after 5:00 p.m. A shared parking lot would provide enough parking spaces to serve the maximum combined parking demand of the office and restaurant at any one time.

The commuter parking spaces within the new parking structure and along Burlington Avenue also provide a great number of parking that is available for retail and restaurant uses on weekday evenings and weekends. By the time the period of parking demand for the retail uses in the station area occurs, the peak parking demand for Metra commuters is generally over. The offset periods of peak parking demand between Metra commuters and retail/restaurant patrons present the opportunity to share parking spaces. Due to the large number of potential combinations of land uses that may wish to utilize a shared parking facility, the required number of spaces for a shared parking facility should be

reviewed on a case-by-case basis, and be justified by a site-specific parking demand study based on the proposed land uses.

Providing enough parking to satisfy the sum of the parking requirements for each use may result in oversupplying parking and not using the available land efficiently. By applying shared parking, valuable land that might otherwise be used to accommodate peak parking demand separately for each individual development may be used more efficiently for further development, open space, or stormwater detention.

- *Fee In-Lieu of Parking*

A fee-in-lieu of parking assessment is a tool for the Village to construct and maintain public parking spaces to account for parking that cannot be accommodated on development sites. The Village has utilized a fee-in-lieu of parking assessment with a previous development in the Downtown area, and should continue with future developments that cannot provide the required off-street parking spaces on-site. In addition to serving as a funding source for public parking improvements, a fee-in-lieu assessment can encourage appropriate design within a downtown area by providing the option to maximize use of developable land and avoid awkward parking lots on small parcels.

The plan includes various transportation and parking components to improve traffic and parking conditions in the Downtown area. Based on a planning level review, the planned roadway network will accommodate the traffic expected to be generated by the net increase in development. Site-specific traffic impact studies should be undertaken as development proposals come forward to analyze the detailed improvements associated with the future development within the Study Area.

The Downtown Master Plan, in its entirety, is included in the following pages. For illustrative purposes, we also divided the study area by quadrant with project descriptions for each quadrant. The overall plan, individual maps of the four quadrants, and design sketches are in the following plan.

Overall plan

Northwest quadrant

Northeast Quadrant

Southwest Quadrant

Southeast Quadrant

Metra Station and Deck sketch

Prospect Avenue Sketch

6. Implementation Strategy

The Clarendon Hills CBD implementation strategy identifies key projects and recommended action steps to complete projects, including public and private sector responsibilities and potential funding sources. Some strategies refer to the development of specific sites, while others refer to broader area-wide efforts. The implementation strategy attempts to synthesize the ideas, opportunities, and priorities presented throughout the report into a manageable number of projects. The key projects are as follows:

1. Prioritize and implement transportation, circulation, and roadway realignments and improvements
2. Modify zoning and create overlay district
3. Encourage and assist with the redevelopment of Metra station block
4. Actively encourage the redevelopment of the east side of Prospect Avenue
5. Increase signage and wayfinding to the Downtown
6. Solicit developer for the redevelopment of current Police station site
7. Encourage redevelopment of service and residential uses along Burlington Avenue
8. Facilitate façade improvements and potential rehabilitation of businesses throughout the Downtown

Phasing of Redevelopment

Redevelopment of the study area will occur during a period of several years given the size of the area, the multiple owners, and potential need to relocate some existing businesses. Certain projects have been identified as high-priority or catalytic projects. Catalytic projects are expected to spur the most activity, investment, and redevelopment in the study area because of their high visibility. In addition, these projects appear to be the most feasible given land ownership and private sector development interest.

Redevelopment of the study area may occur in three general phases, as described below. The relative priority of projects could change if developer interest emerges or ownership patterns change.

Short/Immediate-Term projects refer to those sites that appear to have potential for redevelopment in the near future. Implementation of these projects should be underway within the next two to five years, although project completion could take longer. In general, these areas are characterized by vacant land and/or vacant and underutilized buildings, favorable ownership patterns, and developer interest. This category includes catalytic projects that will help jump start development in the study area and projects that are critical for future development.

Intermediate-Term projects include sites that have potential for development in the future, but where site acquisition and assembly is more difficult due to multiple property

owners or lack of immediate development interest. Implementation of these projects should be underway within the next five to seven years, although project completion could take longer.

Long-Term projects include sites where acquisition and assembly characterized by multiple property owners, small site sizes, and/or other conditions or characteristics that suggest development in the near future would be unlikely. Implementation of these projects should be underway within approximately ten years, although project completion could take longer.

Roles and Responsibilities

In order for the various recommendations in the Plan to be successful, the Village must work in coordination with other public agencies, local business and property owners, private sector developers, neighborhood organizations, and specialized professionals. Key participants in the implementation of the Clarendon Hills CBD Plan should include the following:

Village of Clarendon Hills. The Village will have a key leadership role in implementing the Plan. The Village's continued active participation in promoting, coordinating, and facilitating public improvements and redevelopment within the study area will be critical for successful implementation. The Village will also need to provide continued technical and financial resources for redevelopment and public improvements.

Key roles and responsibilities of the Village will include:

- Coordinate with other governmental entities, private land owners, and developers to ensure that the projects conform to the guidelines and objectives presented in the Plan
- Administer technical and other assistance to property owners, developers, and businesses
- Initiate studies and plans for transportation improvements to existing roadways and coordinate with necessary agencies to implement feasible transportation improvements
- Assemble sites for redevelopment where necessary
- Initiate the preparation of developer Requests for Qualifications and Requests for Proposals for Village-owned development sites
- Seek out grants and funding sources for public improvements
- Assist with the relocation of existing businesses, where necessary, to other suitable locations within the Village to allow for redevelopment of key sites

- Ensure that codes and ordinances governing land and building development, including zoning, storm water management, sub-division regulations, and building codes, support and complement redevelopment projects proposed in the Plan

Other Governmental Agencies. Although the Village will have a key leadership role in implementing the plan, other governmental agencies will be involved in the process, including, but not limited to:

- **Regional Transportation Authority (RTA)/Metra, and Pace.** The Village will need to coordinate with RTA/Metra on the reconfiguration of commuter parking and any redevelopment of the commuter station. Funding for these projects would be coordinated by the Village. In addition, the Village should coordinate with Pace regarding drop off/pick up locations in the transit center, the location of bus shelters, and potential future employee shuttle services.
- **Illinois Commerce Commission (ICC).** The ICC establishes and regulates general safety requirements regarding tracks, facilities, and equipment belonging to rail carriers within Illinois. The ICC regulates the relocation of the commuter rail station, and will ultimately approve all new roadway crossings of existing rail lines.

Private Sector. Owners, developers, local businesses, and financial institutions can play a key role in the redevelopment of the study area and implementation of the plan:

- **Burlington Northern Santa Fe Railway (BNSF Railway).** BNSF Railway owns the BNSF railroad and leases specific properties along the rail line, including the station area parking, to the Village. The Village would need to work in conjunction with BNSF Railway to advance any plans associated with redevelopment of the Metra station area and parking lot.
- **Private Developers.** The Village should coordinate with developers to ensure that proposed development in the study area is consistent with the Plan. In addition, private developers should be recruited to develop residential, retail, and mixed-use projects that comply with the goals and objectives of the Plan.
- **Local Businesses and Property Owners.** Individual businesses and property owners within the study area should maintain and upgrade their property to conform to the overall guidelines set forth by the Village for the CBD.

In some cases, existing businesses may need to relocate, with the Village's assistance, to other suitable locations within Clarendon Hills in order to accommodate the recommendations of the plan.

- **Financial Institutions.** Local lenders can provide assistance in upgrading existing properties by offering special programs for building and facade improvements and

repairs. With the Village's backing, they can facilitate redevelopment by financing projects within the study area.

Specialized Professionals. The Village may need to coordinate with specialized professionals to conduct more detailed studies and plans to assist the Village with the implementation of the Plan, including:

- Engineering professionals for existing roadway improvements and construction of new roadways, environmental testing of key sites for acquisition, and other key public improvement projects
- Architecture/landscape architecture professionals to prepare urban design and streetscaping improvements
- Real estate and development professionals to assist with land assembly/acquisition and developer recruitment/negotiation

Financing Sources

Many of the recommended projects and improvements will require financial assistance to be implemented. Where possible, local, state, and federal funding sources should be used to leverage private sector dollars.

The following summarizes key financing tools and programs to implement the recommendations of the plan:

SPECIAL SERVICE AREAS (SSAs)

A special service area (SSA) is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements in a defined geographic area within a municipality or jurisdiction. This type of district allows local governments to establish such areas without incurring debt or levying a tax on the entire municipality. In short, an SSA allows local governments to tax for and deliver services to limited geographic areas within their jurisdictions.

SSAs are a unique financing tool that can be used to support and implement a wide-array of services, physical improvements, and other activities. Among the list of common services and activities provided by SSAs are the following:

Infrastructure Improvements

- Streetscaping/landscaping
- Lighting
- Benches
- Trash receptacles
- Alley repaving

- Curbs
- Sidewalk paving
- Street improvements
- Storm sewers
- Sanitary sewers
- Parking lots or garages

Land and Building Improvements

- Redevelopment
- Store front improvements, grants or loans
- Interior rehab/build-out assistance

Support Services

- Marketing
- Special events
- Seasonal decorations
- Promotion/advertising
- Tenant search/leasing support
- Transportation (e.g., trolley)
- Improved snow and trash removal services
- Security improvements/services
- Improved parking enforcement services
- Maintenance staff/activities
- Planning/marketing consulting
- Program administration
- Membership services
- Public relations activities
- Store window display assistance

The steps in creating an SSA are not overly complex. However, success depends largely in obtaining the support of property owners and taxpayers in the SSA.

TAX INCREMENT FINANCING (TIF)

Tax Increment Financing (TIF) is a program for qualifying redevelopment areas that allocates future increases in property taxes from a designated area to pay for improvements only within that area. To qualify, a designated area would have to exhibit signs of blight and disinvestment according to the current Illinois TIF statute. Qualifying factors, such as inadequate infrastructure, deterioration, dilapidation, or lagging property values would need to be found to a meaningful extent throughout the designated area. A full reconnaissance of a study area would be necessary to determine if an area would be eligible. This report does not make any determination as to whether any areas of the CBD would meet eligibility requirements at this time. However, for the purposes of discussion relating to financing tools, we have presented this as a potential option.

Under TIF, the increases in taxes from new development and redevelopment of existing structures, or increases in taxes due to equalization or rate changes, are all allocated to the Village. The other districts continue to share the taxes that were being paid prior to creation of the district. All properties in the district are assessed in the same manner as all other properties, and are taxed at the same rate. TIF is not an increase in taxes; it is only a re-allocation of how they are used. Increases in property taxes are due to reassessment and rate increases, not TIF.

There are three general categories of activities that may be supported by TIF funds under the provisions of the Act:

Public Improvements

- Provision or rehabilitation of public improvements and facilities
- Streets
- Streetscaping
- Other infrastructure
- Parking

Development/Redevelopment/Rehabilitation Activities

- Assembly and acquisition of sites, demolition, and site preparation, including engineered barriers addressing ground level (or below) contamination
- Rehabilitation, reconstruction, repair, or remodeling of existing public or private buildings or fixtures
- Relocation costs to the extent that a municipality determines that relocation costs shall be paid or is required to make payment of relocation costs by Federal or State law
- Environmental remediation
- Interest costs incurred related to the construction, renovation, or rehabilitation of a redevelopment project (generally up to 30 percent of interest, but up to 75 percent of interest costs incurred for rehabilitated or new housing units for low- and very low-income households)

Administrative Support and Financing

- Costs of studies, surveys, development of plans and specifications, implementation and administration of the Redevelopment Plan
- Financing costs related to the issuance of obligations
- Payments in lieu of taxes

TIF is one of the few funding mechanisms available to local governments and has proven to be very effective in spurring redevelopment and public improvements within communities. Although TIF designation may not currently apply in many of the areas Downtown, it can serve as an option to fund redevelopment in the future if the appropriate reinvestment and redevelopment does not occur.

TRANSPORTATION AND INFRASTRUCTURE IMPROVEMENTS

A number of state and federal funding sources are potentially available to assist the Village in implementing the transportation and infrastructure improvements detailed in the Plan. Several of the funding sources may be committed until the next funding cycle. Programs discussed below should be considered in combination with one or more other funding sources.

West Suburban Mass Transit District (WSMTD). This organization serves ten communities along the BNSF rail line, including the Village of Clarendon Hills. This organization awards funding to municipalities that institute transportation improvements related to the train station. Improvements can include additional commuter parking, lighting, and projects that increase commuter and pedestrian safety.

Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU). Includes the Illinois Transportation Enhancement Program (ITEP), Congestion Mitigation and Air Quality Improvement Program (CMAQ), and the Surface Transportation Program (STP), and generally requires that a project have a local sponsor (Village of Clarendon Hills) and evidence of local support. Some programs must be reauthorized as part of the federal transportation legislation for projects to receive funding beyond 2009.

Illinois Transportation Enhancement Program (ITEP). Administered by the Illinois Department of Transportation, eligible projects expand travel choices and enhance the transportation experience by improving the cultural, historic, aesthetic, and environmental aspects of the transportation infrastructure. Project sponsors can receive up to 80 percent reimbursement for project costs. The remaining 20 percent is the responsibility of the project sponsor.

Congestion Mitigation and Air Quality Improvement Program (CMAQ). A federally funded program that targets projects reducing congestion and/or improving air quality. Eligible project types include bike/pedestrian projects, transit service improvements, traffic signal interconnects, bottleneck elimination, and demonstration projects.

Surface Transportation Program (STP). STP provides flexible funding that can be used, among other uses, for roadway reconstruction, intersection improvements, and traffic signal improvements. STP funds are allocated to regional councils which then distribute the funds to local sponsors. Award of this funding takes into account the regional benefits provided by the project, among other factors.

Transportation Community and System Preservation Program (TCSP). This program provides funding for planning and implementation grants for transportation improvement strategies. Eligible projects reduce environmental impacts of transportation, reduce the need for future investments in public infrastructure, provide access to employment, and identify strategies to encourage private investment. This is a more

competitive funding source obtained directly through the United States Department of Transportation for innovative transportation projects.

Operation GreenLight. This program is administered through the Illinois Department of Transportation Public Transit Division, and provides comprehensive efforts to control and reduce urban congestion. Examples of eligible projects include: traffic signal preemption for transit vehicles, improved vehicular and bicycle access to commuter rail stations, expanded parking at commuter rail stations, pedestrian access enhancements, and commuter rail grade crossing improvements.

Illinois Tomorrow. This program is administered through the Illinois Department of Transportation. Goals of the program include reducing traffic congestion, promoting economic development to reduce infrastructure costs, and promoting intergovernmental cooperation. Projects that qualify include TOD development plans to increase transportation options, improve walkability, and enhance access to transit.

Action Steps for Key Projects

1. PRIORITIZE AND IMPLEMENT TRANSPORTATION, CIRCULATION, AND ROADWAY REALIGNMENTS AND IMPROVEMENTS

The implementation strategy recommends a number of transportation, circulation, and roadway improvements around the station area. Of all the transportation improvements mentioned, the most catalytic roadway improvement is the realignment of Ann Street. The redevelopment of the Metra lot, as well as the redevelopment of the east side of Prospect Avenue as shown in the Master Plan, depends on this realignment. Other transportation and roadway improvements, including the repositioning of stop signs, are suggested at key intersections.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority for Realignment of Ann Street; Medium to High Priority for Other Improvements
- Timeframe: Immediate/Short-Term (two to five years) to Intermediate-Term (five to seven years)
- Responsible Parties: Village, RTA/Metra, Pace, BNSF Railway
- Potential Funding Sources: SSA, TIF, CMAQ, STP, ITEP, TCSP, Operation GreenLight

Action Steps

The Village should include the following activities to implement the transportation and roadway improvements presented in the implementation strategy:

- Prioritize improvements

- Meet with necessary agencies (e.g., RTA/Metra, Pace)
- Coordinate with developers of specific sites to incorporate transportation improvements and recommendations
- Prepare necessary engineering and construction documents
- Prepare cost estimate
- Seek funding and consider funding mechanisms such as SSA, TIF, SAFETEA-LU funds, or Operation GreenLight
- Begin construction and implement improvements

2. MODIFY ZONING AND CREATE OVERLAY DISTRICT

The Master Plan recommends land uses for certain sites not allowed by the current zoning. To implement the Master Plan, existing zoning districts should be adjusted to accommodate more of a mixed-use and expanded retail-oriented Downtown. Additionally, a zoning overlay district should be considered for Downtown.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority
- Timeframe: Immediate/Short-Term (one to two years)
- Responsible Party: Village
- Potential Funding Sources: N/A

Action Steps

- The B1 and B2 zoning districts in the Downtown should be modified to preserve ground floor retail south of the tracks, and allow for ground floor service uses north of the tracks. These zones should be expanded as necessary to accommodate the expanded retail character of the Master Plan.
- Consider allowing planned unit developments as a permitted use in the B1 zoning district to encourage creative design and increase flexibility.
- Consider the need and feasibility of a zoning overlay district that would supplement the base zoning district regulations.
 - The geographic area of an overlay zone would be indicated on the Village's official zoning map and coincide with the Downtown boundaries.

- If needed, an overlay could supplement the multiple zoning districts that currently exist while allowing flexibility with adjusted parking regulations and stricter design controls.
- A single overlay for the Downtown could provide special provisions that apply just to the area. Regulations are applied spatially so the overlay can be easily distinguishable on the zoning map.
- Parking requirements in the Downtown can also be augmented through an overlay zone. Typically, the overlay would allow a reduction in required off-street parking spaces because of the proximity of a train station and potential for shared parking.
- Consider if the transitional use setback and buffer requirements are appropriate within the Downtown.
- The Village should require site plan review for all new projects within the Downtown. Proposed developments would be reviewed in relation to the Master Plan and the Village's existing Design Guidelines.

3. ENCOURAGE AND ASSIST WITH REDEVELOPMENT OF METRA STATION BLOCK

The redevelopment of the block that currently accommodates the Metra station and associated parking will serve as a major focal point for transit-oriented redevelopment in Downtown Clarendon Hills. The proposed redevelopment of this block includes retail and residential mixed-use development, construction of a parking deck to accommodate Metra parking, a reconstructed Metra station, and, potentially, a Pace bus drop-off area.

The redevelopment of this block is important because the proposed commercial uses on this block will likely be major activity generators due to their proximity to the Metra station and high visibility with commuters and pedestrians. Furthermore, the proposed 156-space parking structure will accommodate a large portion of Metra's parking. This project is a high priority. However, it will take time for the Village to acquire the land on this block, which it currently does not control. It should be noted that as phasing and reconfiguration of commuter parking spaces occurs, given Metra's Federal Transit Administration (FTA) agreements, the total number of commuter parking spaces will need to remain at their current level throughout the entire development process.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority
- Timeframe: Intermediate-Term (five to seven years) to Long-Term (10+ years); Dependent on land acquisition and funding

- Responsible Parties: Village, RTA/Metra, ICC, Pace, BNSF Railway, Private Developer(s)
- Potential Funding Sources: SSA, TIF, Private sector, Land sales/swaps/donations, WSMTD, CMAQ, STP, ITEP, TCSP, and Operation GreenLight funding for public improvements

Action Steps

The process for constructing the mixed-use building with the Metra parking structure and the reconstruction of the train station includes the following general steps:

- Create a financing plan defining the role of RTA/Metra, the Village and the developer in the construction process, and developing an agreement that defines ownership and maintenance responsibilities
- Secure funding for any project costs to be incurred by the Village
- Review developer's design and site plans for the project
- Begin construction of mixed use building and parking structure; begin reconstruction of the station
- Work with Pace to coordinate and plan the placement of bus drop-off areas as development of the station area progresses

4. ACTIVELY ENCOURAGE REDEVELOPMENT OF THE EAST SIDE OF PROSPECT AVENUE

The Village should assist in facilitating the assemblage of properties along the east side of Prospect Avenue for denser development. This undertaking has a longer timeline than the other redevelopment projects associated with the realignment of Ann Street, mainly due to the diversity in land ownership. Because the east side of Prospect is a key redevelopment area of the Downtown, the Village may want to acquire property where possible to better ensure redevelopment complies with the Plan.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority
- Timeframe: Intermediate-Term (five to seven years) to Long-Term (10+ years)
- Responsible Parties: Village, Existing Property Owners, and Private Developer(s)/Retailer(s)
- Potential Funding Sources: SSA, TIF, Private Sector, Land Sales/Swaps/Donations

Action Steps

- Meet with existing property and business owners to discuss future plans
- Assist in the relocation of businesses that want to stay in Clarendon Hills to an alternative location Downtown, or within the Village
- Obtain site control of key parcels within the block
- Market or participate in the marketing of the site to potential developers
- Review and negotiate terms, where applicable
- Review developer plans and proposals
- Explore public subsidy, if necessary

5. INCREASE SIGNAGE AND WAYFINDING TO THE DOWNTOWN

As a method to draw more customers Downtown, the Village should seek to increase the amount of signage to direct people Downtown. Additional signage can help improve the identity of the Downtown, as well as help direct visitors throughout the Downtown.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Medium Priority
- Timeframe: Immediate/Short-Term (two to five years)
- Responsible Parties: Village, Chamber of Commerce
- Potential Funding Sources: General Fund, SSA

Action Steps

A wayfinding plan could be developed that identifies strategic locations for directional and identity signs. A clear identifiable signage program that incorporates an overall design theme could be created with the following signs:

- External directional signs throughout the Village to guide visitors and shoppers from Ogden Avenue and 55th Street to the Downtown
- Internal directional signs within the Downtown to guide visitors/shoppers to parking lots and key activity generators
- Gateway identity signs at key entrances/intersections
 - North: Burlington and Prospect Avenues
 - South: Park and Prospect Avenues

- Special commercial district street signs and larger street signs
- Identity signs for Village Hall, Library, and other activity generators and open spaces
- Kiosks/signboards with area maps, points of interest, list of shops, restaurants, and special events

Building and business signage throughout the area should also be improved. Guidelines should be established for signage design and placement. All temporary and portable signs should be removed.

6. SOLICIT DEVELOPER FOR THE REDEVELOPMENT OF THE CURRENT POLICE STATION

Redevelopment of the Police Station provides a prime opportunity for the Village to leverage land and other resources for redevelopment at a key corner within the Downtown. The relocation of the Police station is underway so the developer recruitment process can start immediately. The Village may choose to provide the land at a reduced cost or no cost to facilitate a preferred development.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: High Priority
- Timeframe: Immediate/Short-Term (two to five years)
- Responsible Parties: Village, Private Developer
- Potential Funding Sources: Private sector, Land donations or land write-down

Action Steps

Municipalities often solicit developers through the Request for Qualifications/Proposals (RFQ/P) process, which typically involves the following steps:

- Refine concept plan for specific site(s) and draft development guidelines
- Determine developer strategy and identify developers
- Prepare prospectus for developers
- Contact and solicit developers
- Review developer proposals/capabilities and recommend a developer for negotiation (may be a two-step process of initial review of qualifications followed by specific proposals)

- Select a developer
- Negotiate redevelopment agreement and development details (usually Planned Development)
- Detailed planning, design guidelines, permit review, and complete private financing
- Financing of public sector portions

7. ENCOURAGE REDEVELOPMENT OF SERVICE AND RESIDENTIAL USES ALONG BURLINGTON AVENUE

The redevelopment of Burlington Avenue is likely to happen as a result of market forces. The redevelopment of the mixed-use development west on Burlington will likely spur development further east along this corridor.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Medium Priority
- Timeframe: Intermediate-Term (five to seven years) to Long-Term (10+ years)
- Responsible Parties: Village, Existing Property Owners, Private Developer(s)
- Potential Funding Sources: SSA, TIF, Private sector, Land sales/swaps

Action Steps

The Village's primary role should be to facilitate market forces. The Village should seek to maintain an open dialogue with current property owners concerning their future plans, and as properties become available, the Village can assist with marketing the properties to interested developers.

8. FACILITATE FAÇADE IMPROVEMENTS AND POTENTIAL REHABILITATION OF BUSINESSES THROUGHOUT THE DOWNTOWN

The Village should collaborate with the current owners and tenants of the retail areas within the Downtown in planning the rehabilitation, modernization, and possible redevelopment of these sites.

Phasing, Responsible Parties, and Potential Funding Sources

- Priority: Medium to High Priority
- Timeframe: Short-Term (two to five years) to Intermediate-Term (five to seven years)
- Responsible Parties: Village, Existing Property Owners

- Potential Funding Sources: SSA, TIF

Action Steps

The Village should work closely with developers and property owners to ensure consistency in the quality of rehabilitation. The Village could provide TIF assistance through a Small Business Improvement Fund (SBIF) and/or work with local financial institutions to create a funding pool for façade and other improvements. A SBIF program could provide matching grants or loans to the owners of commercial properties to rehabilitate buildings.