




## MEMORANDUM

**TO:** Trustee Anthony Puccio, Chairperson  
Economic and Community Development Committee

**FROM:** Jennifer Ganser, AICP, Assistant Director 

**MEETING DATE:** October 14, 2019

**SUBJECT:** **Community Profile**

Staff is bringing the completed Community Profile back to the ECDC for distribution. The Community Profile was previously reviewed by the ECDC and the comments were incorporated. Attached is a copy for the ECDC members. Copies will be put online and distributed as needed.

### **ACTION REQUESTED**

No action is required. The item is for information only.





# Lombard, Illinois

## Community Profile

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## Community Background

The Village of Lombard is a dynamic, progressive community located 20 miles west of Chicago's loop in the heart of DuPage County midway between Lake Michigan and the Fox River Valley. With a population of nearly 45,000 residents and growing, the community encompasses 10.5 square miles and is a residential community with a thriving commercial base. The Village is bounded on the west by I-355 and on the south by I-88 which provide easy access to and from Lombard. Neighboring communities include Addison to the north, Villa Park to the east, Downers Grove to the south and Glen Ellyn to the west. The Village is also served by a Metra Union Pacific commuter line, which has a station in the center of the community.

The Village of Lombard was incorporated in 1869 and named after Josiah Lombard. It was Colonel William Plum, however, who moved to what was then known as Babcock's Grove after the Civil War and gave Lombard its place in the horticultural world. A Union telegrapher during the Civil War and later an attorney, Colonel Plum dedicated his life to serving his community. At age 23 he became the community's first Town Clerk and later he was a council member and Village President. But it was for his outstanding collection of lilacs that he is most remembered. In 1911 Colonel Plum and his wife Helen Plum planted 450 lilac bushes on their estate, which was later willed to the Village. More than 75,000 visitors come to Lombard each May for the annual Lilac Festival where 200 varieties of lilacs and 50 different types of tulips are on display in Lilacia Park.

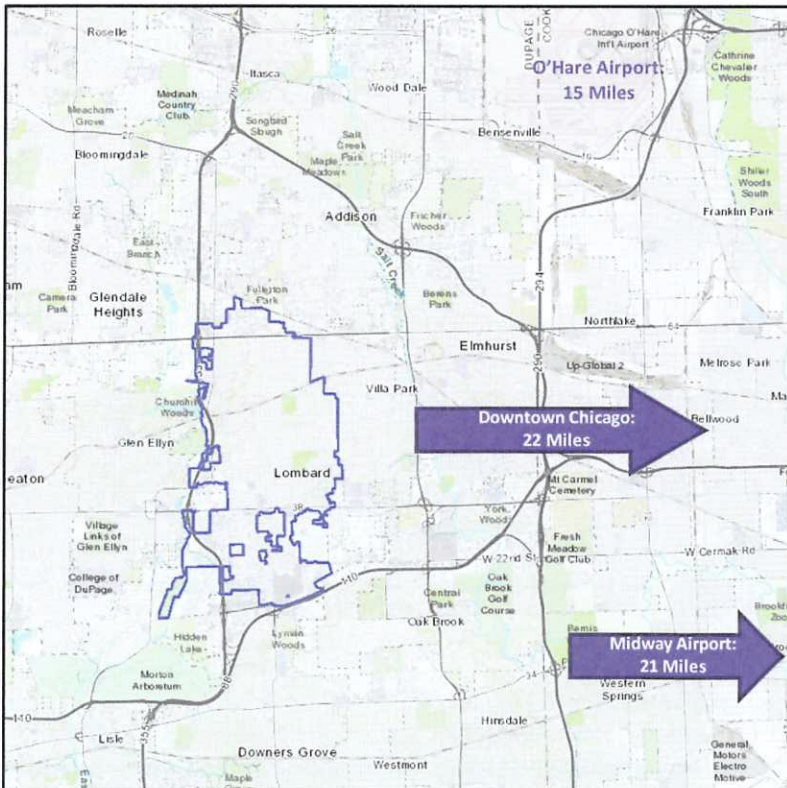
Lombard's rich history and sense of community provide a solid backdrop for today's bustling, modern Village. A central location within the Chicago region, direct access to two interstate highways, and available land and facilities provide for a strong economic base for the Village. The I-88 East-West Research and Development Corridor and Lombard's 22<sup>nd</sup> Street along the Village's southern border are home to modern office buildings and corporate clients. Eleven office and industrial parks offer quality office, warehouse and light assembly space options. In addition, a large industrial park located on the Village's northern boundary has easy access to I-294 and I-355.

### Demographic Information (2017 American Community Survey)

<b>Population:</b>	43,766
Households:	17,478
Median household income:	\$73,145
Average household income:	\$89,380
Per capita income:	\$36,569
Median age:	39.1
Percent homeowners:	73.1%
Percent households with children:	27.3%
Percent households with 60+:	37.5%
Median home value:	\$244,900

### Education Levels

High school or beyond:	94.3%
Some college or associates:	27.8%
Bachelor's degree or beyond:	45.0%
Advanced degree:	16.8%



**Outstanding location and transportation access, an educated workforce, diverse housing choice, and a Village government willing and able to meet the needs of its citizens are some of the many reasons to consider joining the thousands of businesses that already call Lombard their hometown.**

### IDOT 2016/2017 Traffic Counts

I-355 at IL-64	129,500 ADT
I-88 at Meyers Rd	177,600 ADT
IL-56 at Highland Ave	43,600 ADT
IL-38 at Meyers Rd	34,100 ADT
IL-64 at Main St	45,400 ADT
IL-53 at IL-64	19,000 ADT



## Living in Lombard

With over 17,000 housing units, Lombard offers a diversity of housing choices with a wide variety of styles in every price range. In the first half of 2018, detached single-family homes sold for between \$90,000 and \$825,000, with an average price of \$296,945. This represents the broad range of the housing supply, from historic 1800s Victorians to mid-century ranches to brand new luxury homes.

New construction can be found in both small subdivisions (such as Park Place and Windsor Place) and individual lots within new multi-family projects are under construction throughout the Village, including the Elan and Overture developments at Yorktown Commons. A number of senior housing developments round out the housing options in the Village.

Lombard is served by six grade school districts and two high school districts. Lombard Elementary School District 44 is recognized for its continuing excellence and its experienced teaching staff. Glenbard East High School had two National Merit commended scholars in 2017, and the school maintains a 60% rate of students earning top scores on Advanced Placement exams. Willowbrook High School also has a strong record, and its students continue to improve their scores on state achievement tests. Lombard is also home to five private grade schools and two private high schools including the College Preparatory School of America, an accredited, private Muslim school with an average student ACT score of 29.79.

With 17 parks and facilities, the Lombard Park District offers a variety of recreational opportunities. Lombard Golf Club is the Park District's challenging 9-hole, par 35 golf course, which is host to several men's and women's golf leagues. The Park District has recently constructed a new Rec Center that offers space for team sports and individual fitness. Lombard is also fortunate to enjoy year-round use of a 52-mile recreational trail system managed by the DuPage County Division of Transportation. Both the Illinois Prairie Path and Great Western Trail run through the center of town.



Clockwise from top left: Park Place, Windsor Place, Apex 41 apartments, and Yorktown Commons.

established neighborhoods. Several



The Lombard Park District has over 450 acres of land including the world-renowned 8.5 acre horticultural showcase of Lilacia Park (above). Year-round athletic programs are offered for youth and adults at a wide range of facilities, including the new Rec Center on Wilson Avenue (above right) and Paradise Bay Water Park (right).



## Major Retail Destinations



Major retail destinations, from top: Mariano's at Finley and Roosevelt Roads; Starbucks Coffee at The Overlook on North; The Shops on Butterfield at Yorktown Center; Fountain Square of Lombard; Highlands of Lombard

Roosevelt Road is the Village's main east-west arterial, connecting with I-355 and carrying nearly 40,000 vehicles per day. The corridor contains 1.7 million square feet of retail and service businesses and several major shopping centers including Lombard Pines (anchored by Jewel Osco and Enchanted Castle) and High Point Centre, which is currently undergoing a major redevelopment. A Mariano's store and gas station recently opened at Roosevelt and Finley Road.

North Avenue's main retail intersection is at Columbine Avenue and Rohlwing Road (IL-53), which is home to Lombard Landings (formerly known as Northgate Plaza). This 332,428-sq. ft. shopping center has a number of major tenants, including the Room Place, Floor & Décor, and King's Hall Banquet facility. The center also includes a healthy mix of smaller retailers and restaurants.

Butterfield Road is the Village's most prominent retail destination, home to Yorktown Center, Fountain Square of Lombard, and the Highlands of Lombard. Yorktown Center is one of the Chicago area's premier shopping centers, with more than 150 stores and 20 restaurants plus an 18-screen AMC premium movie theater. The Shops on Butterfield at Yorktown Center bring more than 225,000 square feet of sophisticated retail, world-class dining and unique entertainment options to DuPage County in a stylish outdoor setting. Recently-added offerings include several fitness studios and personal care services.

Fountain Square of Lombard, located at the northwest corner of Butterfield and Meyers Roads, is a large-scale mixed-use redevelopment located on the site of a former seminary. Fountain Square is an attractive gateway into the community, and contains a mix of retail, restaurant and residential development. Fountain Square successfully reinvigorated the Butterfield Road corridor, bolstering its reputation as a regional destination for finer dining and shopping experiences and serving as a model of high-quality development that is reflected in projects such as the Highlands of Lombard, Shops on Butterfield, and Oak Brook Promenade.

The Highlands of Lombard is a mixed-use planned development at the northwest corner of Butterfield Road and Highland Avenue, immediately north of the Reagan Memorial Tollway (I-88). The project is 24% residential and 53% commercial, with the balance of the site accommodating wetlands, detention areas, and a shared access drive. City View at the Highlands has 403 luxury apartments within a five-story building. Apex 41, constructed in 2016, has 181 luxury apartments. The commercial portion of the site includes Jasmine Galleria, Anytime Fitness, Performance Bicycle, Potbelly Sandwich Works, Bricks Wood Fired Pizza Cafe, Pinched Mediterranean Grill, Burrito Parrilla Mexicana, and The Patio.



## Restaurants & Hotels

In the past decade, Lombard has actively sought to increase the number of restaurants and hotels within the community. This has resulted in a proliferation of new businesses along North Avenue, Roosevelt Road, and Butterfield Road.

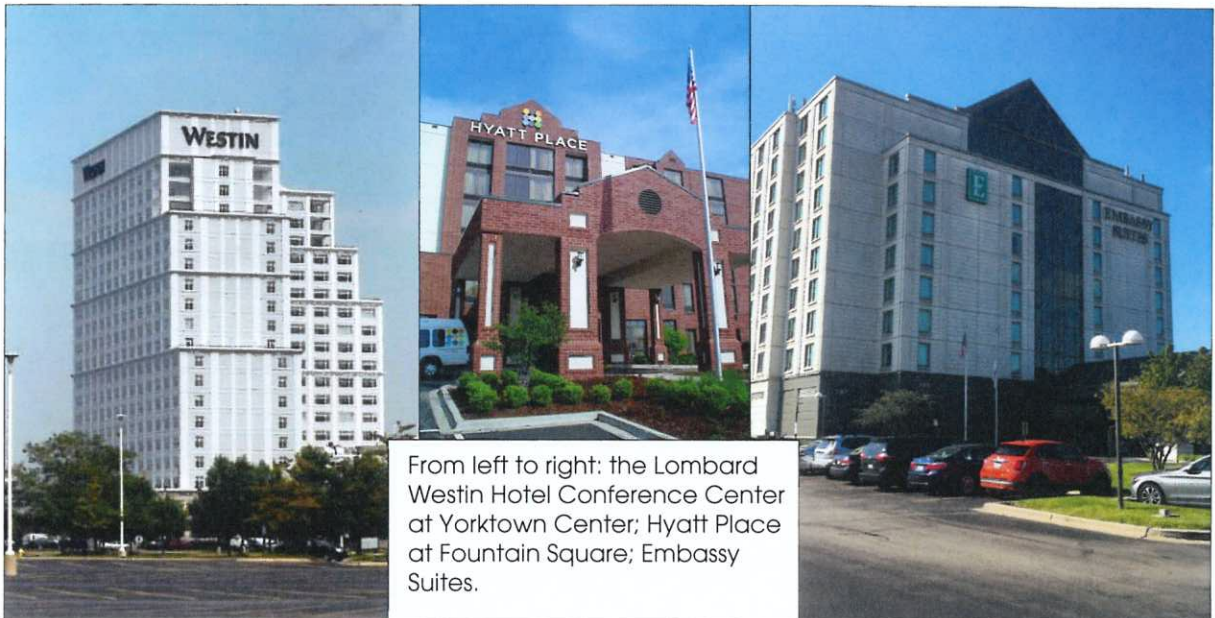
Lombard now has over 100 places to dine out, with dozens of options to choose from in everything from fast food to fine dining. The Village attracts a wide variety of local and national restaurateurs, offering a selection that is not widely available outside of Chicago proper.

Lombard enjoys a variety of restaurants. Offerings along the Butterfield Road corridor include Harry Caray's, Holy Mackerel!, The Capital Grill, Claim Jumper, Rock Bottom Brewery, Brio Tuscan Grille, D.O.C. Wine Bar, Flat Top Grill, RA Sushi, and the restaurants at Highlands of Lombard and Fountain Square. Yard House and Anthony's Coal Fire Pizza are new additions to the corridor. Downtown Lombard also has a number of highly-regarded restaurants, including Babcock's Grove House, Marquette Kitchen and Tap, and Praga/Bonton. Lombard is also home to Noon Whistle Brewing, a local brewery located on the Roosevelt Road corridor that has experienced consistent growth over the last several years.

The Village currently has 11 hotels with 1,768 rooms. The hotel sector brings thousands of guests to the Village each year, to the benefit of Lombard's restaurants and retailers. The Westin Lombard hotel conference center is a 440,000-square foot, 18-story building with 500 hotel rooms and suites, 55,500 square feet of meeting space, and amenities commensurate with a full-service, convention-oriented five-star hotel.



Clockwise from top:  
Champps Americana; Brio  
Tuscan Grille; RA Sushi; The  
Capital Grille



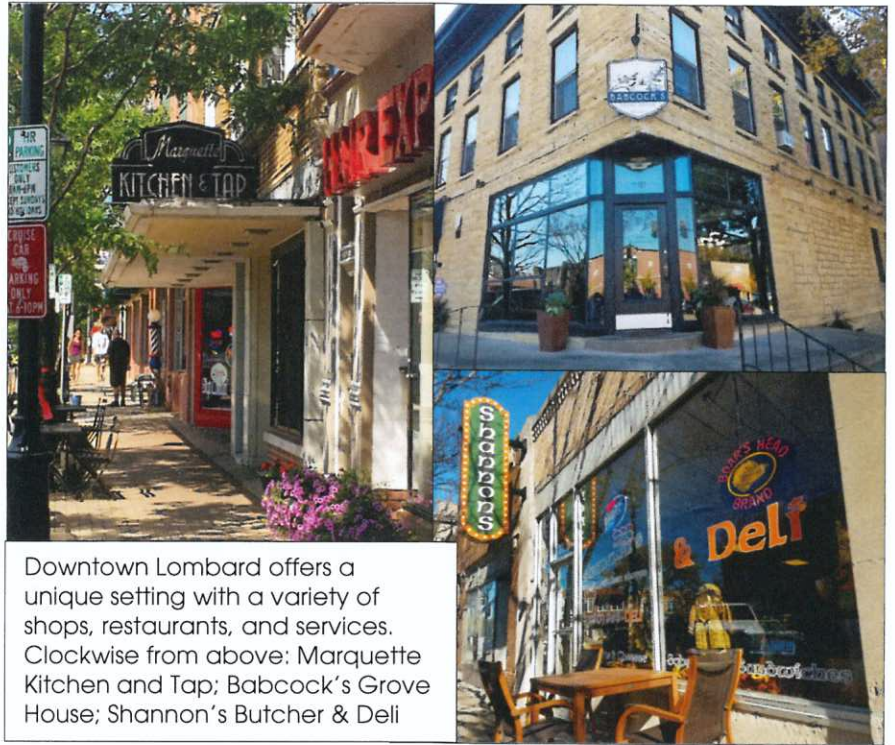
From left to right: the Lombard  
Westin Hotel Conference Center  
at Yorktown Center; Hyatt Place  
at Fountain Square; Embassy  
Suites.



## Downtown Lombard

Lombard's central business district is a 26-acre area surrounding the Lombard Metra station, near the intersection of Main Street and St. Charles Road. The downtown's historic streetscape is visited by 16,000 vehicles and 1,300 train commuters every day. The area boasts a vibrant mix of restaurants, retailers and other services.

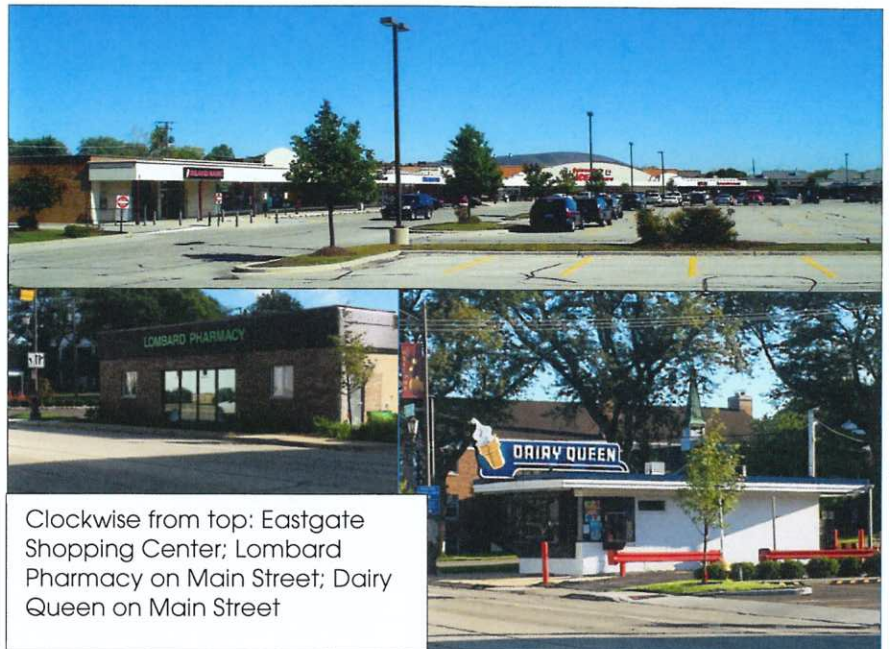
The downtown has experienced significant reinvestment over the past ten years. Property owners have renovated facades and made other aesthetic improvements, many of them with the assistance of the Village's grant programs.



## Other Retail Areas

The Village contains a number of smaller commercial nodes providing services throughout the community. On the east end of the Village, the Eastgate shopping center and a smaller neighborhood shopping district are located along Westmore-Meyers Road. South Main Street is home to a number of traditional retailers and service providers who have been located in the community for decades, including Dairy Queen and Lombard Pharmacy.

Other areas include the St. Charles/Crescent node just west of the downtown. On the densely populated southwest edge of town at Finley Road and 22<sup>nd</sup> Street, a gas station and car wash, retail center, and 7-Eleven store are passed by more than 22,000 vehicles every day.





## Office & Industrial

As part of its comprehensive plan, Lombard aims to expand and maintain a strong employment base within the community that enhances the Village's overall standard of living.

Lombard is home to a variety of business, professional, medical, general tenant and corporate offices. Large scale corporate and general tenant office uses are located along portions of both 22nd Street and Butterfield Road. Although the vast majority of these areas are already developed, a few sites along 22nd Street are available for new office development.

In addition to the main office corridors, the Village has a number of dedicated business parks that accommodate general office and distribution-type land uses. The Woodlake Corporate Center is located west of Illinois Route 53 in the west central portion of the Village and consists of office, office research, light assembly and distribution uses. Two additional business parks are located in the southern portion of the community along Finley Road: Oak Creek Center is located along the west side of Finley Road north of 22nd Street, and York Brook Business Park is located along the east side of Finley Road south of 22nd Street.

The Village also has two traditional light industrial areas. The 250-acre North Avenue industrial park is Lombard's largest industrial area. It is situated entirely north of North Avenue and has excellent access to the greater Chicago area, offering direct access to I-355 and a short five mile-drive to I-294. The smaller East St. Charles Road light industrial area is comprised of a diverse mix of successful local businesses. With a wide variety of available commercial locations, nearly any business can find a suitable home in Lombard.



Lombard office buildings, clockwise from above: 701 E. 22<sup>nd</sup> Street; 333-377 E. Butterfield; 1 E. 22<sup>nd</sup> Street; The Corporate Center at Heron Point; DuPage Medical Group (1801 S. Highland Avenue)

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Lombard business parks and light industrial areas, clockwise from above: Oak Creek Center, North Avenue industrial park; Yorkbrook Business Park



## Economic Development Tools

Lombard has demonstrated a commitment to working with developers and property owners to come up with creative, innovative ways to assist developments that provide a significant benefit for the Village.

Special assessments can be used to finance private improvements. An example of this is Fountain Square, where a \$4.3 million special assessment funded improvements to 22<sup>nd</sup> Street, Butterfield Road, Meyers Road, watermain, fire hydrant, & sanitary sewer installation, and burial and relocation of overhead lines.

In 2005, Lombard designated the first “blighted” business district in Northern Illinois at Yorktown Center to address its excessive vacancies and badly needed infrastructure improvements. The developer is reimbursed for eligible expenses only from funds generated by a one percent business district sales tax, up to \$32 million. The Village did not bond any debt for the project (which became The Shops on Butterfield), and benefits from \$1.5 million in new sales tax and property tax generated annually.

In several cases, the Village has approved sales tax rebates where redevelopment has been financed partially through new sales taxes generated by that redevelopment. The Mariano’s store on Roosevelt Road and the Thornton’s Gas Station on North Avenue have both benefitted from this type of economic incentive agreement. In addition, the Village and a private developer have entered into a recapture agreement to help finance the cost of a new lift station serving the area around Yorktown Mall.

The Village has four tax increment financing (TIF) districts; three in the downtown and along St. Charles Road. TIF is used in a variety of ways to encourage redevelopment, mainly through incentive agreements and grant programs. The Elmhurst Memorial Lombard Health Center was rebated all TIF increment generated by the project through 2011 and has resulted in a 50,000 sq. ft. medical office building/clinic providing 60 new jobs, a new downtown anchor, and emergency medical services. Oak View Estates, a residential project replacing a number of marginal commercial uses, provided for potential TIF reimbursement of up to \$400,000 to assist with site preparation, utility line burial, environmental cleanup, and stormwater detention. Since 1999, the Village has invested over \$1,500,000 in various public improvements for items such as news boxes, signage, parking lots and train station improvements. Since 2015, approximately \$400,000 in Downtown TIF dollars have been allocated for private business activity.



Both Mariano’s (top) and Thornton’s (bottom) have participated in sales tax rebate agreements.



Mesa Electronics (above) received Façade Improvement Grants. Elmhurst Memorial Lombard Health Center (right, top) and Oak View Estates (right, bottom) received TIF reimbursements for site development costs.



More information on economic development in the Village and other business resources can be found on the Village’s website: <https://www.villageoflombard.org/729/Economic-Development-Programs>.