



## MEMORANDUM

**TO:** Zachary Wilson, Chairperson  
Finance Committee

**FROM:** William J. Heniff, AICP, Director of Community Development

**DATE:** December 17, 2010

**SUBJECT:** Village of Lombard Downtown Revitalization Project Guidebook

Attached for Finance Committee information and consideration is the draft *Lombard Downtown Revitalization Project Guidebook*. This document is intended to serve as the plan and guide for future private and public activities within the downtown area. As with past downtown planning documents, staff sought initial comments on the draft report from the Village Board and direction to forward the document to the Village's standing committees and the Plan Commission for further review and recommendations. The Finance Committee is now asked to review the draft *Lombard Downtown Revitalization Project Guidebook* as it pertains to the Finance Committee's scope. Comments from the January 24th Finance Committee discussion will be incorporated into the document prior to an anticipated February 21, 2010 public hearing before the Plan Commission.

### **BACKGROUND**

In June 2009, the Village Board adopted a framework for downtown planning efforts. This framework included an Action Plan that established specific actions and a timetable to achieve the five goals adopted by the Village Board (relating to economic development, design and image, partnerships, compatible development, and access and circulation). As part of the Action Plan, a market study and property inventory were completed in 2009. The timeline states that all other Action Plan items (including recommended code changes, access and circulation improvement recommendations, comprehensive marketing strategy, parking inventory, and exploration of possible future development sites) should be completed by Fall 2010.

To accomplish these remaining Action Plan items, the Village submitted an application for an RTA Community Planning Grant, which was approved by the Village Board in January 2010. The Village was awarded an 80% matching grant (up to \$100,000 for a \$125,000 study). Since that time, staff has worked closely with the RTA to develop a Request for Proposals that accomplishes all of the stated Action Plan items. After a lengthy review and interview process, the consultant team led by Teska Associates was ultimately chosen.

The Teska Associates team was guided throughout the six-month planning process by the Downtown Plan Working Group, which consisted of Trustee Gron, Trustee Moreau, Plan Commission Chairperson Ryan, Lombard Town Centre, Pace, Metra, the RTA, and staff. Public input on the plan was extensive, including a full day of stakeholder focus groups during which the consultants met one-on-one with 45 Lombardians, an August open house attended by more than 70 residents, business owners, and property owners, a staff meeting with 10 East St. Charles Road property owners, and an October open house attended by 60 interested parties.

The Plan includes development concept plans for seven sites within the downtown core as well as six sites along East St. Charles Road. Other items addressed within the plan include strategies for streetscape enhancements, façade enhancements, visual identity and signage, and transportation. The Plan also includes a preliminary implementation plan that calls out specific actions that can be taken to obtain short-term results. Additional information, including an existing conditions report can be found on the project website: <http://www.teskaassociates.com/lombard>.

### **2009 DOWNTOWN LOMBARD LANDSCAPE ENHANCEMENT RECOMMENDATIONS REPORT**

On November 3, 2009, the Finance Committee reviewed a proposed landscape plan for the downtown. The Committee supported the use of Hotel/Motel funds for the landscape enhancements in the public right-of-way as well as the maintenance of these enhancements. The Committee also supported the use of Hotel/Motel funds for the landscape enhancements to private property as long as the ongoing maintenance was addressed and suggested that either LTC monitor the maintenance or have the Village take care of maintenance directly and have the private property owners pay an annual fee for the maintenance.

### **ACTION REQUESTED**

Please review the *Lombard Downtown Revitalization Project Guidebook* in preparation for a discussion at the January 24 Finance Committee meeting. Specifically, the Finance Committee should consider the proposed development concept plans (Chapters 1 & 2) and implementation strategies (Chapter 7) in terms of their impact on future Village revenues.

Although most of the proposed improvements and development scenarios are intended to be paid by private developers, there may be public components to certain elements. As with all TIF redevelopments, the Village Board will need to approve any agreements associated with development projects where the Village is asked to partner.