




## MEMORANDUM

**TO:** LOMBARD PLAN COMMISSION  
Donald Ryan, Chairperson

**FROM:** Christopher Stilling, AICP   
Community Development Department

**DATE:** November 21, 2011

**SUBJECT:** Comprehensive Plan Update – Introduction & Goals

### Background

As identified at previous meetings, staff will be undertaking an update to the Village's Comprehensive Plan ("Plan") that was approved in 1998. Unlike the 1998 update, this re-adoption will not seek to analyze the Village on a parcel-by-parcel basis. Rather, this update will examine each chapter of the Comprehensive Plan to determine what sections, if any, need to be brought up to date to reflect current conditions and changes since 1998.

At the September 19, 2011 Plan Commission meeting, staff gave the Commissioners the proposed schedule for the upcoming workshops (attached). As part of this month's workshop session, staff is seeking input from the plan relative to the updated introduction section and goals.

### Comprehensive Plan Introduction

The introduction (attached) contains background information on comprehensive planning in general and in Lombard specifically. It gives a brief demographic analysis of how the community has changed over the past 20 years in terms of population and households. This section also details how Lombard has physically changed since the 1998 Comprehensive Plan through building activity. Also included is a section discussing the seven major Comprehensive Plan amendments that have been or will be approved since 1998. The entire introduction is attached for reference.

### Planning Goals

The Goals Section is a key component to the Comprehensive Plan. The purpose of the Goals is to broadly describe what the community desires to be like in the future. Objectives on the other hand identify the types of initiatives that must be taken to realize the goals. Objectives are stated to provide a means of measurement toward goal attainment. Unlike the 1998 Comprehensive Plan, where each goal is assigned a corresponding objective in one section of the

Plan, staff is proposing to designate an entire section of the plan solely to the goals. Staff believes that reorganizing the goals and objectives will help minimize redundancy within the Plan. Moreover, each goal will be stated and the applicable objective will be discussed later in the pertinent section of the Plan. The objectives will eventually be brought before the Plan Commission at a later date for discussion.

Over the last 13 years, the Comp Plan has been updated on a regular basis to accommodate land use changes, in-depth area studies, and new policy directions. As a result, certain goals and objectives of the 1998 Comp Plan have since been fulfilled, while others may no longer be relevant. To accommodate the evolving plan, the goals of the 1998 Comp Plan have been updated by staff, removing any redundancies or outdated references. Staff notes that certain topics, such as sustainability, will be addressed within the Plan. However, since it can have a broad application, staff will address sustainability within each applicable section of the Plan. The proposed goals are as follows:

## **GOALS**

### **A. VILLAGE IMAGE, DESIGN AND IDENTITY**

#### **Goal 1**

We will develop a strong and positive physical community image through public and private improvements which enhance various physical features of the community and contribute to Lombard's sense of place.

#### **Goal 2**

We will emphasize Downtown Lombard as the historic, central, mixed-use and civic activity center of the Village of Lombard.

### **B. HOUSING AND RESIDENTIAL LAND-USE AREAS**

#### **Goal 1**

We will provide a housing inventory and living environment which will address future growth and enhance the overall character of the Village.

#### **Goal 2**

We will make available a diversified housing stock for all residents of the Village.

**C. COMMERCIAL AND RETAIL DEVELOPMENT**

**Goal 1**

We will encourage a compatible and market supportable system of commercial development that is organized to provide various goods and services within the community and the greater region which Lombard serves.

**Goal 2**

We will continue to effectively promote the major retail corridors as well as the smaller, neighborhood-oriented shopping centers throughout the Village.

**Goal 3**

We will encourage aesthetically pleasing and functionally well-designed retail and commercial shopping environments.

**D. TRANSPORTATION**

**Goal 1**

We will maintain a transportation system which provides for safe and efficient movement of vehicles, pedestrians and cyclists.

**Goal 2**

We will ensure the residents of the Village of Lombard reasonable access to public transportation.

**E. OPEN SPACE & NATURAL ENVIRONMENT**

**Goal 1**

We will promote open space preservation within the Village and incorporate open space objectives as part of the development process.

**Goal 2**

We will seek to protect natural resources which enhance the quality of life and provide a balance between human-made and natural areas.

**F. GOVERNMENTAL SERVICES AND ORGANIZATIONAL COOPERATION**

**Goal 1**

We will help to ensure the overall cost-effective and efficient delivery of utilities, including water, waste water collection and treatment, stormwater, solid waste disposal, solid waste recycling, electricity, natural gas, and communications.

**Goal 2**

We will encourage the coordination and cooperation among federal, state and local agencies and organizations potentially having interest in Lombard to ensure the greatest level of efficiency and effectiveness in the provision of municipal services.

**Goal 3**

We will continue to maintain effective relationships with those local agencies, organizations and associations having a presence in Lombard to ensure high-quality/modern/reliable infrastructure and services to all residents and businesses.

**G. FISCAL AND ECONOMIC DEVELOPMENT**

**Goal 1**

We will retain, expand and attract commercial, office and industrial businesses.

**Goal 2**

We will promote general economic development and business growth.

**Goal 3**

We will expand and maintain a strong employment base within the community which enhances the overall standard of living, builds upon the presence of existing employment areas and maximizes the use of existing and planned infrastructure.

**H. PROGRAM ADMINISTRATION**

**Goal**

We will implement, monitor and update the Comprehensive Plan.

**Action Requested**

Staff requests that the Plan Commission review the proposed introduction and goals section and provide any comments or make any necessary changes. Staff will provide the Plan Commission with the first draft of Section 1 of the Visioning/Land Use Plan focusing on our long range vision. Please note that formatting and layout of the report will be addressed when the first draft is ready for review (March, 2012 meeting)

## **Comprehensive Plan Introduction**

### **What is a comprehensive plan? Why do we need an update?**

The Comprehensive Plan is the Village's official policy guide for future growth and development. It provides community focus and direction regarding future physical and economic change in the community over the next 10 -15 years. It includes goals, objectives and long-range recommendations for land use, annexation, transportation, economic development, and community facilities.

While the plan by its very nature is long-range in orientation, it has been developed and organized in a manner to help guide day-to-day administration and decision making. For the plan to be meaningful, it must be useful to the community in managing and monitoring physical and economic change.

Lombard is in a mature phase in its physical development and evolution. While a few key vacant sites remain within the community, it is over 90% developed. Prior physical land-use plans appropriately emphasized guiding the proper development of these remaining vacant areas. Today, however, Lombard's future is focused on the improvement and maintenance of existing development, and encouraging compatible development and redevelopment. Further, because Lombard is primarily a residential community, it will be important to ensure the continued provision of responsive services and facilities.

The Village must ensure that new growth and redevelopment does not negatively impact overall fiscal conditions. Because of the community's desire for improved facilities, the Village seeks a balanced development pattern which provides the community with the fiscal resources necessary to meet new service demands.

### **Process**

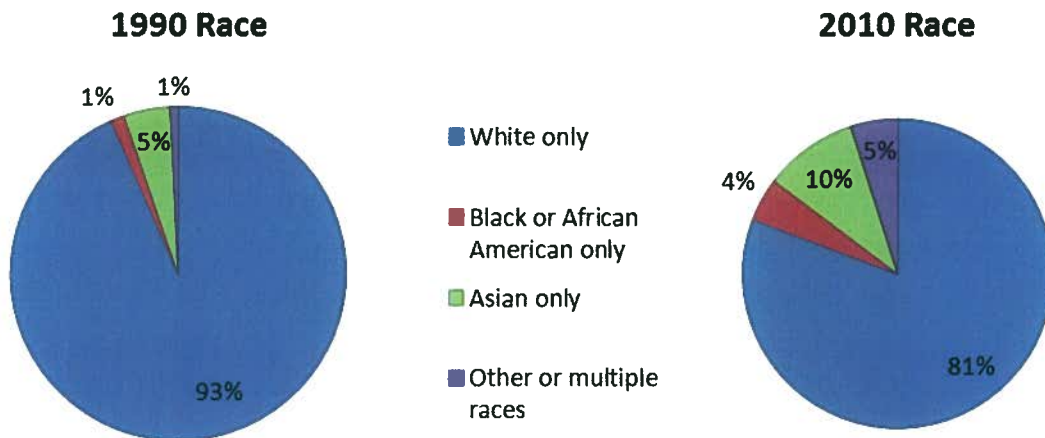
In order to prepare for these needs, staff initiated, in August of 2011, the development of the updated Comprehensive Plan. Specific elements of the plan were discussed by the Plan Commission in monthly workshop sessions beginning in October 2011 and concluding in March 2012. A public hearing was held in April 2012 wherein the Plan Commission recommended that the Village Board approve the Comprehensive Plan. The plan was officially adopted by the Village Board in May 2012.

### **Community Character**

#### **a. Demographics – older and more diverse**

The Village of Lombard is a community of approximately 43,165 residents (in 2010) located west of Chicago in east central DuPage County. As is the case with all of DuPage County, Lombard's residents are becoming older and more diverse. Median age increased from 33.3

in 1990 to 40.9 in 2010 as the percentage of residents ages 50 to 64 years has increased by 48 percent since 1990, accounting for 19 percent of Lombard’s total population in 2010. The percentage of residents who describe themselves as white alone has decreased from 93 percent in 1990 to 81 percent in 2010. In that same timeframe, Hispanic and Latino residents have increased from 2.8 percent of the population to 8.1 percent. Households are also changing, with average household size decreasing from 2.6 to 2.45 people, more households with individuals 65 years and over, and a lower percentage of households with individuals under 18 years.



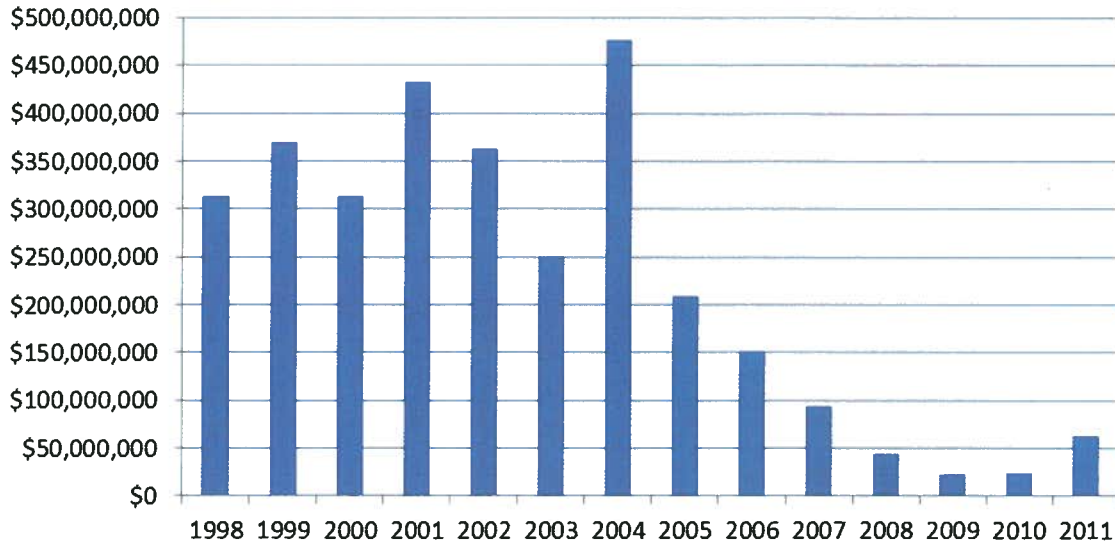
**b. Changes since 1998**

The 1998 Comprehensive Plan, adopted in January 1998, provided a 15-year outlook. Its goals were:

- Balanced physical growth & development
- Distinctive & attractive community
- Compatible, market-supportable system of commercial development
- Aesthetically pleasing, well-designed retail & commercial areas
- Strong employment base

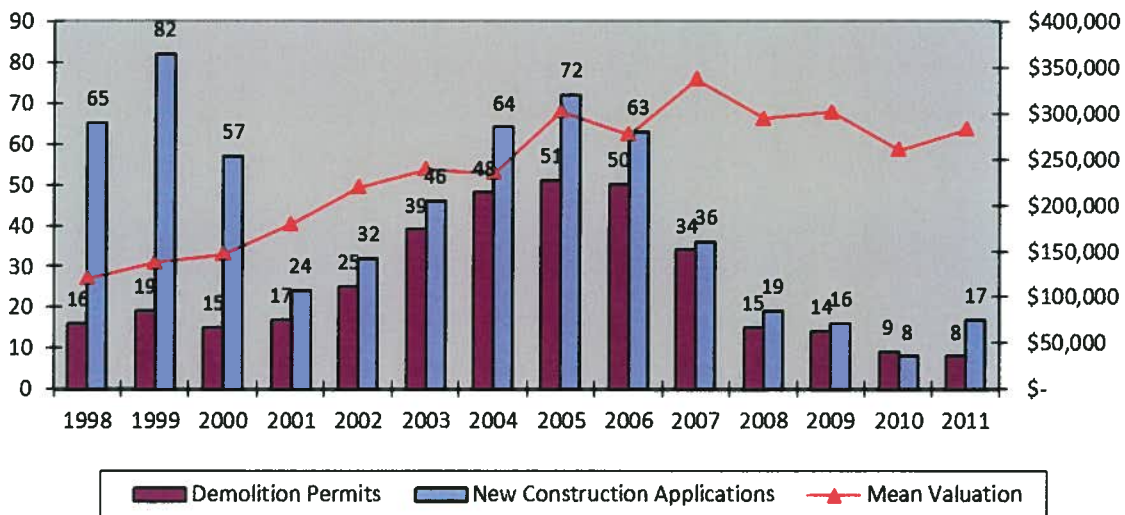
Lombard has physically changed since that time, in particular the southern half of the Village. More than \$3.1 billion in property improvements have been made since 1998 (through September 21, 2011).

### Building Permit Valuation, 1998-11/13/2011



Nearly 600 new detached single-family homes have been built in the past 14 years, some in new subdivisions (Providence, Providence Glen, Buckingham Court, Regency Estates, Yorkshire Woods) and many as “teardowns” within established neighborhoods. Although construction activity lagged during the recession, new homes were still being built at a steady, albeit slower, pace.

### Single-Family Activity through 11/13/11



### Major construction projects

- Fountain Square (Dick’s Sporting Goods, Champs Americana, Jared, Ethan Allen, Sunrise Senior Living)



- Highlands of Lombard (The Great Indoors, City View Apartments, Potbelly, Sweet Tomatoes, The Patio)
- Butterfield/Technology Drive (FedEx Office/Momotaro, Taylor Brewing Company, DuPage Medical Group Surgical Center, Miller's Ale House)
- Yorktown (Target, AMC Theatres, The Shops on Butterfield, hotel/convention center)
- 22<sup>nd</sup> Street/Highland Avenue (Town and Country Homes, office condos, DuPage Medical Group, Citgo)
- Roosevelt Road (Carson's Center, V-Land, Next Realty/Sportmart Plaza, Lombard Toyota expansion, KFC/A&W, The Tile Shop, Popeye's)
- North Avenue (Heron Point, CVS, The Overlook on North, Lombard Landings improvements)
- Downtown Lombard (Park West, Parkview Pointe, Elmhurst Memorial Lombard Health Center, Lincoln Place, Walgreens, Main Street Place, Prairie Path Villas)
- Major condominium development (Liberty Square, Lincoln Terrace, Arboretum Park, Lombard Station, York Brook, Fountain Square, Oakview Estates, The Residences at Fountain Square)
- Townhomes (Meadow Avenue, Lancaster Square, Fairfield Place, Buckingham Orchard)
- Six new hotels with a total of 1,190 rooms (Extended Stay Deluxe, Hyatt Place, Homestead Suites, Fairfield Inn, Comfort Suites, TownePlace Suites, Westin)
- Hundreds of new restaurants

### **Plan components and major amendments**

- a. **1999 – St. Charles Road Corridor Study (PC 99-28):** This amendment examined the East St. Charles Road corridor from Grace Street to the eastern Village limits and made recommendations on land usage.
- b. **2007 – Roosevelt Road Corridor Study (PC 07-31/32):** This amendment examined the Roosevelt Road corridor and made recommendations on land usage.
- c. **2010 – Open Space Plan (PC 10-05):** This amendment looked at the Village's open space resources and policies.
- d. **2011 – Downtown Plan (PC 11-03):** This amendment made specific recommendations for land usage and Village policies pertaining to the Downtown Central Business District as well as East St. Charles Road to Grace Street.

- e. **2011 – Economic Development Plan:** Although not an official part of the Comprehensive Plan, this document was adopted by the Village Board to set economic development goals and strategies for the Village.
- f. **2011 – Senior Housing Plan (PC 11-20):** This amendment looked at the Village’s resources and opportunities as they pertain to senior housing.
- g. **2011 – Westmore-Meyers Road Plan (in progress):** This amendment will address land use issues along the Westmore-Meyers Road corridor.