



## MEMORANDUM

**TO:** William "Bill" Ware, Chairperson  
Economic and Community Development Committee

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

**DATE:** December 17, 2010

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

Attached for ECDC 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 ECDC is now asked to review the draft *Lombard Downtown Revitalization Project Guidebook* as it pertains to the ECDC's scope. Comments from the January 5 ECDC 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 October 9, 2009, the ECDC reviewed a proposed landscape plan for the downtown. By a voice vote of the members present, it was recommended that the Village should consider using TIF funds for landscape enhancements in the public right-of-way and on private property through the use of Downtown Grant programs.

### **ACTION REQUESTED**

Please review the *Lombard Downtown Revitalization Project Guidebook* in preparation for a discussion at the January 5 ECDC meeting. Specifically, the ECDC should consider the proposed development concept plans (Chapters 1 & 2) and implementation strategies (Chapter 7) as they pertain to adaptive building reuse and the preservation of buildings of historic and architectural significance. The ECDC should also consider the financial impact of these sections on the Downtown TIF and St. Charles Road TIF 1 West.