

PC 11-03, Comprehensive Plan Amendment



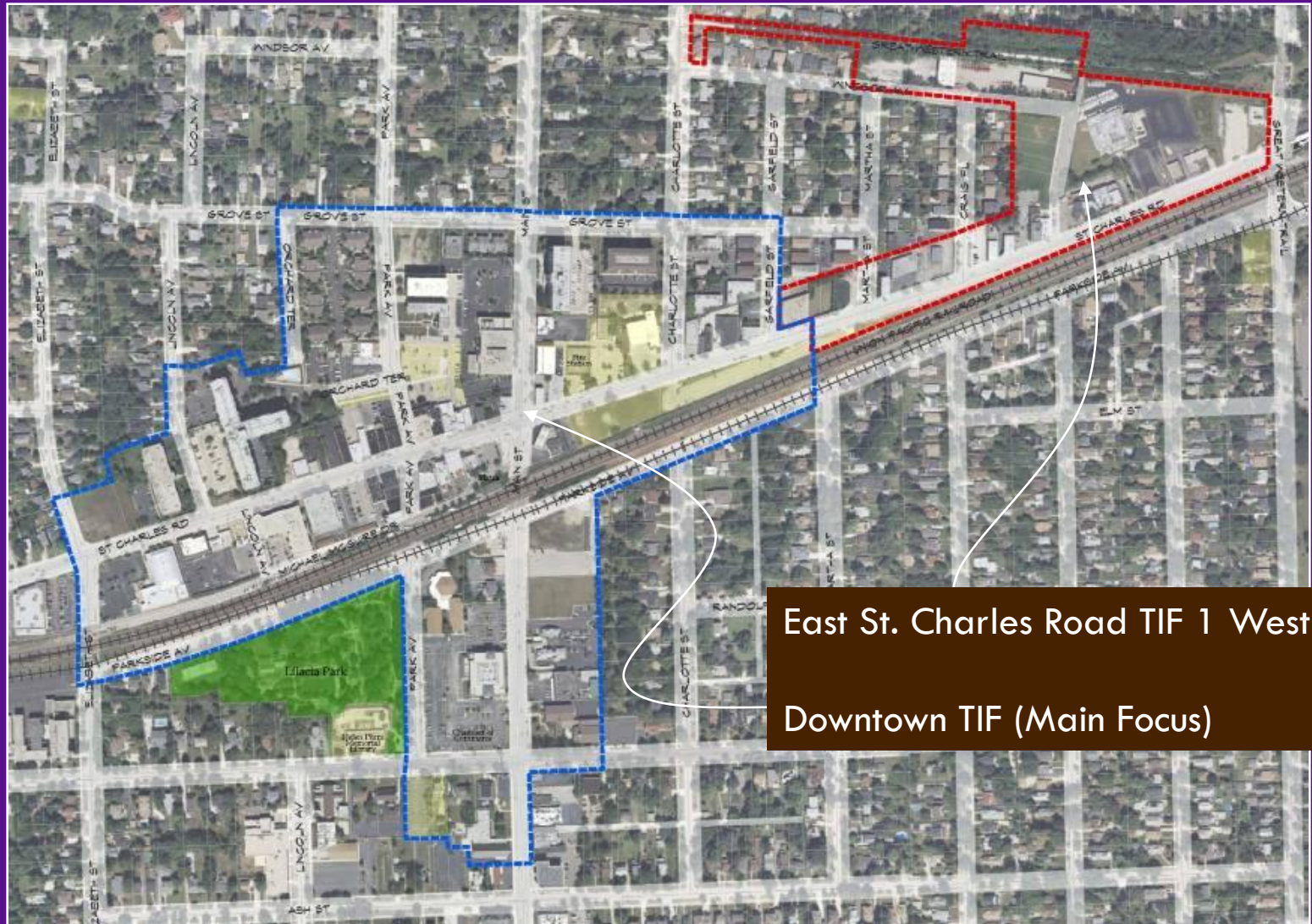
Village of Lombard Downtown
Plan

February 21, 2011

Continuing Downtown Planning

- TIF Districts
 - Downtown TIF adopted 1989
 - 2 time extensions
 - latest extension will expire in 2023
- 2007-2008 Parking study
- 2009 visioning process
 - 4 public community meetings
 - Online survey
 - Over 400 participants
 - Visioning results
 - 4 common themes:
 - Land Use
 - Image/Appearance
 - Special Events & Partnerships
 - Access & Circulation

Establish a Boundary



East St. Charles Road TIF 1 West

Downtown TIF (Main Focus)

Current Downtown Goals

- Strategy & Action Plan developed with the following goals:
 - Economic development
 - 2009 Market Study
 - Design & Image
 - 2009 Landscape Enhancement Plan
 - Partnerships
 - Compatible Development
 - Access & Circulation

Plan Development

- ❑ The Village received a planning grant from the RTA to undertake a comprehensive downtown study – building upon past plans and recommendations
- ❑ Consultant team, led by Teska & Associates, was selected to undertake the task along with creating a working group to guide the discussion
- ❑ Intent – develop comprehensive review of downtown and provide short and longer range strategies for downtown development activity

Plan Content

- The Downtown Revitalization Project Guidebook includes the following components:
 - Development Concept Plans
 - Streetscape Enhancement Strategies
 - Façade Enhancement Strategies
 - Visual Identity Standards & Signage Concepts
 - Transportation Strategies
 - Implementation Plan

Extensive Public Input

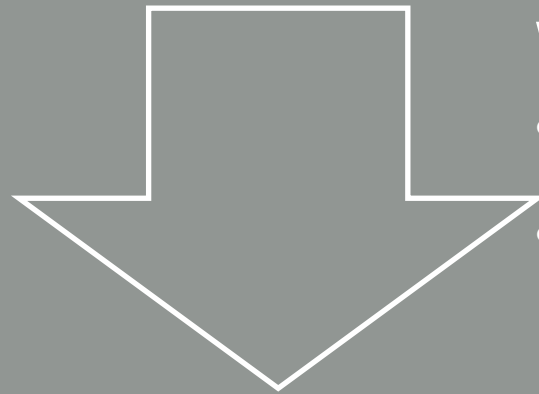
- ❑ 2 stakeholder meetings
- ❑ 2 open houses
- ❑ 8 Village Board, committee, & commission meetings
- ❑ 1 public hearing



Financial Analysis

- Goal
 - Identify projects that will appeal to the market and provide TIF increment
- Methodology
 - Look at the most optimistic possibility and alter design back until concept is least “break even”
 - Immediate implementation
 - Market rents
 - Comment on market concerns
 - Project realistic increment

Willing Seller Meets Willing Buyer



Willing Buyer

- Development income potential determines purchase price
- High risk perception lowers purchase price



Willing Seller

- Current income sets value
- Obsolescence limits future lowering price
- Damage raises costs and lowers price
- Deferred maintenance lower prices



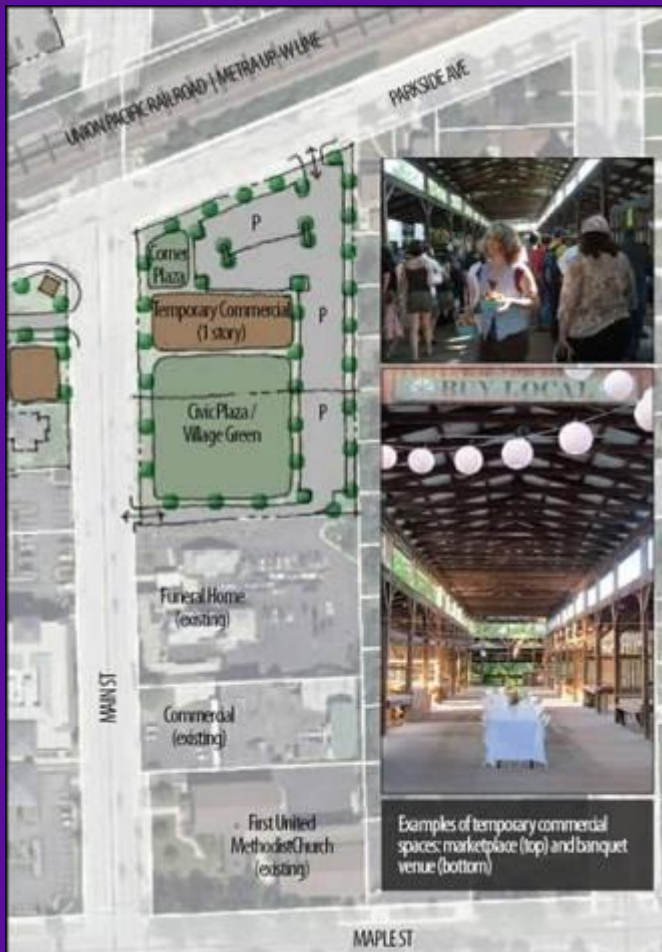
Development Concepts Plans for the Core Downtown

- Individual Sites (7)
- Public Space Opportunities
- Public Art Opportunities

Development Concepts Plans for the Core Downtown



101 S. Main Street



- ❑ Short-term: 9,000 sq ft temporary building & civic plaza w/ surface lots
- ❑ Long-term: Commercial/ office building(s) & civic plaza w/ underground garage

\$0 - \$2.7M TIF increment generated

Hammerschmidt



- Pair of 2-story commercial/office buildings (33,600 sq ft total) w/ surface parking

\$1.5M TIF increment generated

7-Eleven

- New 1-story building on corner & enhancements to existing train station access



\$52,535 TIF increment generated

10-14 W. St. Charles Road



- Façade & site enhancements w/ outdoor dining & consolidated parking

\$60,153 TIF increment generated

114-130 W. St. Charles Road

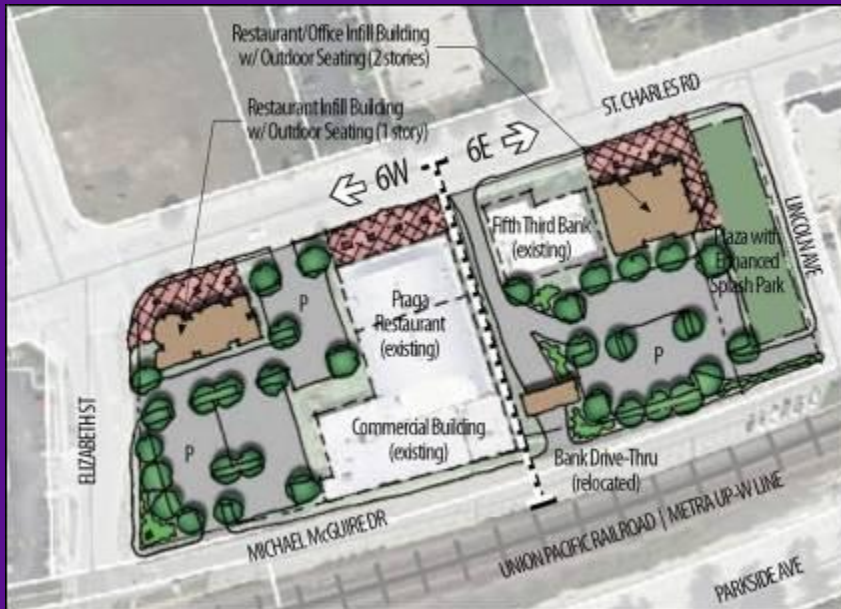


- Consolidated buildings at 100-106 W. St. Charles Road, new 2-story infill retail/office building & consolidated surface parking

\$1.4M TIF increment generated

Fifth Third Bank/Praga

- New 1-story outlet building, infill restaurant/office building w/ relocated bank drive-through lanes, enhanced splash park



\$151,879 (west half) & \$339,235 (east half) TIF increment generated

100-108 S. Main Street



- New 2-story office building, façade enhancements to *The Lombardian* building, consolidated surface parking & bus shelter

\$58,436 TIF increment generated

Public Open Space Opportunities

- ❑ Multi-use space
- ❑ Public art space
- ❑ Unique site design
- ❑ Plazas near parking structures
- ❑ Water features for passive or active interaction
- ❑ Play areas



Public Art Opportunities

- ❑ In plazas & parks
- ❑ On street corners
- ❑ In a pedestrian underpass
- ❑ As temporary pieces (Lombard Unleashed)
- ❑ Murals on exterior walls
- ❑ Art to celebrate the community (Little Orphan Annie)



Art Program Opportunities

- ❑ Continuing Sculpture & 3D Art Show
- ❑ Sculpture park
- ❑ Pop-up art
- ❑ Required spending for public art on private development projects (1% for art)
- ❑ Arts consortium

Development Concepts Plans for the East St. Charles Road Area

- Individual Sites (6)
 - Garfield/Martha
 - Martha/Craig
 - Grace
 - North Vet
 - Allied Drywall
 - Windsor/Martha
- Streetscape

Development Concepts Plans for the East St. Charles Road Area



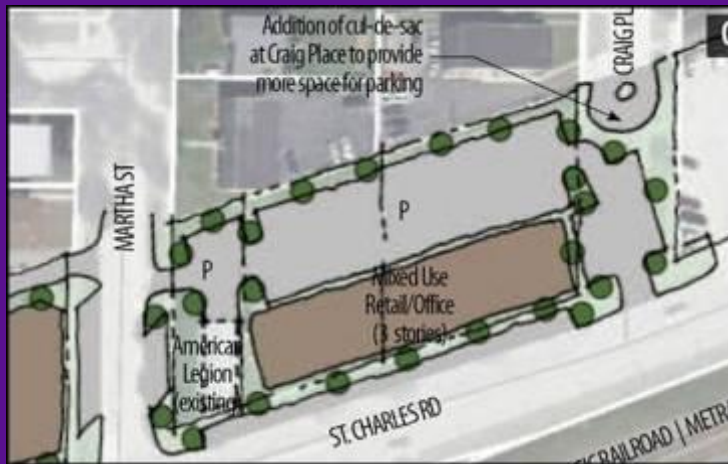
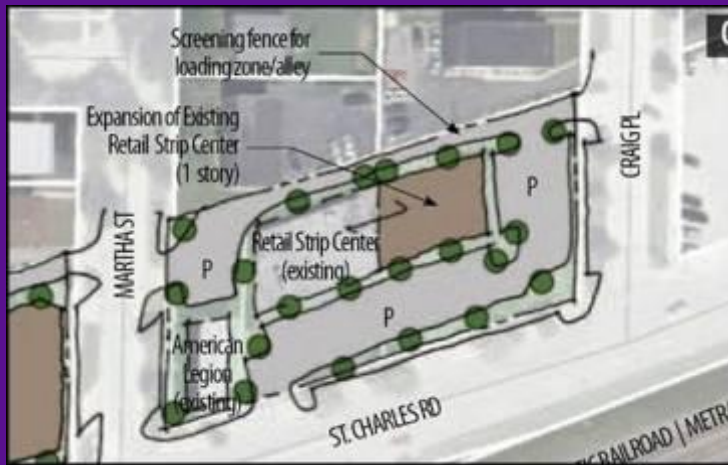
Garfield/Martha

- New 15,000 sq ft fresh market grocer & surface parking



\$953,432 TIF increment generated

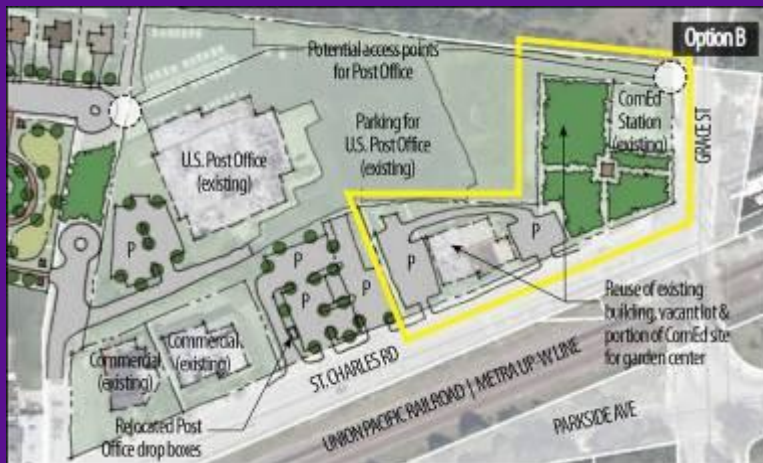
Martha/Craig



- Consolidation of 2 properties w/ shared surface parking, plus
 - Option A: Expansion of existing strip center to replace vacant building, or
 - Option B: New 3-story retail/office building to replace existing strip center & vacant building

\$124,656 - \$1.3M TIF increment generated

Grace Street & St. Charles Road



- Reconfigured Post Office parking & shared stormwater detention, plus:
 - Option A: Reuse of existing buildings for commercial/office tenants, or
 - Option B: Reuse of existing buildings for garden center

\$638,677 - \$109,950 TIF increment generated

North of Veterinary Hospital



- Great Western Trail connection, plus:
 - Option A: 3 single-family homes, or
 - Option B: Tot lot/dog park & stormwater detention

\$89,605 - \$0 TIF increment generated

Allied Drywall



- 10 single-family homes

\$301,157 TIF increment generated

Windsor/Martha



- Neighborhood park, trail connection & stormwater detention

\$0 TIF increment generated

Streetscape, Facades, Visual Identity & Transportation



Sections 3-6 of the Guidebook

Streetscape Enhancement Strategies

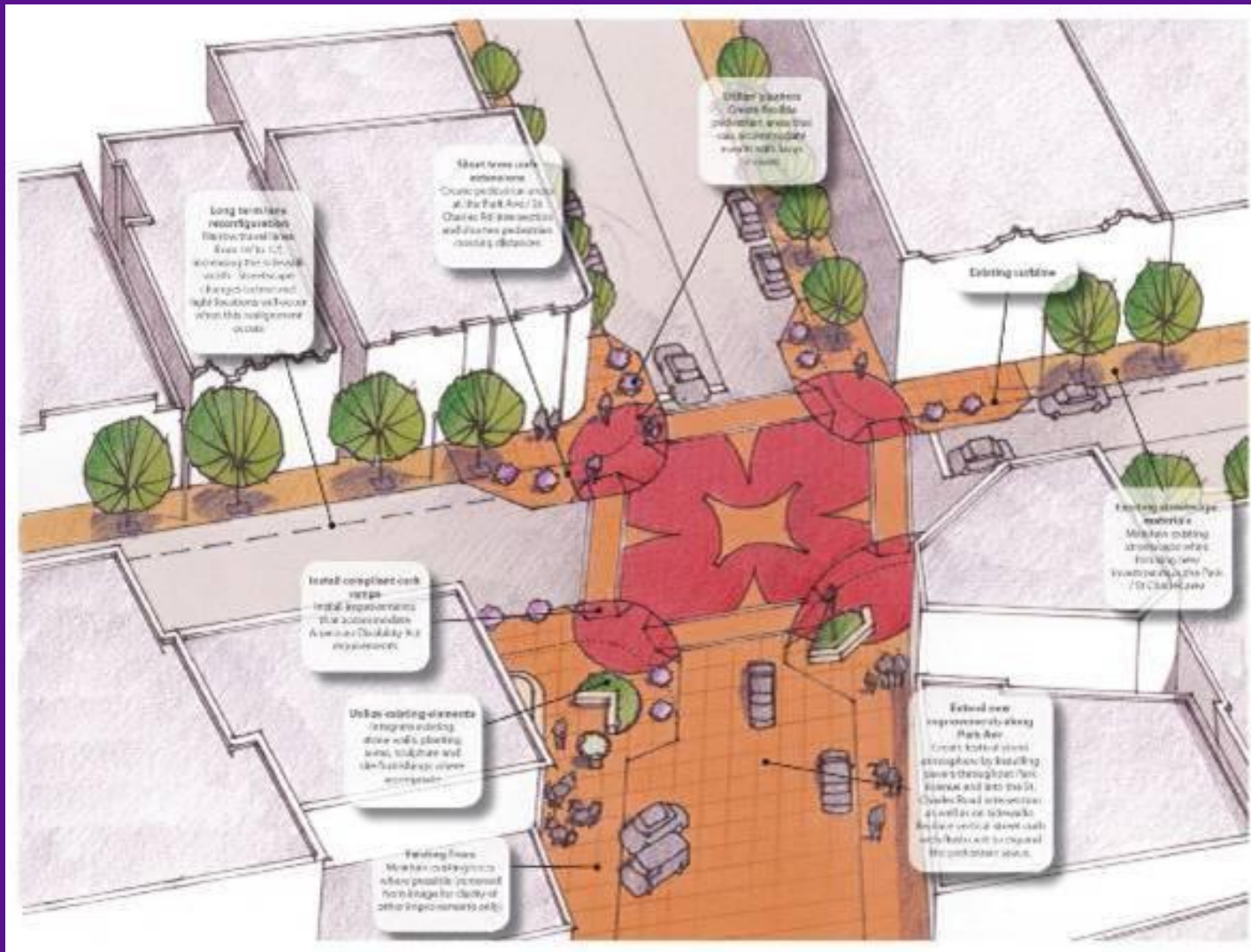
- General recommendations
- Improvement zones
 - Primary
 - Secondary
 - Tertiary

Improvement Zones

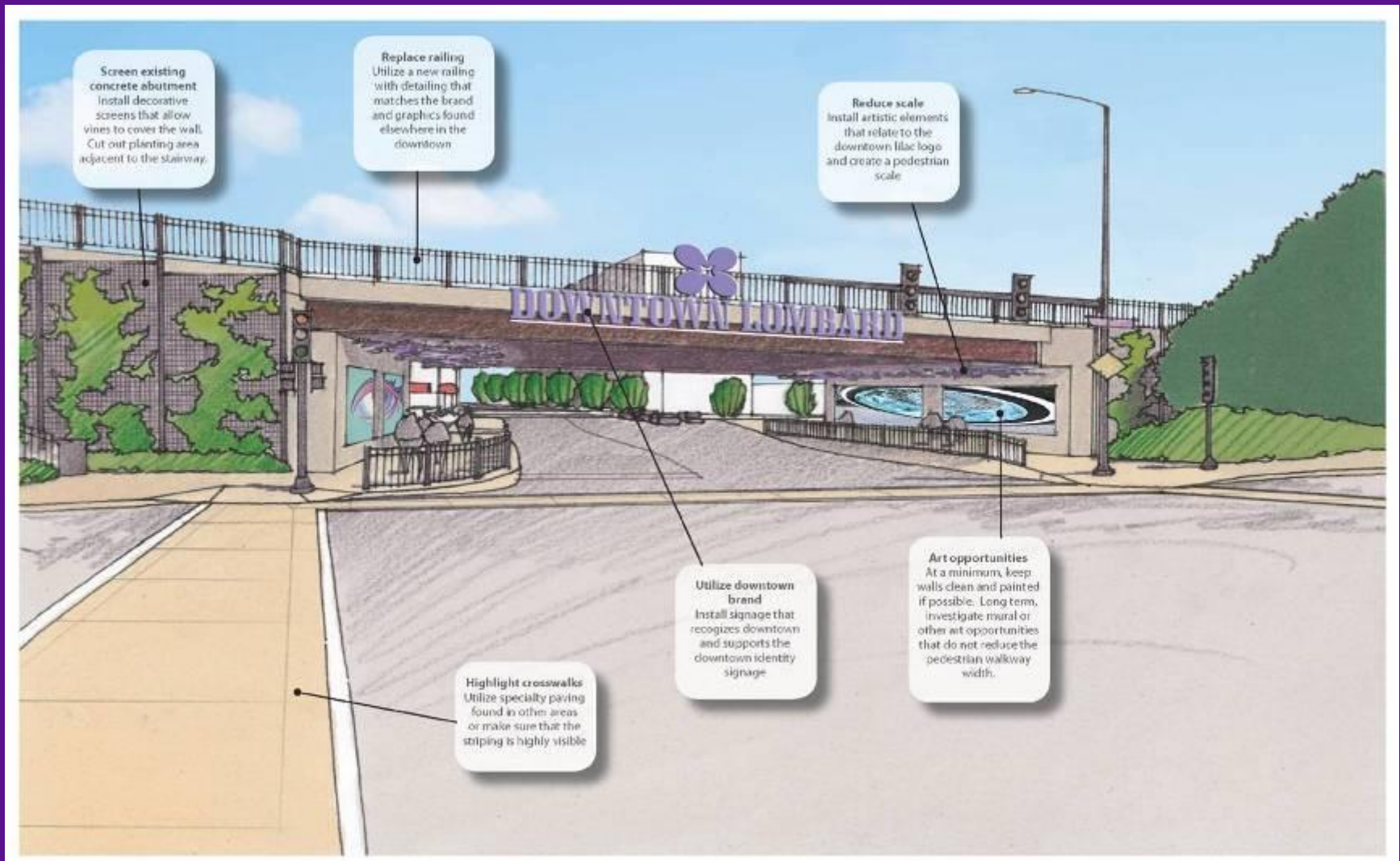


- Primary: Park & St. Charles, train station, Main Street viaduct
- Secondary: St. Charles Road pedestrian enhancements, crosswalks, public open space at 101 S. Main Street
- Tertiary: Sculpture park, Grace & St. Charles gateway, East St. Charles Road streetscape

Primary Zone – Park & St. Charles



Primary Zone – Viaduct



Façade Enhancement Strategies

- ❑ East side of Park Ave
- ❑ Building additions on St. Charles Rd
- ❑ Building consolidation on St. Charles Rd

Façade Enhancements – West Side of S. Park Avenue

Existing Conditions



Proposed Strategies



Façade Enhancements – St. Charles Road Building Additions

Existing Conditions



Vacant (street level)
Occupied (second level)
(16W. St. Charles Rd)

Vacant (street level)
Occupied (second level)
(14W. St. Charles Rd)

Vacant Parcel
(12W. St. Charles Rd)

Law Office
(10W. St. Charles Rd)

Vacant Parcel
(8W. St. Charles Rd)

Bona Pizza
(6W. St. Charles)

Main Street Cafe
(2W. St. Charles Rd)

Proposed Strategies



- Provide new fabric awnings and signage

- Provide new fabric awnings, signage, and gooseneck lighting
- Add perpendicular signage
- Replace transom windows

- Add new seasonal dining area with operable storefront windows

- Provide new signage and gooseneck lighting

- Add new seasonal dining area with rollup windows

- Extend parapet
- Restore façade

- Add new storefront windows
- Relocate awnings
- Provide new signage and gooseneck lighting

- Reskin façade with masonry veneer
- Add new signage, awnings & gooseneck lighting

- Provide pedestrian access from St. Charles Rd to rear parking area

Façade Enhancements – St. Charles Road Building Consolidation

Existing Conditions



Vacant
(106 W. St. Charles Rd)

Vacant (street level) / Lombard Town Centre (second level)
(100-104 W. St. Charles Rd)

- Exterior space between adjacent buildings

Proposed Strategies



- Replace continuous awnings with separate fabric awnings and gooseneck lighting

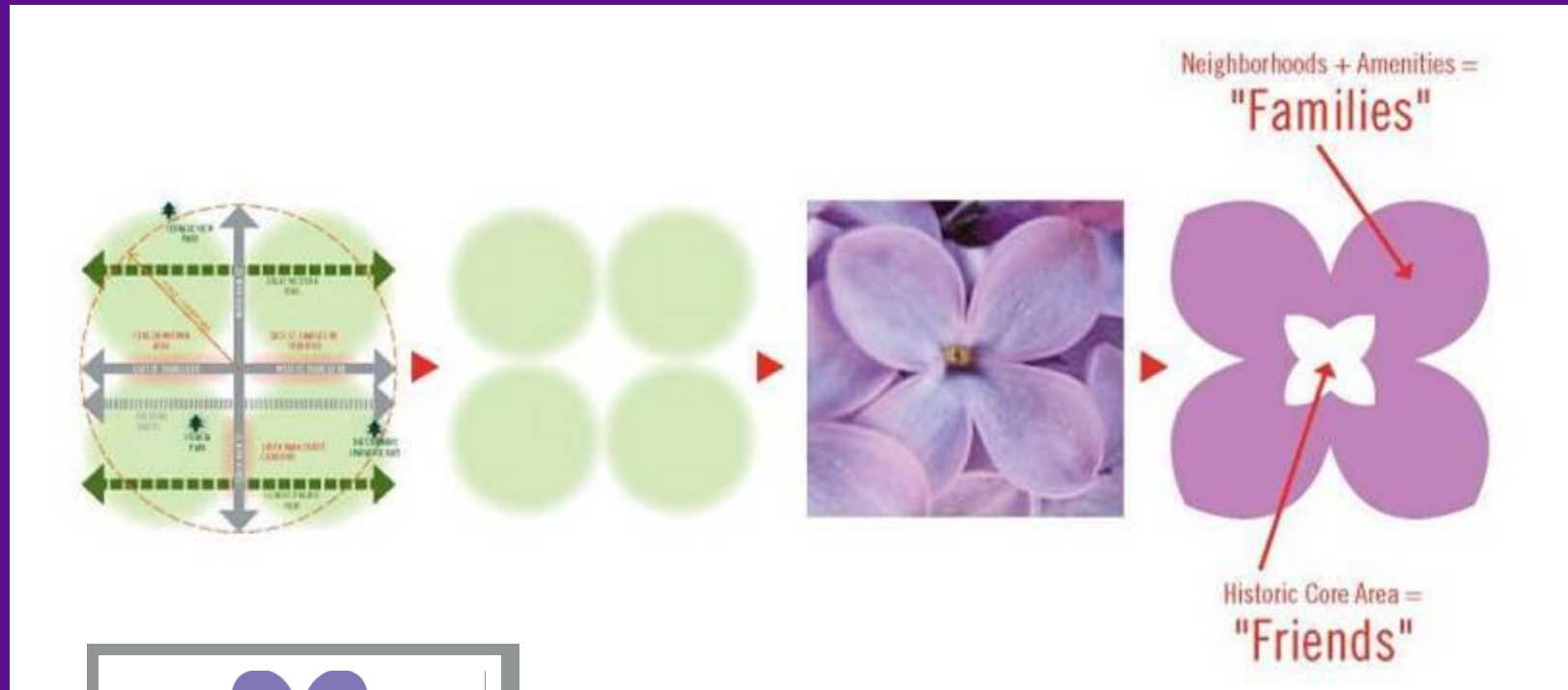
- Provide new signage, awnings and gooseneck lighting above entry doors, and perpendicular sign
- Ensure façade enhancements wrap around the building, particularly along Park Ave and Orchard Terrace

- Add new exterior wall and roof sections to enable connection of interior spaces

Visual Identity Standards & Signage Concepts

- ❑ Symbol & standard signature
- ❑ Color palette & typography
- ❑ Using the Downtown Lombard symbol as a motif
- ❑ Signage system

Downtown Lombard Symbol & Standard Signature



Color Palette & Typography



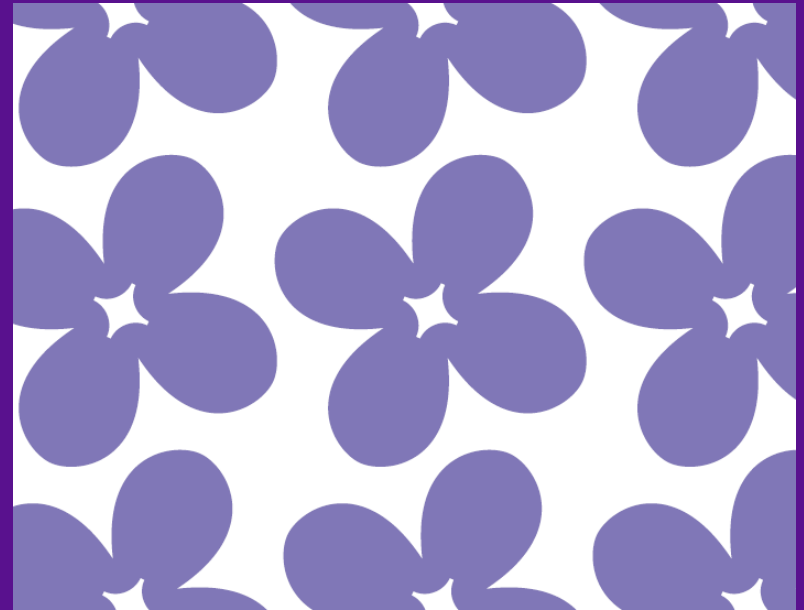
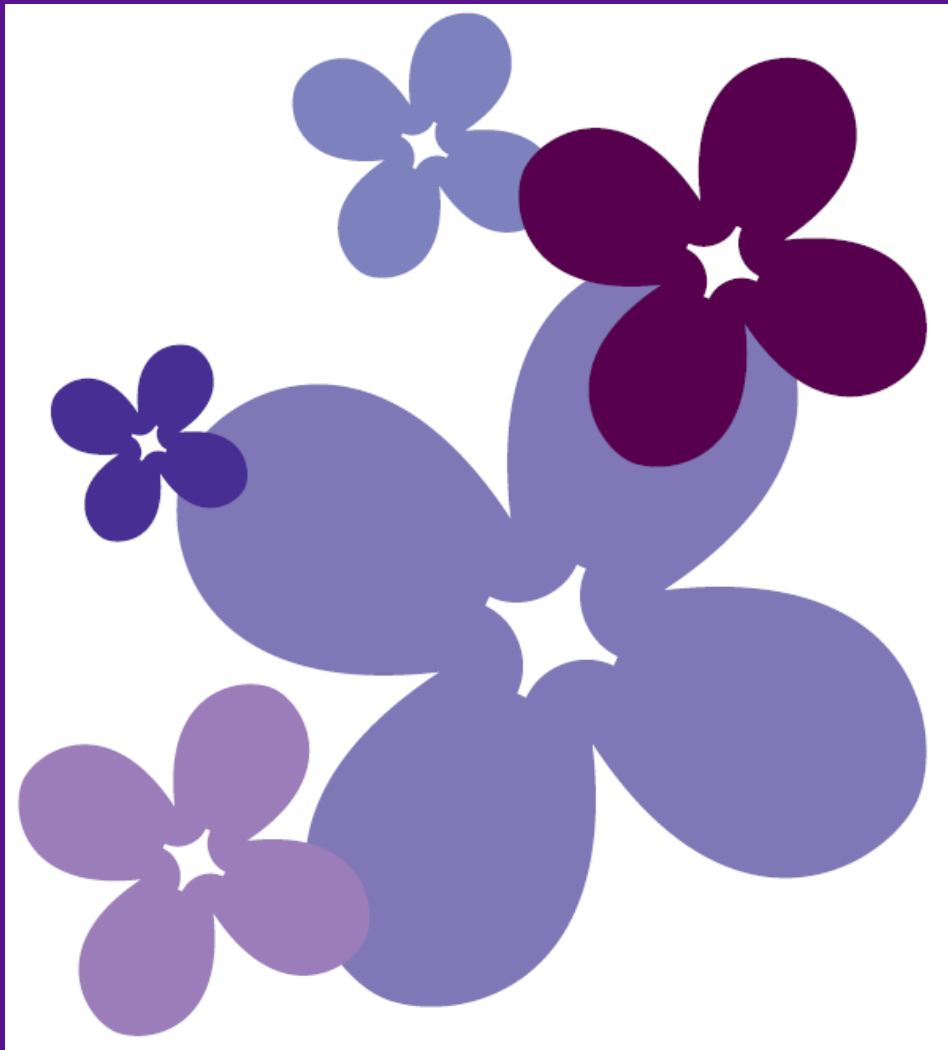
The official color for Downtown Lombard is Downtown Lombard Light Purple (similar to PANTONE® 285 C), a hue similar to lilac cultivars found in Lilacia Park.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Using the Downtown Lombard Symbol as a Motif



Signage System

Signs are one of the most highly visible applications of a visual identity system. The prototypes below illustrate how the basic elements of the visual identity system may be applied to signs to create a unified overall appearance. Please note that a Downtown signature appears in the "footer module" on all signs.

It is anticipated that these four prototypes will be the mainstays of the Downtown Lombard signage system. However, the signage system is flexible enough to easily accommodate other sign types that may be required over time.



Primary Identification Signs

These are for Downtown municipal facilities. Signage for other public institutions also present significant opportunities to display the new Downtown brand and visual identity in highly visible locations.

Secondary Identification Signs

These are for locations where smaller identification signs are more appropriate.

Primary Directional Signs

Directional signs that list major Downtown public destinations should be placed in the St. Charles Road and Main Street corridors near Downtown boundaries and close the roadways' intersection.

Parking Directional Signs

Signs that provide directions to parking facilities in the core Downtown area enhances visitor hospitality.

Transportation Strategies

- Access & circulation recommendations
- Parking analysis
- Parking recommendations

Access & Circulation Recommendations

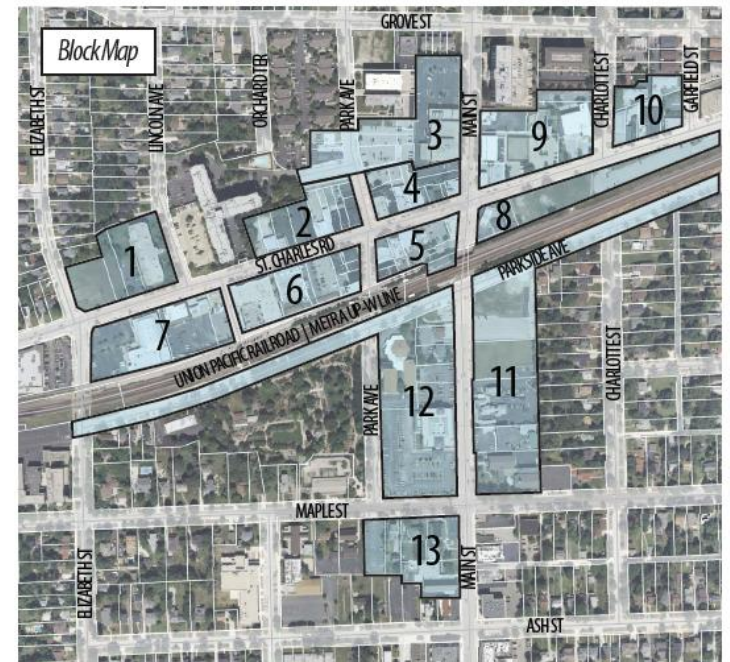
- ❑ Road narrowing (East St. Charles Rd & South Main St)
- ❑ Pedestrian improvements
 - Crosswalks
 - Pedestrian tunnel
 - Minimized curb cuts
 - Streetscape improvements
- ❑ Bicycle routes & parking
- ❑ Transit amenities

Existing Parking Resources

FIGURE 6.3
Existing Parking Supply vs. Required Parking (By Block)

	Private Spaces	Public Lot	Existing Parking			Total Parking	Required Parking	Difference (w/o Metra)
			On Street	Metra	Sub Total			
1	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
2	93	0	51	0	51	144	100	44
3	113	13	12	0	25	138	123	15
4	37	22	16	0	38	75	96	-21
5	26	0	8	0	8	34	45	-11
6	82	0	10	16	26	108	237	-145
7	96	17	7	50	74	170	70	50
8	14	0	10	113	123	137	8	16
9	48	10	8	42	60	108	70	-4
10	43	0	8	0	8	51	49	2
11	114	0	0	190	190	304	140	-26
12	283	0	4	104	108	391	269	18
13	109	0	0	28	28	137	94	15
TOTAL	1,058	62	134	543	739	1,797	1,301	-47

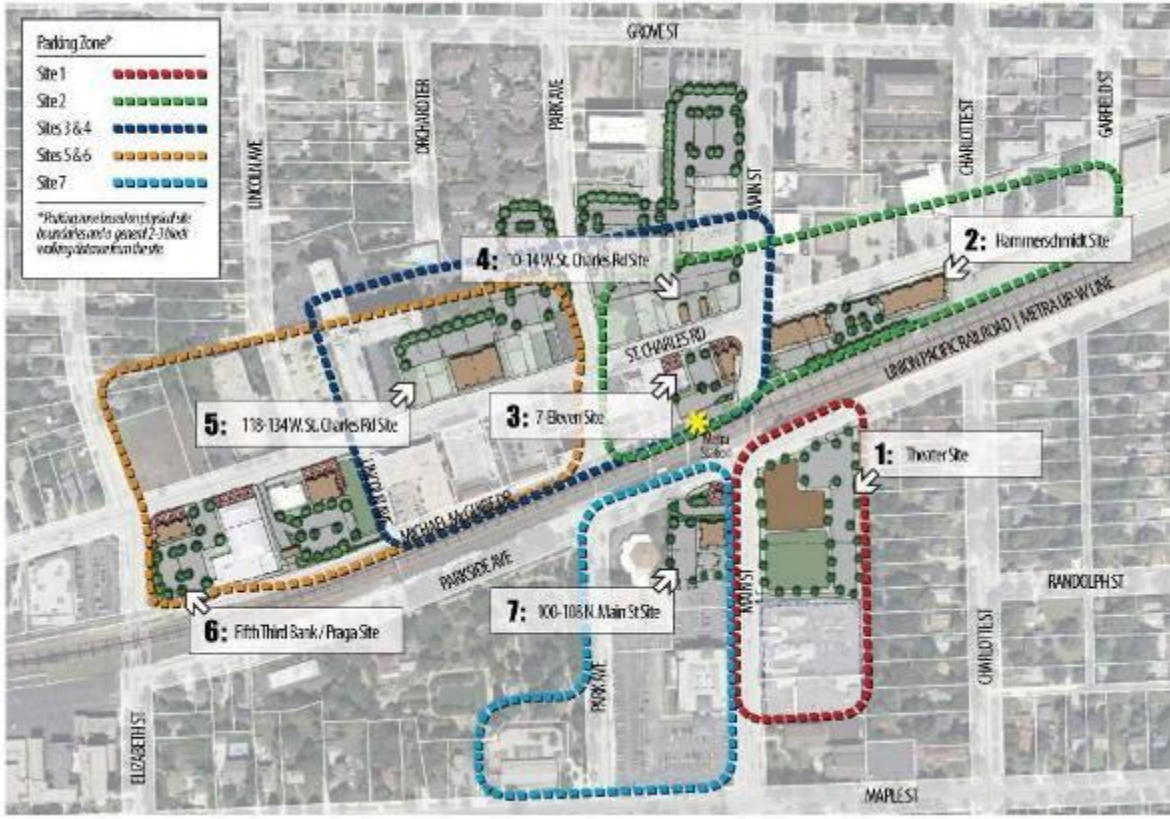
Note:
Excludes Metra commuter parking and assumes vacant buildings are fully occupied.



- Minor shortage in daytime (47 spaces)
- Parking surplus in evening due to availability of commuter spaces

Parking Zones & Recommendations

FIGURE 5
Parking Zones for the Development Concept Sites



- Garage at 101 S. Main Street
- Surface & on-street parking at Hammerschmidt
- Parking structure on North Park or North Main
- Surface parking for West St. Charles Road
- On-street spaces on South Main Street

Downtown Core Area Parking Recommendations

Short-Term Actions	# of New Parking Spaces
Acquire vacant TCF parcel (23 N. Main) and develop surface lot	52
Lease AT&T spaces for public use	100
Provide new on-street parking along Main St	60
Provide new on-street parking along E. St. Charles Rd	140
Total short term # of new parking spaces	352

Mid-Term Actions	# of New Parking Spaces
Consolidate/reconfigure existing surface lots west of Park Ave behind business north of St. Charles Rd (includes acquisition of small office building)	85
Consider optional expansion	130

Long-Term Actions	# of New Parking Spaces
Provide new parking structure east of Park Ave to replace existing surface parking lots	244

Address existing deficiencies

Address future development & projected Metra ridership growth

East St. Charles Road Transportation & Parking Recommendations

- ❑ Reduce from four lanes to three lanes to add on-street parking and pedestrian space
- ❑ Add St. Charles Road crosswalk on the east side of Garfield
- ❑ Minimize curb cuts
- ❑ Connect Great Western Trail to downtown via bike paths

Implementation Strategies



Section 7 of the Guidebook

Implementation

- Implementation action plan will allow Village to meet goals set in 2009
 - Economic development
 - Design & image
 - Partnerships
 - Compatible development
 - Access & circulation
- Funding sources & support resources

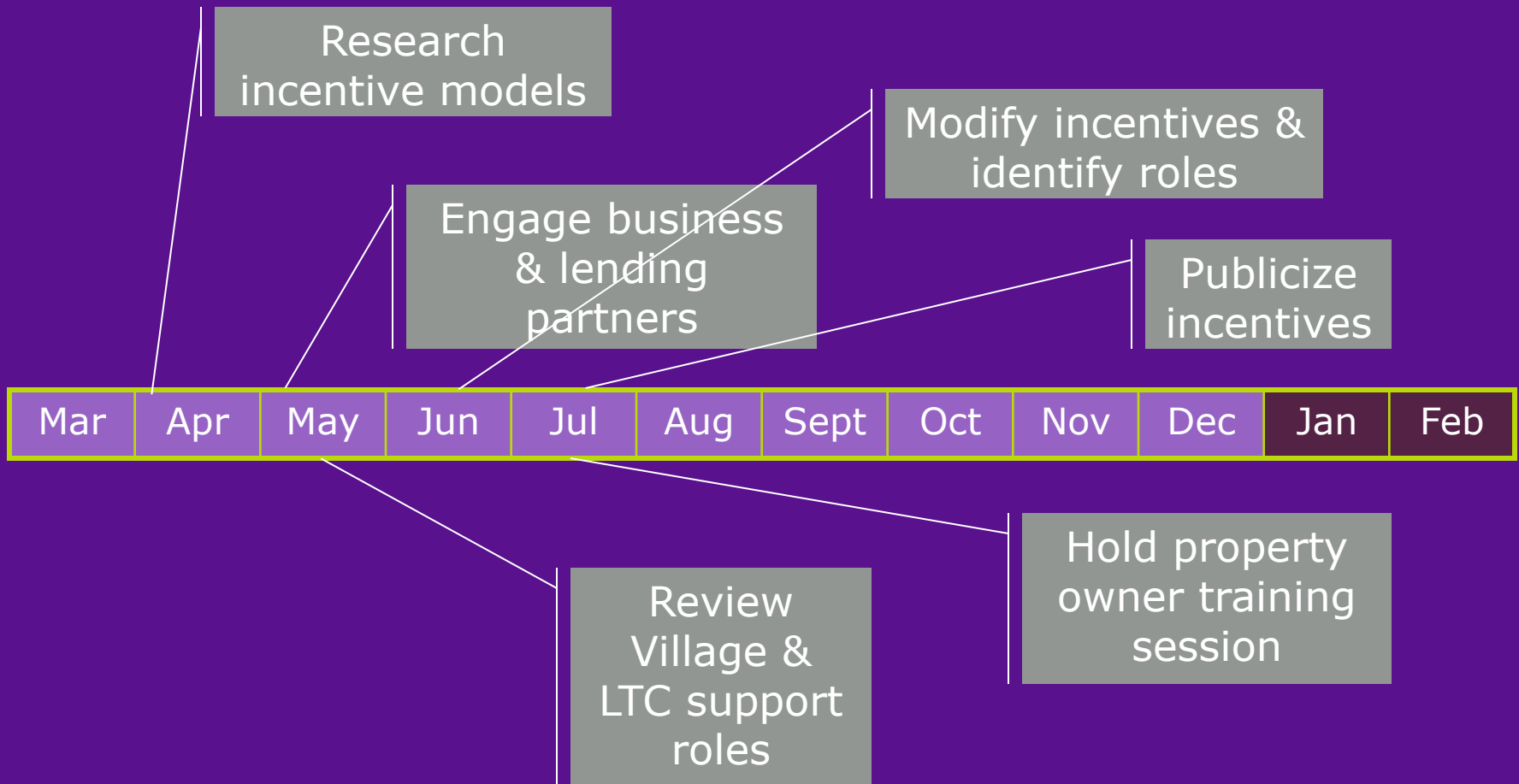
Early Action Projects

- Economic development
 - Pursue all economic development strategies
- Design & image
 - Begin design and installation of certain streetscape elements and improvements
 - Pursue façade enhancements
 - Pursue public art initiatives
 - Begin design and installation of signage
- Partnerships
 - Increase public awareness of the Plan and its recommendations

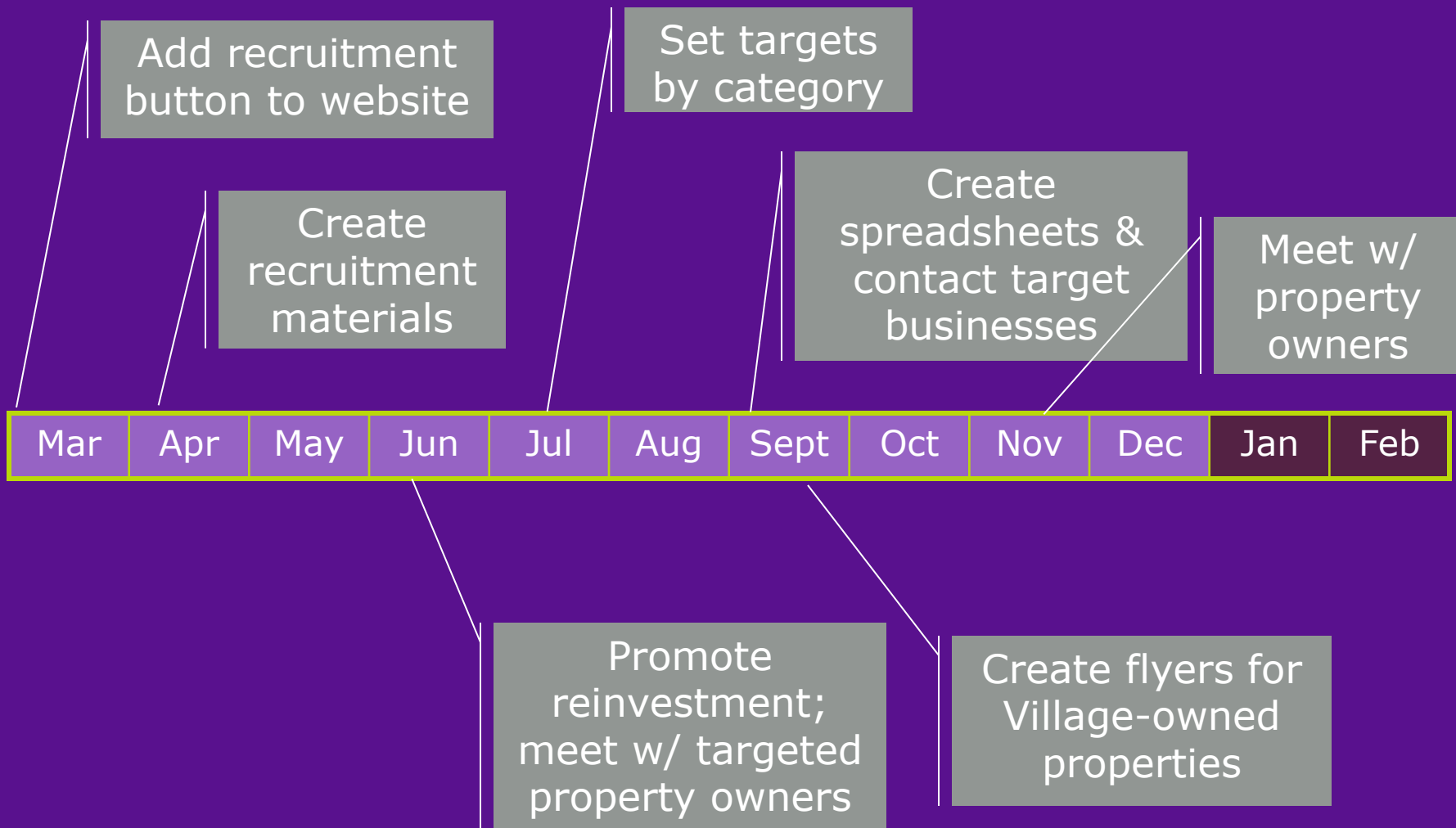
Early Action Projects

- Compatible development
 - Pursue improvements and redevelopment options (either as identified or as they present themselves)
- Access & circulation
 - Coordinate with AT&T to lease parking spaces
 - Pursue other short-term transportation improvements

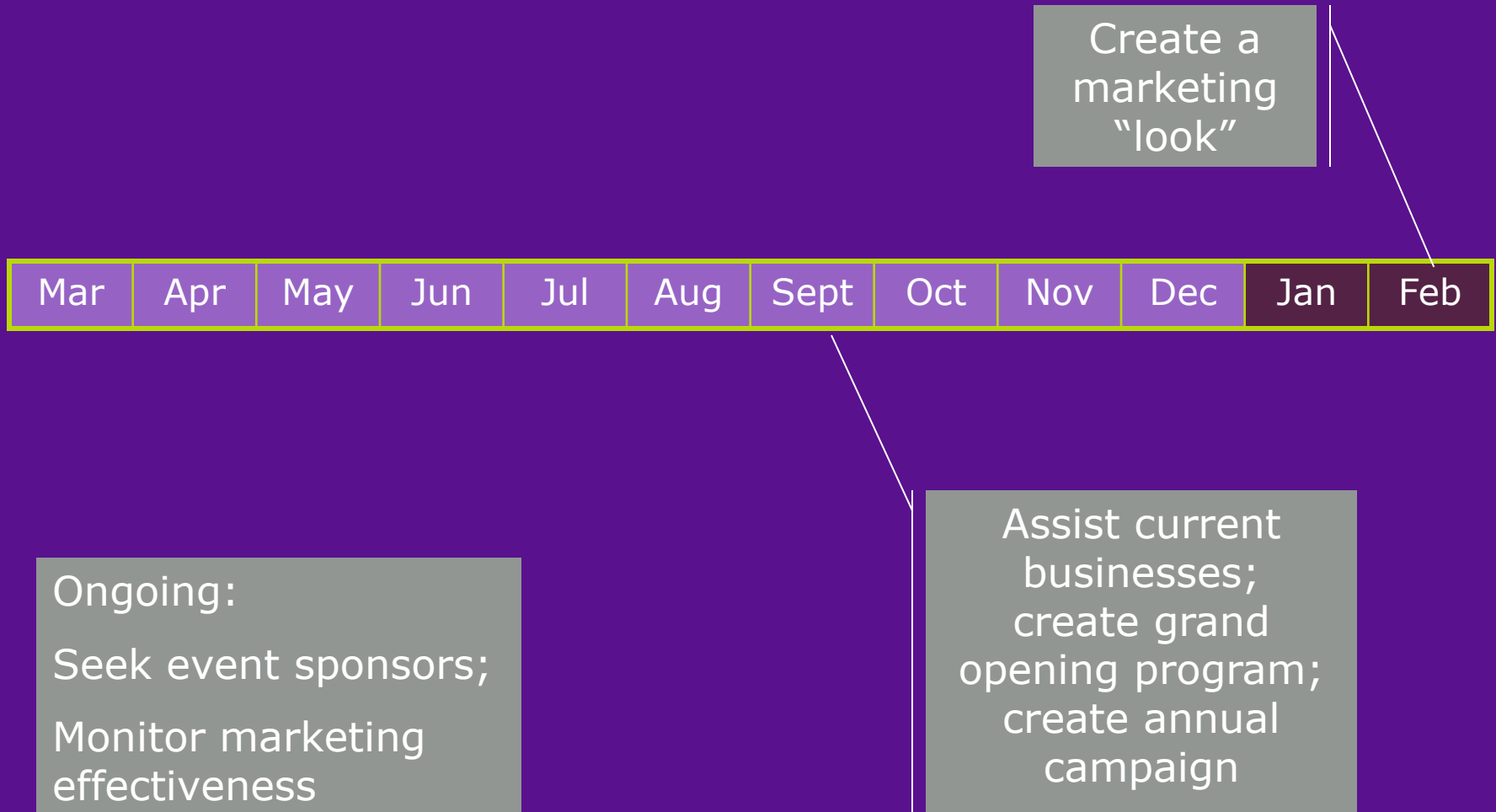
Economic Dev. Implementation – Incentives & Partnerships



Economic Dev. Implementation – Filling Vacancies & Redeveloping



Economic Dev. Implementation – Marketing



Development Implementation – Downtown Core

- Short term (1-3 years)
 - Temporary building at 101 S Main
 - Hammerschmidt
 - 10-14 W St Charles
 - 118-134 W St Charles building consolidation
 - Fifth Third/Praga
 - 100-108 S Main
- Long term (4+ years)
 - Multistory building at 101 S Main
 - 7-Eleven
 - 118-134 W St Charles site redevelopment
 - Other sites based upon opportunities

Development Implementation – East St. Charles Rd

- Short term (1-3 years)
 - Garfield/Martha grocer
 - Windsor/Martha park
- Long term (4+ years)
 - Martha/Craig consolidation or redevelopment
 - Grace & St Charles commercial or garden center reuse
 - North of veterinary hospital & Allied Drywall single-family homes

Streetscape Implementation

□ Short term (1-3 years)

- Streetscape plan
- Park & St Charles intersection
- W St Charles Rd crosswalk @ Lincoln
- Viaduct improvements
- Pedestrian striping
- McGuire Drive – Main St sidewalk
- Road narrowing plans
- Landscape enhancements
- Bus improvements

□ Long term (4+ years)

- Grace/St Charles entryway
- Main St railroad bridge
- Sculpture park
- E St Charles Rd crosswalk @ Garfield
- 101 S Main St open space
- S Main St crosswalk
- W St Charles streetscape improvements

Façade Enhancement Implementation

- Complete all recommended improvements over next 1-3 years
 - Replace transom windows
 - Fabric awnings
 - Signage
 - Gooseneck lighting
 - New parapets/roofs
 - Masonry veneers
 - Building additions

Signage Implementation

- Short term (1-3 years)
 - Directional signs
 - Primary & secondary identification signs
 - Kiosks & banners
- Long term (4+ years)
 - Primary gateway signs
 - Gateway directional signs

Transportation Implementation

- Short term (1-3 years)
 - Lease AT&T parking
 - Consolidate existing surface lots
 - Shared parking analysis
 - Study road narrowing concepts
 - Add crosswalks
 - Curb cut analysis
 - Bike parking & routes
 - Bus layover facility
- Long term (4+ years)
 - 23 N Main St surface parking lot
 - Construct parking structure (if demand warrants)
 - Implement road narrowing concepts

Funding Sources & Support Resources

- Local funding
 - TIF
 - SSA
 - Tax abatement
- Grants
 - Transportation infrastructure
 - Job-related infrastructure
 - Tourism
 - Water quality
- Private entities

Recommendation

- Staff recommends that the Plan Commission recommend approval of the Downtown Plan as an amendment to the Village of Lombard Comprehensive Plan