

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

_____ Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
_____ Recommendations of Boards, Commissions & Committees (Green)
 X Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager *DAH*

DATE: November 11, 2010 (B of T) Date: November 18, 2010

TITLE: Downtown Revitalization Project Guidebook "The Plan"

SUBMITTED BY: Department of Community Development *DM*

BACKGROUND/POLICY IMPLICATIONS:

The Department of Community Development requests review and discussion of the Lombard Downtown Revitalization Project Guidebook with referral of specific elements contained therein to the affected standing committees for their review and recommendation.

Please place this item for discussion on the November 18, 2010 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X *David A. Hulseberg* _____ Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: David A. Hulseberg, Village Manager

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

DATE: November 18, 2010

SUBJECT: **Village of Lombard Downtown Revitalization Project Guidebook
"The Plan"**

Attached for Village Board 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. With the draft report completed, staff is now bringing the report forward to the Village Board for a formal presentation. As with past downtown planning documents, staff is seeking initial comments 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.

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.

Representatives from the project team will be making a presentation before the Village Board outlining their findings and recommendations. A copy of their PowerPoint presentation to be made to the Village Board is also attached. Additional information, including an existing conditions report can be found on the project website: <http://www.teskaassociates.com/lombard>.

ACTION REQUESTED

Please place this item on the November 18, 2010 Village Board agenda. Staff recommends that the Village Board refer the Lombard Downtown Revitalization Project Guidebook to all standing committees for review as elements within the report may affect each committee. Once the comments from the committees have been received and the report has gone through the Plan Commission public hearing process, staff will bring the report back to the Village Board for final action.

Lombard Downtown Revitalization Project Guidebook

▶ VILLAGE BOARD MEETING

Thursday, November 18, 2010

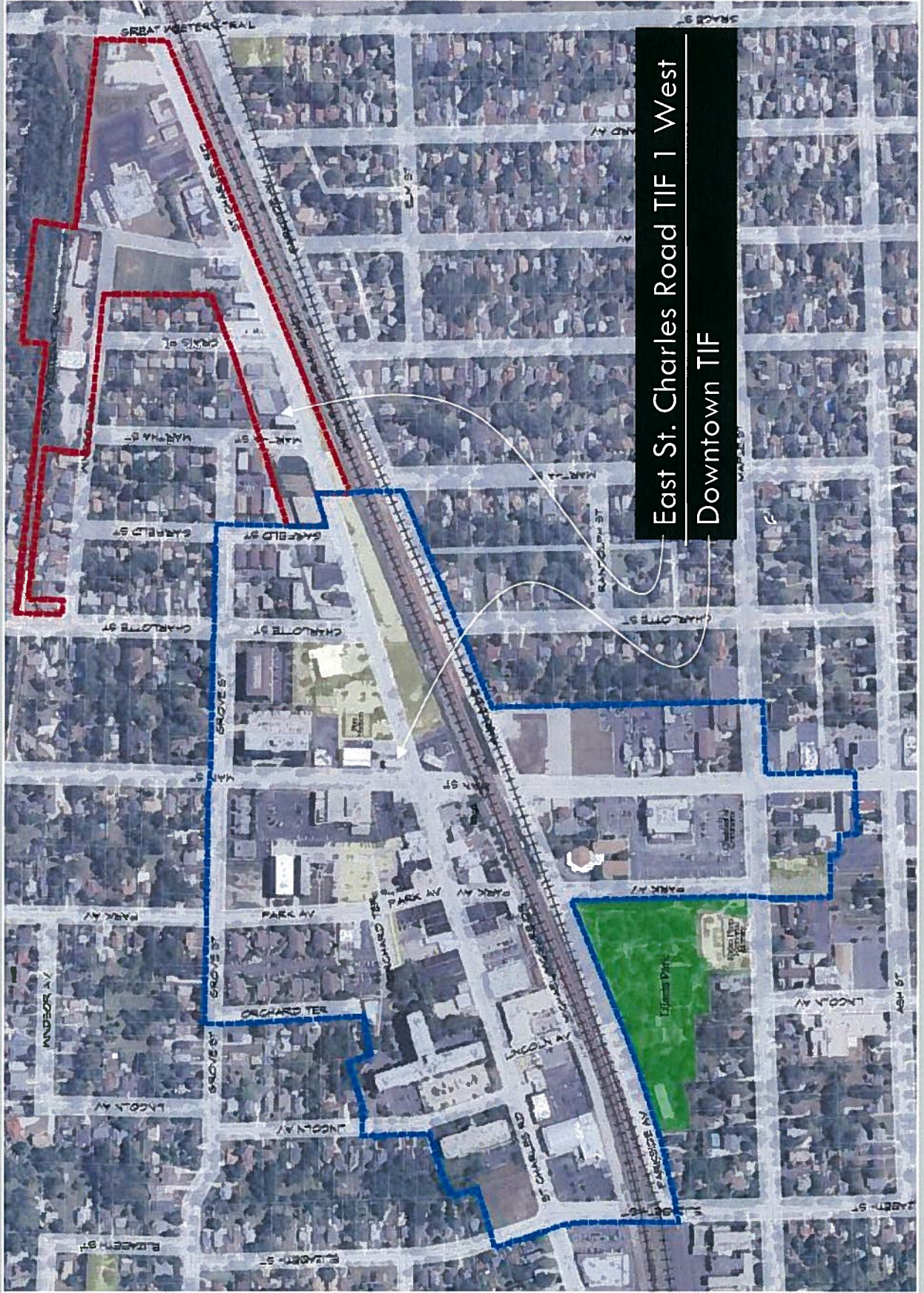


PRESENTATION OVERVIEW

- 1) Public Involvement Process
- 2) Overall Development Strategy
- 3) Site Concepts and Economics
- 4) Transportation & Parking Strategies
- 5) Streetscape Strategies
- 6) Façade Enhancement Strategies
- 7) Branding & Visual Identity Strategy
- 8) Implementation



STUDY AREA



East St. Charles Road TIF 1 West
Downtown TIF

COMMUNITY OUTREACH

- Stakeholder Focus Groups
- Working Group Meetings
- Public Open Houses (2)
- Project Website

LOMBARD DOWNTOWN PLAN
The Lilac Village Since 1869.

HOME Documents Calendar Resources Images

PROJECT DESCRIPTION

Welcome to the project website for Lombard's Downtown Plan! Here you can find resources on all things related to the Downtown Plan and become actively engaged in the process.

Village documents, links, upcoming meetings, and a community photo-tour are just a click away! So go explore. We will be adding content frequently, so be sure to check back soon.

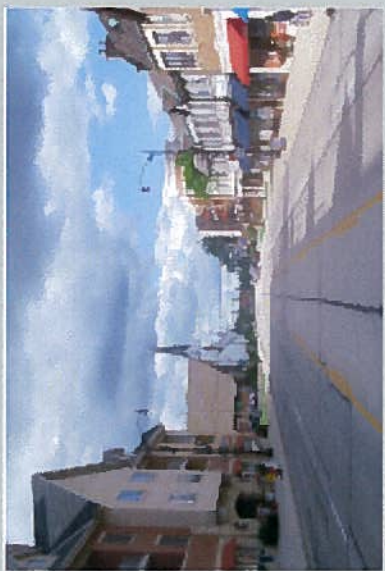
Lombard's Downtown Vision is beginning to take root and begin to blossom into a vibrant, successful and sustainable reality.

Website >>> www.TeskaAssociates.com/lombard

Village Board Meeting
Thursday, November 18, 2010

LOMBARD DOWNTOWN PLAN

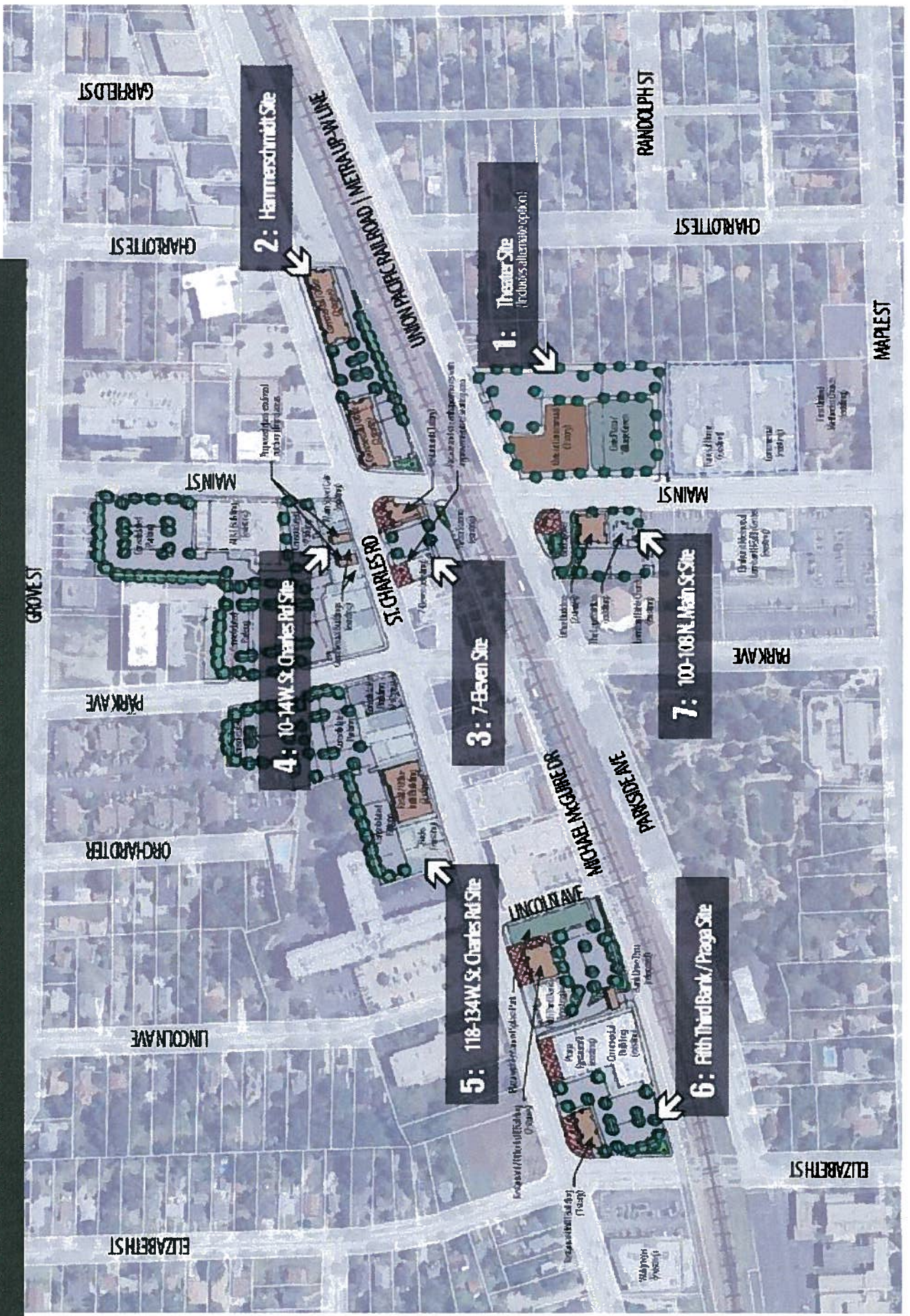
DEVELOPMENT STRATEGY – Auto vs. Pedestrian



Vs.



CONCEPT SITES: Core Downtown Area



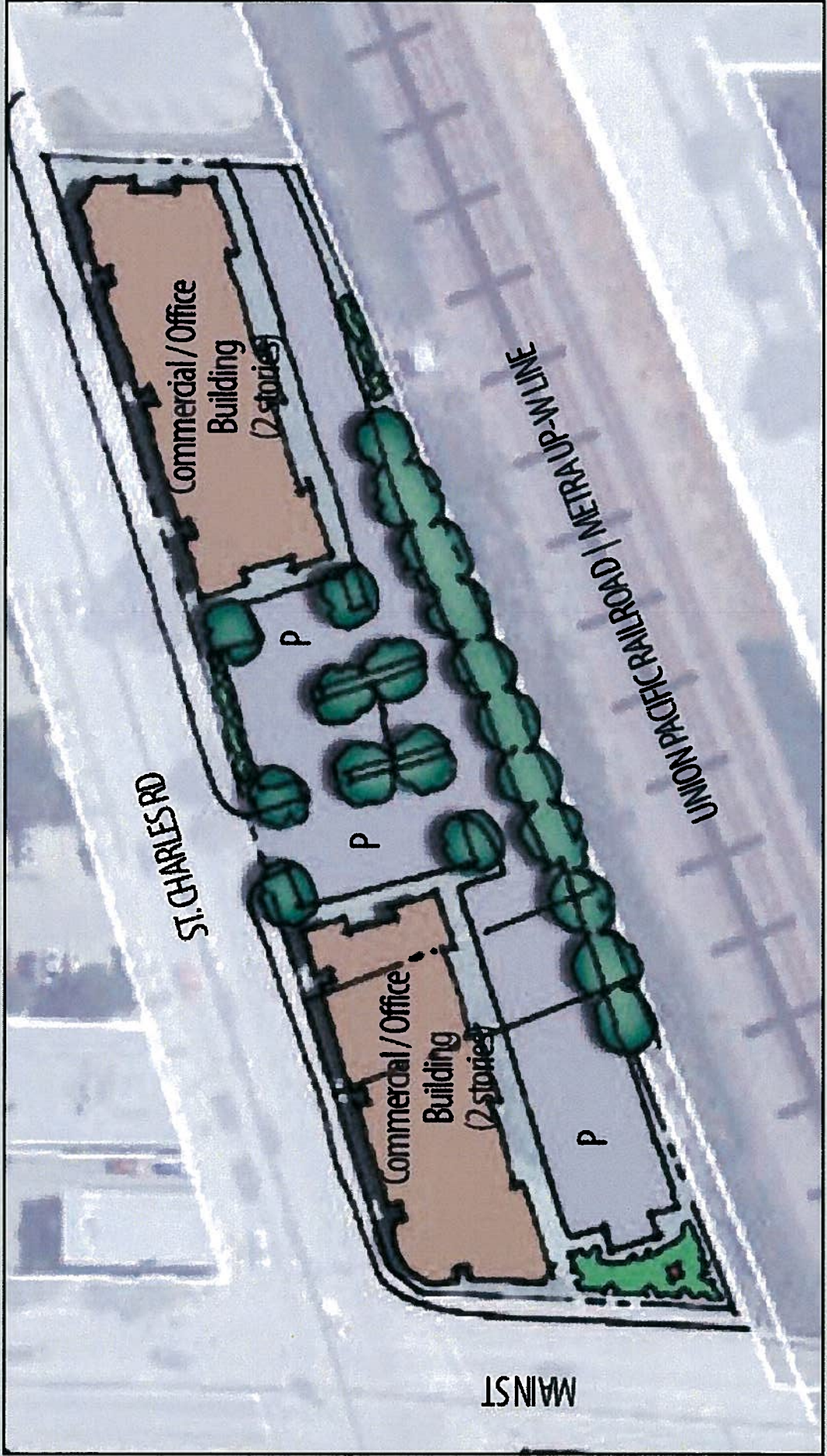
SITE 1: Theater Site

CORE DOWNTOWN AREA



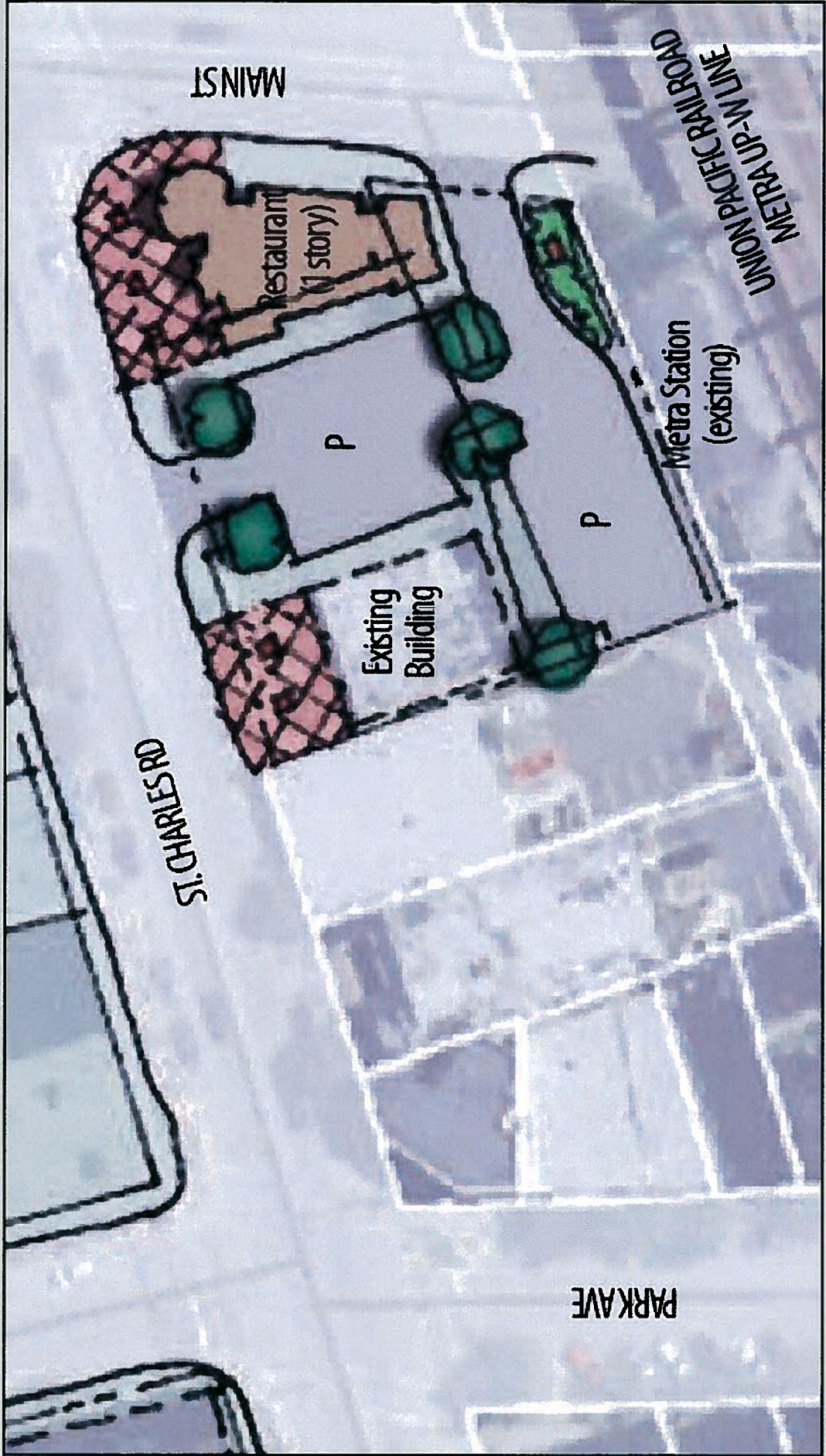
SITE 2: Hammerschmidt Site

CORE DOWNTOWN AREA



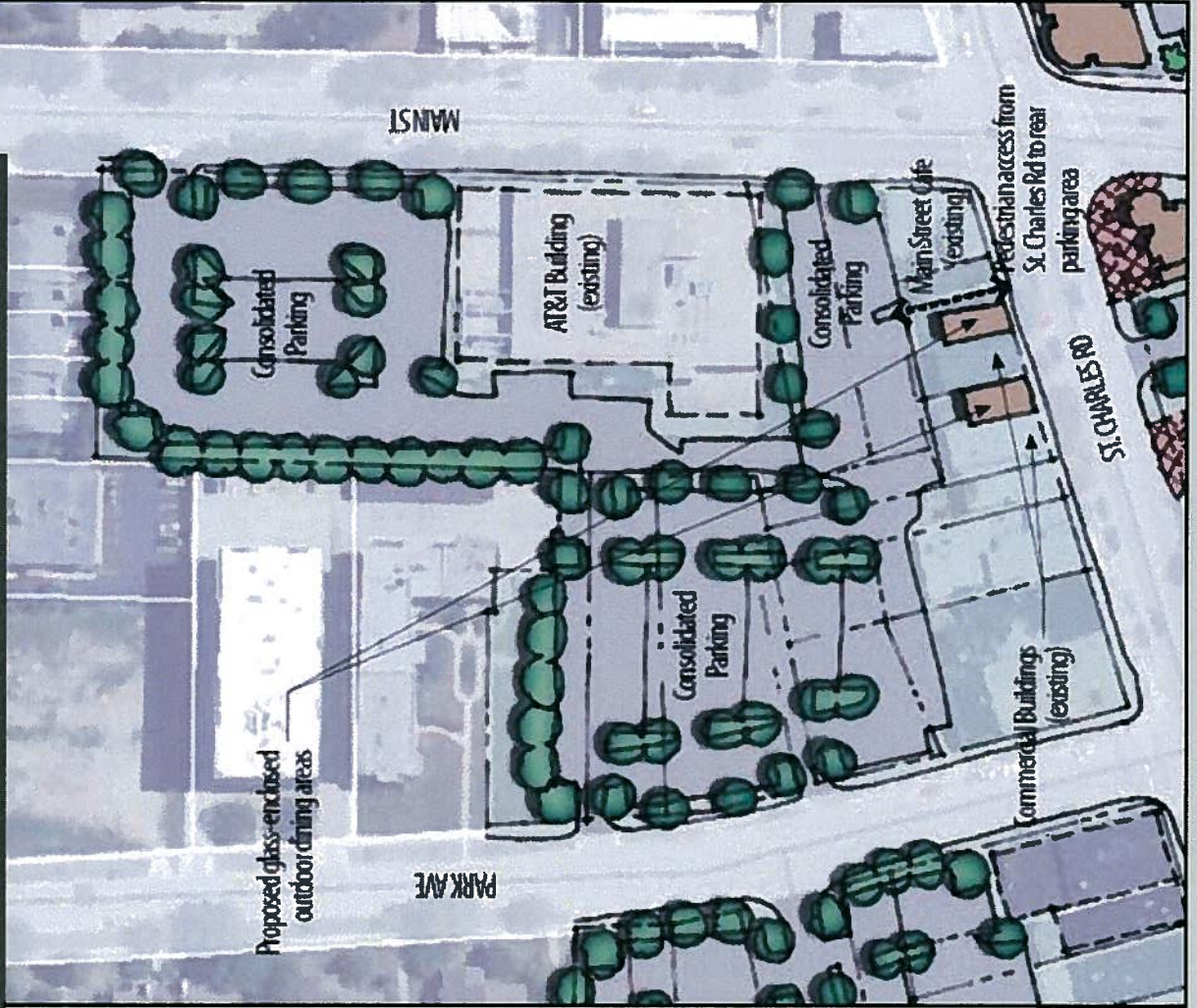
SITE 3: 7-Eleven Site

CORE DOWNTOWN AREA



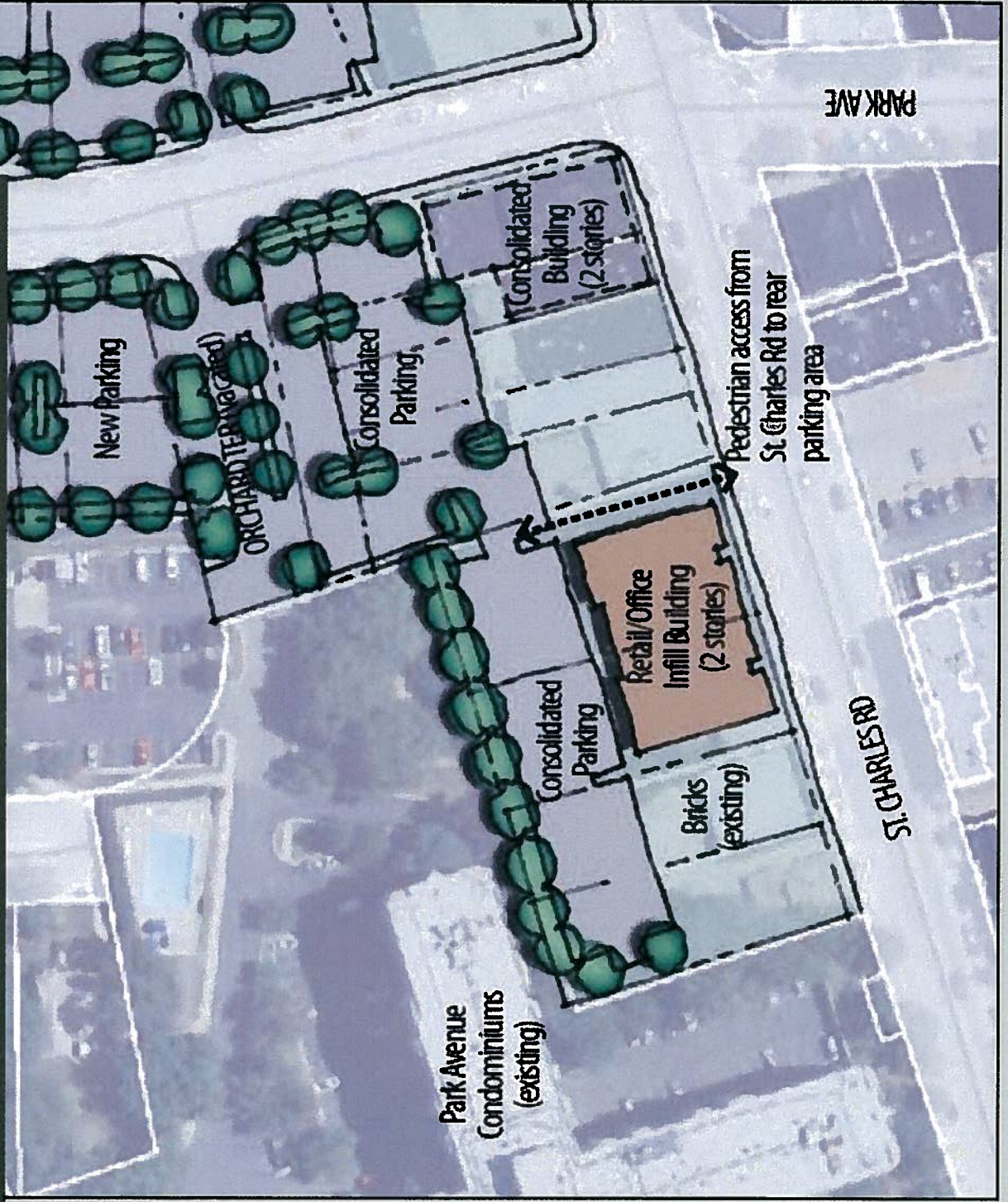
SITE 4: 10-14 W. St. Charles Rd Site

CORE DOWNTOWN AREA



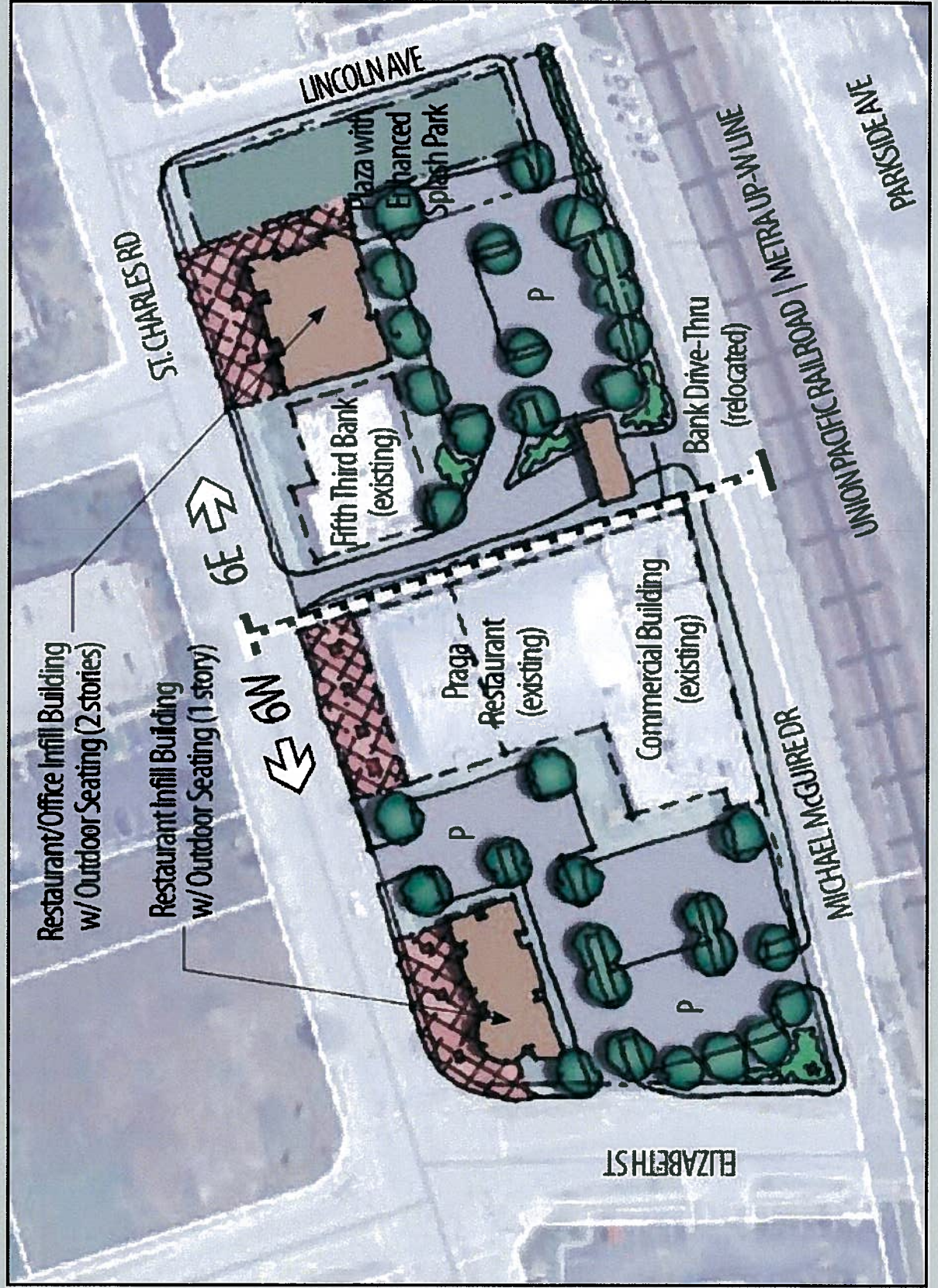
SITE 5: 134-118 W. St. Charles Rd Site

CORE DOWNTOWN AREA



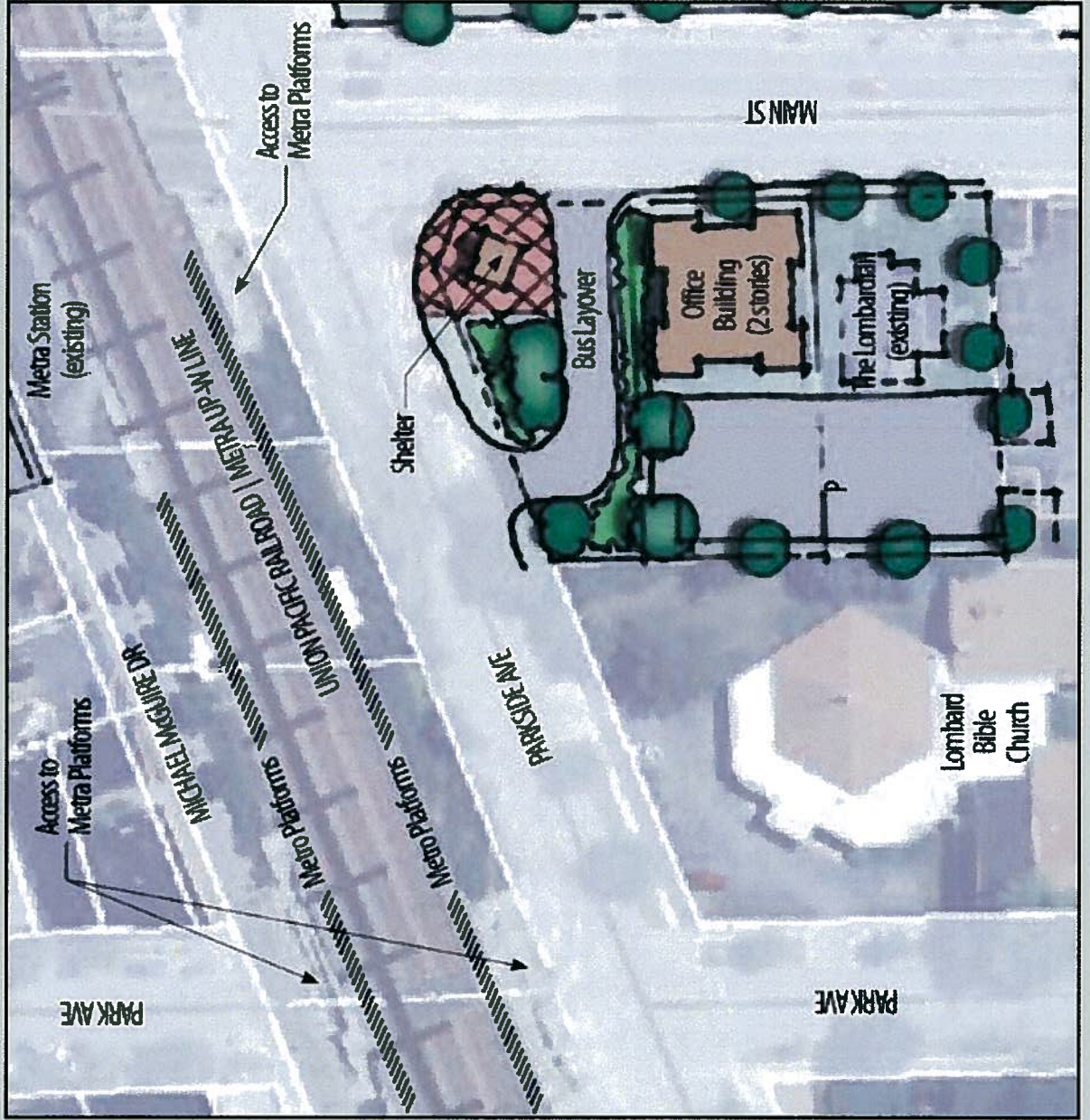
SITE 6: Fifth Third Bank/Praga Site

CORE DOWNTOWN AREA



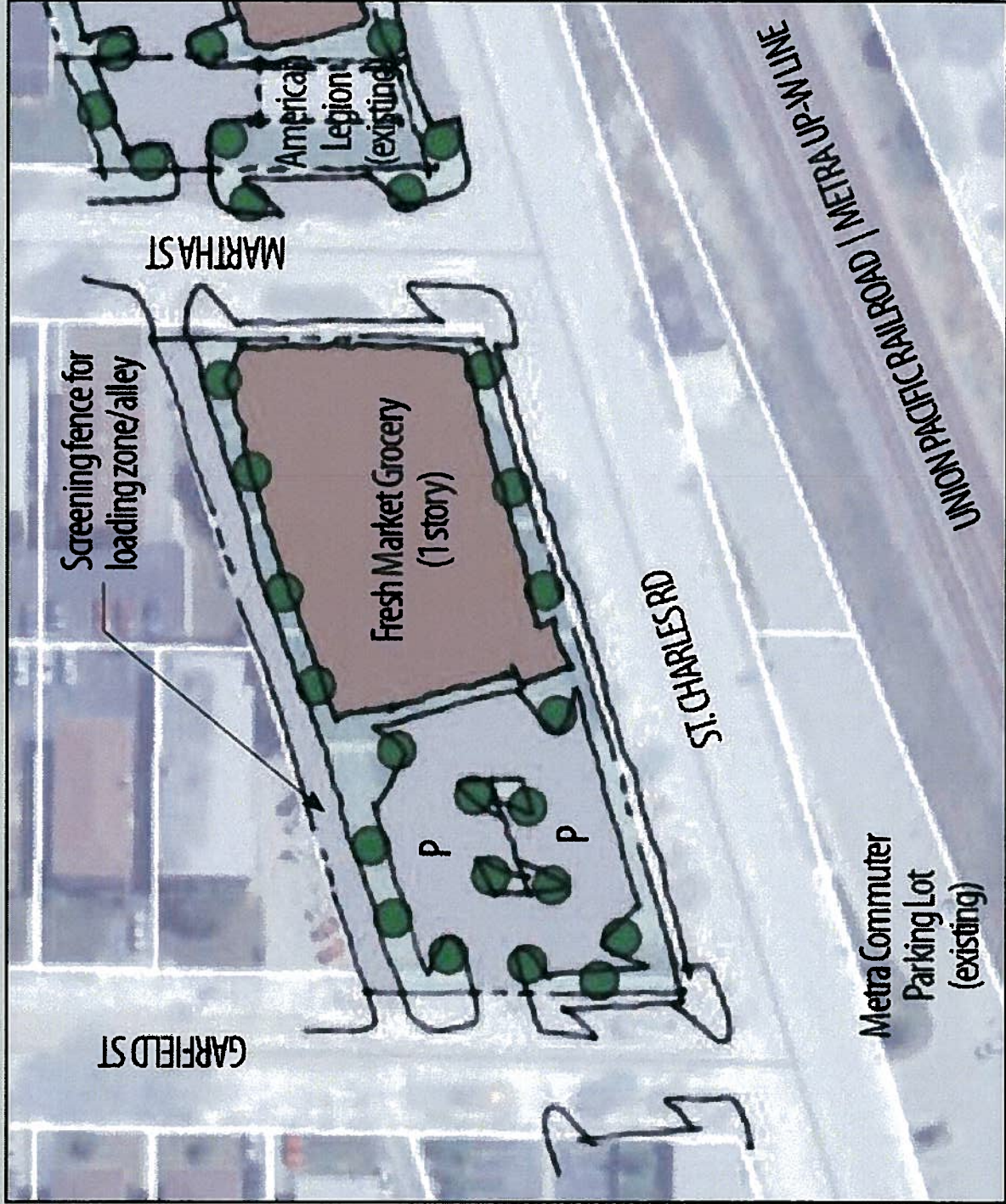
SITE 7: 100-108 N. Main St Site

CORE DOWNTOWN AREA



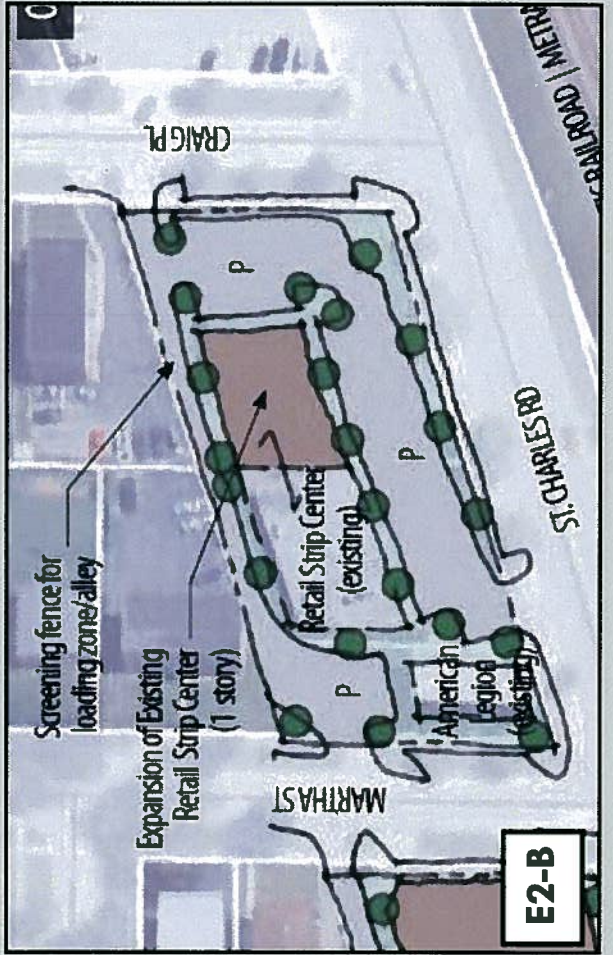
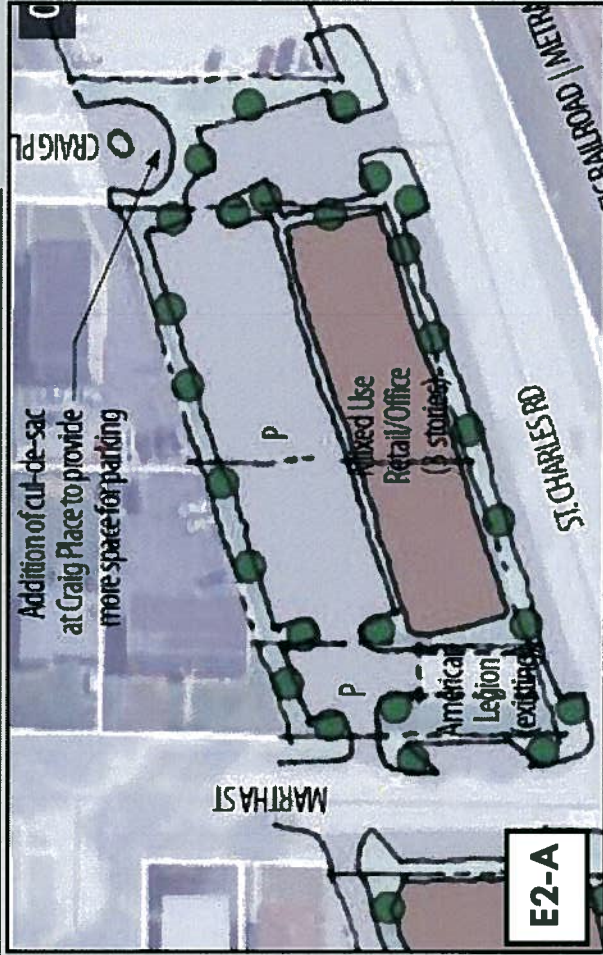
SITE E1: Garfield/Martha Site

EAST ST. CHARLES ROAD AREA



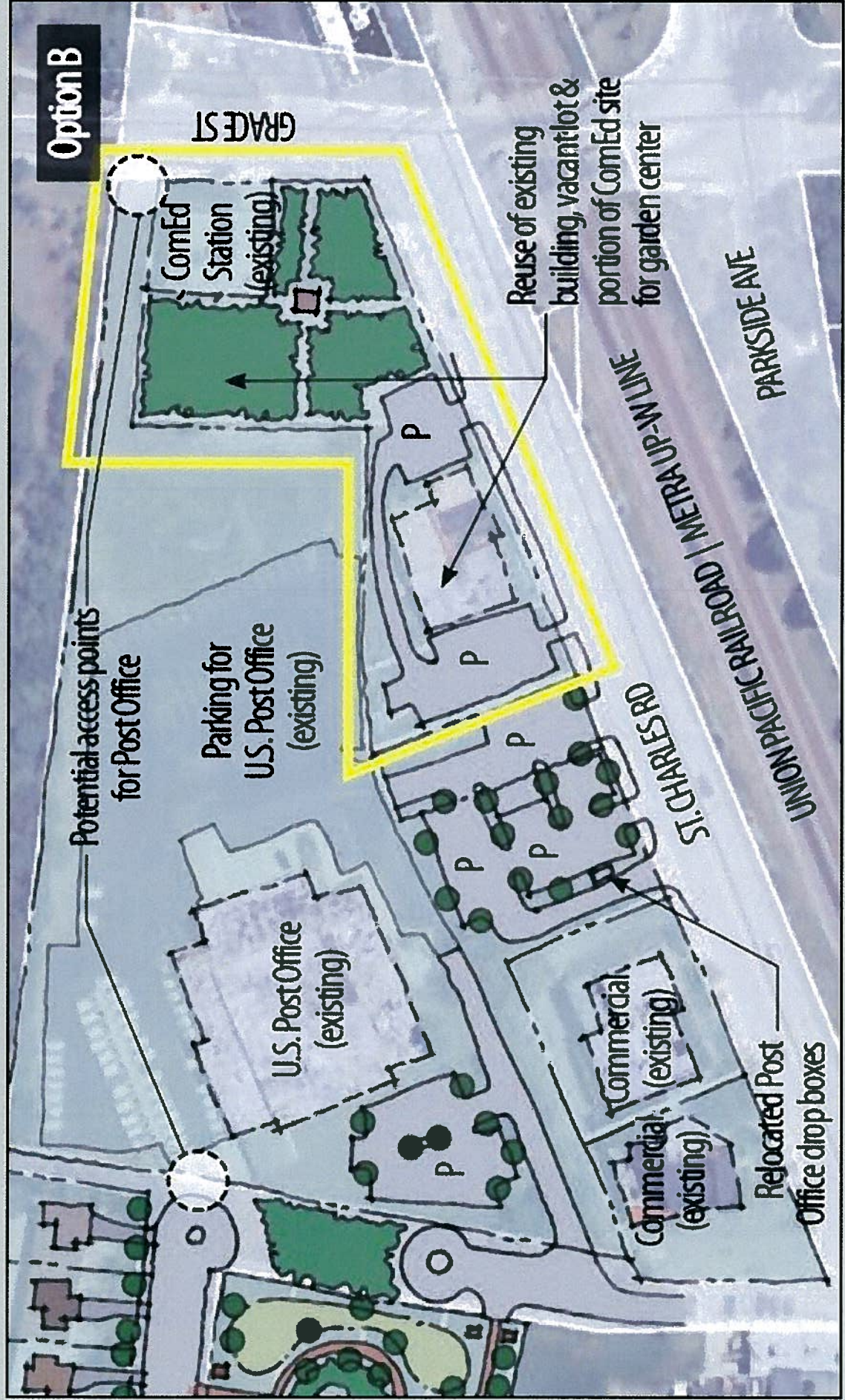
SITE E2: Martha/Craig Site

EAST ST. CHARLES ROAD AREA



SITE E3: Grace Site

EAST ST. CHARLES ROAD AREA



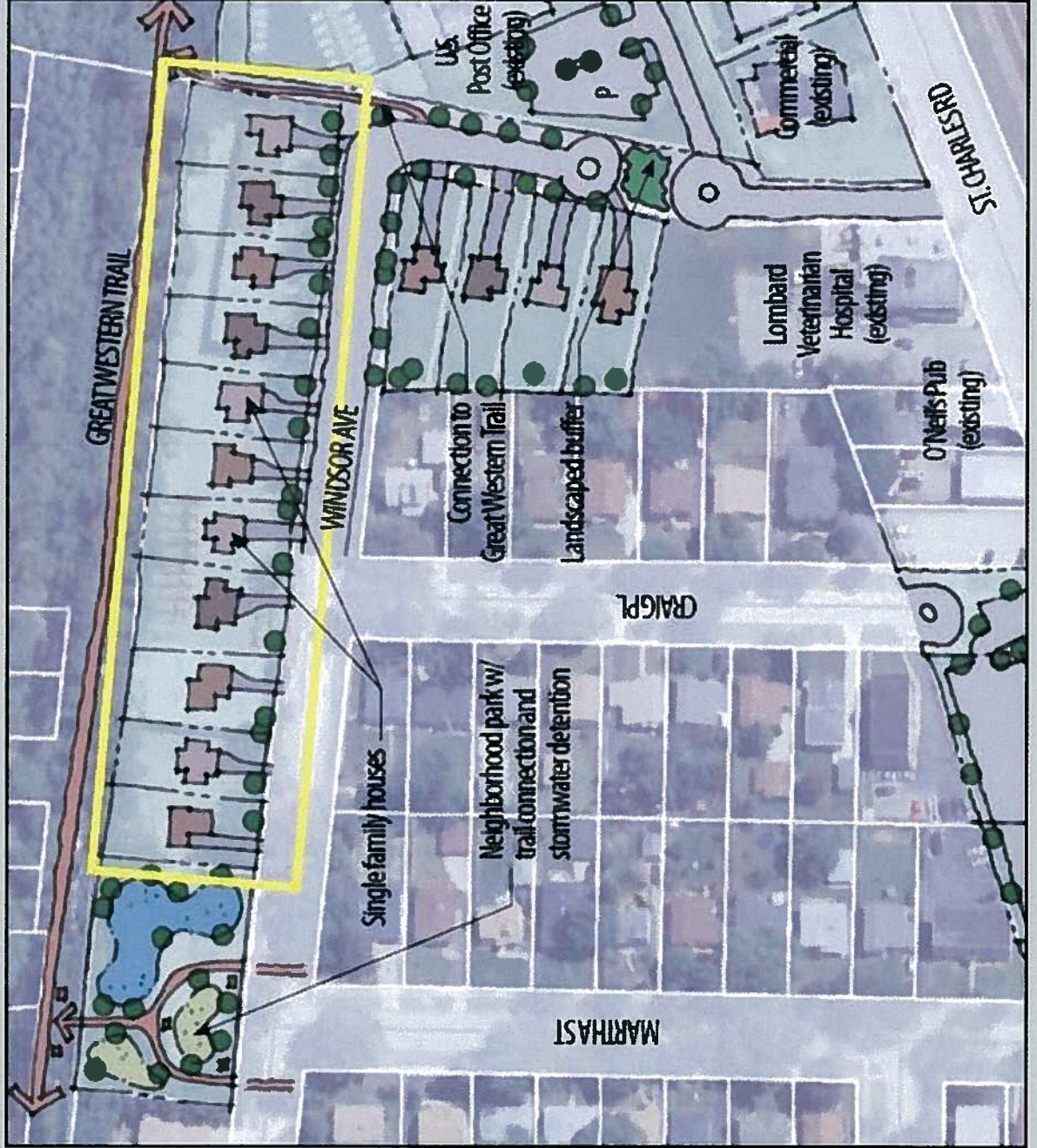
SITE E4: North Vet Site

EAST ST. CHARLES ROAD AREA



SITE E5: Allied Drywall Site

EAST ST. CHARLES ROAD AREA



SITE E6: Windsor/Martha Site

EAST ST. CHARLES ROAD AREA



DEVELOPMENT FINANCIAL ANALYSIS

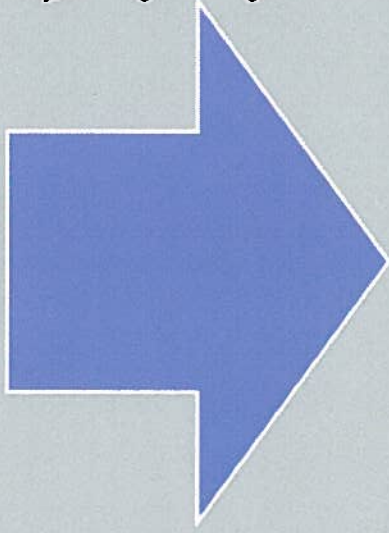
- **Goal**
 - Identify projects that will appeal to the market and provide TIF increment
- **Methodology**
 - Look at the most optimistic possibility and alter design back until concept is least “breakeven”
 - Immediate implementation
 - Market Rents
 - Comment on market concerns
 - Project realistic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

Public Open House
Wednesday, October 27, 2010

LOMBARD DOWNTOWN PLAN

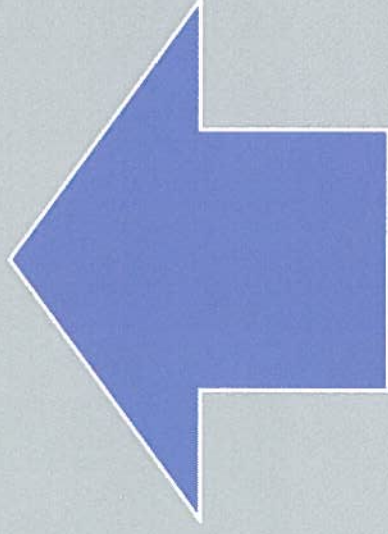
DEVELOPMENT FINANCIAL ANALYSIS

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 FINANCIAL ANALYSIS

- **Downtown**
 - Years 1-5: \$180,000 per year
 - Years 6 to 12: \$350,000 per year
 - Pay-as-you-go estimate: \$3.4 million
 - Want to Bond? NPV estimate : \$2.8 million / 2 = \$1.4 million
- **East**
 - Pay-as-you-go estimate: \$2.6 million
 - Want to Bond? NPV estimate : \$2.8 million / 2 = \$1.4 million

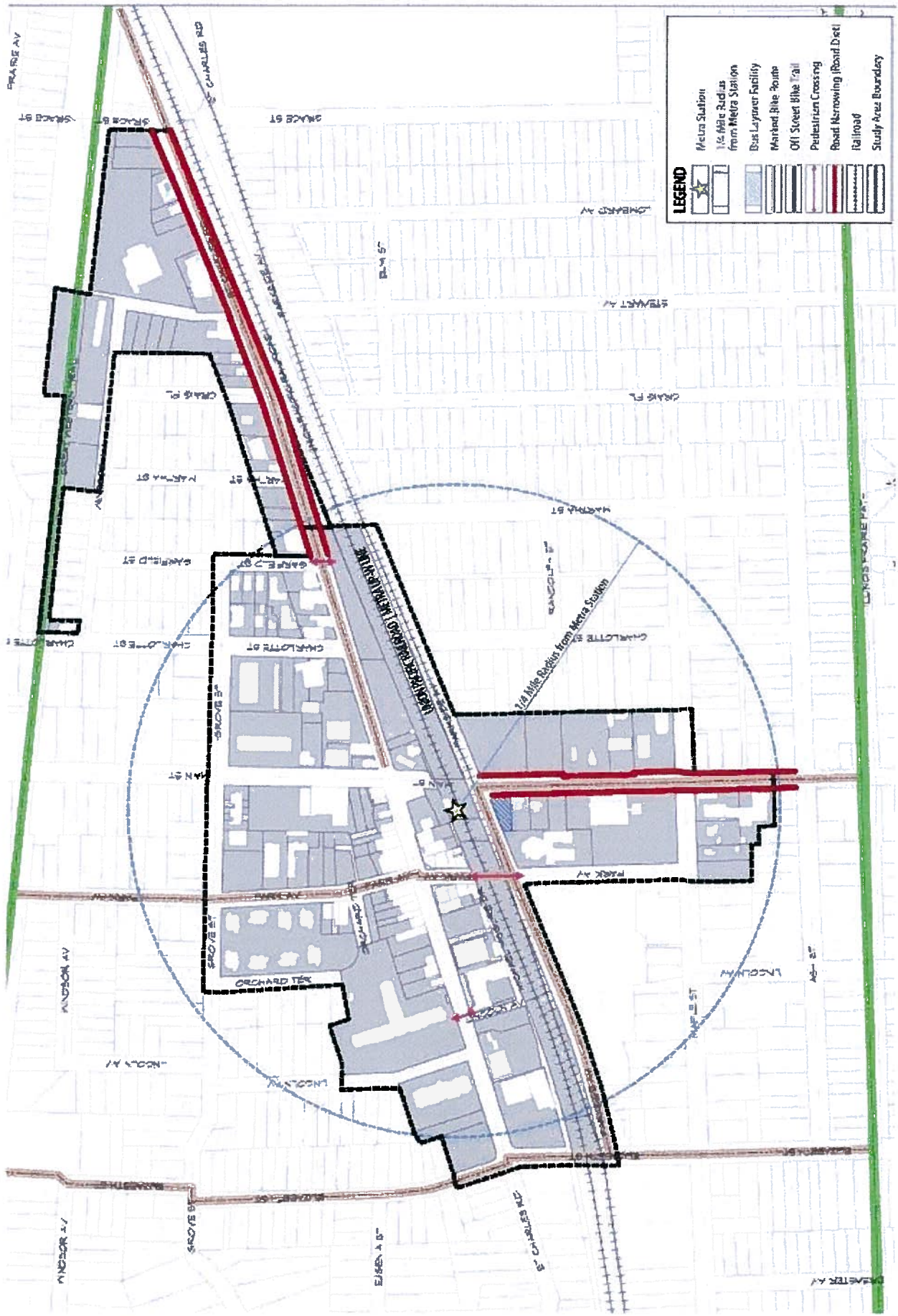
Guiding Principles

TRANSPORTATION STRATEGIES

- ▷ Build upon existing assets
- ▷ Improve connectivity between travel modes
- ▷ Improve walkability and pedestrian safety
- ▷ Improve bicycle network to downtown area



FIGURE 6.2
Transportation Recommendations



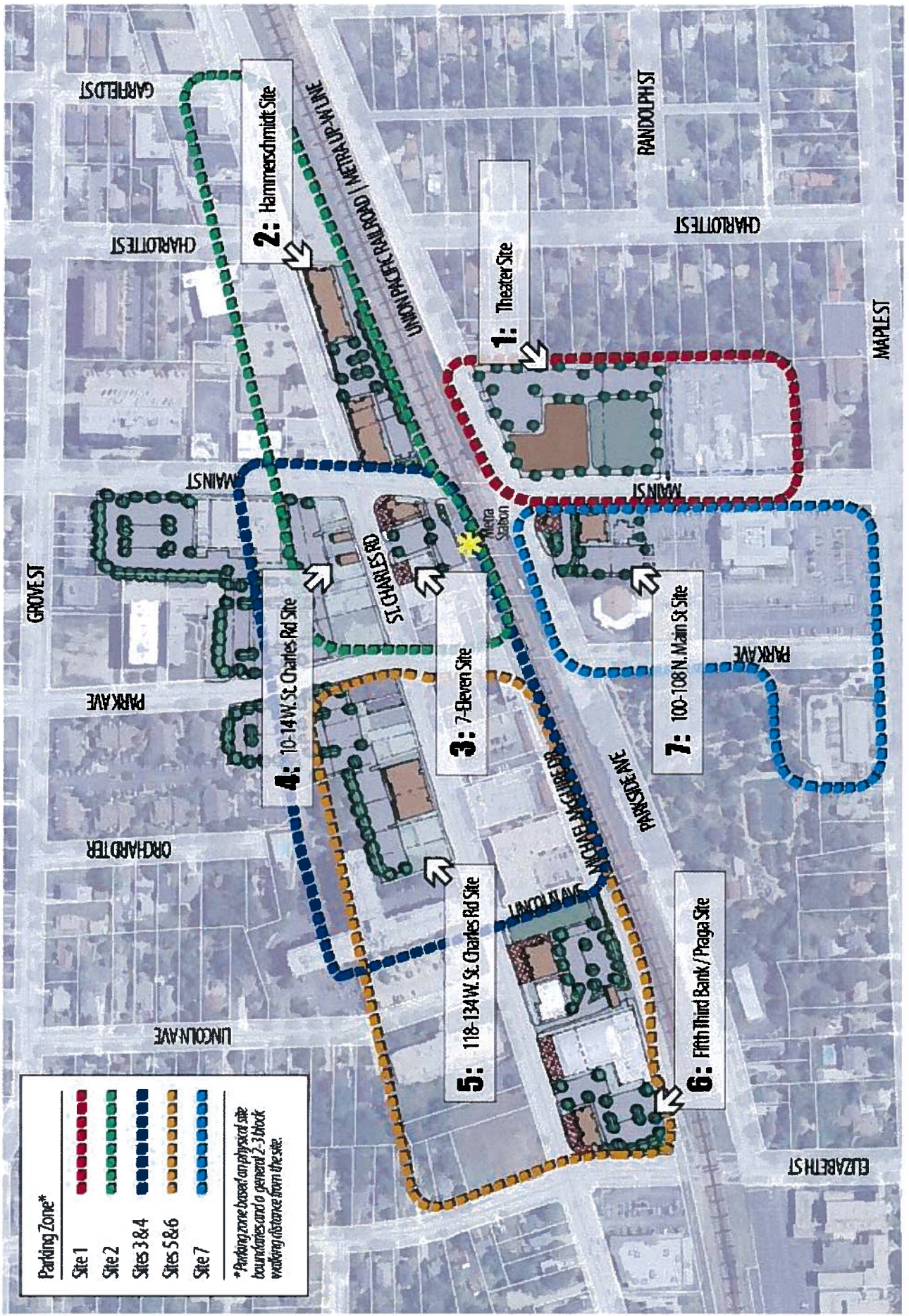
Pedestrians/Bicycles/Transit

TRANSPORTATION STRATEGIES

- ▷ Lincoln Ave crosswalk
- ▷ Park Ave pedestrian tunnel
- ▷ Martha St crosswalk
- ▷ Marked bicycle routes along Park Ave, St. Charles Rd & Main St
- ▷ New bus layover at Main St and Parkside Ave



FIGURE 6.5
Parking Zones for the Development Concept Sites



Parking Zone*	Color
Site 1	Red
Site 2	Green
Sites 3 & 4	Blue
Sites 5 & 6	Orange
Site 7	Dark Blue

* Parking zone based on physical site boundaries and a general 2-3 block walking distance from the site.

Parking Improvements

PARKING STRATEGIES

FIGURE 6.11

Overall Parking Needs (Existing & Future)

Parking Zone/Per (Development Concepts)	Existing Deficiency	Development Concept Impact ²	Total Future Deficiency
1B	(26)	+38	+2
2	(18)	(19)	(37)
3/4	(118)	(106)	(224)
5/6	(68)	(129)	(197)
7	+33	-2	+35
Subtotal	(197)	(224)	+421
Less share parking/transit reductions ³	n/a	+34	+34
Total Deficiency	(197)	(190)	(387)

Short-Term Actions

Acquire vacant TCF parcel (23 N. Main) and develop surface lot
 Lease AT&T spaces for public use
 Provide new on-street parking along Main St
 Provide new on-street parking along E. St. Charles Rd
 Total short-term # of new parking spaces

of New Parking Spaces

52
 100
 60
 140
 352

Mid-Term Actions

Consolidate/reconfigure existing surface lots west of Park Ave behind business north of St. Charles Rd (includes acquisition of small office building)
 Consider optional expansion

of New Parking Spaces

85
 130

Long-Term Actions

Provide new parking structure east of Park Ave to replace existing surface parking lots

of New Parking Spaces

244

Parking Improvements

PARKING STRATEGIES

Parking Management

- ▷ Lease arrangement with AT&T
- ▷ Shared parking
- ▷ Varied time limits

Consolidation/Reconfiguration

- ▷ Existing surface lots north of W. St. Charles Rd/west of Park Ave

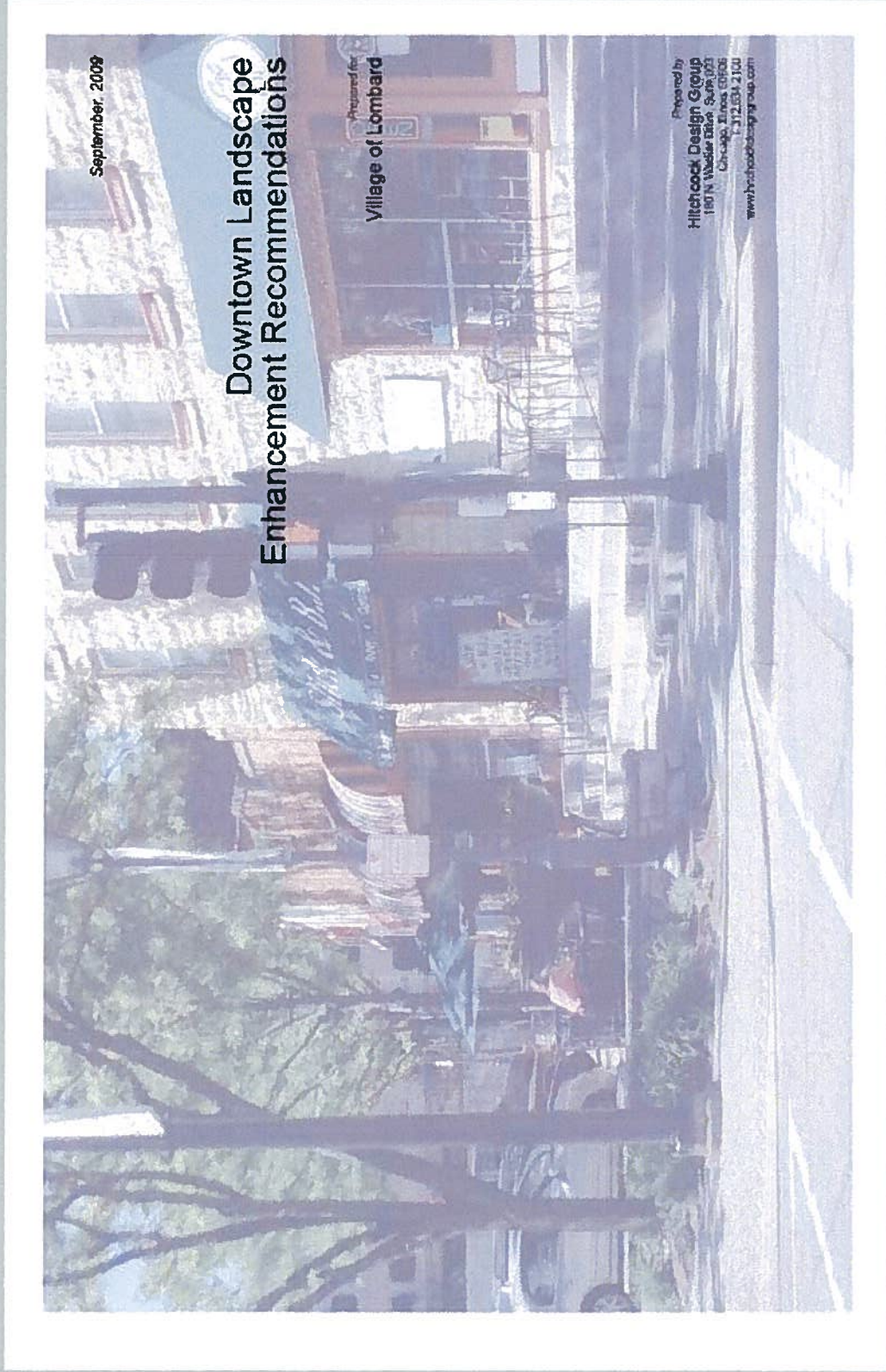


New Resources

- ▷ New surface lot at vacant TCF parcel
- ▷ New parking structure north of W. St. Charles/east of Park Ave
- ▷ New on-street spaces on E. St. Charles as part of road diet

STREETSCAPE ENHANCEMENT STRATEGIES

Builds on the 2009 Landscape Enhancements Plan



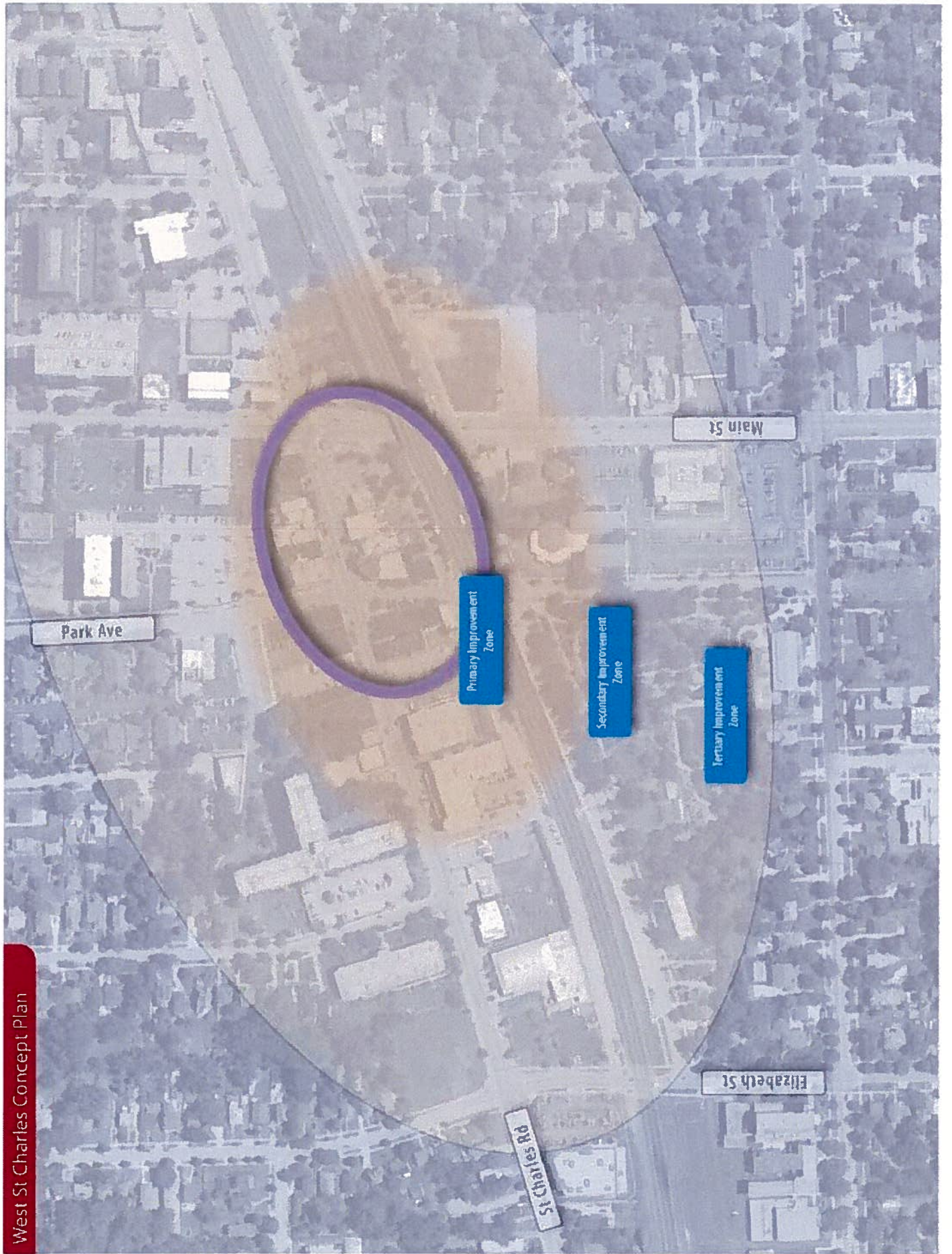
General Recommendations

STREETSCAPE ENHANCEMENT STRATEGIES

- ▷ Expand pedestrian areas
- ▷ Reduce cross lengths
- ▷ Make connections to destinations
- ▷ Improve materials
- ▷ Centralize destinations
- ▷ Identify downtown as a special place
- ▷ Improve the comfort of the pedestrian experience



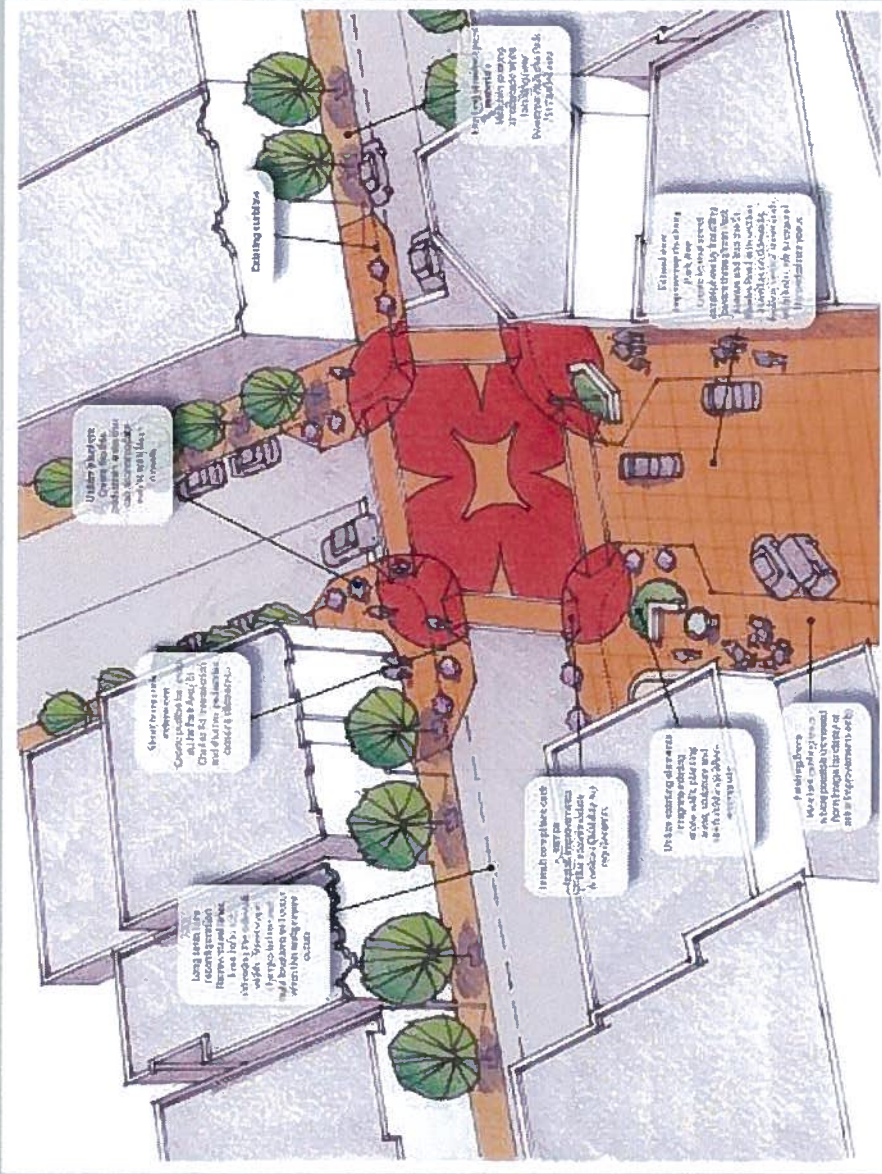
West St Charles Concept Plan



Primary Improvement Zone

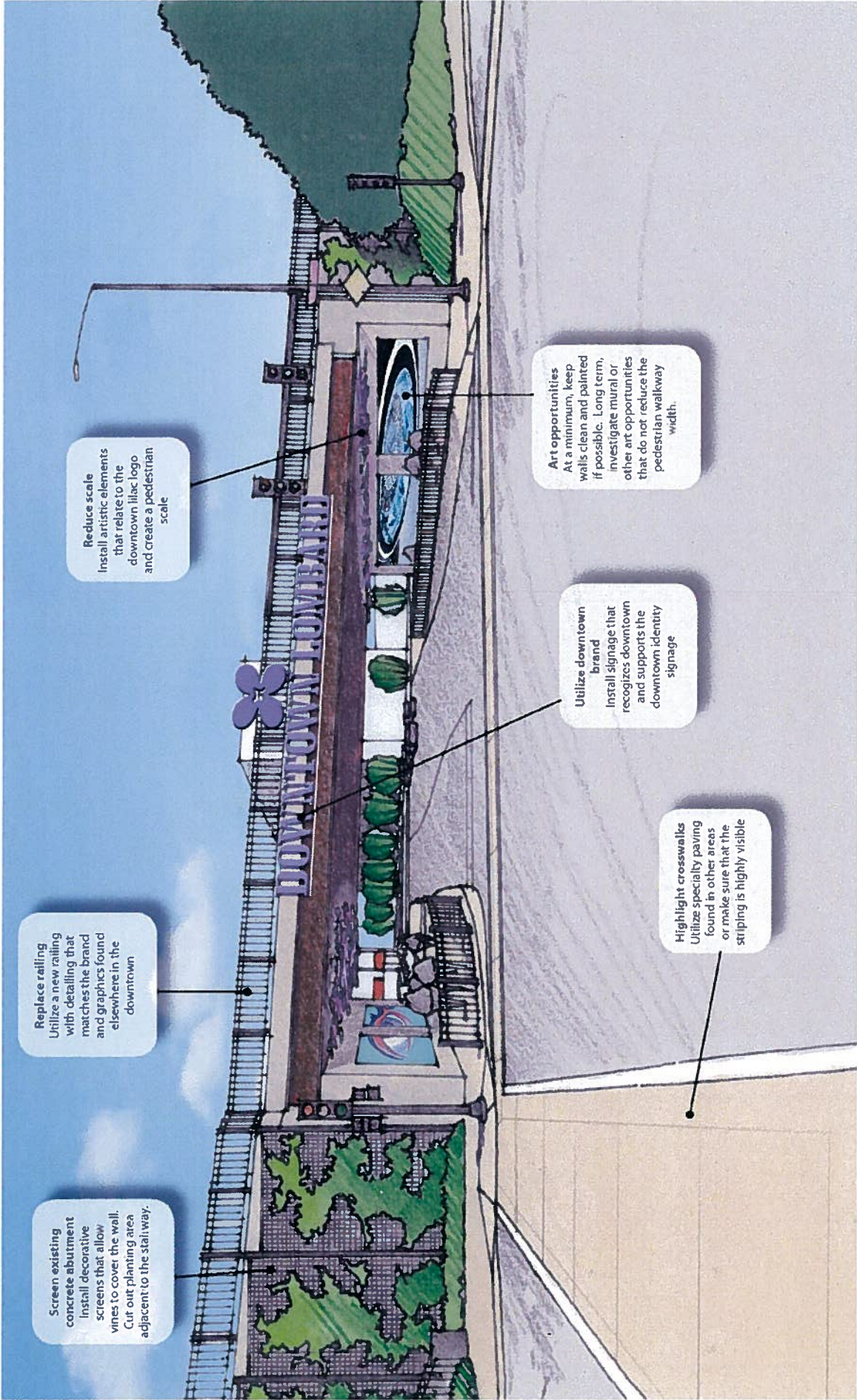
STREETSCAPE ENHANCEMENT STRATEGIES

- ▷ Park Ave/St. Charles Rd Intersection
- ▷ Train Station
- ▷ Main St



Village Board Meeting
Thursday, November 18, 2010

LOMBARD DOWNTOWN PLAN



Replace railing
Utilize a new railing with detailing that matches the brand and graphics found elsewhere in the downtown

Screen existing concrete abutment
Install decorative screens that allow vines to cover the wall. Cut out planting area adjacent to the stairway.

Reduce scale
Install artistic elements that relate to the downtown lilac logo and create a pedestrian scale

Utilize downtown brand
Install signage that recognizes downtown and supports the downtown identity signage

Highlight crosswalks
Utilize specialty paving found in other areas or make sure that the striping is highly visible

Art opportunities
At a minimum, keep walls clean and painted if possible. Long term, investigate mural or other art opportunities that do not reduce the pedestrian walkway width.

Secondary Improvement Zone

STREETSCAPE ENHANCEMENT STRATEGIES

- ▷ St. Charles Rd
- ▷ Mid block crossings
- ▷ Public open space



Village Board Meeting
Thursday, November 18, 2010

LOMBARD DOWNTOWN PLAN

Tertiary Improvement Zone

STREETSCAPE ENHANCEMENT STRATEGIES

- ▷ Sculpture Park
- ▷ Gateway at Grace St/St. Charles Rd
- ▷ Streetscape



Village Board Meeting
Thursday, November 18, 2010

LOMBARD DOWNTOWN PLAN

Short Term Recommendations

STREETSCAPE ENHANCEMENT STRATEGIES

- ▷ Park Ave/St. Charles Rd
- ▷ St. Charles Rd pedestrian crossing
- ▷ Design/permit Main St bridge improvements
- ▷ Restore pedestrian striping
- ▷ Sidewalk to Train Station



Facade Enhancements

EAST SIDE OF PARK AVE (BETWEEN ST. CHARLES RD & THE RAILROAD)

Existing Conditions



Barium
(11 S. Park Ave)

Acropolis
(15 S. Park Ave)

Barium
(11 S. Park Ave)

Barium
(11 S. Park Ave)

Chiropractor Office
(13 S. Park Ave)

Clay's Corner Barber Shop
(11 & 15 S. Park Ave)

Proposed Strategies



Barium
(11 S. Park Ave)

Acropolis
(15 S. Park Ave)

Barium
(11 S. Park Ave)

- Replace window treatments with privacy and support
- Replace window treatments with separate entry awnings, signage, and express lighting
- Add decorative lighting below the awning to provide pedestrian scale signs
- Ensure scale of treatments wrap around the building, particularly along the south part of main
- Make sure signage is visible from the street
- Replace barium windows

This report summarizes the final recommendations for Downtown visual identity and signage standards that align with and support the brand promise for Downtown Lombard:

By 2013, Downtown Lombard will be the Village's premier destination for family and friends.

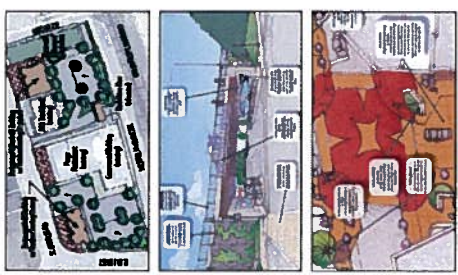
The report builds on the analysis and preliminary recommendations included in the *Existing Conditions and Ass the Preliminary Development Concept Plans* intended to serve as a user friendly guide to identity on Downtown signage and other ma

Downtown Lombard's primary identifier, a "s" logotype — is a stylized version of the Downt a symbol, is the single most important elem system. The symbol is a four petal lilac floe of the signature cultivars found in Lilacia Purny, "President Lincoln," cultivated by John Dunbar in 1916.



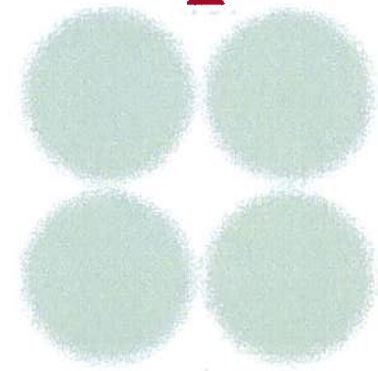
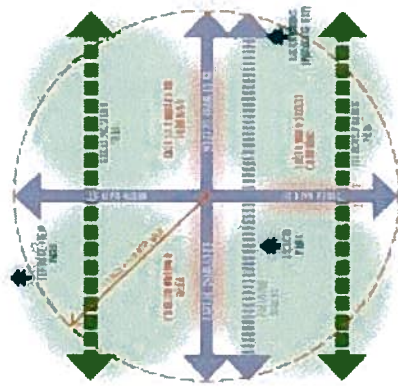
DRAFT - FOR REVIEW PURPOSES ONLY
October 2012

INTERIM DRAFT
LOMBARD DOWNTOWN
REVITALIZATION PROJECT GUIDEBOOK
Village of Lombard, Illinois

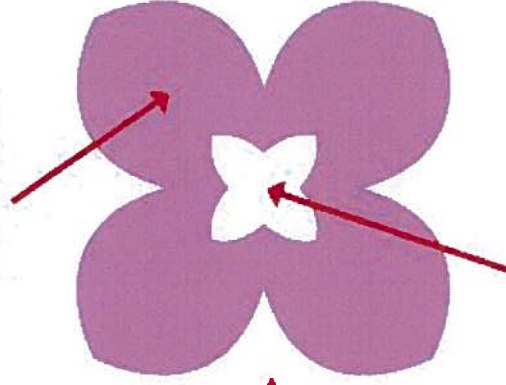


Prepared for the Village of Lombard, Illinois by the Lombard Downtown Revitalization Project Working Group, LLC. © 2012

DRAFT SYMBOL



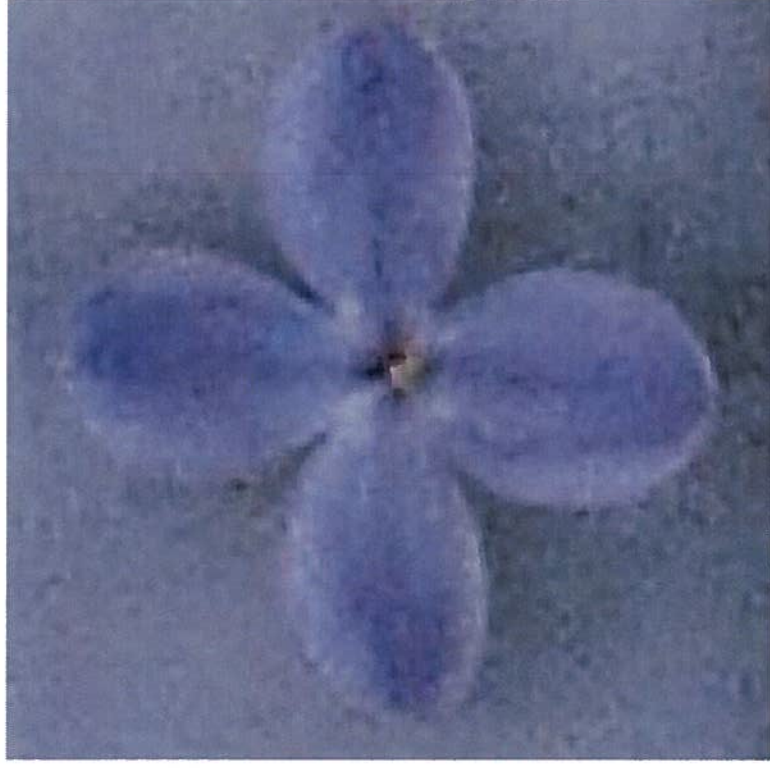
Neighborhoods + Amenities =
"Families"



Historic Core Area =
"Friends"

Selected Floret

This is an enlarged photo of Lilacia Park's "President Lincoln" floret.



Standard Signature Formats and Clear Space

Shown below are the three standard signature formats for Downtown Lombard. A clear space (indicated in red) should be maintained

around signatures to help ensure that signatures will not be encroached upon by other graphic elements.

Standard Signature (Horizontal)



Standard Signature (Vertical)



Standard Signature (Centered)



Standard Signature Color Reproduction

All standard signatures may be reproduced in the same color variations illustrated below.

Positive Reproduction (Preferred)



Symbol and logotype print Downtown Lombard Light Purple (similar to PANTONE® 265 C)

Positive Reproduction (Alternative)



Symbol and logotype print Downtown Lombard Dark Purple (similar to PANTONE® 267 C)

Positive Reproduction (Alternative)



Symbol and logotype print 100% Downtown Lombard Black (similar to PANTONE® Black C)

Reverse Reproduction (Preferred)



Symbol and logotype print 40% Downtown Lombard Light Purple (similar to PANTONE® 265 C)

Reverse Reproduction (Alternative)



Symbol and logotype reverse cut of background to white

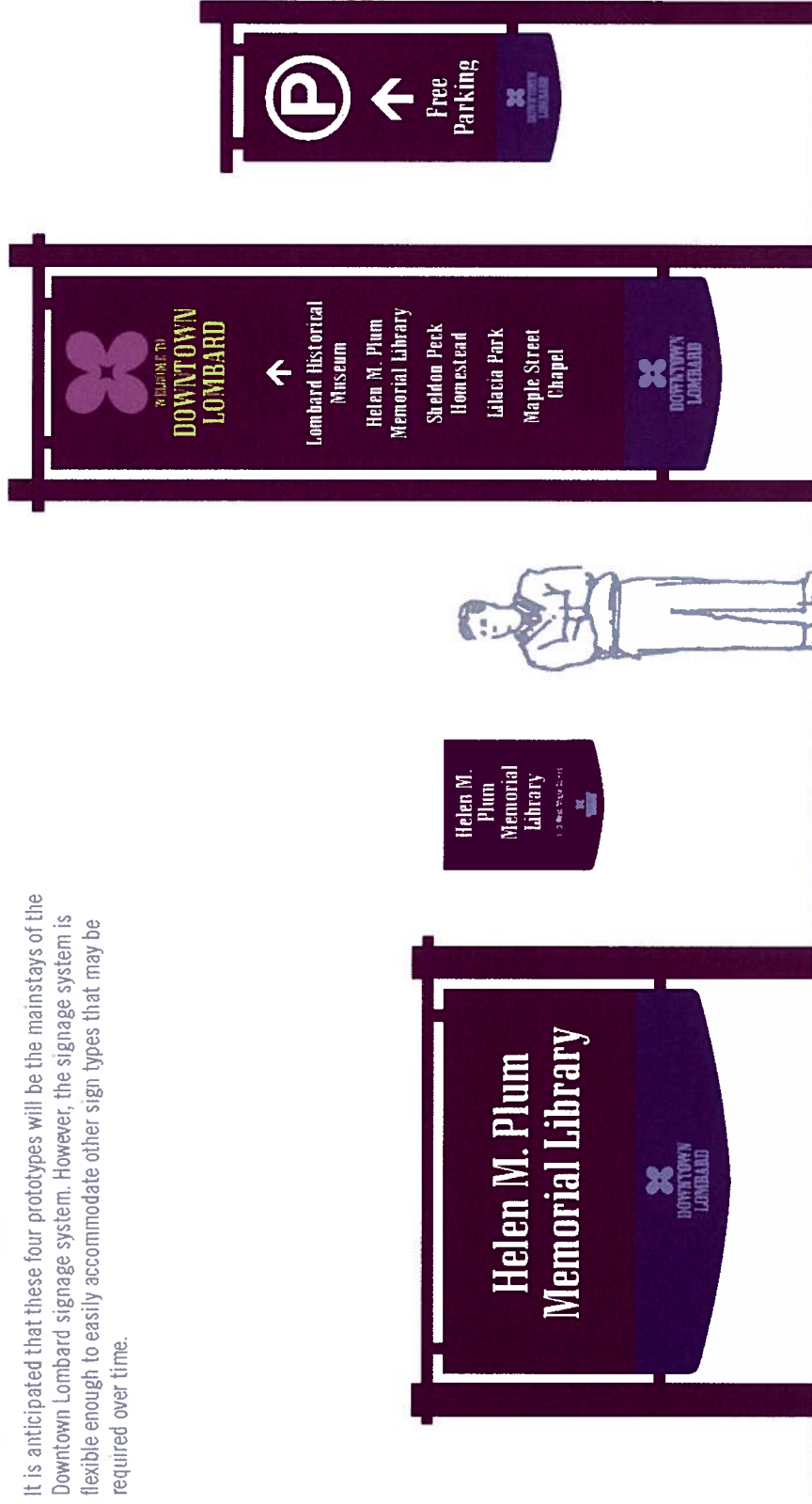
Reverse Reproduction (Alternative)



Symbol and logotype print 40% Downtown Lombard Black (similar to PANTONE® Black C)

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

Shown below are additional signs. Applications not based on square modules such as the existing kiosk can be easily incorporated into the signage system by following the visual identity system standards for signatures, typography and colors.

Signs are not to scale



Street Signs

Street signs can help identify Downtown boundaries and build visual equity in the new brand. New street signs should be implemented as quickly as possible.

Existing Kiosk Retrofit

The existing kiosk at the southeast corner of the St. Charles Road / Main Street intersection should be retained and used as a model for future Downtown kiosks. It is recommended that the kiosk be rebuilt to meet the new visual identity standards when other signs in the new system implemented.

Major Gateway Signs

North Avenue and Roosevelt Road are among the Village's most highly traveled roadways. Their intersections with Main Street provide opportunities to enhance awareness of Downtown and direct visitors to festivals, events and other destinations. Once revitalization momentum builds and new Downtown destinations come online, it is highly recommended that prominent gateway signs at scales similar to commercial entrances such as auto dealerships be placed at or near the Roosevelt Road / Main Street and the North Avenue / Main Street intersections. The signs may include electronic displays to promote seasonal events and signature destinations.

Banners

Downtown stakeholder organizations should be encouraged to adopt the visual identity system standards for banners that promote their events and festivals.

Implementation

Early Action Projects



- ▷ Pursue development of Hammerschmidt Site
- ▷ Pursue improvements to 10-14 W. St. Charles Sites
- ▷ Pursue consolidation of 104-106 St. Charles Sites
- ▷ Pursue development options for Fifth Third/Praga, N. Main, and W. Charles sites
- ▷ Design and installation of priority streetscape elements
- ▷ Pursue façade enhancements
- ▷ Pursue economic development and parking strategies
- ▷ Design and installation of priority signage system

Questions/Comments?



Prepared by the Consultant Team of:

- Teska Associates, Inc.
- Fish Transportation Group
- Gewalt Hamilton
- wohltgroup
- Hitchcock Design Group
- Business Districts, Inc.
- Richard Hunt

Village Board Meeting
Thursday, November 18, 2010

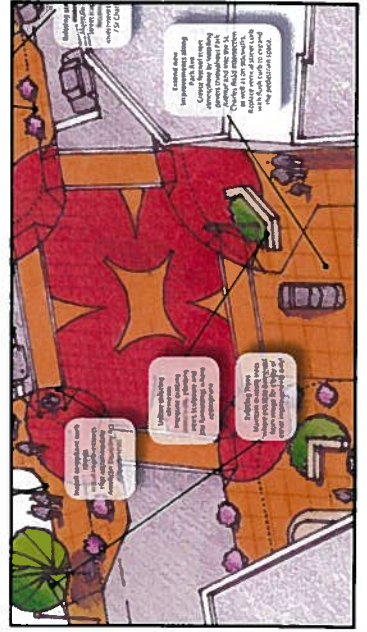
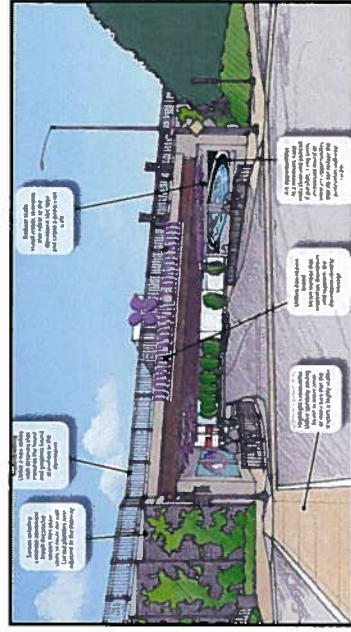
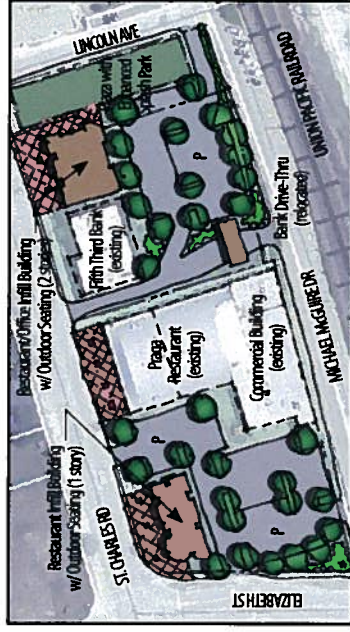
LOMBARD DOWNTOWN PLAN



INTERIM DRAFT

LOMBARD DOWNTOWN REVITALIZATION PROJECT GUIDEBOOK

Village of Lombard, Illinois



DRAFT - FOR REVIEW PURPOSES ONLY
Last Revised: November 8, 2010

The Regional Transportation Authority (RTA) provided funding and technical assistance for the preparation of this document through its Community Planning Program.

This document was prepared by the Consultant Team of:

Teska Associates, Inc. :: Fish Transportation Group :: Gewalt Hamilton Associates, Inc. :: whitigroup :: Hitchcock Design Group :: Business Districts, Inc. :: Richard Hunt Studio

Acknowledgements

This document summarizes the work conducted for the Village of Lombard. The project guidebook was prepared under contract with the Regional Transportation Authority of Northeastern Illinois (RTA). The RTA provided funding and technical assistance for the preparation of this document through its Community Planning Program.

A special thank you to the following individuals and groups who participated in the planning process and provided invaluable feedback that helped mold the project guidebook. All members of the public who participated in the process also played an important role in the process. Without their support, expertise, and input, this document would not have been possible.

Another special thank you to Helen Plum Memorial Library for offering their space to host one of the two public open houses.

Village Board

William J. Mueller, Village President
Brigitte O'Brien, Village Clerk
Greg Gron, Trustee (District 1)
Keith Giagnorio, Trustee (District 2)
Zachary Wilson, Trustee (District 3)
Dana Moreau, Trustee (District 4)
Laura Fitzpatrick, Trustee (District 5)
William Ware, Trustee (District 6)

Plan Commission

Donald F. Ryan, Chairperson
Martin Burke
Stephen Flint
Richard Nelson
Ronald Olbrysh
Ruth Sweetser
Andrea Cooper

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Table of Contents

Executive Summary	i		
1: Development Concept Plans for the Core Downtown Area	1		
» Methodology for Development Financial Analysis	2		
» Development Concepts - Overall View	3		
» Development Concepts - Individual Sites	4		
+ Site 1: Theater Site	8		
+ Site 2: Hammerschmidt Site	10		
+ Site 3: 7-Eleven Site	12		
+ Site 4: 10-14W. St. Charles Road Site	14		
+ Site 5: 114-130W. St. Charles Road Site	16		
+ Site 6: Fifth Third Bank / Praga Site	18		
+ Site 7: 100-108 N. Main Street Site	20		
» Public Space Opportunities	22		
» Public Art Opportunities	24		
» Art Program Opportunities	27		
2: Development Concept Plans for the East St. Charles Road Area	27		
» Assumptions for Development Financial Analysis	28		
» Revitalizing the Greater Downtown Area	29		
» Development Concepts - Overall View	30		
» Development Concepts - Individual Sites	32		
+ Site E1: Garfield/Martha Site	34		
+ Site E2: Martha/Craig Site	36		
+ Site E3: Grace Site	38		
+ Site E4: North Vet Site	40		
+ Site E5: Allied Drywall Site	42		
+ Site E6: Windsor/Martha Site	45		
» Streetscape	45		
3: Streetscape Enhancement Strategies	45		
» General Recommendations	45		
» Primary Improvement Zone	45		
» Secondary Improvement Zone	49		
» Tertiary Improvement Zone	50		
» Implementation Plan	51		
4: Façade Enhancement Strategies	55		
» Strategies for East Side of Park Ave	56		
» Strategies for Building Additions on St. Charles Rd	57		
» Strategies for Building Consolidation on St. Charles Rd	58		
5: Visual Identity Standards & Signage Concepts	59		
» Standard Signatures	60		
» Color Palette	62		
» Typography	64		
» Using the Downtown Lombard Symbol as a Motif	66		
» Signage System	68		
6: Transportation Strategies	73		
» Access & Circulation Strategies	73		
» Parking Strategies	77		
» Summary	87		
» Recommendations	87		
» Metra Commuter Parking	88		
» Recommendations for East St. Charles Road Areas	92		
7: Implementation Plan (Preliminary)	93		
» Strategic Objectives	93		
» Implementation Action Plan	93		
» Development Concepts	93		
» Early Action Projects	93		
» Implementation Action Plan Matrices	94		
+ Economic Development	99		
+ Development Concepts	104		
+ Streetscape Enhancements	106		
+ Façade Enhancements	108		
+ Public Art	109		
+ Signage	111		
+ Transportation	113		
» Funding Sources & Support Resources	A1		
Appendix			

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Executive Summary

Over the past several years, the Lombard community has completed a variety of planning visioning efforts for Downtown Lombard, including a parking study, visioning workshops, a framework plan, and a market study. These efforts represent a series of steps aimed at identifying the strengths and challenges of Downtown Lombard. In addition, the 2009 visioning process identified the community's desires for the improvement and progression of Downtown Lombard.

Taking the past planning and visioning efforts into consideration, the objective of this document – the **Lombard Downtown Revitalization Project Guidebook** – is to build upon these various efforts to form a cohesive series of recommendations that outline specific strategies intended to guide the community in achieving its vision for a revitalized downtown.

Called a "Project Guide" rather than a "Plan," this document is designed to be a dynamic and detailed catalog of projects that the Village and its partners can use to put the recommended strategies into action. At the end of this document is a detailed Implementation Plan outlining various strategies for a variety

of topics relating to Downtown Lombard, including: economic development, site development, streetscape and façade enhancements, public art, signage, parking, roadways, and multi-modal transportation. While the Implementation Plan is highly detailed with a series of short term (1-3 years) and long term (4+- years) projects, Figure ES.1 to the right provides a list of early action projects that the Village and its partners can begin implementing immediately.

Implementation results from a strategic decision making process that is guided by a consensus goal. For Downtown Lombard, that goal is realization of the brand promise:

"By 2013, Downtown Lombard will be the Village's premier destination for families and friends."

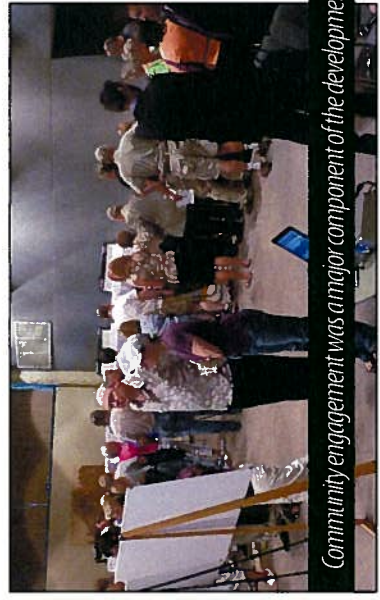
BRAND PROMISE

The Lombard Downtown Revitalization Project Guidebook is designed to maintain the momentum of this project by providing detailed ideas for the Village and its partners to translate the strategies into community action.

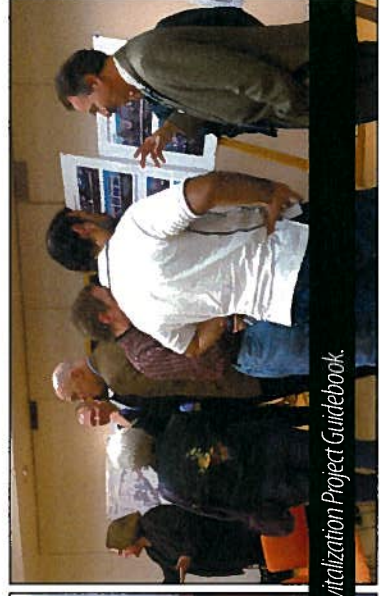
FIGURE ES.1
Early Action Projects*

- » Pursue all economic development strategies
- » Pursue development of Hammerschmidt Site
- » Pursue improvements to 10-14W St Charles sites
- » Pursue consolidation of 104-106 St. Charles sites
- » Pursue redevelopment options on the Fifth Third Bank/Praga, 100-108 N. Main, Garfield/Martha, and Windsor/Martha sites
- » Begin design and installation of certain streetscape elements and improvements
- » Pursue façade enhancements
- » Pursue public art initiatives
- » Begin design and installation of signage
- » Coordinate with AT&T to lease parking spaces
- » Pursue other short-term transportation improvements

*See Section 7 for complete details on projects/strategies.



Community engagement was a major component of the development of the strategies and ideas that comprise the Lombard Downtown Revitalization Project Guidebook.



Guidebook Highlights

The Lombard Downtown Revitalization Project Guidebook is comprised of the following elements:

Development Concept Plans

Sections 1 and 2 provide development concept plans for various sites within the core downtown area and the East St. Charles Road area. In addition to a detailed site plan, each site also includes analyses of the recommended development program, financial feasibility, and parking capacity. Overall views of the development concept plans for the core downtown area and the East St. Charles Road area are illustrated in Figures ES.2 and ES.3, respectively.

Public Art Strategies

Also included in Section 1 is an overview of public art opportunities and potential art programs that can be established for Downtown Lombard. Programs such as a sculpture park, pop-up art, incentive programs, and an arts consortium are explored.

Streetscape Enhancement Strategies

Strategies to enhance the downtown streetscape are explored in Section 3. Recommendations for improving pedestrian areas, identifying materials, and creating public spaces are the core of the streetscape enhancement strategies. Streetscape



Streetscape enhancement strategies

treatments vary between West and East St. Charles Road, and also follow a categorical series of Primary, Secondary, and Tertiary Improvement Zones.

Facade Enhancement Strategies

In addition to public improvements along the downtown streetscape, improvements to private properties are encouraged in the form of facade enhancements, which are detailed in Section 4. While the facade enhancements described in this section are site-specific to certain downtown blocks, many of the design recommendations can be applied to other properties throughout Downtown Lombard.

Visual Identity Standards & Signage Concepts

To support the brand promise for Downtown Lombard, recommendations for Downtown visual identity standards and signage concepts are outlined in Section 5. Visual identity standards include elements such as standard signatures, a color palette, typography, and usage of the Lombard lilac symbol as a design motif. These standards are then utilized to develop a conceptual signage system for Downtown Lombard.

Signature Elements



Visual identity standards & signage concepts

Transportation Strategies

Positioning Downtown Lombard as a true multi-modal transportation district is the focus of Section 6. Parking strategies are a primary component of the transportation analysis. While maintaining the efficiency and functionality of the downtown roadway system remains critical to downtown viability, creating a more inviting and safer environment for pedestrians and bicyclists are also integral to revitalizing Downtown Lombard. Transit elements for train and buses are also explored.

Implementation Plan

The Implementation Plan in Section 7 is the core piece of the Lombard Downtown Revitalization Project Guidebook, as specific strategies are outlined to guide revitalization efforts for Downtown Lombard. In addition to the early action projects highlighted on the previous page, the Implementation Plan outlines a complete inventory of short term (1-3 years) and long term (4+ years) projects that the Village and its partners can implement as opportunities present themselves. Phasing, responsibility, and estimated costs/financing options are identified for each strategy. A detailed listing of funding opportunities and support resources is also provided to indicate available support to help implement the strategies.

Additional background information and analyses are provided in the Appendix and the Existing Conditions Assessment Summary Report (a separate, stand-alone document).



Facade enhancement strategies

FIGURE S.2
Development Concept Sites for the Core Downtown Area (Overall View)

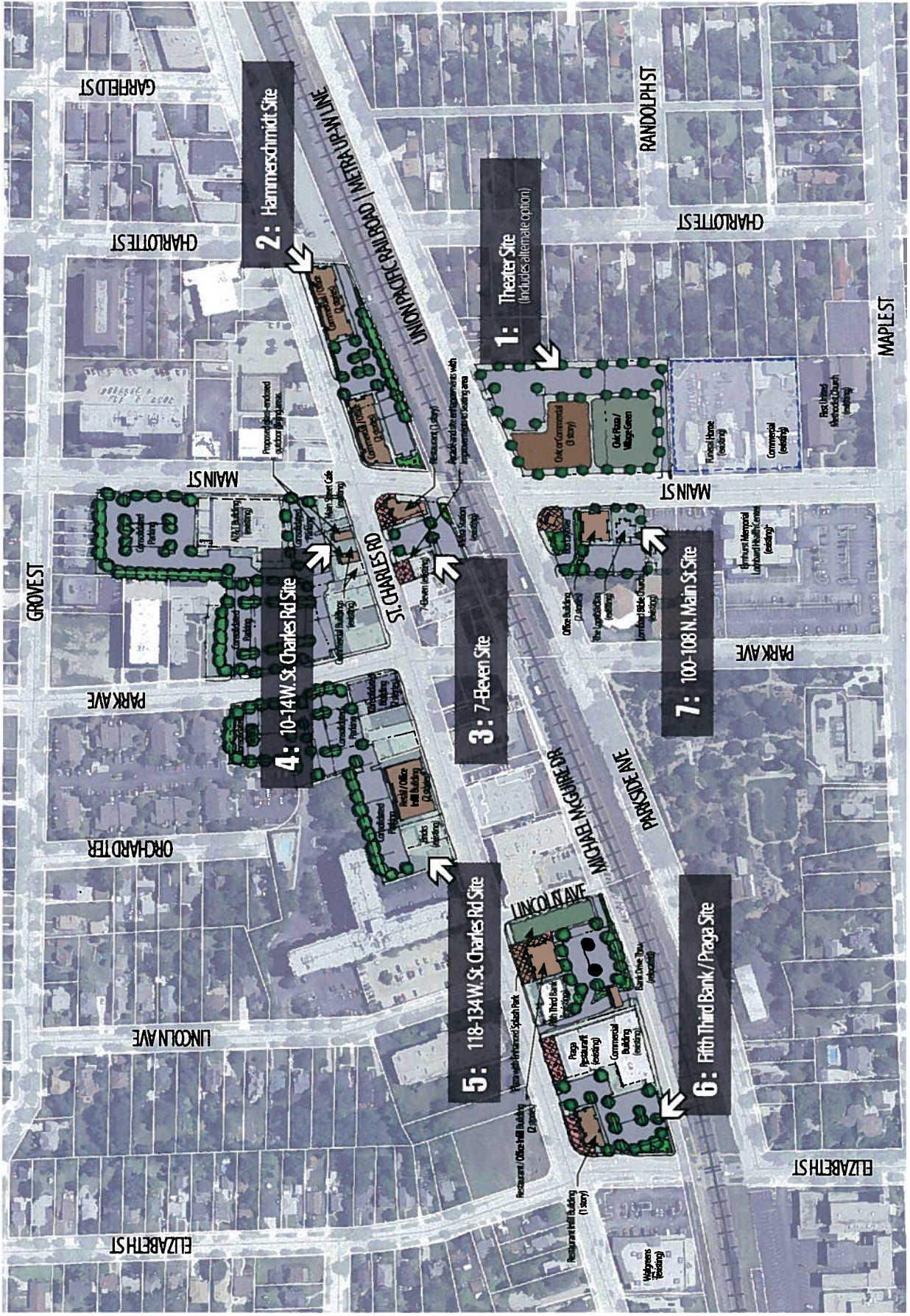
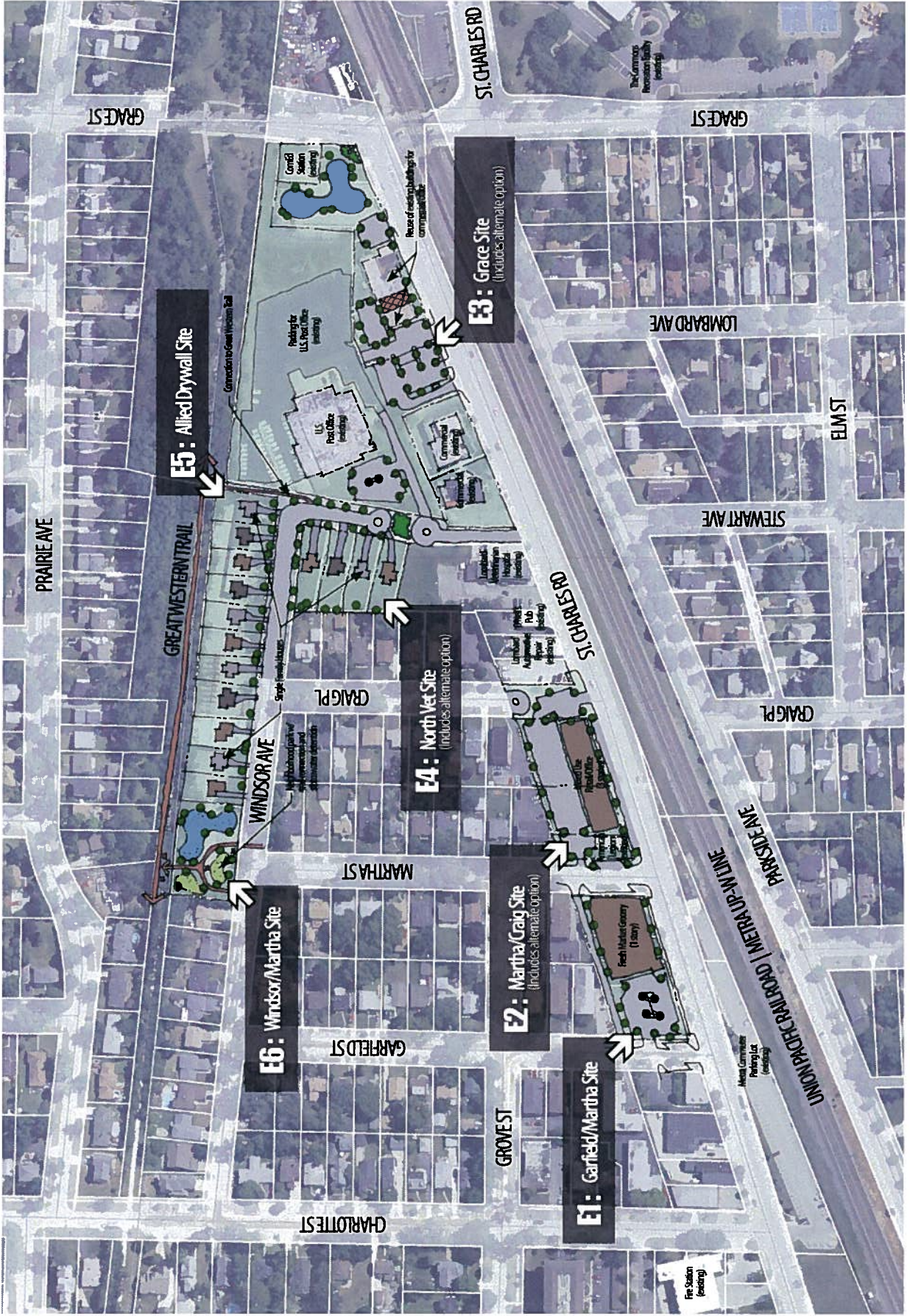


FIGURE E.3
Development Concept Sites for the East St. Charles Road Area (Overall View)



Development Concept Plans

FOR THE CORE DOWNTOWN AREA

SECTION 1

Building upon the findings from the Existing Conditions Assessment and the community's planning efforts from the past few years, the current phase of work considers potential development concepts for key sites in the Study Area. As shown in Figure 1.1, there are 7 development concept sites, all located within the Downtown TIF area and consistent with the opportunity sites identified in the 2009 Downtown Market Analysis.

The concepts consider elements such as: land use/site programs, site layout, building size and orientation, access, and parking. Specific site data and details are described for each of the seven sites in Figures 1.4 through 1.10. At the preliminary planning stage, at least two concept options were considered for each site, except Site 4 which is the smallest site and was recommended for moderate site improvements. The design methodology for each site option was organized as follows:

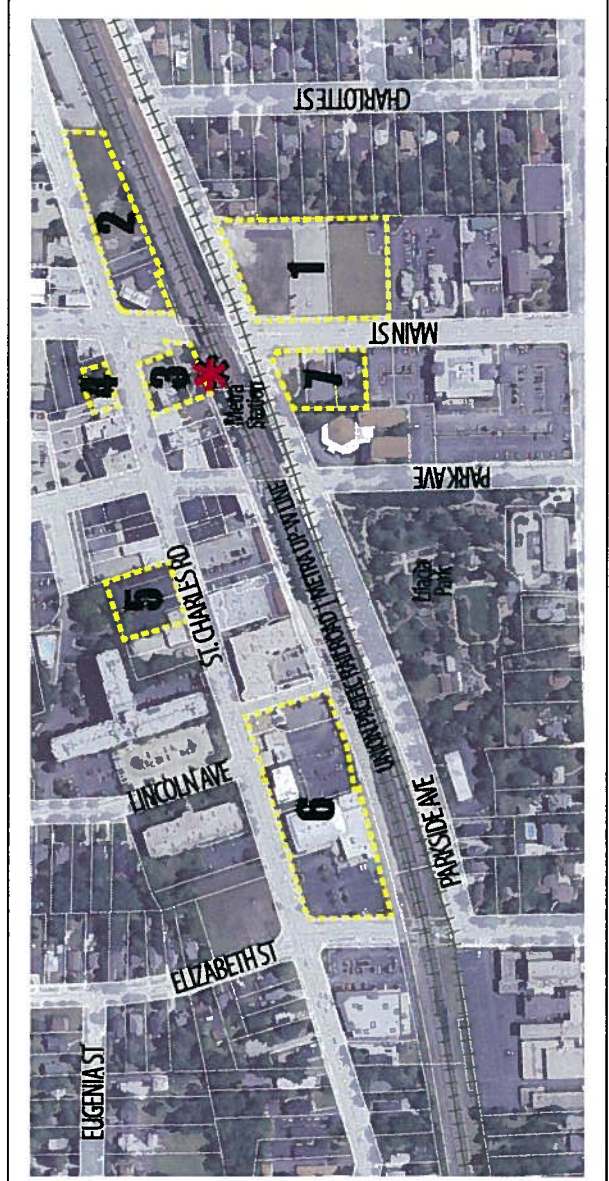
- » The first option (Option A) for each site generally assumed a less aggressive development approach for Downtown Lombard, focusing on shorter term improvements such as façade enhancements and infill developments.
- » The second option (Option B) assumed a more aggressive, longer term approach, including site consolidation and phased developments.

Figure 1.3 illustrates the preferred options for the conceptual site plans for the 7 sites. Figures 1.4 through 1.10 provide a site-by-site analysis for Sites 1 through 7. Site data, development financial analysis, and parking analysis are provided for each site.

FIGURE 1.1

Development Concept Sites for the Core Downtown Area

Site	Reference
Site 1 :: Theater Site	pages 4-7
Site 2 :: Hammerschmidt Site	pages 8-9
Site 3 :: 7-Eleven Site	pages 10-11
Site 4 :: 10-14W. St. Charles Rd Site	pages 12-13
Site 5 :: 114-130W. St. Charles Rd Site	pages 14-15
Site 6 :: Fifth Third Bank / Praga Site	pages 16-17
Site 7 :: 100-108N. Main St Site	pages 18-19



The overall intent of the redevelopment concepts is to not only advance economic development in Downtown Lombard, but also help reclaim downtown as an inviting, pedestrian-friendly space. The recommended strategies in this plan – including the streetscape improvements, facade enhancements, downtown signage program, and parking recommendations – all contribute to revitalizing Downtown Lombard.

Methodology for Development Financial Analysis

With limited information on building materials and specific tenant needs, any analysis of each site concept's financial feasibility is a gross estimate often referred to as a "back-of-the-envelope" look at potential market response. Essentially this analysis screens each of the seven development concepts to identify where revisions are necessary to devise a realistic plan. The purpose of this level of analysis is to identify which priority development sites may warrant more detailed analysis by identifying the projects most likely to appeal to developers because they offer profit potential. The assumptions underlying this initial analysis as listed on Figure 1.2 are uniformly optimistic. An optimistic approach ensures that the needed public investment will only increase as specific challenging conditions that decrease profitability are identified for each site. Uniformity in the assumptions allows fair comparison between sites. With this initial analysis approach, concepts that require substantial public investment can be confidently identified and modified, or rejected in favor of more feasible alternatives. The optimistic approach assumes that all projects are built by 2012. The next level of analysis tests how specific, less optimistic market conditions impact the financial feasibility of the site concepts. This analysis begins that sensitivity test by examining how delayed construction or slow product absorption and lower rents change each concept's profitability.

The analysis that follows solves for net rent to facilitate comparison between sites and makes measuring against the current market apparent. Where there is a need to acquire and demolish existing properties, the income replacement method was used to value those properties. Income, the property's return on investment, was assumed at the current net rent of \$13.50 per sq ft and converted to total property cost by assuming that rent was an 8% return on the property's value.

The value of new concept buildings was set at replacement cost, determined by multiplying construction costs times the square footage. In all redevelopment scenarios, ground floor space is built to retail standards so that modern retail uses could occupy the space as the success of Downtown Lombard brings additional demand for store and restaurant space over time. Note that no provision for the cost of illustrated public open space is included in this analysis. To analyze the impact of the increment to be realized from duration of the TIF District, the net present value of the 12 remaining years of the property tax increment is included at a likely discounted government rate of 6%.

FIGURE 1.2

Development Assumptions

Existing Values	
Commercial Net Rent (per sq ft)	\$13.50
New Construction Rents	
Commercial Net Rent (per sq ft)	\$22.00
Apartment Net Rent (per sq ft)	\$14.40
Construction & Soft Costs (per sq ft)	
Retail	\$165.91
Office	\$222.82
Residential	\$165.91
Restaurant	\$273.38
Parking Space Costs	
Surface Parking Space	\$6,000
Garage Parking Space	\$23,000
Other	
Upper Story Utilization	85%
Soft Costs	15%
Developer Return Rate	8%
Municipal Cost of Funds	6%

FIGURE 1.3
Development Concept Sites for the Core Downtown Area (Overall View)

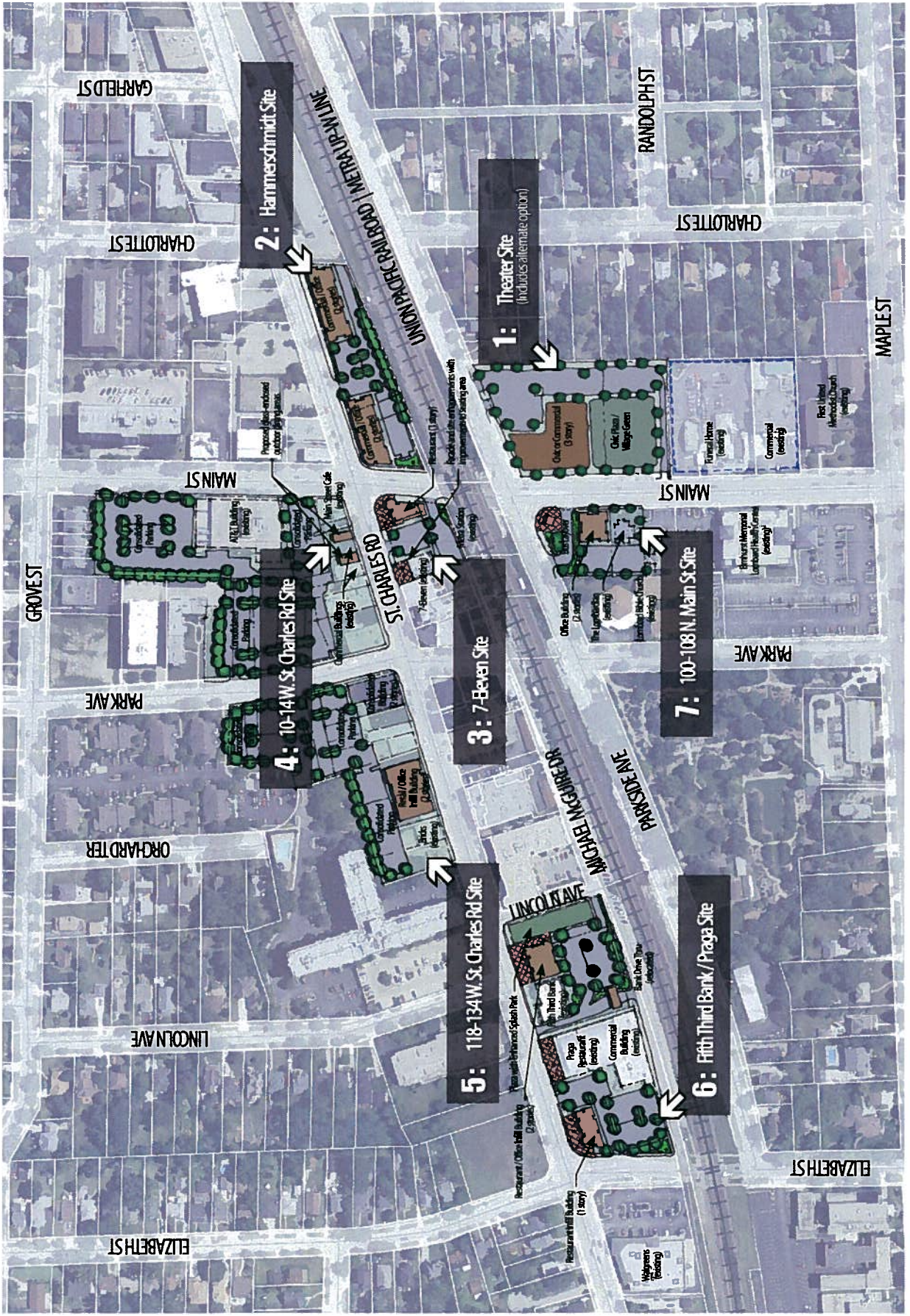


FIGURE 1.4a
Site 1: Theater Site | OPTION 1A

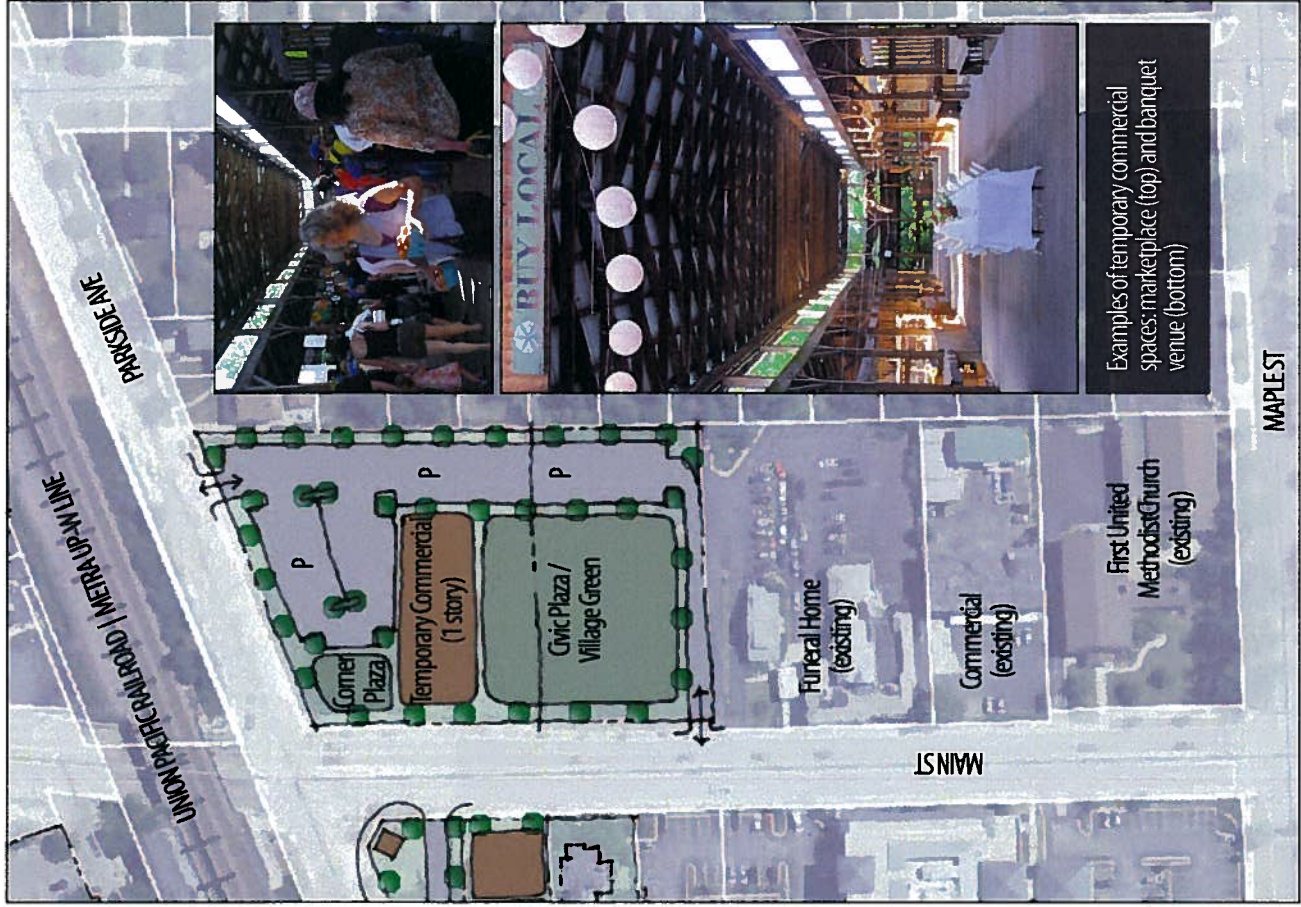
» Description of Approach (1A)

The site of the previous DuPage Theater offers the most significant development potential in the downtown. However, the site is also on the south side of the railroad tracks that separate it from the “core” downtown area that is and will be the focus for retail/commercial uses. Generally the opportunities for this site include a public civic plaza/village green and a 1-story temporary commercial building, which can be used for community events like a farmer’s market, arts fair, banquet venue, or an outdoor market for local businesses and vendors (see example images on the right). Over time, a longer term permanent use may take over the temporary commercial space. The new parking area will need to provide for 92 spaces to account for the redevelopment of the existing commuter parking lot.

For all options for Site 1, stormwater management would be handled by a facility integrated into the parking lot or beneath the plaza, which would filter stormwater to an off-site basin.

» Site Data (1A)

Site Area	95,457 sq ft (2.19 acres)
Parcels	2 parcels
Commercial	1-story temporary building 9,000 sq ft (entire building)
Commuter Parking	92 parking spaces needed
Civic Plaza	0.7 acres
Existing Uses	Vacant lot (former DuPage Theatre site) Commuter parking lot



Examples of temporary commercial spaces: marketplace (top) and banquet venue (bottom)

FIGURE 1.4a (continued)
Site 1: Theater Site | OPTION 1A

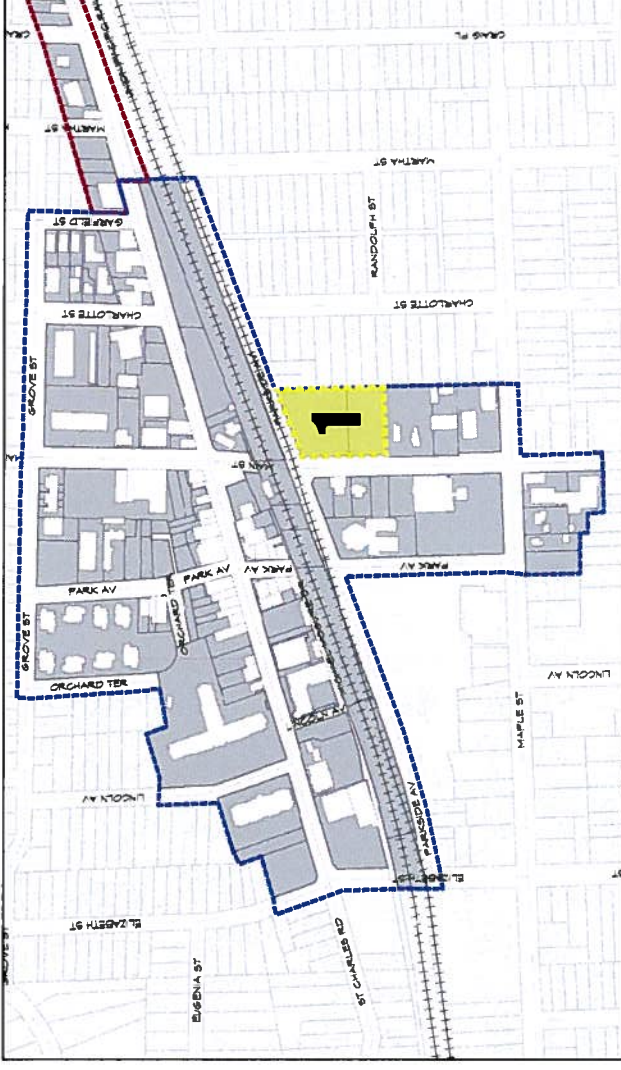
» Development Financial Analysis (1A)

Option 1A Feasibility	
Gap to Market Rate Return	\$0
Incremental Investment Value	\$0
Estimated Annual TIF Increment	\$0
NPV 12 Years of TIF Income	\$0
Net Increment (Gap)	\$0

Comments

- » Option 1A is Village-owned, so the analysis includes no land costs. This means that there is an implied incentive of the land value in addition to the gap for Options 1B and 1C. If the Village-owned land were purchased for \$20 per sqft, the gap would increase by \$1.5 million.
- » Since Option A is purely a short term public investment strategy to essentially landbank the site, there is no market feasibility question and also no TIF increment.

» Location Map



» Parking Analysis (1A)

Option 1A	Village Zoning Code ¹	Use Area	Village Required	Existing	Proposed/ Replacement	Total	Surplus/ (Deficiency) ²
Commercial	2/1000 sqft	9,000 sqft	18	-	19	19	-
Commuter Parking	-	-	92 ³	92	92	92	-
Total			110	-	111	111	+1

Parking Summary
 All 111 total parking spaces are part of a surface lot. Of the 111 total spaces, 92 are provided for commuter parking. This concept generates a surplus of 1 parking space. Parking for the civic plaza would be accommodated by the availability of parking spaces both on- and off-site.

¹Notes: 50% reduction for non-residential for new buildings in the BS Central Business District
²Existing number of commuter parking spaces
³Surplus (Deficiency) = (Total) - (Village Required)

FIGURE 1.4b
Site 1: Theater Site | OPTION 1B

» **Description of Approach (1B)**

The primary long-term development opportunity for this site is a commercial building. Other public/civic uses are encouraged as part of this commercial development or as a separate use. A public civic plaza/village green is also provided for community events, play areas for children, outdoor seating, or other uses. Parking would be divided into a surface lot and an underground structured garage. The new parking area will need to provide for 92 spaces to account for the redevelopment of the existing commuter parking lot.

Option 1B also supports the long-term redevelopment potential for the funeral home and commercial parcel to the south for additional commercial space. The long-term potential of these two parcels depend on the property owners' intentions for the future use of their respective properties. Unless the property owners are willing to participate in a redevelopment effort, the existing funeral home and commercial uses will remain.

» **Site Data (1B)**

Site Area	95,457 sq ft (2.19 acres)
Parcels	2 parcels
Commercial / Office	3-story building 60,000 sq ft (entire building) 20,000 sq ft (per story)
Commuter Parking	92 parking spaces needed
Civic Plaza	0.5 acres
Existing Uses	Vacant lot (former DuPage Theatre site) Commuter parking lot

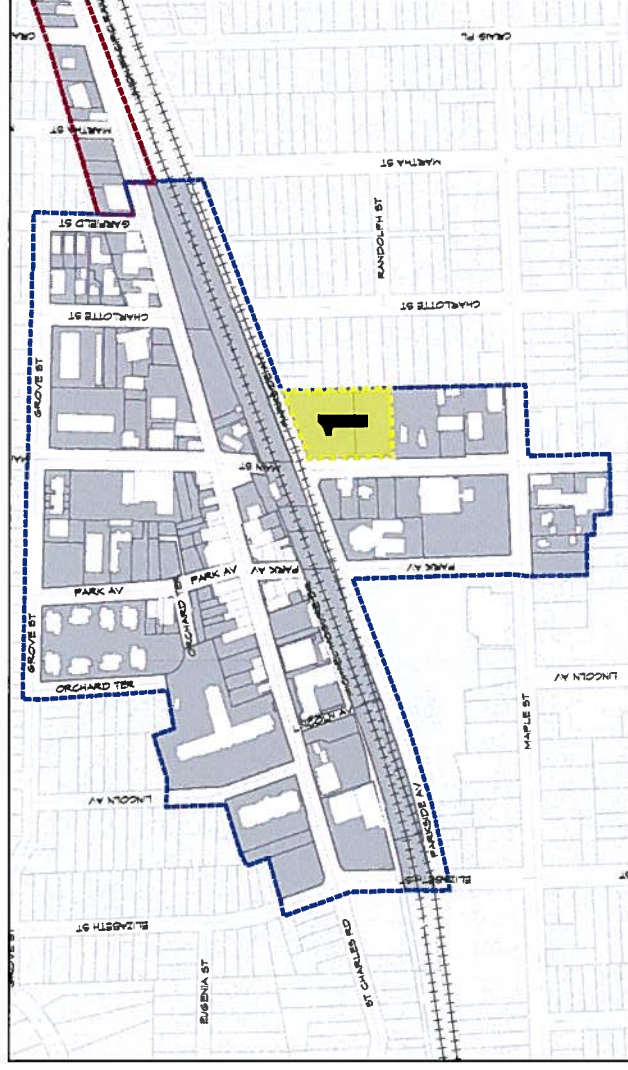


FIGURE 1.4b (continued)
Site 1: Theater Site | OPTION 1B

» Development Financial Analysis (1B)

Option 1B Feasibility	
Gap to Market Rate Return	(\$67,929)
Incremental Investment Value	\$14,917,929
Estimated Annual TIF Increment	\$298,359
NPV 12 Years of TIF Income	\$2,762,734
Net Increment (Gap)	\$2,694,804

» Location Map



» Parking Analysis (1B) *Excludes the long-term option for the funeral home parcel

Option 1B	Village Zoning Code ¹	Use Area	Village Required	Existing	Proposed/Replacement	Total	Surplus/(Deficiency) ³
Commercial/Office	2/1000sq ft	60,000sq ft	120	-	148	148	-
Commuter Parking	-	-	92 ²	92	92	92	-
Total			212	-	240	240	+28

Parking Summary
 With 240 total parking spaces, 88 spaces are part of a surface lot and 152 are part of a below-grade structured garage. The 92 commuter parking spaces will be split between the surface lot and structured garage. This concept generates a surplus of 28 parking spaces. Parking for the civic plaza would be accommodated by the availability of parking spaces both on- and off-site.

Notes
¹50% reduction for non-residential for new buildings in the BS Central Business District
²Existing number of commuter parking spaces
³Surplus/(Deficiency) = (Total) - (Village Required)

FIGURE 1.5
Site 2: Hammerschmidt Site

» Description of Approach

This concept considers the removal/relocation of the existing Marathon gas station and Dunkin Donuts to allow for a higher quality use that will serve as a better gateway/entry to the downtown core area and encourage pedestrian use. A pair of 2-story commercial/office buildings are the primary uses for this concept. Strong architectural features and streetscape elements at the Main Street / St. Charles Road intersection can help strengthen the visual identity at the corner.

Ideally, this site would redevelop as a single development; however, it is possible to phase the redevelopment given the present configuration of property ownership. With the far eastern parcel of this site already under Village ownership, this eastern portion could develop first as part of a multi-phase development. The western portion would develop as the other two parcels (including the Marathon / Dunkin Donuts site) become available. The availability of the Village parcel and recent for-sale listing of the gas station, combined with the positive financial impact to the Downtown, creates a prime opportunity for redevelopment potential within the short term.

» Site Data

Site Area	54,544 sq ft (1.25 acres)
Parcels	3 parcels
Commercial / Office	Pair of 2-story commercial / office buildings 16,800 sq ft (entire building; each building) 8,400 sq ft (ground floor only; each building)
Existing Uses	Vacant lot (former Hammerschmidt site) Small accessory structure Marathon gas station Dunkin Donuts

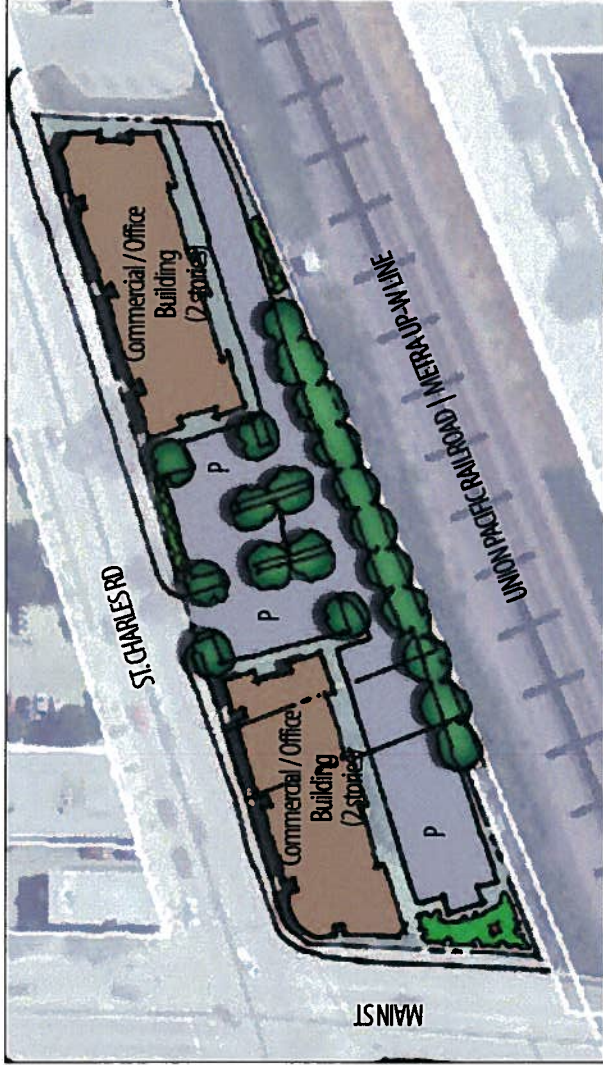


FIGURE 1.5 (continued)
Site 2: Hammerschmidt Site

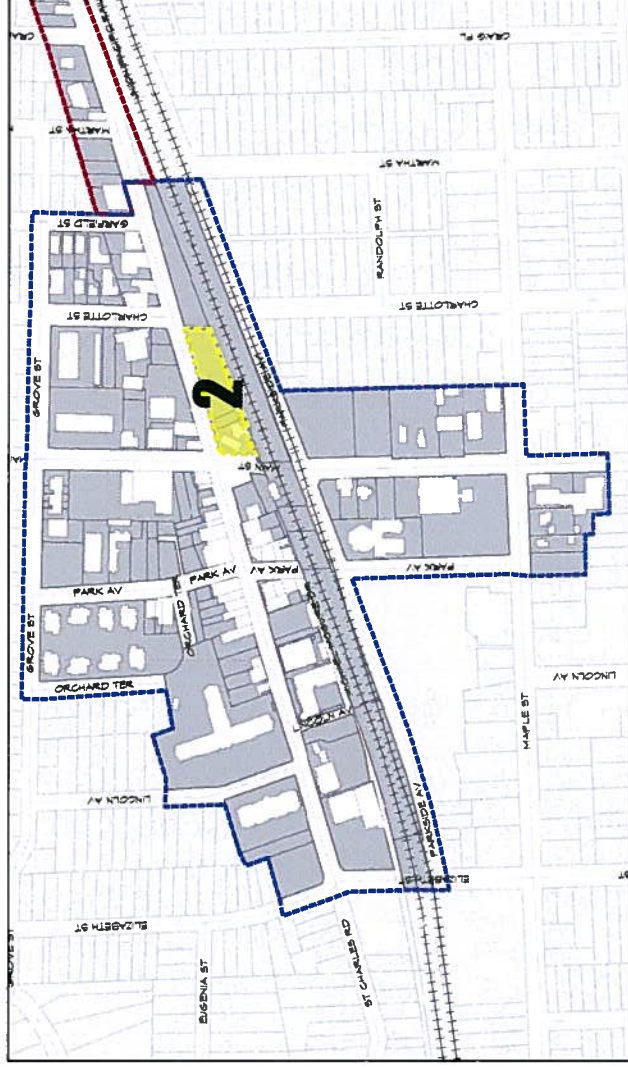
» Development Financial Analysis

Feasibility	
Extra Value (Gap)	\$289,911
Incremental Investment Value	\$6,257,089
Estimated Annual TIF Increment	\$125,142
NPV 12 Years of TIF Income	\$1,245,919
Net Increment (Gap)	\$1,535,830

Comments

- » When no land costs are included, the developer return on this concept actually exceeds the required market driven return causing extra value rather than a gap. That means that the developer of this site could pay nearly \$300,000 for Village land after acquiring the private property, if the land were sold at current market value for \$20 per sq ft, the price would be \$634,000, so this concept is not market driven with full land value applied.
- » This concept remains sensitive to both delay and lower rents. A four year delay would reduce the increment contribution by more than \$300,000. Achieving rents of only \$19 per sq ft would reduce the TIF contribution by \$1.2 million. If both adverse conditions occur, the net TIF contribution from developing these concepts disappears.

» Location Map



» Parking Analysis

	Village Zoning Code ¹	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ²
Office	2/1000-sqft	33,600 sqft	67	-	-	-	-
Subtotal	-	-	67	-	48	48	-19

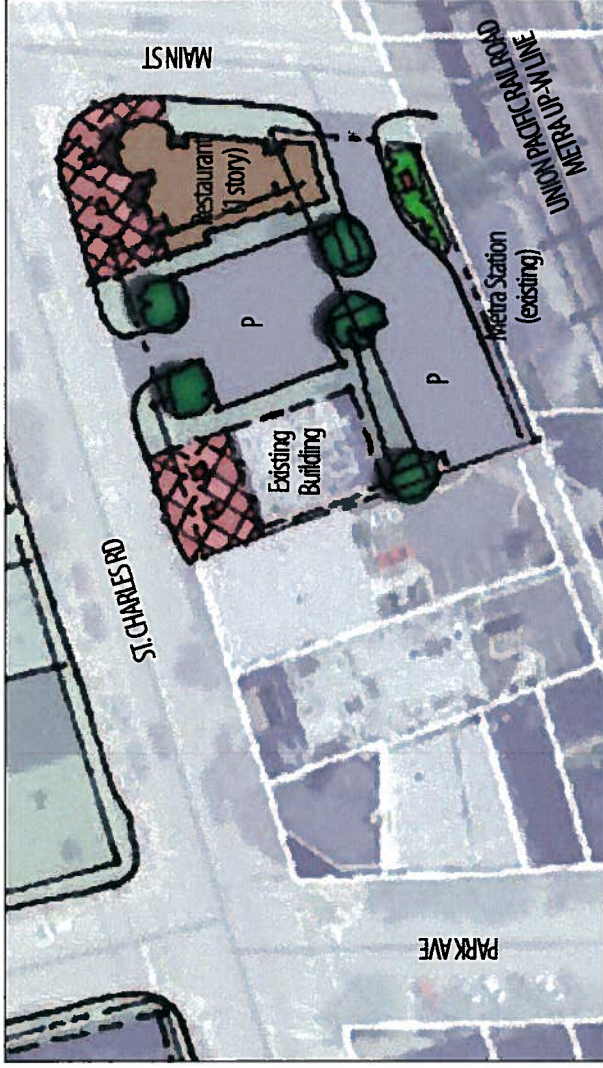
Parking Summary
All 48 total parking spaces are part of a surface lot. This concept generates a deficiency of 19 parking spaces, which would require supplemental parking off-site. Potential areas for additional parking are detailed in Section 6.

¹Notes
50% reduction for non-residential for new buildings in the BS Central Business District
²Surplus/(Deficiency) = (Total) - (Village Required)

FIGURE 1.6
Site 3: 7-Eleven Site

» Description of Approach

This concept explores the potential of relocating the current "Tribute Plaza" sculpture park at the corner of Main Street and St. Charles Road to a location farther west along St. Charles Road or in the proposed civic plaza on Site 1. The size of the current plaza space and its location limit its usefulness and desirability as a high quality public space. In place of the plaza, a new 1-story building is introduced, preferably as a restaurant space. The parking remains and is reconfigured to serve the existing building (whether it remains a 7-Eleven store or some other use). Enhancements to the drop-off/pick-up area in front of the Metra Station should also be pursued, providing improved access to the station with the potential for a kiss-and-ride area. Providing additional bike racks would also help make the Metra Station more inviting to commuters who can bike to/from the station.



» Site Data

Site Area	20,372 sq ft (0.47 acres)
Parcels	2 parcels
Site Improvements	<ul style="list-style-type: none"> Facade and site enhancements with improvements to seating area along St. Charles Rd
Restaurant	<ul style="list-style-type: none"> 1-story building 3,600 sq ft (entire building)
Existing Uses	<ul style="list-style-type: none"> 7-Eleven Surface parking Plaza (adjacent) Metra Station (adjacent)

FIGURE 1.6 (continued)
Site 3: 7-Eleven Site

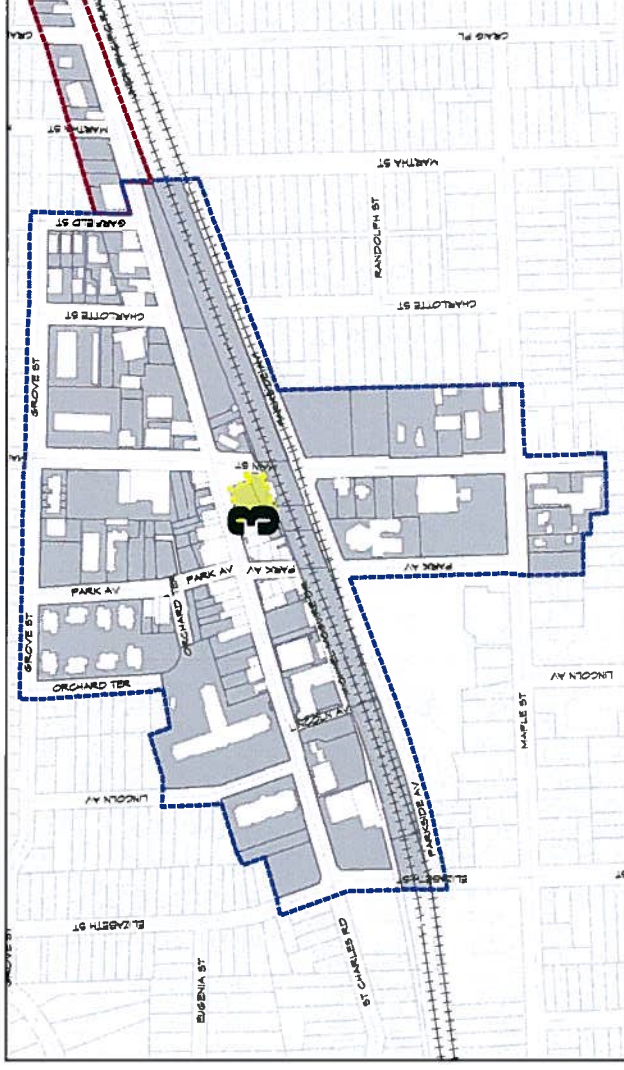
» Development Financial Analysis

Feasibility	
Extra Value (Gap)	(\$213,884)
Incremental Investment Value	\$1,588,884
Estimated Annual TIF Increment	\$31,778
NPV 12 Years of TIF Income	\$266,419
Net Increment (Gap)	\$52,535

Comments

» This concept adds a new restaurant building on Village-owned land. The higher cost of restaurant construction, despite an assumption that the same rent is charged as that associated with store construction, causes a gap even when the land is provided at no cost. The TIF increment associated with this concept fills the gap and provides about \$50,000 to fund other projects.

» Location Map



» Parking Analysis

	Village Zoning Code ¹	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ²
Retail (existing)	2/1000 sqft	2,717 sqft	6	12	20	20	-
Restaurant	9.25/1000 sqft	3,600 sqft	34	-	-	-	-
Subtotal	-	-	40	12	20	20	-20

Parking Summary
All 20 total parking spaces are part of a surface lot. This concept generates a deficiency of 20 parking spaces, which would require supplemental parking off-site. Potential areas for additional parking are detailed in Section 6.

¹50% reduction for non-residential for new buildings in the BS Central Business District
²Surplus/(Deficiency) = (Total) - (Village Required)

FIGURE 1.7
Site 4: 10-14W St. Charles Rd Site

» Description of Approach

The concept for this site proposes retaining the buildings and the open space provided by the current vacant lots to accommodate garden cafés and the potential for a glass-enclosed, all-season expansion to the adjacent buildings, which would allow for a year-round glass-enclosed "outdoor" dining experience. Existing buildings will benefit from improved facades and site enhancements. To enhance the pedestrian accessibility of the site, a sidewalk or pedestrian access path should be provided from St. Charles Road to the rear parking area.

» Site Data

Site Area	7,754 sq ft (0.18 acres)
Parcels	2 parcels
Site Improvements	<ul style="list-style-type: none"> Facade and site enhancements with garden cafés to support outdoor dining Vacant commercial building Law office Undeveloped open space on each parcel
Existing Uses	
Notes	Potential for a consolidated parking area serving Site 4 and adjacent businesses (refer to Figures 3.1 and 3.2 in Section 3 for details)

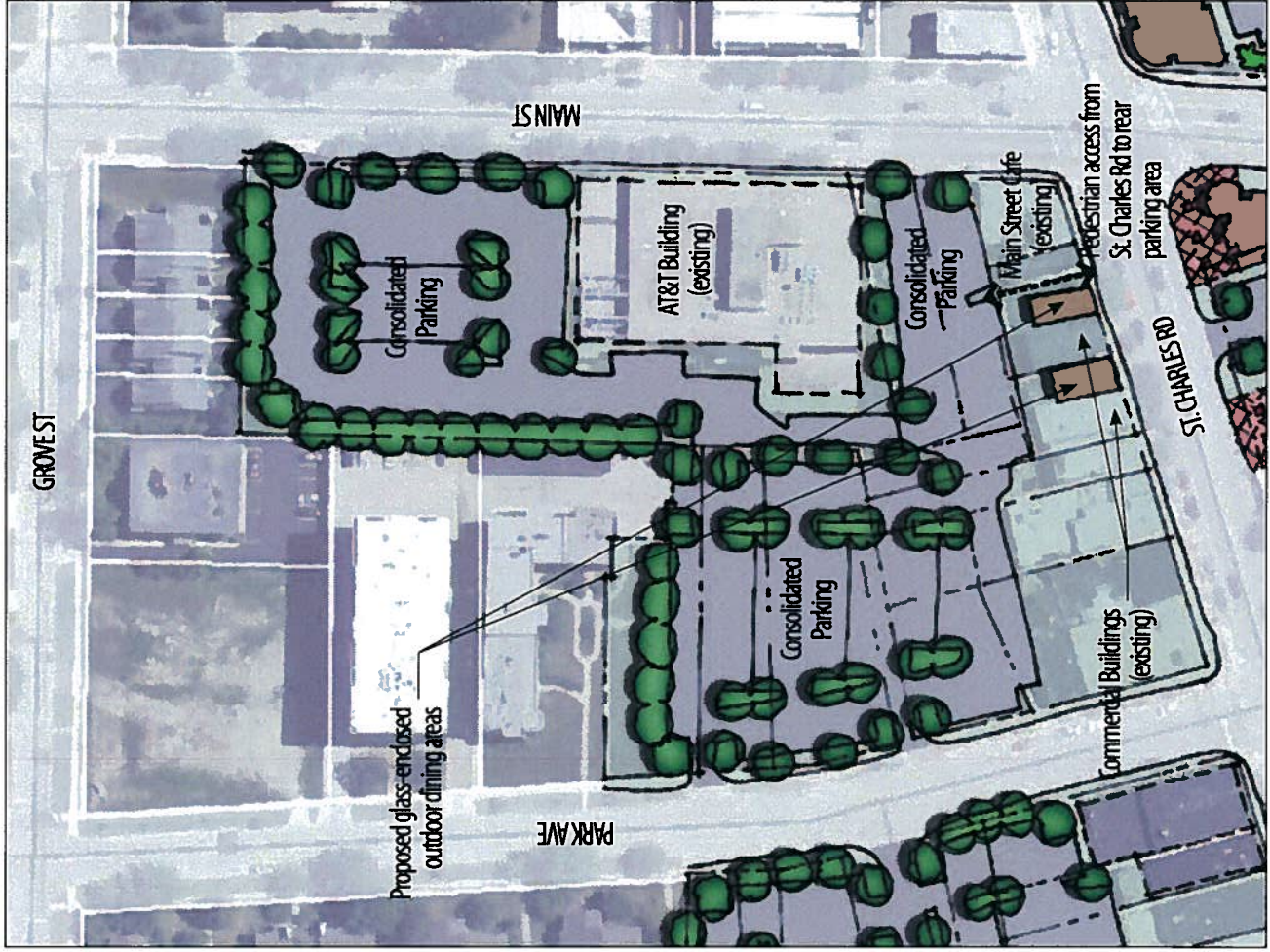


FIGURE 1.8

Site 5: 114-130 W. St. Charles Rd Site

»» Description of Approach

This concept considers the redevelopment of the entire site for a new larger 2-story retail/office building and a larger parking lot that consolidates access from St. Charles Road. Additional height and a larger building footprint are possible if off-site public parking supply is increased. In addition, the two vacant commercial buildings at the northwest corner of St. Charles Road and Park Avenue (104-106 W. St. Charles Road) are consolidated to create a single 2-story building. Parking is consolidated at the rear of the site.

»» Site Data

Site Area	36,755 sq ft (0.84 acres)
Parcels	4 parcels
Retail / Office (infill)	2-story building (infill) 18,100 sq ft (entire building) 9,800 sq ft (retail on first floor) 8,300 sq ft (office on second floor)
Consolidated Commercial Building (104-106 W. St. Charles Rd)	2-story building (consolidated) 13,000 sq ft (entire building) 6,500 sq ft (per story; both buildings)
Existing Uses	Lombard Family Health Center MU Vandenbroucke Accounting State Farm Insurance Vacant commercial buildings Surface parking
Notes	Potential for a consolidated parking area serving Site 5 and adjacent businesses (refer to Figures 3.1 and 3.2 in Section 3 for details); consolidation would require vacation of Orchard Terrace (but still maintain through access to Park Avenue Condominiums and the Townhomes of Lombard)

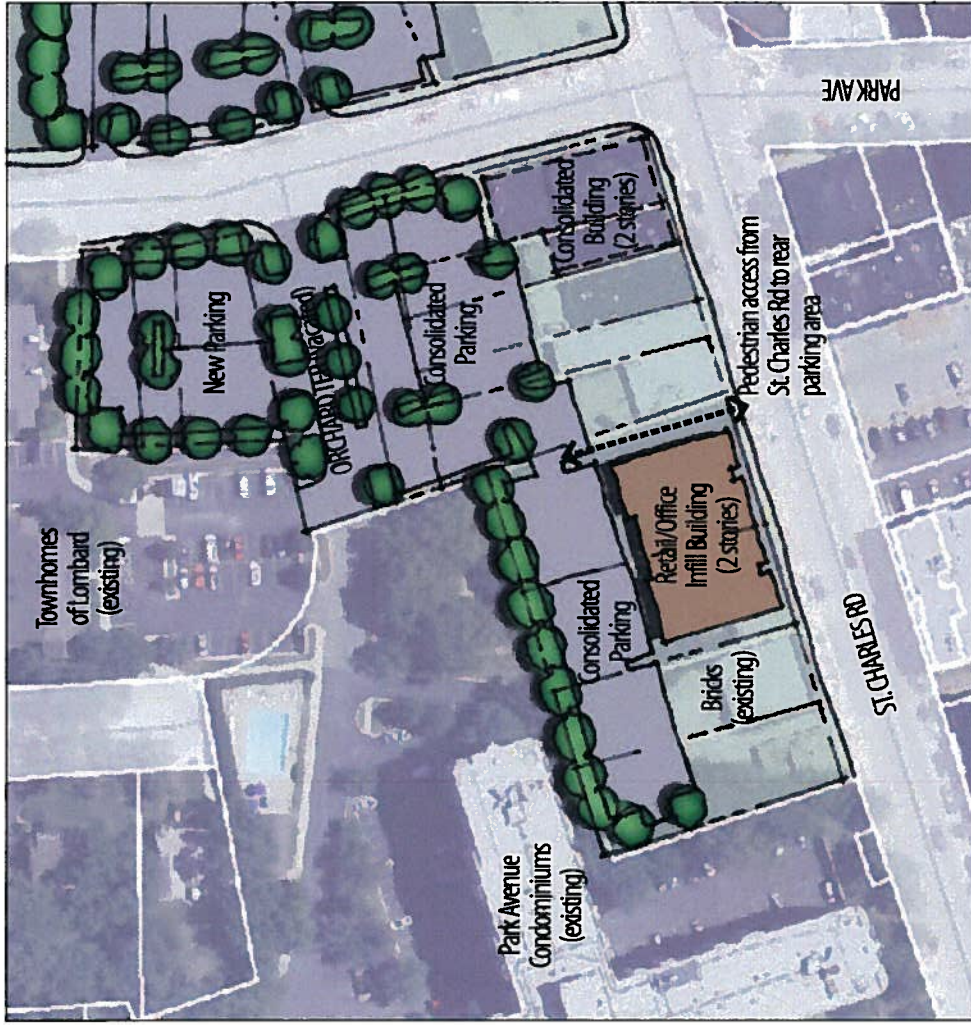


FIGURE 1.8 (continued)
Site 5: 114-130W. St. Charles Rd Site

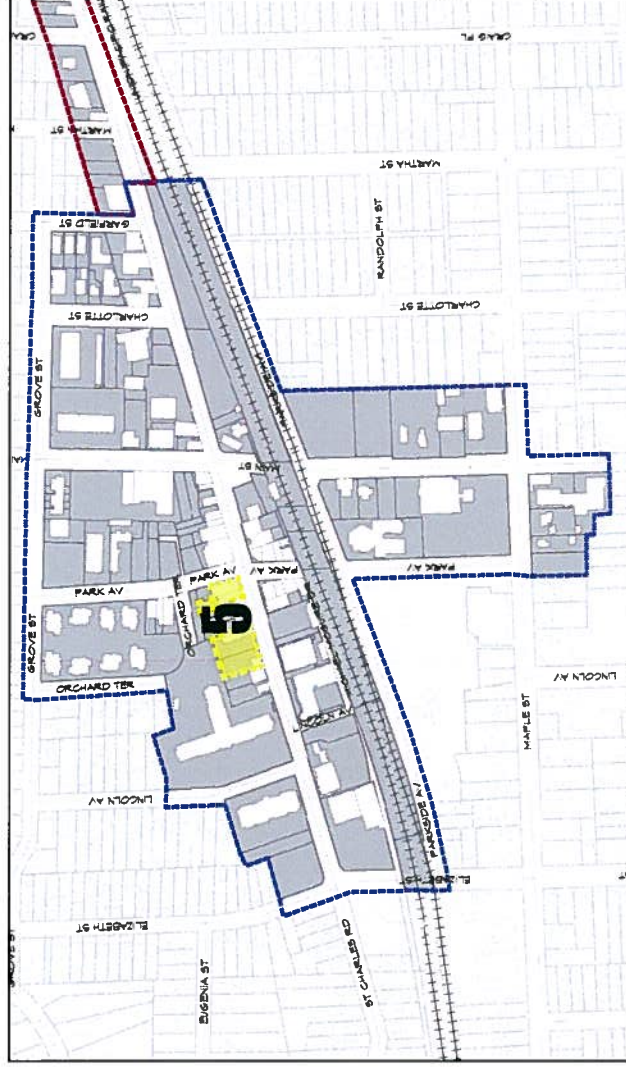
» Development Financial Analysis

Feasibility	
Extra Value (Gap)	\$1,544,658
Incremental Investment Value	\$5,793,786
Estimated Annual TIF Increment	\$115,876
NPV 12 Years of TIF Income	\$971,484
Net Increment (Gap)	\$1,447,720

Comments

- » This concept includes the costs of rebuilding approximately 30 parking spaces. This parking quantity is far short of the amount needed for this concept and therefore a portion of the net increment would be necessary to support parking associated with this concept.
- » This is tight infill development and consequently these projects could incur higher construction costs than the costs used in these estimates.
- » Although delay and lower rents lower the TIF's net increment from this concept, it remains a positive contributor to the TIF fund. If both adverse conditions strike, this concept contributes just over \$1 million.

» Location Map



» Parking Analysis

	Village Zoning Code ¹	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ²
Retail / Office (exist.)	2/1000 sqft	13,000 sqft	26	55	51	51	-
Retail / Office (new)	2/1000 sqft	18,100 sqft	37	-	-	-	-
Subtotal	-	-	63	55	51 ³	51 ³	-12

¹50% reduction for non-residential for new buildings in the BS Central Business District
²Surplus (Deficiency) = (Total) - (Village Required)
³Proposed parking is part of a potential consolidated parking area that would serve multiple uses.

Parking Summary
 There are generally 51 total parking spaces serving Site 5. This concept generates a deficiency of 12 parking spaces. However, there is an opportunity to create a consolidated parking area that includes Site 5 and the parking areas presently serving adjacent businesses. To counter the parking deficiency, this consolidated parking area would provide additional parking in a shared arrangement. In addition, the consolidated parking could be integrated into either a surface lot or structured garage. Refer to Section 6 for details on this consolidated parking concept.

FIGURE 1.9
Site 6: Fifth Third Bank / Praga Site

» Description of Approach

The focus of the enhancement of Site 6 builds on the presence of the Praga and Bonton restaurant/entertainment uses by exploring additional opportunities to strengthen this block as an entertainment destination. Significant inefficiencies in the current configuration of the Fifth Third Bank, bank drive-thru, and municipal parking lot are addressed in this concept through the consolidation and redesign of the parking lots and relocation of the drive-thru banking facility. This redesign allows for the removal of an unattractive drive-thru facility facing St. Charles Road and allows for a 2-story infill commercial building for restaurant and office uses. A third restaurant use is introduced at the corner of St. Charles Road and Elizabeth Street to expand entertainment offerings in the area, provide a more attractive gateway to the downtown, and improve the pedestrian orientation to the area. The splash park is also expanded to include an enhanced facility and plaza.

» Site Data

Site Area	121,582 sq ft (2.79 acres)
Parcels	3 parcels
Praga Parcel (6W)	1-story building (infill; restaurant) 3,200 sq ft (entire infill building) 5,000 sq ft (existing Praga restaurant) 16,000 sq ft (existing retail strip center)
Bank Parcel (6E)	2-story building (infill; restaurant/office) 4,200 sq ft (restaurant) 3,500 sq ft (office) 6,000 sq ft (existing bank)
Existing Uses	Praga restaurant (6W) Daycare center (6W) Mixed retail strip center (6W) Fifth Third Bank (with drive thru) (6E) Splash park (6E) Surface parking (6W & 6E)



FIGURE 1.9 (continued)
Site 6: Fifth Third Bank / Praga Site

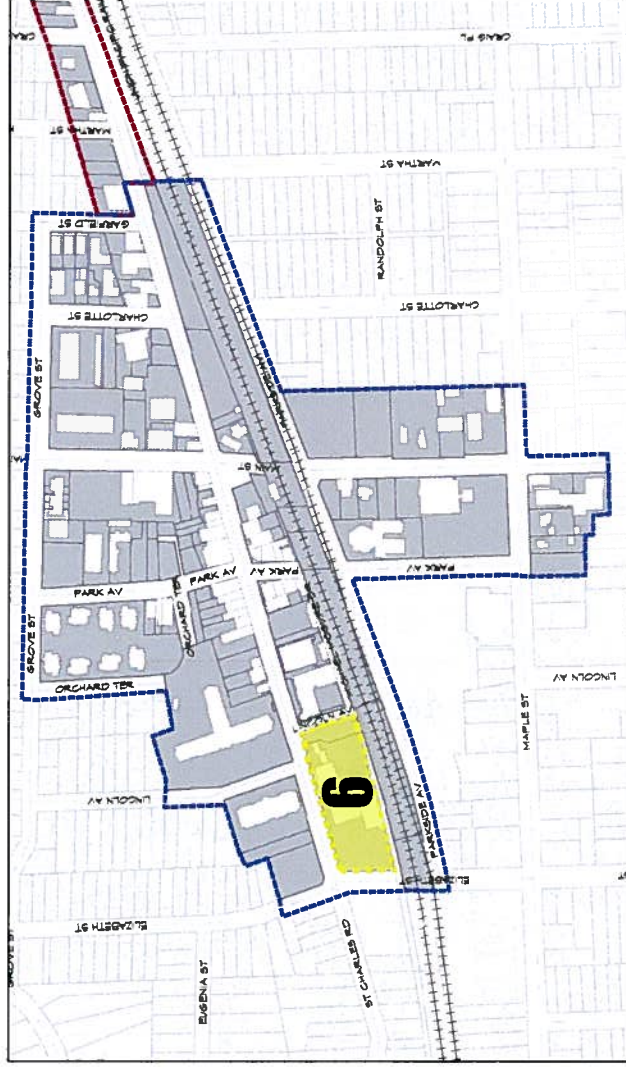
» Development Financial Analysis

Feasibility	Site 6W	Site 6E
Extra Value (Gap)	\$5,194	(\$22,886)
Incremental Investment Value	\$874,806	\$2,159,636
Estimated Annual TIF Increment	\$17,496	\$43,193
NPV 12 Years of TIF Income	\$146,685	\$362,121
Net Increment (Gap)	\$151,879	\$339,235

» Comments

» The gap for this concept is caused by an assumption that infill development will incur the higher costs associated with restaurants but not find tenants willing to pay higher rents. The Village reports recent contacts from quick service restaurateurs interested in exactly the same type of infill development proposed in this concept; consequently, preleasing that leads to higher rents could be possible. Those higher values would not only relieve the gap, but could also increase the property value and thereby increase the net increment from this concept.

» Location Map



» Parking Analysis

	Village Zoning Code ¹	Use Area	Village Required	Existing	Proposed	Total	Surplus / (Deficiency) ²
Site 6W	Site 6W	Site 6W	Site 6W	Site 6W	Site 6W	Site 6W	Site 6W
Restaurant (exist.)	9.25/1000-sq ft	5,000 sq ft	47	32	51	51	-103
Restaurant (new)	9.25/1000-sq ft	7,400 sq ft	69	32	-	-	-
Retail (exist.)	2/1000-sq ft	11,000 sq ft	22	-	-	-	-
Vacant Retail (exist.)	2/1000-sq ft	8,000 sq ft	16	-	-	-	-
Site 6E	Site 6E	Site 6E	Site 6E	Site 6E	Site 6E	Site 6E	Site 6E
Bank (exist.)	2/1000-sq ft	6,000 sq ft	12	33	36	36	-14
Office (new)	2/1000-sq ft	3,500 sq ft	7	-	-	-	-
Plaza / Splash Park	2/1000-sq ft	15,400 sq ft	31	17	-	-	-
Total			204	114	87	87	-117

Parking Summary
All 87 total parking spaces are part of a surface lot (51 and 36 spaces on Site 6W and Site 6E, respectively). This concept generates a total deficiency of 117 parking spaces (deficiency of 103 and 14 spaces on Site 6W and Site 6E, respectively), which would require supplemental parking off-site. Potential areas for additional parking are detailed in Section 6.

Notes
¹50% reduction for non-residential for new buildings in the B5 Central Business District
²Surplus/(Deficiency) = (Total) - (Village Required)

FIGURE 1.10
Site 7: 100-108 N. Main St Site

»» **Description of Approach**

While preserving the building that presently houses The Lombardian newspaper, this concept redevelops the parcel to the north to provide for a new 2-story office building. The offices could attract medical businesses that might relate to the Elmhurst Memorial Lombard Health Center to the south. Parking is improved and remains consolidated behind The Lombardian building and the new office building. The far north parcel would provide for a bus layover with a concessions shelter, providing convenient access to the adjacent Metra platforms and station. If The Lombardian parcel became available in the future, the proposed office building to the north could be expanded to accommodate additional offices.

»» **Site Data**

Site Area	31,192 sq ft (0.72 acres)
Parcels	3 parcels
Site Improvements	<ul style="list-style-type: none"> Facade enhancements to The Lombardian building
Office (redevelopment)	<ul style="list-style-type: none"> 2-story building 8,400 sq ft (entire building) 4,200 sq ft (per story)
New Transit Facility	<ul style="list-style-type: none"> Bus layover with concessions shelter
Existing Uses	<ul style="list-style-type: none"> The Lombardian newspaper Commercial building Surface parking

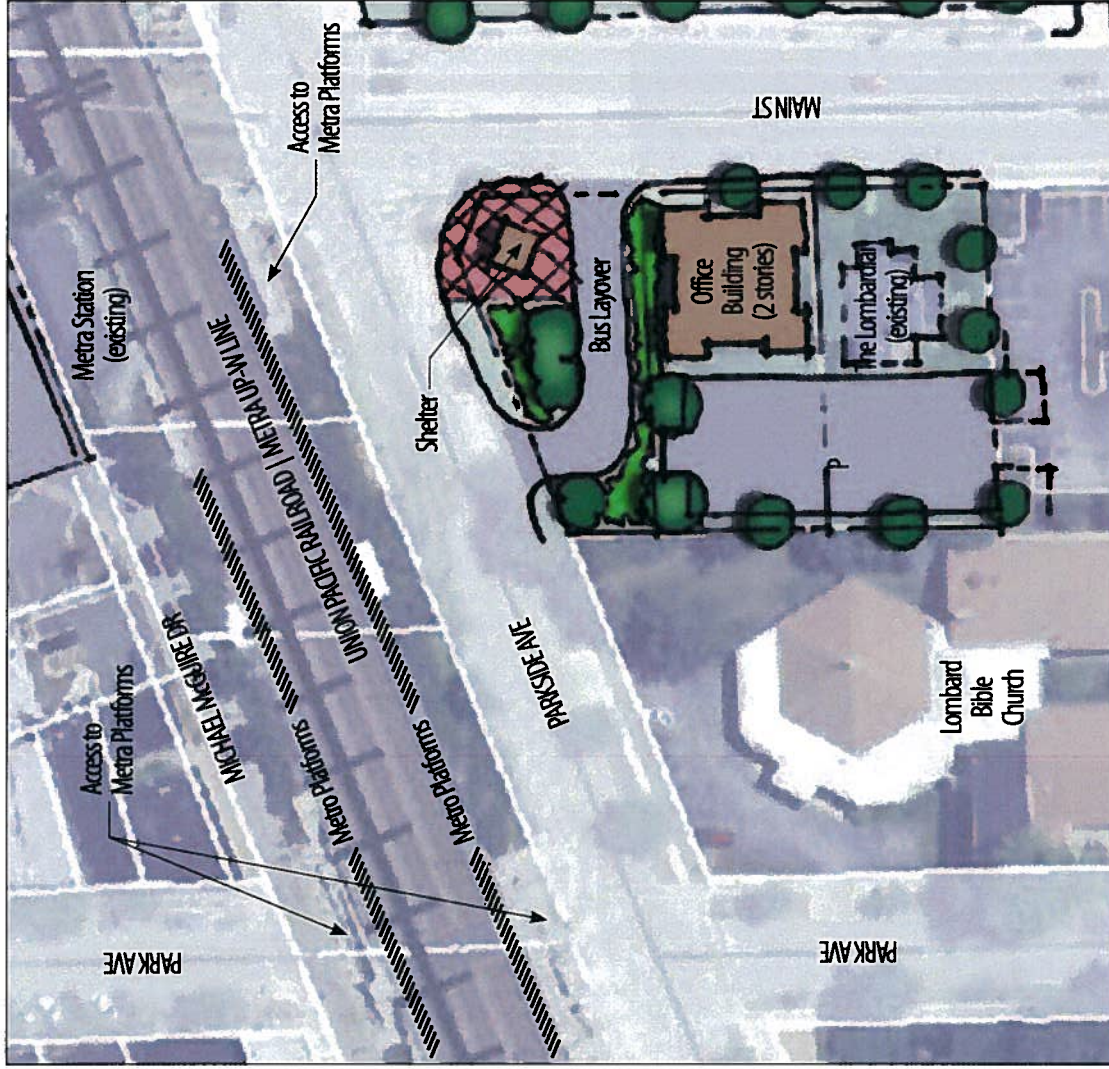


FIGURE 1.10 (continued)
Site 7: 100-108 N. Main St. Site

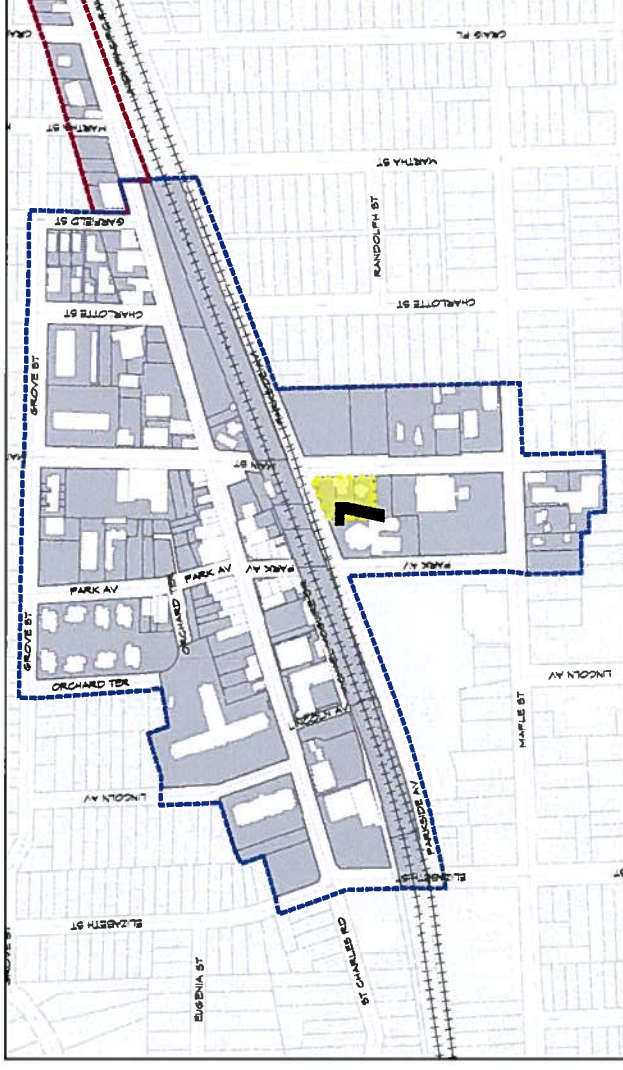
» Development Financial Analysis

Feasibility	
Extra Value (Gap)	(\$219,953)
Incremental Investment Value	\$1,660,272
Estimated Annual TIF Increment	\$33,205
NPV 12 Years of TIF Income	\$278,389
Net Increment (Gap)	\$58,436

Comments

- » Proximity to the Elmhurst Memorial Lombard Health Center makes this property an excellent location for their future office expansion. Preleasing to such a desirable tenant makes these concepts likely to appeal to developers.
- » Although this concept appears to require subsidy, the existing conversion of residential property is functionally obsolete for modern commercial use; consequently, it may have a lower cost than the assumptions underlying this analysis project.

» Location Map



» Parking Analysis

	Village Zoning Code ¹	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ²
Office (existing)	2/1000 sq ft	4,127 sq ft	9	4	-	-	-
Office (new)	2/1000 sq ft	8,400 sq ft	17	6	-	-	-
Bus Layover Facility	-	-	-	7	-	-	-
Total			26	17	28	28	+2

Parking Summary
 All 28 total parking spaces are part of a surface lot. This concept generates a surplus of 2 parking spaces. Cross access is provided to the Elmhurst Memorial Lombard Health Center to the south, which has the potential to offer shared parking.

¹Notes
¹50% reduction for non-residential for new buildings in the BS Central Business District
²Surplus/(Deficiency) = (Total) - (Village-Required)

Public Space Opportunities

Public spaces are depicted in a few of the concept sites, including a public civic plaza/village green on Site 1 and an enhanced plaza and splash park on Site 6. In addition, the existing plaza on Site 3 at the corner of Main Street and St. Charles Road is another public space opportunity that could be enhanced.

The civic plaza/village green proposed on Site 1 is large enough to serve as a gathering space for community events. The size also provides flexibility to accommodate both programmed activities and passive recreation. The proposed civic plaza/village green provides Downtown Lombard with a larger community space rather than small public spaces, which tend to have limited function and attraction.

The following series of images depict opportunities that can be explored for public spaces in Downtown Lombard. While not all elements in the example images are relevant (e.g. the waterfront location in Shattuck Park in Example 4), the design and, utilization, and programming of the example public spaces are worth consideration in Downtown Lombard.



Example 1: Multi-Use Space
Van Buer Plaza in DeKalb, Illinois, doubles as both a parking lot and a space for community events, such as a farmer's market. As shown in Image 1, parking is still allowed during the operation of the market.



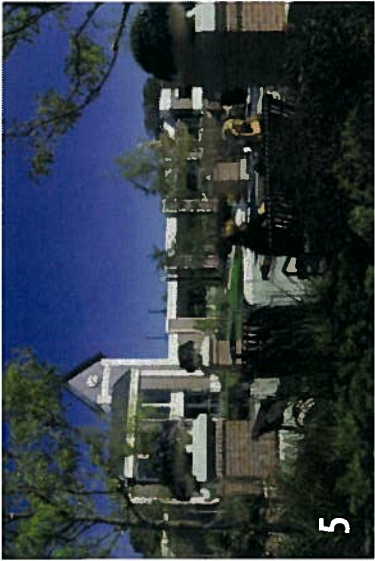
Example 3: Spaces for Public Art
In addition to modest walkways, landings, and green space, a sculpture area is provided in Lincoln Landing in Lockport, Illinois.



Example 2: Adequate Space for Activity & Mobility
Van Buer Plaza in DeKalb, Illinois, also illustrates how a moderately sized space can provide ample room for activities, walking areas, and seating areas.



Example 4: Unique Site Design
A spiral-inspired amphitheater in Shattuck Park in Neenah, Wisconsin, creates a unique public space for community arts programs and general gatherings.



Example 5: Plaza near a Parking Structure
A plaza can even be sited near a parking structure, as this example from LaGrange, Illinois, depicts. This type of plaza can enhance the pedestrian element to an otherwise auto-dominated area.



Example 7: Water Feature for Active Interaction
The splash park in Festival Park in Elgin, Illinois, is an example of a moderately sized water element that is integrated into a larger plaza, allowing for more convenient access and impromptu interaction. Integrating a splash park into a larger plaza also has the advantage of maintaining an all-seasons design, with the water fountains shut off during the colder months but still providing an accessible area for activities.



Example 8: Splash Park/Water Feature
In addition to the water aspect of the splash park in Festival Park in Elgin, Illinois, fun-shaped objects are also provided to provide kids (and adults) additional elements with which to interact and imagine.



Example 6: Water Feature for Passive Interaction
While some water features can be specifically designed for interaction like a splash park, other features like a water fountain can provide a centerpiece to a public space, inviting passive interaction.



Example 9: Play Areas
Brightly marked play areas in Festival Park in Elgin, Illinois, provide a fun and safe area that is specifically designated for children's activities. Benches are also available for parents and caretakers to keep close vigilance.

Public Art Opportunities

The Lombard community places a strong emphasis on providing public art in its downtown area. A series of sculptures from local artist Bud Swanson are placed at various locations throughout Downtown Lombard, providing family-friendly art that is reflective of the nature of the community. As Downtown Lombard revitalizes, there will certainly be opportunities to provide public art in various areas, including the public spaces described in the previous pages.

The following series of images depict public art opportunities that can be explored for Downtown Lombard. While the scale or design of the example images may not always be relevant, the primary focus is the application of public art to different types of spaces, such as plazas, pedestrian underpasses, and walks/structures.



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Examples 1-3: Public Art in Public Spaces (existing)

Downtown Lombard's current public art program has excellent examples of providing public art in public spaces, including the sculptures near the Metra Station (1), in front of the fire station (2), and by the Walgreens (3).



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Examples 4-6: Public Art in Public Spaces

Public spaces like plazas (4), parks (5), and even a street corner (6) provide prime locations for public art.



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Examples 7-9: Public Art in a Pedestrian Underpass

Public art can be integrated into a pedestrian underpass to make the space more appealing and enliven the walls of the corridor. Artistic and architectural elements within the corridor can also be brought out to the entrance of the underpass to provide continuity and mark an inviting entryway.



10



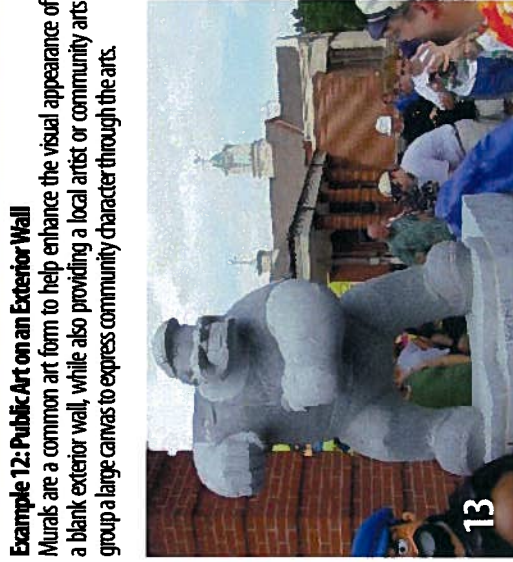
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Examples 10-11: Public Art as Temporary Pieces

While many public art pieces are permanent fixtures in the built landscape, some pieces are temporary, providing opportunities for seasonal or special art that are exhibited for a limited time. The painted dog statues (10) provide individuals and community groups an opportunity for artistic expression. Some temporary art pieces can also serve a function, like painted children's chairs near a sidewalk cafe (11).



12



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Example 12: Public Art on an Exterior Wall

Murals are a common art form to help enhance the visual appearance of a blank exterior wall, while also providing a local artist or community arts group a large canvas to express community character through the arts.

Example 13: Public Art to Celebrate the Community

Chester, Illinois, celebrates its connection to Bluto, the cartoon arch nemesis of Popeye the Sailor, with a statue of the burly bully. Chester is the hometown of E.C. Segar, the creator of Bluto and the Popeye characters. Lombard could take a similar cue with its historical connection to Little Orphan Annie and creator Harold Gray.

Art Program Opportunities

In addition to the incorporation of public art pieces throughout Downtown Lombard, the community can explore art program opportunities that can support the arts culture in Lombard and perhaps make Lombard one of the premiere arts destinations in DuPage County (and beyond).

Lombard already celebrates the arts through existing programs, such as the Lilac Lime Arts & Craft Fair and the DuPage Invitational Sculpture & 3D Art Show. Additional art programs can provide unique channels for local and rising artists to display their talents and work. Whether it's a full-fledged sculpture park, temporary art displays, or an arts consortium or program to help support artists, the following series of images depict art program opportunities that can be explored for Downtown Lombard.

Recognizing the community's existing art programs, the program opportunities depicted here are meant to broaden options for artists and further strengthen Lombard's appeal as an arts friendly community.



Example 1: DuPage Invitational Sculpture & 3D Art Show
Each spring Lombard hosts the DuPage Invitational Sculpture & 3D Art Show, which is perhaps the most prominent art program in the community. Attracting artists from throughout DuPage County, the show provides a forum for artistic expression in various forms. The show continues to be a major draw for both local artists and the Lombard community.

Artist: Judith Allen.



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Examples 2-5: Sculpture Park

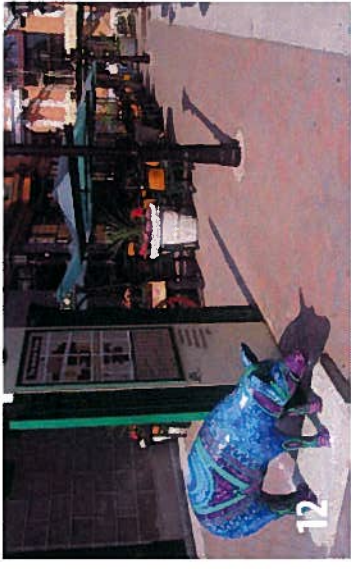
The Skokie Northshore Sculpture Park is a two-mile stretch of outdoor recreation and arts space that transformed neglected land along the Chicago River into a cohesive park comprised of biking and jogging paths, seating areas, and sculptures. A sculpture park could be introduced in Downtown Lombard, particularly along the undeveloped land located east of the Hammerschmidt site and south of St. Charles Road between Martha Street and Grace Street. Similar to St. Charles Road, the Skokie Northshore Sculpture Park is also located along a major arterial road (McCormick Boulevard).



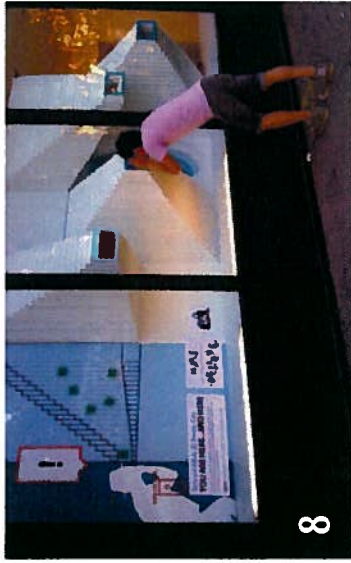
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Examples 6-7: Sculpture Park

The Village of Flossmoor Garden & Sculpture Walk provides another Chicago-area example of a sculpture park. In addition to displaying artworks, the Garden & Sculpture Walk also integrates public education into the exhibits.



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Examples 8-11: Pop-Up Art

Pop-up art is a term used to describe art pieces that “pop up” in different spaces, sometimes even the most unexpected of spaces. Empty storefronts have become a more common place to display pop-up art, filling under-utilized display windows with art pieces, exhibits, and even full galleries or studios. A partnership between artists and property owners can help foster a welcome environment for establishing pop-up art. Such a partnership is often a win-win situation for all involved: property owners can temporarily lease out their space; artists can display their work; and residents and visitors to Downtown Lombard can enjoy local artistry that also help enhance the visual appeal of the streetscape.

Artists: Stewart Hicks, Jimmy Luu & Allison Newmeyer (8); Mark Boyer & Rine Boyer (9); Christophe Gauspohl (10); and Jeff Snider (11).



13

Example 13: Arts Consortium

Establishing an arts consortium is an excellent way to build support for the arts, share ideas and resources, and approach public art in an organized manner. An art consortium can take the form of a group wholly dedicated to the arts, such as the Oak Park Area Arts Council. An arts consortium can also be an off-shoot of a larger organization, such as the “Make Believe” arts project in Chicago’s Wicker Park and Bucktown neighborhoods through the Wicker Park Bucktown (WPB) Special Service Area (SSA) #33.

Pictured above: Representatives of the “Make Believe” arts project in Chicago’s Wicker Park and Bucktown neighborhoods select artwork to showcase in local storefront windows.

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Development Concept Plans

FOR THE EAST ST. CHARLES ROAD AREA

SECTION 2

In addition to the core downtown area, development concepts were explored for the East St. Charles Road area, as shown in Figure 2.1. As part of the greater downtown area, the East St. Charles Road generally stretches from Garfield Street to Grace Street and includes a few parcels to the north along Windsor Avenue. There are 6 development concept sites for this area, all located within the East St. Charles Road TIF-1 West Area, and consistent with opportunity sites identified in the 2008 Downtown Lombard Community Vision.

Assumptions for Development Financial Analysis

Similar to the concept sites for the core downtown area, development financial analysis was conducted for the 6 sites in the East St. Charles Road area. The assumptions underlying the development financial analysis are listed in Figure 2.2.

FIGURE 2.1
Development Concept Sites for the East St. Charles Road TIF Area

Site	Reference
Site E1 :: Garfield/Martha Site	pages 30-31
Site E2 :: Martha/Craig Site	pages 32-33
Site E3 :: Grace Site	pages 34-35
Site E4 :: Northern Vet Site	pages 36-37
Site E5 :: Allied Drywall Site	pages 38-39
Site E6 :: Windsor/Martha Site	pages 40-41

FIGURE 2.2

Development Assumptions

Existing Values	
Light Industry Net Rent (per sq ft)	\$6.50
Vacant Commercial Land (per sq ft)	\$20.00
Vacant Industrial Land (per sq ft)	\$6.00
New Construction Rents	
Commercial Net Rent (per sq ft)	\$22.00
Grocery Net Rent (per sq ft)	\$16.00
Single Family Home	\$275,000
Construction & Soft Costs (per sq ft)	
Retail Grocery	\$161.41
Office	\$222.82
Residential	\$165.91
Restaurant	\$273.38
Remodelling	\$50.00
Parking Space Costs	
Surface Parking Space	\$6,000
Other	
Soft Costs	15%
Land/Single Home Price	20%
Developer Return Rate	8%
Municipal Cost of Funds	6%

Revitalizing the Greater Downtown Area

Similar to the redevelopment concepts for the core downtown area in Section 1, the concepts for the East St. Charles Road area are meant to advance economic development in the greater Downtown Lombard area. The segment of St. Charles Road east of Main Street will likely remain somewhat auto-oriented, due to the presence of the Metra commuter parking lot, U.S. Post Office site, and the proposed uses (e.g. potential for a grocery store and garden center). However, streetscape improvements and connections to recreational uses like the Great Western Trail and The Commons park facility will help make the East St. Charles Road area more friendly to pedestrians and bicyclists.

Also, like the core downtown area, the recommended strategies in this plan – including the streetscape improvements, façade enhancements, downtown signage program, and parking recommendations – all contribute to revitalizing not only Downtown Lombard, but the greater downtown area as well.

Figure 2.3 illustrates the conceptual site plans for the 6 sites. Figures 2.4 through 2.9 provide a site-by-site analysis for Sites E1 through E6. Site data, development financial analysis, and parking analysis are provided for each site.

FIGURE 2.3
Development Concept Sites for the East St. Charles Road Area (Overall View)



FIGURE 2.4

Site ET: Garfield/Martha Site

» Description of Approach

This site presently includes the former DuPage Heating & Air Conditioning site, as well as three vacant lots. To provide a local food market option for Downtown Lombard, a fresh market grocery is proposed for this site. Given the dimensions of the site, some of the parking would be provided on-site, while the remainder would be offered by on-street parking spaces. Loading for the grocery would occur at the rear. A screening fence along the rear (north) side of the site would provide a buffer between the grocery store and adjacent residential uses. The Metra commuter parking lot is located to the south across St. Charles Road.

Due to environmental contamination issues on the east side of the site, it may be necessary to switch the proposed locations of the building and parking lot to prevent the building form being constructed on contaminated land.

» Site Data

Site Area	38,293 sq ft (0.88 acres)
Parcels	4 parcels
Commercial	Fresh market grocery 15,000 sq ft (entire building)
Existing Uses	Former DuPage Heating & Air Conditioning site Three vacant lots

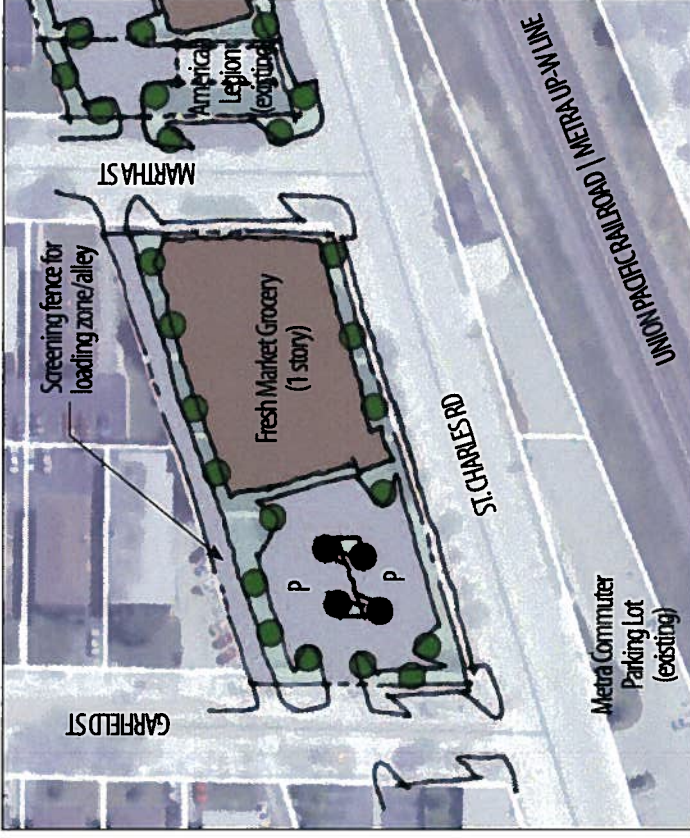
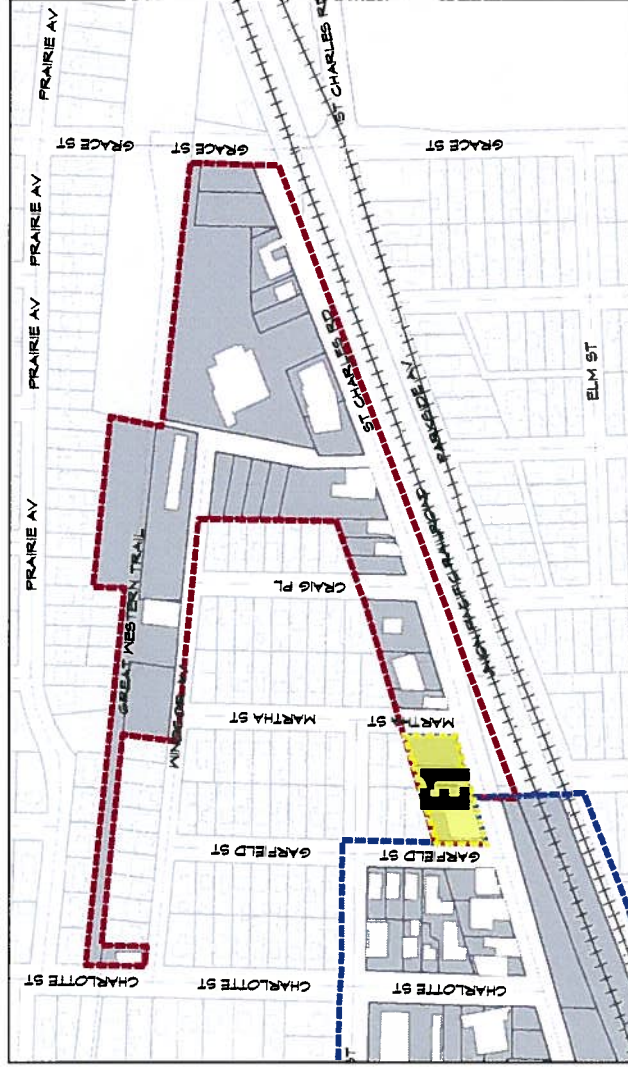


FIGURE 2.4 (continued)
Site E1: Garfield/Martha Site

» Development Financial Analysis

Feasibility	
Extra Value (Gap)	(\$328,877)
Value Increment	\$2,625,089
Estimated Annual TIF Increment	\$52,502
NPV 15 Years of TIF Income	\$481,048
Net Gap	\$152,171
Sales Tax NPV	\$801,261
Total	\$953,432

» Location Map



» Parking Analysis

	Village Zoning Code	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ¹
Grocery Store	3.5/1000-sqft	15,000-sqft	53	10	34	34	-
Total			53	10	34	34	-19

Notes
¹Surplus/(Deficiency) = (Total) - (Village Required)

Parking Summary

The 34 total parking spaces are provided as part of an on-site surface lot. An additional 32 on-street parking spaces are also available but not calculated as part of the total proposed parking. Parking in the Metra commuter lot may also serve to provide needed parking during off-peak hours. This concept generates a deficiency of 19 parking spaces. As this site redevelops, a more detailed parking and traffic analysis will be needed.

FIGURE 2.5
Site E2: Martha/Craig Site

» Description of Approach

Option A replaces the existing thrift shop with an expansion of the existing retail strip center. Façade improvements would also help improve the appearance of the site. Option B replaces both existing retail uses with a new 3-story mixed use retail/office building with direct frontage along St. Charles Road. In both options, some of the parking would be provided on-site, while the remainder would be offered by on-street parking spaces. The American Legion would remain in both options to anchor the west side of the site.

» Site Data (Option A)

Site Area	38,053 sq ft (0.87 acres)
Parcels	3 parcels
Commercial	Expansion of existing retail strip center 8,800 sq ft (entire building)
Existing Uses	American Legion w/ residential units above Retail strip center Next Stop Thrift Shop

» Site Data (Option B)

Site Area	47,446 sq ft (1.09 acres)
Parcels	3 parcels and part of Craig Place right-of-way
Retail/Office	3-story mixed use retail/office building 27,000 sq ft (entire building) 10,000 sq ft (retail at ground floor) 8,500 sq ft (office on upper floors)
Existing Uses	American Legion w/ residential units above Retail strip center Next Stop Thrift Shop

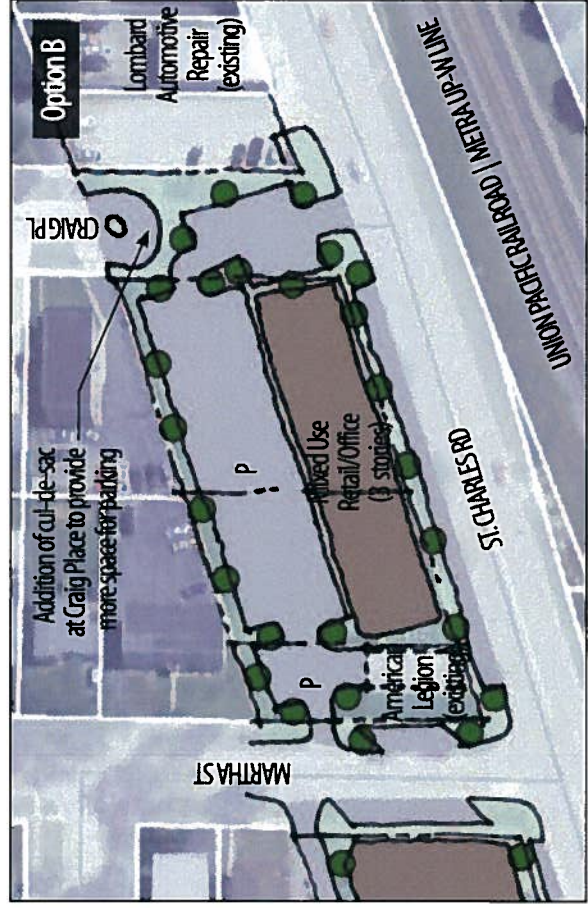
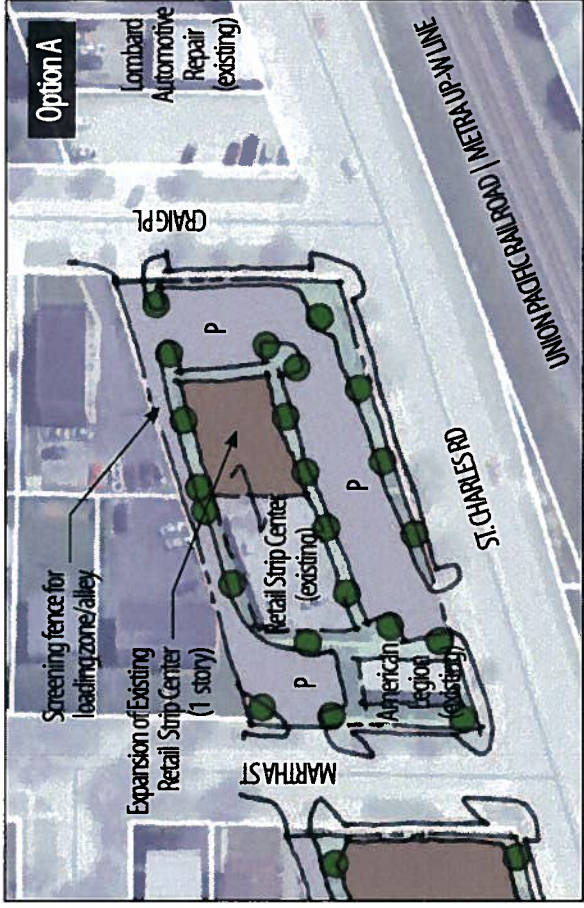
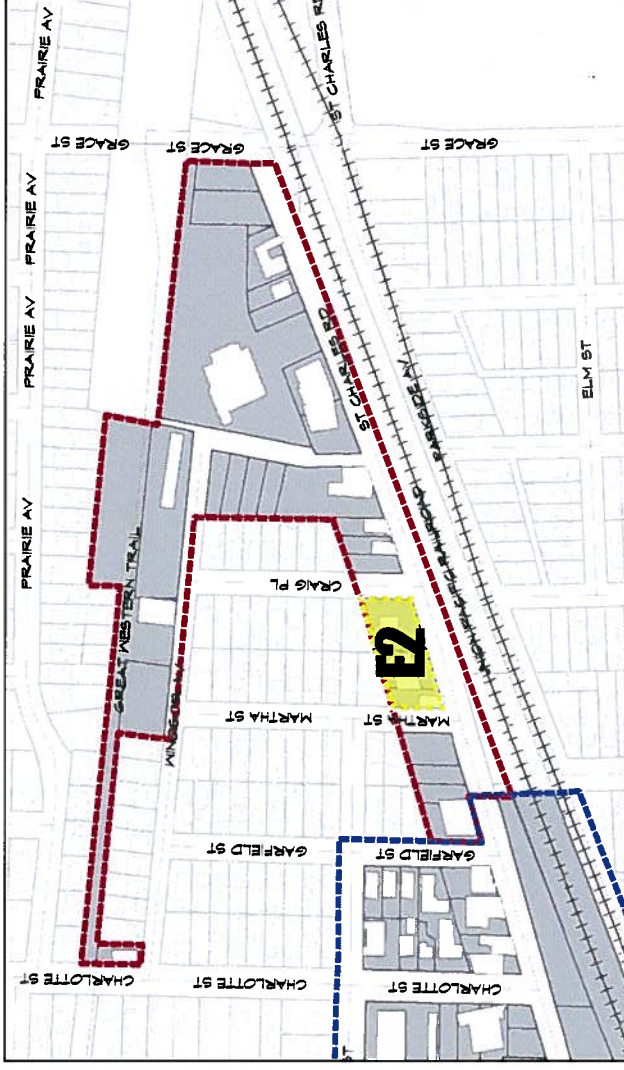


FIGURE 2.5 (continued)
Site E2: Martha/Craig Site

» Development Financial Analysis

Feasibility	Option A	Option B
Extra Value (Cap)	(\$1,543)	(\$292,694)
Value Increment	\$671,832	\$5,587,931
Estimated Annual TIF Increment	\$13,437	\$111,759
NPV 15 Years of TIF Income	\$123,113	\$1,023,988
Net Gap	\$124,656	\$1,316,683

» Location Map



» Parking Analysis

	Village Zoning Code	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ¹
Option A Retail	4/1000 sq ft	8,800 sq ft	36	43	31	31	-
Total			36	43	31	31	-5
Option B Retail (Floor 1)	4/1000 sq ft	10,000 sq ft	40	43	57	57	-
Office (Floors 2 & 3)	2/1000 sq ft	17,000 sq ft	34	-	-	-	-
Total			74	43	57	57	-17

Parking Summary

The total parking spaces (31 in Option A; 57 in Option B) are provided as part of an on-site surface lot. Additional on-street parking spaces (12 in Option A; 17 in Option B) are also available but not calculated as part of the total proposed parking. Both options generate a deficiency of parking spaces (-5 in Option A; -17 in Option B). Parking in the Metra commuter lot may also serve to provide needed parking during off-peak hours. As this site redevelops, a more detailed parking and traffic analysis will be needed.

¹Notes
Surplus/(Deficiency) = (Total) - (Village Required)

FIGURE 2.6

Site E3: Grace Site

» Description of Approach

Option A would reuse existing buildings at 360-390 St. Charles Road for commercial/office use. Option B would reuse the building at 390 St. Charles Road for a garden center. In both options, the U.S. Post Office and former Dogs n Suds lots could be partially reconfigured to accommodate parking for the proposed adaptive reuses. The former Dogs n Suds lots could also provide space for detention in Option A or outdoor garden displays in Option B. The CornEd station and Post Office remain in both options.

» Site Data (Option A)

Site Area	51,174 sq ft (1.17 acres)
Parcels	5 parcels
Commercial/Office	Reuse of existing buildings for commercial/office 7,800 sq ft (entire building)
Existing Uses	Vacant building Office building Vacant lot (former Dogs n Suds property) Front (southern) portion of CornEd site

» Site Data (Option B)

Site Area	51,174 sq ft (1.17 acres)
Parcels	5 parcels
Commercial	Reuse of existing buildings for garden center 6,000 sq ft (entire building)
Existing Uses	Vacant building Office building Vacant lot (former Dogs n Suds property) Front (southern) portion of CornEd site Portion of U.S. Post Office site

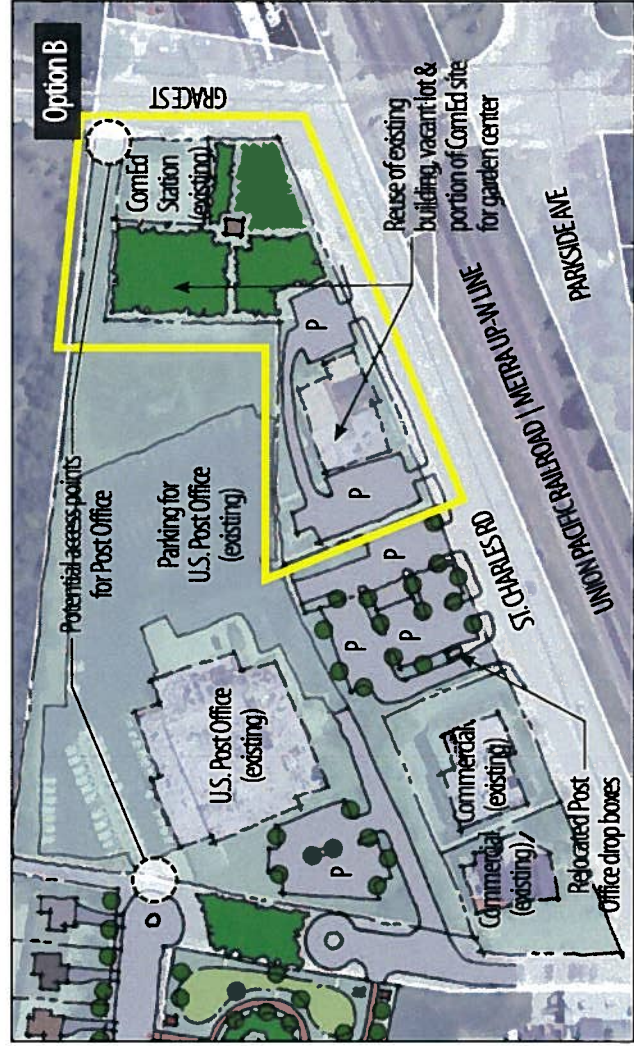
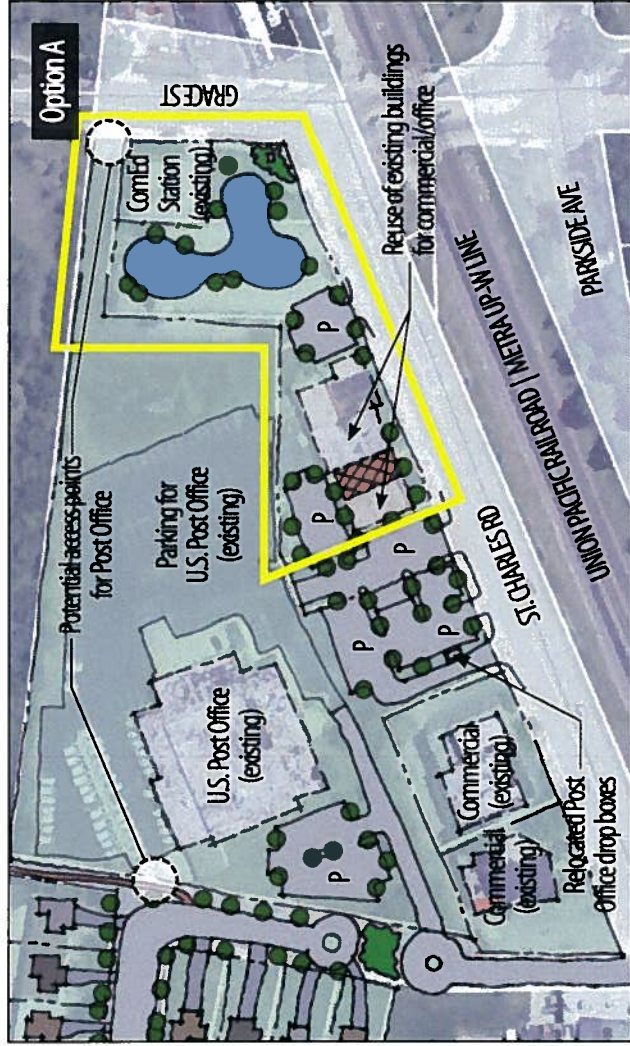
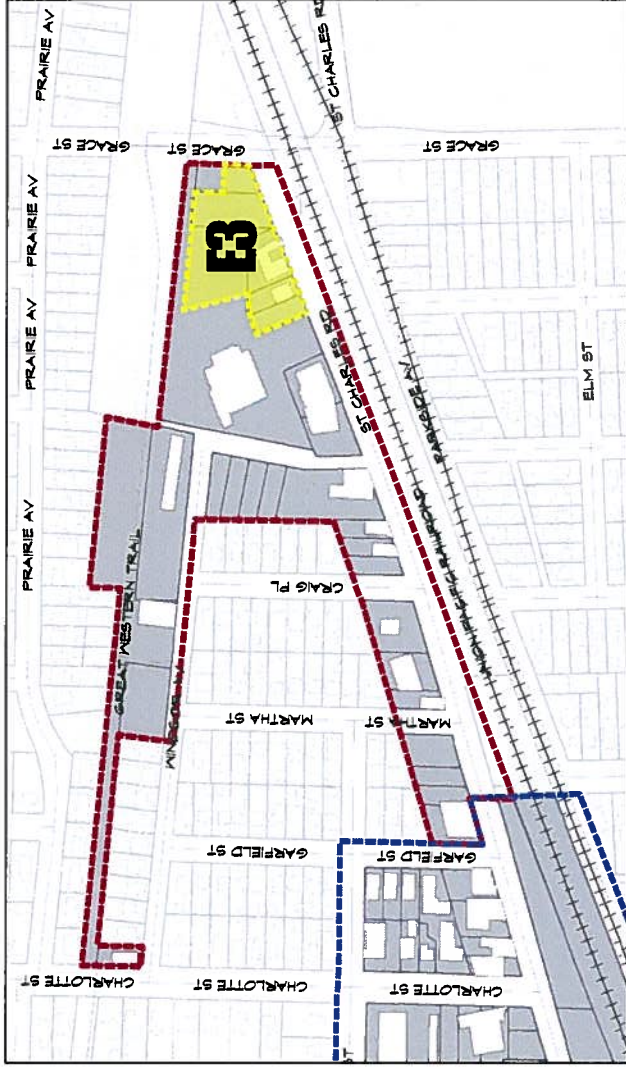


FIGURE 2.6 (continued)
Site E3: Grace Site

» Development Financial Analysis

Feasibility	Option A	Option B
Extra Value (Cap)	(\$523,230)	\$0
Value Increment	\$630,000	\$600,000
Estimated Annual TIF Increment	\$12,600	\$12,000
NPV 15 Years of TIF Income	\$115,447	\$109,950
Net Gap	\$638,677	\$109,950

» Location Map



» Parking Analysis

	Village Zoning Code	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ¹
Option A Comm./Office	4/1000-sqft	7,800-sqft	32	11	40	40	-
Total (Option A)			32	11	40	40	+8
Option B Garden Center	4/1000-sqft	6,000-sqft	24	11	50	50	-
Total (Option B)			24	11	50	50	+26

Parking Summary
For Option A, the 40 total parking spaces are part of a surface lot. This concept generates a surplus of 8 parking spaces.
For Option B, the 50 total parking spaces are part of a surface lot. This concept generates a surplus of 26 parking spaces.

^{Notes}
¹Surplus/(Deficiency) = (Total) - (Village Required)

FIGURE 2.7

Site E4: North Vet Site

» Description of Approach

Four vacant lots are currently located north of the Lombard Veterinarian Hospital. For Option A, a set of 4 single family houses are proposed. For Option B, a tot lot, trail connection, and stormwater detention are proposed. The trail connection would provide a link between St. Charles Road to the Great Western Trail. In both options, Windsor Avenue and the street located along the east side of the vet property are both stubbed with cur-de-sacs and a landscaped buffer to prevent through traffic and create a more pedestrian/bicycle-friendly environment (different configurations for each option).

» Site Data (Option A)

Site Area	30,551 sq ft (0.70 acres)
Parcels	4 parcels
Residential & Recreation	Single family houses (4 dwelling units) Trail connection
Existing Uses	Four vacant lots

» Site Data (Option B)

Site Area	30,551 sq ft (0.70 acres)
Parcels	4 parcels
Recreation & Open Space	Tot lot / dog park Trail connection Stormwater detention
Existing Uses	Four vacant lots

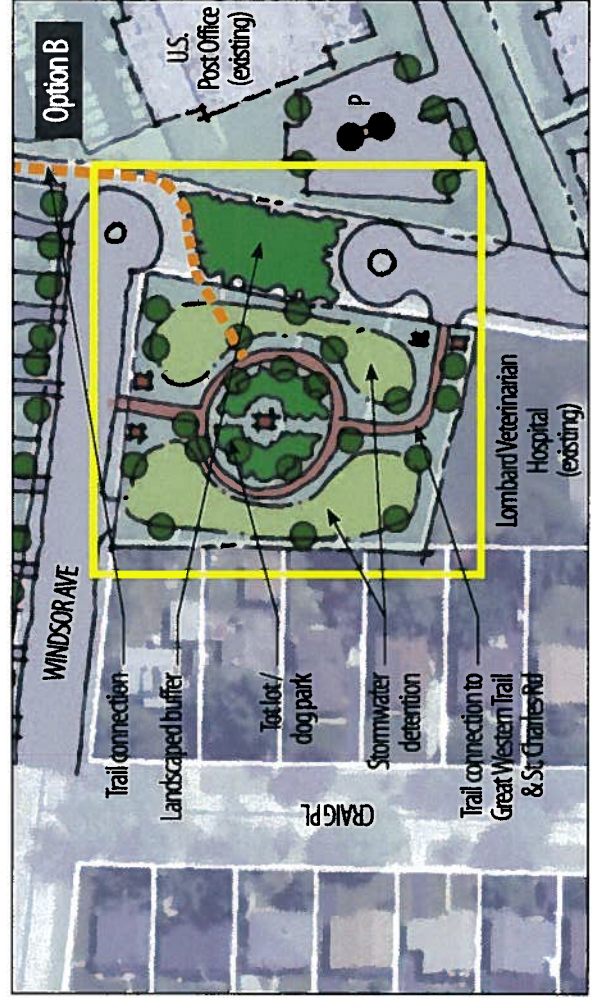
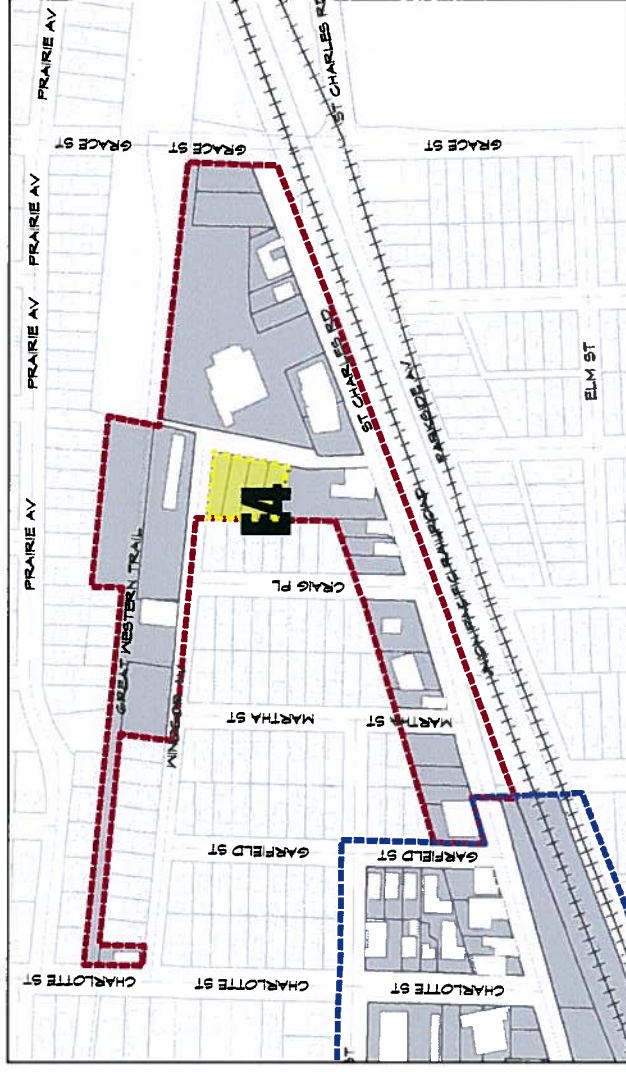


FIGURE 2.7 (continued)
Site E-4: North Vet Site

» Development Financial Analysis

Feasibility	Option A
New Building Cost Estimate	\$1,100,000
Value Increment	\$488,975
Estimated Annual TIF Increment	\$9,779
NPV 15 Years of TIF Income	\$89,605
TIF Contribution	\$89,605

» Location Map



» Parking Analysis

	Village Zoning Code	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ²
Option A Residential	2/du	4du	8	-	16 ¹	32	-
Total (Option A)			8	-	16 ¹	32	+8
Option B Open Space	-	0.70 acre	-	-	-	-	-
Total (Option B)			-	-	-	-	-

Parking Summary

For Option A, the 32 total parking spaces are accommodated by a 2-car garage and 2-car driveway for each single family house. This concept generates a surplus of 8 parking spaces.

For Option B, no parking spaces are allocated for the lot and trail connection. On-street parking is available if necessary.

Notes

- ¹ Assumes a 2-car garage and 2-car driveway for each single family house
- ² Surplus/ (Deficiency) = (Total) - (Village Required)

FIGURE 2.8

Site E5: Allied Drywall Site

» Description of Approach

A set of 11 single family houses are proposed on the former Allied Drywall site along Windsor Avenue. The houses could be developed in tandem with the proposed single family houses to the south in Option A for Site E4. Windsor Avenue is stubbed with a cul-de-sac to prevent through traffic and create a more pedestrian/bicycle-friendly environment.

» Site Data

Site Area	69,079 sq ft (1.59 acres)
Parcels	2 parcels
Residential	Single family houses (11 dwelling units)
Existing Uses	Allied Drywall site

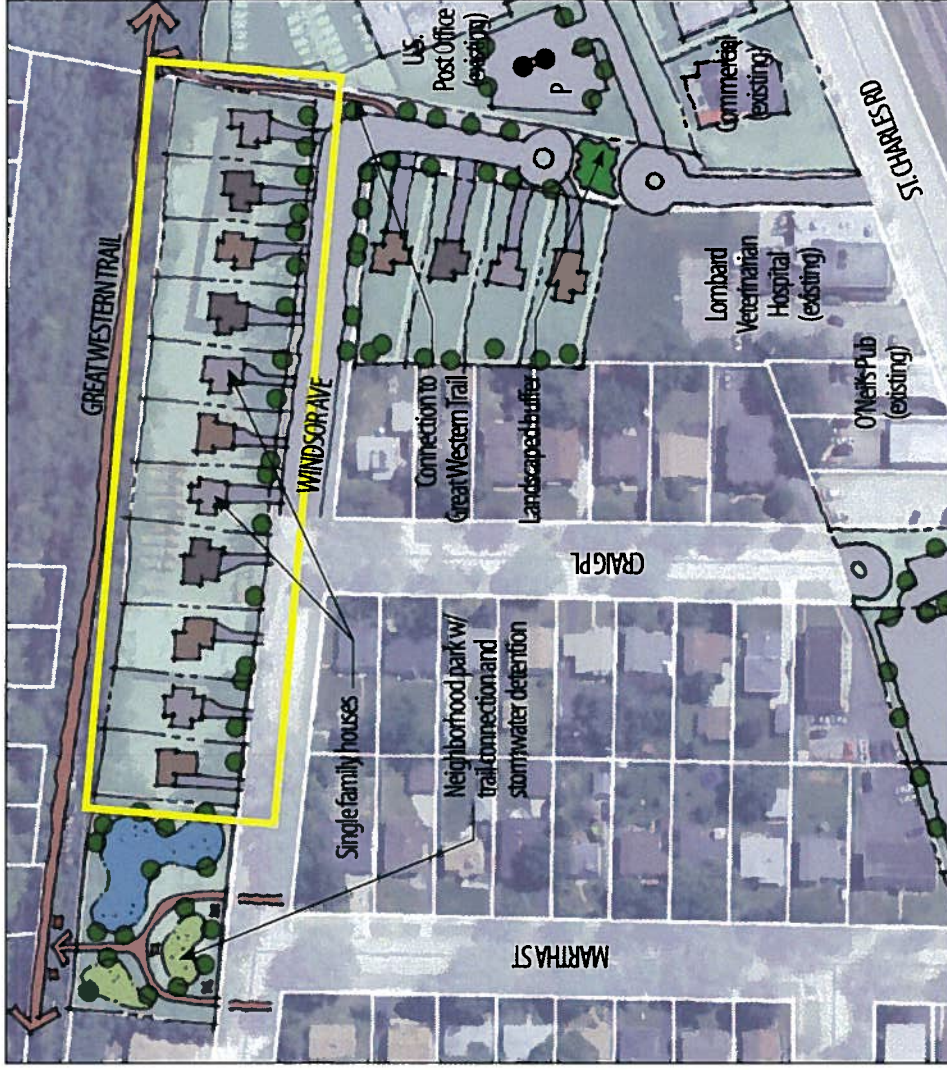


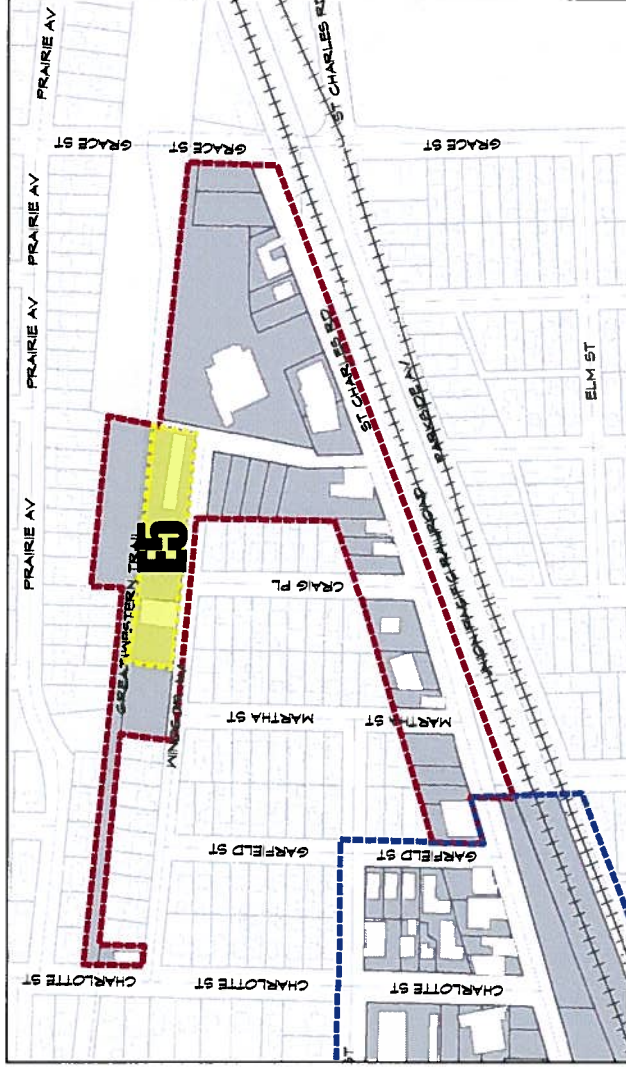
FIGURE 2.8 (continued)

Site E5: Allied Drywall Site

» Development Financial Analysis

Feasibility	
Extra Value (Gap)	\$1,643,420
Value Increment	\$32,868
Estimated Annual TIF Increment	\$301,157
NPV 15 Years of TIF Income	\$301,157
Net Gap	-

» Location Map



» Parking Analysis

	Village Zoning Code	Use Area	Village Required	Existing ¹	Proposed	Total	Surplus/ (Deficiency) ³
Residential	2/du	11 du	22	-	44 ²	44	-
Total			22	-	44 ²	44	+ 22

Parking Summary
 The 44 total parking spaces are accommodated by a 2-car garage and 2-car driveway for each single family house. This concept generates a surplus of 22 parking spaces.

Notes

- ¹Parking for Allied Drywall was not clearly defined; large unfinished parking area also provided storage for trucks.
- ²Assumes a 2-car garage and 2-car driveway for each single family house
- ³Surplus/(Deficiency) = (Total) - (Village Required)

FIGURE 2.9
Site E6: Windsor/Martha Site

» Description of Approach

A neighborhood park is proposed on the far west end of the former Allied Drywall site along Windsor Avenue. The park would also include stormwater detention and a trail connection to the Great Western Trail.

» Site Data

Site Area	22,532 sq ft (0.52 acres)
Parcels	1 parcels
Recreation	Neighborhood park Trail connection Stormwater detention
Existing Uses	Allied Drywall site



FIGURE 2.9 (continued)

Site E6: Windsor/Martha Site

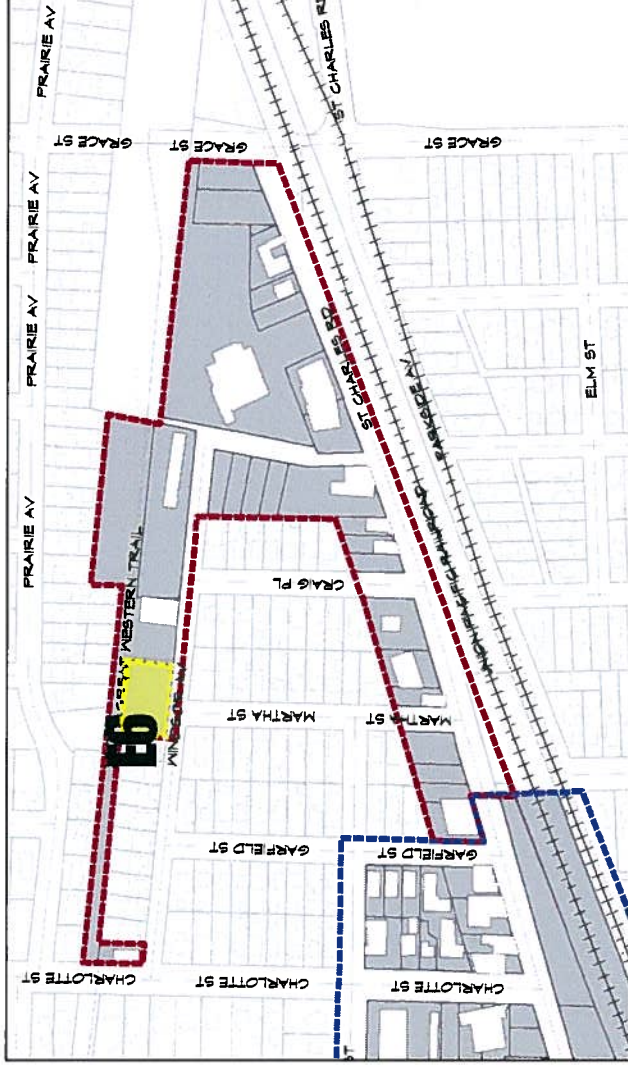
» Development Financial Analysis

Feasibility	
Value Increment	\$0
Estimated Annual TIF Increment	\$0
NPV 15 Years of TIF Income	\$0
TIF Contribution	\$0

Comments

» This site calls for public improvements only, so no impact on the TIF is generated by this concept.

» Location Map



» Parking Analysis

	Village Zoning Code	Use Area	Village Required	Existing	Proposed	Total	Surplus/ (Deficiency) ¹⁾
Open Space	-	0.52 acre	-	-	-	-	-
Total			-	-	-	-	-

Parking Summary

No parking spaces are allocated for the neighborhood park and trail connection. On-street parking is available if necessary.

Notes

¹⁾ Surplus (Deficiency) = (Total) - (Village Required)

Streetscape

East St. Charles Road is distinctly different from the downtown core. The more car-oriented development pattern and open space along the train tracks creates a one-sided business environment. Substantially more curb cuts are required along East St. Charles Road because of the lack of shared or public parking and the development type. The curb cuts break up the streetscape and pedestrian environment, although the Village has made a conscious decision to extend the streetscape treatments to Grace Street and build a small seating area as a welcome statement at the intersection. The main issues along East St. Charles Road include access, context, and condition. More detailed, site specific issues are identified below.

Access

- A1 >>> The number of curb cuts along the north side allows regular access for cars, but breaks up pedestrian areas.
- A2 >>> The length of the block between Craig Place and Grace Street is long and, without a walk or street crossing along the south side, does not invite pedestrians to walk the entire length.
- A3 >>> The bike path bridge over the train tracks, linking the Commons with the Great Western Trail, will limit connections as it slopes back to the existing grade.

A4 >>> The Grace Street/St. Charles Road/Parkside Avenue intersection creates a difficult transition into downtown.

A5 >>> Connections to the Great Western Trail will be important whether at Grace Street or Main Street. The currently unused right-of-way west of the post office also provides a potential connection to the path.

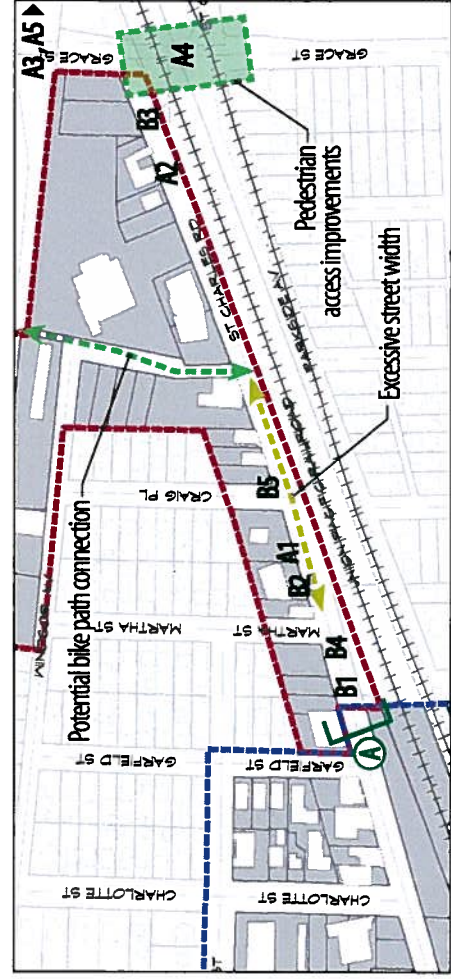
The current streetscape design, because of its age and different requirements at the time of installation, does not meet current ADA requirements in some locations.

Context

- B1 >>> The car-oriented segment of St. Charles Road east of Garfield Street does not create the same streetscape environment as the core downtown even though the materials and design are similar.
- B2 >>> In the downtown, buildings frame the edge of the sidewalk, but along East St. Charles Road, there are no buildings close to the roadway, leaving the sidewalk separated from the uses it is trying to connect. Similarly, the open space adjacent to the tracks neither draws attention, or frames, the roadway. The decorative street lights, however, do visually direct people towards downtown.
- B3 >>> Extending the streetscape to Grace Street intentionally creates a connection with the downtown aesthetically.

FIGURE 2.10
East St. Charles Road

The base map to the left illustrates the East St. Charles Road corridor between Charlotte Street and Grace Street. The street cross section (marked as "A" on the map) is illustrated in Figure 2.11.



B4 >>> The width of St. Charles Road, wider than west of Main Street, reinforces the fact that this area is different than downtown.

B5 >>> The lack of parallel parking reduces the comfort level of pedestrians.

Condition

The streetscape east of Main Street suffers from many of the same condition issues as the core downtown. The material type is showing signs of age, and the vehicular traffic crosses the streetscape much more, further aging the material.

It is apparent that the streetscape was extended to Grace Street to direct people towards downtown as they come across the railroad tracks. However, if future improvements are going to focus on the core downtown, the continued construction of streetscape east of Charlotte Street or Garfield Street is probably secondary.

In this type of environment, visual cues such as the street lighting and the proposed sculpture park will be enough to create the connection. Typically, from this distance and for this type of development area, vertical elements, such as the lights, make the biggest impact. The welcome area might be reconfigured to have a vertical icon recognizing the area and, in combination with the lights poles, provide the best connection to downtown.

Street Cross Section

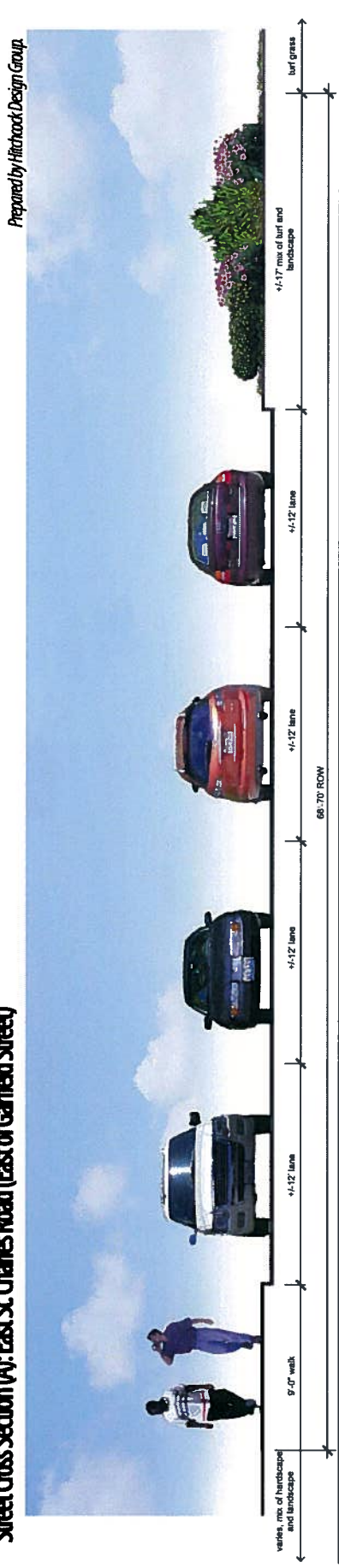
As with Main Street, East St. Charles Road has the opportunity to undergo a "Road Diet." More information can be found in Section 6. The road diet in this area would allow for additional parkway width and parallel parking, particularly to benefit the proposed sculpture park along the south side of St. Charles Road.

Summary

The plan for East St. Charles Road attempts to put a pedestrian-oriented atmosphere within the context of a car-oriented development pattern. Based on the existing conditions assessment, future improvements should focus on:

- » Enhancing the core downtown;
- » Making clear pedestrian and additional vehicular connection west of the post office into the neighborhood and Great Western Trail;
- » Continuing to improve the landscape, implementing a gateway/wayfinding entry monument and signage for downtown at Grace Street/St. Charles Road, and exploring the potential sculpture park along the railroad tracks;
- » Providing pedestrian access along the south side of St. Charles Road, but only in conjunction with a destination like the sculpture park;
- » Implementing the "road diet" and creating parallel parking; and
- » Consolidating curb cuts to reduce interruptions in the sidewalk.

FIGURE 2.11
Street Cross Section (A): East St. Charles Road (East of Garfield Street)



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The Village has made significant streetscape investments in the past and continues to maintain them at a high level. As noted during the assessment phase, many of those improvements have begun to age and are in need of replacement or do not meet current regulatory requirements. However, the general layout, locations, and condition of major improvements such as walls and light fixtures are still viable, meaning that changes to the existing streetscape can focus on material replacements to surfacing and furnishings, as well as changes to geometry. The streetscape recommendations build on the Downtown Landscape Enhancements Recommendations completed in 2009 which outlined a series of improvements to existing and new planting areas within the downtown.

The recommendations identified in the West and East St. Charles Road Concept Plans found in Figures 3.1 and 3.2 are divided into three categories that focus on different geographic areas: the Primary Improvement Zone, Secondary Improvement Zone, and Tertiary Improvement Zone. In addition, more specific recommendations are found in the following text and on the supplementary graphics.

General Recommendations

As opportunities occur in areas that are not covered by the recommendations found in this section through redevelopment proposals, various public works improvements, or private philanthropy, the Village should focus on the following when either replacing or designing new areas:

- » Expanding pedestrian areas
- » Reducing crossing lengths
- » Making connections to destinations
- » Improving materials
- » Centralizing destinations
- » Identifying downtown as a special place
- » Improving the comfort of the pedestrian experience

We recommend a more detailed follow-up streetscape study to work with the community to identify specific materials, colors, artwork locations, curb alignments, and design elements.

Primary Improvement Zone

Park Avenue / St. Charles Road Intersection

The strategy for new improvements focuses on this intersection. Small scale changes to the geometry as shown in the perspective of the intersection in Figure 3.4 can make dramatic changes to the level of pedestrian comfort and aesthetics. The intent is to elevate Park Avenue to a living street, putting pedestrians and motorists on an equal plane. During events, the street can be closed off and a new curbside road is designed to match the streetscape, becoming a plaza. General recommendations are found on the West St. Charles Road concept plan in Figure 3.1.

Train Station

The proposed pedestrian tunnel and platform structure will have a significant impact on the Park Avenue environment. The recommendations are:



The Park Avenue / St. Charles Road intersection is at the geographic heart of Downtown Lombard, providing opportunities to enhance the character of this key intersection.

FIGURE 3.1
Streetscape Recommendations for the West St. Charles Road Corridor

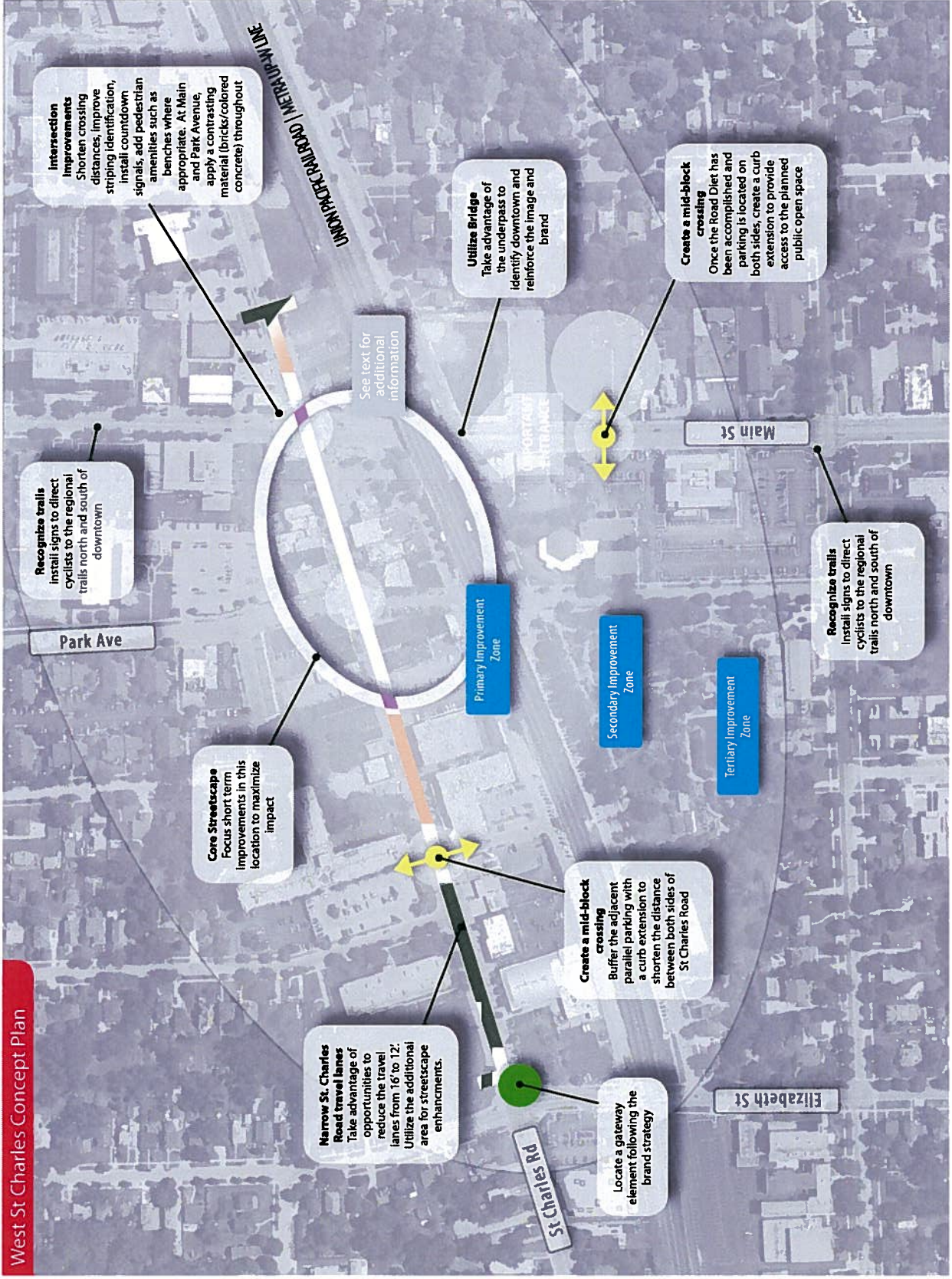
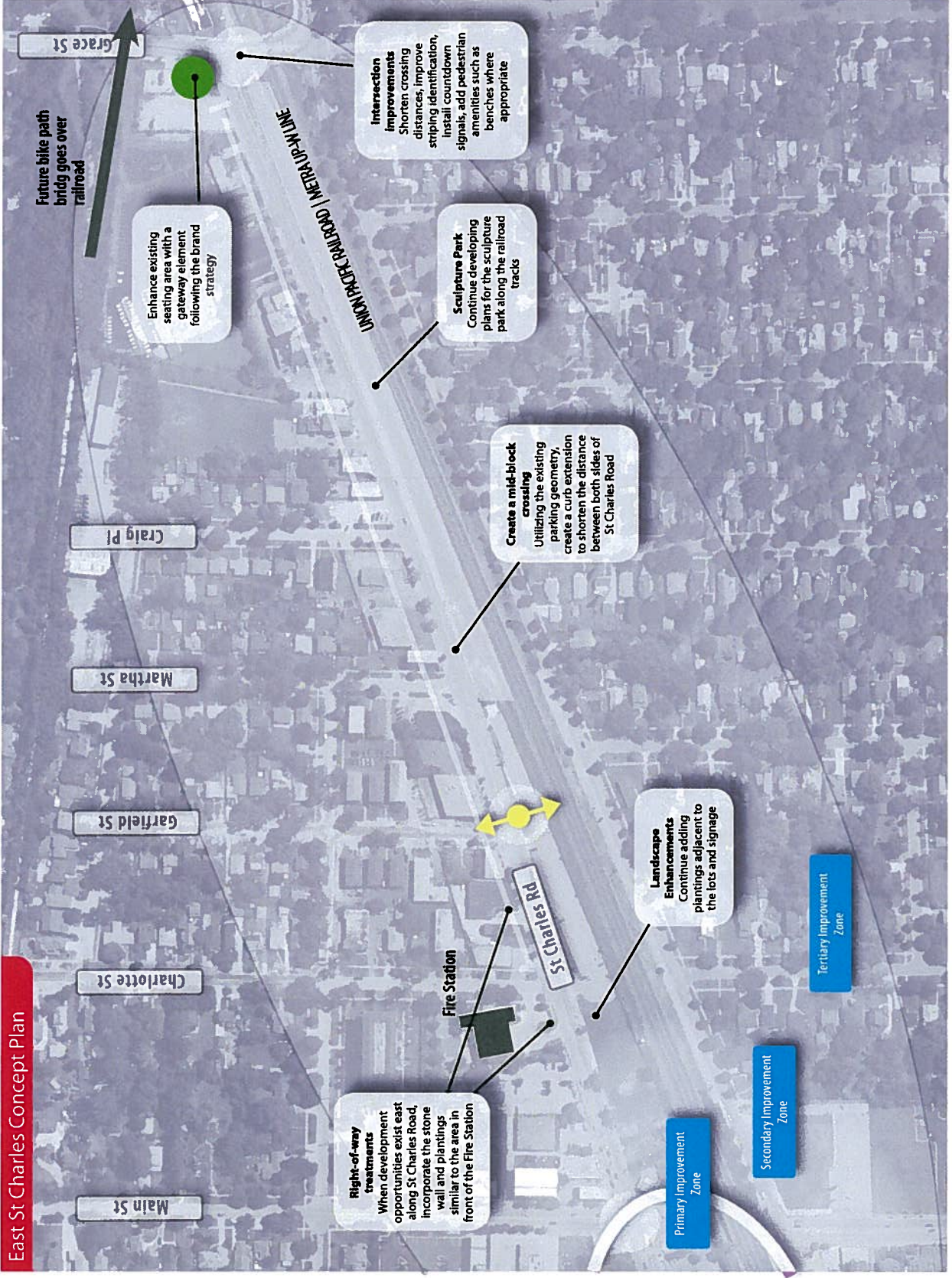


FIGURE 32
Streetscape Recommendations for the East St. Charles Road Corridor



- » Extend the proposed Metra sidewalk on the south side of Michael McGuire Drive to the train station.
- » Continue Park Avenue specialty paving to the platform to integrate the station into the streetscape environment.
- » Integrate art into the stairway / ramp area that accesses the platform and tunnel.
- » Install adequate lighting in the tunnel and complement it with architectural lighting to increase the sense of safety.

Main Street

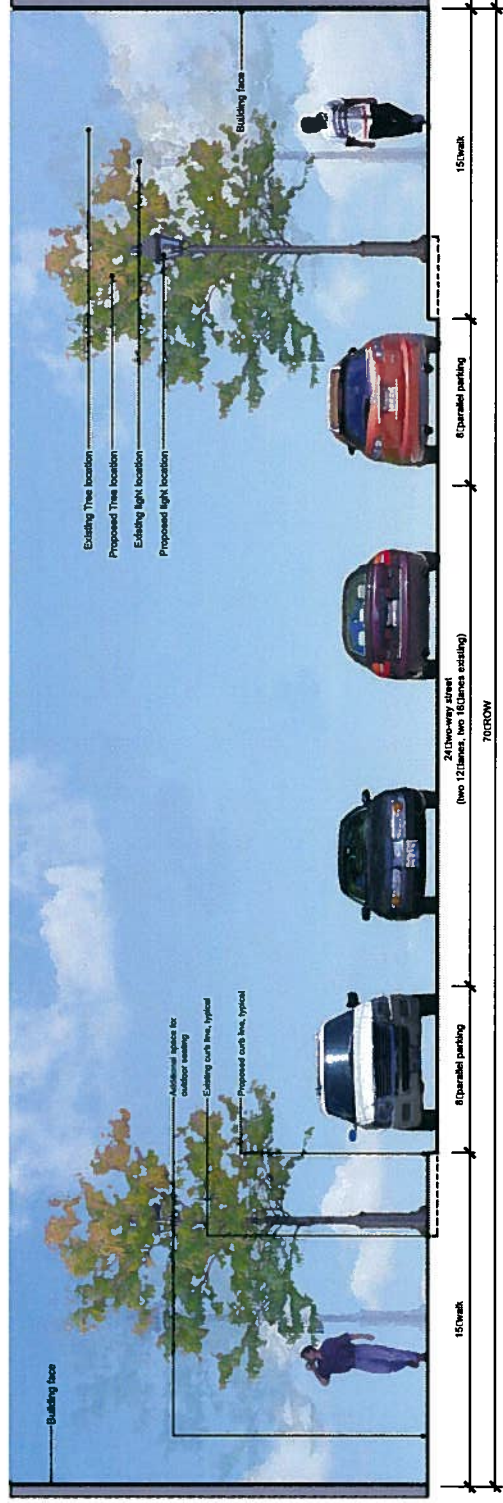
The train underpass and Main Street / St. Charles Road intersection creates an important entrance into downtown. The proposed road diet along Main Street will not have a significant impact on the intersection geometry either at Main or Parkside unless turn lanes are removed, reducing the ability for pedestrian enhancements to be made. However, minor improvements such as maintaining the condition of the pedestrian crossing striping and adjacent plantings can mitigate some of the existing conditions. The Village's Landscape Enhancement Plan identifies planting areas on the southeast corner that should be installed



A walkway traverses across the Union Pacific Railroad tracks at Park Avenue (above). A proposed pedestrian tunnel would provide a safer route to connect the north and south sides of the railroad tracks.

cooperatively with the business owner to buffer pedestrians from the gas station parking area. The underpass, however, offers an opportunity to create a gateway into the Core Downtown for both vehicles and pedestrians. Recommendations for the underpass are identified in the perspective in Figure 3.5.

FIGURE 3.3
Modified Street
Cross Section:
St. Charles Road



Prepared by Hitchcock Design Group.



A mid-block crossing helps improve pedestrian safety and mobility by providing a clearly demarcated crosswalk located between the typical crosswalks at intersections.

Secondary Improvement Zone

The main focus in this zone is the maintenance of the existing streetscape and planning for long term changes, especially along St. Charles Road.

St. Charles Road

Initially, as noted in the Primary Zone, investments are focused in the core at St. Charles Road and Park Avenue. When future opportunities are identified, such as utility replacements or resurfacing projects, the curb geometry along St. Charles Road can be modified as shown in the section drawing in Figure 3.3 to expand the sidewalk width and reconstruct the streetscape using materials and design elements developed for the improvements on Park Avenue. This change will create valuable pedestrian spaces outside of restaurants and stores where seating and pedestrian gathering spaces can be developed.

Mid-Block Crossings

In the short term, however, the installation of mid-block crossings as located on the West St. Charles Road concept plan can shorten the long block length between Park Avenue and Elizabeth Street and increase pedestrian mobility across the street. They would then stay when the curb geometry is changed. The crossing identified on Main Street should be timed with the construction of the public open space on the east side.



An architectural element in a public open space can help provide a focal point for the space, both as a visual landmark and a physical element that helps form an identity for the space.

Public Open Space

The public open space designated on the east side of Main Street in the Theater site will need to be programmed to provide daily activities until such time as the adjacent developments occur, providing a significant daytime population. The design and program for the space should be coordinated with other stakeholders that will utilize the space and developed further as a part of a more detailed study. Preliminarily, however, the design should consider the following:

- » Create flexible spaces that can be used for a variety of event sizes from concerts to farmer's markets.
- » Adjacent streets should be designed to accommodate people and events when necessary.
- » Green space should be balanced with hard surfaces to soften the hard edges while still providing flexible space.
- » Prior to development occurring, an architectural element should be integrated to provide context and define the edges and parking will need to be included as identified in the redevelopment concepts.
- » Parking should be provided that supports Metra and park users since adjacent public parking is not available in the short term.

Tertiary Improvement Zone

This zone is the lowest priority area and improvements should be made on a case by case basis, usually tied to new development or significant projects such as the sculpture park.

There are three important recommendations for this Zone:

- » The sculpture park should be advanced to support the significant arts environment already occurring downtown and a sidewalk should be installed to provide pedestrian access into the park.
- » The gateway area at the northwest corner of Grace Street and St. Charles Road should be enhanced with elements that support the downtown identity program.
- » As new developments occur east along St. Charles Road, improvements like those found in front of the fire station (stone wall, perennial plantings, etc) should be encouraged in front of other drive-to developments.

New streetscape improvements should only occur as necessary so that public investment is focused in the core area. The Village should evaluate the benefit of continuing the maintenance and construction



Improvements to the pedestrian environment may include replicating elements like the stone wall, perennial plantings, and bench that are presently located near the fire station.

of streetscape improvements that match the downtown. Instead, we recommend installing basic improvements such as concrete sidewalk and grass or landscaped parkways with trees where appropriate. The existing lighting is an important part of the streetscape, representing a large investment, and should remain long term. The proposed road diet along St. Charles Road will impact the on-street parking significantly. However, the width of the pedestrian environment will only increase minimally, lowering the impact of "downtown type" streetscape improvements.

Implementation Plan

In general, changes to the streetscape can occur over time and be phased in incremental steps. We have outlined the recommendations and categorized them into short term (complete in 0-3 years) and long term (complete after 3 years) improvements. The timing of improvements will be affected by many outside factors such as redevelopment projects, public utility improvements, and political interest. When available, the Village should take advantage of opportunities to fast track or coordinate construction with other activities.

Short Term Recommendations

- » Complete a streetscape plan based on a survey of existing conditions to identify materials, specific layouts, existing elements to remain, and design elements.
- » Design and construct improvements to Park Avenue and the intersection with St. Charles Road.
- » Install the mid-block crossing along west St. Charles Road.
- » Design and permit improvements to the Metra bridge over Main Street.
- » Restore the pedestrian striping at all intersections, utilizing a ladder striping design instead of the single bands to aid in visibility and durability.

- » Construct sidewalk extension to Main Street along the south side of Michael McGuire Drive in coordination with the Metra pedestrian tunnel construction.
- » Decide on the Main Street and St. Charles Road road diet plans.
- » Continue maintenance of existing streetscape.
- » Continue installing landscape enhancements.
- » Design and construct the necessary Pace circulator improvements on the southeast corner of the Main Street / Parkside Avenue intersection.

Long Term Recommendations

- » Improve entry area at the Grace Street / St. Charles Road intersection, coordinating signage with the branding plan.
- » Construct improvements to the Main Street Bridge.
- » Design and construct Sculpture Park.
- » Design and construct the mid-block crossing along east St. Charles Road.
- » Design and construct the proposed public open space on the Theater site and mid-block crossing along Main Street.
- » Design and construct streetscape improvements along West St. Charles Road between Main Street and Elizabeth Street.

FIGURE 3.4
Park Avenue / St. Charles Road Intersection

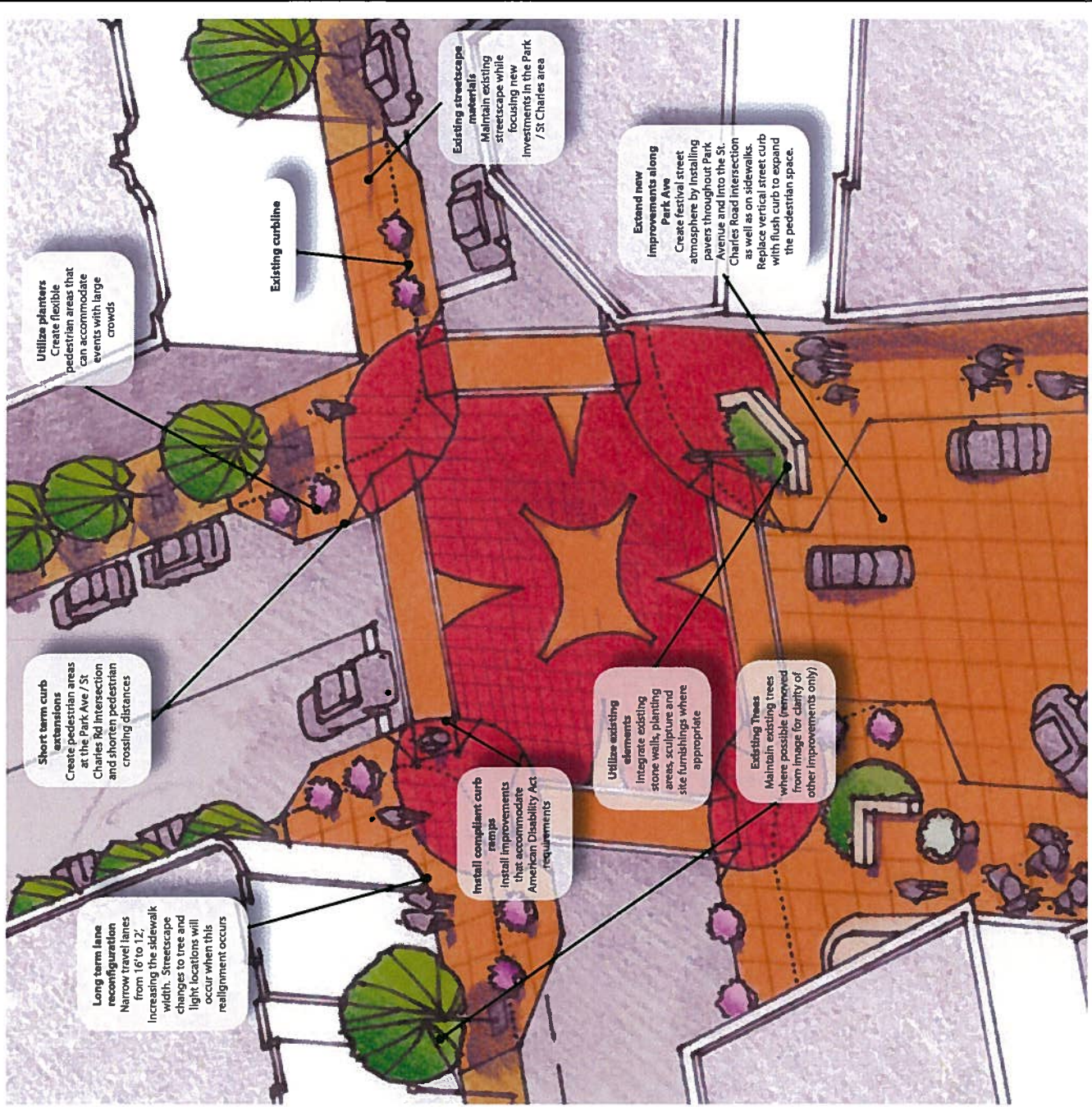
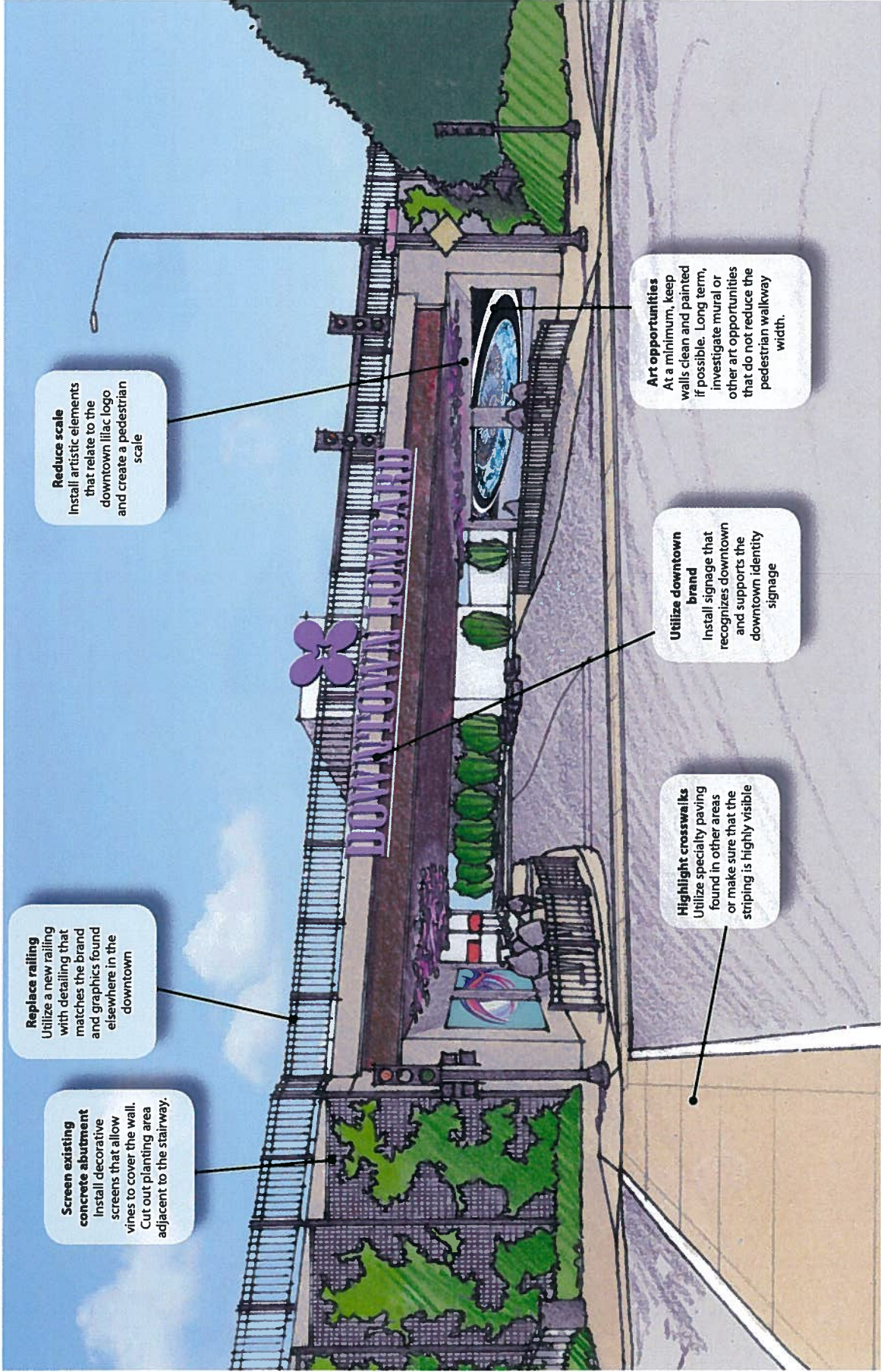


FIGURE 3.5
Main Street Underpass



Replace railing
Utilize a new railing with detailing that matches the brand and graphics found elsewhere in the downtown

Screen existing concrete abutment
Install decorative screens that allow vines to cover the wall. Cut out planting area adjacent to the stairway.

Reduce scale
Install artistic elements that relate to the downtown lilac logo and create a pedestrian scale

Highlight crosswalks
Utilize specialty paving found in other areas or make sure that the striping is highly visible

Utilize downtown brand
Install signage that recognizes downtown and supports the downtown identity signage

Art opportunities
At a minimum, keep walls clean and painted if possible. Long term, investigate mural or other art opportunities that do not reduce the pedestrian walkway width.

*Note: Bridge improvements will require permission from Union Pacific Railroad.

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Façade Enhancement Strategies

SECTION 4

The first two sections of this plan focused on the redevelopment concepts proposed for Downtown Lombard and the East St. Charles Road area. However, in conjunction with or in advance of more significant redevelopment projects, many modest improvements can be made to existing properties and buildings that will contribute to Downtown revitalization. The Village's current commitment to landscape improvements as a result of the Landscape Enhancement Plan approved in 2009 is an example of modest, short term efforts that will enhance redevelopment potential and customer interest.

To illustrate the range and types of improvements that can be made to existing buildings and properties in the short term, a façade enhancement study was undertaken for a select number of sites in the downtown area. This section provides façade enhancement strategies for specific properties, as shown in Figures 4.1 through 4.3. While these strategies are site-specific, many of the design recommendations can be applied to other properties in Downtown Lombard.

The façade enhancement strategies shown on the next three pages focus on the following areas:

- » East side of Park Ave (between St. Charles Rd & the railroad)
- » Building Additions on North Side of St. Charles Rd (between Park Ave and Main St)
- » Building consolidation of 104-106 W. St. Charles Rd Properties (at northwest corner of Park Ave and St. Charles Rd)



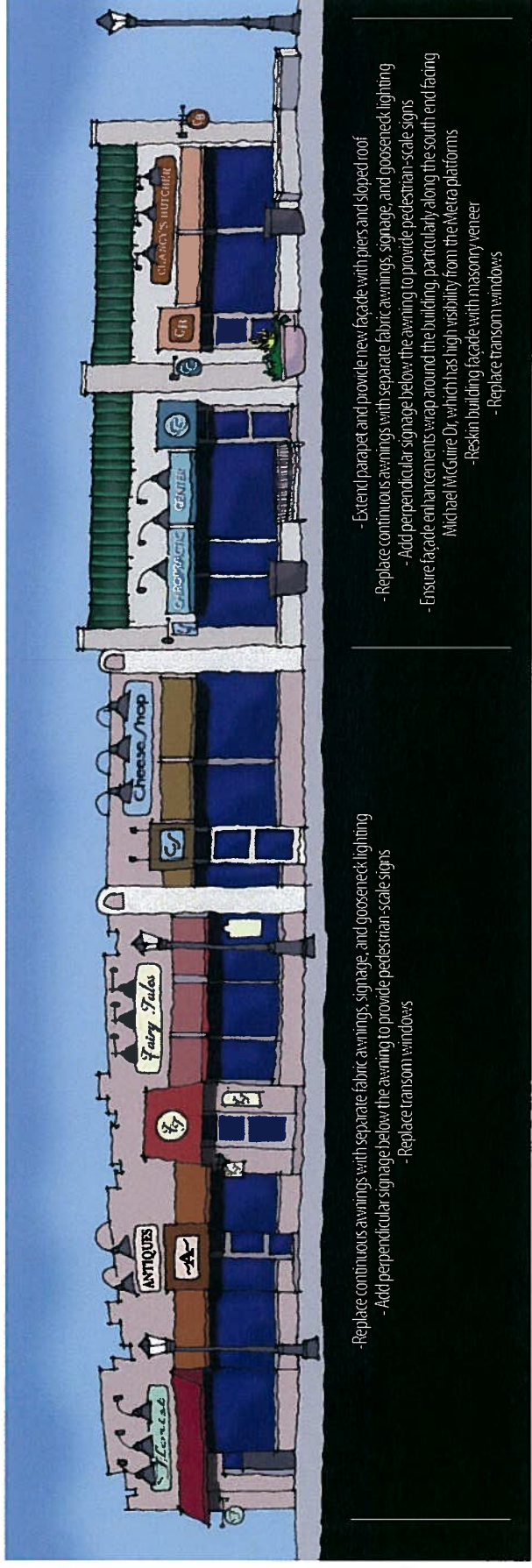
Casey's Market in Downtown Western Springs serves as an example of how façade enhancements can improve a property through fairly simple improvements. In this case, adding gooseneck lighting above the store sign and extending the awning across the entire storefront help frame the façade. Casey's Market is also a consolidation of multiple adjacent buildings, which is similar to the proposed consolidation for the 104-106 W. St. Charles Road properties in Downtown Lombard (see Figure 3.3 for façade enhancements for the consolidated building).

FIGURE 4.1
Façade Enhancement Strategies – East Side of Park Ave (Between St. Charles Rd & the Railroad)

Existing Conditions



Proposed Strategies

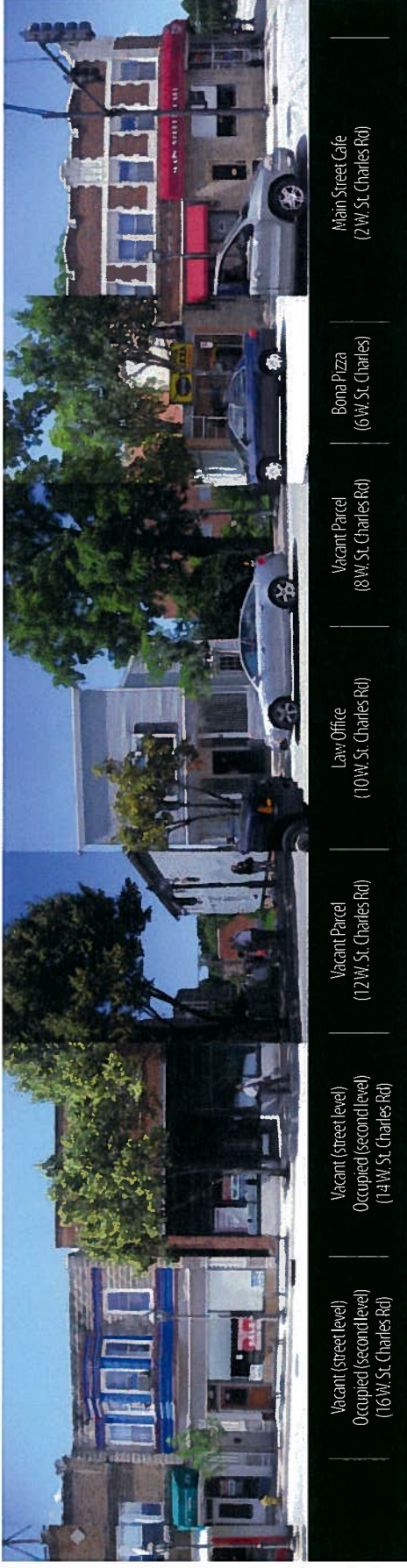


- Replace continuous awnings with separate fabric awnings, signage, and gooseneck lighting
- Add perpendicular signage below the awning to provide pedestrian-scale signs
- Replace transom windows

- Extend parapet and provide new façade with piers and sloped roof
- Replace continuous awnings with separate fabric awnings, signage, and gooseneck lighting
- Add perpendicular signage below the awning to provide pedestrian-scale signs
- Ensure façade enhancements wrap around the building, particularly along the south end facing Michael McGuire Dr, which has high visibility from the Metra platforms
 - Reskin building façade with masonry veneer
 - Replace transom windows

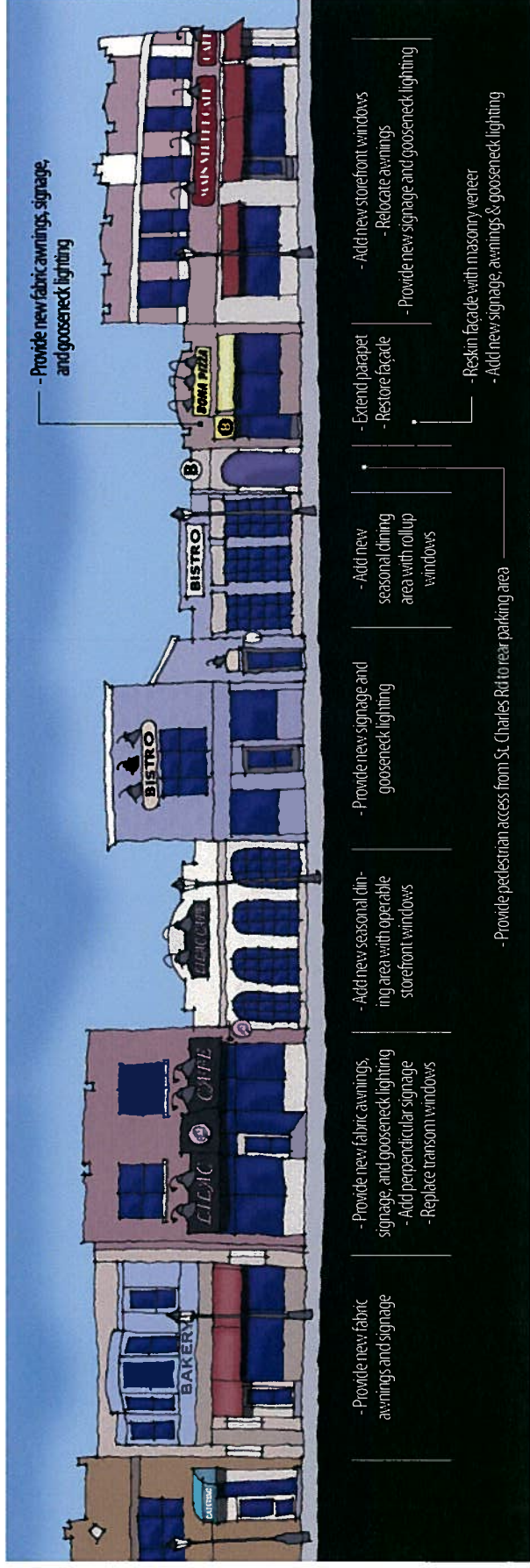
FIGURE 4.2
Façade Enhancement Strategies - Buildings Additions on North Side of St. Charles Rd (Between Park Ave & Main St)

Existing Conditions



- Vacant (street level)
Occupied (second level)
(16 W. St. Charles Rd)
- Vacant (street level)
Occupied (second level)
(14 W. St. Charles Rd)
- Vacant Parcel
(12 W. St. Charles Rd)
- Law Office
(10 W. St. Charles Rd)
- Vacant Parcel
(8 W. St. Charles Rd)
- Bona Pizza
(6 W. St. Charles)
- Main Street Cafe
(2 W. St. Charles Rd)

Proposed Strategies



- 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
- Provide new signage and gooseneck lighting
- Extend parapet
- Restore facade
- Add new storefront windows
- Relocate awnings
- Provide new signage and gooseneck lighting
- Reclaim facade with masonry veneer
- Add new signage, awnings & gooseneck lighting

FIGURE 4.3
Façade Enhancement Strategies - Building Consolidation of 104-106 W. St. Charles Rd Properties

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 goose-neck lighting

- Provide new signage, awnings and goose-neck lighting above entry doors, and perpendicular sign
 - Ensure facade 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

SECTION 5

This report summarizes the final recommendations for Downtown visual identity and signage standards that align with and support the brand promise for Downtown Lombard:

By 2013, Downtown Lombard will be the Village's premier destination for family and friends.

The report builds on the analysis and preliminary recommendations included in the *Existing Conditions and Assessment Summary* and the *Preliminary Development Concept Plans* reports. The document is intended to serve as a user-friendly guide for implementing the visual identity on Downtown signage and other marketing related applications.

Downtown Lombard's primary identifier, a "signature" comprised of a logotype — is a stylized version of the Downtown Lombard name — and a symbol, is the single most important element of the visual identity system. The symbol is a four petal lilac floret and is based on one of the signature cultivars found in Lilacia Park, *syringa vulgaris* "President Lincoln," cultivated by John Dunbar in 1916.

The symbol's four petals reflect the "families" aspect of the Downtown brand. Each petal represents one of the four residential neighborhoods that surround downtown and their many family friendly features and amenities.

The pistil at the center of the floret represents Downtown's historic core area and the brand's aspirations for Downtown to become the Village's premier gathering place for friends.

Unlike major retailers, Downtown Lombard does not have millions of dollars at its disposal for brand building marketing campaigns. In fact, much of the brand equity that accrues over time will be the result of the efforts of many individual stakeholders in the private sector who consistently convey the brand promise to a variety of prospective investors and visitors in thousands of conversations over many years.

In this regard, the Downtown symbol and its meaning should be viewed as a key marketing tool. It provides a convenient vehicle to start conversations about Downtown's "families and friends" brand promise, to describe revitalization goals and initiatives with prospective investors, and to relate other Downtown activities or features that help sustain plan implementation momentum.

Color is another critical element of the visual identity system. A coordinated color palette of 14 hues has been selected for use in the visual identity system. In addition, five of the colors are included in a special "Motif Color Palette" that may be used when the lilac symbol is used as decorative motif. These colors were carefully selected to approximate the hues of lilacs in found in Lilacia Park.

It is important that those responsible for producing Downtown Lombard communications use the signature correctly. Inappropriate usage not only affects our ability to build visual equity in the Downtown brand, it could also affect the Village's ability to retain ownership of the signature.

That said, the standards are not intended to address every potential application of the signature and other identity elements. Therefore, the use of these standards must always be accompanied the wisdom and good judgement of those responsible for producing Downtown communications.

Downtown Lombard Visual Identity Standards Standard Signatures

Downtown Lombard Signage Signature

The Downtown Lombard signature used for signage has two components — the Downtown Lombard name and the lilac blossom symbol. The signature components may be used as separate elements or they may appear together as part of "standard signature" or "lockup."

In a standard signature, the Downtown Lombard name is a "logotype," or stylized version of the name. Standard signatures are proprietary designs that should never be modified or altered.

The Downtown Lombard logotype is a modified version of the font Schadow Black Condensed. Schadow was designed in 1938 by George Truinp, one of the most distinguished type designers of the twentieth century. It is an "Egyptian," slab serif design similar in form to the typeface Clarendon, a Victoria-era typeface that was introduced about the time of Lombard's founding. Schadow is a durable typeface that reproduces well in a wide range of sizes. It's selection for the Downtown Lombard signature acknowledges the Village's historic mid-nineteenth Century origins.

The Downtown Lombard symbol is a four petal lilac floret, selected for both symbolic and functional reasons. Each petal of the floret represents one of the four residential neighborhoods that surround the core Downtown area. The historic core area is symbolized by the floret's pistil at the center of the blossom.

Functionally, the simplicity of the floret enhances its ability to reproduce and remain legible at a wide variety of sizes, a critical requirement of successful symbols. The floret symbol can also be used independently as a graphic motif on communications (see the next section).

There are three standard signature formats — horizontal, vertical and centered. Determining which to use should be based on the specific needs of individual signs. A clear space free of other graphic elements should be maintained around standard signatures, as illustrated at the examples on the following page. Signatures should appear prominently on all Downtown communications, including signage.

The preferred color for positive reproductions of signatures is the "official" Downtown Lombard color, Downtown Lombard Light Purple (similar to PANTONE® 265 C), as illustrated on the following page. Signatures may also be reproduced in Downtown Lombard Dark Purple (similar to PANTONE® 267 C) in instances where Downtown Lombard Light Purple does not contrast sufficiently with background colors. In addition, 100% Downtown Lombard Black and 60% Downtown Lombard Black may also be used for positive reproduction.

For reverse reproductions, Downtown Lombard Light Purple is the preferred color. 40% Downtown Lombard Black and white may also be used for reverse reproductions.

Signature Elements



Symbol

DOWNTOWN LOMBARD

Logotype

Standard Signature Formats and Clear Space

Shown below are the three standard signature formats for Downtown Lombard. A clear space (indicated in red) should be maintained

around signatures to help ensure that signatures will not be encroached upon by other graphic elements.

Standard Signature (Horizontal)



Standard Signature (Vertical)



Standard Signature (Centered)



Standard Signature Color Reproduction

All standard signatures may be reproduced in the one color variations illustrated below.

Positive Reproduction (Preferred)



Symbol and logotype print Downtown Lombard Light Purple (similar to PANTONE® 265 C)

Positive Reproduction (Alternative)



Symbol and logotype print Downtown Lombard Dark Purple (similar to PANTONE® 267 C)

Positive Reproduction (Alternatives)



Symbol and logotype print 100% Downtown Lombard Black (similar to PANTONE® Black C)

Reverse Reproduction (Preferred)



Symbol and logotype print 40% Downtown Lombard Light Purple (similar to PANTONE® 265 C)

Reverse Reproduction (Alternative)



Symbol and logotype reverse out of background to white

Reverse Reproduction (Alternative)



Symbol and logotype print 40% Downtown Lombard Black (similar to PANTONE® Black C)

Signage Visual Identity Standards Color Palette

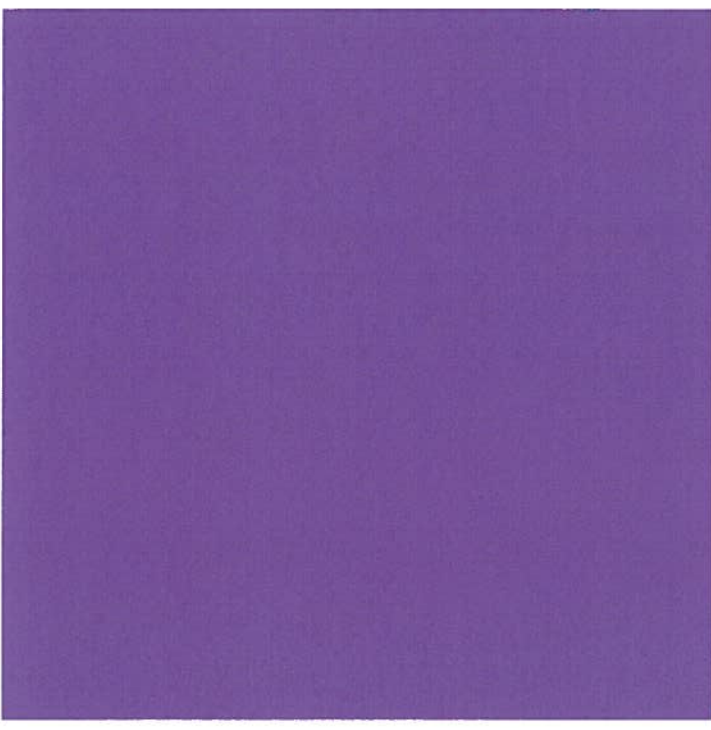
Downtown Lombard Signage Color Palette

The official color of Downtown Lombard is Downtown Lombard Light Purple (similar to PANTONE® 265 C), a hue similar to lilac cultivars found in Liliacia Park.

It is recommended that the official color be used as often as possible for Downtown Lombard communications. The goal is for Downtown Lombard to "own" the light purple color in a manner similar to how Kodak "owns" yellow and UPS "owns" brown.

Downtown Lombard Light Purple is one of 14 coordinated hues included in the Downtown Lombard color palette. Each basic hue includes dark and light variations. The colors were chosen based on their potential to mix and match in combinations that range from fun and playful to formal and dignified.

Five of the colors are included in a special "Motif Color Palette" that may be used when the lilac symbol appears as a decorative motif. These colors were carefully selected to approximate the hues of lilacs in found in Liliacia Park.



The official color for Downtown Lombard is Downtown Lombard Light Purple (similar to PANTONE® 265 C), a hue similar to lilac cultivars found in Liliacia Park.

Downtown Lombard Color Palette



Downtown Lombard Black
(similar to PANTONE® Black C)



Downtown Lombard Dark Purple
(similar to PANTONE® 267 C)



Downtown Lombard Dark Violet
(similar to PANTONE® 262 C)



Downtown Lombard Dark Medium
(similar to PANTONE® 2695 C)



Downtown Lombard Dark Red
(similar to PANTONE® 1815 C)



Downtown Lombard Dark Green
(similar to PANTONE® 3435 C)



Downtown Lombard Brown
(similar to PANTONE® 1545 C)



Downtown Lombard Gray
(similar to PANTONE® 430 C)



Downtown Lombard Light Purple
(similar to PANTONE® 255 C)



Downtown Lombard Light Violet
(similar to PANTONE® 528 C)



Downtown Lombard Light Blue
(similar to PANTONE® 2655 C)



Downtown Lombard Light Red
(similar to PANTONE® Warm Red C)

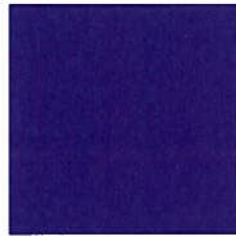


Downtown Lombard Light Green
(similar to PANTONE® 382 C)



Downtown Lombard Light Yellow
(similar to PANTONE® 107 C)

Motif Color Palette



Downtown Lombard Dark Purple
(similar to PANTONE® 267 C)



Downtown Lombard Dark Violet
(similar to PANTONE® 262 C)



Downtown Lombard Light Purple
(similar to PANTONE® 265 C)



Downtown Lombard Light Violet
(similar to PANTONE® 528 C)



Downtown Lombard Light Blue
(similar to PANTONE® 2655 C)



Downtown Lombard Visual Identity Standards Typography

Two different type families are used for Downtown Lombard communications.

Schadow Black Condensed, the font used as the basis for the Downtown Lombard signature, is the primary typeface and should be used for headlines and subheads within communications

Trade Gothic Condensed Number 18 and Trade Gothic Bold Condensed Number 20 are the secondary fonts. The typeface is a mid-twentieth century design highly regarded for its legibility. It should be used when text longer than a sentence or two is required for communications.

For example, Trade Gothic could be used for the text included on identification signs created for historic properties. In such instances, Schadow Black Condensed can still be used as the headline or display font for the signs.



Schadow Black Condensed was selected as the primary typeface for Downtown Lombard signage because it is both legible and flexible. It's a typeface that is appropriate for formal applications (above left), but it can also be used in a much more playful manner (above right).

Primary Typeface

Schadow Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typefaces

Trade Gothic Medium and Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Trade Gothic Bold and Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Trade Gothic Condensed Number 18 and Condensed Number 18 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Trade Gothic Bold Condensed Number 20 and Bold Condensed Number 20 Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Downtown Lombard Visual Identity Standards Using the Downtown Lombard Symbol as a Motif

The lilac symbol may be used as a graphic motif on communications.

When the symbol is used as a motif, it should reproduce only in the purple and violet hues specified for the "Motif Sub-palette." The symbol may also be reversed out of background colors and graphics to white.

Any signage applications in which the symbol appears as a motif should be reviewed and approved by the Village Planning Staff.





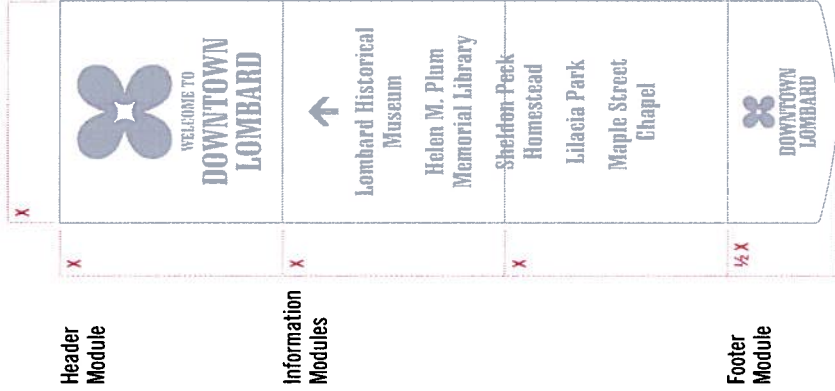
Downtown Lombard Visual Identity Standards Signage System

Potential signage locations in the Downtown TOD district vary significantly in character and the amount of space available in the public right of ways. As a result, some customization of otherwise similar signage types may be required based on specific locations.

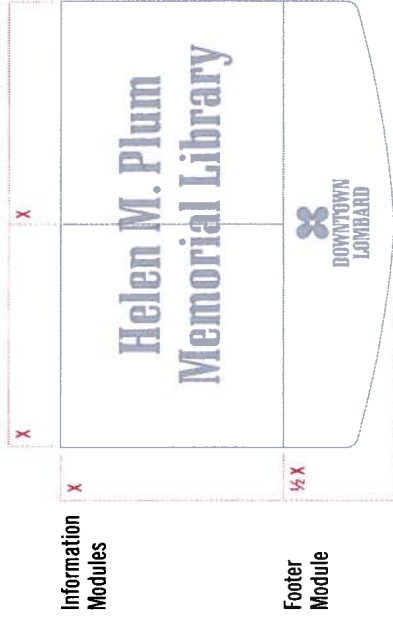
To accommodate this, a simple signage system based on square modules has been developed to help ensure sign panels retain a consistent overall look. The examples at right illustrate how the system applies to two very different sign types

The directional sign example on the left includes three vertical modules stacked above a footer panel whose height is one-half the height of the squares. The primary identification sign on the right is comprised of two horizontal modules above a footer panel whose height is also one-half the height of the squares.

This system allows similar sign types to scale up or down based on the space available to accommodate them. For example, a directional sign located in a relatively narrow parkway along North Main Street may be three feet wide while a similar sign in the West St. Charles Road corridor near Grace Street — where more space is available — may be twice that wide.



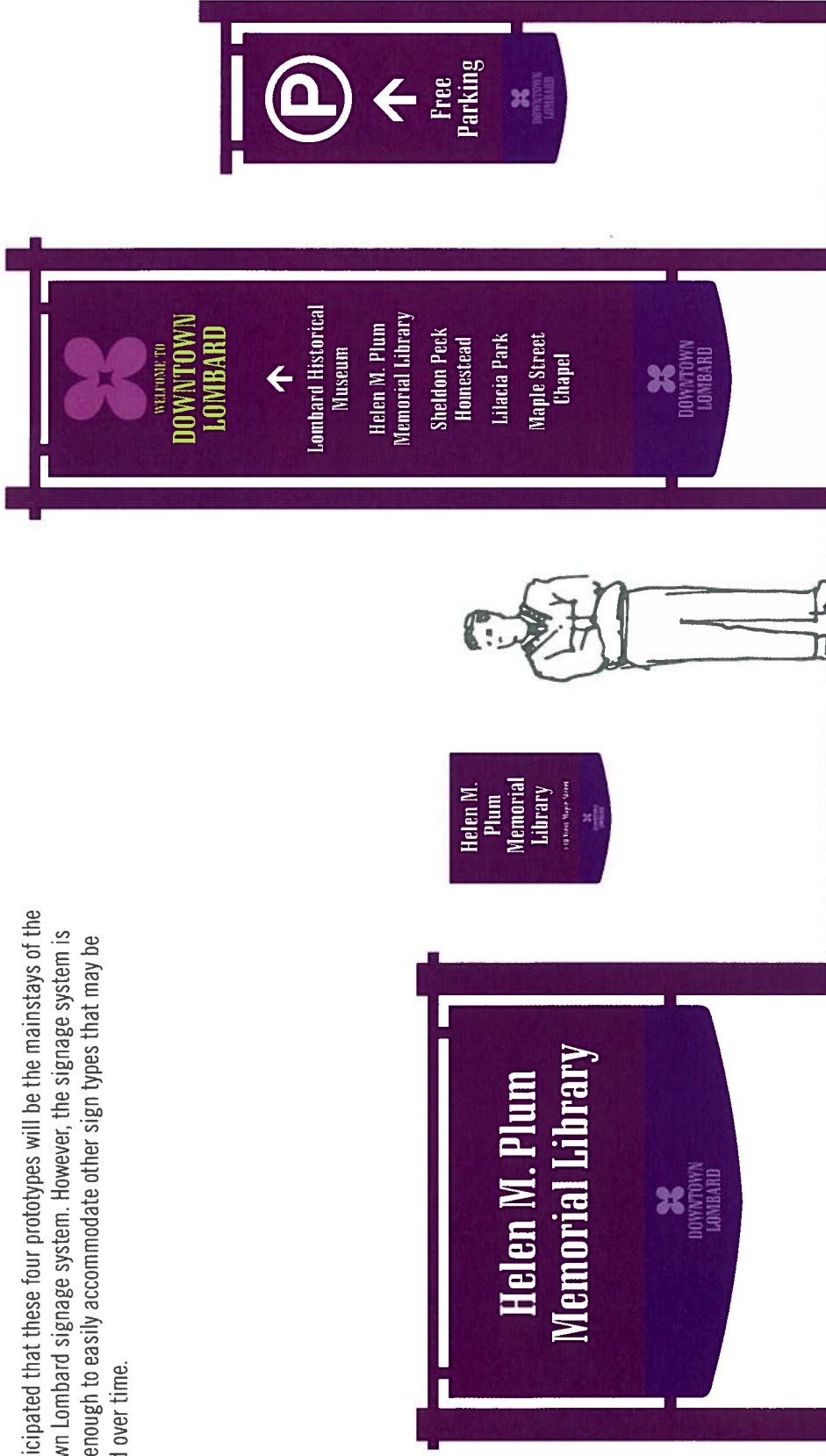
Primary Directional Sign



Primary Identification Sign

Signs are one 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

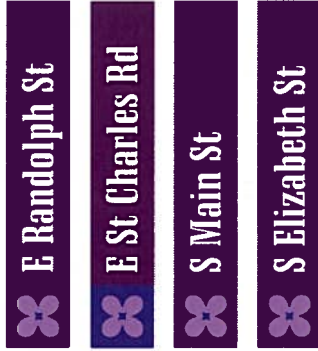
Directional signs that list major Downtown public destinations should be placed in the St. Charles Road and Main Street corridors near Downtown boundaries and close the roadways' intersection.

Parking Directional Signs

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

Shown below are additional signs. Applications not based on square modules such as the existing kiosk can be easily incorporated into the signage system by following the visual identity system standards for signatures, typography and colors.

Signs are not to scale



Street Signs

Street signs can help identify Downtown boundaries and build visual equity in the new brand. New street signs should be implemented as quickly as possible.

Existing Kiosk Retrofit

The existing kiosk at the southeast corner of the St. Charles Road / Main Street intersection should be retained and used as a model for future Downtown kiosks. It is recommended that the kiosk be retrofitted to meet the new visual identity standards when other signs in the new system implemented.

Major Gateway Signs

North Avenue and Roosevelt Road are among the Village's most highly traveled roadways. Their intersections with Main Street provide opportunities to enhance awareness of Downtown and direct visitors to festivals, events and other destinations. Once revitalization momentum builds and new Downtown destinations come online, it is highly recommended that prominent gateway signs at scales similar to commercial enterprises such as auto dealerships be placed at or near the Roosevelt Road / Main Street and the North Avenue / Main Street intersections. The signs may include electronic displays to promote seasonal events and signature destinations.

Banners

Downtown stakeholder organizations should be encouraged to adopt the visual identity system standards for banners that promote their events and festivals.



Railroad Viaduct

The railroad viaduct on Main Street provides one of the most highly visible opportunities to enhance awareness of Downtown Lombard. The example above is a relatively straightforward option that symbolizes Downtown's five major family friendly features – trails, parks, schools, churches and the surrounding residential neighborhoods.

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Transportation Strategies

SECTION 6

This section focuses on transportation and parking strategies aimed at addressing key issues in Downtown Lombard, specifically the need to provide adequate parking and create a friendlier transportation environment shared by pedestrians, bicyclists, and motorists.

Access & Circulation Strategies

Introduction

Downtown Lombard has many multi-modal transportation assets:

- » North/south roadway access via Main Street with grade separation at the UP Railroad

- » East/west roadway access via St. Charles Road
- » Commuter rail service via the Metra UP – West Line
- » Bus service via Pace Route 674 and the soon to be initiated Village Circulator routes
- » Bicycle access via the Great Western Trail and Illinois Prairie Path
- » Continuous sidewalks throughout downtown
- » Upgraded traffic signals with pedestrian countdown signal at St. Charles Road and Main Street

All of these assets are located close to or within a ¼ mile of the Metra station, as shown in Figure 6-1. Based on the analysis included in the existing conditions assessment, opportunities are present to build and

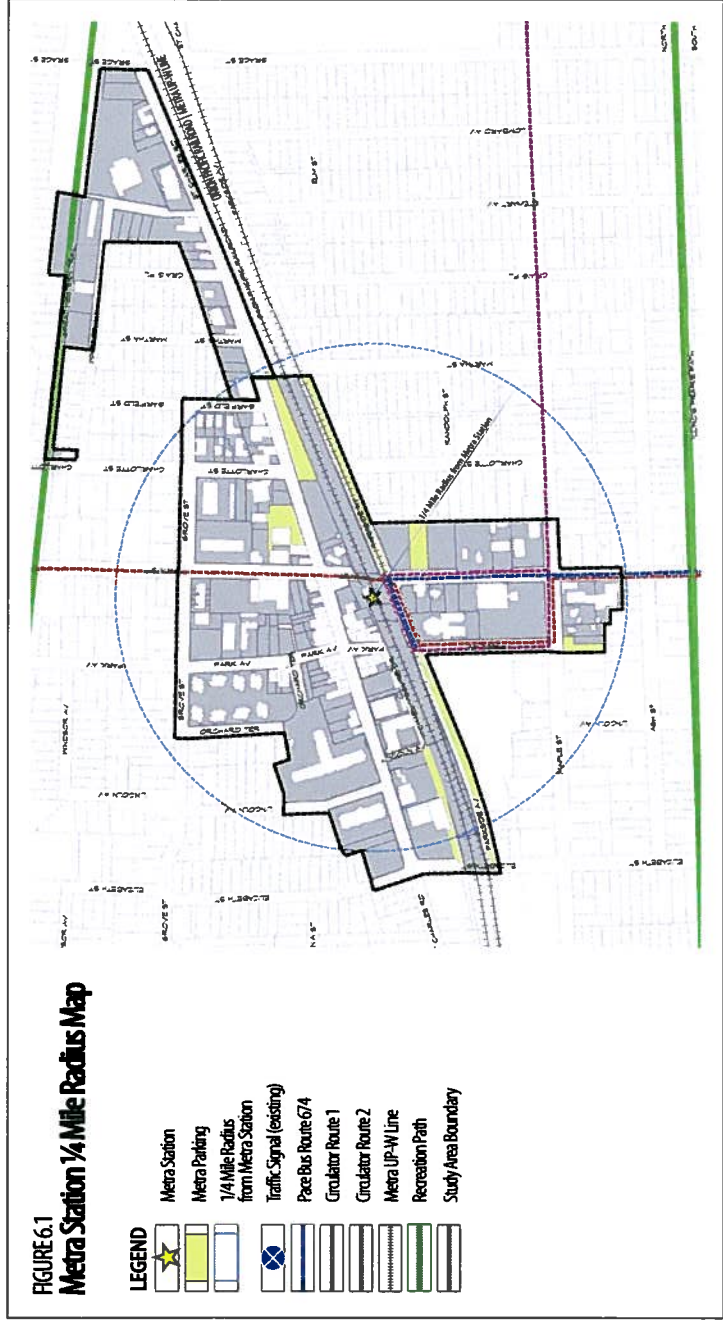
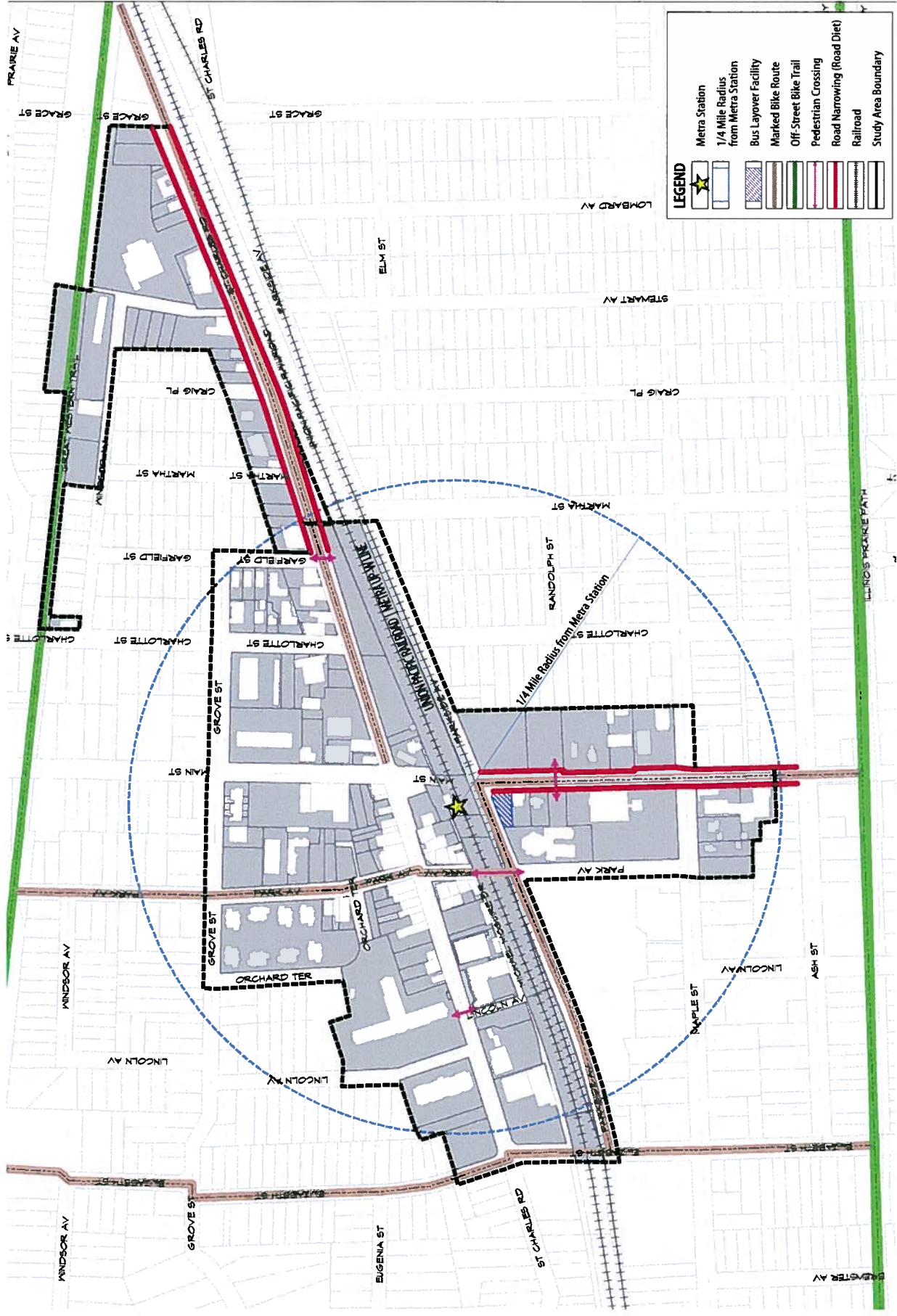


FIGURE 6.2
Transportation Recommendations



improve on these existing assets, improving connectivity and safety for all modes. These opportunities are described below and presented in Figure 6-2.

Roadways

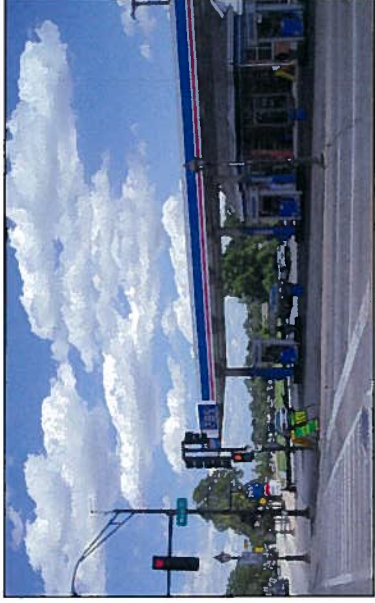
» **“Road Diet” (roadway narrowing).** A road diet is the conversion of a wide street to a narrow one, such as the conversion of a four-lane undivided roadway into a three-lane street with one travel lane in each direction and a center turn lane. This conversion allows space to accommodate other features such as on-street parking, bike lanes, wider sidewalks, or other streetscaping elements. Case studies show that road diets can reduce conflicts at intersections and reduce accidents, while improving the flow of traffic and reducing travel speeds.

In an effort to improve pedestrian circulation and bike access into downtown, the “road diet” concept is being introduced for East St Charles Road and Main Street. Narrowing the current roadway configurations would create a more comfortable space for pedestrians and create a more attractive and welcoming “gateway” into Downtown Lombard, and improve the safety and efficiency of traffic operations. The additions of on-street parking and bike lanes are other considerations that may be part of a road diet strategy. Issues associated with potential road narrowing, including impact on traffic, diversion, and public safety, will need to be

analyzed as part of a traffic engineering study prior to commitment to this improvement. A full overview of the road diet concept is provided in the Appendix.

The Lombard Fire Department has expressed opposition to implementing the road diet concept along Main Street, citing that it could negatively impact their response times and abilities in the community. The Village has represented that any consideration of road diets or other calming elements along Main Street should also be considered in the context of the selected redevelopment scenarios implemented along the corridor. Lastly, any roadway modifications should be modeled to fully determine the impacts of any adjustments on other north/south collector streets in the community.

» **Michael McGuire Drive.** The Lombard Metra station is located at the intersection of Michael McGuire Drive and Main Street. This section of Main Street is between the UP Railroad viaduct and St Charles Road. With this confined environment, along with many pedestrians and bicyclists accessing commuter rail, access to and from Michael McGuire Drive from Main Street should be further reviewed as part of any planned improvements in this area. This will continue to allow drop-offs at the Metra station, while minimizing pedestrian/vehicular conflicts. Additionally, drop-offs will continue to be available on Parkside Avenue.



Reducing driveway widths is one method to help minimize curb cuts along roadway corridors; for example, the driveways serving the Marathon gas station could be reduced.

Pedestrian Improvements

- » **Lincoln Avenue crosswalk.** The western portion of downtown Lombard, along W. St. Charles Road from Park Avenue to Elizabeth Street, has many commercial businesses, residential units, and a splash park. However, there are no protected crosswalks in this segment. A new crosswalk is proposed for the southern leg of Lincoln Avenue and Main Street. Design considerations should include curb bump outs to reduce the crossing distance, highly visible painted crosswalks, and highly visible signs drawing attention to the crossing.
- » **South Main Street mid-block crossing.** As part of the proposed Main Street road diet, the opportunity exists to add a pedestrian crossing between Parkside Avenue and Maple Street. This is a long block, with about 750 feet between signalized intersections. Mid-block crossing are generally considered when protected intersection spacing is greater than 400 feet. This location would require more investment than a typical crossing, such as a HAWK or other pedestrian-oriented signal treatments.
- » **Park Avenue pedestrian tunnel.** As a safety improvement, Metra will soon be constructing a pedestrian tunnel underneath the UP Railroad at Park Avenue. This tunnel will replace the current mid-platform crossing, which is a less optimal situation for commut-



The consolidated newspaper rack along the eastern wall of Main Street Cafe reduces the clutter of multiple individual newspaper racks, creating a cleaner pedestrian environment.

ers. Metra's design of this tunnel, to be constructed and funded by Metra, is primarily oriented towards commuters. With nearly 1,300 commuters at the Lombard station, this safety improvement is warranted.

- » **Minimized curb cuts.** Driveways increase vehicle conflicts and interrupt the sidewalk. Excessively wide driveways allow for faster turns and are hazardous to pedestrians. Minimizing the need for multiple driveways serving single land uses, consolidating driveways serving multiple land uses, and reducing driveway width are all improvements that can minimize pedestrian/automobile conflicts. Driveways serving the 7-Eleven and the Marathon gas station located on the corner of St. Charles Road and Main Street, are candidates for a reduction in driveway width. Multiple curb cuts along W. St. Charles Road are candidates for consolidations.
- » **Streetscape improvements.** Streetscape elements enhance the character and safety of the pedestrian environment. Proposed elements are addressed in this report under Section 3.

Bicycle Routes/Parking

- » **New bicycle routes.** With two regional bike trails located north and south of Downtown Lombard, opportunities exist to improve connections from these trails to the downtown area and the Me-



Bike racks in front of the Metra station provide train commuters a non-motorized option for accessing the station. Additional bike racks could be placed in other downtown locations.

tra station. Currently, bicyclists must travel along local streets that are unmarked or unimproved for bike travel. Although a Village-wide bicycle plan should be completed, potential improvements in the downtown area to direct bicyclists from the trails to downtown include a combination of on-street bike routes marked along Park Avenue, Parkside Avenue, St. Charles Road, and Main Street. As part of the road narrowing projects proposed for E. St. Charles Road and Main Street, dedicated bike lanes should be considered. Bikeways on sidewalks should not be considered.

» **Bicycle parking.** To accommodate bicyclists traveling from the regional trails and commuting to the Metra station, additional bike parking is needed. The existing bike racks in front of the Metra station are generally full, indicating a need for additional parking. Metra's 2008 *System-Wide Bicycle Parking Inventory Report* indicates that bicycle parking at the Lombard Metra Station is full. Furthermore, the report notes that bicycle parking is over-utilized (104%). Currently, 2% of the existing Metra riders commute to the station by bike, which is slightly higher than the UP-West line as a whole. Adding conveniently located bike parking could attract additional bicyclists. Additionally, opportunities for covered bike parking, via either bike storage units or as part of a parking structure should be considered.



Downtown Lombard currently provides public parking both on-street (as shown above as parallel and head-in-spaces) and off-street in parking lots.

Bus Transit

» **Pace Route 674.** Pace Route 674 currently serves the Village of Lombard and the Lombard Metra station. Additionally, the Village is investing in a new community circulator service that would provide connections to downtown and the Metra station. The addition of a convenient staging area for bus access would provide a direct benefit to existing riders and encourage new riders. As illustrated in Site 7 in the concept plans in Section 1, a new layover/staging location is proposed for the southwest corner of Main Street and Parkside Avenue, which is currently a commuter parking lot controlled by the Village. This layover facility should include facilities for drivers and a gateway style bus shelter.

Parking Strategies

Introduction

An analysis of parking in the downtown area was completed to fully understand existing parking conditions. All parking resources—public, private, and commuter—were included in this analysis, as described below. While existing parking deficiencies vary throughout the downtown area, it will be necessary to create additional parking to accommodate future growth. Further, opportunities that could be shared with commuter parking will also be identified.

Existing Parking Resources

The table in Figure 6.3 presents the existing supply of parking by type of use, including availability of private off-street, on-street, public off-street, and Metra commuter parking for each block within the downtown area. Each type of parking is described below.

» **Public parking resources** – include on-street and off-street lots. In the downtown area there are 138 on-street spaces and 62 spaces in off-street lots, for a total of 200 public spaces. In general, these spaces are free with a 2-hour time limit. Although construction is occurring along St. Charles Road impacting the use of on-street spaces, general occupancy of the public spaces is about 25% to 30% during a weekday midday period.

» **Private parking resources** – include lots owned or controlled by business/property owners. These spaces are available only for employees and/or customer use as designated by the owner. There are numerous private lots in the downtown area, generat-

ing over 1,000 parking spaces (excluding free-standing residential buildings).

» **Metra commuter parking resources** – include spaces designated for Metra commuters. Some spaces are open to all commuters while some spaces are designated for Lombard residents only. Spaces include both daily fee and quarterly permit. There are 543 total spaces (including ADA spaces) in the downtown area with an overall 85% occupancy rate. Unused spaces are typically located at the far end of the lots along Parkside Avenue and Michael McGuire Drive. During the weekday, spaces generally start to open up around 4-5pm and are lightly used on weekends. This provides ample opportunity for evening and weekend use.

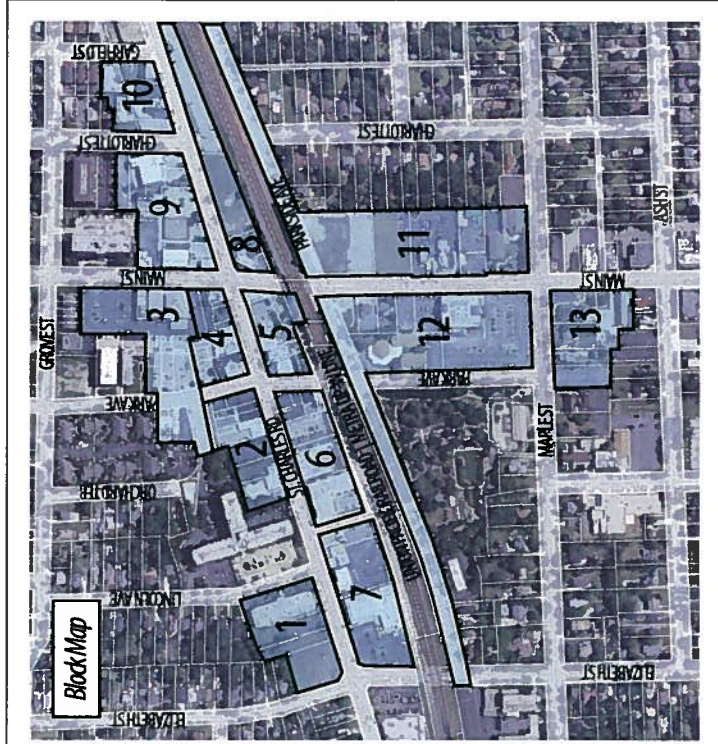
Improvement Opportunities

There are several opportunities for increasing the overall parking resources in the downtown area, including new public parking facilities, consolidation/reconfiguration of existing private parking lots, increas-

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

	Private Spaces	Existing Parking		Sub Total	Total Parking	Required Parking	Difference (w/o Metra)
		Public Lot	On Street				
1	n/a	n/a	n/a	n/a	n/a	n/a	n/a
2	93	0	51	51	144	100	44
3	113	13	12	25	138	123	15
4	37	22	16	38	75	96	-21
5	26	0	8	8	34	45	-11
6	82	0	10	16	108	237	-145
7	96	17	7	24	170	70	50
8	14	0	10	10	137	8	16
9	48	10	8	18	108	70	-4
10	43	0	8	8	51	49	2
11	114	0	0	0	304	140	-26
12	283	0	4	4	391	269	18
13	109	0	0	0	137	94	15
TOTAL	1,058	62	134	739	1,797	1,301	-47

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





Offices, such as the Elmhurst Memorial Lombard Health Center, generally have peak parking usage between 9am and 3pm, which presents the opportunity for shared parking.

ing on-street parking spaces, sharing parking between land uses, and parking management techniques. The implementation of any or all of these solutions will result in a more efficient use of existing spaces and increase the amount of available parking. Each potential parking enhancement approach is described below.

New Public Parking Resources

New parking facilities could include new surface lots, structures, and on-street spaces. New lots and structures should be considered in areas where there is a deficiency of parking spaces or where new re-development would create or increase a deficiency. Maintaining and exploring opportunities to increase commuter parking as a component of new parking resources (and desired by Metra) would have a positive economic impact for the downtown. Expanding commuter parking downtown will bring more commuters downtown that could be attracted to downtown businesses.

Shared Parking

Shared parking means a parking space that can be used to serve two or more individual land uses without conflict. Opportunities for shared parking can include:

- » Land uses with a variation of peak parking use as the result of different activity patterns. Activity can vary hourly during the day, weekday vs. weekend, and seasonally (i.e., summer vs. winter).



The downtown commuter parking lots have signs indicating the time and permit restrictions for each lot; modifications to these limits may help improve parking management.

Typical peak parking periods for individual land uses are:

- Office: peaks weekday between 9am and 3pm
- Retail: peaks Saturday between 1 and 3pm and weekdays between 7-9pm
- Restaurants: peak after 5pm on weekdays and weekends

- » Mixed use developments that encourage one auto trip for various activities. This could be office employees shopping/eating at lunch and after work, locating professional services, retail, restaurants, and residential adjacent to each other.

The Village of Lombard zoning code currently allows for a 50% reduction of parking for businesses in the central business district, excluding residential. This, in effect, accounts for shared parking that is already occurring within the downtown. To determine the actual amount of parking that could be reduced by shared parking for a specific development site, a more detailed analysis of actual land uses will be required to determine parking needs by hour, day, and season.

Consolidation/Reconfiguration

This option was presented in the previous Preliminary Development Concept Plans document and re-presented in Figure 6.13. There are several areas in Downtown Lombard where private parking lots are adjacent to each other, but are configured individually. Opportunity exists for these private businesses to work together to reorganize how



Parking zones for a certain development site accounts for the collective set of on-street (above) and off-street parking within a 2 to 3 block walking distance. Off-street parking includes public lots, commuter lots, and private lots serving individual businesses. A parking zone recognizes that nearby parking opportunities are available for a development site, even when the site is unable to accommodate 100% of its parking needs on-site.

these spaces are configured so the parking is provided in a more efficient manner and could also increase the number of spaces available.

Parking Management

Parking management techniques address customizing parking resources to better fit the needs of downtown parking users – employees, shoppers, visitors. This could range from varying time limits for on-street and public lot spaces to arrangements with private entities to use parking on days it is closed (i.e. banks, churches). Changing time limits of public spaces could allow for short-term (less than one hour) to longer term (2–4 hours). These types of techniques encourage more turnover of parking spaces, thus increasing parking without adding new spaces.

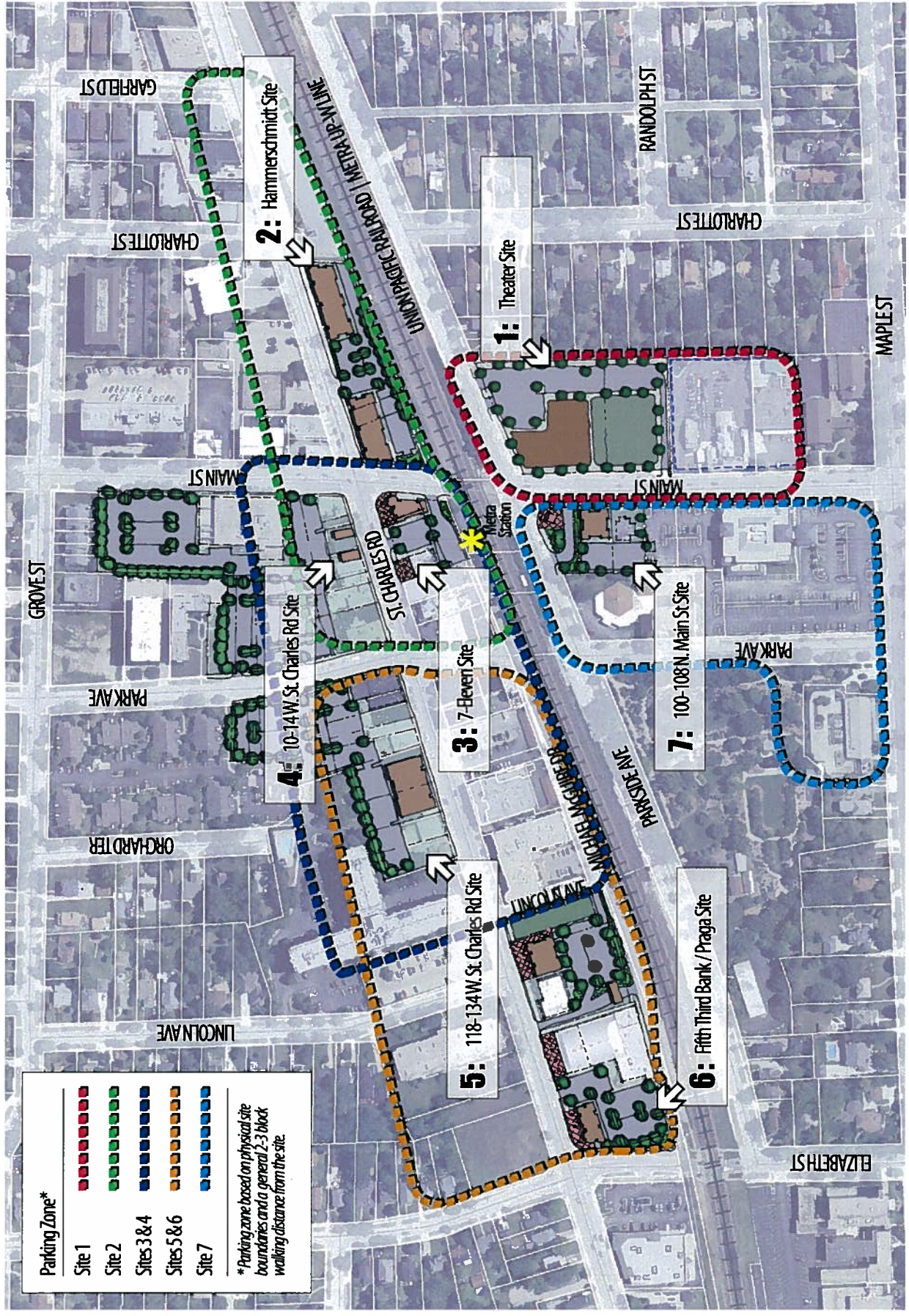
Analysis by Parking Zone

Parking zones were established as a means for evaluating parking impacts. Since the proposed concept development sites are located within the downtown area, weekday parking demand is assessed relative to the existing supply and deficiency of parking within a reasonable walking distance to each development site. As illustrated in Figure 6.4, parking zones were defined, based on the physical boundaries of the development sites, physical barriers such as the railroad, pedestrian accessibility, and a general 2 to 3 block walking distance from each development site.

The parking zone analysis (refer to table in the Appendix) is based on the existing supply of parking, the general parking requirement for each land use in the downtown, resulting in the identification of a potential parking space deficiency (or surplus) for each parking zone. The parking requirement for individual land uses was calculated by applying the Village of Lombard parking code requirements with certain adjustments for land uses that will likely demand more parking, resulting in a more conservative estimate of parking demand. While a 50% parking reduction is available to all commercial uses in the downtown area, full parking rates were applied to those uses which typically generate higher levels of parking, such as medical offices, banks, auto-related services, and restaurants. The resulting parking demand is somewhat higher than permitted by the Village code, but more reflective of actual needs.

Each parking zone is addressed separately in Figures 6.5 through 6.9, including descriptions of the parking zone, existing deficiency, proposed new development concept impacts, and strategies for addressing any parking deficiencies. Strategies are indicated as potentially implemented in the short-term or long-term. These strategies are also referenced in the Implementation Plan in Section 7.

FIGURE 6.4
Parking Zones for the Development Concept Sites



Parking Zone*	Color
Site 1	Red
Site 2	Green
Sites 3 & 4	Blue
Sites 5 & 6	Orange
Site 7	Yellow

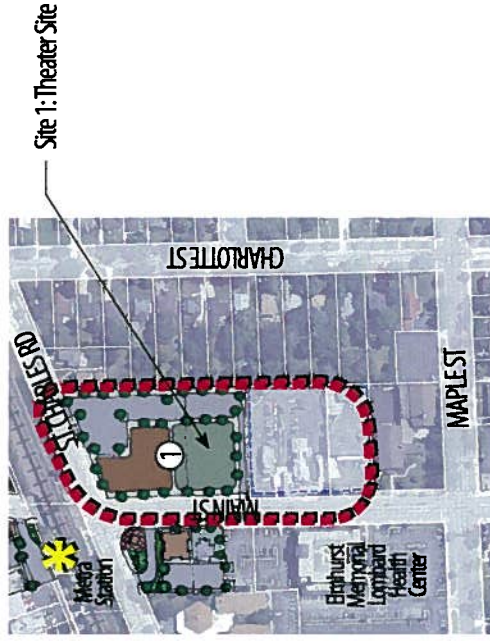
* Parking zone based on physical site boundaries and a general 2-3 block walking distance from the site.

FIGURE 6.5
Parking Zone - Site 1

» **Description of Parking Zone - Site 1**

The parking zone for Site 1 includes the area south of the UP Railroad west of Main Street. Site 1 is located south of the core central business district, but located along the Main Street commercial corridor and gateway to downtown. This zone includes redevelopment Site 1 (Theater Site). Currently, this zone has a parking deficiency of 26 spaces.

» **Map of Parking Zone - Site 1**



» **Potential Parking Strategies for Parking Zone - Site 1**

- » The proposed commercial/office building would generate a parking need of 120 spaces, along with the need to replace the existing 92 commuter parking spaces. To provide this amount of parking, a new parking structure is proposed as part of the redevelopment concept.
- » Option 1B for Site 1 (the build-out scenario) proposes a surplus of 28 spaces, resulting in a future surplus of 2 spaces. Development concept Option 1B proposes a commercial office building potentially to include some civic-related uses, along with a civic plaza/village green which could be programmed for uses such as a farmers market, art fair, banquet venue, or other type of public market. Outdoor markets of this type would have adequate nearby parking using the commuter lots or potentially new on-street spaces as part of the proposed Main Street Road Diet.



The existing 92 commuter parking spaces on this site would need to be replaced as the Theater site is redeveloped. A new parking structure would meet this need, as well as accommodate the parking needed for the proposed commercial/office building.

FIGURE 6.6
Parking Zone - Site 2

» **Description of Parking Zone - Site 2**

The parking zone for Site 2 includes E. St. Charles Road, including a 3-block area between Park Avenue and Garfield Street along both sides of St. Charles Road. The boundaries were determined to be a reasonable walking distance between parking resources on both the east and west side of Main Street. A parking deficiency of 18 spaces currently exists, accounting for available public spaces.

This parking zone includes Site 2 (Hammerschmidt site). The concept plan proposes adding 48 parking spaces, leaving a 19 space deficiency for Site 2. Combined with the existing deficiency of 18 spaces, there would be a total deficiency of 57 spaces.

» **Potential Parking Strategies for Parking Zone - Site 2**

- » New surface public parking lot located at 23 N. Main, plus a portion of the adjacent parcel owned by the Village could be constructed, to replace an existing vacant building, adding about 52 parking spaces. With the limited amount of office space in this zone and potential for other public parking resources (as described below), these spaces could be designated for commuter parking during weekdays with public use during evenings and weekends. If fully dedicated for commuters during the day, this lot could be funded by the proposed Metra UP-W New Starts Project. (long-term)
- » Existing Metra commuter parking lots located on both north and south E. St. Charles Road provide an opportunity for shared parking during evening and weekend periods. (short-term)
- » Opportunity exists to narrow E. St. Charles Road from two lanes per direction to one lane per direction plus a center turn lane, allowing for the addition of on-street parking. It is estimated that approxi-

» **Map of Parking Zone - Site 2**



mately 140 new on-street parking spaces along both sides of E. St. Charles Road could be realized. (short-term)

- » Coordination/cooperation between Village of Lombard and AT&T for potential use of the AT&T surface lot. Implementation would include coordination meetings and new signage. (short-term)
- » For all strategies, improvements to the pedestrian environment should be considered, particularly improvements to the intersection of St. Charles Road and Main Street. Improved marked crosswalks, lighting, and sidewalks should be considered as part of the streetscaping elements.



Shared parking opportunities are presented by existing Metra commuter parking lots on the north and south sides of St. Charles Road, particularly during the evening and weekend periods.

FIGURE 6.7
Parking Zone - Sites 3 & 4

» **Description of Parking Zone - Sites 3 & 4**

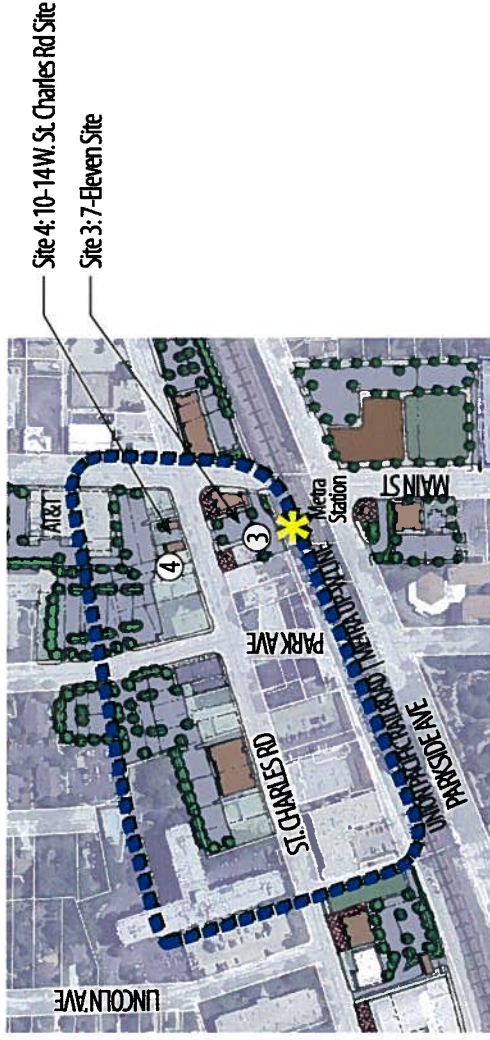
The parking zone for Sites 3 and 4 includes the area between Main Street and Lincoln Avenue from about Orchard Terrace to Michael McGuire Drive. This zone represents the core of the downtown area. This zone includes Site 3 (7-Eleven site) on the south side of St. Charles Road and Site 4 (10-14 W. St. Charles Road) on the north side of St. Charles Road. The Metra Station entrance is located off of Michael McGuire Drive, just west of Main Street.

Sites 3 and 4 generate a current deficiency of 118 spaces (including public parking). Site 3 proposes adding 40 spaces, leaving a 29 space deficiency for that site. Site 4 (10-14 W. St. Charles Road) proposes adding 32 spaces, creating a 77-space deficiency for that site. Overall, the combination of the existing deficiency of 106 spaces with the total deficiencies for both Sites 3 and 4 of 118 spaces results in a need to provide an additional 224 spaces.

» **Potential Parking Strategies for Parking Zone - Sites 3 & 4**

» A parking deficiency of this size requires a new public parking structure. A potential site for a new parking structure would be replacing the existing surface lots located behind the buildings on the north side of St. Charles Road east of Park Avenue. A new parking structure could also add new parking for commuters as desired by Metra. A new structure built on the site of the surface lots would need to replace the existing privately used spaces, add new public spaces, and potentially designate commuter parking spaces. Constructing a structure with a footprint of approximately 175 ft by 250 ft could yield about 125 spaces per floor, although the first floor would likely have less spaces due to accommodating pay stations, etc. For the purpose of this study, a structure with 3 floors would include 350 spaces generating a net gain of 244 new spaces after replacing the 106 spaces that currently exist on this location. This could accommodate the existing deficit of 224 spaces plus allow for 126 commuter parking spaces (or more based on

» **Map of Parking Zone - Sites 3 & 4**



structure, design, and management). Depending on the garage proforma and discussions with Metra, it may be desirable to add a fourth level to the structure to accommodate additional public and commuter parking. Implementation of a parking structure is a long-term improvement, based on future needs as the downtown plan is implemented and would include land acquisition, design, and construction, along with coordination with Metra. (long-term)

» Coordination/cooperation between the Village of Lombard and AT&T for potential evening and weekend use of the AT&T surface lot. Implementation would include coordination meetings and new signage. (short-term)

» Potential shared parking opportunities could exist for Site 4, especially for the restaurant uses. A detailed shared parking analysis

for this site should be completed based on specific individual land uses and presenting hourly, daily, and seasonal parking needs. (short-term)

» Entrance to the Metra station should be maintained. Enhancing the pedestrian plaza in front of the station, along with additional bicycle parking should be considered.

» For all strategies, improvements to the pedestrian environment should be considered, particularly improvements along St. Charles Road and the intersection of St. Charles Road and Main Street. A new crossing would be added at the south leg of Lincoln Avenue. Improved marked cross-walks, lighting, and sidewalks should be considered as part of the streetscape improvements.

FIGURE 6.8
Parking Zone - Sites 5 & 6

» **Description of Parking Zone - Sites 5 & 6**

The parking zone for Sites 5 and 6 include the area between Elizabeth Street and Main Street from Orchard Terrace to Michael McGuire Drive. This zone includes Site 5 (114-130 W. St. Charles Road) and Site 6 (Fifth Third Bank / Praga site).

This parking zone has an existing deficiency of 68 spaces. Site 5 proposes adding 51 spaces, leaving a site deficit of 12 spaces. Site 6 proposes adding 87 spaces, leaving a site deficiency of 117 spaces. Combined, the existing plus proposed deficit totals 197 spaces.

» **Map of Parking Zone - Sites 5 & 6**



Site 5: 118-134 W. St. Charles Rd Site
Site 6: Fifth Third Bank / Praga Site

» **Potential Parking Strategies for Parking Zone - Sites 5 & 6**

» Consolidation/reconfiguration of surface parking lots west of Park Avenue on the north side of W. St. Charles Road could provide an opportunity to increase the number of spaces available by reorganizing these spaces in a more efficient manner. Currently, there are 13 public spaces and 8 private spaces within these lots. Consolidating and reorganizing these surface lots could add a net gain of about 85 spaces. This option would require the acquisition of the parcel north of Orchard Terrace, along with vacating a portion of Orchard Terrace. With only a net gain of 85 spaces, this zone would still be deficient in parking resources and accommodating Metra commuters would not be feasible. However, an additional opportunity might be to acquire the private surface lot to the west (used for Orchard Terrace residences), and expand the new sur-

face lot, which could then generate a net increase of 130 spaces. Of the additional 130 spaces, the existing and proposed deficiencies could be met, plus 18 spaces could be designated for Metra commuters. This option would require cooperation between the Village (vacating Orchard Terrace), owners, and potentially the downtown business organization. Implementation would include coordination meetings, design, and construction/re-striping (short-term)

» Potential shared parking opportunities could exist for Site 6. A detailed shared parking analysis for this site should be completed based on specific individual land uses to determine the hourly, daily, and seasonal parking needs. The existing Metra commuter

parking lot located along Michael McGuire Drive provides an opportunity for shared parking during evening and weekend periods (short-term)

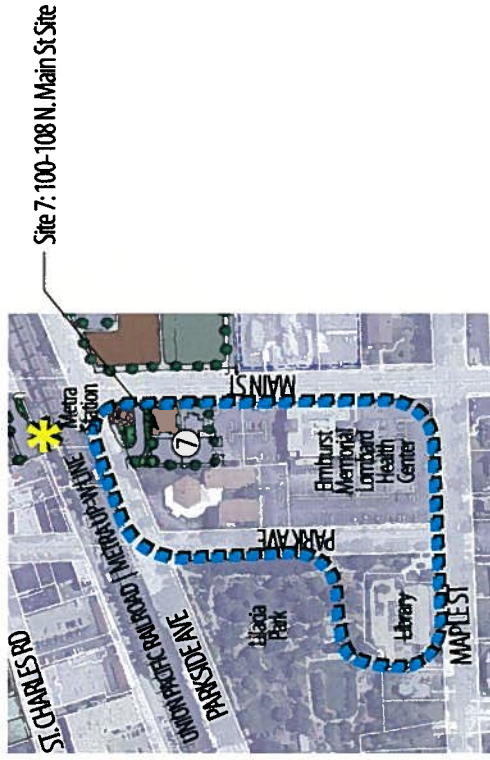
» For all strategies, improvements to the pedestrian environment should be considered, particularly improvements along St. Charles Road and the intersection of St. Charles Road and Elizabeth Street. A new crossing would be added at the south leg of the Lincoln Avenue intersection. Improved marked cross-walks, lighting, and sidewalks should be considered as part of the streetscape improvements.

FIGURE 6.9
Parking Zone - Site 7

» **Description of Parking Zone - Site 7**

The parking zone for Site 7 is located on the south side of the downtown, from Parkside Avenue to Maple Street along the west side of Main Street. This zone includes Site 7 (100-108 N. Main St site). This zone has an existing surplus of 33 parking spaces. Site 7 proposes adding 28 parking spaces, providing an additional 2 parking spaces over Village requirement, which results in a total parking surplus of 35 spaces. While a surplus exists, some parking strategies are still proposed.

» **Map of Parking Zone - Site 7**



» **Potential Parking Strategies for Parking Zone - Site 7**

- » Potential shared parking opportunities could exist for Site 7. A detailed parking analysis for this site should be completed based on individual land uses to determine hourly, daily, and seasonal parking needs. The existing Metra commuter parking lot located along Parkside Avenue provides an opportunity for shared parking during evening and weekend periods. (short-term)
- » A "road diet" has been proposed for Main Street south of St. Charles Road (described later in this section). The road diet would convert Main Street from a five-lane cross-section to a three-lane cross-section, and add on-street parking, bike lanes, and wider sidewalks. An estimated 60 on-street parking spaces could be

realized by adding on-street parking as part of the road diet. This concept should move forward with a detailed traffic analysis (short-term). Additionally, to determine the need for bike lanes along Main Street, a Village-wide bike plan should be prepared. (short-term)

» For all strategies, improvements to the pedestrian environment should be considered, particularly improvements along St. Charles Road and Main Street. Improved marked cross-walks, lighting, and sidewalks should be considered as part of the streetscape improvements.



A "road diet" is a potential solution to improve the Main Street corridor south of St. Charles Road. In particular, a potential road diet could help improve circulation, enhance the roadway character, and make the corridor more inviting to pedestrians and bicyclists.

Summary

As previously described, Downtown Lombard is currently served by a variety of parking resources including public on-street, public off-street (lots), private off-street, and commuter parking. It is important to understand how these resources function together and identify the location and quantity of existing deficiencies. Understanding this will assist in planning to meet the future projected needs for employees, visitors, and commuters.

Overall, there are nearly 1,800 parking spaces in the downtown area, comprised of:

- » Private: 1,058 spaces (60%)
- » Public (on-street and lots): 196 (10%)
- » Metra: 543 (30%)

The existing “theoretical” deficiency is 197 spaces. This is considered “theoretical”, as it assumes that all land uses are filled. Parking require-

FIGURE 6.10
Overall Parking Needs (Existing & Future)

Parking Zone Per (Development Concepts)	Existing Deficiency ¹	Development Concept Impact ²	Total Future Deficiency
1B	(26)	+28	+2
2	(18)	(19)	(37)
3/4	(118)	(106)	(224)
5/6	(68)	(129)	(197)
7	+33	+2	+35
Subtotal	(197)	(224)	+421
Less share parking/transit reduction ³	n/a	+34	+34
Total Deficiency	(197)	(190)	(387)

¹Based on modified zoning code; assumes all spaces filled; excludes commuter parking.
²Per development concepts approved by the Working Group.
³Potential shared parking/transit reduction of 15% applied to development concepts.

ments were based on the Village of Lombard parking requirements (with some modifications) and excludes commuter parking. This approach generates a more conservative estimate of need.

Based on the development concepts presented earlier in this document, an additional 224 parking spaces would be required to meet the parking demand. However, if a shared parking/transit service reduction of 15% was applied, a deficiency of 190 spaces would be generated by all concepts. Therefore, when combined with the existing deficiency of 197 spaces, there would be a need for an additional 387 future parking spaces to meet the need of Downtown Lombard. Figure 6.10 presents the existing and future parking needs by parking zone.

Recommendations

Parking recommendations for Downtown Lombard were based on developing a cohesive system of parking resources that functions effectively and efficiently. The proposed parking recommendations are presented in a three-phased approach for the short-, mid-, and long-terms. Short-term actions would address existing deficiencies, while the mid- and long-term actions would address future development and projected Metra ridership growth.

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

The proposed improvements (not including the optional expansion) would provide 671 new parking spaces in the downtown area. This amount of new parking would accommodate the proposed deficiency of 387 spaces, plus allow for new commuter parking spaces. Downtown parking recommendations are presented in Figure 6.12.

Metra Commuter Parking

Existing Resources

Commuter parking is provided in eight facilities in the downtown area, providing 543 spaces, which are based on parking utilization figures from 2009 parking counts conducted by Metra. These spaces are divided between daily fee and quarterly permit spaces. Overall, occupancy for all commuter spaces is 85%. However, if all the permit spaces were counted as fully utilized, the true effective occupancy would be 94%.

Three lots offer 181 parking spaces to only Lombard residents, with an 81% percent actual occupancy rate. While the daily fee spaces are full, there are still a number of quarterly permit spaces available, even with the typical overselling of permits by about 15%. This finding was also substantiated in the Villages 2008 commuter parking study. Based on these results, it would appear that changing some of the quarterly permit spaces to daily fee spaces would be more efficient for Lombard residents.

Commuter parking spaces available to all commuters are comprised of 235 daily fee spaces and 112 quarterly permit spaces. Per Metra 2009 counts, daily fee spaces have an 89% occupancy rate while the quarterly permit spaces have an actual occupancy rate of 84%, even with overselling of permits. Similar to the Lombard-only spaces, shifting spaces from quarterly permit to daily fee should be considered.

FIGURE 6.11

Potential Commuter Parking Improvements

» Location of additional commuter parking above and beyond parking demand that would be generated by private development.

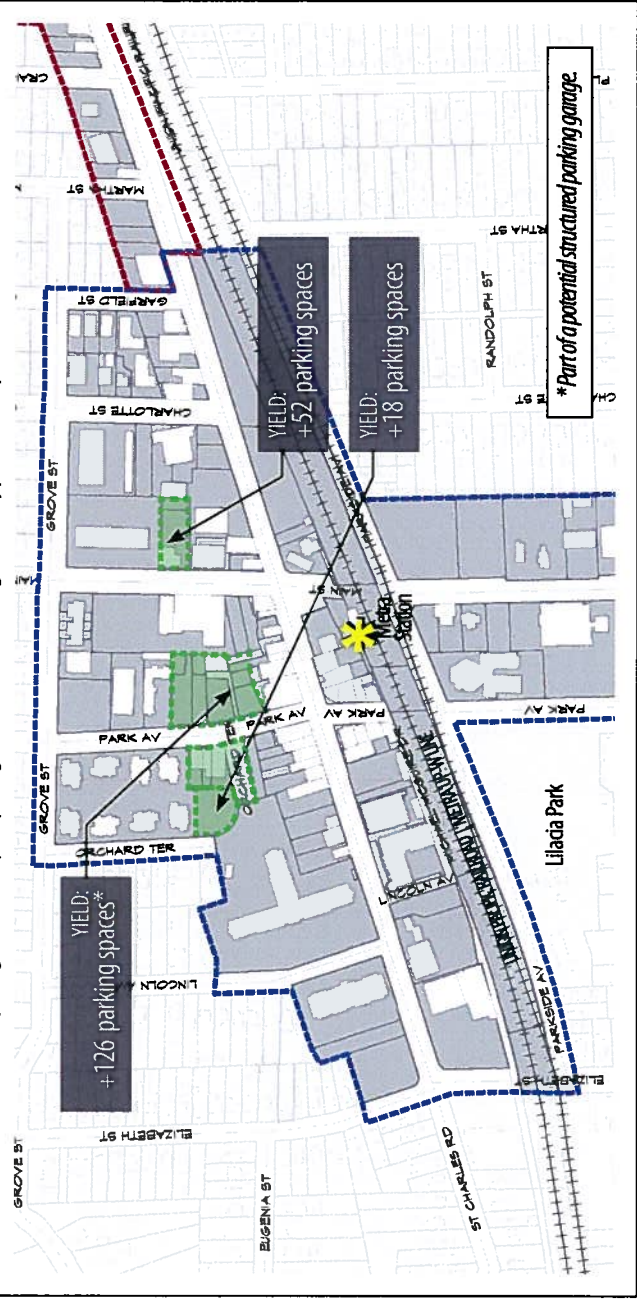
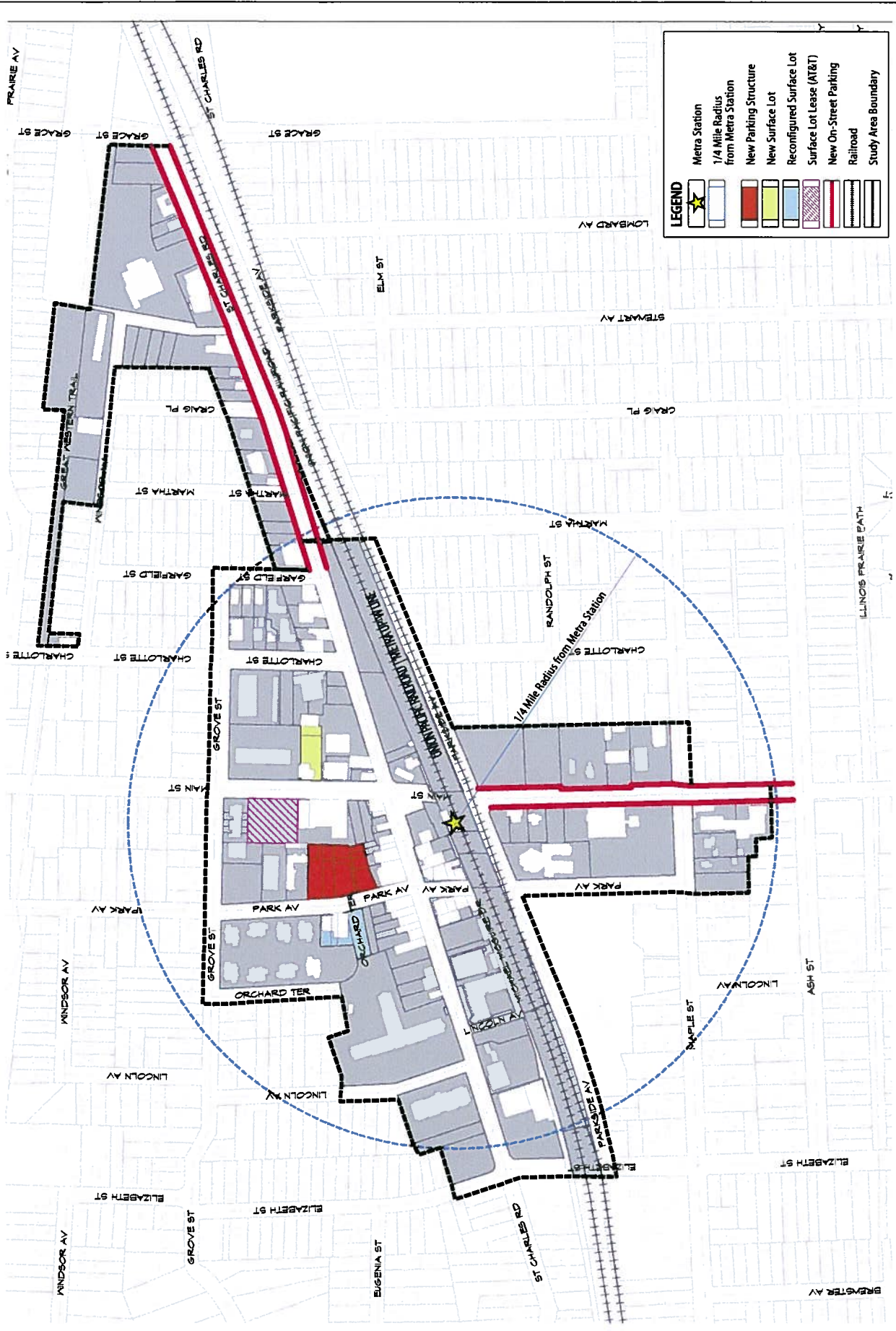


FIGURE 6.12
Parking Recommendations



Future Parking Needs

Metra is currently pursuing Federal Transit Administration (FTA) New Starts program funding for a project that will relocate the A-2 interlocking (where the UP-W crosses other rail lines), increase parking capacity at Metra UP-W stations to meet the projected ridership demand, upgrade signal systems, and add rolling stock to allow for increased commuter rail service. As part of this project and anticipated ridership growth, Metra estimated the Lombard station will need an additional 200 commuter parking spaces over the next 20 years.

Recommendations

There are a number of options for increasing commuter parking, including both changes to existing parking and new parking. As previously documented, the permit spaces have a lower occupancy rate than the daily fee spaces. Shifting a portion of the quarterly spaces to daily fee spaces will help improve the efficiency of existing commuter parking. Metra's future ridership projections anticipate the need to increase the overall number of commuter parking spaces.

As the parking needs for Downtown Lombard were addressed, opportunities for including commuter parking were also identified, since existing land use patterns in Downtown Lombard will make it difficult to accommodate 200 spaces without structured parking. Therefore, commuter parking opportunities include both surface and structured spaces. The recommended parking plan for Downtown Lombard includes the following potential commuter parking resources:

- » Parking Zone - Site 1: Replace existing commuter parking spaces
- » Parking Zone - Site 2: Provide new surface parking lot with potentially 52 spaces designated for commuters
- » Parking Zone - Sites 3 & 4: Provide new parking structure that could designate 126 commuter parking spaces
- » Parking Zone - Sites 5 & 6: Provide an additional 18 commuter parking spaces if optional parking expansion is included

These proposed new parking resources are within the ¼ mile walking distance typically used for locating commuter parking spaces. Figures 6.11 and 6.13 show the potential location of additional commuter parking spaces in Downtown Lombard.

FIGURE 6.13

Opportunities for Additional Parking Areas in Downtown Lombard

» Area A:

Consolidated parking area at the northwest corner of St. Charles Rd and Park Ave

The separate but adjacent parking areas serving uses at the northwest corner of St. Charles Road and Park Avenue could be consolidated as a single parking area. A majority of these parking areas are currently private lots serving businesses. In addition to creating a single, larger size lot, a consolidated parking area would help minimize site access points and encourage cross access between adjacent lots. This parking area could be constructed as either a surface lot or a structured lot (or a combination). This opportunity includes acquisition of the parcel to the north of Orchard Terrace.

» Area B:

Consolidated parking area at the northeast corner of St. Charles Rd and Park Ave

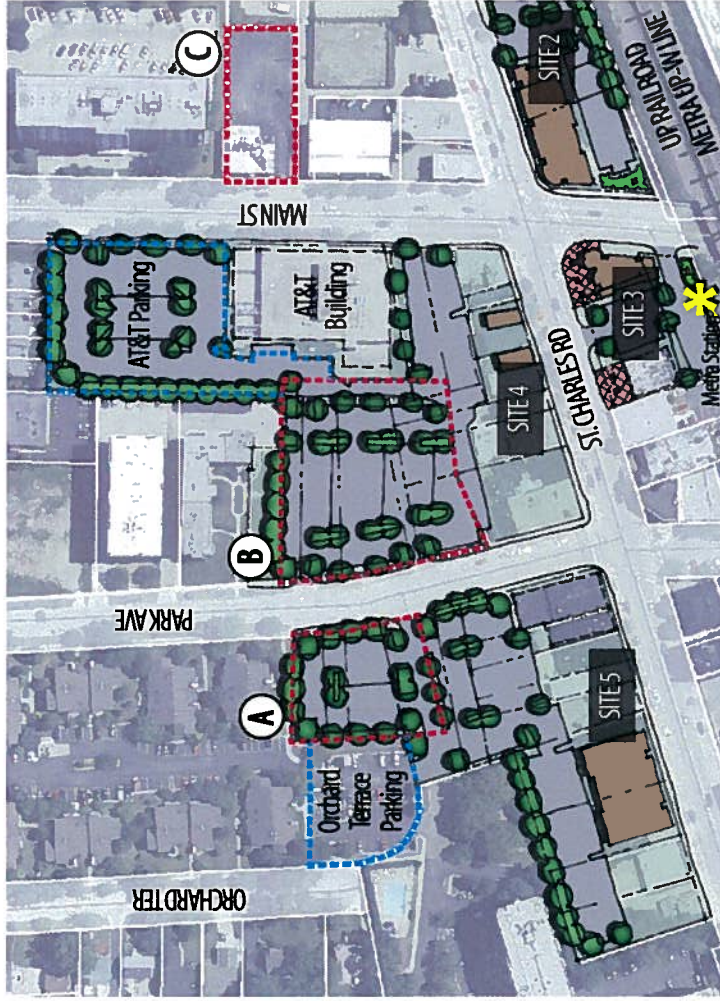
Similar to Area A, the separate but adjacent parking areas serving uses at the northeast corner of St. Charles Road and Park Avenue could be consolidated as a single parking area. One of the existing parking areas is currently owned by the Village as a public parking lot. In addition to creating a single, larger size lot, a consolidated parking area would help minimize site access points and encourage cross access between adjacent lots. This parking area could be constructed as either a surface lot or a structured lot (or a combination).

» Area C:

New parking area on the 23 N. Main St parcel, near the northeast corner of St. Charles Rd and Main St

A vacant commercial building on the 23 N. Main Street parcel holds the potential for redevelopment as a new parking area near the northeast corner of St. Charles Road and Main Street. Given its small size, this parking area could be constructed as a surface lot.

NOTES: ¹ Proposed parking assumes a surface lot; a structured lot would yield more parking. // ² The three parking areas have the potential to accommodate part or all of the 200 additional commuter parking spaces needed by Metra. // ³ Potential acquisition of the existing Orchard Terrace private parking lot to expand Area A could provide 18 additional parking spaces for commuter use. // ⁴ The potential for a fourth level to a parking structure would generate additional parking for public, private, and commuter uses.



» Parking Analysis

	Existing Parking			Proposed Parking ¹			Total Gain
	Public	Private	Commuter	Public	Private	Commuter ²	
Area A	13	8	0	98	8	18 ³	+103
Area B	22	94	0	130 ⁴	94 ⁴	126 ⁴	+244
Area C	0	23	0	22	0	52	+51
				Total			
				21			124
				106			350 ⁴
				23			74

Summary: This parking analysis evaluates existing and proposed parking for the three areas bounded by the red dotted lines. Consolidation of parking will help Areas A, B, and C gain 85, 74, and 29 additional spaces, respectively. The AT&T site, bounded by the blue dotted line, provides all private parking spaces and has a zero net gain of parking spaces; thus, the AT&T site is indicated separately from Areas A, B, and C. The zero net gain results because the existing parking layout does not require consolidation, as it is fairly well designed presently and can act on its own as a separate parking lot.

Transportation & Parking Recommendations for the East St. Charles Road Area

East St. Charles Road is distinctly different from the downtown core. This area has a more auto-oriented development pattern with two travel lanes per direction and substantially more curb cuts to serve parking for individual businesses. Further, the open space and railroad on the south side of East St. Charles Road creates a one-sided development environment. The Village has decided to extend the streetscape treatments eastward to Grace Street and constructed a small seating area at the intersection as a gateway into the downtown area.

The main issues along East St. Charles Road include roadway width, pedestrian/bicycle access, parking, and streetscape context, design, and condition. Opportunities to address these issues are presented below and shown in Figures 6.2 and 6.12.

Transportation

» **East St. Charles Road.** East St. Charles Road characteristics are similar to those along South Main Street. The segment of East St. Charles Road located east of Garfield Avenue provides two travel lanes per direction with no on-street parking. With average daily traffic volumes of just over 10,000, the opportunity exists to narrow this cross-section from a four-lane cross-section to a three-lane cross-section. This would allow for one travel lane in each direction, a centerturning lane/landscaped medians, and the addition of on-street parking. This would create a more comfortable space for pedestrians, support the “gateway” into Downtown Lombard, and improve the pedestrian environment by using the parking lane as a buffer from the travel lanes. During peak hours, the intersection at E. St. Charles Road and Grace Street can become congested due to the at-grade railroad crossing. The use of peak hour parking restrictions for on-street parking should be considered.

Pedestrian/Bicycle Access

» **Garfield Street crosswalk.** East St. Charles Road has commercial business, multi-family, and single family land uses. It is the gate-

way to Downtown Lombard and provides access to commuter parking and the Lombard Metra station. However, the segment between Grace Street and Main Street has no signalized intersection, resulting in no protected pedestrian crossings. A new crosswalk located on the east side of Garfield Street at East St. Charles Road would enhance the entrance to downtown and provide a clear location for pedestrians traveling from this area to downtown and to the Metra station. Design considerations should include streetscape elements, curb bump outs, and highly visible signage to warn motorists of the crossing.

» **Minimized curb cuts.** The number of curb cuts along the north side of East St. Charles Rd. breaks up the pedestrian zone and generates conflicts between vehicles and pedestrians. Excessively wide driveways allow for faster turns and are hazardous to pedestrians. Minimizing the need for multiple driveways serving single land uses, consolidating driveways serving multiple land uses, and reducing driveway width are all improvements that can minimize pedestrian/auto conflicts.

» **Great Western Trail.** The Great Western Trail provides access to business along East St. Charles Road, Downtown Lombard, and the Metra station. Although a Village-wide bicycle plan should be completed, potential opportunities exist to direct bicyclists from the trail to downtown destinations, such as a potential new bike path along the unused right-of-way west of the Post Office and marked bike routes along Martha Street and East St. Charles Road. Bikeways on sidewalks should not be supported.

Parking

» **Parking.** This area of the downtown does not have any public parking facilities, but does have significant private parking plus a large commuter parking lot. The development concepts for East St. Charles Road are proposed to provide a surplus of about 70 off-street and dedicated angled parking. Additionally, with the roadway narrowing previously described could allow for the addition of on-street parking. It is estimated that approximately 140 new on-street parking spaces along both sides of East St. Charles Road could be realized.

Implementation Plan

SECTION 7

Implementation results from strategic decision making that constantly focuses on a consensus goal. For Downtown Lombard, that goal is realization of the brand promise:

"By 2013, Downtown Lombard will be the Village's premier destination for families and friends."

BRAND PROMISE

Strategic Objectives

Objectives organize a strategy into manageable steps toward achieving the overall goal. Objectives facilitate measuring progress and capitalizing on Lombard's specific opportunities. These opportunities emphasize the improvement of existing businesses and the potential to attract new development. There are also opportunities to build a brand identity, enhance parking options, improve the roadway and streetscape, enhance building façades, and provide signage – all aimed at enhancing the character, visibility, and viability of Downtown Lombard.

Implementation Action Plan

The detailed implementation action plan that follows assigns responsibilities, estimates budgets or funding sources, and sets due dates for tactics designed to meet Downtown Lombard's strategic objectives. Note that many due dates are aggressive because the expiring TIF requires early successes to fund the many, very desirable public improvements. As the Village and its partner, Lombard Town Centre, undertake this program, it is important to remember that, like any well planned journey, this effort can encounter detours and serendipitous opportu-

nities; therefore, flexibility is important as long as the strategic focus continues. While there is minimal additional funding required to complete many of the recommendations in this action plan, staff time must be devoted to the listed tactics. It is important to note that much of the work requires one-on-one conversation with property owners, and "feet on the street" business observations.

Development Concepts

The overall vision expressed by the development concepts described in this plan are a response to the community's vision, challenging market conditions, available resources, financial feasibility, and the need for a position program (branding) that establishes Lombard's downtown niche with competing retail center and nearby downtowns. Current market conditions suggest that Downtown will continue its ongoing redevelopment through a program of continuous and incremental improvements over time. Therefore, the implementation plan provides short term recommendations (projects that can be completed within 1-3 years), and long term projects that may take longer due to market conditions, property ownership, and available public and private financing.

Consistent with the priority recommendations of the market and branding strategy outlined in this Plan to focus on strengthening the Downtown "Core" area, projects in the sub-district around Park Avenue and St. Charles Road intersection should be high priority improvements. These projects should be pursued in the short term as they have the greatest potential to establish and leverage Downtown Lombard's brand promise. This does not preclude pursuing other long term redevelopment opportunities that might arise in other locations. The focus on the "core" area creates an opportunity to build on previous Village redevelopment efforts by continuing to improve

and expand the retail of the Downtown potential consistent with its market potential. The "core" area also presents a logical place to first establish a clearly defined Downtown product and identity that can be leveraged to support revitalization in other locations throughout the greater downtown area.

In addition to economic development, redevelopment, signage, and transportation strategies, the implementation action plan will ultimately integrate strategies for the other key areas of focus – streetscape enhancements, façade enhancements, and public art – that will guide the revitalization efforts for Downtown Lombard.

Early Action Projects

While the implementation action plan outlines a series of short term (1-3 years) and long term (4+ years) projects, the following is a list of early action projects that the Village and its partners can begin implementing immediately.

- » Pursue all economic development strategies [pp 94-98]
- » Pursue development of Hammerschmidt Site [p 99]
- » Pursue improvements to 10-14W St Charles sites [p 100]
- » Pursue consolidation of 104-106 St. Charles sites [p 100]
- » Pursue redevelopment options on the Fifth Third Bank/Praga, 100-108 N. Main, Garfield/Martha, and Windsor/Martha sites [p 101-103]
- » Begin design and installation of certain streetscape elements and improvements [p 104]
- » Pursue façade enhancements [p 106-108]
- » Pursue public art initiatives [p 108]
- » Begin design and installation of signage [p 109-110]
- » Coordinate with AT&T to lease parking spaces [p 111]
- » Pursue other short-term transportation improvements [p 111-112]

Economic Development

Implementation Strategies

Improve Downtown Lombard's public and private partnership STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Hold property owner training session a. Model leases b. Space development standards c. Tenant recruitment responsibilities d. Tenant relationship responsibilities e. Advantages of using commercial real estate professionals f. Networking responsibilities g. Communication responsibilities h. Opportunities for 1031 exchanges	February 2011	Lombard Town Centre; Village (or consultant hired by them)	\$250 if LTC (\$1,000 if consultant)
2 Review Village support role a. Is the right organizational model in place? b. Are the relationships and responsibilities clear? c. Is there a sustainable vision for funding?	December 2010	Village (or consultant hired by them)	To be determined
3 Review Lombard Town Center Support Role a. Is their vision aligned with the Downtown Plan? b. Are leaders identifying issues before they are crises? c. Is the right funding available? d. Is the funding sustainable?	December 2010	Lombard Town Centre (or consultant hired by them)	To be determined
4 Hold annual retreat to review progress in improving partnership	March 2011		\$250
5 Set standards for development partnerships a. Prioritize sites b. Use strong underwriting standards c. Seek tenant and property owner investment d. Seek Bank partnerships	October 2010	Lombard Town Centre; Village	Staff Time

Economic Development

Implementation Strategies

Maximize impact of incentive programs
 _____ STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1	November 2010	Village; Lombard Town Centre	Staff Time
2	December 2010	Village; Lombard Town Centre; other partners (SBDC)	Staff Time
3	January 2011	Village; Lombard Town Centre	Staff Time
4	January 2011	Village; Lombard Town Centre	Staff Time
5	January 2011	Village; Lombard Town Centre; other partners	
6	February 2011	Village; Lombard Town Centre; other partners	Staff Time

Economic Development

Implementation Strategies

Fill existing vacancies _____ STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Set targets by categories—"It's how they sell not what they sell" a. Destination businesses b. Experienced operators c. High quality standards d. Match to size of available properties e. Market familiarity f. Capacity to invest g. Long-term commitment	February 2011	Lombard Town Centre; Village	Staff Time
2 Create recruitment collateral materials a. One page basic market & co-tenancy info (double sided) b. Primary research on unique markets c. Current list of available properties (hard copy and on web) d. Competitive positioning analysis for interested targets	Beginning Fall 2010	Lombard Town Centre; Village	\$1,000
3 Create simple property availability and interested target spreadsheets	April 2011	Lombard Town Centre; Village	Staff Time
4 Meet with property owners who have available sites	November 2011	Lombard Town Centre; Village	Staff Time
5 Add Recruitment button to web site a. I was in (Town Name) b. I made a purchase at _____ (Business Name) c. The owner's name is _____ and think that store would be a great addition to Downtown Lombard d. The businesses phone number is _____ e. The businesses address is _____	October 2010		Staff Time
6 Contact specific target businesses	April 2011	Lombard Town Centre; Village	Staff Time

Economic Development

Implementation Strategies

Engage public through marketing program _____ STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Assist current businesses in their appeal to local and destination customers a. Create stories and promote them to the local press & village newsletter b. Use financial incentives to encourage the tag-line "In Downtown Lombard" on all marketing material c. Offer seminars in the use of new media and the web d. Provide co-marketing incentives	April 2011 (Stories can happen sooner)	Lombard Town Centre; Village	Staff Time + \$2,000 in tag line incentives
2 Create "Grand Opening" program to launch new businesses a. Soft opening critique b. Ribbon cutting event c. Co-marketing with other successful businesses	April 2011	Lombard Town Centre; Village; Chamber of Commerce	\$500 + Staff Time
3 Seek local organizations to sponsor downtown events a. Pop-up stores for Holiday sales by Social service agencies (Girl Scout Cookie Store?) b. Choirs and music ensembles; providing entertainment c. Fun Runs and other contests d. Holiday parades and events	Ongoing	Lombard Town Centre; Village	Staff Time + Insurance
4 Create a marketing "look" for downtown Lombard that provides instant recognition and strengthens customer perception of the area (Brands local businesses)	September 2011	Lombard Town Centre; Village	To be determined
5 Create an annual advertising and promotions campaign plan with these funding priorities a. Web site b. Public Relations c. Place based signage d. Events (Self funding if possible) e. Print media	April 2011 & ongoing	Lombard Town Centre; Village	Staff Time
6 Monitor the effectiveness of marketing efforts a. Customer response cards b. Focus groups c. Business improvement reports	Ongoing	Lombard Town Centre; Village	Staff Time

Economic Development

Implementation Strategies

Seek redevelopment consistent with Plan _____ STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Promote investment in vintage properties that create the current and long-term character of Downtown Lombard. a. Meet one on one with property owners to establish investment plan b. Explore adopting codes that have appropriate guidelines for vintage buildings c. Proactively work with property owners to address code compliance issues d. Encourage use of incentive plans only to improve tenantry	January 2011	Lombard Town Centre; Village	Staff Time
2 Create one-page collateral materials on Village owned properties a. Harminerschmidt b. 101 S. Main c. Tribute park	April 2011	Village	To be determined
3 Meet one on one with property owners authorized to add infill buildings a. Learn about lease conditions or restrictions on tenants b. Learn whether right approach is subdivision or current owner development c. Promote public private partnership to speed development d. Seek authorization to promote opportunity	January 2011	Lombard Town Centre; Village	Staff Time
4 Meet one on one with property owners authorized by the plan to tear down and redevelop a. Determine owner objectives for property b. Discourage lease renewals and major property investment c. Encourage opportunity marketing consistent with the economy d. Communicate frequently about tenant interest and available development incentives e. Proactively work with property owners to address code compliance issues	January 2011	Lombard Town Centre; Village	Staff Time

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships*

STRATEGY

* As detailed in Sections 1 and 2.

NOTES:

- » Throughout each step of the redevelopment process, the amount of commuter parking in the station area should remain at its current level, resulting in no net loss of spaces during any of the phases.
- » Commuter parking that may be displaced as a result of proposed development should not be replaced within other existing commuter parking lots.
- » Most grant dollars, including Metra's, are not available for financing the replacement of commuter parking spaces that are displaced from designated and/or historical commuter parking facilities.
- » Metra only participates in building new parking spaces where demand warrants and funding is available.
- » Commuter parking fees need to remain comparable and competitive with commuter parking fees within the Metra system.
- » Metra does not have funds to build structures for commuter parking.
- » Grant dollars for the construction of structured parking has been limited to date and securing these funds is a highly competitive process.
- » Consideration should be given to involving multiple partners (public and private) in order to share the spaces and costs of a proposed parking structure and any new infrastructure associated with the facility (roads, sidewalks, etc.)
- » While Metra has participated in funding new commuter parking spaces within structures, the level of participation has generally equated to the cost of building an equivalent number of surface spaces.

Task	Phasing	Responsibility	Cost/Financing
<p>1</p> <p>Development Site 1: Theater Site¹ As one of the largest redevelopment parcels in the downtown, this site holds significant potential for a variety of non-residential uses. As envisioned on the concept plan (Option 1B), the long term redevelopment will include a significant civic plaza/village green space to serve as a focal and gathering place for residents, offering potential for active and passive uses. The balance of the property has the potential to support a multi-story commercial building, which may consist of retail and office space or a major public/civic use.</p> <p>The scale of the site, its location outside the core downtown area, and current weak market demand for additional retail or office space at this location suggest that full development of this site will not happen in the short term. Furthermore, the development of a commercial building will require a significant amount of underground parking, as few available public parking spaces are located nearby. Therefore, the ultimate development for the civic plaza/village green space would likely be tied to the construction of the commercial building.</p> <p>However, the plan for Site 1 introduces a short term, interim concept (Option 1A) whereby the community can make use of the property as the location for a "festival market" building that could be a short term revenue generator. A temporary structure built on the commercial site could house a year-around market, or offer enclosed space for special event spaces for holidays, banquets, etc. Also in line with this interim approach should be the modest improvement to the planned civic plaza/village green space for staging larger community events and recreation activities.</p>	Short & long term	Village	TIF; Village business incentive programs
<p>2</p> <p>Development Site 2: Hammerschmidt Site This site consists of three separate ownerships. Ideally the development of the Village owned land will occur as part of a redevelopment of the entire site area, including the gas station and adjacent parcel. In the event that the three parcels cannot be assembled into one development site, development of the larger Village-owned parcel could proceed, while retaining the longer term redevelopment potential of the gas station and adjacent sites as a second phase project. The availability of the Village parcel and recent for-sale listing of the gas station, combined with the positive financial impact to the Downtown, provides one of the best opportunities for redevelopment potential within the short term.</p>	Short term	Village; private owners/investors	TIF; Village business incentive programs

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships* STRATEGY

* As detailed in Sections 1 and 2.

Task	Phasing	Responsibility	Cost/Financing
<p>3</p> <p>Development Site 3: 7-Eleven Site The redevelopment of this site as envisioned is dependent on the success of other recommended activities and developments within the Downtown. The introduction of a restaurant to replace the "Infinite Plaza" is dependent on finding a suitable place to relocate this public space as part of one of the planned civic space/park improvements on Site 1 or Site 6. The potential acquisition of a portion of the 7-Eleven and UP railroad properties, and reorganization of the access and parking for the Metra Station, may also be necessary to create a feasible development. This option allows for the potential long term reuse of the existing building for complimentary retail or restaurant uses, once Downtown Lombard achieves recognition as an entertainment destination consistent with the brand market theme. Improvements to the building façade, public seating area, and site provide short term opportunities to enhance this site.</p>	Long term	Private owners/investors; Union Pacific Railroad; Village	TIF; Village business incentive programs
<p>4</p> <p>Development Site 4: 10-14 W. St. Charles Road Site The modest scale of this infill development, as a result of adding space to existing adjacent buildings, enhances the financial impact and feasibility of these sites for restaurant uses. Existing buildings will also benefit from façade enhancements.</p>	Short term	Private owners/investors; Village (parking)	TIF; Village business incentive programs; façade enhancement grants
<p>5</p> <p>Development Site 5: 118-134 W. St. Charles Road Site The consolidation of four parcels into a larger development site takes advantage of relatively underutilized properties, inefficient parking and access, and addresses the need to provide larger, more modern commercial space better suited for new retail tenants. Additional building height is possible if adequate parking can be provided. Access to parking will be as a result of consolidated parking from Park Avenue, and via a pedestrian passageway along one of the side lot lines. In the event parking consolidation is not possible, vehicular access will be provided along one of the side lot lines. This concept also recommends the rehabilitation and consolidation of existing buildings at the northwest corner of St. Charles Road and Park Avenue (104-106 St. Charles Road) to provide more efficient, useable space for a potential restaurant or retail tenants.</p>	Short term (existing building consolidation) Long term (site redevelopment)	Private owners/investors; Village (parking)	TIF; Village business incentive programs; façade enhancement program

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships* STRATEGY

* As detailed in Sections 1 and 2.

Task	Phasing	Responsibility	Cost/Financing
<p>6</p> <p>Development Site 6: Fifth Third Bank/Praga Site The development of Site 6 is designed to accommodate two potential independent projects, such that the timing of one does not affect the other. Significant inefficiencies in the current configuration of the Fifth Third bank and drive-thru, and municipal parking lot, are addressed in this concept. This redevelopment concept allows for the removal of an unattractive drive-thru facility, provides for a two-story infill commercial building for restaurant and office use, and expansion and enhancement of the Village splash park. A third restaurant use is introduced at the corner of St. Charles Road and Elizabeth Street, requiring the modification and elimination of existing parking.</p>	Short term	Private owners/investors; Village	TIF; Village business incentive programs
<p>7</p> <p>Development Site 7: 100-108 N. Main St Site This concept capitalizes on the potential synergy created by the nearby Elmhurst health center by introducing a new two story office building that would be attractive for hospital expansion or medical uses associated with the hospital. The limited size of the site requires use of the rear portion of the Lombardian site. Acquisition or lease of the Lombardian property will be required. Access to parking for the office building is best served from the existing hospital parking lot to eliminate curb-cuts along Main Street. If the Lombardian parcel became available in the future, the proposed office building to the north could be expanded to accommodate additional offices, following the same development guidelines (e.g. building along Main Street with parking at the rear). This concept also includes the reconfiguration of the current municipal leased parking lot for a bus layover facility to accommodate Pace circulator bus routes. Acquisition of the site should be pursued.</p>	Short term	Private owners/investors; Elmhurst Memorial Health Center; Village; Pace	TIF; Pace; RTA

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships* STRATEGY

* As detailed in Sections 1 and 2.

Task	Phasing	Responsibility	Cost/Financing
<p>E1</p> <p>Development Site E1: Garfield/Martha Site This site presently includes the former DuPage Heating & Air Conditioning site, as well as three vacant lots. To provide a local food market option for Downtown Lombard, a fresh market grocery is proposed for this site. Given the dimensions of the site, some of the parking would be provided on-site, while the remainder would be offered by on-street parking spaces. Loading for the grocery would occur at the rear. A screening fence along the rear (north) side of the site would provide a buffer between the grocery store and adjacent residential uses. The Metra commuter parking lot is located to the south across St. Charles Road.</p> <p>Due to environmental contamination issues on the east side of the site, it may be necessary to switch the proposed locations of the building and parking lot to prevent the building from being constructed on contaminated land.</p>	Short term	Private owners/investors; Village	TIF; Village business incentive programs
<p>E2</p> <p>Development Site E2: Martha/Craig Site This site presents two options. Option A replaces the existing thrift shop with an expansion of the existing retail strip center. Facade improvements would also help improve the appearance of the site. Option B replaces both existing retail uses with a new 3-story mixed use retail/office building with direct frontage along St. Charles Road. In both options, some of the parking would be provided on-site, while the remainder would be offered by on-street parking spaces. The American Legion would remain in both options to anchor the west side of the site.</p>	Long term	Private owners/investors; Village	TIF; Village business incentive programs; facade enhancement grants
<p>E3</p> <p>Development Site E3: Grace Site This site presents two options. Option A would reuse existing buildings at 360-390 St. Charles Road for commercial/office use. Option B would reuse the building at 390 St. Charles Road for a garden center. In both options, the U.S. Post Office and former Dogs n Suds lots could be partially reconfigured to accommodate parking for the proposed adaptive reuses. The former Dogs n Suds lots could also provide space for detention in Option A or outdoor garden displays in Option B. The ComEd station and Post Office remain in both options.</p>	Long term	Private owners/investors; U.S. Post Office; ComEd; Village	TIF; Village business incentive programs; facade enhancement grants

Development Concepts

Implementation Strategies

Support new investment in the development sites through public/private partnerships* STRATEGY

* As detailed in Sections 1 and 2.

Task	Phasing	Responsibility	Cost/Financing
<p>E4</p> <p><u>Development Site E4: North Vet Site</u> This site presents two options, with the potential for additional options as discussion with the Lombard Veterinarian Hospital progresses. Four vacant lots are currently located north of the Lombard Veterinarian Hospital. For Option A, a set of 4 single family houses are proposed. For Option B, a lot, trail connection, and stormwater detention are proposed. The trail connection would provide a link between St. Charles Road to the Great Western Trail. In both options, Windsor Avenue and the street located along the east side of the vet property are both stubbed with cul-de-sacs and a landscaped buffer to prevent through traffic and create a more pedestrian/bicycle-friendly environment (different configurations for each option).</p>	Long term	Lombard Veterinarian Hospital; Village; Lombard Park District; Forest Preserve District of DuPage County	TIF; Village business incentive programs; Illinois Bicycle Path Grant and/or Recreational Trails program funds (both from Illinois DNR)
<p>E5</p> <p><u>Development Site E5: Allied Drywall Site</u> A set of 11 single family houses are proposed on the former Allied Drywall site along Windsor Avenue. The houses could be developed in tandem with the proposed single family houses to the south in Option A for Site E4. Windsor Avenue is stubbed with a cul-de-sac to prevent through traffic and create a more pedestrian/bicycle-friendly environment.</p>	Long term	Allied Drywall; Village; Lombard Park District; Forest Preserve District of DuPage County	TIF; Illinois Bicycle Path Grant and/or Recreational Trails program funds (both from Illinois DNR)
<p>E6</p> <p><u>Development Site E6: Windsor/Martha Site</u> A neighborhood park is proposed on the far west end of the former Allied Drywall site along Windsor Avenue. The park would also include stormwater detention and a trail connection to the Great Western Trail.</p>	Short term	Allied Drywall; Village; Lombard Park District; Forest Preserve District of DuPage County	TIF; Illinois Bicycle Path Grant and/or Recreational Trails program funds (both from Illinois DNR)

Streetscape Enhancements | Implementation Strategies

Improve the downtown streetscape by improving public infrastructure and providing physical amenities and enhancements

STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1	Short term	Village	TBD based on scope/scale Village; TIF
2	Short term	Village	\$750,000 Village; TIF
3	Short term	Village	\$50,000 Village; TIF
4	Short term	Village; Metra; Union Pacific Railroad	TBD based on scope/scale Village; TIF; Union Pacific Railroad
5	Short term	Village	\$12,000 per intersection Village; TIF
6	Short term	Village; Metra; Union Pacific Railroad	\$32,000 Village; TIF
7	Short term	Village	Staff Time
8	Short term	Village	Village (as needed)
9	Short term	Village	Village (as needed)
10	Short term	Village; Pace	TBD based on final layout, including property purchase if necessary

Streetscape Enhancements | Implementation Strategies

Improve the downtown streetscape by improving public infrastructure and providing physical amenities and enhancements

STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1	Long term	Village	TBD based on scope/scale Village; TIF
2	Long term	Village; Metra; Union Pacific Railroad	TBD based on scope/scale Village; TIF; Metra; Union Pacific Railroad
3	Long term	Village; Lombard Park District	TBD based on scope/scale Village; grants
4	Long term	Village	TBD based on scope/scale Village; TIF
5	Long term	Village	TBD based on scope/scale Village; TIF
6	Long term	Village	TBD based on scope/scale Village; TIF

Facade Enhancements

Implementation Strategies

Improve the visual appearance of buildings and the overall downtown streetscape through facade enhancements* STRATEGY

*See conceptual drawing of proposed facade enhancements in Section 4.

Task	Phasing	Responsibility	Cost/Financing
1 Vacant 3 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$14,200 Facade enhancement grants
2 Antique Cellar 5 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$16,800 Facade enhancement grants
3 Fairy Tales 9 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$20,500 Facade enhancement grants
4 Vacant 11 S. Park Ave » Replacement transom windows » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$19,000 Facade enhancement grants
5 Chiropractic Center + Clancy's Butcher 13-15 S. Park Ave » Framing for new parapet and roof » Masonry veneer » Replacement transom windows » Fabric awning » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$33,400 Facade enhancement grants

Note: Implementation costs relate to facade enhancement concepts depicted in the Village of Lombard Downtown Plan. Enhancement costs are derived from IS Means Cost Data (2010) and are provided for Village planning purposes. "Vacant" indicates ground floor vacancies.

Facade Enhancements

Implementation Strategies

Improve the visual appearance of buildings and the overall downtown streetscape through facade enhancements* STRATEGY

*See conceptual drawing of proposed facade enhancements in Section 4.

Task	Phasing	Responsibility	Cost/Financing
1 Vacant 16 W. St. Charles Rd » Fabric awning » Tenant sign panel	Short term	Property owner(s); Village	\$10,500 Facade enhancement grants
2 Vacant 14 W. St. Charles Rd » Replacement transom windows » Fabric awning with signage » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$20,800 Facade enhancement grants
3 Vacant 12 W. St. Charles Rd » Building addition per site development cost data	Short term	Property owner(s); Village	
4 Law Office 10 W. St. Charles Rd » Tenant sign panel » Perpendicular sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$16,000 Facade enhancement grants
5 Vacant 8 W. St. Charles Rd » Building addition per site development cost data	Short term	Property owner(s); Village	
6 Bona Pizza 6 W. St. Charles Rd » Framing for new parapet and roof » Masonry veneer » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$10,500 Facade enhancement grants
7 Main Street Cafe 2 W. St. Charles Rd » Replacement storefront windows » Fabric awning » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$26,000 Facade enhancement grant

Note: Implementation costs relate to facade enhancement concepts depicted in the Village of Lombard Downtown Plan. Enhancement costs are derived from IS Means Cost Data (2010) and are provided for Village planning purposes. "Vacant" indicates ground floor vacancies.

Facade Enhancements

Implementation Strategies

Improve the visual appearance of buildings and the overall downtown streetscape through facade enhancements* STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Vacant 106 W. St. Charles Rd » Fabric awning with signage » Gooseneck lighting	Short term	Property owner(s); Village	\$7,700 Facade enhancement grants
2 Vacant 100-104 W. St. Charles Rd » Fabric awning with signage » Tenant sign panel » Gooseneck lighting	Short term	Property owner(s); Village	\$15,400 Facade enhancement grants

* See conceptual drawing of proposed facade enhancements in Section 4.

Note: Implementation costs relate to facade enhancement concepts depicted in the Village of Lombard Downtown Plan. Enhancement costs are derived from RS Means Cost Data (2010) and are provided for Village planning purposes. "Vacant" indicates ground floor vacancies. Additional construction costs would be applied should these properties become consolidated and require exterior enclosure between existing buildings.

Public Art

Implementation Strategies

Continue to encourage the integration of public art into the downtown landscape* STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Consider the formation of an independent arts consortium that specifically focuses on the fine arts in Downtown Lombard (this could include public art in the short term, and then integrate other arts such as performance in the long term)	Short Term	Village; Lombard Town Centre; local artists	TBD based on funding needs of a new group
2 Identify locations of new public artwork as downtown revitalization occurs (commission artists and install new artwork over the long term)	Short term	Arts Consortium; Village	Staff Time
3 Consider incentive programs to encourage public art in new developments	Short Term	Village	Staff Time
4 Design and construct Sculpture Park	Long term	Village; Lombard Park District	TBD based on scope/scale Village; grants

* See the examples described at the end of Section 1.

Signage | Implementation Strategies

Implement a unified wayfinding and commercial signage program to enhance downtown's brand image

STRATEGY

Public signage for Downtown Lombard should focus on identifying and directing visitors to key public destinations. Doing so will, in part, help to counter perceptions expressed by project stakeholders that Downtown lacks activities and destinations. Downtown, in fact has a number of public destinations that are not clearly visible from the core Downtown area, including Liada Park, The Commons/Paradise Bay, Lombard Historical Museum, Sheldon Peck Homestead and Maple Street Chapel. Even the train station is not highly visible except to those who know where to look. The other focus for signage should be clearly identifying and directing visitors to public parking facilities.

Too much signage can often have the same negative effects as too little. Directional signage for private sector destinations is discouraged and the removal of existing Downtown directional signage is recommended. However, the Village should investigate the feasibility of developing a signage program that offers incentives to create high quality commercial signs and/or building lighting. High quality commercial signs can improve the appearance of a business district quickly and at a relatively low cost.

Task	Phasing	Responsibility	Cost/Financing
<p>1</p> <p>Directional Signs (signs specifically used to direct visitors to key public destinations)</p> <ul style="list-style-type: none"> » Major directional signs listing key Downtown destination should be placed at the four major entry points into Downtown along St. Charles Road and Main Street approximately one-half mile from their intersection, then again approximately one block before the St. Charles Road / Main Street intersection and once again approximately one block after the intersection. These signs will play a critical role in subtly enhancing awareness of Downtown features and destinations each day. » Simple parking directional signs should be placed at key locations throughout Downtown. <p>Primary and Secondary Identification Signs (large and small signage used to identify key public destinations)</p> <ul style="list-style-type: none"> » To the fullest extent possible, signs for key public destinations (including those under the jurisdiction of other taxing bodies such as the fire department - and library) should be replaced with primary and secondary identified signs that conform to the Downtown signage program standards. » All major off-street parking facilities should have highly visible primary identification signs. » Regulatory Signs (signs that convey municipal regulations) » Regulatory signs for parking should be replaced with those that meet Downtown signage program standards as quickly as possible. <p>Kiosks and Banners</p> <ul style="list-style-type: none"> » The existing kiosk on the southwest corner of the St. Charles Road / Main Street intersection should be retrofitted to conform to the new signage program - standards as quickly as possible. » A second kiosk should be placed on the west edge of the core Downtown area at or near the intersection of St. Charles Road / Elizabeth Street. » Festival and event banners should conform to new signage program standards whenever possible, but on a voluntary basis. 	Short term	Village	TIF

Signage | Implementation Strategies

Implement a unified wayfinding and commercial signage program to enhance downtown's brand image

STRATEGY

Continued from previous page.

Task	Phasing	Responsibility	Cost/Financing
<p>2</p> <p>Primary Gateway Signs (highly prominent signs along major roadways that identify the most direct route to Downtown)</p> <ul style="list-style-type: none"> » Highly prominent gateway signs directing visitors to Downtown should be placed at the intersections of Main Street / North Avenue and Main Street / Roosevelt Road. These signs may include an electronic display that promotes signature Downtown events, festivals and important public destinations. <p>Gateway Directional Signs (highly prominent signs that alert commuters they are approaching primary gateways to Downtown)</p> <ul style="list-style-type: none"> » Prominent directional signs for Downtown should be placed approximately one-quarter mile east and west of the primary gateway signs. These signs may also include electronic displays. 	<p>Long term</p>	<p>Village</p>	<p>TIF</p>

Transportation | Implementation Strategies

Enhance parking options via new parking lots / structures, leasing agreements, or consolidation of existing parking lots

STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Provide a new surface parking lot at 23 N. Main St a. Agreement with Metra b. Design c. Construction	Long term	Village; Metra	TIF; Metra/FIA New Starts
2 Coordinate with AT&T for leasing of parking spaces a. Develop lease agreement b. New signage	Short term	Village; AT&T; Lombard Town Centre	Village
3 Provide new parking structures 1. North of St. Charles Rd, east of Park Ave a. Conduct feasibility study b. Financial analysis/operating plan c. Coordination with Metra d. Land acquisition e. Design f. Construction	Long term	Village	Village; TIF; Metra/FIA New Starts; private funding
4 Consolidate existing surface parking lots 1. North of St. Charles Rd, west of Park Ave a. Feasibility analysis b. Develop agreements c. Potential acquisition of small office building d. Design e. Construction	Short term	Village; business/property owners; Lombard Town Centre	Village; TIF; private funding
5 Conduct shared parking analysis for specific land uses in Sites 4 and 6	Short term	Village	Village; private funding

Transportation | Implementation Strategies

Continue to improve the downtown transportation network to support all modes of transport _____ STRATEGY

Task	Phasing	Responsibility	Cost/Financing
1 Access the benefits, drawbacks, and technical details of applying a road diet to Main Street and East St. Charles Road a. Engineering/design studies b. Construction	Short term (studies); Long term (construction)	Village	Village; TIF; grants
2 Provide new crosswalks on St. Charles Road at Lincoln Avenue and Garfield Street a. Design b. Construction	Short term	Village	Village; TIF
3 Complete curb cut analysis along St. Charles Road and Main Street a. Comparison of existing vs permitted driveways b. Design c. Construction	Short term	Village; property owners	Village; TIF
4 Provide additional bike parking facilities near the Metra station and other downtown locations	Short term	Village; Metra; property owners	Village
5 Complete Village-wide bicycle plan to consider new dedicated bike lanes and/or marked bike routes	Short term	Village; Lombard Park District	Village; grants
6 Develop new bus layover facility for Pace and new Village circulators at Parkside Avenue and Main Street	Short term	Village; Pace	Village; Pace; grants

Funding Sources & Support Resources

Multiple funding opportunities are available to support implementation of the transit opportunities and development concepts outlined in this Plan. Many of the funding sources noted below are administered by governmental agencies. Any program listed is subject to change or elimination.

Local Municipal Funding Sources & Support Resources

Municipal funding mechanisms can supplement Lombard's ability to use local revenues for potential downtown revitalization opportunities. These funding mechanisms can supplement the Village's general revenues, capital improvement plans, and other revenue sources. Two TIF districts – Downtown TIF and East St. Charles Road TIF 1 West – are already established for the study area. Another option is the potential to establish a Special Service Area (SSA), which can be partially allocated to implement revitalization projects over the long term.

» The Village may wish to consider establishing a Special Service Area (SSA), which can be used for infrastructure, maintenance, or area management purposes in a geography defined by the Village. Such revenues can support bonding or generate a revenue stream for specific projects for the defined geography.

» Other tools, such as tax abatements that support capital projects, could also be applicable to support development projects.

Transportation Funding Sources

Funding for transportation related implementation work is available from federal, state, and regional sources.

» The Illinois Transportation Enhancement Program (ITEP), administered by the Illinois Department of Transportation's (IDOT), is a reimbursement program for local governments applying for federal transportation funding. ITEP provides assistance

to support local communities achieve their transportation initiatives and expand travel choices. The program also supports broader aesthetic, cultural, and environmental aspects of transportation infrastructure. ITEP is comprised of 12 categories of eligible funding, including mitigation for roadway run-off and pedestrian and bicycle facilities.

For more information:

www.dot.il.gov/opp/itep.html

» Congestion, Mitigation and Air Quality (CMAQ) Improvement funding is available via the Federal Highway Administration (FHWA) and IDOT. This program is intended to reduce traffic congestion, improve air quality, improve intersections, and increase and enhance multiple travel options, such as biking and walking. These funds are available locally through the Chicago Metropolitan Agency for Planning (CMAP).

For more information:

www.cmap.illinois.gov/cmaq

» The Regional Transportation Authority (RTA) administers the Job Access Reverse Commuter (JARC) program, a federally funded program that provides operating and capital funding for transportation services planned, designed and carried out to meet the transportation needs of eligible low-income individuals and of reverse commuters regardless of income.

The RTA also administers the New Freedom program, which provides operating and capital funding for new public transportation services and public

transportation alternatives beyond those required by the Americans with Disabilities Act (ADA).

For more information:

www.rtaichicago.com/jarcnf

» Through the Innovation, Coordination and Enhancement (ICE) program, the RTA provides operating and capital funding for projects that enhance the coordination and integration of public transportation and develop and implement innovations to improve the quality and delivery of public transportation.

For more information:

www.rtaichicago.com/ice

» The RTA website provides a variety of online resources pertaining to transit-oriented development, including municipal funding opportunities.

For more information:

www.rtaichicago.com/community-planning/transit-oriented-development-resources.html

» Formerly the Chicagoland Bicycle Federation, the Active Transportation Alliance provides support services for local governments on bicycle and pedestrian programs and issues.

For more information:

www.activetrans.org

» Chicago Metropolitan Agency for Planning (CMAP) provides technical assistance information for a variety of planning and transportation needs, including financial resource information related to transportation planning.

CMAP offers its comprehensive listing of Financial Assistance Programs for Economic and Community Development, outlining federal, state, local and private grants, funding sources, and other financial and technical assistance programs.

For more information:
www.cmap.illinois.gov/TechAssistDirectory.aspx
www.cmap.illinois.gov/TechAssistDirectory/Transportation/FinancialResourcesForTransportationPlanning.aspx
www.cmap.illinois.gov/local-planning/funding

Community & Economic Development Support

Illinois' Department of Commerce and Economic Opportunity (DCEO) provides multiple grants and loans to local government for economic and community development purposes. Other state agencies and authorities have certain programs that could support implementation of Prairie Grove's plan.

» DCEO's Business Development Public Infrastructure Program provides a grant to local governments to improve infrastructure related to projects that directly create jobs. Other DCEO programs provide low interest financing for public infrastructure improvements for economic development purposes.

» DCEO assistance in the form of participation loans is available to community and economic development corporations to serve small businesses within their defined areas.

» DCEO offers its federally funded Community Development Assistance Program (CDAP), which is a grant program to assist communities with financing economic development, public facilities, and housing rehabilitation projects.

» As plan implementation proceeds, DCEO, through its Illinois Bureau of Tourism, provides grants to municipal and county governments and local nonprofits to market local attractions to increase hotel/motel tax revenues.

» DCEO tourism grants are also available to private sector applicants, working with local government, to attract and host events in Illinois that provide direct and indirect economic impact.

For more information:
www.commerce.state.il.us/dceo/Bureaus/Business_Development/Grants/
www.commerce.state.il.us/dceo/Bureaus/Community_Development/Grants/
www.illinoisitourism.org/Grants.aspx

» The Illinois Finance Authority (IFA) is a self-financed, state authority with multiple programs for local governments (among other entities). IFA can assist with bond issuance, provide low cost loans, facilitate tax credits, and supply investment capital to encourage economic growth statewide.

For more information:
www.il-fa.com/products/

Specific Purpose

Two state departments, the Illinois Environmental Protection Agency (IEPA) and the Illinois Department of Natural Resources (DNR), provide multiple programs for specific purposes to local governments.

» IEPA provides technical assistance and funding support, depending upon the issue. IEPA has programs intended to protect watersheds and water quality near developments and roadways utilizing federal Clean Water funds. Municipal governments can also apply for revolving low interest loans for new wastewater facilities, collection systems, and sewers. Upgrades are eligible, too.

For more information:
www.epa.state.il.us/local-government/

» DNR has two programs for bike and recreational path development or renovation. The Illinois Bicycle Path Grant is a reimbursement program for multiple bike path development activities, including land acquisition, path development and renovation, and the development of support facilities for the path. The Recreational Trails program funds land acquisition, trail construction, and trail renovation for recreational paths/trails that can be used by multiple users.

For more information:
www.dnr.state.il.us/ocd/newbike2.htm
www.dnr.state.il.us/orep/planning/rpbox1.htm

Private & Foundation Support
 Certain regional and community foundations, private sector entities, and individuals may provide grant funding to support economic development, environmental, and land use activities or study.

» The Grand Victoria Foundation (GVF) works with potential grantees to connect them with grant resources and partnerships aimed at producing thriving, sustainable communities.

For more information:
www.grandvictoriafndn.org

» Other potential grantors may be identified through the Donors Forum of Chicago.

For more information:
www.donorsforum.org

» Local citizens or businesses may also provide a donation or series of donations to fund a specific local public improvement project. These projects can include funding for subsequent studies, or physical improvements and their maintenance. These activities are usually conducted under the auspices of a local public charity and may be subject to written commitment.

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Appendix

SECTION

A

A: Downtown Incentive Programs	A2
B: Analysis by Parking Zone	A3
C: Road Diet	A4
D: Downtown Naming Options	A8

Appendix A: Downtown Incentive Programs

The Village of Lombard's existing downtown incentive programs are currently undergoing reconsideration to enhance their future contribution to downtown's success. To assist the Village, BDI conducted a brief review of several incentive programs with criteria or attributes potentially relevant for downtown Lombard. These programs include those in St. Charles, Elmhurst, Crystal Lake, DeKalb, Champaign, and Libertyville. These incentive programs were specifically developed to address each community's unique downtown issues. All either are or were funded by downtown TIFs. It should be noted that Libertyville's program no longer exists but was viewed locally and nationally as successful. Like Lombard, each community offered or offers two to four companion incentive programs.

In organizing their incentive programs, each community has structured their incentives to address their downtown properties, desired tenancies, and fiscal limitations. These programs also had six types of criteria to ensure incentive applicant success:

- Property owner involvement. All of the reviewed programs required, at a minimum, that the property owner and tenant formally agree to the terms of the incentive. If the incentive was a loan, a typical applicant was the property owner, and a lien against the property was required. In DeKalb and Libertyville, the terms for forgivable loans (DeKalb) and repayable term loans (Libertyville) were less than those of Lombard. Typical forgiveness and repayment terms were 5 or 7 years. Elmhurst's façade improvement program indicates that only property owners are eligible to apply.
- Real estate funding versus business owner funding. Each of these incentives primarily supported improvements to building exteriors and certain interior improvements to assist current and any future tenants. These initial physical improvements were intended to spur additional re-investment by downtown's property owners over time. To ensure that local incentives are accessible to these multiple property owners, Crystal Lake required that owners wait for five years between incentive applications for the same properties. Champaign has a prescribed maximum incentive amount for any one property within a five-year period. Rear façade improvements were also included in many of these programs to address rear entrances and rear parking lots. St. Charles is one example that actively promoted rear façade work.
- Tenant choice. Related to the above bullet point, these incentive programs were primarily geared to attracting knowledgeable business owners that understand downtown, its investment economics, and its markets. They were intended to support economically viable businesses. With the exception of Elmhurst, none of the reviewed incentive programs included a rent reimbursement as an eligible grant expense.

Elmhurst's grant program lists rent reimbursement among several eligible expenses but also lists working capital as an ineligible expense. Crystal Lake's programs specifically exclude any operating expenses.

Due diligence. Although requirements vary by community and specific program, all of the reviewed incentive programs required much more extensive financial data from incentive applicants than the data requested in the Lombard programs. In addition to a formal application, applications require the submission of current personal financial statements, 1-3 years of federal tax returns and/or business financial statements, 1-3 years of personal tax returns, a borrower history, detailed estimates of how funds would be used, applicant contributions to the project and where deposited, commitment

be used, applicant contributions to the project and where deposited, commitment letters from other project funders, lease agreements, property mortgage and tax data, trust data (if relevant), evidence of insurance, and evidence that the applicant has no outstanding obligations with the municipality. If the applicant is a start-up business, a fully developed business plan prepared in advance, completion of new business owner courses, and evidence of sufficient capital to support operations for a certain time period were also among the requirements. While some programs required more extensive financial data than others, this information helps identify the best applicants, enables an understanding of the project and financial risk factors, and helps municipal staff make good recommendations to local officials (or to reject marginal applications).

Matches, reimbursements and recourse. All of the reviewed incentive programs required a match by the applicant. The lowest match was 40% by St. Charles in one of its four programs; the remaining matches were 50%. Most programs reimburse the applicant at project conclusion after ongoing monitoring and local regulatory and code inspections. Champaign permits an interim disbursement via an escrow account with agreed upon support documentation indicating the project's progress. Grant programs were always structured as reimbursements. Incentive applicants are expected to repay any loans, with recourse specified in the incentive agreements.

- Approaches to TIF use. The Libertyville loan pool was a unique incentive example. TIF funds were used by the Village to buy-down the borrower's rate throughout the 7-year loan life. Loans were actually made by seven local banks participating in the pool. The banks jointly made loan pool approvals, and applicants selected their preferred bank as part of the process. The Village delegated design review to the Main Street organization's Design Committee. Two grants programs, for signs and architectural renderings, were the remaining parts of the overall program. (These programs were in place until TIF funds were reallocated for a larger downtown project. Conversations have started to re-introduce the program. It should also be noted that this program never experienced any loan default.) In the Champaign program, TIF funds have been used to incent certain uses, such as liquor licenses for restaurants. Their staff evaluation and recommendation process awards points to each application which is used to determine the grant percentage up to 50% participation. Currently, additional points are awarded in considering certain kinds of projects or uses in their two TIF areas.

Overall, these criteria reinforce what are fundamentally financial transactions using TIF funds. The size and scope of the incentives are structured to ensure the kinds of improvements needed to strengthen each downtown's evolving market position and ongoing revitalization. The emphasis on obtaining and sustaining successful tenants not only serves to improve downtown's economics, but it provides a competitive advantage for ongoing recruitment. Sales tax generation was not noted as a criterion for any of the incentives examined. Given the limited square footage in most downtowns, the potential for new sales tax generation is limited. The emphasis on specific, or priority, uses intended to foster vitality was more predominant. Elmhurst and Crystal Lake were two examples. Several of the incentive programs offer incentives up to \$100,000, subject to more stringent evaluation. For Lombard, larger potential projects, using a lower percentage of TIF contribution, done in partnership with engaged downtown property owners could attract certain uses or serve as catalysts. Ultimately, successful incentive programs balance the needs of downtown's key public and private partners by focusing on what can work in achieving the vision for downtown.

Appendix B: Analysis by Parking Zone

This table refers to the parking zone analysis in Section 6. The table compares the existing parking supply to the required parking by parking zone. The parking zones are depicted in Figure 6.5. The parking blocks are depicted in Figure 6.3. Analysis and strategies for each parking zone are provided in Figures 6.6 through 6.10.

Existing Parking Supply vs. Required Parking by Parking Zone

PKG BLK	PRIVATE		PUBLIC PARKING			TOTAL		Difference (w/o Metra)	
	SPACES	Public Lot	On-st.	Metra	Subtotal	PARKING	Requirement		
PARKING ZONE - SITE 1									
11	114	0	0	190	190	304	140	-26	
TOTAL							304	140	-26
PARKING ZONE - SITE 2									
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	
4	37	22	16	0	38	75	96	-21	
5	26	0	8	0	8	34	45	-11	
TOTAL							34	45	-11
PARKING ZONE - SITE 3									
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	
TOTAL							108	237	-145
PARKING ZONE - SITE 4									
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	
TOTAL							108	237	-145
PARKING ZONE - SITE 5									
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	
TOTAL							170	70	-68
PARKING ZONE - SITE 6									
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	
TOTAL							170	70	-68
PARKING ZONE - SITE 7									
12	283	0	4	104	108	391	269	18	
13	109	0	0	28	28	137	94	15	
TOTAL							137	94	33

Notes: Requirement generally based on Lombard off-street parking requirements.
For uses in the BS CBD, 50% reduction applied to only general commercial uses.
Residential, medical, school, banks, auto services, and restaurants are at full rate.

Appendix C: Road Diet

Main Street Road Diet

Main Street is the “gateway” from the south part of the Village into the downtown and provides access to the Metra commuter rail station. As such, it should be an active area for both pedestrians and businesses. Long before any redesign considerations are made, the Village needs to “visualize” the possibilities of this corridor and its adjacent uses as primarily a pedestrian-oriented place vs. a district that caters to automobiles first.

The potential for Main Street is constrained by virtue of a disproportionate share of roadway dedicated to the auto, instead of pedestrian, biking or parking areas. Enlivening the street and unlocking its potential is a product of market potential, parking, and pedestrian accessibility.

The Main Street corridor is an integral part of Downtown Lombard. However, its personality is distinctly different from the St. Charles Road corridor that runs through downtown. Surrounding land uses along Main Street include a variety of convenience and auto-oriented retail and institutional uses. Over time, and with active planning as is currently underway, this street can become a natural and integral part of a continuing dynamic downtown, flowing from Ash Street on the south to St. Charles Road east and west.

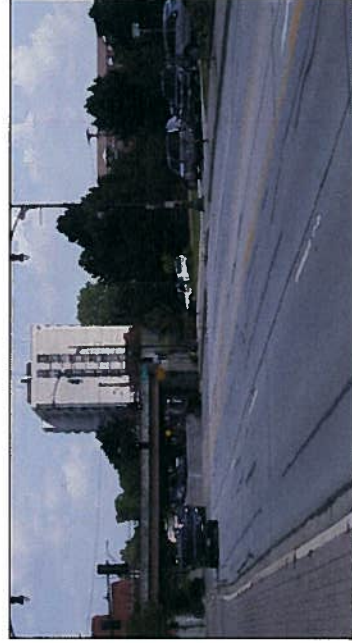
If Main Street is appropriately planned and designed, its current uses will transition into those much more reflective of a downtown and more alive with pedestrian activity – more reflective of its original function and character.

Existing Conditions

Currently, Main Street south of St. Charles Road consists of 2 travel lanes in each direction, a center turn lane, and left-turn lanes at signalized intersections. While the right-of-way (ROW) changes slightly between Maple Street and Parkside Avenue, the typical pavement width is 66 ft within an 80-ft ROW, including:

- » Two 11-ft travel lanes per direction
- » One 10-ft center turn lane
- » A 6-ft sidewalk on each side
- » No on-street parking on either side
- » Signalized intersections (within the study area) at Maple Street, Parkside Avenue, and St. Charles Road
- » Traffic volume of 15,000 ADT

As previously noted in the Existing Conditions Assessment Summary, the current design of Main Street (south of St. Charles Road) maximizes the ROW space for roadway movements, limiting the pedestrian envi-



The northward view (left) of Main Street shows the railroad overpass and signalized intersection at Parkside Avenue. With St. Charles Road on the opposite side of the railroad, this segment of Main Street is a gateway into the core downtown area. The southward view (right) of Main Street shows the general character of South Main Street. In both views, the five lanes of traffic and close proximity of the sidewalk (without a safe buffer zone) emphasize the auto-dominated nature of the South Main Street corridor.



ronment. Converting this 5-lane cross-section to a 3-lane cross-section would create a more comfortable space for pedestrians, support the “gateway” into Downtown Lombard, and improve the safety and efficiency of traffic operations. The addition of on-street parking and bike lanes are other considerations that may be part of a road diet strategy.

What is a Road Diet?

A road diet is the conversion of a wide street to a narrow one, such as the conversion of a four-lane undivided roadway into a three-lane street with one travel lane in each direction and a center turn lane. This conversion allows space to accommodate other features such as on-street parking, bike lanes, wider sidewalks, or other streetscaping elements. Case studies show that road diets can reduce conflicts at intersections and reduce accidents, while improving the flow of traffic and reducing travel speeds.

According to the Institute of Transportation Engineers, road diets have minimal impacts on traffic capacity under 20,000 vehicles per day. There have been examples, such as Portland, Oregon, where road diets have been implemented along roadways with greater than 20,000 average daily traffic (ADT).

An example of a road diet is provided in Figure C1.

Benefits of Road Diets

A road diet benefits motorists, pedestrians, and the community.

Benefits to Motorists:

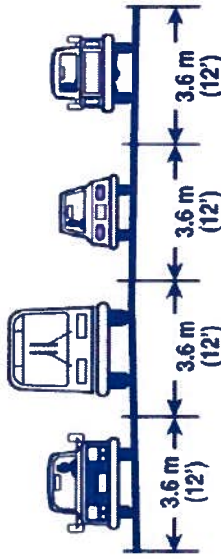
- » Reduce accident rates
- » Reduce conflicts from weaving
- » Reduce travel speeds
- » Improve traffic flow

Benefits to Pedestrians:

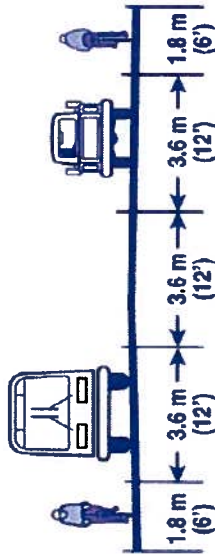
- » Reduce roadway crossing distance
- » Reduce pedestrian/vehicular accidents
- » Add buffer from traffic (through on-street parking or bike lanes)
- » Enhance/reclaim pedestrian environment

FIGURE C1
Example of a Road Diet

BEFORE:



AFTER:



COST-EFFECTIVE

LIVABILITY



SAFETY BENEFITS

COMMUNITY ASSET

Benefits to the Community:

- » Change roadway character from strictly moving vehicles
- » Enhance/reclaim community space
- » Provide safer traffic operations
- » Design roadway to meet the need of all modes

Design Considerations

In general, factors that should be addressed when considering a road diet include:

- » Roadway function
- » Average daily traffic (ADT)
- » Level of service (LOS)
- » Turning volumes and patterns
- » Percent of heavy vehicles (trucks and buses)
- » Speed
- » Accident types and rates
- » Pedestrian and bicycle activity

Consideration must also be given to the roadway context and the amount of change the Village is willing to accept. Since Main Street carries a mix of commuters and local traffic through an area with a potential for commercial redevelopment, the benefits of on-street parking or bike lanes could be enormous, as witnessed in the examples illustrated at the end of this section.

Furthermore, if the Village is willing to consider more physical changes, the potential for wider sidewalks in front of commercial buildings becomes a formula for creating an area that people will want to visit. Just as there is no perfect diet for all people, there is no perfect recipe for a road diet. Roadways that are properly designed, with turn lanes at intersections and a continuous turn lane in the center, can actually improve traffic flow.

Consider the potential benefits of adding on-street parking and a wider sidewalk in front of a commercial store-front. Room for sidewalk sales, outdoor dining space for cafés, decorative lights, and street furniture could be the spark needed to revitalize the commercial area.

Below is a simplified example to illustrate how this concept typically works:

- » A designated street carries 15,000 cars a day in four lanes (Main Street has four lanes and a continuous turn lane).
- » Assume the vast majority of that traffic is generated in a 12-hour period, between 6:00 am and 6:00 pm.

Oakton Street, Skokie IL

Although Oakton Street in Skokie presently offers some on-street parking, the Village plans to apply a road diet to the roadway, reducing the number of travel lanes from 4 to 3. Sidewalk space will also be enhanced.



Glenview Road, Glenview IL

Glenview applied a road diet to the segment of Glenview Road that traverses through its downtown. The number of travel lanes reduced to 1 in each direction with a center lane for left-turns or landscaped medians. On-street parking is also provided.



» That equates to around 3,500 cars per lane during that time period, or just fewer than 300 cars per lane per hour.

» Generally accepted engineering standards indicate that each through lane has a theoretical capacity of 1,900 cars per hour. Each travel lane is typically only half as efficient as it could be due to signalized intersections, multiple drives, etc; the result is a realistic capacity of 950 cars per hour.

» Consequently, removing two lanes would result in a remaining capacity of 600 cars per hour on a two-lane road, still providing over 33% of the lane capacity for future traffic growth.

Road Diet Examples

The following information presents recent examples of road diets implemented locally (Wilmette, Glenview, Forest Park, and Skokie) and nationally (Portland, Oregon; Vancouver, Washington; and Athens, Georgia). In each case, the roadway underwent a significant change and stimulated growth in the downtown.

Glenview Road // Glenview, Illinois

A road diet was implemented on Downtown Glenview's major street, Glenview Road, in 1996. At that time ADT was 13,800 vpd and was both an auto and pedestrian destination area. The redesign created new on-street parking and new pedestrian outdoor space, transforming the downtown into a much more pedestrian friendly place. A new development containing 80 condos and approximately 10,000 sq ft of retail was built and is thriving. It includes a Caribou Coffee and an Oberweis Dairy.

Oakton Street // Skokie, Illinois

Skokie has reviewed plans, issued an RFP, selected a consultant, held talks with Cook County regarding a jurisdictional transfer, and now is reviewing the funding package and costs for a road diet along Oakton Street. Oakton Street, which is the



Before



After

Source: Road Diet Handbook: Setting Trends for Livable Streets, Jennifer A. Rozelle, PE, PB PlaceMakers, 2006.

Fourth Plain Boulevard, Vancouver WA

The "before-and-after" images on the right depict the result of the road diet that the City of Vancouver, Washington, applied to Fourth Plain Boulevard. The result was lane reduction from 2 travel lanes in each direction to 1 per direction, with a center median for turning movements. On-street parking was also provided.

prime shopping street in downtown Skokie, would change from four through lanes to three, increasing on-street parking and sidewalks.

Green Bay Road // Wilmette, Illinois

A road diet was implemented on Downtown Wilmette's major street in 1999 by changing Green Bay Road from four lanes to three. ADT was then 15,900 vehicles per day (vpd). Since that time, two major developments containing a CVS, office, and other retail were submitted with the condo, office and retail approved. A new Starbucks was approved and built, as well as a Walgreens site. The area is currently undergoing a TOD study (similar to Lombard's) with plans that may include a small grocery store of +/- 15,000 sq ft being considered. It should be noted that the downtown area is divided by the Metra line, similar to Lombard.

Madison Street // Forest Park, Illinois

Forest Park created a road diet in 2000 with an ADT of 13,900. The extra space gained new pedestrian amenities and Madison Street has become a model for retail and entertainment venues.

Fourth Plain Boulevard // Vancouver, Washington

Starting with the initial restriping project in 2002, the City of Vancouver, Washington, created a road diet along Fourth Plain

Boulevard. With traffic volume of 17,000 ADT, the boulevard changed from 4 lanes to 3 lanes and also added bike lanes. As a result, speeds reduced 18% and accidents reduced 52%, even though there was virtually no change in ADT. Fourth Plain Boulevard is also easier for pedestrians to cross. The road diet also helped stimulate new redevelopment/renovation projects along the boulevard.

Tacoma Street // Portland, Oregon

With traffic volume of 30,000 ADT, the City of Portland, Oregon, implemented a road diet for Tacoma Street, reducing the number of lanes from 4 to 3. The road diet also added on-street parking, curb extensions, and pedestrian refuge islands. The result was a reduction in overall traffic volumes, reduction in speeds, increase in parking, and improvements to the pedestrian environment.

Baxter Street // Athens, Georgia

Beginning with safety study in 1999, the City of Athens, Georgia, implemented a road diet along Baxter Street, reducing the number of lanes from 4 to 3. Bike lanes were also added. Traffic volumes reduced by 4% (down from 20,000 ADT); accidents reduced by 53%. The road diet also encouraged slower speeds and created easier street crossings for pedestrians.

Appendix D: Downtown Naming Options

The Market Assessment in the Lombard Downtown Plan's Existing Conditions Assessment Summary noted that although Downtown Lombard faces a challenging market, "it needs a positioning program that establishes its niche in competing with Yorktown and surrounding downtowns."

Marketplace opportunities, available resources, the geographic focus of redevelopment and the pace of transformation to a large degree will determine how quickly a Downtown Lombard "product" can be defined and positioned. In an ideal world — with favorable market conditions and bountiful public and private resources — the entire Downtown study area would be revitalized quickly and comprehensively. However, current economic conditions suggest that Downtown will continue its ongoing redevelopment through a program of continuous and incremental improvements over time.

Based on existing features and amenities within the project study area, and the opportunities that are being explored to enhance them, two themes are emerging that have the potential to differentiate Downtown from competitors.

The first theme revolves around the concept of "Friends," with the core Downtown area becoming the community's premier gathering place. This approach is supported by preliminary analysis that indicates there will be opportunities within the core area to recruit new destination quality restaurants and shops, to enhance existing public spaces and/or create new ones, and to add festivals and events that attract more Downtown visitors. Once the "Friends" theme has been established and validated, the "equity" it accrues can be leveraged to support redevelopment in other adjacent subdistricts.

Over time, there may be an opportunity to expand the definition of "Downtown" to include the entire Transit Oriented Development (TOD) district that surrounds the core area. The TOD district — the area within one-half mile or ten minute walk of Lombard's Downtown transit station — includes attractive residential neighborhoods and a number of high quality, family focused destinations and amenities such as parks, schools, churches and regional trails. These features suggest a second theme that revolves around "Families" and the places that they gather.

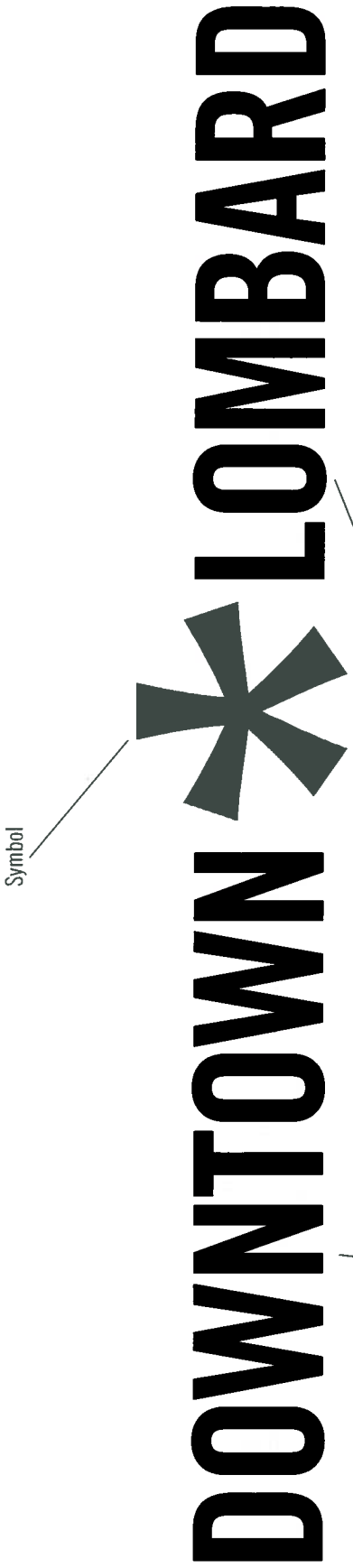
Collectively, the two themes position the greater Downtown area as the place where "Lombard Families and Friends Gather." Establishing this overall theme does not suggest that other uses and activities are to be excluded from Downtown redevelopment activities. In fact, over time it is highly likely that Downtown Lombard will be known for many good things. However, establishing "one sure good thing" as quickly as possible provides a framework for guiding revitalization initiatives that attract new visitors and — perhaps most importantly — the attention and interest of prospective investors.

Naming & Visual Identity

The Downtown's name and primary identifier will be the single most important element of an effective visual identity system. Preliminary analysis suggests that for Downtown Lombard, a "signature" format — comprised of a "logotype," or graphically stylized version of the Downtown Lombard name, and a distinctive symbol — will provide an attractive and robust vehicle for identifying Downtown. The graphic on the opposite page illustrates the components of a signature format.

Please note that the diagram's components are "generic," and not meant to represent a stylized design concept. Design concepts for specific components of the signature — along with other elements that typically comprise a visual identity system such as type and color — will be explored with signage and wayfinding concepts in the next phase of the project.

Signature Components



Symbol

Logotype (graphically stylized version of the Downtown Lombard name)

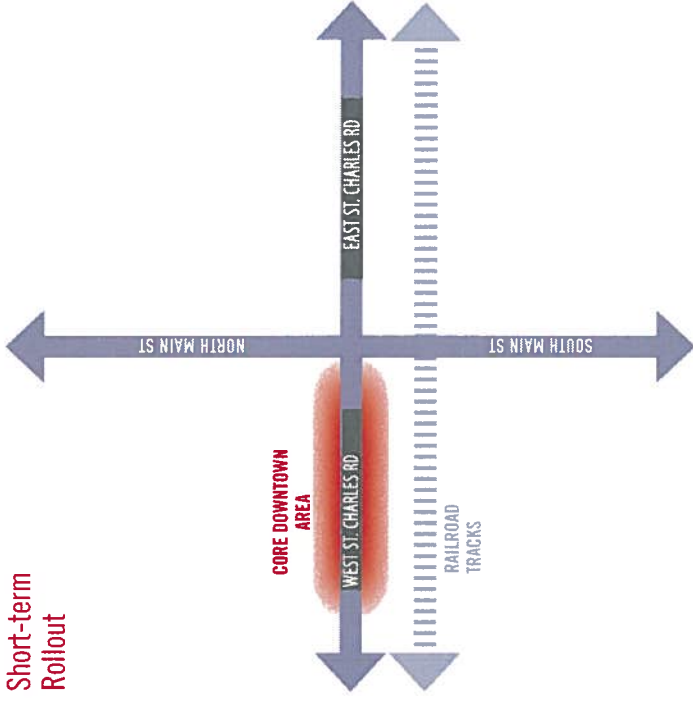
Preliminary Theme & Naming / Visual Identity Strategies

Given the reality of current economic conditions, the fastest way to establish and leverage a Downtown Lombard product and clearly defined theme is to focus redevelopment on one subdistrict. Project stakeholders recognized "Downtown" as being the Village's historic commercial area along West St. Charles Road west of North Main Street. In addition, the blocks immediately adjacent to the West St. Charles Road / Park Avenue intersection were seen as being Downtown's "ground zero," the core area's heart and center. The relatively compact geography of this core area suggests that it is the place where the Downtown product and image can be transformed in the most timely and cost effective manner possible. This does not preclude pursuing redevelopment opportunities that might arise in other locations throughout the Downtown study area – it's just that in terms of image and identity, the core area presents a logical place to first establish a clearly defined Downtown product and theme that can be leveraged to support revitalization in other locations throughout the study area.

The diagram at right illustrates how Downtown themes, and the supporting names and visual identity system, could be defined and rolled out in phases. The Short-term phase focuses on establishing a theme and visual identity for the core Downtown area. After equity has begun to accrue in the core area product, the visual identity can be used as an endorser to support revitalization efforts in adjacent subdistricts (Intermediate phase). Finally, there may be long-term opportunities to create a broader theme for the "greater Downtown Lombard" area that includes the many family focused features within the Downtown TOD district.

It should be noted that while the phased rollout describes an expedient approach to establishing and leveraging a Downtown Lombard product and visual identity system, it may ultimately not dovetail perfectly with other Downtown Plan implementation strategies. As with all revitalization strategies, the theming and visual identity strategies should be regularly reviewed and modified as necessary to support changing conditions.

Short-term Rollout



Theme

Establish a theme for the core Downtown area around the concept of "Friends* and the places they gather by recruiting new destination quality restaurants and shops, by enhancing existing public spaces and / or creating new ones, and by adding new festivals and events.

Naming / Visual Identity

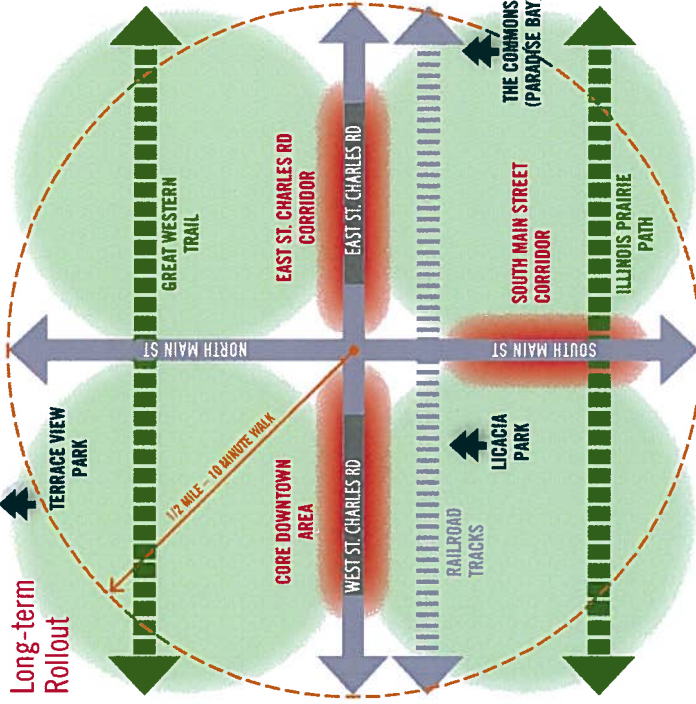
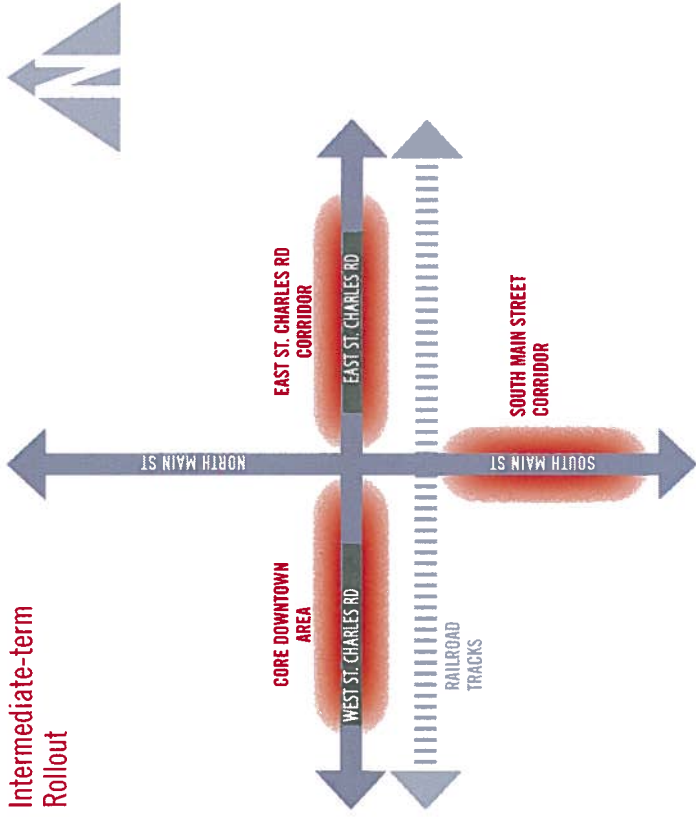
Establish a proprietary signature for the core Downtown area and begin building brand equity.

Option 1: Generic Name

DOWNTOWN * LOMBARD

Option 2: Coined Name

PARK PLACE
DOWNTOWN * LOMBARD



Theme

Once the Downtown theme has been established, begin to leverage the signature to promote redevelopment in adjacent subdistricts (specific subdistrict themes TBD).

Naming / Visual Identity

Create subdistrict signatures that incorporate the Downtown Lombard signature as an endorser.

Option 1: Generic Names

- DOWNTOWN * LOMBARD**
- EAST ST. CHARLES ROAD**
DOWNTOWN * LOMBARD
- SOUTH MAIN STREET**
DOWNTOWN * LOMBARD

Option 2: Coined Names

- PARK PLACE**
DOWNTOWN * LOMBARD
- EAST END**
DOWNTOWN * LOMBARD
- SOUTH TOWN**
DOWNTOWN * LOMBARD

Theme

Over time, expand the definition of Downtown to include the entire TOD district that features attractive residential neighborhoods and many family focused amenities. Promote Downtown as Lombard's premier local destination for "Families and Friends."

Naming / Visual Identity

Continue to use the Downtown Lombard signature as an endorser for other TOD district destinations.

TOD District Destinations

- LILACIA PARK**
DOWNTOWN * LOMBARD
- VICTORIAN COTTAGE MUSEUM**
DOWNTOWN * LOMBARD
- MAPLE STREET CHAPEL**
DOWNTOWN * LOMBARD

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