



## MEMORANDUM

**TO:** David A. Hulseberg, Village Manager

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

**DATE:** March 3, 2011

**RE:** **Downtown Lombard Revitalization Project Guidebook/Plan – Committee Comments**

The Village Board was presented with the initial draft of the Downtown Lombard Revitalization Project Guidebook/Plan report at the November 18, 2010 meeting. At that meeting, the Village Board directed that the report be presented to various Committees and Commissions for review prior to formal consideration by the Plan Commission and the Village Board. Since that date, each of the standing committees were presented with a copy of the report and their input was solicited, with the committees being requested to offer comments as it relates to their specific role and intent. Where applicable their comments were incorporated into the final draft plan. Noted below is a summation of the key issues raised at the meetings.

### **Transportation & Safety Committee (January 3, 2011)**

- The overall circulation and traffic patterns in the downtown area were discussed with a recognition that the existing street network does not provide for a grid of one-way streets to maximize traffic flow.
- Regarding any road diet or lane minimization projects, the impacts of any traffic lane reductions on other streets in Lombard should be reviewed before any improvements are undertaken.
- The Committee suggested consideration of peak hour flow adjustments to traffic, with additional parking available during off-peak hours.
- Crosswalk improvements (particularly mid-block) should be done only if needed and based upon redevelopment plans.
- Regarding the branding and signage for the downtown, the final designs should address readability.

### **Economic & Community Development Committee (January 5, 2011)**

- The Village should focus on the immediate actions. Items such as the implementing the temporary use at the former 101 S. Main Street site or Main Street underpass improvements should be explored first.
- Members supported many of the transportation and pedestrian improvements such as mid block cross walks.

- Building upon the public input process, the Village should increase the awareness of the plan and its recommendations to the community as a whole.
- The Village should explore a “Shop Local” campaign.

#### **Public Works Committee (January 11, 2011)**

- Improving all the façades simultaneously could have a dramatic impact.
- Concerns were raised regarding improvements to the downtown public infrastructure and supported the need to improve it.
- The Police Department could be moved to 101 S. Main Street.
- The “road diet” could be taken all the way to the Prairie Path to eliminate the need to have the path cross another four-lane road.

#### **Historical Commission (January 18, 2011)**

- On p. 94, add the following under Task 1, Hold property owner training session: “i. Local landmark process and benefits”.
- The Village should implement the historic site markers program as recommended by the Historical Commission as part of the 2009 Landscape Enhancements Plan. The Village should decide if the Historical Commission should develop a site markers system for historic sites and/or buildings and determine who will be responsible for the design, purchase, and installation of the markers.
- Public open spaces should be utilized as starting points for walking tours of historic sites.
- Future redevelopment projects should recognize and build upon Downtown Lombard’s history as a destination for the arts through the addition of a performing arts center or theater.
- Celebrate Lombard’s heritage by creating public art that connects viewers to Village history: i.e. a Little Orphan Annie sculpture (possibly at the southwest corner of Parkside and Main).
- The Village should promote its historic resources as a way of bringing additional visitors to the downtown.
- The proposed pedestrian improvements to enhance the walk-ability of the downtown area will also benefit several significant historical sites that adjoin the redevelopment area but are not within its boundaries: The Maple Street Chapel, Lilacia Park, The Victorian Cottage Museum and the Sheldon Peck Homestead.
- The proposed lilac blossom symbol is overly modern and does not adequately reflect Lombard’s historic character.

#### **Finance Committee (January 24, 2011)**

- Property owners could be incentivized to help businesses located in downtown Lombard at lower rates.
- Opportunities should be explored to get corporate partnerships engaged in underwriting the costs of implementation (public/private partnerships).
- Larger corporate entities could be encouraged to consider downtown Lombard.
- Tax incentive agreements or other incentives could foster activity.

- Most successful downtowns have anchor stores such as Trader Joes or Barnes & Noble.
- The plan should capitalize on historic aspects of the downtown.

**Environmental Concerns Committee (January 25, 2011)**

- Parking is an issue during special events.
- New mixed-use buildings should have larger first-floor commercial spaces.
- More open space amenities are needed to bring people downtown, possibly on the Hammerschmidt property.
- The character of the downtown should not be changed and the Village's historic buildings and façades should be used rather than torn down for new construction.
- Recycling bins should be added at the train station.
- Better traffic control for pedestrians and more decorative intersections and permeable pavers are needed.

**Community Relations Committee (February 14, 2011)**

- The need for senior housing and affordable housing in the downtown and the community was raised, with an additional need for associated senior uses.
- The plan should also focus upon incorporating youth and senior activities into existing and proposed projects.
- Transportation and walk-ability of the downtown was raised as a concern
- Pop-up retail stores (such as a book store) should be further explored, although concerns were raised about the ability to successfully implement such activity.
- Downtown free Wi-Fi was supported.
- The final plan should also incorporate “meet/greet space”, where residents can congregate.
- A grocery store would be a highly sought land use.

The comments and recommendations from the Plan Commission itself is attached as part of a separate referral letter.