





#### **ACKNOWLEDGMENTS**

#### **MAYOR**

Steven M. Morley

#### CITY OF ELMHURST

James Grabowski City Manager

Mike Kopp

Assistant City Manager

Than Werner Planning and Zoning Administrator Kevin Leighty

#### STEERING COMMITTEE MEMBERS

Mark Sabatino

Vice-Chair, Elmhurst Economic Development Commission

Barbara Rieske-Shau

Commissioner, Elmhurst Economic Development Commission

Trish Hall

Elmhurst Business Owner

Robert Platt

Elmhurst Business Owner

Rich Rosenberg

Susan Rose

Elmhurst Resident Representative

John MacCormack Developer/Property Owner

Jeff Budgell Elmhurst Property Owner/ President, Elmhurst City Centre

Dannee Polomsky

Bob Dunn

Elmhurst Alderman

Joe Muchow Elmhurst Chamber of Commerce

Brendan Hill Zoning and Planning Commi

Susan McCoyd

Zoning and Planning Commi

Dave Pruneau

#### **ZONING & PLANNING COMMISSION**

Darrell Whistler Chairman

Susan Rose

Lisa Callaway

Daniel Corrado

Richard Frolik Jr.

Brendan Hill

Susan McCoyd

Frank Mushow

Thomas Torcasso

#### **CONSULTANT TEAM**



Houseal Lavigne Associates

With technical assistance provided by Conservation Design Forum Gary R. Weber Associates Inc. Gewalt Hamilton & Associates



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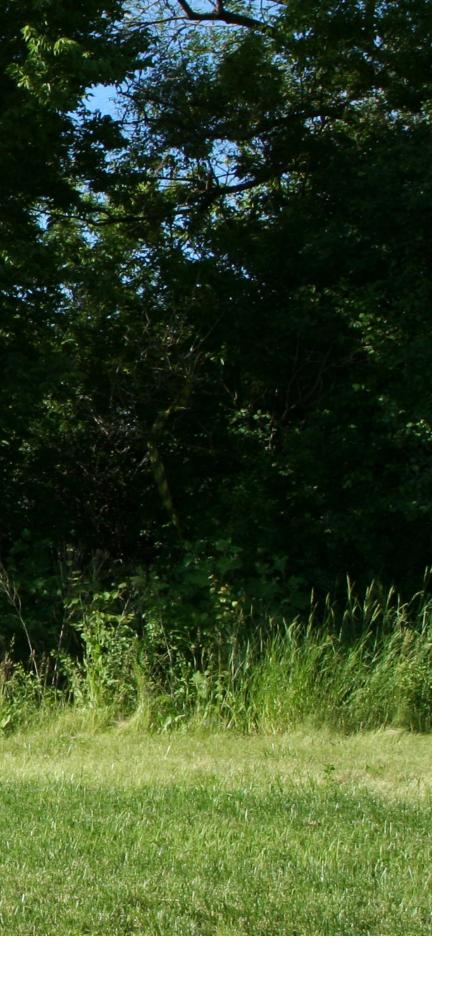
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## CHAPTER 1 INTRODUCTION

The *North York Street Corridor Plan* outlines the City's vision and strategies for improvement, redevelopment, beautification, and overall revitalization of the Corridor. The *North York Street Corridor Plan* has been developed over several months with substantial community input and participation from City residents, elected and appointed officials, City staff, and representatives from the local business community. The Plan establishes a foundation for future decision-making and provides specific recommendations regarding land use and development, design/development guidelines, transportation and access, and streetscape and beautification along the North York Street Corridor.

The *North York Street Corridor Plan* is organized into the following seven chapters:

- O Chapter 1 Introduction
- Chapter 2 Corridor Context and Public Outreach
- Chapter 3 Land Use Plan and Design Guidelines
- Chapter 4 Transportation and Mobility Plan
- O Chapter 5 Stormwater Management
- Chapter 6 Streetscape and Urban Design Plan
- Chapter 7 Economic Development and Implementation



#### USING THE NORTH YORK STREET PLAN

The *North York Street Corridor Plan* is Elmhurst's official policy guide for physical improvement and development along the North York Street Corridor. The Plan addresses the City's immediate needs and current issues but also provides recommendations for future improvements and redevelopments over the next 10-15 years. The *North York Street Corridor Plan* helps to improve each of the different functional areas of the Corridor, by identifying recommendations and strategies for future investment and development.

The Plan is meant to be used as the foundation for decision-making matters pertaining to the North York Street Corridor. It should be used by elected and appointed officials, City staff, property and business owners, potential investors and/or developers, residents, and others to guide City investment, capital improvements, development character and intensity, and access and mobility improvements throughout the Corridor. By providing a vision and specific recommendations for future development, the Plan serves as a guide for City officials to review and evaluate private development proposals and prioritize capital improvements.

#### **PLANNING PROCESS**

The North York Street Corridor planning process incorporated a five-step program that entailed assessing existing conditions, identifying issues and concerns, formulating a clear vision for the future, developing and evaluating alternative plans and policies, and preparing final corridor recommendations.

- Step 1: Project Initiation This step included a project "kick-off" meeting with City staff and a Project Initiation Workshop
- Step 2: Community Outreach (traditional and web-based) —
   This step included outreach activities such as a Community
   Workshop, Business/Property Owner Workshop, inter views with key stakeholder groups, and an on-line project
   website which provided a forum for community feedback
   including an interactive mapping tool.

- Step 3: Existing Conditions Assessment This step included the development of the Existing Conditions Report based on discussions with City staff, surveys, field reconnaissance, a review of past plans and studies, inventories, and analysis. A detailed Demographic Analysis and Market Assessment was also provided as part of this step.
- Step 4: Development of Core Plans This step included preparing detailed plans and recommendations for the following Plan sections: Land Use and Development Plan; Transportation, Infrastructure, Access and Mobility Plan; Streetscape and Urban Design Plan and Development Guidelines; and Economic Development and Implementation Strategy.
- Step 5: Preparation of Final Plan as part of the adoption process, this step included presenting the draft and final versions of the North York Street Corridor Plan to City staff, the steering committee, and to the Plan Commission during a public hearing.

## TIF DISTRICT AND THE NORTH YORK STREET CORRIDOR

Part of the Corridor's study area overlaps with a Tax Increment Financing (TIF) District recently enacted by the City in 2012. However, these two areas are not coterminous. While the forthcoming Plan may reference opportunities within the Corridor associated with the TIF designation, the Plan is broader in focus, both in scope and geography, and incorporates a wide range of community influences.

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#### REGIONAL CONTEXT MAP ►

The City of Elmhurst is strategically located in the Chicagoland region, just twenty miles west of Downtown Chicago and twelve miles southwest of O'Hare International Airport. It is roughly 10 square miles in size, and is surrounded by the suburban communities of Bensenville, Northlake, Berkeley, Hillside, Oak brook, Oak brook Terrace, Addison, and Villa Park.



## THE NORTH YORK STREET CORRIDOR

44,290 people call Elmhurst home, and the City boasts a vibrant downtown, a regional hospital, a liberal arts college, and great local museums, schools, and parks. It has ready access to several major highways, including I-290, I-88, I-294, and U.S. Route 20, and contains stops along both Metra Union Pacific West rail and Pace bus lines.

North York Street is one of Elmhurst's most important arterial roadways and runs north-south from the City's northern border to its southern border. It links the northern neighborhoods to Downtown Elmhurst and provides connections to I-290.

The study area for the *North York Street Corridor Plan* is a 1.8 mile stretch of North York Street that begins at North Avenue at the southern end (the northern border of the City's Downtown) and ends at Grand Avenue, the City's northern municipal boundary. It is considered the City's northern gateway into the community and the Downtown, and is the first impression of Elmhurst that visitors encounter when entering from the I-290 interchange.

Primarily auto-centric in nature, the four lane Corridor is bisected by both I-290 and U.S. Route 64 (North Avenue), giving the corridor excellent regional transportation access but also physically dividing the Corridor from other parts of the City. North York is characterized by a mixture of strip commercial and stand-alone commercial, but also contains industrial, residential, and institutional uses, including Conrad Fischer Park, Conrad Fischer Elementary School, and Churchville Middle School.







# CHAPTER 2 CORRIDOR CONTEXT AND PUBLIC OUTREACH

The Corridor Context and Public Outreach chapter serves as a baseline for plans and recommendations provided in the *North York Street Corridor Plan*. This chapter is the product of discussions with City staff, community outreach, and data collected and analyzed by the Consultant. Information highlighted in the Corridor Profile and Public Outreach chapter include:

- Past Plans and Studies
- Existing Land Use
- Current Zoning
- Community Outreach

## **EXISTING CONDITIONS REPORT**

The *North York Street Existing Conditions Report* provided the necessary background information for the successful development of the *North York Street Corridor Plan*. It included an overview of relevant City policies and ordinances, an analysis of demographic and market potential, an assessment of the Corridor's existing physical conditions, and the identification of key issues and opportunities for future redevelopment and growth.

The *North York Street Existing Conditions Report* was developed to ensure that Elmhurst residents, corridor stakeholders, and the City are all "on the same page," and provided a shared foundation for developing recommendations. Much of the inventory and analysis work provided in the document was used to support the core recommendations developed in the next step of the Corridor Plan process.

The information provided in *North York Street Existing Conditions Report* was obtained from several sources, including (1) in-person and web-based community outreach with residents, business and property owners, and City officials, (2) "on-the-ground" fieldwork, (3) industry and professional data sources including the U.S. Census Bureau and ESRI Business Analyst, a nationally-recognized provider of market data, (4) the City's Code of Ordinances, and (5) a review of past plans and studies relevant to both Elmhurst and the Corridor. The *North York Street Existing Conditions Report* is organized into the following chapters:

- O Chapter 1: Past Plans, Studies, and Reports
- O Chapter 2: Community Outreach
- Chapter 3: Demographic and Market Analysis
- Chapter 4: Existing Land Use and Development
- Chapter 5: Current Regulatory Controls
- Chapter 6: Transportation and Mobility
- O Chapter 7: Streetscape Design
- O Chapter 8: Infrastructure, Utilities, and Community Facilities
- Chapter 9: Issues and Opportunities

The **North York Street Existing Conditions Report** is provided on the City's website and a hard copy is available at City Hall.

## PAST PLANS, STUDIES, AND REPORTS

There are many plans, studies, and regulations adopted by the City of Elmhurst that have influenced growth and development in-and-around North York Street. This section contains a brief summary of each, along with any important findings specific to the Corridor.

Key plans, studies, and regulations reviewed include:

- O City of Elmhurst Comprehensive Plan (2009)
- City of Elmhurst Downtown Plan (2006)
- O City of Elmhurst North Downtown Design Plan (2000)
- O City of Elmhurst Bike Plan (2013)
- Elmhurst Park District Comprehensive Master Plan (2007)
- City of Elmhurst Regulatory Controls

#### CITY OF ELMHURST COMPREHENSIVE PLAN (2009)

The 2009 Comprehensive Plan replaced the 1990 Comprehensive Plan, and was approved after a two-and-a-half year process beginning in November 2006. The Plan's vision was based on six key elements: collaborative governance, quality design and urban form, economic competitiveness, an efficient transportation system, quality community facilities and services, and strong neighborhoods. Similarly, the plan's recommendations are organized into six policy areas: land use and development, transportation, economic development, housing, community facilities, and natural resources.

At the heart of the Land Use Plan is a desire to develop and expand major retail opportunities in the northern portion of the City, especially along North York Street and Grand Avenue. The Plan recommended working to unify these corridors and transition them towards more connected, contemporary, mixed-use areas. Significant barriers identified included the need to consolidate existing land uses, converting scattered residential sites to commercial uses, and better managing existing traffic.

Nine sub-areas were identified and received elevated analysis and treatment in the plan. Sub-area 5, the "North York Street and Grand Avenue Corridors," contains the footprint of the North York Street Corridor. The 2009 Plan's recommendations for the Corridor included:

- Developing a consistent and safe sidewalk network;
- Constructing gateways at the intersections of North York Street and Crestview Avenue and North York Street and Grand Avenue to visually cue entrance into the City and district;
- Implementing a streetscaping program from I-290 to Grand Avenue that will produce a unified image and distinctive identity for the district;
- Transitioning neighborhood commercial uses along North York Street to community or regional commercial uses;
- Transitioning residential development on the southeast corner of Grand Avenue and North York Street to higher-density residential development over three stories; and
- Following the process for Planned Developments in site reuse/development to encourage redevelopment of this area to occur in a comprehensive and cohesive manner, with a focus on large format retailers.

#### CITY OF ELMHURST DOWNTOWN PLAN (2006)

The 2006 Downtown Plan updated the 1990 Downtown Plan that was a part of the City's 1990 Comprehensive Plan. It seeks to unify the variety of different plans and strategies that were developed between 1990, and 2006 and present them in one focused, strategic document. Planning, policy, and design recommendations are focused in four key areas: land use, transit oriented development, urban design, and downtown parking and circulation. The Downtown study area's northern boundary, North Avenue, is also the southern boundary for the North York Street Corridor Plan.

The Plan espouses the following vision for the Downtown: "In the year 2020, Downtown Elmhurst continues to remain a vibrant, attractive and distinctive shopping, dining, and entertainment center that serves the local population, daily commuters and surrounding communities. The Downtown is distinguished by its small town character, a range of living options, and diverse cultural amenities."

#### CITY OF ELMHURST NORTH DOWNTOWN DESIGN PLAN (2000)

The North Downtown Design Plan was approved in 2000 and focuses on planning and development along North York Street from 3rd Street to North Avenue ("North Downtown"). The study's northern boundary, North Avenue, also serves as the southern boundary for the North York Street Corridor Plan.

The Plan recommended shifting the North Downtown area away from suburban-style strip development towards closer integration with the Downtown area. To this end, the City implemented a new zoning district, the C4A North Downtown Business District, which is closely modeled on the Downtown's development controls, such as shorter building setbacks, better parking options, increased density, and a pedestrian-focused orientation. Many of the Plan's recommendations were incorporated into the 2006 Downtown Plan.

Today, the C4A District serves as a transition area between the denser, more walkable Downtown and the less dense, more auto-centric North York Street Corridor area.

#### CITY OF ELMHURST BICYCLE PLAN (2013)

The City's official Bicycle Plan was adopted in 2013, and focuses on strengthening bicycle infrastructure and identifying strategies to increase biking among residents. The Plan's recommendations were based on a wide variety of public input including two workshops, a community survey, public hearings, and the guidance of the Elmhurst Bicycle Task Force.

Identified assets for biking in Elmhurst were quality roadways, a walkable downtown, an efficient street grid, and an existing network of bike trails and paths. Key barriers to bikability include busy arterial roadways, few options for bike parking, and an inability to add bike lanes due to limited roadway width.

The Plan proposes a two-pronged approach to make Elmhurst more bike-friendly: "conservative" and "incremental" infrastructure improvements coupled with active encouragement for residents to bike more. Key recommendations included:

- Implementing a network of dedicated bike lanes with appropriate wayfinding signage;
- Using "sharrow" pavement markings to increase visibility of bicyclists and their ability to ride on busier streets; and
- Increasing the availability of bike parking, both in number and location, to make biking more efficient and attractive.

The North York Street Corridor was identified as "unsuitable for biking," and received a Bicycling Level of Service (BLOS) bike friendliness rating of "D" on a scale of "A" to "F." The intersection of North York Street and Grantley Avenue is also labeled as one of the most difficult and dangerous for bicyclists in the entire City. As of the Plan's approval, the only locations along the Corridor offering bike parking were Conrad Fischer School, Conrad Fischer Park, and Churchville Middle School.

### ELMHURST PARK DISTRICT COMPREHENSIVE MASTER PLAN (2007)

The Elmhurst Park District's Comprehensive Master Plan was approved in 2007 and was prepared as a result of the District's changing demographics, lifestyles, and public expectations. Its purpose is to codify an underlying philosophical approach to its mission, inform programming expansions, and guide infrastructure development.

A goal, foundation, and series of policy recommendations is provided for 18 different policy areas affecting the District including customer service, capital projects, maintenance and planning, programs access, and interagency cooperation.

The North York Street Corridor study area contains one park under the district's jurisdiction: Conrad Fischer Park. Based on factors such as amenities, character, landscaping, and signage, the Plan scored the park at 6.8 on a scale of 1 to 10. Key recommendations for the park included re-cutting the ball field infields, paving the bench/bleacher areas to ensure ADA accessibility, improving the turf quality, constructing a wall around the sand play area, replacing trash cans and benches, paving a bike rack area, and repairing cracks in the playground pavement.

#### **REGULATORY CONTROLS**

The City of Elmhurst's Code of Ordinances includes both a zoning ordinance and a series of development controls. The zoning ordinance is comprised of 18 distinct zoning districts, and development controls regulate a variety of issues, including signage, parking, walls and fences, and landscaping. For a more detailed summary, refer to *Chapter 5 – Current Zoning Regulations*.

#### **EXISTING LAND USE**

Existing land uses along the Corridor are primarily made up of commercial and office uses, but there are also residential, industrial, public/semi-public, and undeveloped properties throughout. The North York Street Corridor is bound by stable residential neighborhoods to both the east and west of North York Street as well as a large industrial park along the northwestern edge. Land use cover is primarily rooftops and pavement within the commercial/industrial areas, and roofs, pavement, and lawns in the residential areas. There is one park (adjacent to two schools) within the Corridor, and several others nearby.

The North York Street Corridor has developed over the years responding to changing market trends, economic shifts, and ever changing architectural styles. This has resulted in land uses appearing scattered and disjointed, characterized by varying building placements, styles, heights, materials, setbacks, a lack of pedestrian/vehicular connectivity between adjacent sites, and conflicts between incompatible uses.

#### RESIDENTIAL

This category includes the different residential uses within the North York Street study area. Although North York Street is made up primarily of commercial uses, there are three types of residential land uses along the Corridor including single family detached, townhouse/low rise apartment, and high rise apartment/condo. The Corridor itself is surrounded by stable single family residential neighborhoods to the east and west.

#### SINGLE FAMILY HOME

Single family homes are scattered throughout the Corridor with many of them located between incompatible uses such as commercial, industrial, office, etc. There's a small pocket of single family homes located on North York Street (between Wrightwood Avenue and Fullerton Avenue) that create traffic conflicts due to the numerous curb cuts that occur within a short stretch of the Corridor.

An important note, in a few cases, single family homes appear to have been converted into small offices or retail businesses and therefore may not accurately reflect their single family land use designation.

#### SINGLE FAMILY ATTACHED/TOWNHOUSE

Single Family Attached/Townhouses are found within the North York Street Corridor in a few areas. This use is made up primarily of two-story residential developments that are part of a coordinated site development. Surface lots provide on-site parking for residents with a consolidated access point. There is a low rise apartment development along North York Street between Virginia Lane and Diversey Avenue, and a townhouse development along Addison Avenue directly south of Lake Street.

#### **MULTI-FAMILY**

There are five multi-family apartment complexes in, or adjacent to, the North York Street Corridor. The apartment buildings range from two to four stories, and vary in architectural style and orientation to the Corridor. South of I-290, properties are much smaller and structures are located closer to the public right-of-way. North of I-290, properties are on larger parcels allowing for deeper setbacks, more spread out parking configurations, and connections to open space/activity areas. Primarily the apartments offer on-site surface parking lots (Yorkshire Courts offer garages directly fronting North York Street) for residents as well as integrated walkways, parks, and open spaces.

There are two multi-family apartments adjacent to the Corridor directly south of I-290 including the Elm Crest Luxury Apartments off Lake Street and Elmcrest Avenue, and an apartment complex off of Armitage Avenue and Addison Avenue. On the north side of the Corridor there are three multi-family apartments including the York Meadows (north of the high tension utility easement), the Yorkshire Courts (south of Diversey Avenue), and condos on Grand Avenue (a few parcels east of the North York Street intersection).

#### **COMMERCIAL**

Commercial uses include retail/service, strip commercial, sit-down restaurant, fast food restaurant, and auto-oriented services.

The delineations indicated in this analysis are not intended to define specific industry categories, but rather reflect the existing makeup and uses within the North York Street Corridor.

#### RETAIL/SERVICE

Retail/service is a commercial land use where the primary activity is the selling of merchandise and/or services. Retail/ service uses are found throughout the Corridor. Examples include grocery stores, equipment sales, salons, banks, antique shops, clothing stores, and mail/copy services.

#### STRIP COMMERCIAL

Strip commercial are consolidated developments that include a wide range of commercial and office uses/businesses. Examples include offices, sit-down restaurants, cleaners, convenience stores, and fast food restaurants.

#### SIT-DOWN RESTAURANT

Sit-down restaurant includes establishments where table service is provided. Examples along the Corridor include, Nancy's Pizza, and the former Steven's restaurant.

#### FAST FOOD RESTAURANT

Fast food restaurant includes uses specifically designed to accommodate vehicles traveling along North York Street. Examples include Arby's, McDonald's, and other drive-thru and/or carryout establishments.

#### **AUTO-ORIENTED SERVICES**

Auto-oriented services include retail and/or service establishments where the primary activity involves automobile sales, gas stations, and maintenance. Examples include car dealerships, gas stations, repair shops, and rental services.

#### **BUSINESS/OFFICE/INDUSTRIAL**

This category includes offices, business parks, health care facilities, and industrial properties. Other than office uses found in the southern portion of the Corridor, many of these uses are immediately adjacent, particularly along Wrightwood Avenue which parallels the Corridor.

#### OFFICE

Office includes uses where the primary activity is a business not engaged in on-site sales. Examples of offices along the Corridor include law offices, medical offices, insurance, financial groups, and dentistry. Offices are scattered throughout the Corridor.

#### HEALTH CARE

Health care uses along the Corridor are made up of two senior living/housing facilities. Liberty Village is a 104 unit, three story senior housing development located at the intersection of North York Street and Fremont Avenue. Elm Brook is a 180 unit, three story senior housing development located west of North York Street on Diversey Avenue.

#### LIGHT INDUSTRIAL

Light industrial uses include warehouse, moving and storage, distribution, and light manufacturing uses in a large-scale setting. Uses within this category typically generate a higher volume of employee and truck traffic than other uses. Examples along the Corridor include movers, shipping, storage, and trucking services.

#### **MEDIUM INDUSTRIAL** ADJAGENT TO STUDY AREA

Medium industrial uses are businesses where the primary activity is production, assembly, storage, or distribution. In some cases, these users can produce pollution, odors, and/or noise that can be incompatible with less intensive nearby uses. As of this report, there are no medium industrial uses along the North York Street Corridor. It is important to note that, north of I-290 along Industrial Drive, there is a large medium industrial "park" west of the Corridor.

#### **PUBLIC/SEMI PUBLIC**

This category includes uses such as religious institutions, public facilities, and parks. Although these uses do not make up a large percentage of North York Street development, they do generate activity and impact the Corridor's traffic flow and circulation patterns.

#### RELIGIOUS INSTITUTIONS ADJAGENT TO STUDY AREA

Religious institutions include churches and places-of-worship. Examples include the Faith Evangelical United Methodist Church located at the corner of North York Street and North Avenue and the West Suburban Community Church located and the corner of North End Avenue and Van Auken Street.

#### **PUBLIC**

Public land uses found within the North York Street Corridor include properties utilized by the City of Elmhurst and the School District. The Elmhurst Fire Department has a station at the corner of North York Street and Fremont Avenue as well as a training facility at Diversey Avenue and Addison Avenue.

There are two schools located along the Corridor, Churchville Middle School and Conrad Fischer Elementary School. The Churchville Middle School has drop-off/pick-up access provided directly off of North York Street with access to the parking areas provided from Victory Parkway. Conrad Fischer Elementary School provides access to the drop-off/pick-up area and the schools parking lot from Wilson Street. The schools share joint use and access to Conrad Fisher Park.

#### **PARKS**

Conrad Fisher Park is the only park located within the North York Street study area. Conrad Fischer Park is just east of North York Street, south of Diversey Avenue. This 13.21 acre park site is adjacent to two schools- Conrad Fischer Elementary School and Churchville Middle School. The park features include a playground, three baseball diamonds, soccer field, tennis court, and a roller hockey court.

#### OTHER USES

This category includes undeveloped parcels, municipal parking lots, and major utility rights-of-way. Public road rights-of-way and IDOT properties are not included in this category.

#### VACANT/UNDEVELOPED

Vacant/undeveloped parcels are properties that do not contain an active use and are suitable for future development. There are only a few undeveloped parcels along North York Street. There are four, adjoining, undeveloped lots on the east side of North York Street between North End Avenue and Fullerton Avenue. There are a few undeveloped lots adjacent to the Corridor in residential neighborhoods that, overtime, will most likely develop as single family residential consistent with the existing character of the neighborhood.

#### **PARKING** ADJAGENT TO STUDY AREA

To the south of the North York Street Corridor there are public-ly-owned parking lots located in the City Centre area. These facilities provide parking for business patrons of the City Centre and Downtown as well as Metra commuters.

#### UTILITY

A Commonwealth Edison right-of-way and electrical transmission line bisects the Corridor east-west, and crosses North York Street north of I-290, just north of North End Avenue. The right-of-way is primarily vegetated to the east of North York Street, and is primarily paved/gravel to the west of North York Street. An adjacent business appears to have an easement within the western right-of-way for truck storage and parking.

#### **ENVIRONMENTAL CONSIDERATIONS**

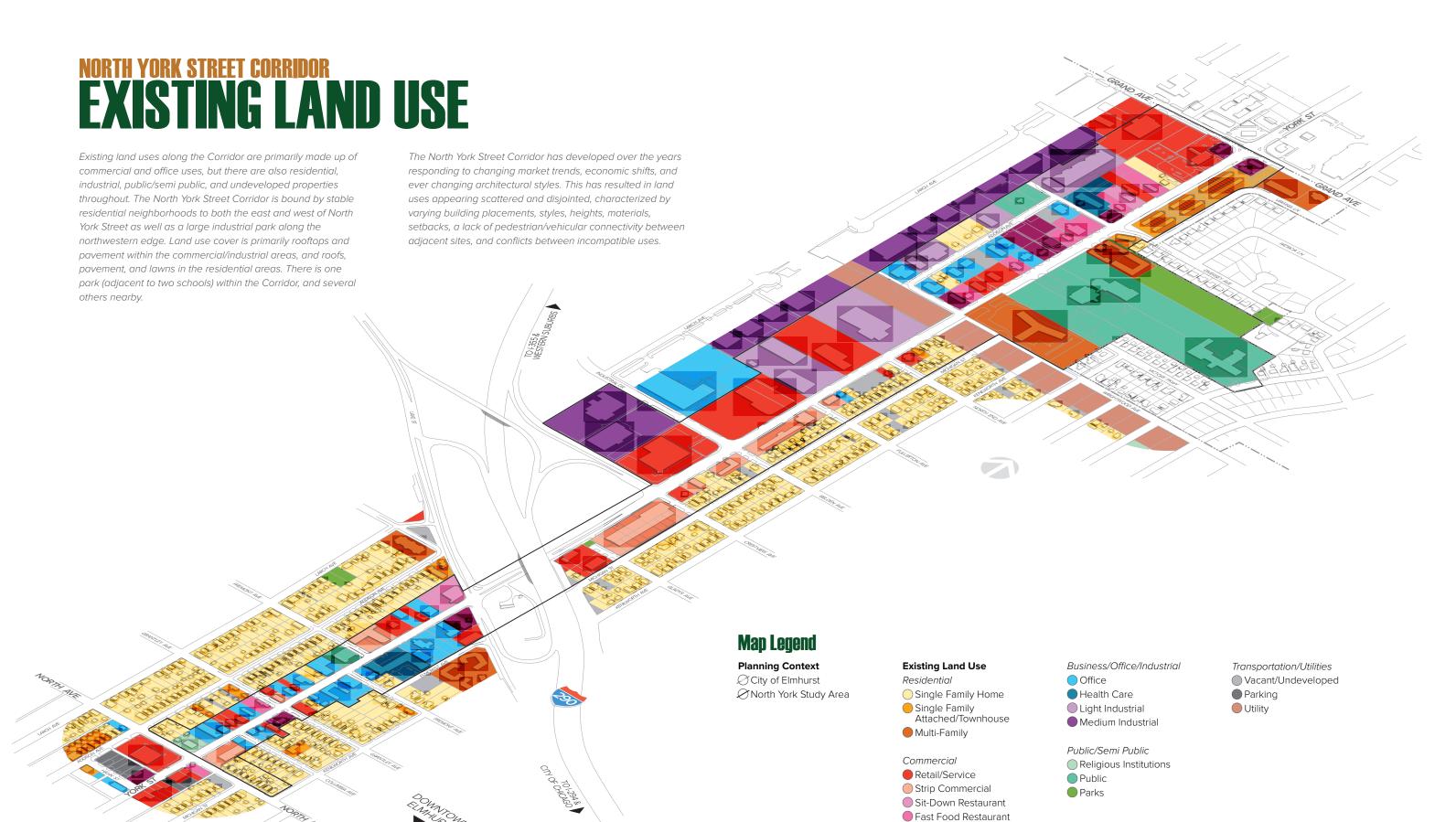
#### **WOODED AREAS. WETLANDS. AND FLOODPLAINS**

There are no wooded areas within or adjacent to the Corridor. Existing trees are primarily street trees and shade trees planted in lawns and parking lots.

There are no natural existing wetlands within or adjacent to the Corridor. The low areas in the middle of the highway ramps at I-290 and I-294 have evidence of wetness, including ponding water and weedy wet vegetation, including cattails and phragmites (common reed).

There are no regulated floodplains within or adjacent to the Corridor. However, localized flooding occurs on streets during heavy rain events, and water ponds collect in the underpass at North York Street and I-290 which occurs several times per year. This is a significant problem due to the volume of traffic North York Street handles, and the fact that it is one of the key I-290 crossing points within the City.

CORRIDOR CONTEXT AND PUBLIC OUTREACH | North York Street Corridor Plan \_\_\_\_\_\_\_9



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Auto-Oriented Services

## CURRENT REGULATORY CONTROLS

Regulatory controls are municipal ordinances dictating the usage and appearance of properties within municipal boundaries. They seek to ensure safety, health, and welfare of the public by reducing incompatible land uses and hazards, mitigating nuisances, safeguarding natural features, and facilitating a visually attractive environment. These controls are absolutely vital in shaping a positive environment along the North York Street Corridor, and if used effectively, can be leveraged to create a more vibrant, and attractive area conducive to new investment and growth.

The *North York Street Existing Conditions Report* provides an in-depth analysis of the City of Elmhurst's regulatory controls, which are split into two categories: (1) the zoning ordinance, regulating land usage and intensity, and (2) development controls, which govern site planning and appearance such as standards for signs, fences and walls, off-street parking and loading, and landscaping.

#### **ZONING ORDINANCE**

The zoning ordinance is a tool used by the City of Elmhurst to regulate the land use and development intensity of parcels within city limits. A total of 18 different districts comprise the City's current zoning ordinance, and are grouped into three categories: Conservation and Residence Districts, Office and Commercial Districts, and Industrial Districts. Several districts are specifically tailored to unique singular locations, such as the Downtown or hospital campus, while others are found city-wide.

Of these 18 districts, the North York Street Corridor contains nine different zoning types: CR, R1, R2, R4, R5, C2, C3, C3A, C4A, and I1. Generally speaking, existing land use within the Corridor matches the uses designated by the zoning ordinance. However, the Corridor does contain a few non-conforming land uses including:

- On the eastern side of North York Street, between Addison Avenue and I-290, several single family detached homes are in an area zoned for commercial (C2) uses.
- On the eastern side of Addison Avenue, two single family detached homes are in an area zoned for commercial (C3) uses.

#### CONSERVATION AND RESIDENCE DISTRICTS

#### CONSERVATION/RECREATION (CR)

The purpose of the Conservation/Recreation (CR) District is to safeguard and enhance large open spaces, either for natural resource conservation or for the development of outdoor recreational activities. Permitted uses include City of Elmhurst buildings or facilities, botanical gardens and arboretums, parks and playgrounds, flood control projects, cemeteries, zoological gardens, forest preserves, wildlife reservations, and ecological sanctuaries.

Conditional uses – obtained through a public hearing, recommendation from the Zoning and Planning Commission, and approval by the City Council – include educational and institutional facilities, golf courses, and plant nurseries.

Within the Corridor, the only area zoned CR is the open space just south of the I-290 westbound on-ramp/off-ramp.

#### SINGLE FAMILY RESIDENCE (R1)

Newer neighborhoods containing large-lot single family homes define the Single Family Residence (R1) District. Single family detached dwellings are the only permitted use, with a minimum lot size of 9,000 square feet and frontage of 60 feet, only 30% of the lot's size may be built out. Accessory buildings such as pools, tool sheds, or carports are allowed, provided they are built on the same zoning lot.

Allowable conditional uses are identical to those of the Residential Estates (RE) District, and include educational institutions. The district contains two areas zoned R1: the western portion of Michigan Street from Wrightwood Avenue to Crestview Avenue, and the land containing Churchville Middle School, Conrad Fischer Park, and Conrad Fischer School.

#### SINGLE FAMILY RESIDENCE (R2)

The Single Family Residence (R2) District accommodates single family neighborhoods comprised of smaller lot sizes than both the RE and R1 Districts. R2 is the most common residential zoning district in Elmhurst, encompassing significant portions of the southern and western portions of the City. The only permitted use is single family detached homes with a minimum lot size of 7,260 square feet and frontage of 50 feet. Maximum lot coverage is capped at 30%. As with RE and R1, accessory buildings of a residential nature are permitted.

The R2 District permits more conditional uses than RE and R1 Districts and includes, in addition to those listed in the previous two districts, nursing homes, retirement communities, and extended care medical facilities. The southern portion of the Corridor is partially zoned R2 including Addison, Fremont, Grantley, Columbia, and North Avenues.

#### TWO-FAMILY RESIDENCE (R3)

The Two-Family Residence (R3) District creates targeted pockets of duplex (two-family) dwellings throughout the City. R3 zoning tends to occur in limited concentrations near commercial areas, and serves as a buffer between busier thoroughfares and R1 and R2 single family neighborhoods. In addition to two-family detached structures, the district also permits single family detached homes and residential accessory units. The minimum lot size for duplexes is 7,260 square feet, with a minimum lot frontage of 50 feet and maximum lot coverage limited to 30%. Conditional uses are similar to other residential districts. The North York Street Corridor contains no R3 Districts.

#### LIMITED GENERAL RESIDENCE (R4)

The intent of the Limited General Residence (R4) District is to encourage a mixture of residential options within a particular area. The R4 residential designation is the most inclusive, and permits a blend of single family (both attached and detached), two-family (both attached and detached), multi-family, senior, and group dwellings in the district. R4 is typically found near commercial corridors, institutions, the Downtown, and the hospital. Minimum lot size and frontage is identical to R2 and R3 at 7,260 square feet and 50 feet, respectively. However, R4 permits increased density by raising the maximum lot coverage to 40%. Conditional uses are similar to other residential districts, and encompass educational, institutional, and medical uses.

Three areas of the Corridor are zoned R4: the large parcel on the corner of North York Street and Addison Avenue, just south of Churchville Middle School; the majority of the eastern side of North York Street, north of Churchville Middle School extending to Grand Avenue; and several parcels just south of West Lake Street along Addison.

#### SPECIALTY RESIDENCE (R5)

The Specialty Residence (R5) District is a unique district intended to provide a mixture of single family and medium density multifamily dwellings, with the opportunity for such structures to also serve as offices or bed-and-breakfasts, contingent upon City Council approval. Permitted uses include single family (both attached and detached) dwellings, two-family (both attached and detached) dwellings, and multi-family dwellings limited to one unit for every 2,900 feet of lot area. Lot size must be a minimum of 9,000 square feet, with a minimum frontage of 60 feet. As with the R4 District, lot coverage is capped at 40%.

Bed-and-breakfasts and offices are the only two conditional uses allowed. The R5 District is the only residential district requiring a review before the Architectural Review Commission for all renovations, repairs, remodeling, and site improvements. The Corridor does not contain any parcels zoned R5.

#### OFFICE AND COMMERCIAL DISTRICTS

#### COMMUNITY SHOPPING AND SERVICE (C2)

The intent of the Community Shopping and Service District (C2) is to provide both daily and occasional shopping opportunities. The District is typically located along major commercial arterials, and has a broader range of permitted uses and structure sizes. The minimum lot size is 2,900 square feet and the floor area ratio limited to 2.0. Building height varies depending on the percentage of the lot size that is built out, however, the tallest structure permitted is five stories or 55 feet in height.

The C2 District's 101 permitted uses include a wide range of retail, residential, and commercial uses including banks, department stores, hardware stores, restaurants, and real estate offices, among other uses. The District is mixed-use in nature, as it permits dwelling units above the ground floor.

Conditional uses include car washes, theaters, nursing homes, and laboratories for research and testing. The C2 District is one of the most common zoning types in the North York Street Corridor, comprising most of the southern and central parts of the Corridor. Specifically, the entire eastern side of North York Street from I-290 to Addison Avenue is zoned C2, as are both sides of North York Street between North Avenue and Lake Street.

#### GENERAL COMMERCIAL (C3)

The General Commercial District (C3) provides a wide range of shopping opportunities, but differs from the C2 District by being more auto-centric in nature and including commercial offerings that may be incompatible with other commercial areas, such as auto repair shops or exterminators. The C3 District is also one of the most common zoning types in the Corridor. From Crestview Avenue to Grand Avenue, nearly the entire portion of the Corridor west of North York is zoned C3.

The minimum lot size is also significantly larger, set at 10,000 square feet, or roughly three times the size of the C2 District. The C3's floor area ratio is a modest 0.50, however, a building

can be up to six stories or 75 feet with a conditional use permit. The District's 128 permitted uses are more inclusive than the C2 District, and include commercial enterprises that may require more space such as auction facilities, boat showrooms, fencing sales and services, and physical fitness facilities. Unlike the C2 District, dwelling units are not permitted unless they are watchman's quarters. Conditional uses are similar to the C2 District.

#### RESTRICTED COMMERCIAL/INDUSTRIAL (C3A)

The Restricted Commercial/Industrial District (C3A) is intended to accommodate vehicular-oriented commercial activities which may be incompatible with the uses encouraged in other business districts; and whose service area is not confined to any one neighborhood. The C3A District is found north of I-290 along Industrial Drive. Requirements include a minimum lot size of 10,000 square feet, 40 feet front yard setbacks, and a floor area ratio of 0.5. Building heights can exceed the maximum four stories, or 45 feet by conditional use permit only; and in no event can building heights be greater than six stories, or 75 feet.

The C3A District's 126 permitted uses include commercial and industrial developments that may require more space, such as Building materials & product/sales & storage, Department stores, physical fit-ness facilities, Restaurants, and Sporting goods stores.

#### CENTRAL BUSINESS (C4)

The Central Business (C4) District is a special zoning designation designed to preserve and bolster Elmhurst's downtown. It promotes a "mixed-use" environment, with a blend of retail, office, institutional, and residential units, provided they are above the ground floor. The C4 District is the densest part of the City, with a floor area ratio of 4.0, minimum lot size of 1,500 square feet, and heights allowed up to eight stories or 90 feet with a conditional use permit.

Permitted and conditional uses are similar to the C2 District, but with uses a bit more tailored to the needs of a central business district/downtown. As the C4 District can only be located in the Downtown area, it is not found in the North York Street Corridor.

#### INDUSTRIAL DISTRICTS

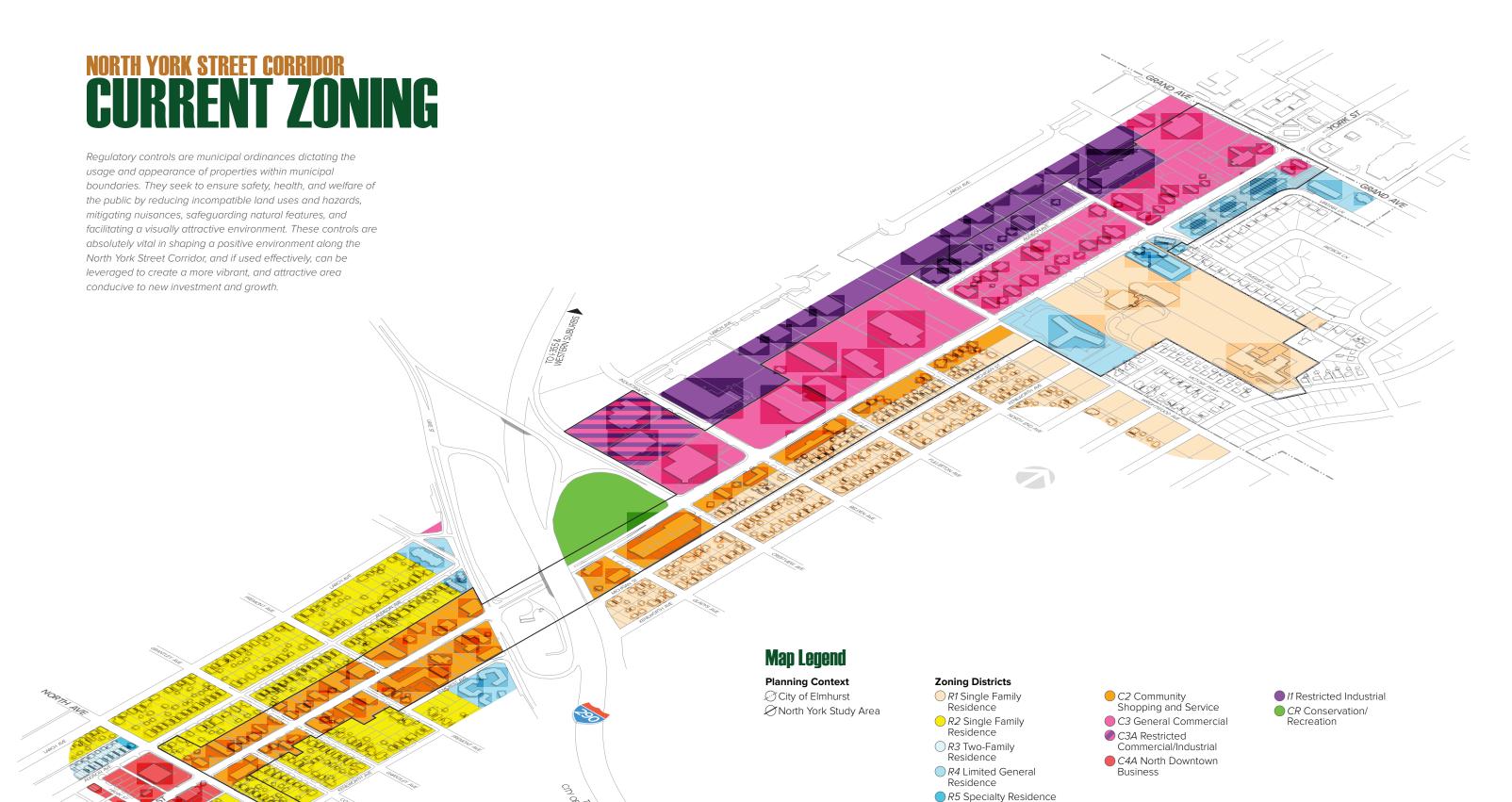
#### PERFORMANCE STANDARDS

To ensure the health, safety, and welfare of the general public, operations within both Industrial Districts must adhere to a set of uniform performance standards as dictated by the zoning ordinance. This includes restrictions and limitations on the type of industry (e.g. no boiler works or slaughterhouses), noise, vibration, smoke and particulate, fire and explosions, toxic or noxious matter, odors, glare and heat, and radiation.

#### RESTRICTED INDUSTRIAL (11)

The Restricted Industrial District (I1) provides an environment for light industrial uses that do not create noticeable nuisances or hazards. In certain cases, some of the District's permitted and conditional uses overlap with uses found in C2, and C3 Districts. The minimum lot size in the I1 District is 10,000 square feet with a frontage of 50 feet, and the floor area ratio and height are limited to 0.65 and 6 stories (with a conditional use permit), respectively. Buildings and structures in the I1 District cannot be located within 45 feet of a residential district, unless properly screened.

The District's 54 permitted uses include concrete fabrication and molding, food packaging and processing, medical laboratories, laundries, storage, radio and television stations, and recreation and community centers, among other things. A variety of service, institutional, and entertainment uses comprise the District's 17 conditional uses. The northwest portion of the North York Street Corridor is zoned I1, as well as the portion of the Corridor that contains US Route 20 and I-290.



#### **COMMUNITY OUTREACH**

The North York Street Corridor Plan is a community-driven document. Over the past several months, the North York Street planning process has engaged hundreds of residents, stakeholders, civic and business leaders, and elected officials, both in person and online, through a comprehensive outreach strategy designed to solicit input and encourage candid feedback. This section provides a summary of the outreach activities and findings conducted for the *North York Street Existing Conditions Report* and the North York Street Corridor Plan, including:

- A Steering Committee Workshop held on October 18, 2013
- Several confidential, one-on-one Key Person Interviews held on December 16 and 17, 2013
- A Business Workshop held on December 16, 2013
- A Community Workshop held on December 17, 2013
- A Community Visioning Workshop Summary held on February 28, 2014
- ${\color{red} \circ}$  The Project Website and sMap Interactive Mapping Tool
- O An on-line Resident Questionnaire
- An on-line Business Questionnaire

#### STEERING COMMITTEE WORKSHOP

On October 18, 2013, a kick-off workshop was held for the Plan's Steering Committee in City Council Chambers at Elmhurst City Hall. The Steering Committee advises the City on the drafting of the Plan and is comprised of 14 local community leaders from a variety of backgrounds.

The Workshop set the foundation for the planning program by providing a forum to discuss the overall direction of the Plan and relevant policy issues facing the North York Street Corridor. Each of the committee members were also issued a paper questionnaire, and asked to share their views, concerns, and aspirations for the Corridor.

Steering Committee Members were asked to identify and prioritize five issues and concerns confronting the Corridor, recommend three specific projects or actions they would like to see undertaken within the Corridor, and highlight the Corridor's primary strengths and assets. The results of the questionnaire and related discussion items are provided below.

#### PRIORITY ISSUES AND CONCERNS

Steering Committee members voiced concerns on a range of issues; however, many comments centered on key themes that can be consolidated into four central categories: parcel and parking limitations, connectivity to the central business district, walkability, and community perception. A range of potential solutions were also provided by Steering Committee members, and are included below.

#### PARCEL AND PARKING LIMITATIONS

One of the most popular topics at the Steering Committee workshop was a need to consolidate the small parcels along the Corridor. Comments indicated that parcel assembly and shared parking regulations would set the foundation for redevelopment along the Corridor and assist in attracting desirable businesses.

Many Steering Committee members suggested land acquisition as a possible technique for assembling small parcels along the North York Street Corridor. Others considered the use of TIF financing as a potential tool for assemblage.

#### CONNECTIVITY TO CENTRAL BUSINESS DISTRICT

Steering Committee members expressed a desire for the North York Street Corridor to connect with the City's central business district, located near the City's Metra stop.

Comments indicated a need for land use compatibility with the central business district, however, no other actions were suggested by committee members to connect the Corridor with the central business district.

#### **WAI KARII ITY**

Comments from the Steering Committee workshop indicated a strong need for sidewalks or paths along the Corridor to increase pedestrian accessibility of the area. Members noted that the sidewalks would be greatly utilized by residents in the surrounding neighborhoods, and would decrease the potential for auto-pedestrian conflicts.

While there was general agreement that sidewalks should be added to the North York Streetscape, some comments suggested a desire to orient all buildings toward the street with parking behind. Members indicated this would reduce pedestrian-auto conflicts while also creating a more uniform appearance.

#### COMMUNITY PERCEPTION

Many issues identified by Steering Committee members shared the common theme of a poor community image and perception of the North York Street Corridor. Residents who should be utilizing businesses along the Corridor are shopping elsewhere. Comments indicated a desire to bring in additional retail uses and capitalizing on development like the new Mariano's grocery store.

Related comments indicated a desire for an improved appearance of the Corridor that may counteract negative perceptions of the North York Street Corridor. This could include improvements to streetscape, landscaping, burying utilities, and other improvements that will enhance the physical appearance of the Corridor.

#### TOP THREE ISSUES

After each Steering Committee member shared their list of top issues with the group, members were then asked to prioritize the list of issues to help provide a collective understanding. The following list depicts the group's top issues, along with the number of participants who included the issue in their top three.

- Parcel and Parking Limitations 7 Members
- Connectivity to the Central Business District 5 Members
- Walkability 4 Members
- Community Perception 3 Members
- o I-290 Bisection − 2 Members
- Stigma of the North Side 2 Members

#### TOP ACTIONS OR PROJECTS

Steering Committee members suggested a wide range of action items to improve the North York Street Corridor, but a few ideas came up frequently including streetscape appearance, economic development, parcel acquisition and assembly, and improved pedestrian mobility. The responses are categorized by topic below.

#### STREETSCAPE APPEARANCE

- From North Avenue to I-290, encourage street side business orientation and parking behind
- Overall appeal of area/businesses, streetscape
- Take control of signage quality, color, etc.
- Streetscape utility relocation/underground
- Underground utilities
- Streetscape, especially at I-290 interchange
- Redevelop North York Street Corridor
- Enhance the overall appearance of the I-290 interchange and the overpass

#### ECONOMIC DEVELOPMENT

- Not another strip mall without tenants, rather a bigger anchor to draw (i.e. Bed, Bath, and Beyond)
- Grant program to improve existing businesses (façade)
- Another large destination location to help (Mariano's)
- How to attract the "right" type of business to the area
- "Re-brand" this area so all Elmhurst people will visit new area
- Coordinate plan so it does not destroy existing industrial park and car dealers
- Create destination retail projects

#### PARCEL ACQUISITION AND ASSEMBLY

- Assembly of parcels/uniform zoning
- Parcel assembly (including residential)
- Acquisition of parcels to spur redevelopment
- Lot acquisition/consolidation
- Land acquisition to consolidate growth and enable better growth
- Consolidate smaller properties through TIF financing

#### PEDESTRIAN MOBILITY

- Need for community/public transportation (sidewalks to neighborhoods)
- Pedestrian mobility
- Complete streets
- Sidewalks in corridor plus sidewalk connecting the Corridor to neighborhoods
- Develop a shuttle between North York and City Centre

#### PRIMARY STRENGTHS AND ASSETS

Lastly, Steering Committee members were asked to identify the North York Street Corridor's major strengths and assets that should be retained or built upon. The variety of responses demonstrates the Corridor's wide range of strengths and diverse amenities. Top responses included the City 's proximity to major transportation routes and the visibility it procures for businesses, the development potential of the area, new interest created by new businesses like Mariano's, and the existing density of the Corridor. The responses were synthesized and organized based on underlying theme. They are provided below, in addition to the number of Steering Committee members who listed an asset in each category.

Top assets include:

- Location and transportation options 6 Members
- Development potential 4 Members
- New interest in the area 2 Members
- Density 2 Members

#### **KEY PERSON INTERVIEWS**

A series of confidential one-on-one interviews were held on December 16 and 17, 2013 at Elmhurst City Hall. The interviewees were a mix of local business owners/operators, property owners, members of the development community, residents and City representatives.

#### **BUSINESS WORKSHOP**

On December 16, 2013 a workshop was held in Elmhurst City Council Chambers for business leaders from the North York community. The session was the first of many opportunities for the private sector to learn more about Elmhurst's North York Street Plan and to share their concerns, ideas, and aspirations with local officials. A total of 22 people attended the workshop and provided written feedback.

The workshop sought to gain business-oriented insights from private sector investors, property owners, and managers. Participants were provided with a questionnaire asking them to identify and prioritize five issues facing businesses in the Corridor, list three specific projects or actions that should be undertaken within the Corridor, and identify the primary strengths and assets of the Corridor. Answers were shared with the group, and then as a whole, the participants outlined what they perceived to be the issues and opportunities facing the North York Street Corridor.

#### PRIORITY ISSUES AND CONCERNS

Participants were asked to share five issues or concerns impacting businesses in the Corridor. Responses to this question ranged from poor street signage to underdeveloped properties. While a variety of issues were discussed at the workshop, respondents were generally in agreement with one another. An analysis of the 76 issues listed by 22 participants depict concerns that can best be grouped into the following five categories, recognizing that some categories are interrelated: (1) mobility and access; (2) vacancy; (3) disconnection from the City; (4) Corridor appearance; and (5) recruitment of quality businesses. Several other concerns were listed by a small number of participants. They are detailed in the category entitled "other".

#### **MOBILITY AND ACCESS**

15 participants (68%) expressed concern over multi-modal mobility along the Corridor. Responses included:

- Overall traffic flow
- Public parking
- Traffic congestion near North Avenue
- o Inability to walk on sidewalks along the entire stretch
- No left turn lane heading south at Belden and N York St
- Need for left turn lane/signal southbound at N York St and Lake St

#### **VACANCY**

Roughly one-half of respondents cited property vacancy and underdevelopment as a concern. Specific comments included:

- Obsolete buildings
- Vacant lots
- Revitalization of empty properties
- Underdeveloped properties on N York St and Addison St
- Waverton Hotel closure

#### DISCONNECTION FROM THE CITY

Business leaders perceive North York St as disconnected, both physically and socially, from the rest of the City. Responses included:

- Need for inclusion with Elmhurst
- Efforts to clearly define North York as part of Elmhurst

#### CORRIDOR APPEARANCE

Business leaders strongly advocated for beautification and wayfinding efforts along the Corridor. Detailed comments included:

- Fixing inconsistent street names (e.g. York Road, York Street, North York Street, etc.)
- Landscaping
- Burying telephone and power lines
- Screening parking lots
- Ensuring continuity of design
- Cleaning the Corridor
- Developing wayfinding signage

#### RECRUITMENT OF QUALITY BUSINESSES

According to respondents, North York Street Corridor needs:

- Desirable new businesses
- A better mix of businesses
- Recruitment of anchors
- General business attraction

#### OTHER

Several other responses included:

- Usage of Tax Increment Financing (TIF) for private purposes
- Crime rate issues better police protection
- Build up membership in the Chamber
- Balance retail and commercial uses

#### TOP THREE ISSUES

After a long discussion, workshop participants were asked to identify the three most important issues they heard and to rank them in order of priority. An analysis of the 57 responses from 22 participants again showed significant overlap and shared concerns. The top issues identified are listed below, as are the number of participants who listed the concern in their top three.

- Disconnection 13 Participants
- Vacancy 10 Participants
- Mobility and access 9 Participants
- Appearance 8 Participants
- Business recruitment 6 Participants
- Sustainable regulations 1 Participant
- Sensitivity to existing businesses 1 Participant

#### TOP ACTIONS

Business leaders suggested a wide range of action items to improve the North York Street Corridor area. A list of responses are shown below.

#### **MOBILITY AND ACCESS**

- O Do not remove the center turn lane
- Develop a shuttle/trolley during business hours between the City Centre and North York Street Corridor
- Improve traffic flow on North York St/North Ave/Lake St
- Remove entrance/exit barrier at N York St and Belden Ave
- o Incorporate I-290 into efforts

#### **APPEARANCE**

- o Implement streetscaping, signage, and gateway features
- Bury utilities along North York St
- Beautify the area
- Develop clear signage that supports area businesses

#### ECONOMIC DEVELOPMENT

- Develop a campaign to support the area's businesses
- Create a "City North Business District"
- Find new incentives (other than TIF) to support development
- o Bring new business into the area
- Begin Hahn Street project
- Promote and develop large open space
- o Incentivize a major hotel to come to Elmhurst
- Recruit quality businesses
- O Develop entire "Stevens" property
- Some type of encouragement to keep businesses in the area
- Build a major destination that will give people a reason for going there
- Create a live performance space
- Make North York and West Lake a "destination shopping area"
- Develop retail, restaurant, home improvement, and entertainment options
- Campaign to recognize the area as a "go-to" area for fun, food, and business

#### PRIMARY ASSETS AND STRENGTHS

Lastly, business leaders were asked to identify major strengths and the assets they want to retain or build upon. An examination of the 34 responses listed by the 22 workshop participants demonstrates Elmhurst's diversity and multitude of strengths. Most business leaders were in agreement with one another and responses were grouped into four overarching categories: (1) highway access and location; (2) dedicated business leaders and residents; (3) quality infrastructure; and (4) available space.

#### HIGHWAY ACCESS AND LOCATION

A majority of business leaders believe that the Corridor's strategic highway access and regional location is its number one asset. Participants noted:

- Access to and from I-290 and I-294
- North York is the City's gateway
- A possible new exit from I-294 to Grand is an opportunity and should direct people to North York St
- Mobility and access to everywhere
- O Close to O'Hare airport

#### DEDICATED BUSINESS LEADERS AND RESIDENTS

A committed local community was listed as a top asset by roughly 1 in 3 respondents. Responses included:

- Quality of community
- A strong CBD to draw from and build upon
- Many established local businesses
- Business owners who are involved and care about their

#### **OUALITY INFRASTRUCTURE**

Business leaders praised the Corridor's good infrastructure; in particular:

- Good streets with efficient traffic flow
- O North York's center turn lane
- Quality utilities

#### **AVAILABLE SPACE**

Vacancy represents a vital asset for development. Responses included:

- Affordable, available property
- Local industrial park
- Open room for new development

#### **COMMUNITY WORKSHOP**

On December 17, 2013 a workshop was held in City Council Chambers for Elmhurst residents to discuss their concerns, ideas, and vision for the North York Street Corridor. A total of 44 people attended the workshop and submitted written feedback.

The workshop provided community members with the opportunity to discuss the Plan's direction and key issues facing the Corridor. Each workshop participant was given a chance to publicly participate, and was provided with a paper questionnaire soliciting their views, concerns, and aspirations for the Corridor.

The questionnaire asked the participants to identify and prioritize five issues and concerns facing the Corridor, recommend three specific projects or policy actions they would like to see undertaken to improve the Corridor, and highlight the Corridor's primary strengths and assets. The results of the questionnaire and related discussion items are provided below.

#### PRIORITY ISSUES AND CONCERNS

A diversity of responses were recorded at the workshop including some disapproval of tobacco stores, a desire for better sidewalks, and the need for greater walkability. While a variety of concerns were discussed, respondents were generally in agreement with one another. An examination of the 141 issues listed by 44 participants depict common issues that can best be grouped into the following seven categories, recognizing that some categories are interrelated: (1) traffic and parking; (2) pedestrian and bike mobility; (3) neighborhood impact; (4) limited retail options; (5) visual appeal and character; (6) vacancy; and (7) flooding. Several other concerns were listed by a small number of participants. They are included in the "other" category.

#### TRAFFIC AND PARKING

Roughly 1 in 3 participants expressed concern over traffic issues in the Corridor. Responses included:

- Traffic congestion
- Street access
- Better lighting
- Repaving
- Limited access from City Centre
- Placement of traffic lights
- Parking lot access

#### PEDESTRIAN AND BIKE MOBILITY

Residents find North York Street Corridor unfriendly to walkers and bikers. Concerns included:

- Overall walkability
- Sidewalks for foot traffic
- Lack of pedestrian crossings
- School pedestrian safety

#### NEIGHBORHOOD IMPACT

The current and future state of the Corridor directly affects quality of life in Elmhurst's neighborhoods. Participants voiced their concern about:

- Property values
- Noise levels
- Property tax increases
- School bussing issues
- School overcrowding

#### **VISUAL APPEAL AND CHARACTER**

Participants indicated that beautification efforts and better planning are desperately needed along the Corridor. Specific responses included:

- Mismatch of business types, no coherent zoning
- Too many different shopping areas
- Overhead power lines
- Plant flowers
- Streetscaping
- Inconsistent signage
- Unappealing design and layout
- Lack of modern façades
- Look more like Downtown
- O Doesn't appear like the rest of Elmhurst
- Most people think it is Bensenville

#### **VACANCY**

Empty storefronts and vacant lots were consistently cited as negatively affecting the health of the Corridor. Specifically, comments included:

- Closed car dealerships
- Vacant hotels and businesses
- Holiday Inn site
- Steven's site
- Half-vacant strip malls

#### FI NANING

1 in 4 participants saw flooding as a key issue for the Corridor. Many noted that better storm water management is needed along the highway interchanges.

#### OTHER

Several participants listed other unique concerns. These include:

- Poor appearance of apartments and multi-family developments along the Corridor
- Parcels are too small for desirable businesses
- Parcels are individually owned
- O'Hare expansion
- Public safety and crime
- Need a safe north-south connector bus
- Limits on new businesses

#### TOP THREE ISSUES

After a long discussion, workshop participants were asked to identify the three most important issues they heard. An analysis of the 126 responses from 44 participants again showed significant overlap and shared concerns. The top issues identified are listed below, as are the number of participants who listed the concern in their top three.

- Visual appeal and character 28 Participants
- Limited retail options 22 Participants
- Pedestrian and bike mobility 16 Participants
- Traffic and parking 11 Participants
- Flooding 8 Participants
- Neighborhood impact 7 Participants
- Vacancy 6 Participants
- Infrastructure 2 Participants
- Tax Increment Financing 1 Participant
- Public transportation 1 Participant
- Environmental issues 1 Participant
- O'Hare expansion 1 Participant

#### TOP ACTIONS

Residents suggested a wide range of action items to improve the North York Street area. A list of responses is shown below.

#### **ECONOMIC DEVELOPMENT**

- Recruit another big box store such as Mariano's, Costco, or Home Depot
- o Incentivize good, sound, and needed retail
- Accentuate the positives of the area to attract businesses
- Define the stores likely to be appropriate and successful in the area that is being considered

#### **FLOODING**

- Improve stormwater management strategies
- Use natural means for storm water management

#### TRAFFIC AND MOBILITY

- Implement better traffic control in neighborhoods
- Add pedestrian walkways under the I-290 underpass
- Develop traffic calming techniques
- Study traffic patterns and stoplights for better traffic flow
- Install roundabouts
- Implement pedestrian crossings every four blocks
- Add sidewalks on both sides of the street and up to businesses

#### IMAGE AND APPEARANCE

- Soften the Corridor's appearance
- Implement streetscaping
- Bury power lines
- Upgrade the look of the area
- Tear down vacant car dealerships and hotels
- Redesign strip malls
- Control types of businesses; (no cigarette and liquor stores)
- Use gateway features at the expressway entrance/exit
- o Install public art
- Unify the Corridor
- Ensure consistent zoning

#### **PUBLIC INVOLVEMENT**

- Include stakeholders to gain feedback and execute planning project
- Continue to provide feedback opportunities, updates, and progress information

#### OTHER

- Provide good infrastructure to attract businesses; don't just give money away
- o Incorporate renewable energy generation into the plan

#### PRIMARY STRENGTHS AND ASSETS

Lastly, residents were asked to identify the major strengths and assets they want to retain or build upon. Analysis of the 44 assets recorded by the 44 workshop participants shows a variety of growth opportunities and community strengths. Responses were grouped into four overarching categories: (1) highway access; (2) available space; (3) local support; and (4) Mariano's.

#### HIGHWAY ACCESS

A plurality of residents believe that highway access is the Corridor's top asset. Respondents noted:

- Access from all areas of Chicago ready access from I-290 and I-294; North York Street/I-290 is nearly the center of Metro Chicago
- Highways attract non-resident shoppers to spend dollars in Elmhurst
- High number of people drive by Elmhurst everyday on freeways
- Prime location to all major thoroughfares

#### LOCAL SUPPORT

Residents and businesses expressed pride in local institutions, including:

- City leadership
- Good community involvement
- Elmhurst brand great place
- Good parks
- Good areas surrounding the strip

#### AVAILABLE SPACE

The availability of vacant property was cited by roughly 1 in 4 participants as being a top asset. Responses included:

- Fresh start opportunities
- Available space
- Open for development
- Empty canvas

#### MARIANO'S

5 participants listed the new Mariano's as a Corridor asset.

#### **COMMUNITY VISIONING WORKSHOP**

On the evening of Tuesday, February 28th, 2014 the City of Elmhurst held a visioning workshop for the North York Plan in the Elmhurst City Hall Council Chambers. Nearly 50 participants came to share their vision for the Corridor.

#### **WORKSHOP MAP AND BOOKLET**

Workshop participants were divided into six groups. Each group was provided with a large map to mark-up, and a workshop booklet to record their thoughts and ideas. Groups then worked collectively to envision new uses, policies, and planning techniques that could make North York Street Corridor safer, more attractive, and business friendly. Suggested topics for discussion included: land use and development, transportation and mobility, infrastructure and utilities, environmental features and open space, and corridor character and design.

An executive summary is provided below, highlighting the key themes and ideas that were supported by the majority of the groups at the workshop. The summary also ties together themes that crossed topic areas. Following the executive summary is a detailed list of the responses provided in each category.

#### **EXECUTIVE SUMMARY**

Overall, every group was in relative agreement regarding a new vision for the Corridor. The most commonly-heard themes are listed below, recognizing that many are interrelated:

- Develop outdoor public spaces and green spaces. One group described the Corridor as a "concrete jungle." New "family friendly" open spaces that encourage activity are seen as an opportunity to beautify the area, encourage civic interaction, and provide recreational opportunities. Some examples provided included: new parks, street trees, greenways, flowers, and a central public square or gathering place.
- Increase walkability. Every group found the Corridor's sidewalks incomplete, unattractive, and unsafe. Street lighting is reported as spotty, and the lack of crosswalks puts pedestrians in danger. Recommendations focused on making the Corridor more inviting for pedestrians including extending and widening sidewalks, implementing new crosswalks at key intersections and crossing points, and ensuring sidewalks are properly maintained in the wintertime.
- Attract or develop a new recreation or fitness facility. Nearly every group recommended developing either a new public or private recreational facility. Specifically, groups desired a "new gym run by the Park District," a "health club," an "indoor sports complex," a "fitness center," or a "new Park District facility that is sports and recreation oriented."
- Enhance traffic circulation. The Corridor is perceived as inefficient and difficult to traverse for motorists and bicyclists. Reasons provided included: a lack of bike lanes, limitations on left turns, a lack of stop lights in front of high-trafficked destinations, semi-truck traffic, and speeding cars. Participants suggested lowering the speed limit, implementing new traffic signals at key intersections (noted below), and consolidating curb cuts and parking lots.

- Recruit and attract anchors that the Corridor can build around. Participants want the Corridor to contain "destinations" that will attract residents and non-residents alike, such as big-box retailers (e.g. Lowe's, Target) and prominent cultural institutions (e.g. a new Elmhurst Symphony Orchestra hall). The momentum generated by these new anchors will have spill-over affects by attracting further development to the area.
- Improve the Corridor's visual appearance. Participants described the Corridor as "uninviting" and proposed an assortment of beautification strategies that could better integrate the Corridor with the rest of Elmhurst and increase its attractiveness. Public art, gateway signage, consistent streetscaping, cohesive façades, street trees, and updated signage were all ideas provided.
- Be targeted in approach. Some groups, either directly or implicitly, suggested that the 1.8 mile corridor should not be treated uniformly as one mass. Different areas of the Corridor might require different strategies, investments, and approaches, given the diversity of uses and issues found along the Corridor. One group, for example, broke the Corridor into three sections: zone #1 (North Avenue to Lake Street), a transition area around the interstate, and zone #2 (Crestview Avenue to Grand Avenue).

#### LAND USE

Participants listed the following concerns and ideas relating to land use in the Corridor:

- Create family friendly spaces, such as fountains, green spaces, Chili's, and Applebee's
- Develop a square with a fountain, a gathering plaza with tables, planters, and a playground
- Identify and develop a central gathering place, e.g. Village Square
- Develop a gathering place between Fullerton Avenue and North End Avenue on the west side of North York Street
- Redevelop both sides of North York Street
- Visualize the Corridor through three areas: zone #1 (North Avenue to the interstate), transition area along the interstate ramps and underpass, and zone #2 (Crestview Avenue to Grand Avenue)
- Relocate undesired uses (e.g. truck dealer) to more fitting locations off of the Corridor, such as along Grand Avenue.
- Attract destination retailers, big box stores, and new restaurants
- Best development potential is along North York Street between Crestview Avenue and West Wrightwood Avenue, and Crestview Avenue and East Belden Avenue
- Develop entertainment options that will draw people, for example, the Greenman Theatre is in need of a location, and the Elmhurst Symphony Orchestra could have its own performance space
- Better utilize the area between Fullerton Avenue and North End Avenue

#### TRANSPORTATION AND MOBILITY

The following issues and ideas were reported by participants regarding the Corridor's transportation and mobility:

- Create a bike path along electrical towers/wires
- Implement bike lanes or a cycle track, with a separation between the bikes and traffic via landscaping or a cement barrier
- Improve ingress/egress to Churchville Middle School from North York Street. School buses have difficulty entering and exiting, in particular
- Improve walkability by extending and widening the sidewalks, and ensuring they are properly shoveled and maintained in the winter.
- Improve public transportation options
- Improve parking to accommodate visitors
- Keep truck traffic off of North York Street
- Increase pedestrian access across North York Street, especially by Mariano's
- Lower the speed limit to 25-30 mph
- Improve lighting under the highway overpass
- Improve crosswalks to make sure they are safe and efficient
- Remove medians to make room for sidewalks

- Implement a stop light at Diversey Avenue and North York Street
- Implement a four way light at Belden Avenue and North York Street
- Implement a four way stop sign at Belden Avenue and Michigan Street due to congestion from Mariano's
- Implement left turns along Belden Avenue
- Implement a left turn on southbound North York Street heading onto Lake Street
- Consider road-dieting down to a two lane street in provide space for sidewalks and new lighting
- Continue pavers, lights, and trees as if it were the rest of Elmhurst
- Consolidate properties to allow for fewer points of entry along North York Street
- Reduce the number of curb cuts
- Use permeable pavers to absorb rainwater
- Put parking behind, above, or below businesses
- Develop a parking garage directly off of I-290
- Increase access to Churchville Middle School from North York Street

#### INFRASTRUCTURE AND UTILITIES

Participants noted the following ideas and issues relating to infrastructure and utilities:

- Mitigate flooding just north of interstate
- Bury utilities
- Use LED street lights
- Make lighting better and more consistent

#### ENVIRONMENTAL FEATURES AND OPEN SPACE

Concerns and recommendations for environmental features and open spaces included:

- Develop a new gym run by the Park District with mini-golf, indoor courts
- Develop a new Park District facility that is sports and recreation oriented in between Fullerton Avenue and North End Avenue on the west side of North York Street
- Develop a park or open space behind the empty hotel site.
- Attract a new health club
- Develop a fitness center to bring in new businesses who are attracted to having an exercise location close to their place of employment
- Develop an indoor sports complex at the Ingersoll Rand Customer Center property
- Use prairie plants for open areas along the interstate
- Develop green space or greenways along the Corridor from Crestview Avenue to North End Avenue
- Plant trees and flowers to change the image of the Corridor being a concrete jungle
- Use green space for rainwater absorption and community garden
- Put in benches and fences for people to sit outside in green areas

#### CORRIDOR CHARACTER AND URBAN DESIGN

Participants listed the following concerns and ideas relating to the Corridor's character and urban design:

- Place flowers along the southern portion of the Corridor
- Develop cohesive façades and architecture
- Use school(s) as an anchor
- Beautify the northern end of the strip with a gateway
- Develop uniform signage, with signage at Grand Avenue and Crestview Avenue
- Update the Corridor's signage
- Develop streetscaping along zone #1 and zone #2, as well as along Wrightwood Avenue
- Ban neon lights
- Use charming lighting to improve appearance
- Implement monument signs at Diversey Avenue and Wrightwood Avenue for the U-shape properties
- Use higher quality materials such as stone on buildings
- Expand streetscape to match south of North Avenue
- Use public art such as murals or something similar to the "Cows on Parade" in Chicago
- Use inviting designs
- Lessen the setbacks along the Corridor bring businesses closer to the sidewalk
- Implement a gateway right off I-290, such as a fountain and "Welcome to Elmhurst" sign
- Make the area have a downtown feel
- Create a sign highlighting all corridor businesses right off of I-290

#### **PROJECT WEBSITE**

A project website was created in order to provide a single source for all information related to the planning process. The website contains project information and updates, meeting notices, and downloadable copies of documents. In order to provide convenient and comprehensive information, the project website is accessed through a direct link on the City of Elmhurst's home page. The project website will remain active for the remainder of the planning process.

#### SMAP ON-LINE MAPPING TOOL

sMap is a social mapping application developed by Houseal Lavigne Associates in order to allow residents and businesses to actively take part in the planning process. Participants can create their own map of issues and opportunities, including placing "points of interest" on a map that provide specific ideas about the Corridor at particular locations. This section summarizes the 52 responses generated from 6 different users.

#### COMMUNITY ASSETS

Mappers identified several key assets in the Corridor, including Mariano's, Hamburger Heaven, the North York and I-290 intersection, and a double lot along East Fremont Avenue.

#### **DEVELOPMENT PRIORITY SITES**

Desired sites for new investment were provided by mappers, and included re-developing the Corridor's closed hotel site and implementing a consistent and safe network of sidewalks and bike lanes.

#### **PROBLEMATIC INTERSECTIONS**

Eleven problematic intersections were highlighted, nine of which are within the Corridor's study area. Respondents noted traffic issues regarding: turning into the parking lot of Doti Liquors; the right turn only off of Belden; the lack of a crosswalk at Crestview and North York; congestion around the North York/l-290/U.S. Route 20; "risky" left hand turns from the Fratello's parking lot; parking issues with the Foot and Ankle Clinic; and hazardous ingress/egress at the strip mall between North and Columbia Avenues.

#### PUBLIC SAFETY CONCERNS

Mappers see the North York Street Corridor as unsafe for pedestrians and bikers. A variety of areas along North York were identified, noting locations where crosswalks are dangerous and/or sidewalks are narrow or non-existent.

#### INDESIRABLE IISES

Three neighboring undesirable uses were identified including empty lots on East Fremont Avenue and the apartment complex along Elmcrest and Lake Streets.

#### TRANSIT DESTINATION

One mapper listed the intersection of North Ave and North York Street as potential transit stop and hub for bike parking.

#### DESIRED USES/DEVELOPMENTS

Several sites were highlighted by mappers for new desired uses and developments. Ideas included implementing new biking and walking paths, building a community garden across from the Hyundai dealership, and opening new businesses at the intersection of North York Street and Lake Street.

#### **POOR APPEARANCE**

Three points were placed noting areas of poor appearance including an abandoned building near North York Street and Crestview, the stretch of North York Street between West Fremont Ave and West Lake Street, and overhead utilities near North York Street and Grand Avenue.

#### NTHFR

Mappers noted three other spots of interest along the Corridor. Flooding near I-290, hazardous light posts along North York Street just south of I-290, and the need for an additional driveway at Churchville Middle School were listed by residents.

#### RESIDENT SURVEY

An on-line questionnaire for Elmhurst residents was posted on the project website and publicized by the City. It is designed to supplement other outreach activities conducted throughout the community, and is not intended to be a scientific survey instrument. The survey launched in November, and will remain open and available throughout the planning process.

As of the *Existing Conditions Report*, 162 residents completed the survey. A synthesis of their responses to the survey's questions are provided below.

#### **MOST IMPORTANT ISSUES**

Residents were asked to provide input on the most important issues facing the Corridor. The survey listed eight different issues, and respondents were encouraged to check as many as they felt were applicable. The issues are ranked below based on the number of responses.

- Overall appearance 78% of participants
- Need for new development 75% of participants
- Pedestrian orientation 37% of participants
- Traffic 29% of participants
- Undesirable uses 28% of participants
- Bicycle orientation 24% of participants
- Mix of uses 23% of participants
- O Parking 11% of participants

#### CORRIDOR CONDITIONS AND APPEARANCE

Residents were given the opportunity to assess the quality of the Corridor's appearance and infrastructure in nine topic areas (e.g. streets, parking, sidewalks, etc.). Each respondent rated these topics on a sliding scale of "poor," "fair," "good," and "excellent." As shown in the corresponding chart, the majority of survey responses fell into either the "fair" or "poor" category.

	Excellent	Good	<b>Fair</b>	Poor
Streetscape	1.3%	11.3%	30.2%	57.2%
Lighting	3.8%	45.2%	38.9%	12.1%
Wayfinding	2.6%	38.2%	42.1%	17.1%
Street Condition	3.8%	48.1%	40.5%	7.6%
Sidewalks	3.3%	11.1%	29.4%	56.2%
Traffic	3.3%	38.2%	42.8%	15.8%
Bike Access	1.4%	10.9%	18.4%	69.4%
Pedestrian Friendliness	0.6%	7.1%	23.9%	68.4%
Mix of Uses	1.5%	15.6%	56.3%	26.7%
Overall Appearance	1.3%	3.9%	36.8%	58.1%

#### DESIRED NEW DEVELOPMENT

The survey listed ten types of potential new development spanning from retail to manufacturing, and asked participants to select the types they would like to see more of in the Corridor. The most popular selections were restaurants, retail, and entertainment options, with the least popular being manufacturing.

- Restaurants 84% of participants
- Retail 81% of participants
- Entertainment 62% of participants
- Services 30% of participants
- Mixed Retail/Office 27% of participants
- O Civic/Public 23% of participants
- Mixed Commercial/Residential 20% of participants
- Offices 17% of participants
- Residential 12% of participants
- Industrial/Manufacturing 5% of participants

Conversely, when participants were asked to select the types of development they would NOT like to see, the overwhelming majority (80%) listed manufacturing.

#### BUSINESS SURVEY

The Plan's website also contains a short, 15-minute survey for businesses along the North York Street Corridor. Private-sector leaders were given the opportunity to rate the area's infrastructure and business climate, and submit ideas for desired and undesired types of new development. The survey was launched in November 2013 and currently remains open.

As of the *Existing Conditions Report*, six businesses had answered the questionnaire. The survey's participants work at a variety of businesses along the Corridor, including retail outlets, commercial services, and professional offices. Five of the six respondents are working at businesses that have been in operation at their present location for more than seven years.

#### **BUSINESS CLIMATE**

Businesses were asked if there is anything that the City can do to improve the business climate within the Corridor. Responses included:

- Upgrade and enhance the look of the Corridor to mimic Downtown Elmhurst (e.g. street lighting, building structures, greenery, and landscaping)
- Develop the entire Stevens property
- Bring in more traffic by having a different type of businesses
- Put in a new, reputed national hotel at the old Waverton Hotel site

#### CORRIDOR CONDITIONS AND APPEARANCE

Survey participants were given the opportunity to assess the quality of the Corridor's appearance and infrastructure in nine topic areas (e.g. streets, parking, sidewalks, etc.). Each respondent rated these topics on a sliding scale of "poor," "fair," "good," and "excellent." As shown below, nearly all topic issues have little middle ground, with a majority rated as either "poor" or "good."

	Excellent	Good	<b>Fair</b>	Poor
Streets	16.7%	50.3%	33.3%	0.0%
Sidewalks	0.0%	33.3%	16.7%	50.0%
Streetscape	0.0%	16.7%	33.3%	50.0%
Parking	0.0%	50.0%	33.3%	16.7%
Lighting	0.0%	50.0%	33.3%	16.7%
Safety	0.0%	50.0%	0.0%	50.0%
Wayfınding	0.0%	0.00%	66.7%	33.3%
Public Space	0.0%	16.7%	33.3%	50.0%
Overall Appearance	0.0%	0.0%	33.3%	66.7%

#### DESIRED NEW DEVELOPMENT

The survey asked respondents to list the type(s) of new developments that they would like to see most in the Corridor. More than one type of development could be selected. As shown below, the most desired new development is retail, with the least desired manufacturing.

- Retail 80% of participants
- Restaurants/Entertainment 60% of participants
- Residential 20% of participants
- Offices 20% of participants
- Public/Semi Public 20% of participants
- o Industrial/Manufacturing 0% of participants





# CHAPTER 3 LAND USE PLAN AND DESIGN GUIDELINES

The Land Use Plan and Design Guidelines outline a long-term vision for the North York Street Corridor. Over the next 20 years, this Plan imagines North York Street as an attractive corridor of office and retail, supported by dense multi-family offerings, quality park space, and easy access to regional transportation networks.

The Land Use Plan serves as a "blueprint" for the location and type of future growth and development within the Corridor, outlining desired future uses on a parcel-by-parcel basis and establishing the appropriate concentrations of uses at various points. The Land Use Plan also includes a list of priority redevelopment opportunities, which includes more than twenty sites within the Corridor that are well-positioned for new development that can create jobs, spur investment, and generate tax revenue. Design guidelines prescribe the design of public and private improvements in the Corridor, and ensure that the appearance of the Corridor's structures are attractive and welcoming.

Taken together, these two components form a clear and implementable guide that can attract and retain new investment along North York Street. The policies, land uses, guidelines, and recommendations presented balance "on the ground" realities with the long-term vision and priorities of the community.

The Land Use Plan and Design Guidelines provide a tangible "roadmap" for the City, developers, businesses, and residents to improve the North York Street Corridor. While specific recommendations and scenarios have been identified to guide the City's decision makers, a heavy amount of flexibility and discretion is built into the recommendations. The overall approach to new growth and development within the Corridor should be to remain flexible to a variety of potential redevelopment scenarios, provided that they remain within the overall spirit of the Plan. A variety of broad principles and strategies have been included throughout the text to simultaneously establish a clear direction for the Corridor, while also remaining adaptable to any changes that may occur in the coming years.

Additionally, it is the Plan's position that the biggest obstacle to investment within the Corridor lies in the appearance of sites, not the uses of the sites. To that end, the Land Use Plan, as a whole, does not represent a significant departure from current land uses. The successful implementation of the Design Guidelines, if matched with proper code enforcement, will serve as the biggest catalyst for new activity and investment along North York Street.



## UNITING THE NORTH YORK STREET CORRIDOR

North York Street should function as a cohesive Corridor spanning from North Avenue to Grand Avenue. Uses, property sizes, and site characteristics may vary throughout the Corridor, but these different pieces can collectively form a mosaic of activity and commerce. The success of individual parcels and blocks is directly interrelated to the overall health of the Corridor.

The challenge is that many residents and visitors don't see North York Street as a unified corridor. The I-290 interchange acts as a physical barrier creating three distinct character "zones".

It is vital that the Plan recognizes these actual, and perceived, conditions so that the recommendations provide clear and effective policy directions to knit together the different zones of the Corridor and help it collectively "feel like Elmhurst".

#### **SOUTH ZONE**

#### NORTH AVENUE TO LAKE STREET

- This zone most resembles the aesthetics of the City Centre with a mix of uses/activities, building frontage close to the street, and on-site landscaping.
- Small, single-lot commercial uses comprise the majority of properties in the area.
- Parking can be challenging in this area. The tight configuration of lots in this zone creates traffic conflicts between vehicles and pedestrians.

#### **INTERCHANGE ZONE**

#### LAKE STREET TO CRESTVIEW AVENUE

- This zone contains the largest amount of green space and boulevards within the North York Street Corridor but it is poorly maintained.
- Strip commercial along the eastern side of North York
   Street is well-positioned to capitalize on the visibility from I-290 and the access ramps.
- Flooding is a major concern in this area.

#### **NORTH ZONE**

#### CRESTVIEW AVENUE TO GRAND AVENUE

- Businesses in this area tend to attract customers from Bensenville.
- The area is mostly comprised of small, single-lot, commercial and office uses; however, the west side of North York Street from Crestview Avenue to Wrightwood Avenue contains several large lot commercial properties, including the old Waverton Hotel property.
- Mariano's is a great asset to the Corridor and should be seen as a catalyst for redevelopment in the area.

North York Street Corridor Plan | LAND USE PLAN AND DESIGN GUIDELINES





## **GUIDING PRINCIPLES FOR THE LAND USE PLAN**

The Land Use Plan provides a "roadmap" for North York Street's growth and development over the next 20 years, and outlines the type and location of appropriate land uses along the Corridor. While the six land use categories proposed in this chapter are somewhat different in nature, collectively their mixture helps to form a "cohesive corridor" that is visually attractive and well-positioned to receive new investment.

Overall, the Plan's six land uses, and their location within the Corridor, are not a drastic departure from the City's Comprehensive Plan recommendations or the current zoning designations. The heart of the Plan's recommendations lie in the appearance of sites, rather than their uses. Site configurations and appearances are discussed in detail in the "Design Guidelines" section of this chapter. However, the principles of the proposed land use changes include:

- Transitioning land uses along the southern portion of the Corridor (between North Avenue and Lake Street) towards more office and small scale commercial uses;
- Encouraging single family homes along North York Street and Addison Avenue to relocate into nearby residential neighborhoods;
- Consolidating larger parcels at key locations for "nodal" commercial development that could potentially serve as catalyst redevelopment sites; and
- Transitioning the empty space under the major utility lines south of Wrightwood Avenue into community open space, trails, trail connections, ball fields, and/or parks.

#### **FLEXIBILITY**

The land use designations and recommendations provide a general framework for the Corridor, and should be used to plan and invest appropriately. At the same time; however, it is important to maintain flexibility when implementing the Plan. The Corridor suffers from widespread blight and disinvestment, and the City needs to be responsive to market forces and developers with sound proposals, even when such ideas might not be perfectly aligned with the land uses proposed in this chapter. For example, it might make sense, at some point, to develop multi-family housing on a site currently recommended for commercial land use. The City should remain flexible moving forward, so long as any proposed changes remain within the spirit of the Plan.

#### **SINGLE FAMILY CONVERSION**

To increase corridor density, provide deeper lots for future development, maximize commercial potential, and create a cohesive Corridor appearance, single family uses should be encouraged to relocate into the adjacent residential neighborhoods. Single Family Residential land uses are more appropriate in nearby residential neighborhoods, such as along Michigan Street or Kenilworth Avenue. Over time, existing single family homes along the Corridor should be converted to Commercial Corridor, or replaced with similar uses.

The Land Use Plan identifies the potential to consolidate existing residential parcels along Michigan Avenue, north of Crestview Avenue and South of Wrightwood Avenue, in an effort to increase lot depths and create larger parcels for future development opportunities. In the event that a developer pursues this option, the City should take into consideration the single family homes to the east of Michigan Avenue. These homes will need to be sufficiently buffered from any potential non-residential use using rear-yard setbacks, landscape screens, berms, decorative fencing, and step-down building height designs ensure that adjacent residential neighborhoods are not negatively impacted by new development.











## RECOMMENDED LAND USE DESIGNATIONS

The Plan proposes six future land uses within the North York Street Corridor. They are:

- Multi-Family Residential
- Commercial Corridor
- Business
- Commercial Node
- Public/Semi Public
- Open Space/Parks/Utility Easements

#### **MULTI-FAMILY RESIDENTIAL**

Multi-Family Residential land use consists of multiple housing units with shared building amenities and common hallways and entrances. Examples include apartments, condominiums, and senior housing. Multi-family units help diversify the housing market -- often accommodating college students, young professionals, and senior citizens -- and serve as a transition between low-density, single family neighborhoods, and more intense commercial uses along North York Street.

Multi-family uses are proposed in two areas along the Corridor: on the east side of North York Street and just south of Churchville Middle School; and along the east side of North York Street, from the north side of Churchville Middle School extending north to Grand Avenue. Although the Plan does not specifically identify areas for new multi-family, future housing needs should be considered as portions of the Corridor begin to see future development and investment.

#### **COMMERCIAL CORRIDOR**

Commercial Corridors accommodate a range of retail/shopping uses geared towards residents, surrounding communities, and visitors traveling along the Corridor. Commercial Corridors are of a lower density than those found in the Business or Commercial Node land use and are either single-story stand-alone structures, or strip developments. They often play a supportive role to more intensive nodal or "big box" developments, and retail offerings commonly found in Commercial Corridors include casual and drive through restaurants, clothing stores, and convenience stores. While Commercial Corridors are auto-centric in nature, they should also strive to be pedestrian friendly and attractive. Lots should be well maintained with landscaping and connected to a sidewalk network, and the building's design should have a strong visual and physical relationship to North York Street.

The Commercial Corridor land use is proposed in three areas: the parcels fronting North Avenue at the southern end of the North York Street Corridor, the southeastern and southwestern corners of the North York Street/Lake Street intersection and all of the parcels on the east side of the Corridor north to the ComEd utility right-of-way north of Wrightwood Avenue, and on the west side of the North York Street Corridor north of Wrightwood Avenue to Grand Avenue.

#### **BUSINESS**

The Business land use designation supports a mixture of general office, retail, and service uses, such as medical clinics, professional firms, banks, and other retail or commercial office uses. Business land uses tend to be roughly 1 to 3 stories, which is denser than Commercial Corridors but less dense than Downtown land uses. While the Business land uses tends to be office-oriented, it also supports retail and restaurant land uses. Commercial structures should be closer to the street with the aim of creating a "street wall," with parking located either in the rear or along the side of the structure.

Business uses are found in the southern portion of the Corridor south of the I-290 interchange, along both sides of North York Street from North Avenue almost all the way up to Lake Street. The land use serves as a further transition from the dense Central Business District and North Downtown Business District to the more auto-centric office/commercial orientation of the North York Street Corridor.















#### **COMMERCIAL NODE**

Commercial Nodes are high-intensity retail and commercial hubs that draw from a regional consumer base. To maximize visibility and efficiency of access, Commercial Nodes are sited near high volume intersections, such as North York Street/Crestview Avenue and North York Street/Belden Avenue. "Big Box" stores and uses with regional draw typically serve as anchors within Commercial Nodes, and are supported through a mixture of strip commercial or pad site retail developments. Most structures tend to be either one or two stories, but could be larger. In some cases, commercial nodes may include mixed-use developments with attached townhomes or apartments. The size of certain developments within Commercial Nodes may require more thorough site planning to address unique impacts on traffic or residential areas.

As with Commercial Corridors, Commercial Nodes are primarily auto-centric. However, they should also be pedestrian friendly and attractive for uses along the Corridor. To the extent possible, parking lots should be located either to the side or behind the primary structure, with limited access points and proper landscaping. Developers should be encouraged to include on-site pedestrian enhancements, such as sidewalks and crosswalks, to ensure pedestrian safety and a more attractive aesthetic.

Commercial Node land uses are located along the western side of the North York Street Corridor from Crestview Avenue to North End Avenue, including the vacant Waverton Hotel site, the new Mariano's Fresh Market grocery store, and the Wilkins Hyundai Dealership.

#### **PUBLIC/SEMI PUBLIC**

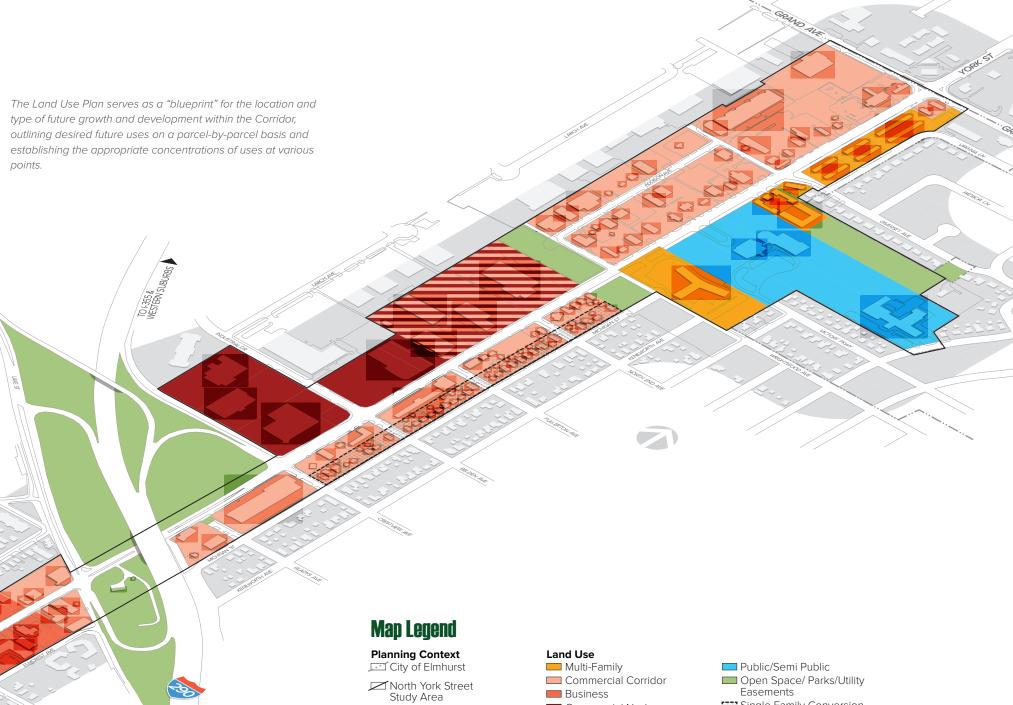
The Public/Semi Public land use accommodates community and institutional uses that support the City of Elmhurst's quality of life. Examples include schools, religious institutions, libraries, government facilities, and not-for-profits. The campuses of Churchville Middle School and Conrad Fischer Elementary School are designated as Public/Semi Public land uses within the corridor. The Elmhurst Fire Department's Station House #1 and training facility is also a public/semi public use, but their future location along the Corridor has yet to be determined.

#### OPEN SPACE/PARKS/ UTILITY EASEMENTS

The Open Space/Parks/Utility land use category protects and enhances parks, open spaces, and utility rights-of-way. These "open" areas can be either publicly or privately owned. In the North York Street Corridor, land uses in this category include Conrad Fischer Park, owned and operated by the Elmhurst Park District, the utility right-of-way along the power lines north of Wrightwood Avenue, and the green space in the I-290 interchange area (owned by IDOT). The Plan proposes obtaining an easement under the power lines to create a community open space with a pathway or bike trail.

## NORTH YORK STREET CORRIDOR LAND USE PLAN

The Land Use Plan outlines a long-term vision for the North York Street Corridor. Over the next 20 years, this Plan imagines North York Street as an attractive corridor of office, retail, and light industrial uses, supported by dense multi-family offerings, quality park space, and easy access to regional transportation networks.



- Commercial Node Commercial Corridor or Commercial Node
- Single Family Conversion







## PRIORITY REDEVELOPMENT OPPORTUNITIES

This section provides a comprehensive list of preliminary, potential redevelopment sites within the North York Street Corridor. These sites were identified based on feedback from the residents, business owners, and stakeholders as well as a combination of broader market potential and local "on the ground" conditions such as available land, community input, existing infrastructure, desired future land uses, and traffic patterns. Some sites are single parcels while others include several adjacent parcels.

It is important to note that as development is considered on a case-by-case basis, individual properties must be carefully assessed in order to appropriately consider environmental concerns such as wetlands, steep slopes, waterways, wooded areas, and flooding. Only by examining these conditions for every parcel prior to development can the City ensure that appropriate and desirable development is approved. This section is organized into three main sections:

- Key Strategies outlining important approaches the City should consider when facilitating redevelopment;
- Redevelopment Opportunities detailing nearly a dozen "Catalyst Redevelopment Sites" and "Redevelopment Sites" within the North York Street Corridor that are prime for new investment; and
- On-Site/Façade Improvements describing programs and policies the City could implement to increase attractiveness of sites within the Corridor and encourage redevelopment.



#### **KEY STRATEGIES**

As the City engages with investors, property owners, and business owners to redevelop the North York Street Corridor, it is important to (1) prioritize "Catalyst Redevelopment Sites," (2) remain flexible and support site consolidation, and (3) encourage relocation of incompatible land uses.

#### PRIORITIZE "CATALYST REDEVELOPMENT SITES"

Several sites have been labeled "Catalyst Redevelopment Sites" based on their strategic and prominent location within the Corridor. If developed successfully, the growth on these catalyst sites may "spill over" and spur development on other sites along the Corridor. The City should play an active and elevated role in working with developers, investors, and local businesses to position these select few sites for new development. When resources are limited, City efforts should focus on these sites.



#### REMAIN FLEXIBLE AND SUPPORT SITE CONSOLIDATION

Sites have been identified on a site-by-site basis. However, in some cases, it may make sense to combine multiple sites for a larger development. For example, "Site A" may be labeled as a Catalyst Redevelopment Site, adjacent to "Site B" and "Site C," which are Redevelopment Sites. In one scenario, all three sites could be developed independent of each other. In another scenario, the sites could be consolidated into one large site for a more sizable redevelopment opportunity. It is important for the City to remain flexible and responsible to the needs of developers, and to proactively work with property owners to position sites for a variety of potential development scenarios. At the same time, the City should not turn down development at "Site A" in order to hold out for a larger redevelopment of all three sites.



#### ENCOURAGE RELOCATION OF INCOMPATIBLE LAND USES

The Corridor contains land uses that are not complimentary to the overall vision and function of North York Street. These uses should be relocated to more appropriate areas within the City creating potential redevelopment opportunities. Incompatible uses include:

- Large-scale commercial/industrial uses found along North York Street. These uses should be relocated to vacant parcels along Grand Avenue or to industrial parks adjacent to the study area.
- Single family detached homes. Many of the single family homes found along North York Street are in an areas zoned for commercial (C2) and commercial (C3) uses.
   Overtime the City needs to encourage these uses to relocate into adjacent residential neighborhoods where possible.

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#### **CATALYST SITES**

Catalyst Redevelopment Sites are "high-profile" redevelopment sites located at prominent intersections and are characterized by sizable lots, easy access, and high visibility. Investment and redevelopment on these sites will create positive momentum within the Corridor, and signals to other developers and investors that a "tipping point" has been reached.



Site A is the former "Steven's Steak House" restaurant located on the southwestern corner of the intersection of Lake Street and North York Street. The 1.4 acre vacant site is visible from I-290, and is one of the first impressions of Elmhurst that travelers have once exiting off of the interstate and heading southbound on North York Street. Given its proximity to the interstate as well as Downtown Elmhurst, the site is well-positioned for a variety of Business land uses such as a casual dining restaurant or a mixed use retail center that can capitalize on strategic and easy access to a variety of destinations within the region. Redevelopment of the site would likely include demolition of the existing structure, and depending on the needs of developers, could also include consolidation with several parcels to the south.



Site B sits across from site 5, and is located on the southeastern corner of the intersection of Lake Street and North York Street. The site is currently occupied, and contains an auto-detailing shop, a Firestone tire store, and a copying center. An un-landscaped surface parking lot abuts the intersection, serving as an unattractive gateway for those traveling southbound off of the interstate. Automotive repair uses, while in compliance with the existing zoning ordinance, are not aligned with the long-term land use vision of the Corridor. Redevelopment uses on this site should align with its Business land use designation, including general office and service uses, professional firms, banks, medical clinics, or other commercial uses, and serve as an appealing gateway into Elmhurst.

#### SITE **C**

Site C is the vacant Waverton Hotel, which occupies a full City block at 624 North York Street from Crestview Avenue to Belden Avenue. The hotel closed in 2013. Throughout the outreach process, this site was repeatedly identified by residents and business owners as one of the Corridor's most important redevelopment opportunities. Site C is highly visible from I-290, and enjoys easy access to North York Street and the interstate. A 78,000 square foot Mariano's store opened in late 2013 north of the property, stabilizing this portion of the Corridor and infusing millions of dollars in new investment to the area.

A Fitness Center and Starbucks have been proposed for this site and is currently going through the design development phase of the planning process. These proposed uses are in line with the Land Use Plan's Commercial Node recommendation, accommodating high-intensity retail and commercial uses that draw from a regional consumer base.



Site D is a roughly 13,000 square foot vacant site on the south-eastern corner of North York Street and Crestview Avenue. This underutilized site can capitalize off of a prominent corner location, as well as any new development that occurs at the former Waverton Hotel (Site C) across the street. Designated as Corridor Commercial, a variety of retail uses would be suitable for this location.

#### **REDEVELOPMENT SITES**

Redevelopment Sites are sites that are currently underutilized, vacant/blighted, or contain uses that are not congruent with the desired future Land Use of the Corridor. These sites could be developed independently, or consolidated (when adjacent) as a part of a larger redevelopment scenario.

#### SITES **QQ**

Sites 1, 2, and 3 are single family homes interspersed between commercial developments. Site 1 has been repurposed for commercial uses, but sites 2, and 3 remain residences. Sites 2 and 3, at minimum, should be converted to office or commercial uses. All three sites should be considered prime development opportunities for new commercial structures within the Business land use category.

#### SITE 4

The Elmhurst Fire Department Station #1 currently occupies Site 4, located at the corner of Fremont Avenue and North York Street. The City has expressed a desire to relocate this station to a more convenient location within the Corridor. When this occurs, this site should be made available for new commercial development. Site 4 is located across the street from a stable, mixed-use development.

#### SITES & B & C

These sites all contain single family homes, a building type that is not supported along North York Street in the Land Use Plan. Many of these sites are currently used as residences with only a few having been repurposed as businesses. These sites are part of the Commercial Corridor land use, and could accommodate a range of retail/shopping uses geared towards residents and visitors traveling along the Corridor. Overtime, as development interest increases along the Corridor, these lots should be considered for consolidation to allow for larger commercial developments on deeper lots.

#### SITE 7

Site 7 is comprised of four vacant parcels in the midst of single family homes. This is the largest piece of undeveloped land in the Corridor, excluding parking lots and utility rights-of-way, and is an excellent piece of property for new development. Site 7 abuts site 8 to the north and site 6 to the south, and if necessary, could be consolidated with several other adjacent sites for a larger redevelopment opportunity.

#### SITE 19

These three properties all contain intense automotive land uses on sizable lots that are not aligned with the long-term vision of the North York Street Corridor. The uses include United Van Lines (moving and distribution), Wilkins Hyundai (car dealership), and TransChicago Truck Group (truck sales and service). While these businesses are important stakeholders in the Elmhurst community, their presence decreases the attractiveness of the Corridor and occupies prime commercial space that may be better suited for retail or office uses. To the extent possible, the City should encourage, and possibly incentivize, these businesses to relocate to less-visible areas within Elmhurst.

#### SITES CO CO

Sites 10 and 11 include vacant parcels and buildings in the midst of a stable development area. These properties could be redeveloped with a variety of commercial corridor uses. Site 10 is adjacent to a vacant 4,161 square foot free standing building, which could be incorporated into a new or demolished as part of a larger redevelopment opportunity, if parcel consolidation becomes an option.

#### **ON-SITE/FAÇADE IMPROVEMENTS**

A well-designed and attractive public realm communicates a message of valued investment and pride. Improving on-site conditions and building façades will have a significant impact on the overall appearance of the North York Street Corridor.

#### ON-SITE IMPROVEMENTS

Many of the parking lots along the North York Street Corridor are made up of vast fields of asphalt with little to no on-site landscaping.

The City should establish an **On-Site Enhancement Program** to encourage current property owners to reconfigure/resurface problematic parking lots, add pedestrian circulation networks and parking area crosswalks, and provide consistent drive lane widths and painted parking stalls. Parking lots should install perimeter and interior landscaping, planting islands, and vegetated screens/buffers. Adding plant material will also help to break up the views of the expansive paving areas.

#### FACADE IMPROVEMENTS

Façade improvements should include improved signage, windows, painting, shutters and awnings, stairs and porches, walls, cornices, and other exterior components and details. Many of the older businesses, strip malls, and fast food restaurants have a dated or run down appearance and are in need of façade improvements. The City should establish a *Façade Enhancement Program* to encourage current property owners to update their outdated or worn down buildings.



### **DESIGN GUIDELINES**

Architectural design, building materials, site maintenance and amenities, and size and location of parking all contribute to the visual aesthetic of an area. Collectively, they shape a location's character, and create an environment that is either desirable for living, shopping, and working or that discourages attention and investment.

The appearance and character of the North York Street Corridor has been a top concern raised by Elmhurst residents throughout the outreach process. Residents have referred to the Corridor as "tired-looking" and "blighted," and expressed a desire to increase the attractiveness of the area.

Design guidelines are one avenue towards enhancing the Corridor's visual appearance. They guide development so that it reflects community needs and desires, as well as supplementing the City's Zoning Ordinance and development standards. Application of and adherence to the Design Guidelines assists property owners, developers, and the City in enhancing the existing and desired character of the Corridor. Design Guidelines are recommendations that prescribe the design and appearance of public and private improvements in the Corridor. While they are specific enough to ensure design compatibility, flexibility is also built-in to allow for individual creativity on the part of property owners, builders, and architects.

#### **PURPOSE OF THE DESIGN GUIDELINES**

Design Guidelines help ensure that the Corridor's properties are attractive and appealing. They are intended to support and strengthen other surrounding developments, increase visual appeal, reduce vacancies and blight, and attract investment. In general, design guidelines strive to:

- Improve the quality and appearance of existing sites and buildings within the Corridor.
- Ensure high-quality and compatible building and site design throughout the Corridor.
- Foster an environment that respects pedestrian and limited bicycle activity, while still accommodating automobile and truck traffic.
- Promote new development that compliments existing development and the desired scale and character of both the Corridor and the City.
- Direct public and private improvements to reflect the desired character and identity of the Corridor.

#### **USE OF THE DESIGN GUIDELINES**

Design Guidelines should be used by City officials and staff as they review plans and proposals for new development within the North York Street area, and also to help direct the style and placement of new infrastructure investments. Property owners, designers, and developers are advised to use these Guidelines for new development projects. They do not attempt to dictate architectural styles or "make all buildings look the same." Instead, they aim to promote a level of quality, compatibility, and consistency that will help make the North York Street Corridor attractive and more integrated into the City's fabric.

Design Guidelines are not legally binding, and should be considered "supplements" to the City's Zoning Ordinance, Comprehensive Plan, and other applicable codes and policies. If discrepancies occur between the Guidelines and another City ordinance or policy, the regulatory document takes precedence. While the guidelines focus on new development, they also address the improvement of existing buildings and properties. Even small improvements, if done properly, can have a major impact on the overall appearance and character of individual properties and the surrounding environments of the Corridor.











#### DESIGN GUIDELINE RECOMMENDATIONS

The guidelines presented in this chapter should be used by the City in reviewing plans and proposals for all new development and improvements to existing sites along the North York Street Corridor. The Guidelines should be used for development within the Multi-Family Residential, Commercial Corridor, Business, and Commercial Node.

#### **BUILDING PLACEMENT AND ORIENTATION**

Buildings should have an engaging relationship with North York Street, with prominent and attractive business entrances facing the street. Setbacks should not be so far as to diminish the aesthetic impact of the building by passing motorists and pedestrians.

- All buildings should "front" North York Street wherever possible.
- Buildings should have a strong visual and physical relationship to the North York Street Corridor to enhance the image and identity of the Corridor.
- Although North York Street is an auto-oriented Corridor, commercial and office buildings should make an effort to provide a strong pedestrian orientation with display windows, attractive detailing, as well as convenient and "hospitable" entrances.
- Properties should be designed to appeal to all users and provide the same means of use by incorporating Universal Design and ADA standards wherever possible.

- Main entrances should be located at the front of the building and should face the sidewalk. Corner buildings might take advantage of their prominent locations with angled corner entrances.
- Rear entrances to stores should be encouraged in areas where public parking or pedestrian walkways are located behind the buildings.
- Long, blank façades along North York Street should be avoided.
- Development tends to be characterized by building setbacks, side yards and surface parking lots. Consequently, the street frontage should be maintained through the use of low-profile landscaping and decorative walls or fencing.
- For larger development when appropriate, public gathering spaces should be incorporated as an amenity for the development.

- Any outdoor seating areas, such as those provided by restaurants or cafés, should be well landscaped and incorporated into the overall site design. Outdoor seating areas should be set back and screened from parking areas and driving aisles.
- Window glazing should be clear or slightly tinted dark; mirrored or reflective glass should be discouraged.
- Awnings and canopies may be used to provide weather protection and to add visual interest. They should be integrated into the façade and should be in character with the architectural style of the building. Arched or rounded awnings (as oppose to straight/angled awnings) give a dated look to the façade of the building and should be discouraged.
- Wherever feasible, truck access should be designed from side streets and not directly from North York Street.
- All service entrances, dumpsters, loading facilities, and outdoor storage should be located at the rear of buildings; they should be screened from view along sidewalks and roadways through the use of decorative screening, masonry walls, and/or evergreen plantings.

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#### **BUILDING SCALE**

New development should maintain a traditional scale and charm and should provide a unique character for the North York Street Corridor. Building heights should remain flexible to accommodate contemporary development and storage needs.

- Building heights should vary based on the property's land use designation, location, and opportunities at the time of development.
- Distinguishing architectural features are encouraged, such as decorative cornices, columns, reliefs, and other façade ornamentation and detailing.
- Architectural details should be visible from the street. Buildings should not be setback so far as to diminish the aesthetic impact of the building on passing pedestrians and motorists. Buildings should be attractive at both a pedestrian and vehicular scale.
- Buildings may have either a pitched or flat roof, but rooflines must compliment the overall design and architecture of the building. Rooflines and parapets should look complete when viewed from all sides of the building.
- Covered walkways, such as arcades, are encouraged along the fronts of multi-tenant commercial buildings to create a "pedestrian-friendly" orientation.

#### BUILDING CHARACTER. MATERIALS. AND ROOFLINE

Buildings should be attractive at both a pedestrian and vehicular scale, and should not contain large, blank façades. Multi-tenant commercial areas should be visibly divided through the usage of various architectural elements. All sides of the building, depending on visibility, may not require the same level of detail, quality construction materials, or finish.

- The use of appropriate building materials is fundamental to compatible new development and the rehabilitation of existing structures.
- Building materials should be of high-quality and durability, and should complement other new buildings within the Corridor. Styles and construction materials should resemble those found in the nearby City Centre area, while recognizing that the Corridor should not be developed as an extension to the Downtown area.
- Quality materials should be used on all sides of the building. Buildings in the Commercial Node should be encouraged to provide an attractive "360 degree" appearance

- New commercial structures should be constructed of traditional masonry building materials such as brick or stone. These materials should be used on all sides of the building. Recommended accent materials include stone, simulated stone, terra cotta, and wood and metal trim.
- Dumpster enclosures should be of masonry construction and should complement the overall building design. Dumpster enclosures should be well landscaped and located at the rear or sides of buildings.
- Damaged and deteriorated exterior building materials should be repaired or replaced in a timely manner.
- For buildings over 20,000 square feet masonry walls may be too cost prohibitive. To ensure high-quality building design for large buildings, variation in building heights, rooflines, and other architectural features should be employed. Façade transparency for buildings should be a minimum 20% of the total area of building walls and landscaping should be installed to break up the monotony of building walls.

- Buildings may have either a pitched or flat roof, but rooflines should compliment the overall design and architecture of the building. Rooflines and parapets should look complete when viewed from all sides of the building.
- Subtle variations in the roofline should be encouraged to avoid repetition and monotony.
- Parapets should be used to hide rooftop equipment such as HVAC and vents from view.
- Rooftop-mounted equipment and vents should be screened from views along all sides of a building. Rooftop screening should be incorporated into the overall design of the building and be an integral part of the architecture.
- Mansard roofs should be discouraged.













#### SIGNS

Signs communicate the nature of individual businesses and also effect the overall image and character of the Corridor. The guidelines presented below should be used by the City in reviewing plans and proposals for all new development along the North York Street Corridor.

- Pole and pylon signs should be attractively landscaped and constructed of traditional building materials similar to the primary building on the site.
- No more than one pylon or pole-mounted sign should be placed on a parcel. The height of pole or pylon-mounted signs should not exceed the height of the tallest building on the parcel.
- When opportunities exist to design and place monument or building-mounted signs, pylon or pole-mounted signs should be discouraged.
- When a building contains multiple ground-floor tenants, signage for all businesses should be compatible in design and consistent in placement.
- The letters of a monument sign should be internally illuminated with a white light source.

- The size of signs should complement façade proportions, and should be constructed in an appropriate scale to the building.
- Wall-mounted signs are encouraged, although signage should not project above the cornice line or be mounted on the roof of a building.
- The design and color of wall signs should complement the architectural style of the building, and be integrated as a component of the building's façade.
- Raised, individual letters mounted directly on the building, as well as signs that use light colors for lettering and darker colors for backgrounds, are preferred.
- Street numbers should be prominently displayed at the main entrance to every business and be clearly visible from the street.
- Entry signage and design features should be provided at the property's main entrance from North York Street.
   Treatments may include special landscaping, public art, and/or lighting, which would, overtime, create a unique and identifiable area within the City.

#### LIGHTING

Lighting promotes safe and secure parking and pedestrian areas, and it can also serve to enhance the appearance of a property. Lighting guidelines for commercial, industrial, and office development should be used concurrently with the City's Outdoor Lighting Ordinance. Building lighting should be subtle and understated. Parking lot lighting should be utilized to promote safe and secure parking and pedestrian areas, while also minimizing light pollution into other land uses and the right-of-way.

- Lighting should be used to illuminate entries, signage, displays, and pedestrian and parking areas, as well as to highlight significant architectural elements. Any light directed at a building, sign, or other outdoor feature should be located at or above the top of the object and aimed and controlled so that the light is directed only to the object intending to be illuminated.
- Building lighting should be subtle and understated; light fixtures should abide by the City's lighting ordinance. Light fixtures should be compatible with building architecture.

- Full cutoff fixtures/down lighting should be encouraged to conform to Dark Sky principles.
- Front and rear building entries should be adequately lit for overall security and visibility.
- Parking lots within development should strive to create a more pedestrian scale and minimize light pollution and glare. This can be accomplished by using shorter lighting standards (12'-18') to help establish pedestrian environments within individual developments.
- Parking lot lighting may not be necessary given limited parking due to narrow lot width and depth, however, if used, overspill lighting into nearby residential areas should be avoided.
- Full cut off bollard lighting may be permitted as accent lighting and may be used in pedestrian seating areas and to highlight pedestrian walkways and crossings in parking lots.
- High-efficiency LED lighting should be used if possible to reduce energy use and maintenance/replacement costs. Fixtures should be specified with light output within the (warmer) general color range of existing lighting for compatibility.

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#### UNIVERSAL DESIGN CONSIDERATIONS

The North York Street Corridor should encourage improved usability and safety for all users by incorporating Universal Design best management practices. The following principles should be considered when reviewing new designs to ensure that the Corridor is inherently accessible to older people, people without disabilities, and people with disabilities.

- The design is useful and marketable to people with diverse abilities.
- The design accommodates a wide range of individual preferences and abilities.
- Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
- The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
- The design minimizes hazards and the adverse consequences of accidental or unintended actions.
- Appropriate size and space is provided for approach, reach, manipulation, and use regardless of the user's abilities.

#### PARKING LOTS

Adequate parking is essential for the vitality of the North York Street Corridor. Parking along the North York Street Corridor needs to accommodate residents, visitors, shoppers, and employees. Off-street parking lots should be designed and located so that they are safe, visible in some case, attractive, and efficient.

- All parking areas should be paved or bricked, striped, and have surfaces in good condition. The use of pervious brick paver systems is encouraged.
- Parking lots should be screened from public view along sidewalks and roadways through the combined use of landscaping, berms, low masonry walls, fencing, hedge plantings, and shrubs.
- Parking lots should have curbed perimeter and interior landscaping with curbed landscaped islands.
- Parking lot landscaping should include landscape islands at a ratio of one per twenty parking spaces. Landscape islands should consist of shade trees (3 to 4 inches in caliper), decorative shrubs (2 to 3 feet in height), and attractive groundcover.

- Landscape islands and perimeter landscape treatments should be implemented as rain gardens/bio-retention to minimize surface water runoff and improve water quality.
- Parking lots should be located at the side of or behind buildings to create a consistent streetwall along the Corridor.
- When possible and appropriate, parking areas of no more than 60 feet in depth should be located between the building and the public rights-of-way. This depth will be sufficient to accommodate a single driving aisle with 90° parking on both sides. Additional parking areas can be provided adjacent to the building on interior portions of the lot.
- The number of curb cuts along the North York Street Corridor into parking areas should be minimized. Adjacent parking lots should be encouraged to connect and access points should be unified. All parking areas should be accessible from cross streets whenever possible.

- When possible and appropriate, shared parking agreements allowing cross-access easements and curb cut consolidation should be encouraged between neighboring property owners.
- Clearly marked pedestrian pathways should be provided within parking lots to avoid large expanses of asphalt and to enhance pedestrian safety.
- Lots should not contain parking spaces in excess of likely patronage levels.
- Bike parking should be provided in visible areas and near main entrances to buildings.
- All parking lots should be designed for proper drainage to minimize stormwater runoff and incorporate stormwater best management practices (BMP's) to minimize surface water runoff and improve water quality.
- Parking lots that are used during evening hours should be adequately illuminated.















#### LANDSCAPING AND FENCING

Landscaping and fencing are powerful methods in screening undesirable uses and creating visually appealing public rights-of-way that can significantly set apart a corridor from surrounding communities. Landscape areas should encourage the use of shade trees, ornamental trees, evergreens, native grasses, shrubs, flowers, turf, and groundcover. Landscape areas should be used throughout parking lots and street frontages to create a more visually appealing corridor.

- Parkway landscaping should consist of salt-tolerant street trees, ornamental trees, evergreens, shrubs, groundcover, and perennials.
- Vegetation native to the Northern Illinois Region (USDA Plant Hardiness Zone 5b) should be encouraged for all landscaped areas within the Corridor.
- Appropriate drought-tolerant native/adapted plantings should be used to minimize irrigation needs and other maintenance requirements. Any needed supplemental irrigation should be sourced from harvested rainwater or other safe non-potable sources to conserve water.
- Where developments are characterized by building setbacks, side yards, and surface parking lots, the street frontage should be maintained through the use of low-profile landscaping and decorative walls or fencing.

- Areas adjacent to building and site entrances, signs, and other site features should be planted with seasonal flowers or colorful groundcover.
- Loading areas, service areas, and dumpsters should be screened from public view.
- Evergreens, berming, and other "vertical" landscaping elements should be used to screen intense developments from adjacent residential neighborhoods. Masonry walls may be considered as a screening device where landscaping alone is incapable of providing an effective screen.
- Planters and landscaped areas should buffer parking and service areas. Plantings should consist of evergreen and/or deciduous shrubs planted in conjunction with low-growing annual or perennial plants and groundcover. Large expanses of exposed mulch should be avoided.
- A landscaped buffer of at least five feet in width should be provided at the perimeter of surface parking lots. Perimeter landscape plantings should include a continuous hedge (3'-4' in height) accented by trees and ground cover allowing for unobstructed views of tenant signage and building entrances.
- Landscape buffers and perimeter landscape elements should be implemented as bio-retention to the degree possible to reduce surface water runoff and improve water quality.

- In conjunction with landscaping, decorative fencing is encouraged to delineate and screen parking and service facilities, outdoor storage areas, etc. Low-profile, decorative wrought iron fencing or masonry walls are recommended.
- Low quality fencing, including chain link and stockade fencing, should be discouraged. Black-vinyl coated fencing is recommended, if chain link fence is absolutely necessary.
- Regularly spaced street trees should be planted in rows along both sides of the Corridor. There are many areas along the Corridor where there is insufficient property to install street trees; however, over time, as properties redevelop, these trees should be installed. Species and spacing should conform to the landscape requirements in the City's Zoning Ordinance.
- Landscaped areas should be maintained in a healthy and attractive condition.
- Parkway landscape designs should maintain adequate sight lines into developments for motorists and pedestrians.

#### MULTI-FAMILY DEVELOPMENT

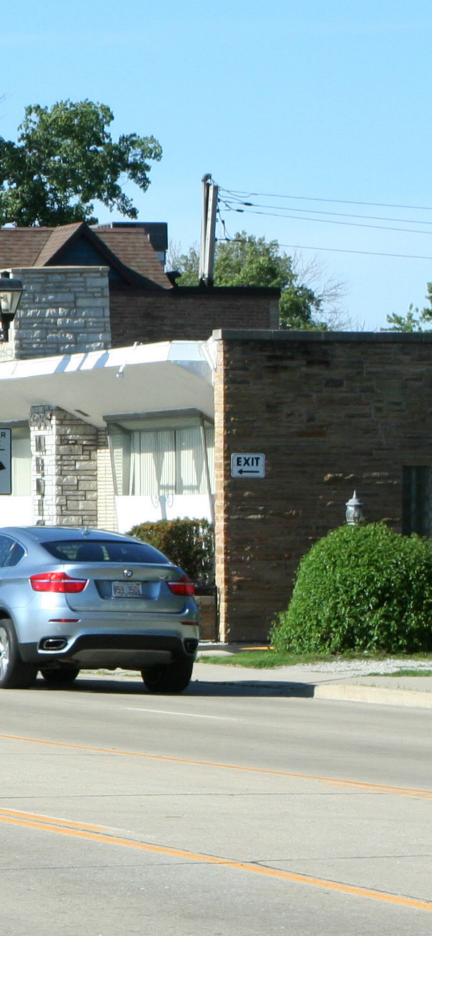
In addition to the general guidelines applicable to all sites and buildings within the Corridor, there are additional guidelines specifically related to multi-family residential properties.

- New housing construction should be respectful of the scale and character of surrounding properties, particularly in terms of building materials, colors, and building mass and proportion.
- While new residential buildings may be set back from the property line, setbacks should be consistent along a block front. Residential buildings should be aligned with and face the street.
- Residential sites should be attractively landscaped, particularly front setbacks and the perimeter of parking and service areas.
- Where possible, parking to serve multi-family uses should be located inside the primary buildings; if garages or surface lots are provided, they should be heavily landscaped, and located behind the residential buildings if possible.
- Apartment and condominium units could also be promoted on the upper floors of mixed-use buildings along the Corridor, particularly in the Business land use.

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# TRANSPORTATION AND MOBILITY PLAN

Corridor revitalization and redevelopment hinges on the provision of quality transportation. Safe and efficient roads act as the arteries of commerce, linking local buyers and sellers together while also providing the infrastructure to distribute goods nation-wide. Walkers and cyclists bring energy and vitality to commercial areas, and pedestrian and bike amenities increase the customer base of businesses. Convenient public transit reduces roadway congestion and transports riders at a low cost to important destinations. Additionally, transportation efficiency and access — to work, to school, to home, and to entertainment opportunities — is one of the most important factors in choosing where to live.

Taken together, a well-integrated network of quality transportation options — driving, biking, walking, or riding the bus — increases the attractiveness of new investment and enhances resident quality of life. This chapter identifies transportation investments and improvements necessary to make the North York Street Corridor a more desirable location to live, work, and shop, and is organized into the following sections:

- Approach, outlining the Plan's vision and overarching approach to transportation improvements within the Corridor:
- Roadway improvements, detailing enhancements to traffic flow, rights-of-way, and intersections;
- Pedestrian and bike improvements, highlighting areas requiring new sidewalks, crosswalks, bike facilities, and more; and
- Public transit improvements, assessing opportunities to strengthen Pace bus service and connections to Metra stations in Bensenville and Downtown Elmhurst.

North York Street has historically functioned as an auto-centric corridor, with wide roadways, surface parking lots, and rights of way that accommodate ingress/egress into shopping centers or plazas. This auto-centric design is due to, among other reasons, its location outside of the "heart" of Elmhurst and proximity to I-290, which is a regional transportation roadway traveled by more than 117,000 vehicles daily.

North York Street's current "commercial corridor-style" layout plays an important role in the Elmhurst region, accommodating commuter traffic and commerce from throughout the region. The Corridor also contains a variety of important services and businesses needed by residents but whose locations are not feasible in other higher-density or residential areas.

Continuity of the status-quo is not an option, however. Transportation improvements should continue to prioritize the safe and efficient movement of vehicles within an auto-oriented environment, but at the same time, increase friendliness towards walkers, cyclists, and public transportation.



### **COMPLETE STREETS**

A "Complete Streets" policy aims to create roadways equally usable by all modes: pedestrians, bicyclists, public transit, and automobiles. Elements of such a policy include bike lanes, high visibility crosswalks, bike and pedestrian signage, curb extensions, pedestrian refuge islands, and public transportation accommodations. The City of Elmhurst has not adopted its own Complete Streets ordinance; however, it does utilize the Illinois Department of Transportation's (IDOT) policy.

Elements of Complete Streets can be applied to the North York Street Corridor, such as implementing bike and pedestrian infrastructure that makes the area more welcoming to non-vehicle users. However, given existing infrastructure and land use realities, the Corridor should be friendly to cyclists and walkers, not oriented towards them. The section below briefly highlights Complete Streets improvements, which will be further detailed in the following three sections.



#### MOTORISTS

A safe and efficient system should be provided throughout the Corridor. Access should be provided where necessary to businesses and off-street parking facilities. No parking should be allowed on North York Street.

#### **PEDESTRIANS**

A continuous pedestrian network should be provided throughout the Corridor, without degrading vehicular access and mobility. Carriage or parkway sidewalk should be installed in locations that are currently lacking sidewalks and crosswalks should be upgraded to ensure safe crossing.



Cyclists



Public Transportation - Metra





Public Transportation - Pace

#### CYCLISTS

More than 20,000 vehicles travel along North York Street daily, and it is difficult to safely accommodate bike travel. The recently approved Elmhurst Bike Plan (2013) designates North York Street as "unsuitable for biking," and does not recommend bicycle infrastructure such as bike lanes or "sharrow" road markers. However, bike traffic may be appropriate within the Corridor in an east-west direction, such as along Grantley Avenue. Bike racks should be encouraged in appropriate retail locations reachable from the east or west, recognizing that north-south travel along North York Street is not suitable.

#### PUBLIC TRANSPORTATION

Pace stops should be enhanced to provide the latest amenities, such as shelters and concrete pads. All stops should be properly signed and bus pull-out zones should be provided where possible. As major investments are considered, the City should refer to the Pace Transit Supporting Guidelines.

### ROADWAY IMPROVEMENTS

Overall, the Corridor is well-served by its existing network of roadways. Congestion is experienced during peak travel hours; however, reported traffic flow is better than most other suburban counterparts. That said, a series of relatively low-cost improvements can be made along the Corridor to improve auto efficiency and access. This section details these enhancements, such as the addition of a full service intersection at Belden Avenue and North York Street, curb-cut consolidation along North York Street, and cross-access agreements between adjacent parking lots, among others. It is also important for the City to remain flexible in its approach to the Corridor's roadways, recognizing that future development might require alteration to existing infrastructure.



#### TRAFFIC FLOW AND CIRCULATION

A variety of traffic travels along North York Street: regional through-traffic, local residential traffic, business/shopping traffic, and truck traffic. Congestion occurs during peak morning and evening peak periods at major intersections, such as at Grand Avenue, North Avenue (IL 64), and the I-290 interchange that also includes the Lake Street (US 20) frontage roads. Although IDOT has classified North York Street as a minor arterial, the traffic volumes and 5-lane pavement section are consistent with guidelines established for major arterial routes. The City should coordinate with IDOT to ensure that the most efficient traffic signal timings are provided at the North York Street intersections with North Avenue (IL 64), Lake Street (US 20), I-290 / Crestview Avenue, Industrial Drive / Belden Avenue, and Grand Avenue. A traffic and engineering study will be required to change Belden Avenue / North York Street to a full service intersection. Additionally, the City should conduct a traffic and engineering study to determine if a new traffic signal is warranted at North York Street and Grantley Avenue. The new signal was recommended in the 2013 City of Elmhurst Bike Plan because the intersection impacts the recommended bike route.

Congestion can be classified in terms of Level of Service (LOS), a sliding scale developed by the Transportation Research Board ranging from "A" (free flowing traffic) to "F" (excessive congestion, frequent slowing). As discussed in the Existing Conditions Report, the north end of the Corridor, from Crestview to Grand Avenue operates at a LOS C, and the south end from North to Crestview operates at LOS D. While the Corridor experiences some congestion, it is at lower levels than those found elsewhere in the region. In suburban Chicago, many major roadways operate at a LOS of D, E, or F. If traffic volumes along North York Street increase, potential mitigation strategies, such as installing complete right turn lanes at Grand Avenue, could be necessary. A traffic and engineering study would need to be conducted to determine if the right turn lanes are needed. The City would also need to coordinate with the DuPage County Division of Transportation (DuDOT) since the intersection rightof-way is under their jurisdiction.



Recommendations should consider the volume of truck traffic along North York St.

#### TRUCK TRAFFIC

Connections to the light industrial areas adjacent to the Corridor are also important. Industrial Drive leads directly into a key industrial and business park for the City. Due to the high truck volumes, it is important that the intersections of Industrial Drive, Diversey Avenue, and Wrightwood Avenue with North York Street provides proper travel radii necessary for truck traffic, as well as enough turn lane width to accommodate queuing trucks and vehicles. It is important to note that increasing the turning radii of corners will also increase the distance pedestrians have to travel across intersections, ultimately degrading the pedestrian friendliness of the Corridor. The City needs to maintain a balance between the two and ensure that design considerations be given to intersections where both truck traffic and pedestrians are present.

TRANSPORTATION AND MOBILITY PLAN | North York Street Corridor Plan \_\_\_\_\_\_\_\_43



Existing 5-lane cross-section of North York Street



Existing raised median at the I-290 interchange

#### **TURN LANES AND MEDIANS**

North York Street has a five lane pavement section with two through travel lanes in each direction and turn lanes or two-way left turn lanes providing auto access to businesses along the Corridor.

Near the I-290 interchanges, a wide landscaped median (12 feet from front-of-curb to front-of-curb) is found where turn lanes are not necessary. The current turn lane and median configuration should remain; however, portions of the landscaped median should be reconstructed and enhanced to provide increased visual appeal. There is also an opportunity to install a median that would extend to the most southern entrance of the mb Financial Bank, approximately 450' from the North York Street and Grand Avenue intersection. For more detail, please see the *Streetscape and Urban Design* chapter.

Another important consideration includes the east-west roadways intersecting North York Street. Diversey Avenue, North End Avenue, and Fullerton Avenue all have full access to North York Street with a stop sign, but finding adequate gaps in through traffic is often difficult, especially during the peak travel hours. Crestview Avenue has traffic signal control as it aligns opposite the I-290 ramps, and provides full access. Consultant observations and resident feedback indicate that many neighborhood travelers seeking access to North York Street use Crestview due to the safety and convenience of its traffic signal. Belden Avenue has traffic signal control as it aligns opposite Industrial Drive, but access is limited to right turns in/out only. Providing an additional full access signal into the neighborhood at the Belden Avenue intersection is encouraged. By allowing southbound and westbound left turn movements, congestion that occurs at Crestview could be alleviated, as well as a mitigation of "cut-through" traffic from northern neighborhoods down to Crestview. A traffic and engineering study needs to be conducted to ensure that improvements will not negatively impact the surrounding residential neighborhood.



Excessive curb cuts along North York Street need to be reduced

## CURB CUT CONSOLIDATION AND CROSS-ACCESS

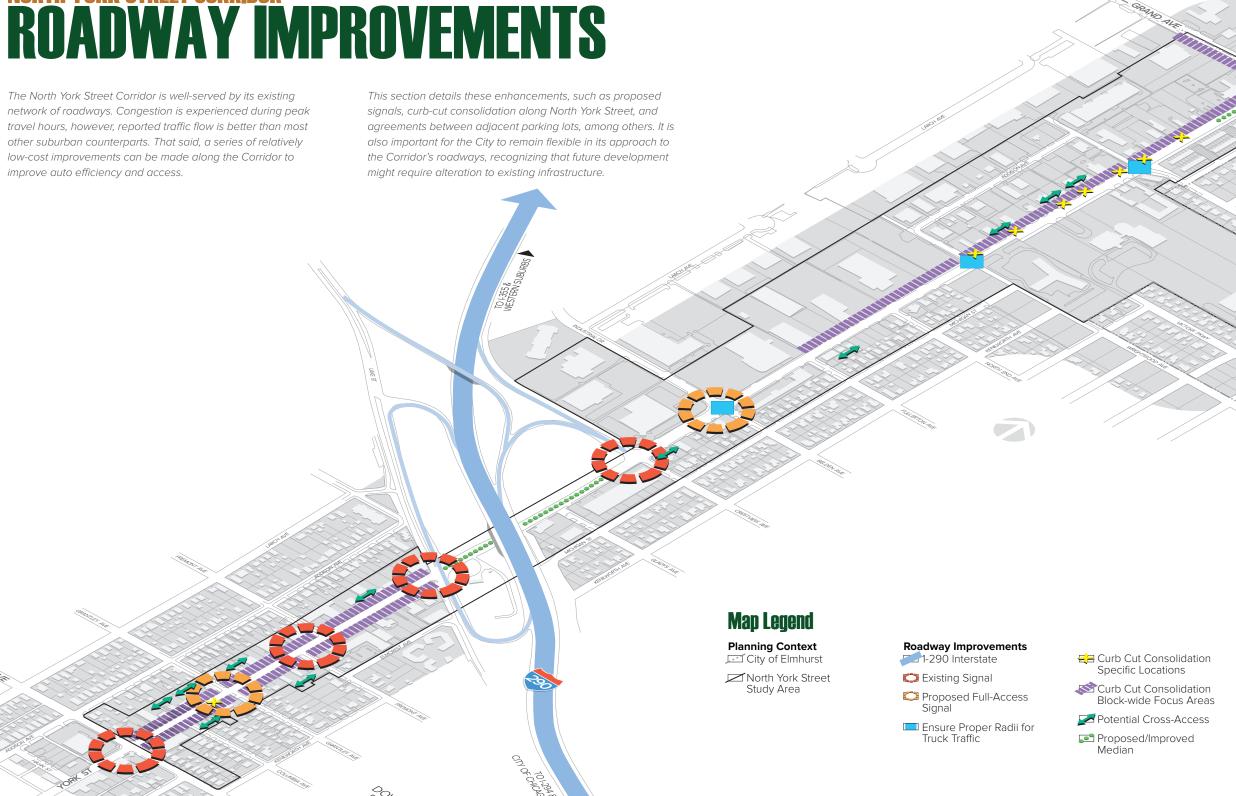
Curb cuts are designed to provide access from public streets to local land uses. However, an excessive amount of curb cuts can have negative impacts on pedestrian mobility, safety, and on-site circulation along a busy corridor such as North York Street. In many cases, curb cuts can be removed or consolidated without compromising access to a site. This will improve the continuity of the sidewalk network, create fewer conflict points, and enhance on-site parking capacity and circulation. There are two sections along the Corridor that are cluttered with multiple driveways that should be considered for driveway consolidation: the stretch from North Avenue to I-290 and the several blocks south of Grand Avenue.

Consolidating curb cuts often requires cross-access between property owners. Along the Corridor, developments are often separated from one another by fencing, landscaping, or other minor barriers, requiring each development to have its own curb cut. Providing cross-access between adjacent parking areas allows motorists to avoid entering street traffic in order to access adjacent destinations. In some cases, shared parking lots may be appropriate. This results in safer roadway operations. The City should work with property owners to facilitate cross-access agreements, including incentivizing or requiring them in new developments.

#### **NEW DEVELOPMENT**

As new large-scale development occurs, such as on the "catalyst sites" identified in the *Land Use Plan and Design Guide-lines* chapter, it may be necessary to re-configure or enhance portions of the Corridor's roadway infrastructure. For example, a large new development along the Corridor might require an additional turn lane, implementation of a traffic signal, or slight adjustment to the roadway width. While any improvement will depend on the development's location, size, type, and scale, as well as thorough evaluation by City officials, it is important to consider using roadway improvements as one tool to stimulate new investment and business growth.

# NORTH YORK STREET CORRIDOR ROADWAY IMPROVEMENTS



TRANSPORTATION AND MOBILITY PLAN | North York Street Corridor Plan 45 CLEARLY MARKED AND SIGNALIZED INTERSECTIONS INCREASE THE SAFETY OF PEDESTRIANS AND CYCLISTS, AND MAKE THE CORRIDOR FRIENDLIER TO A VARIETY OF USERS.



Enhance the existing sidewalk configurations to accommodate pedestrians



To provide a more complete, pedestrian friendly street, it is recommended that existing sidewalk gaps along North York Street, Grand Avenue, Belden Avenue, and Fullerton Avenue be filled. The current sidewalk network consists of two types of sidewalks: (1) "carriage sidewalks," in which the sidewalk directly abuts the roadway, and (2) "parkway sidewalks," where turf grass, flowers, or trees divide the sidewalk from the roadway. In order to keep the existing style of the Corridor, carriage sidewalks should fill the gaps south of Belden Avenue, with parkway sidewalks being placed north of Belden Avenue. Carriage walks should be designed to be at least 6' wide, but 8' is preferable to provide a wider buffer to the travel lanes. Filling in the sidewalk gaps will make the entire corridor walkable and safer for pedestrian use. Where applicable, sidewalk additions in the Corridor, such as along Belden Avenue, should be extended into neighborhoods without sidewalks.



Need to provide clearly marked and signaled intersections for pedestrians

#### **INTERSECTIONS AND CROSSWALKS**

Of the six intersections with stop lights along the Corridor, only four have pedestrian signaling (e.g. "walk/don't walk" and/ or countdown timers). Those without are the intersections of Grand Avenue and Crestview Avenue with North York Street. In addition to adding pedestrian signaling at these intersections, all intersections should be upgraded to include the latest pedestrian signal heads and countdown timers. Signals should be regularly monitored to determine if traffic counts warrant a different timing pattern. Generally, signals along the Corridor should be synchronized to function as a system rather than as individual signals to provide efficient corridor movement.

Marked pedestrian crosswalks exist at all of the Corridor's signalized intersections except Grand Avenue. However, most crossings provide only a faded double-line painted in white. Additionally, many side streets are missing crosswalks, or they are faded, on both the east and west side of North York Street. Enhanced crosswalks should be installed to establish a continuous pedestrian network along the Corridor. Intersections should apply one of the three recommended types of crosswalks, continental style, brick pavers, and standard style crosswalks depending on the crossings functionality along the Corridor. It is also important to provide necessary warning signage along North York Street to alert drivers that pedestrians will be crossing at signalized intersections. Examples of the types and locations of crosswalks recommended for the Corridor can be found in Chapter 6 - Streetscape and Urban Design Plan.



Use adjacent residential neighborhoods for bike route connections

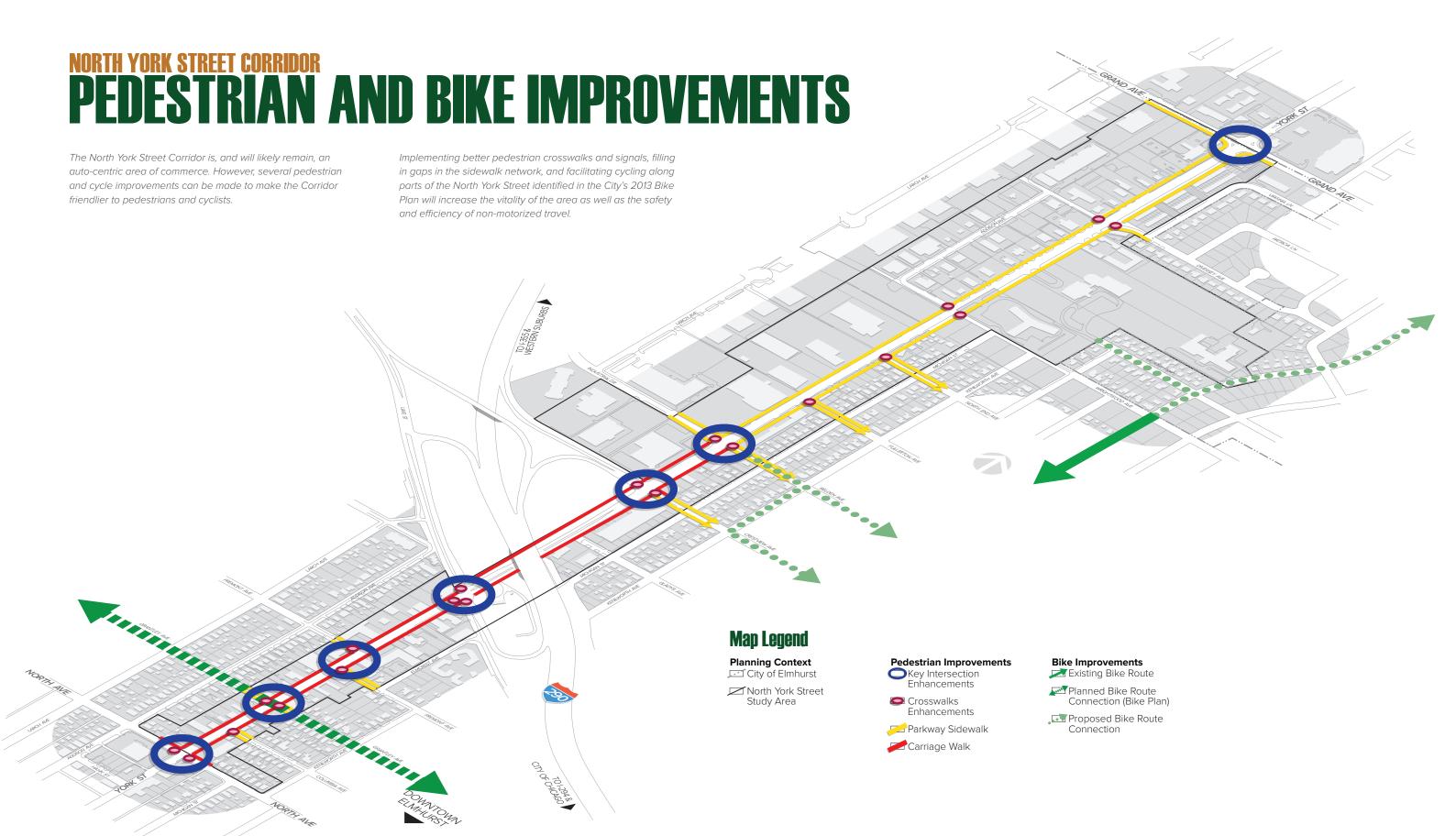
#### **BIKE ROUTES AND CONNECTIONS**

The City of Elmhurst adopted a Bicycle Plan in 2013. Phase One has been implemented, while Phases Two and Three are pending. The Plan determined that North York Street is not a suitable roadway for bike traffic. However, the City plans on implementing a marked bike route along Grantley Avenue, from West Avenue to Emroy Avenue, crossing North York Street. This route will serve as the primary east/west bike passage between nearby north/south routes running parallel to North York Street. As this route is implemented, this intersection (including the addition of signaling) should be reconfigured to accommodate cycle traffic.

Additionally, a marked bike route currently exists along Van Auken Avenue, out of the study area but running parallel to North York Street. This route connects neighborhoods to the east of the Corridor with Churchville Middle School and Conrad Fischer Park/School. To the extent demand requires, businesses along the North York Street Corridor should consider implementing bike parking to accommodate cyclists originating from the Corridor's east and west, recognizing that bike traffic is not suitable along North York Street.

# PEDESTRIAN AND BIKE IMPROVEMENTS The North York Street Corridor is, and will likely remain, an

auto-centric area of commerce. However, several pedestrian and cycle improvements can be made to make the Corridor friendlier to pedestrians and cyclists. Implementing better pedestrian crosswalks and signals, filling in gaps in the sidewalk network, and facilitating cycling along parts of the North York Street identified in the City's 2013 Bike Plan will increase the vitality of the area as well as the safety and efficiency of non-motorized travel.





Pace bus service along North York Street

# PUBLIC TRANSIT IMPROVEMENTS

The Corridor's residents, workers, and shoppers have the opportunity to use public transportation to reach their destinations. Service is provided by Pace Bus Service, with connections to Metra stations in nearby Downtown Elmhurst and Bensenville. While public transportation ridership to, from, and along the Corridor is currently relatively low, a series of transit enhancements, combined with the development of new commercial destinations, may be able to increase the number of daily transit users.

#### **PACE BUS SERVICE**

The North York Street Corridor is served by Pace Bus Route #332. According to Pace data, weekly ridership in December 2013 was 665 people. Route #332 links the Corridor to the CTA Blue Line station in Rosemont and Metra stations in Elmhurst and Bensenville, among other important destinations. Currently North York Street contains 22 bus stops spaced at decreasing intervals from the north. During the outreach process, residents did not express any major concerns about transit service times, locations, or routes.

Every transit rider is a pedestrian at some point in their trip. As such, improvements to the pedestrian network near service stops increases the desirability of transit and enhances the customer experience. This is an important factor to consider along the North York Street Corridor, as many of the transit stop locations are not accessible due to a lack of supporting infrastructure such as sidewalks and crosswalks.

Similarly, many of Route #332's stops lack signs, bus shelters, benches, and other amenities important to encouraging public transportation. For example, only five of the Route's twenty-two stops are clearly marked with signs. The City should coordinate with Pace to install additional signs and bus shelters at stops along the Corridor, starting with stops near popular transit destinations (e.g. Mariano's or Conrad Fischer Park).

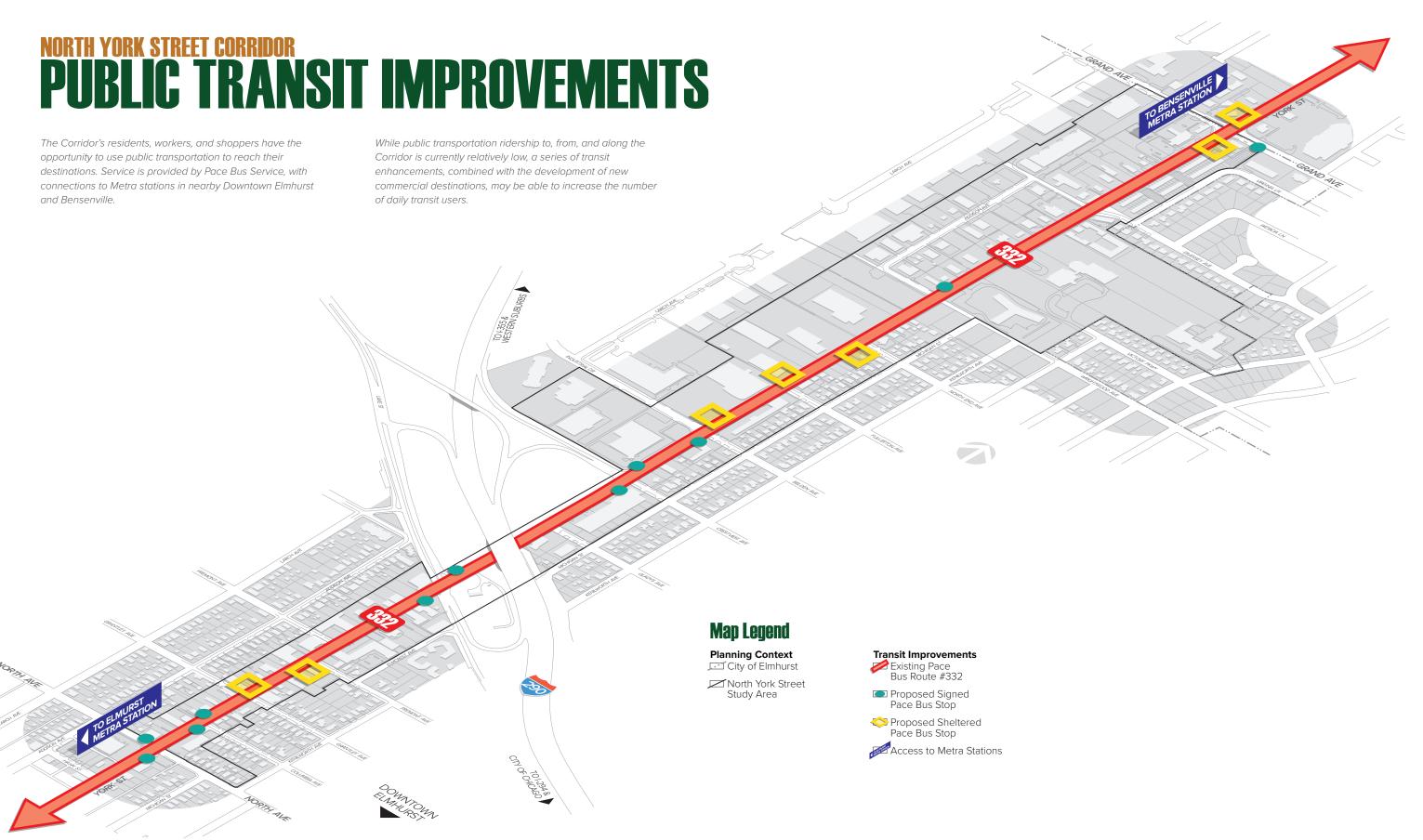
Commercial areas and employment centers are key activity generators that centralize a lot of potential transit riders. Increasing transit use in these areas near the north end of the Corridor would translate into reduced traffic congestion as fewer vehicular trips would be generated. As ridership increases, the City should coordinate with Pace to determine if more amenities can be installed and additional times could be added specifically corresponding with the adjacent Metra Station in downtown Elmhurst and the Village of Bensenville.



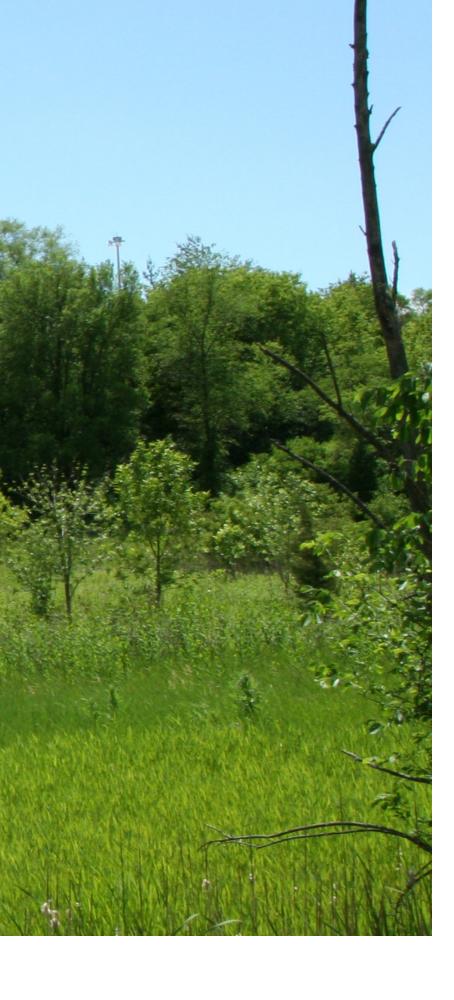
Connect to local Metra stations for regional mobilit

#### **METRA TRAIN SERVICE**

Another important consideration is Metra train service. Although there are no train stations within the Corridor, Pace provides direct access to (1) the Bensenville Metra Station to the north, served by the Milwaukee District West Line, and (2) the Elmhurst Metra Station to the south, served by the Union Pacific West Line. These lines provide daily service into and out of downtown Chicago and the inner suburbs. As development occurs within the Corridor, this proximity may accommodate commuting workers and shoppers.







# CHAPTER 5 STORWATER MANAGEMENT

As described in the analysis, the entire Corridor is currently developed with street and utility infrastructure to serve existing land uses. A system of drainage pipes and overflow swales is already in place, and street and parking lot runoff is collected in inlets and storm sewers. With the exception of the I-290 interchange/North York Street underpass, which is subject to flooding and has been identified as a primary concern, the properties and public rights-of-way within the Corridor are generally well-drained and not subject to significant stormwater problems.

However, surface water runoff from roofs, pavement, and lawns contain oils, grease, sediment, lawn chemicals, salt, and other pollutants that have a negative impact on open conveyance swales and the downstream receiver of this water. DuPage County has placed a high priority on both flood reduction and improved water quality in the Countywide Stormwater and Flood Plain Ordinance (April 2013) that governs the City of Elmhurst. The ordinance requires any modification to existing sites over a certain threshold to provide on-site stormwater detention and water quality enhancement through the application of defined Best Management Practices including green infrastructure strategies such as permeable pavement, bio-retention, and naturalized landscapes. As both public infrastructure and individual sites within the Corridor are improved, there is a great opportunity to enhance water quality and overall stormwater management performance.

"GREEN INFRASTRUCTURE MEANS
ANY STORMWATER MANAGEMENT
TECHNIQUE OR PRACTICE EMPLOYED
WITH THE PRIMARY GOAL OF
PRESERVING, RESTORING, MIMICKING,
OR ENHANCING NATURAL HYDROLOGY.
GREEN INFRASTRUCTURE INCLUDES, BUT
IS NOT LIMITED TO, METHODS OF USING
SOIL AND VEGETATION TO PROMOTE
SOIL PERCOLATION, EVAPOTRANSPIRATION, AND FILTERING OR THE HARVESTING
AND REUSE OF PRECIPITATION."

- Environmental Protection Agency Defining Green Infrastructure

# STORMWATER MANAGEMENT GOALS

The recommended approach to address the City's stormwater management goals, as well as other infrastructure issues in the Corridor, is to take advantage of every opportunity to upgrade and improve the function and performance of all public streets, utilities, and individual sites through the enhancement of the storm drainage system with green infrastructure practices.



Bio-retention - Main Visitor Parking Lot at the Morton Arboretum (Lisle, IL)

## INCREASE PERMEABILITY THROUGHOUT THE CORRIDOR

As the City makes investments in repair and replacement of existing street and utility infrastructure, the improvements should be evaluated to best integrate porous pavement and infiltration-based water management strategies in concert with water and energy conservation and renewable energy systems. The City has already begun to explore the potential for permeable pavement, bio-retention, naturalized landscapes, and other strategies to provide multiple benefits including rainwater attenuation and improved water quality.



Bio-retention - Main Visitor Parking Lot at the Morton Arboretum (Lisle, IL)

## GREEN INFRASTRUCTURE POLICIES AND INCENTIVES

As properties are improved or redeveloped, the City can foster improved green infrastructure utilization and performance through both policies and incentives. Most of the Corridor was developed prior to the current stormwater ordinance, and therefore does not meet current standards. Certain upgrades and redevelopments will require meeting the County's Stormwater Ordinance for on-site detention, water quality, or both. Whether redevelopment requires meeting higher standards or not, the City and individual property owners will benefit from green infrastructure practices that not only address water runoff and quality, but provide more durable, cost-effective, lower maintenance alternatives.



Office Green Infrastructure - Johnson Controls Headquarters (Glendale, V



Industrial Green Infrastructure – Aquascapes Headquarters (St. Charles, IL)

#### LANDSCAPE-BASED STORMWATER STRATEGIES

Commercial and residential property owners can be encouraged to deploy simple, effective, landscape-based strategies through education, demonstration, and cooperation with institutions and agencies, including DuPage County. Any sites that the City owns or partners in the development or redevelopment provides an excellent opportunity to illustrate and measure the value and benefits of green infrastructure to City residents, and to bringing the entire Corridor into compliance with the County ordinance one site or project at a time.



#### PERMEABLE PAVEMENT AND BIO-RETENTION >

Elmhurst College has installed a high-performance parking lot with permeable interlocking concrete pavement and bio-retention, and is monitoring the performance for stormwater attenuation and water quality benefits.

## STORMWATER MANAGEMENT RECOMMENDATIONS

A series of stormwater management recommendations are provided to help direct the City in their efforts to reduce flooding and implement sustainable development practices along the Corridor.

# REDUCE AND POTENTIALLY ELIMINATE FLOODING ON NORTH YORK STREET AT THE I-290 UNDERPASS

- Provide 100 year storage for the sub-watershed area as recommended in the City's Comprehensive Flood Plan.
- Minimize the volume requirement by retrofitting existing drainage systems upstream of the existing interchange basins with infiltration-based strategies designed to minimize stormwater runoff.
- Explore innovative applications of permeable pavement, bio-retention, and other green infrastructure strategies within the drainage area tributary to the underpass to optimize long-term cost savings and improve water quality.
- Integrate rainwater management and flood attenuation solutions with gateway treatments, and in the City's pocket park off of Gladys Avenue, to create a highly visible, innovative "front door" for Elmhurst from I-290.
- Vegetation will need to be salt tolerant and resistant to significant cold weather, freezing, and snow piles from snow removal operations at North York Street.

## IMPROVE WATER QUALITY WITHIN THE CORRIDOR AND DOWNSTREAM

- Slow, cool, cleanse, and infiltrate rainwater on-site to the degree practical within the Corridor.
- Deploy green infrastructure (bio-retention, permeable pavement, naturalized landscapes, trees, green roofs, etc.) to help alleviate flooding, and filter stormwater runoff from roofs, pavement, and lawns.
- Reduce water quality impacts from public rights-of-way through application of these practices.
- Promote and encourage retrofitting of existing properties within the Corridor with green infrastructure.
- Apply and enforce requirements for stormwater management, water quality, and erosion control for all redevelopment/construction projects, including those below the current size threshold.

#### **◆ GREEN ROOFS**

Green roofs provide rainwater attenuation, cooling, roof longevity, urban ecology, and usable space. This is an example of a green roof installed on top of the Villa Park Police Station in Villa Park, Illinois.



Native/adapted landscape systems



rcial Green Infrastructure - Peremable Paver Parking Lot (Chicago, IL)



Naturalized detention basins

# REDUCE LOCALIZED PONDING AND NUISANCE FLOODING IN STREETS, PARKING LOTS, AND LAWNS

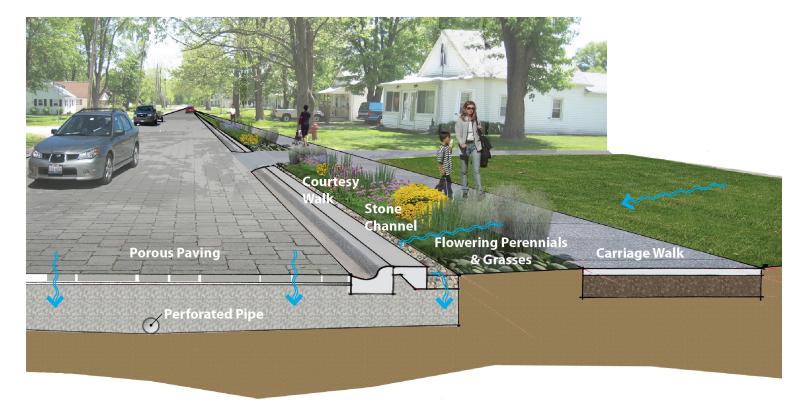
- Analyze the existing pavement and define areas subject to ponding during storm events.
- O Define portions of streets that are most in need of replace-
- Prioritize the replacement of streets in poorest condition and subject to ponding with green infrastructure as demonstration projects.
- o Identify areas of ponding on individual sites and properties.
- Retrofit with bio-retention, including appropriate maintenance and management planning as demonstration projects.



Permeable pavers - Charles City Green Streets (Charles City, IA)

#### **MAINTAIN AND ENHANCE THE EXISTING STORM DRAINAGE SYSTEM AND REDUCE LONG-TERM MAINTENANCE COSTS**

- Maintain the performance and function of the existing storm drainage system with proper regular cleaning, maintenance, and replacement, especially managing sediment inflows from surfaces and in catch basins.
- Reduce sediment loads and improve performance of the existing storm drainage system through the application of green infrastructure practices throughout the Corridor.



#### MINIMIZE THE POTENTIAL FOR **BASEMENT FLOODING, ESPECIALLY DURING EXTREME RAINFALL EVENTS**

- o Identify properties that have drainage problems, including groundwater infiltration into basements and footing drains, and excessive evacuation of footing drains through continuously operating sump pumps.
- Evaluate a retrofit of sub-neighborhood areas with infiltration-based practices in combination with positive overflow to downstream drainage areas to minimize perched groundwater conditions next to building foundations.

#### GREEN INFRASTRUCTURE IN THE RIGHTS-OF-WAY

Rainwater falling within the study area is collected and treated by the rainwater system BMPs. Applications of Green Infrastructure in the Rights-of-Way include:

- Porous Unit Paving
   Amended Soil infiltration
- 3. Cobble Infiltration Areas
- 4. Alley Trench Grate
- 5. Perforated Pipe 6. Bio-retention areas

54 North York Street Corridor Plan | STORMWATER MANAGEMENT



reen Roof (Darien, IL)

**STRATEGIES AND** 

In order to accomplish these goals, a combination of mainte-

with retrofitting sites and streets with green infrastructure will

structure refers to systems that rely on engineered combina-

tions of plants, soil, and high-performance materials to effec-

tively slow, cool, cleanse, and infiltrate rainwater where it falls,

eliminating the need to rely only on drainage pipes and basins

("grey infrastructure") to manage storm flows. In this situation,

improvements can be made incrementally as regular mainte-

as individual properties are upgraded or redeveloped.

nance and replacement of public infrastructure is planned, and

**STORMWATER MANAGEMENT** | North York Street Corridor Plan

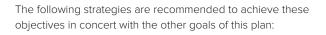
nance and upkeep of existing grey infrastructure in combination

provide the best long-term performance and value. Green infra-

**APPLICATION** 



Industrial Green Infrastructure – Aquascapes Headquarters (St. Charles, IL)



- Maintain existing stormwater infrastructure.
- Prioritize redevelopment of infiltration-based stormwater management with green infrastructure in the sub-watershed area tributary to the North York Street and I-290 interchange underpass.
- Evaluate and deploy green infrastructure as part of planned replacement and upgrades to public infrastructure within the entire corridor and adjacent neighborhoods.
- Incorporate improved performance on individual parcels as upgrades are made to existing parking and utility infrastructure.
- Increase performance on parcels as they are redeveloped or repurposed within the Corridor through policy and incentive.



Office Green Infrastructure - Johnson Controls Headquarters (Glendale, WI,



Rainwater harvesting and re-use – Johnson Controls Headquarters (Glendale, WI)

The overall approach should be to maximize the value and benefit of every investment into Elmhurst's infrastructure, including all public infrastructure and community facilities, through the integration of green building and site practices that improve longevity, performance, function, and reduce long-term operations and maintenance requirements. A critical part of this recommended approach for all community infrastructure and facilities is the deployment of leading-edge green practices that promote and prioritize the use of integrated, multiple-benefit sustainable practices for retrofit or redevelopment and new construction alike. In addition to public sites and spaces, these practices should be encouraged and incentivized for private and institutional sites.



Office Green Infrastructure – Johnson Controls Headquarters (Glendale, WI)

Public funds should be combined with available support and incentives from various local, state, and federal programs supporting green infrastructure. This will demonstrate the City's intent for sustainability through the integration of leading-edge infiltration-based green practices into public street, parking lot, sidewalk, park, and facility renovations which will occur over time. Strategies include permeable pavement systems, bio-retention, passive rainwater irrigation, and drought-adapted, low-input landscapes.

55





# STREETSCAPE AND URBAN DESIGN PLAN

While the Corridor is auto-centric in nature, the pedestrian network should be enhanced to ensure pedestrian friendliness and walkability. A well-designed and attractive public realm communicates a message of valued investment and pride. The Corridor's current appearance (e.g. overgrown landscaping, poor sidewalks, and overhead utility wires) is an environment that shoppers, residents, and businesses avoid.

One opportunity to improve the physical appearance of the North York Street Corridor is through streetscaping and quality urban design. Streetscaping includes decorative signage, street lighting, vegetation, pedestrian and bike enhancements, benches, and other improvements along public rights-of-way. These treatments will improve the Corridor's character, and create positive momentum that can stimulate further investment. This chapter details a series of streetscaping and urban design improvements that can help change the perception of the North York Street Corridor.

The purpose of this chapter is to promote high quality parkway treatments, pedestrian crosswalks, landscape features, gateway and wayfinding signage, roadway and pedestrian lighting, parking lot screening, and best management practices, all of which will be compatible with existing design elements in the City Centre. These improvements may be implemented incrementally, or in tandem as part of a larger beautification project for new development, renovation, or redevelopment of assembled properties. Streetscaping is an important tool in encouraging new development, as it demonstrates that the City is prepared to match and support private investment in an area.

#### **INTERCHANGE BEAUTIFICATION**

The I-290 interchange green space has great potential to create a visual and environmental asset utilizing best management practices, native restoration, and landscape enhancements in areas adjacent to North York Street. Quality trees and vegetation should be preserved and maintained, and poor quality and invasive plants removed. The area currently provides critical flood storage which could be enhanced by re-shaping the area in concert with infiltration-based bioretention strategies, which will improve water quality and site ecology as well. Seasonal interest can be created by introducing drifts of spring flowering trees, clusters of evergreen trees, as well as drifts of flowering shrubs, grasses and perennials.

The area could be further enhanced as a gateway feature through the integration of additional landscape, lighting, and artistic elements. The City should coordinate with the Illinois Department of Transportation (IDOT) to see what improvements can be installed in their right-of-way.



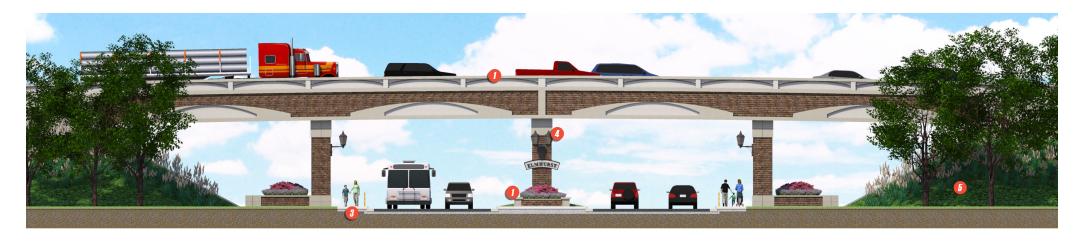




Dramatic vista created in an existing open space

#### **1-290 BRIDGE ENHANCEMENTS**

The combination of architectural façade upgrades and landscape improvements to the I-290 bridge have the potential to improve the aesthetics of this highly visible focal point. Textural and color treatments can be incorporated into new parapet walls and surfaces, including ornamental gateway signage welcoming vehicles to Elmhurst. New median planters and landscaping will beautify the gateway. Additional landscaping and pedestrian oriented lighting should be included at approaches and embankments. The embankments should be recessed back, away from the street, to open up the underpass and to provide space for landscaped planters. Six foot wide sidewalks with railing protection for pedestrians should be included on both east and west sides. This can be accomplished by narrowing the center median. The City will need to coordinate with Illinois Department of Transportation (IDOT) to ensure that recommended improvements to the bridge, roadway, sidewalk, and landscaped median can be redesigned and implemented in the IDOT right-of-way.





#### *I-290 Bridge improvement zones*

The image to the right shows the existing condition of the I-290 overpass where it crosses North York Street. The illustration above shows what the recommended I-290 Bridge Enhancements could look like. Recommended enhancements include (1) façade improvements to the bridge, (2) narrowed median and new decorative planter, (3) widened carriage walk with guard rail on both sides of the North York Street, (4) pedestrian-scale lighting installations, and (5) improvements to the interchange landscaping.

#### **GATEWAYS AND WAYFINDING**

Distinctive gateways communicate a positive first impression and let travelers know they have entered the City of Elmhurst. Wayfinding signage is an effective tool for guiding residents and visitors to important destinations. New gateways and wayfinding designs should be coordinated with the existing City Centre brand, recognizing that some changes will be required given the more auto-centric nature and scale of the North York Street Corridor. Gateways should be installed at key entry ways into Elmhurst along the Corridor including the following intersections:

- Grand Avenue/North York Street
- Lake Street/North York Street (I-290 off-ramp)
- O Crestview Avenue (I-290 off-ramp).

In the future, the City may want to explore the potential to brand key portions of North York Street as future developments begin to change the overall appearance and functionality of the Corridor.



Existing City Centre gateway



Existing Elmhurst Gateway



Existing wayfinding signage



Example of a gateway feature in a raised planter with lush landscaping



Example of branding a development



Example of a wayfinding/kiosk



Example of a gateway in a median in the public right-of-way

#### PROMINENT INTERSECTIONS

Six intersections along North York Street have been identified as highly prominent and visible: Grand Avenue, Belden Avenue, Crestview Avenue, Lake Street, Fremont Avenue, and North Avenue (this list may include Grantley Avenue if it becomes a signalized intersection). Enhancements at these locations will have the greatest impact on the overall character of the Corridor, and create an attractive environment for motorists, pedestrians, and cyclists. It is recommended that these six intersections be upgraded with pedestrian crosswalks and landscaping with raised masonry planters, as well as decorative traffic signals that include street name signage. All private signage should be low profile and constructed with high quality materials. The City may need to consider right-of-way acquisition if it is determined by a North York Street Streetscape Plan that additional land is needed to install these improvements. The City will need to partner with the Illinois Department of Transportation (IDOT) or the DuPage County Division of Transportation (DuDOT) if recommended improvements occur within their jurisdiction.



**Recommended Enhancements** 

1 Prominent corners enhanced with low masonry planters with seasonal plantings

- Recommended tree planting and sidewalk enhancements
- 3 Decorative traffic signal
- 4 Brick paver crosswalks
  5 Ladder crosswalks



Example of prominent intersection features



Example of prominent intersection



Prominent intersection features



Prominent intersection feature

#### **MEDIANS**

This new median design should be utilized in future infrastructure improvements along the Corridor where curb cuts and access points do not preclude landscape medians.

#### *I-290*

The existing medians north and south of the I-290 interstate are not only dated but create an undesirable "canyon effect" for drivers and passengers. It is recommended that the medians be repalced with a design that can serve the entire Corridor.

#### NORTH YORK STREET & GRAND AVENUE INTERSECTION

A new median could extend to the most southern vehicular entrance of the mb Financial Bank propoerty, approximately 450' from the North York Street and Grand Avenue intersection. This median could also provide space for a relocated gateway feature for higher visibility and prominence. The City should collaborate with the Village of Bensenville to develop a consistent style and design of the medians for the North York Street and Grand Avenue intersection.





Median with street trees, native grasses, and shrubs



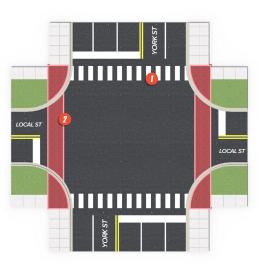
Median with ornamental trees and low-profile vegetation

#### **CROSSWALKS**

Clearly marked and signaled intersections increase the safety of pedestrians and cyclists, and make the Corridor friendlier to a variety of users. Improvements should include installing improved crosswalks, pedestrian actuation indicators, and ADA accessible ramps. For additional information about recommended crosswalks along the Corridor, refer to *Chapter 5 – Transportation and Mobility Plan*.

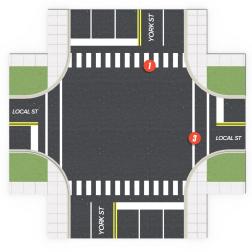
There are two types of intersection recommended for the North York Street Corridor. These intersection should apply one of the three recommended types of crosswalks based on their prominence and functionality along the Corridor:

- Continental Crosswalk
- Brick Paver Crosswalk
- Standard Crosswalk



#### CROSSWALK TYPE 1

Continental crosswalk for pedestrians crossing North York Street and brick paver crosswalk for pedestrians crossing local residential streets.



#### CROSSWALK TYPE 2

Continental crosswalk for pedestrians crossing North York Street and continental crosswalk for pedestrians crossing local residential streets.



#### **OD CONTINENTAL CROSSWALK**

Crosswalks that run across North York Street should include pedestrian crossing signals and new, defined, painted continental style that are highly-visible to drivers.



#### Denick Paver Crosswalk

At prominent intersections, the City should install brick paver crosswalks for crossings that run parallel to the Corridor. Necking down the curbs or providing "bumpouts" at these locations should also be considered to help shorten the crossing distances for pedestrians and to reduce vehicle speeds.



#### **◆ 3 STANDARD CROSSWALK**

Pedestrian crosswalks should be provided at all side street locations. Textured pavements with highlighted borders should define the area.

#### **SIDEWALKS**

To provide a more complete, pedestrian-friendly street, it is recommended that existing sidewalk gaps along Grand Avenue, North York Street, Belden Avenue, and Fullerton Avenue be filled. Sidewalks are one tool to help promote a consistent, functional and aesthetically pleasing roadway corridor. The sidewalk network should consist of two types of sidewalks: (1) "carriage sidewalks," in which the sidewalk directly abuts the roadway, and (2) "parkway sidewalks," where turf grass, flowers, or trees divide the sidewalk from the roadway. The City should primarily use salt-tolerant plant material to ensure the long-term success of streetscape for North York Street.





#### STREET LIGHTING

In order to increase both visibility and character along the Corridor, street lighting should be consistently placed and of a uniform design. Lights should include a combined roadway/ pedestrian standard, and be compatible with the existing City Centre pedestrian lighting standards.

High-efficiency LED lighting should be considered to reduce energy use and have longer-lasting fixtures with less frequent replacement and maintenance. Banner arms should be included to promote special events and activities and to incorporate the City of Elmhurst's logo in an effort to help tie in the North York Street Corridor with other parts of the City.



City Centre lighting standard - combined roadway and pedestrian



Intersting outdoor/street lighting



Example of bollard lights used to illuminate and protect pedestrian areas

## PEDESTRIAN AMENITIES AND LANDSCAPE FEATURES

Pedestrian amenities and landscape features should be incorporated into key locations throughout the Corridor such as new developments, major intersections, or at the ComEd power line crossing. High-quality pedestrian amenities including gateways and wayfinding signage, trash receptacles and benches should be provided along the Corridor at regular intervals. Pedestrian investments should dovetail with enhancements to Pace Bus stops and key intersection improvements. New and existing development should be encouraged to provide "street furnishings" on site, such as benches, patios, public plazas, or bike racks (where applicable).



rash Receptacle



Wayfinding Feature



ee Grate



Pace Bus Shelter



Bike Rack



Outdoor Seating and Plaza Space

#### **PUBLIC ART**

Public art revitalizes community spaces, and can reinforce a unique sense of place. A variety of locations along the Corridor may be appropriate for painted murals, statues, mosaics, or other forms. Public art should be encouraged in a variety of mediums to create an engaging and appealing environment throughout the North York Street Corridor.

Art and craft can also be integrated into infrastructure elements that provide necessary functions as well. Bridge abutments, walls, utility screening, and other visually accessible elements in the corridor provide opportunities to integrate locally authentic materials and elements in an artful way. Themes for public art should reinforce Elmhurst's unique cultural and natural history.



Example of public art









Example of public art







Example of public art

#### **OVERHEAD UTILITY WIRES**

Overhead utilities exist on the west side of North York Street between North End Avenue and Grand Avenue. Besides creating visual clutter, they preclude canopy tree planting, an important visual and environmental design element. Although the cost of burying overhead lines can be prohibitive, it should be considered as redevelopment occurs.





#### BENEFITS OF REMOVING OVERHEAD UTILITY WIRES

The image above shows the impact removing existing overhead utilities (highlighted in yellow) can have along North York Street. The illustration to the left demonstrates the benefit of removing overhead utilities and installing recommended streetscape enhancements and parking lot screening (left).

#### **LANDSCAPING AND SCREENING**

While retail, commercial, and industrial uses provide important goods and services to Elmhurst residents, their operation can often create visual, light, and noise pollution affecting roadways and nearby residential areas. Screening and buffering – including setbacks, quality fencing, and landscaping – can minimize impacts and help beautify the North York Street Corridor.

Parking areas should be screened from public rights-of-way with a combination of plant material and low-profile fencing. A ten foot buffer zone is recommended. Durable, salt tolerant, plants should be used to respond to the harsh Midwest roadway environment. Plant material should include a mixture of shade trees, evergreens, deciduous shrubs, native grasses, ground cover, and perennial flowers. To the degree possible, parking lot screening and other landscape areas adjacent to pavement should be deployed as bio-retention to reduce surface water runoff and improve water quality. Native/adapted perennial grasses and flowers can be combined with trees and shrubs to provide screening, improved stormwater management, and a more authentic landscape aesthetic for Elmhurst.



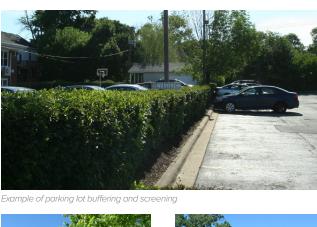
Example of parking lot screening



Mariano's parking lot landscape island



Example of parking lot landscape island





Example of parking lot screening



Example of parking lot screening

## MAINTENANCE AND OPERATIONAL CONSIDERATIONS

A key to the long-term success of all streetscape improvements is proper maintenance. This applies to all elements including lighting, pavements, site amenities, and landscaping. Maintenance programs should be established as part of new development approvals to ensure that private landscaping is adequately cared for and that its value is retained over time.

Hardscape elements require cleaning, sealing, resurfacing and monitoring. Permeable pavers require mechanical sweeping/vacuuming which should be done annually to maintain optimal performance.

Plantings should be maintained in a healthy and attractive growing condition, free of litter and debris. Lawn parkways should be kept neat and mowed and landscaped areas should be monitored and maintained free of non-native or invasive species as necessary by mowing, hand pulling, and selective herbicide application.



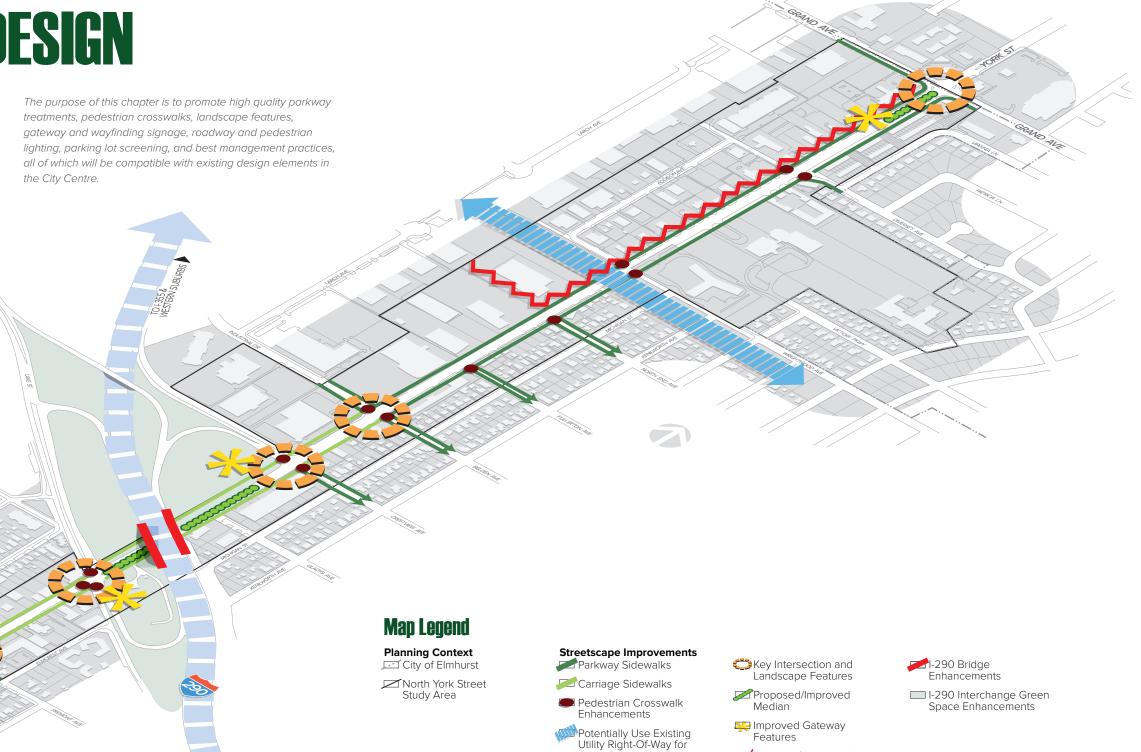
Example of well-maintained landscape beds planted with low growing shrubs and annuals



Example of maintained lawn area with clean planting beds and trimmed hedges

# NORTH YORK STREET CORRIDOR STREETSCAPE DESIGN

A well-designed and attractive public realm communicates a message of valued investment and pride. The Corridor's current appearance (e.g. overgrown landscaping, poor sidewalks, and overhead utility wires) is an environment that shoppers, residents, and businesses avoid.



Open Space and Bikeway

Connections

Remove Overhead Utility Wires





# CHAPTER 7 ECONOMIC DEVELOPMENT AND IMPLEMENTATION

This section presents an implementation framework that the City can use to initiate and undertake key recommendations provided in the North York Plan. The actions and strategies identified in this section set forth the "next steps" to be taken in continuing the process of community planning and enhancement. For the Plan to be successful, it must be based on support and participation between the City, property owners, businesses, residents, and the development community. The City should be the leader in promoting cooperation and collaboration with these and other community stakeholders to implement the Plan.



### USING THE NORTH YORK STREET CORRIDOR PLAN

The Implementation Plan should become the City's official policy guide for land use, development, and community improvement in the North York Street Corridor area. It is essential that the Plan be utilized by City staff, boards, and commissions to review and evaluate all proposals for improvement and development within the study area. To further educate the community about the Plan, the City should:

- Make copies of the Plan available on-line for free, provide hard copies at City Hall for purchase, and have a copy on file for reference.
- Provide assistance to the public in explaining the Plan and its relationship to private and public development projects and other proposals, as appropriate.
- Assist the City Council in the administration, interpretation, and application of the Plan.
- Maintain a list of current possible amendments, issues, or needs which may be a subject of change, addition, or deletion from the Implementation Plan.

#### **COOPERATION**

The City of Elmhurst should assume the leadership role in taking action on the North York Plan. For the Plan to be successful, however, it must be based on a strong partnership between the City, other public agencies, the local business community, and the private sector. The City should be the leader in promoting the cooperation and collaboration needed to implement the Plan. The City's partners should include:

- Other governmental and service districts depending on site or issue (i.e. IDOT right-of-way).
- Builders and developers, who should be encouraged to undertake improvements and new construction that conform to the Plan and enhance the overall quality and character of the corridor.
- Property owners and businesses, who should be encouraged to improve or redevelop their property in accordance with the Plan.

## REVIEW OF ZONING AND DEVELOPMENT CONTROLS

Zoning is an important tool in implementing planning policy. It establishes the types of uses allowed on specific properties and prescribes the overall character and intensity of development to be permitted. The planning process should be followed by a review and update of the City's development controls that apply to the Corridor including portions of the zoning ordinance and other related codes and ordinances.

#### **REGULAR UPDATES**

If new issues arise which are beyond the scope of the current Plan, the Plan should be revised and updated accordingly. Although the Plan can be amended at any time, the City should regularly undertake a systematic review of the document. Ideally, this review should coincide with the preparation of the City's budget and Capital Improvement Plan and review of the TIF District funds. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the commitments for the upcoming fiscal year. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

# CONSIDERATIONS RELATED TO DEVELOPER SOLICITATION AND PROPERTY ACQUISITION

The majority of the property along the Corridor is privately owned. The City needs to proactively work with and help private property owners to solicit investment and redevelopment that is consistent with Plan objectives. This may include helping to facilitate site assemblage and parcel consolidations; expediting permit processes; assistance with infrastructure improvements; and marketing of available properties and promotion of available incentives. While specific properties are not identified at this time, the City could consider acquiring key parcels to facilitate improvements within the North York Street Corridor. TIF funds can be used for these purposes, however careful consideration should be given so that money is available for other projects and not extended entirely on one initiative.

If property is acquired, the City should prepare a conceptual plan for what it desires at that location. This could include preliminary site plans, assessment of site conditions, infrastructure needs, and any issues that may be an impediment to development. A preliminary developer request for qualifications should be prepared that conveys the City's vision for the property, inviting developers to submit their interest and credentials. The City can then create a short-list of developers to bring back to submit formal proposals. The City should conduct its own due diligence related to development cost to determine to what extent assistance may be required to secure the type of development that is consistent with the Plan.



# MARKET ANALYSIS ASSESSMENT

A detailed market analysis was conducted in the early stages of the process that helped to inform the planning process. The full market study is contained in the appendix of this document. Development potential was, in part, assessed by examining demographic and market trends impacting local economic growth. Particular attention was given to trends and opportunities within the residential, retail, office, and industrial markets, as well as broader market drivers such as demographic shifts, changing employment levels, and key growth industries. Collectively, this information serves to better define the Corridor's competitive position within the region.

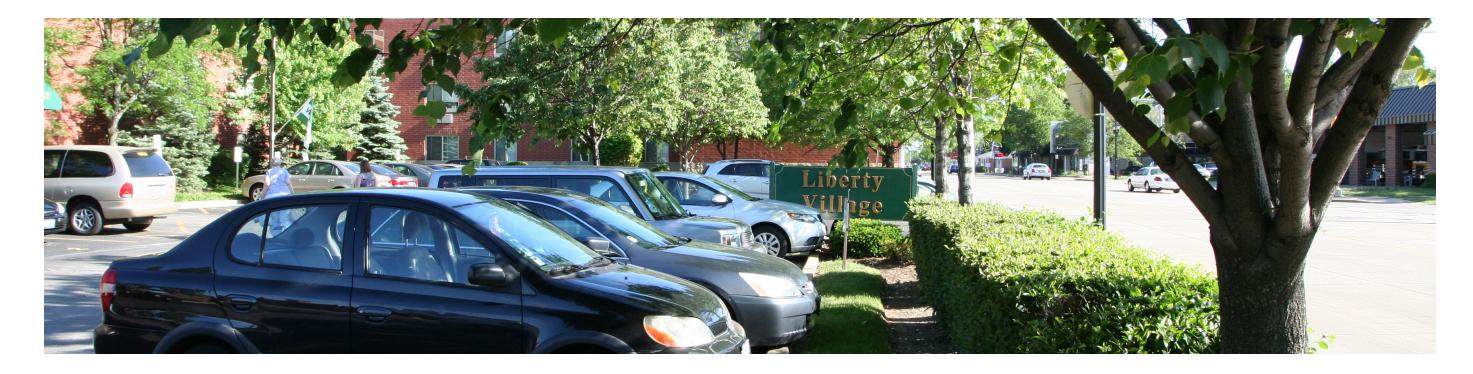
Key findings of the market study include:

- The market area for the Corridor extends beyond the City of Elmhurst and includes nearby communities such as Bensenville, Addison, Berkeley and Northlake.
- The North York Street Corridor has the potential to be more of a regional destination, given its proximity to I-290, I-294, and O'Hare International Airport.
- The North York Street market area's population is projected to increase over the next five years along with average household incomes.
- The North York Street market area is a job hub, employing 108,368 people in 20 different industries.
- The market area is home to several large retail nodes creating market saturation in several key categories.
- Future office development in the area is likely to be in the form of build to suit or professional office space integrated into a larger development sites.
- While new industrial uses may not be appropriate for the North York Street Corridor, proximity to nearby existing development can have a positive impact on future redevelopment potential.
- Nearby centers of employment represent activity generators and a daytime population for patronizing restaurants, retailers, and service uses.

It is not unusual for a market area that includes several large concentrations of retail, including a regional mall, to show indications of being saturated. This does not; however, preclude potential to attract new uses and development. Each type of use and/or business has a set of criteria that typically must be met in order to consider a particular site or location. In addition to market potential, physical characteristics such as site size, access, exposure/visibility, traffic counts, juxtaposition to similar uses or activity generators, and other factors are considered. Where necessary conditions do not exist to accommodate a particular use, initiatives can be undertaken or incentives instituted to facilitate opportunities. This may include site assemblage, provisions for infrastructure improvements, easements, or the use of financial tools to offset development costs.

Opportunities will continue to exist if the Corridor and particular sites can be better positioned. Potential is more aligned with attracting uses from other areas of the market as opposed to filling voids or underrepresented businesses. To that end, the City must be careful not to detract or compete with existing Elmhurst businesses or attract reinvestment in the North York Street Corridor at the expense of other locations. New development should be a net sum gain to the City.

The following policy considerations and potential funding sources relate to physical improvements and development opportunities within the North York Street Corridor. They are designed to address the public realm and private property considerations as well as potential public/private partnerships.



# POTENTIAL FUNDING SOURCES

A description of potential funding sources currently available is summarized below. It is important to note that because the following sources are subject to change, the City should continue to research and monitor grants, funding agencies, and programs to identify new opportunities as they become available.

# **GENERAL FUNDING SOURCES**

## BUSINESS ASSISTANCE PROGRAM

A business assistance grant program can be utilized to attract targeted retail businesses and assist existing businesses located within a particular area. As with a Façade Improvement Program, business assistance funds are typically offered in the form of a matching grant that pays for a defined percentage of eligible expenditures. The expenditures are typically limited to build-out costs, signage, moving expenses, and physical improvements to a property necessary to accommodate a new business or the expansion of an existing business.

Priority can be given to businesses that complement the City's vision for the Corridor. The size of the grant available can also be tied to the overall impact the proposed project could have on the area. For example, the grant could be varied based on the anticipated sales tax to be generated by the project.

Grant monies could be used to lessen the cost burden of relocating or expanding in Elmhurst. A business assistance program would likely have the most influence in attracting small and medium-sized retail tenants and restaurants.

## FACADE AND ON-SITE IMPROVEMENT PROGRAMS

The purpose of a Façade Improvement Program is to encourage projects which contribute to the economic revitalization and character of an area by providing financial and technical assistance for façade improvements. Building façades, both individually and collectively, create a strong first impression of an area. Redevelopment is not the only opportunity to establish improvements for the North York Street Corridor. By implementing a Façade Improvement Program, current property owners are provided an opportunity to improve their outdated or failing structures without having to relocate.

The purpose of an On-Site Improvement Program would be targeted at assisting current property owners in upgrading their existing parking lots and installing onsite landscaping. The program would apply to such things as improvements to surface parking areas, privately owned open space, and other areas not directly related to façade features. This could function separately or in conjunction with a façade improvement program.

The City could also create and administer a grant program for Corridor businesses wishing to improve signs, awnings, lighting, and other external appearance features.

#### SALES TAX REBATE

A sales tax rebate is a tool typically used to incentivize businesses to locate to a site or area. The rebate is offered as a percentage of the annual sales tax revenue generated by the establishment and is often tied to benchmarks such that as sales volume increases, so too does the proportion of the rebate. Sales tax rebate percentages can range from 1% to 100% and are dependent on the goals and objectives of the local municipality. Sales tax rebates have proven effective in attracting new businesses and encouraging redevelopment and renovation.

#### TAX INCREMENT FINANCING (TIF)

The majority of the study area is situated within an established TIF District. TIF funds should be used to incentivize and attract desired development within the Corridor. TIF funds can be used for infrastructure, public improvements, land assemblage and in offsetting the cost of development including, but not limited to engineering, stormwater, and other site related issues. The City needs to be judicious in how funds are allocated to ensure that catalyst projects receive priority. Each request for funding should be carefully evaluated to ensure that it is in keeping with the vision of the Corridor.

#### RESTAURANT ASSISTANCE PROGRAM

A restaurant assistance program is similar to a business assistance program, but is specifically targeted at restaurants seeking to locate within a community. As with any grant program, the City can define exactly what types of businesses qualify for funding. For example, the assistance program could be limited to full-service restaurants only, by specifying a minimum threshold for the percent of gross income derived from sales made for on-site consumption.

Such funds could be intended to assist with renovating existing space to accommodate restaurant use or in the construction of a new restaurant, and are typically limited to improvements to real property (i.e. kitchen equipment is ineligible). Funds are typically offered as a matching grant with a requirement that the business remain open for a minimum number of years. A lien is typically placed on the subject property which is then reduced by a proportionate amount for every year of operation and forgiven after completion of a minimum period of operation. It should be emphasized that this program would be utilized to enhance Elmhurst as a dining destination and is in no way intended to create competition for existing restaurant uses.



#### COMMERCIAL LOAN/"GAP" FINANCING PROGRAM

Securing funding for development can be a long and complicated process and it has become increasingly common for projects to rely on multiple funding sources to come to fruition. Economic instability in the larger marketplace can further reduce the amount of risk conventional lenders are willing to assume with a given project and thus further limit financing options. Municipalities, counties and other public economic development entities have played an increasing role in providing "gap" financing to make up for shortfalls in financing provided by other financial institutions.

Through partnerships between Elmhurst and local lending institutions, commercial loan/"gap" financing programs could be established to lessen the risk to conventional lenders while providing more favorable loan terms to businesses looking to relocate or expand in the community. Such loan programs typically stipulate that the program cannot be the primary lender of the project. Loan terms may range, but are typically either a short-term loan to cover immediate capital needs before sufficient long-term financing can be secured, or a secondary loan that coincides with the life of the primary loan. Regardless, the goal is to encourage and facilitate development by providing a project with a blended financial package that is below market rate.

# SPECIAL SERVICE AREA (SSA)

SSAs can be used to fund improvements and programs within a designated service area. An SSA is essentially added to the property tax of the properties within the identified service area and the revenue received is channeled back into projects and programs benefiting those properties. An SSA can be rejected if 51% of the property owners and electors within a designated area object. SSA funds can be used for such things as streetscape improvements or extra trash pickup. If there is a desire to promote and market the North York Street Corridor outside of City-wide initiatives, an SSA could be used to pay for that cost.

#### TRANSPORTATION FUNDING SOURCES

In 2012 the Moving Ahead for Progress in the 21st Century (MAP-21) program, a two-year transportation reauthorization bill, was established. MAP-21 replaces the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which expired in September 2009 and was extended nine times. The goal of MAP-21 is to modernize and reform the current transportation system to help create jobs and accelerate economic recovery. MAP-21 continues funding for numerous programs previously funded through SAFETEA-LU. Given the relative recent passage of MAP-21, it is still uncertain how changes in Federal policy will ultimately impact existing funding programs. The City should continue to keep informed as to the status of these programs and any new funding sources that may be introduced in the near future as a result of MAP-21. The following discussion summarizes grant programs covered under MAP-21 that could be utilized by the City to make enhancements to local transportation infrastructure.

#### SAFE ROUTES TO SCHOOL (SRTS)

The SRTS program has provided funding for the planning, design, and construction of infrastructure-related projects that will substantially improve the ability of students to walk and bicycle to school. Funding for projects that may apply to the North York Street Corridor include:

- Sidewalk improvements;
- Pedestrian and bicycle crossing improvements;
- On-street bicycle facilities; and
- Off-street bicycle and pedestrian facilities.

#### II I INNIS TRANSPORTATION FNHANCEMENT PROGRAM (ITEP)

The Illinois Department of Transportation (IDOT) administers the ITEP and has funded projects including bicycle/pedestrian facilities, streetscaping, landscaping, historic preservation and projects that control or remove outdoor advertising. In the past, federal reimbursement has been available for up to 50 percent of the cost of right-of-way and easement acquisition and 80 percent of the cost for preliminary engineering, utility relocations, construction engineering, and construction costs. While the Corridor itself is not under IDOT jurisdiction, funding for improvements at intersections with North Avenue (IL 64), Lake Street (US 20), I-290/Crestview Avenue, Industrial Drive/Belden Avenue, and Grand Avenue could be considered by the agency.

# CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT PROGRAM (CMAQ)

The Chicago Metropolitan Agency for Planning (CMAP) has been the administrator of CMAQ funds for the northeastern Illinois region. CMAP has supported a wide range of projects through the CMAQ program including improvements to bicycle facilities, commuter parking, transit facilities, intersections, sidewalk improvements, and signal timing. Funds have also been used to make transportation improvements to eliminate bottlenecks and limit diesel emissions, and to create promotional campaigns to enhance use of transit and bicycles.

#### RECREATIONAL TRAILS PROGRAM (RTP)

The Recreational Trails Program is a federally funded grant program for trail-related land acquisition, development or restoration. The grants are awarded based on the results of a competitive scoring process and the application's suitability under funding provisions included in Safe, Accountable, Flexible, Efficient, Transportation Equity Act: a Legacy for Users (SAFETEA-LU). A funding requirement targets 30 percent of the funding for motorized trails, 30 percent for non-motorized trails and 40 percent for diversified trail use. RTP grants are to be used for motorized or non-motorized trail development, or renovation and preservation. Projects require a minimum match of 20 percent. All projects must be maintained for a period of 25 years. Eligible applicants include cities and counties, schools, and private, non-profit and for-profit businesses.

# **IMPLEMENTATION ACTION AGENDA**

The Implementation Action Agenda is a comprehensive list of all recommendations and implementation strategies found in the previous chapters of the North York Street Corridor Plan. From this Action Agenda, City staff will be able to track and evaluate progress on recommendations provided in the Plan on an annual basis. The Implementation Action Agenda is presented in a matrix format, which offers a brief description of each recommendation/action and highlights the potential partners, ease of implementation, and level of priority.

# POTENTIAL PARTNERS

Potential partners refers to the stakeholder group/agency the City of Elmhurst will need to coordinate with to oversee and/or facilitate the completion of each identified recommendation.

# EASE OF IMPLEMENTATION

The ease of implementation is indicated by a grade scale from "A" to "C", with "A" being easiest to implement and "C" being most difficult to implement. This category is a collective indicator of the anticipated level of effort by City staff, property owners, partnering agencies, available funding sources, cost and budget considerations, and general stakeholder interest.

## LEVEL OF PRIORITY

Priority is assigned based on the level of importance a strategy plays in the overall success or implementation of the Plan's recommendations. Each recommendation/action in the Action Agenda is indicated with one of the following:

- Priority 1: near-term, critical
- Priority 2: mid-term, essential
- Priority 3: long-term, desirable

#### SPECIAL CONSIDERATIONS

It is important to note that there may be strategies that have an "Ease of Implementation" status of "A" or a "Level of Priority" of "1" that prove more challenging to implement for a variety of reasons. Although a strategy is designed to improve the overall success of the North York Street Corridor, there are contributing factors such as available funding sources, level of interest, cost, market realities, political climate, and shifting development trends that need to be taken into consideration.

# LAND USE PLAN AND DESIGN GUIDELINES

Land Use Plan

and/or parks.

Transition the empty spaces under the major utility lines south of Wrightwood

Avenue into community open space, multi-use trails, trail connections, ball fields,

Consolidate existing residential parcels along Michigan Avenue, north of Crest-

and create larger parcels for future development opportunities.

view Avenue and South of Wrightwood Avenue, in an effort to increase lot depths

#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority
1	Transition land uses along the southern portion of the Corridor (between North Avenue and Lake Street) toward office and small scale commercial uses.	Private property owners, developers	В	2
2	Encourage single family homes along North York Street and Addison Avenue to relocate into nearby residential neighborhoods.	Private property owners, developers	С	1
3	Consolidate larger parcels at key locations for "nodal" commercial development that could potentially serve as catalyst redevelopment sites.	Private property owners, developers	С	1

Utility providers, Park District

Private property owners,

	Redevelopment Opportunities					
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority		
6	Proactively work with property owners to position sites for a variety of potential development options.	Private property owners	А	1		
7	Relocate large-scale commercial/industrial uses found along North York Street to other areas within the City or to industrial parks adjacent to the study area.	Private property owners, developers, businesses	С	2		
8	Play an active role in working with investors, developers, and local businesses to implement the Redevelopment Plan that prioritizes Catalyst Redevelopment Sites for new development.	Private property owners, developers, businesses	В	1		
9	Utilize the North York Street Corridor Design Guidelines to assist property owners, developers, and the City in enhancing the existing and desired character and visual aesthetic of the area.	Private property owners, developers, businesses	А	1		
10	Establish an On-Site Enhancement Program to encourage current property owners to reconfigure/resurface problematic parking lots, add pedestrian circulation networks and parking area crosswalks, a provide consistent drive lane widths and painted parking stalls.	Private property owners	В	2		
11	Establish a Façade Enhancement Program to encourage current property owners to update their outdated or worn down buildings.	Private property owners and businesses	В	1		

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# TRANSPORTATION AND MOBILITY PLAN

	Roadway Improvements					
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority		
12	Introduce elements of a Complete Streets policy to the North York Street Corridor to create roadways equally usable by all modes of transportation, recognizing bike traffic is not suitable along North York Street.	IDOT, DuPage County	В	3		
13	Implement bike and pedestrian infrastructure that makes the area more welcoming to non-vehicle users.	IDOT, DuPage County	В	2		
14	Coordinate with IDOT and DuPage County to ensure that the most efficient traffic signal timings are provided at all North York Street intersections.	IDOT , DuPage County	А	2		
15	Conduct traffic and engineering studies to determine necessary intersection and signaling changes for identified North York Street intersections.	IDOT, DuPage County	А	2		
16	Given increased congestion or regular traffic, conduct traffic and engineering studies of the corridor to determine necessary mitigation strategies, such as installation of right turn lanes. These changes would also require coordination with the DuPage County Division of Transportation (DuDot).	IDOT, DuPage County	В	2		
17	Accommodate truck traffic to industrial uses with larger turning radii, adequate turning lanes, and improvements to various intersections.	IDOT, DuPage County, Indus- trial businesses	В	2		
18	Introduce driveway consolidation where applicable to increase pedestrian mobility, safety, and on-site circulation along the North York Street Corridor.	Private property owners, businesses	С	1		
19	Work with property owners to facilitate cross-access agreements, including incentivizing or requiring cross-access in new developments.	Private property owners, businesses	В	1		
20	Institute roadway improvements where necessary for new developments and utilize improvements as a tool to stimulate new investment and business growth.	Private property owners, developers	В	1		
21	Improve and install necessary medians near the I-290 interchanges.	IDOT	В	2		

	Pedestrian and Bike Improvements					
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority		
22	Install a comprehensive and well-connected sidewalk network and fill in sidewalk gaps to create a complete, pedestrian friendly sidewalk network.	Private property owners, City	С	1		
23	Upgrade all intersections to include pedestrian signaling (walk/don't walk and countdown timers) and regularly monitor all signals to determine if traffic counts warrant changes in timing pattern.	IDOT, DuPage County	В	2		
24	Study the intersection of Grantley Avenue and North York Street to accommodate increased bicycle traffic as identified in the to be adopted as part of the City's Bicycle Plan of 2013.	City	В	2		
25	Review new developments to include bike path connections and bike parking utilizing adjacent residential neighborhoods building off the Bicycle Plan of 2013, and recognizing bike traffic is not suitable along North York Street.	City	A	1		

Public Transit Improvements						
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority		
26	Coordinate with Pace to install additional signs and bus shelters at stops along the Corridor, starting with stops near popular transit destinations	Pace	А	2		
27	Given increased ridership, coordinate with Pace to determine if additional amenities can be installed and additional route times could be added specifically corresponding with the adjacent Metra Station in downtown Elmhurst and the Village of Bensenville.	Pace, Metra	В	3		

#### STORMWATER MANAGEMENT Stormwater Management Goals Ease of Level of # **Implementation Strategy Potential Partners Priority Implementation** Take advantage of opportunities to upgrade and improve public streets and individual sites through the enhancement of the storm drainage system with green Private property owners, developers infrastructure practices. Evaluate improvements in existing pavement and utility infrastructure to best integrate porous pavement and infiltration-based water management strategies in concert with water and energy conservation and renewable energy systems. Private property owners, City As properties are improved or redeveloped, foster improved green infrastructure utilization and performance through policies and incentives. Private property owners, developers Encourage both commercial and residential property owners to implement simple, effective, landscape-based strategies through education, demonstration, Private property owners,

and cooperation with institutions and agencies, including the DuPage County.

developers

	Flooding					
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority		
32	Provide 100 year storage for the sub-watershed area as recommended in the City's Comprehensive Flood Plan.	City	С	2		
33	Minimize the volume requirement by retrofitting existing drainage systems upstream of the interchange basins with infiltration-based strategies designed to minimize stormwater runoff.	City, IDOT	С	2		
34	Explore innovative applications of permeable pavement, bio-retention, and other green infrastructure strategies within the drainage area tributary to the underpass to optimize long-term cost savings and improve water quality	City, IDOT	В	1		
35	Integrate rainwater management and flood attenuation solutions with gateway treatments, and in the City's pocket park off of Gladys Avenue, to create a highly visible, innovative "front door" for Elmhurst from I-290	City	В	1		
36	Introduce vegetation that is salt tolerant, and resistant to significant cold weather, freezing, and snow removal operations at North York Street.	City	В	1		

	Improve water quality						
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority			
37	Deploy green infrastructure (bio-retention, permeable pavement, naturalized landscapes, trees, green roofs, etc.) to slow, cool, cleanse, and infiltrate rainwater on-site.	Private property owners, developers	В	2			
38	Promote and encourage retrofitting of existing properties within the Corridor with green infrastructure.	Private property owners, developers	В	2			
39	Apply and enforce requirements for stormwater management, water quality, and erosion control for all redevelopment/construction projects.	Private property owners, developers	A	1			

	STORMWATER MANAGEMENT						
	Stormwater Management Goals						
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority			
40	Analyze the existing pavement and define areas subject to ponding during storm events.	City	А	1			
41	Define portions of the streets that are most in need of replacement.	City	А	1			
42	Prioritize the replacement of streets in poorest condition and subject to ponding with green infrastructure as demonstration projects.	City	В	1			
43	Identify areas of ponding on individual sites and properties.	Private property owners	А	1			
44	Retrofit the Corridor with bio-retention, including appropriate maintenance and management planning as demonstration projects.	City	С	2			
45	Identify properties that have drainage problems, including groundwater infiltration into basements and footing drains, and excessive evacuation of footing drains through continuously operating sump pumps.	Private property owners	А	2			
46	Evaluate a retrofit of sub-neighborhood areas with infiltration-based practices in combination with positive overflow to downstream drainage areas to minimize perched groundwater conditions next to building foundations.	Private property owners	В	2			

	Flooding					
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority		
47	Maintain existing stormwater infrastructure.	City	А	1		
48	Maintain the performance and function of the existing storm drainage system with proper regular cleaning, maintenance, and replacement, especially managing sediment inflows from surfaces and in catch basins.	City	А	1		
49	Reduce sediment loads and improve performance of the existing storm drainage system through the application of green infrastructure practices throughout the Corridor.	City	С	2		
50	Prioritize redevelopment of infiltration-based stormwater management with green infrastructure in the sub-watershed area tributary to the North York Street and I-290 interchange underpass.	IDOT	В	2		
51	Evaluate and implement (where practical) green infrastructure as part of planned replacement and upgrades to public infrastructure within the entire corridor and adjacent neighborhoods.	City	В	2		
52	Incorporate improved performance on individual parcels as upgrades are made to existing parking and utility infrastructure.	Private property owners, utility providers	В	1		
53	Increase performance on parcels as they are redeveloped or repurposed within the Corridor through policy and incentive.	Private property owners, developers	А	1		

#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority
54	Develop a North York Street Streetscape Plan incorporating improvements identified in this Plan including sidewalks, landscaping, gateways/wayfinding, medians, crosswalks, streetlights, and pedestrian amenities.	City, Consultant	A	1
55	Utilize best management practices, native restoration, and landscaping enhance- ments in areas adjacent to the North York Street and I-290 Interchange to create a visual and environmental asset	City	В	2
56	Enhance the area to act as a gateway feature for the City and Corridor though the integration of additional landscape, lighting, and artistic elements.	City	В	2
57	Utilize architectural façade upgrades and landscape improvements to the I-290 bridge to advance its aesthetics as a highly visible focal point, using textual and color treatments, ornamental gateway signage, and new planters and landscaping to beautify the gateway.	IDOT	В	1
58	Improve the I-290 bridge as a pedestrian friendly gateway by recessing embank- ments, widening sidewalks, constructing guardrails, and introducing pedestrian oriented lighting to create an open, inviting atmosphere.	IDOT	С	1
59	Coordinate new gateways and wayfinding designs with the existing City Centre brand, adjusting features for the auto-centric nature and scale of the North York Street Corridor.	City	А	1
60	Install new, proportionately sized, gateway features at key entry ways into Elmhurst along the Corridor, specifically the intersections of Grand Avenue, Lake Street (I-290 off-ramp) and Crestview Avenue (I-290 off-ramp).	IDOT, DuPage County	В	2
61	Upgrade all prominent intersections with pedestrian crosswalks, landscaping with raised masonry planters, and decorative traffic signals and signage, especially the intersections of Grand Avenue, Belden Avenue, Crestview Avenue, Lake Street, Freemont Avenue, and North Avenue.	City	В	2
62	Reconfigure existing and introduce new medians and vegetated rights of way with low-profile planters, attractive landscaping, and bermed lawn areas	City	В	3
63	Replace the dated medians to the north and south of the I-290 Interstate.	City	В	2
64	Introduce a new median extended from the most southern vehicular entrance of the MB Financial Bank property to the Grand Avenue intersection, approximately 450'	City, private property owners, businesses	В	3
65	Install improved crosswalks, pedestrian safety measures, and ADA accessible ramps for all Corridor intersections.	City	А	1
67	Ensure street lighting is consistently placed and of a uniform design, combining roadway and pedestrian standards, and compatible with the existing City Centre pedestrian lighting.	City	А	3
68	Review lighting fixtures to include high-efficiency LED lighting for reduced energy use, and banner arms to promote special events, activities, and the city's logo.	City	А	2
69	Incorporate pedestrian amenities and landscape features into key locations such as new developments, major intersections, or at the ComEd power line crossing	ComEd and other utility providers	А	2
70	Encourage new developments to provide "street furnishings" on site, such as benches, patios, public plazas, or bike racks where applicable	Private property owners, developers	А	2
71	Link pedestrian amenities with enhancements to Pace Bus stops and key intersection improvements.	Pace	А	1
72	Encourage public art in a variety of mediums to create an engaging and appealing environment throughout the North York Street Corridor.	Private property owners, business owners, arts community	А	3
73	Integrate artistic elements into infrastructure that provide necessary functions such as bridge abutments, walls, utility screenings, and other visually accessible elements.	Private property owners, business owners, arts community	А	3
74	Bury overhead utility lines to reduce visual clutter and enable canopy tree planting and growth.	Utility providers	С	3
75	Minimize the conflicts between non-residential and residential uses through the use of setbacks and buffers, quality fencing, and landscaping.	Private property owners, developers	В	1
76	Screen parking areas from public rights of way with combinations of plant material and low-profile fencing.	Private property owners, developers	A	2
77	Establish maintenance programs as part of new development approvals to ensure private landscaping is adequately cared for and value is retained over time	Private property owners, developers	A	2

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# ECONOMIC DEVELOPMENT AND IMPLEMENTATION

		Ease of	<b>Level</b> of
mentation Strategy	Potential Partners	Implementation	Priority

#	Implementation Strategy	Potential Partners	lmplementation	Priority
<i>7</i> 8	Make copies of the Existing Conditions Report and North York Street Corridor Plan available on-line for free, provide hard copies at City Hall for purchase, and have a copy on file for reference.	City	А	1
<i>7</i> 9	Provide assistance to the public in explaining the Plan and its relationship to private and public development projects and other proposals, as appropriate.	City	А	1
80	Assist the City Council in administration, interpretation, and application of the Plan.	City, Consultant	Α	1
81	Maintain a list of current possible amendments, issues, or needs which may be a subject of change, addition, or deletion from the Implementation Plan.	City	А	1
82	Review and update the City's development controls that apply to the Corridor including portions of the zoning ordinance and other related codes and ordinances	City	В	1
83	Regularly undertake a systematic review of the document and update the Plan according to new issues and activity, preferably to coincide with preparation of the City's budget and Capital Improvements Plan and review of TIF district funds	City	В	1
84	Consider acquisition of parcels to facilitate improvements and consolidation, preparing a conceptual plan for city goals with acquired land.	Private property owners, developers	В	1
85	Help facilitate economic growth using strategies such as site assemblage, parcel consolidation, expediting of permit processes, assistance with infrastructure improvements, marketing of available properties, and promotion of available incentives.	Private property owners, developers	С	1
86	Research and monitor grants, funding agencies, and programs to identify new opportunities as they become available.	City	А	1
87	Utilize potential funding sources and transportation funding sources to make improvements to the North York Street Corridor.	City	В	1

Cooperation & Partnerships						
#	Implementation Strategy	Potential Partners	Ease of Implementation	Level of Priority		
88	Partner with other governmental and service districts to address specific sites or issues in the Corridor	Other agencies and jurisdic- tions	А	1		
89	Partner with builders and developers who can be encouraged to undertake improvements and new construction that conform to the Plan and enhance the overall quality and character of the corridor	Private property owners, developers	А	1		
90	Partner with owners and businesses who should be encouraged to improve or redevelop their property in accordance with the Plan	Private property owners, developers	А	1		
91	Work with the Illinois Department of Transportation (IDOT) to ensure that improvements to the North York Street Corridor can be made in agreement with both parties rights-of-way and goals for the area.	IDOT	А	1		
92	The City should collaborate with the Village of Bensenville to develop a consistent style and design for the North York Street and Grand Avenue intersection.	City	В	2		





# APPENDIX DEMOGRAPHICS AND MARKET ANALYSIS

This chapter was presented in the *North York Street Existing Conditions Report* and assesses the North York Street corridor's development potential by analyzing demographic and market trends that impact local economic growth. Particular attention is paid to trends and opportunities within the residential, retail, office, and industrial markets, as well as broader market drivers such as demographic shifts, changing employment levels, and key growth industries. Collectively, this information paints a picture of the corridor's competitive position within the Chicagoland region.

The North York Corridor has the potential to be more of a regional destination, given its proximity to I-290, I-294, and O'Hare International Airport. Accordingly, the data sets used for this analysis, whenever possible, do not use City of Elmhurst boundaries, but a 10 minute drivetime from the intersection of North York and I-290, which includes parts of Addison, Berkeley, Northlake, and Bensenville. Viewing the corridor through the lens of a drivetime, as opposed to a municipal boundary, better emulates consumer behavior and best captures the corridor's true market position in a region of commuters. In cases where drivetime data were unavailable, City of Elmhurst data were used in its place.

Data from this study were obtained from the U.S. Census, the 2008-2012 American Community Survey, the Illinois Department of Economic Security, NAI Hiffman, and ESRI Business Analyst, a nationally recognized provider of business and market data.

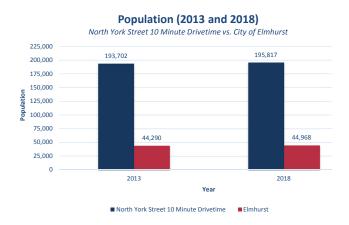
For purposes of clarification: wherever this study mentions the "North York Street Market Area" or "area," this refers to a 10 minute drivetime of the corridor. "North York Street Corridor" or "corridor" references the corridor itself, from North Avenue to Grand Avenue.

# **DEMOGRAPHICS**

Understanding important demographic trends such as population levels, age, income, and race/ethnicity helps to tailor the corridor's economic development, housing, and infrastructure improvements to existing and projected needs.

Demographic Summary  North York Street 10 Minute Drivetime vs. City of Elmhurst (2013 & 2018)							
	North York Street - 10 Minute Drivetime						
_	2013	2018	Projected Change 2013- 2018				
Population	193,702	195,817	+2,115	+1.09%			
Households	66,446	67,336	+890	+1.34%			
Average Household Size	2.88	2.88	0.00	0.00%			
Median Age	37.4	37.9	+0.50	+1.34%			
Median Household Income	\$60,125	\$73,911	+13,786	+22.93%			
		City of Elr	ty of Elmhurst				
	2013	2018	Projected Change 2013 - 2018				
Population	44,290	44,968	+678	+1.53%			
Households	18,835	16,084	-2,751	-14.61%			
Average Household Size	2.71	2.72	+0.01	+0.37%			
Median Age	40.7	40.5	-0.20	-0.49%			
Median Household Income	\$83,695	\$98,485	+14,790	+17.67%			

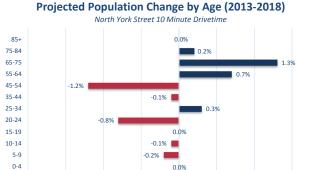
# **POPULATION**



The North York Street market area's population is projected to increase slightly. In 2013, 193,702 people lived within the area. By 2018, the area is projected to grow in population by roughly 1%, or 2,115 people, to 195,817. The number of households will increase proportional to population growth, staying at 2.88 people.

The market area population is roughly four times the population of the City of Elmhurst, whose 2013 population is estimated to be 44,290. The City is experiencing similar trends as the market area, and is projected to grow in population by 1.53% between 2013 and 2018 to 44,968.

# AGE



0.0%

0.5%

The North York Street market area's population is projected to age. The area's median age in 2013 was 37.4 years, younger than the City of Elmhurst (40.7 years). By 2018, it is projected to increase by 0.5 years to 37.9 years, suggesting a slight aging of the area's overall population. Age cohorts gaining the largest share of the population between 2013 and 2018 are 65-74 years (+1.3%) and 55-64 years (+0.7%), with losses consolidated among the lower age groupings.

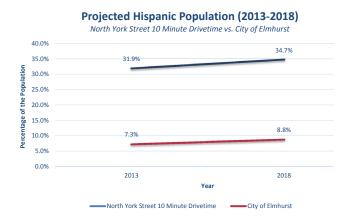
-0.5%

# **RACE AND ETHNICITY**

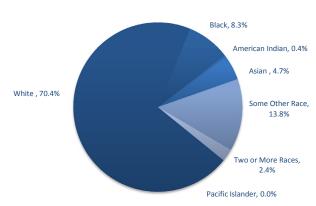
The North York Street market area's population is projected to become more diverse. In 2013, 70.4% of the area's population identified as white, with 29.6% identifying as a racial minority. The white share of the population is projected to decline slightly to 68.7% by 2018, with small increases in those identifying as Asian, multi-racial, and "some other race."

While the City of Elmhurst is experiencing similar trends, it remains less diverse than the corridor market area. The white share of the City's population will decline slightly between 2013 and 2018, from 88.9% to 87.4%.

The most notable change in the market area is the percentage of residents identifying as Hispanic. The U.S. Census defines Hispanic as an ethnicity, not a race. By 2018, more than 1 in 3 area residents (34.7%) in the market area will be Hispanic. This is roughly four times as large as the 2018 projections for the City of Elmhurst (8.8%).





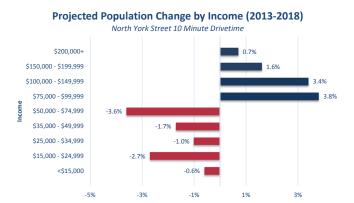


# **INCOME**

The North York Street market area's population is projected to become wealthier. In 2013, the area's median household income was \$60,125, roughly \$20,000 less than the City of Elmhurst (\$83,695). Between 2013 and 2018, the area's median household income is projected to increase by 22.93% to \$73,911. While that percentage increase is larger than the City's (+17.67%), the City is projected to remain wealthier in 2018.

Income cohorts in the North York Street market area gaining the largest share of the population between 2013 and 2018 are \$75,000-\$99,000 (+3.8%) and \$100,000-\$149,999 (+3.4%), with losses comprised of groupings earning under \$74,999.

These gains in income are expected to translate into increased spending power. The projected annual rate of growth in the median household incomes of both the City of Elmhurst (3.31%) and the North York Street market area (4.22%) are above estimated inflation rates, based on a ten year average of 2003-2013 inflation rates (2.38%).



APPENDIX | North York Street Corridor Plan \_\_\_\_\_\_\_iii

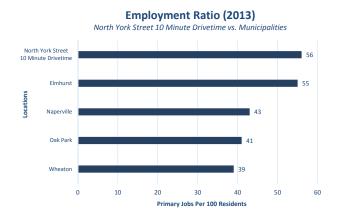
# **EMPLOYMENT**

# **TOP INDUSTRIES & JOBS RATIO**

The North York Street market area is a job hub, employing 108,368 people in 20 different industries. The most dominant industry is manufacturing, comprising 19.7% of all area jobs. Other large industries include: retail trade (11,151 jobs - 10.3%), wholesale trade (10,568 jobs - 9.8%), transportation and warehousing (8,952 jobs - 8.3%), and administrative and support and waste management and remediation services (8,949 - 8.3%).

The North York Street market area's employment ratio, or number of primary jobs per 100 residents, is relatively high compared to four area municipalities. The area contains 56 jobs per 100 residents, or a ratio of 0.56. This is higher than Elmhurst (0.55), Naperville (0.43), Oak Park (0.41), and Wheaton (0.39).

Similarly, the City of Elmhurst has seen fairly steady job growth between 2002 and 2011. While the City lost jobs in 2009 and 2010 as a result of the recession, 2011 levels (29,454 jobs) are 8.6% higher than 2002 levels (27,111).



Employment by Industry North York Street 10 Minute Drivetime (2013)					
	Employees				
Industry (NAICS Code)	108,368	100.0%			
Accomodation & Food Services	4,669	4.3%			
Administrative & Support & Waste Mgmt.	8,949	8.3%			
Agriculture, Forestry, Fishing, & Hunting	88	0.1%			
Arts, Entertainment, & Recreation	1,143	1.1%			
Construction	6,915	6.4%			
Educational Services	4,946	4.6%			
Finance & Insurance	2,869	2.6%			
Healthcare & Social Assistance	8,108	7.5%			
Information	2,282	2.1%			
Management of Companies & Enterprises	76	0.1%			
Manufacturing	21,370	19.7%			
Mining	67	0.1%			
Other Services	4,883	4.5%			
Public Administration	1,498	1.4%			
Professional, Scientific, & Tech Services	6,514	6.0%			
Real Estate, Rental, & Leasing	3,200	3.0%			
Retail Trade	11,151	10.3%			
Transportation & Warehousing	8,952	8.3%			
Utilities	120	0.1%			
Wholesale Trade	10,568	9.8%			
Source: U.S. Census Bureau; ESRI Business Analyst; Houseal Lavigne Associates					

# **MAJOR EMPLOYERS**

Elmhurst contains many large employers in diverse industries. The top five local employers include: Elmhurst Memorial Hospital (3,500 employees), HSBC (1,800 employees), McMaster Carr Supply (850 jobs), Elmhurst Community School District #205 (850 jobs), and Elmhurst College (600 jobs).

# **JOB GROWTH**

DuPage and Cook Counties are projected to experience significant job growth. The Illinois Department of Employment Security (IDES) estimates that DuPage and Cook Counties, each of which contains part of the North York Street market area, will gain 70,740 and 173,460 jobs between 2010 and 2020, respectively.

#### **Total Primary Employment Levels (2002-2011)**



<b>Major Employers</b> City of Elmhurst (2011)						
Name	Product/Service	Employees				
Elmhurst Memorial Hospital	Healthcare	3,500				
HSBC	Financial Services	1,800				
McMaster Carr Supply	Factory/Building Supply	850				
Elmhurst CSD #205	Education	850				
Elmhurst College	Education	600				
Chamberlain	Manufacturing	350				
Sterling Engineering, Inc.	Design Services	320				
Duchossois Enterprises Group	Electronic Controls	300				
Hassett Air Express	Shipping	300				
Superior Air-Ground Ambulance	EMS Provider	250				
Source: Illinois Department of Commerce & Economic Opportunity; Houseal Lavigne Associates						

\_\_\_\_\_ North York Street Corridor Plan | APPENDIX

# **MARKETS**

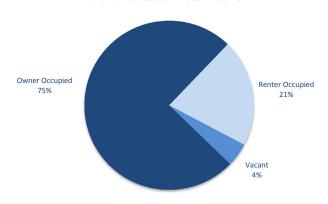
This section evaluates and assesses the North York Street corridor's potential in the residential, retail, office, and industrial markets. While demographic and market data is used to define potential, other factors must also be considered such as traffic, infrastructure, physical appearance and reputation, and local costs such as taxes and fees.

# **RESIDENTIAL MARKET**

#### **TENURE**

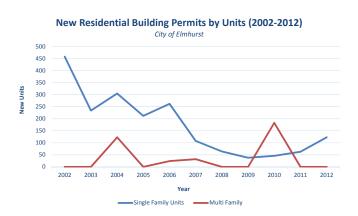
Roughly 70% of the North York Street area's housing market is owner occupied. The area's housing stock is currently comprised of 70,449 total units: 66,446 owner occupied units (68.4%), 18,236 renter occupied units (25.9%), and 4,003 vacant units (5.7%). By 2018, the total number of units is expected to climb by 1.1% to 71,232, with a small uptick in the proportion of total units that are owner occupied (69.5%) and a slight decline in both the share of renter occupied (25.0%) and vacant (5.5%) units.

# Housing Units by Tenure (2013) North York Street 10 Minute Drivetime



In addition to the decline in the proportion of total units that are rentals, the number of rental units is projected to drop from 18,236 units in 2013 to 17,802 units in 2018, a loss of 432 units. This suggests that some rentals may be converted to owner occupied housing or torn down.

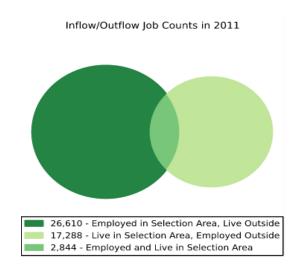
Within the City of Elmhurst, new residential development has declined as a result of the downturn in the economy and the real estate market. Based on the number of approved building permits, the number of proposed new residential units in 2012 was 123, a significant increase from 63 in 2011 but a noticeable difference from 458 units in 2002, 428 units in 2004, and 286 units in 2006.



While residential development is not considered to be a significant component of redevelopment potential, multi-family residential may be appropriate and accommodated at some locations. As the planning process progresses, opportunities for accommodating residential development will be identified.

# **COMMUTERS**

The North York Street area is a region of commuters. All of the municipalities that fall, or partly fall, within the 10 minute drivetime of the North York Street corridor are home to a high proportion of commuters. For example, in 2011, only 14.1% of those who work in Elmhurst also live in Elmhurst. This is roughly on par with other municipalities in the North York Street area, including Addison (10.7%), Bensenville (10.2%), Itasca (7.4%), Northlake (3.9%), and Berkeley (2.7%). This signifies the existence of a fairly large, regional "pool" of workers whose job prospects are not limited by the jurisdictional boundary in which they reside, or vice versa.



# Retail Gap Analysis Summary North York Street 5, 10, 15 Minute Drivetimes (2013)

	5 Minute	10 Minute	15 Minute	
Summary Demographics	Drive Time	Drive Time	Drive Time	
2013 Population	21,727	193,702	540,998	
2013 Households	7,957	66,446	197,305	
2013 Median Disposable Income	\$54,150	\$48,258	\$48,290	
2013 Per Capita Income	\$34,320	\$27,748	\$29,257	

# **RETAIL MARKET/RETAIL GAP**

# **OVERVIEW**

The North York Street corridor's retail market potential has been assessed through a comparison of supply and demand ("gap analysis") within a 5, 10, and 15 minute drivetime from the intersection of North York and I-290. While this study uses the 10 minute drivetime ("North York Street market area") as the benchmark for market potential, the 5 and 15 minute drivetimes are also provided for added context and perspective.

A "gap analysis" compares aggregate consumer spending (demand) to aggregate retail sales (supply) within a given industry group and drive time. When demand is greater than supply, "leakage" exists, suggesting that residents are spending dollars outside of the measured area. Accordingly, industries with leakage are potential opportunities for growth, as local demand for these goods and services already exists but is unmet by existing supply. Leakage is noted on the accompanying charts as a positive number in green.

Conversely, when supply outweighs demand, a "surplus" exists. This means that retail sales are greater than consumer spending, and that the market is saturated with customers from both within and outside the drive time window. Surplus is depicted on the accompanying charts as a negative number in red.

The potential for retail and commercial development at any given location is influenced by many factors, including local and regional demand for goods and services, the health of commercial districts, the location of surrounding commercial nodes, reputation, traffic, and infrastructure.

One important influence on retail potential within the North York Street corridor is the location, quality, and offerings of other retail areas in the 10 minute drivetime. These "competitors" include shopping malls, strip malls, or clusters of commercial offerings. Nearby areas competing for businesses and consumer expenditures include:

Retail Gap by	Market Area (	(\$M)

ummary 5 Minute Drive Ti		ive Time	me 10 Minute Drive Time		15 Minute Drive Time	
Total Retail Trade and Food & Drink Total Retail Trade Total Food & Drink	(\$179.9) (\$168.3) (\$11.6) 5 Minute Drive Time		(\$490.9) (\$468.0) (\$22.8) 10 Minute Drive Time		(\$4,019.34) (\$3,811.98) (\$207.36) 15 Minute Drive Time	
Industry Group	Retail Gap (\$M)	Potential <sup>1</sup>	Retail Gap (\$M)	Potential <sup>1</sup>	Retail Gap (\$M)	Potential <sup>1</sup>
Motor Vehicle & Parts Dealers	(\$229.60)	(574,008)	(\$85.2)	(212,999)	(\$367.1)	(917,779)
Furniture & Home Furnishings Stores	\$1.57	3,925	(\$15.7)	(39,177)	(\$43.0)	(107,494)
Furniture Stores	\$0.10	258	(\$6.1)	(15,240)	(\$8.6)	(21,440)
Home Furnishings Stores	\$1.47	3,667	(\$9.6)	(23,936)	(\$34.4)	(86,054)
Electronics & Appliance Stores	(\$4.31)	(10,777)	(\$13.4)	(33,529)	(\$87.9)	(219,850)
Bldg Materials, Garden Equip. & Supply Stores	\$6.16	15,401	\$20.5	51,227	\$1.4	3,516
Building Material and Supplies Dealers	\$4.82	12,062	\$19.6	48,875	(\$15.2)	(37,971)
Lawn and Garden Equipment and Supplies Stores	\$1.34	3,339	\$0.9	2,352	\$16.6	41,487
Food & Beverage Stores	\$18.73	46,831	(\$87.3)	(218,205)	(\$156.7)	(391,842)
Grocery Stores	\$18.31	45,771	(\$73.7)	(184,223)	(\$142.0)	(355,064)
Specialty Food Stores	\$0.47	1,181	(\$15.4)	(38,558)	(\$22.7)	(56,654)
Beer, Wine, and Liquor Stores	(\$0.05)	(121)	\$1.8	4,576	\$8.0	19,876
Health & Personal Care Stores	(\$31.67)	(79,164)	(\$21.6)	(54,091)	(\$194.9)	(487,189)
Gasoline Stations	\$18.55	46,369	\$43.2	107,923	(\$160.2)	(400,396)
Clothing and Clothing Accessories Stores	\$9.62	24,055	(\$68.9)	(172,134)	(\$187.4)	(468,590)
Clothing Stores	\$6.89	17,227	(\$60.0)	(150,109)	(\$163.8)	(409,422)
Shoe Stores	\$0.99	2,486	\$8.7	21,763	(\$8.7)	(21,801)
Jewelry, Luggage, and Leather Goods Stores	\$1.74	4,342	(\$17.5)	(43,788)	(\$14.9)	(37,368)
Sporting Goods, Hobby, Book, and Music Stores	\$2.88	7,188	\$2.2	5,379	(\$57.2)	(142,963)
Sporting Goods/Hobby/Musical Instrument Stores	\$2.23	5,581	\$24.5	61,359	(\$16.7)	(41,740)
Book, Periodical, and Music Stores	\$0.64	1,607	(\$22.4)	(55,980)	(\$40.5)	(101,223)
General Merchandise Stores	\$37.84	94,605	(\$97.2)	(243,039)	(\$269.8)	(674,541)
Department Stores Excluding Leased Depts.	\$11.12	27,801	(\$110.6)	(276,592)	(\$300.2)	(750,405)
Other General Merchandise Stores	\$26.72	66,804	\$13.4	33,553	\$30.3	75,864
Miscellaneous Store Retailers	\$0.13	317	(\$35.3)	(88,217)	(\$99.6)	(249,056)
Florists	\$0.04	92	\$1.0	2,488	(\$5.3)	(13,370)
Office Supplies, Stationery, and Gift Stores	(\$0.02)	(49)	(\$18.3)	(45,776)	(\$40.8)	(101,877)
Used Merchandise Stores	(\$0.79)	(1,971)	\$0.0	88	(\$0.7)	(1,655)
Other Miscellaneous Store Retailers	\$0.90	2,246	(\$18.0)	(45,017)	(\$52.9)	(132,154)
Nonstore Retailers	\$1.84	4,592	(\$109.3)	(273,242)	(\$2,189.5)	(5,473,761)
Food Services & Drinking Places	(\$11.65)	(29,124)	(\$22.8)	(57,053)	(\$207.4)	(518,395)
Full-Service Restaurants	(\$4.82)	(12,060)	(\$3.2)	(8,117)	(\$77.4)	(193,566)
Limited-Service Eating Places	(\$7.36)	(18,389)	(\$18.1)	(45,343)	(\$88.4)	(220,961)
Special Food Services	(\$0.72)	(1,806)	(\$5.3)	(13,217)	(\$45.5)	(113,813)
Drinking Places - Alcoholic Beverages	\$1.25	3,131	\$3.8	9,624	\$4.0	9,945

<sup>&</sup>lt;sup>1</sup> Potential based on an average annual sales per-square-foot of \$400.

Source: ESRI Business Analyst; Houseal Lavigne Associates

#### DOWNTOWN FLMHURST (FLMHURST)

The Downtown area contains a wide variety of food and drinking places. While the Downtown's retail offerings are smaller in size and less auto-centric, they are convenient to the Central Business District's workers, Elmhurst College's students and Metra commuters.

#### NORTH AVENUE/IL ROUTE 64 (VILLA PARK)

West of Elmhurst in Villa Park, the commercial strip along North Avenue, from Addison Road to IL-83, offers a variety of retail options, including a Target and the 333,596 square foot North Park Mall. The corridor contains 56 retail businesses and 9 food and drinking places.

#### NORTH AVENUE/IL ROUTE 64 (NORTHLAKE)

East of Elmhurst in Northlake, the North Avenue strip is characterized by big box stores and strip commercial offerings. It contains 29 retail outlets, including a Sam's Club, Walmart, and Home Depot, and 19 food and drinking places.

#### WEST LAKE/US ROUTE 20 (ADDISON)

This commercial node along West Lake, roughly from Addison Road to John F. Kennedy Drive, contains the Green Meadows Shopping Center and a variety of retail options. It contains 11 retail businesses and 4 food and drinking places.

North York Street Corridor Plan | APPENDIX

#### NAKBROOK CENTER (NAK BOOK)

The Oakbrook Center is a regional shopping center and mall that originally opened in 1962. With 2 million square feet of gross leasable space, it is one of the largest shopping destinations in the Chicago region. Flagship stores include Macy's, Neiman Marcus. Sears. and Nordstrom's.

#### **FINDINGS**

The retail market, based on a 10 minute drivetime, is oversupplied by \$490 million: \$468.0 million in retail trade and \$22.8 million in food and drinking establishments. Specific industry groupings that are heavily saturated are: motor vehicles and parts dealers (-\$85.2m), food and beverage stores (-\$87.3m), department stores (-\$110.6m), and nonstore retailers (-\$109.3m). As seen in the accompanying chart, 1,430 retail trade and food and drink businesses already exist within a 10 minute drive of the corridor.

Similarly, both the 5 and 15 minute drivetimes are saturated as well. The 5 minute drivetime is oversupplied by \$179.9 million, and the 15 minute drivetime, which includes O'Hare, is oversupplied by \$4.0 billion.

It is not unusual for a market area that includes several large concentrations of retail including a regional mall, to show indications of being saturated. This does not, however, preclude potential to attract new uses and development. Opportunities will continue to exist if sites can be positioned with better access, exposure and infrastructure to competing locations in the market. Potential, therefore, is more aligned with attracting uses from other areas of the market as opposed to filling voids or underrepresented businesses. To that end, the City must be careful not to detract or compete with existing Elmhurst businesses or attract reinvestment in the North York Corridor at the expense of other locations. New development should be a net sum gain to the City.

#### **Business Inventory: Retail & Restaurants** North York Street 10 Minute Drivetime (2013) Total Retail Trade and Food & Drink 1,430 100.0% Total Retail Trade 1.144 80.0% Total Food & Drink 286 20.0% Industry Group Number Percent Food & Beverage Stores 147 10.3% 20.0% Food Services & Drinking Places 286 Miscellaneous Store Retailers 203 14.2% Motor Vehicle & Parts Dealers 7.9% 113 Electronics & Appliance Stores 69 4.8% Health & Personal Care Stores 77 5.4% General Merchandise Stores 37 2.6% 76 5.3% Furniture & Home Furnishings Stores Bldg Materials, Garden Equip. & Supply Stores 103 7.2% 58 4.1% Gasoline Stations Clothing and Clothing Accessories Stores 142 9.9% 4.8% 68 Sporting Goods, Hobby, Book & Music Stores Nonstore Retailers 51 3.6%

Source: ESRI Business Analyst; Houseal Lavigne Associates

# **OFFICE MARKET**

# REGIONAL TRENDS

Several submarkets make up the broader Chicagoland office market. The North York Street corridor is located in the northeastern portion of the "East-West Corridor" submarket, which is also comprised of Aurora, North Aurora, St. Charles, Naperville, Downers Grove, Westmont, Oak Brook, Oakbrook Terrace, and Lombard. It is also proximate to the O'Hare and Northwest Suburban markets as well. In total, the submarket contains nearly 700 buildings providing approximately 43 million in square footage. According to NAI Hiffman, the eastern portion of the submarket is considered more stable, with the western portions more susceptible to market fluctuations in vacancy and absorption.

The East-West Corridor submarket is trending in a positive direction, as its total vacancy rate declined in all four quarters of 2013, settling at 20.42% or 8,774,463 square feet of available space. Asking rents are also on the rise. However, the submarket's vacancy rate is the second-highest in the suburban market, and it leads all submarkets in available square footage.

Future office development in the study area is likely to be in the form of build to suit or professional office space integrated into a larger development sites. There are several existing buildings that can accommodate a variety of uses including but not limited to medical, dental, veterinary, legal, financial and real estate.

# **INDUSTRIAL MARKET**

#### REGIONAL TRENDS

The Chicago regional industrial market is comprised of many submarkets. The North York Street corridor sits in the south-eastern portion of the "Central DuPage" submarket, which also includes Glen Ellyn, Lombard, Carol Stream, Glendale Heights, and Bloomingdale. The submarket contains roughly 67 million square feet of industrial space, of which 9% can be found in Elmhurst.

Central DuPage is currently one of the Chicago area's most robust submarkets. According to NAI Hiffman, the submarket's vacancy rate has trended downward over the past two years, settling at 4.9% in the fourth quarter of 2013. This is the lowest vacancy rate in the entire Chicago region. The submarket is also experiencing high levels of net absorption, a measure of a change in occupancy. At the end of 2013, Central DuPage's net absorption totaled +1.6 million square feet, which is the third highest in all of Chicagoland.

These trends are reflective of industrial market growth in the broader Chicago region due to new demands for warehousing. At the end of 2013, the market's net absorption of +11.3 million square feet was the second highest in the nation, behind Dallas. The fourth-quarter of 2013 also saw a rise in asking rent per square foot and square footage under construction, both from the previous quarter and the previous year. Currently, 10% of the entire county's industrial space under construction is found in the Chicago region.

While new industrial uses may not be appropriate for the North York Corridor, proximity to nearby existing development can have a positive impact on future redevelopment potential. Nearby centers of employment represent activity generators and a daytime population for patronizing restaurants, retailers and service uses.