Station Area Plan

Village of Villa Park

November 2006

HNTB

In association with GOODMAN WILLIAMS GROUP

ACKNOWLEDGEMENTS

The Station *Area Plan* for the Village of Villa Park was prepared through the efforts of the Village of Villa Park, the Regional Transportation Authority, Metra, Pace and the project planning consultants, HNTB Corporation and the Goodman Williams Group. Hundreds of citizens, staff and officials of the Village of Villa Park participated in the planning process. Their involvement and insights are sincerely appreciated.

The following Steering Committee members served throughout the planning process for the *Station Area Plan*:

Joyce Stupegia	Village President
Thomas Cullerton	Village Trustee
Ray Hensley	Village Trustee
Richard Illian	Village Trustee
John Vargas	Village Trustee
Eric Mainz	Economic Development Commission
Robin Whitehurst	Planning and Zoning Commission
Jerome Hellmann	Property Owner
Irene Schaffer	Villa Park Bank
Robert Neimann	Village Manager
Vydas Juskelis	Public Works Director
Valerie Dehner	Community Development Director

Metra
Pace Suburban Bus
Regional Transportation Authority

This document summarizes the work conducted for the Villa Park Station Area Plan. The document was prepared under contract with the Regional Transportation Authority of Northeastern Illinois. Preparation of the document was financed in part through a grant from the U.S. Department of Transportation, Federal Transit Administration, and the Regional Transportation Authority. The contents of the document do not necessarily reflect the official views of the U.S. Department of Transportation, Federal Transit Administration, or the Illinois Department of Transportation.

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY

The Village of Villa Park, with assistance from the Regional Transportation Authority's Regional Technical Assistance Program (RTAP) completed the Villa Park Station Area Plan. The *Plan* identifies transit oriented development opportunities in the vicinity of the Metra Villa Park commuter rail station and recommends a conceptual plan and strategies that the Village can use to encourage and guide future development in accordance with the community aspirations and vision reflected in the *Plan*.

The station study area encompasses approximately one-half mile, or a "ten-minute" walking distance around the Villa Park Station. Boundaries are North Avenue on the north, Elm and Oak Streets on the south, Fulton Avenue on the east, and Harvard Avenue on the west. The existing land uses in this area consist of single family houses, duplexes, apartment buildings, commercial uses along Ardmore Avenue and some light industrial uses along North Avenue. There are also public facilities within the station area including North Elementary School, a tot lot, a fire station, a water pumping station and a church.

The Villa Park Metra Station is a strong asset in the community. The Village is seeking to make the station area more attractive for residents and commuters by promoting a balanced mix of transit oriented land uses including stronger retail and housing opportunities. Under direction of the Station Area Plan Steering Committee, a preferred concept plan and implementation strategies were developed.

A. Plan Recommendations

The preferred concept plan, the *Garden Village Square Redevelopment Concept* is based on the findings of the *Inventory and Analysis Memorandum (see* Appendix*),* a detailed *Market Assessment* (see *Appendix)* and input and direction from the Steering Committee, community stakeholders, and the public. Note that the *Garden Village Square Concept* is conceptual only, and development sites may be able to accommodate different building and parking configurations based on developer interest and financing options. The *Garden Village Square Redevelopment Concept* is presented in *Figure 4.*

Based on the near-term market assessment, the areas with the highest potential for redevelopment, i.e. the "primary redevelopment opportunity areas" include the immediate station area and properties on both sides of the Union Pacific Railroad along

Ardmore Avenue. On the north side of the railroad, it is anticipated that the redevelopment opportunities would occur primarily between the Union Pacific Railroad on the south, Vermont Street on the north, Princeton Avenue on the west and Beverly Avenue on the east. On the south side of the Union Pacific Railroad, it is expected that most of the redevelopment would occur between Division Street on the south, the Union Pacific Railroad on the north, Princeton Avenue on the west, and Illinois Avenue on the east. The sites have primary redevelopment potential due to site underutilization, building and site obsolescence, and prime location in terms of a gateway into the station area. It is assumed that redevelopment would occur on these sites within the next ten years as first phase improvements.

Highlights of the preferred concept plan include the following:

- 65,000 square feet of commercial (29,000 square feet of new and 36,000 square feet of replacement)
- 399 housing units (258 new units and 141 replacement units)
- A public plaza
- Urban design improvements including landscaping, decorative lighting, street banners, benches, and decorative pavers to promote the Garden Village Square theme.

B. Plan Implementation

Implementation of the *Plan* requires strong Village action and support. The *Plan* includes an Implementation Strategy that recommends several key action items. The first action idea would be to establish a Garden Village Square Task Force that would be responsible for being a liaison with developers, issuing request for proposals (RFP's) for development, identifying and purchasing key property, seeking and securing funding, providing assistance to property owners, implementing *Plan* goals, and monitoring and addressing parking needs. Other important action items include the following:

- Amend development regulations
- Enforce design guidelines
- Determine financing opportunities and assistance
- Implement major capital improvements
- Focus on key redevelopment project priorities

By establishing a course of action for long-term reinvestment in new commercial and residential uses, the *Plan* will help create a more vibrant station area and increase ridership demand for the Villa Park Station.

II. PURPOSE AND BACKGROUND

The Village of Villa Park has undertaken a *Station Area Plan* to promote transit-oriented development in the vicinity of its commuter rail station on the Metra/Union Pacific West (UP-West) Line. The Villa Park Station is a strong asset in the community. The Village is seeking to make the station area more attractive for residents and commuters by promoting a balanced mix of transit-oriented land uses including stronger retail and new housing opportunities. The Village is also promoting improved pedestrian connections and amenities as well as improved vehicle access and circulation. The purpose of the *Station Area Plan* is to create a long-range strategy to encourage a more vibrant, transit-oriented center. The *Plan* is meant as a guide for the Village and provides flexibility to accommodate future development proposals.

During the planning process, a variety of reports were created as a basis for the *Station Area Plan.* The contents of these supporting documents have been integrated into the *Plan*. The *Inventory and Analysis Memorandum* documents the Village's existing conditions and planning opportunities, including land use and transportation conditions. A *Market Assessment* was completed to document market demand and development opportunities over the next ten years. A *Preferred Concept Plan Memorandum* was presented to the public to discuss potential development opportunities in the station area. *Design Guidelines* were developed to provide guidance to ensure quality design of buildings, site amenities, and public realm improvements to be undertaken as part of new development within the station area.

The Village of Villa Park believes that stakeholder and community consensus during the planning process is vital for the successful implementation of the *Plan* in the future. The *Villa Park Station Area Plan* incorporates the feedback of numerous stakeholders and the public. A Steering Committee, made up of Village officials, residents, property owners, and representatives from the transportation agencies of the Regional Transportation Authority (RTA), Metra, and Pace, provided oversight of the planning process. In addition, key person interviews and two public meetings were held to provide Village residents an opportunity to provide input during the process.

A. Community Background

Located in eastern DuPage County, Villa Park is approximately 20 miles west of downtown Chicago. The Village was incorporated in 1914 when significant population growth occurred in the area fueled by railroad extensions. The 2000 U. S. Census reports

that there are 22,075 residents. Railroads have played an important role in the development of the Village and continue to be significant. The Metra/UP-West Line provides a vital commuter rail transportation link from the Village to downtown Chicago, as well as to communities to the west, terminating at the Village of Elburn in Kane County.

The Village is surrounded by the communities of Elmhurst, Addison, Lombard, Oakbrook Terrace, and Oakbrook. In particular, the neighboring communities of Elmhurst, Oakbrook, and Lombard are active retail and activity centers. Villa Park, which shares their locational advantages, is uniquely positioned to attract both residential and commercial redevelopment opportunities.

Villa Park is well-connected to the rest of the region through quick and convenient access to interstate highways, 88, 355, 290 and 294. State Highway 83, also known as the Robert Kingery Expressway, provides good north-south access to the Village. North Avenue, St. Charles Road, and Roosevelt Road provide east-west access. See *Figure 1.*

Villa Park was incorporated in 1914 and was formed by joining two unincorporated neighborhoods or "subdivisions", the subdivisions of Villa and Ardmore. Both subdivisions had been developed along the former Chicago, Aurora & Elgin Railroad. Since each subdivision had their own center of town, two "downtowns" were incorporated into Villa Park, one at Ardmore Avenue and the railroad and one at Villa Avenue and the railroad. The tracks have now been removed and the right-of-way converted to the Illinois Prairie Path and the Great Western Trail, popular regional walking and biking trails. Subsequently, the traditional commercial core is centered around these paths and not at the Metra/UP-West Line station.

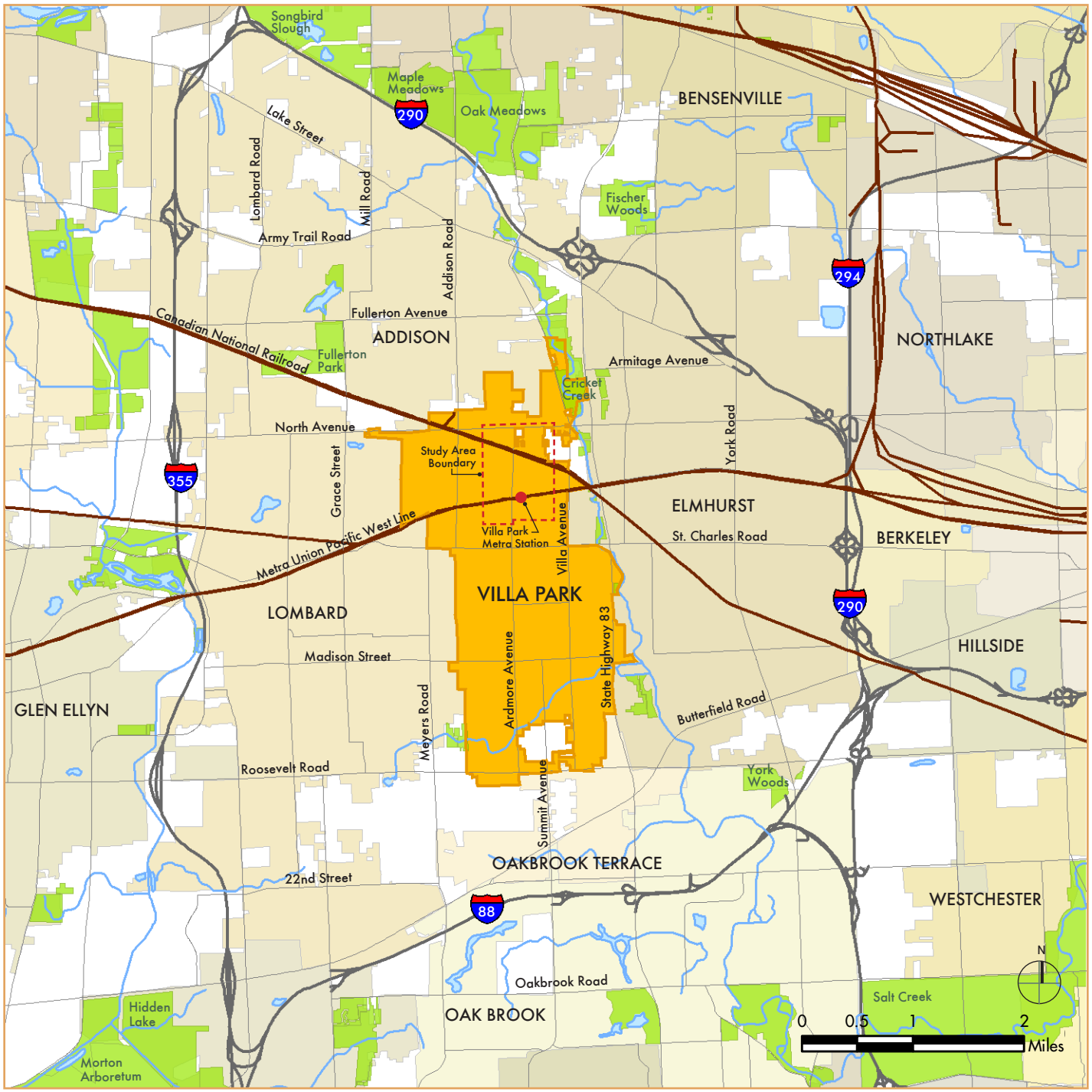
The Village is known as the "Garden Village." As such, it was the Steering Committee's desire to incorporate a garden theme into the plans for the station area, or "Garden Village Square." Subsequently, the *Plan* includes recommendations for "green" buildings, open space, and landscaping treatments appropriate for a "Garden Village".

B. Transit-Oriented Development Principles

The primary purpose of this *Plan* is to increase transit access and redevelopment opportunities by promoting transit-oriented development (TOD) around the Villa Park Station. Thus, it is important to consider the key principles of successful transit-oriented development, "design, diversity, and density". Key points of each principle are

Figure 1

Vicinity Map



November 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

described below. Generally, physical planning advantages of TOD can be best utilized in a one-half mile radius around the transit station as that is considered as the acceptable walking distance for most people, about a ten minute walk. The densest development is concentrated in the area closest to the station – within a one-fourth mile radius or a five-minute walking distance.

Design

- Inter-modal connections and amenities should be considered and accommodated to facilitate the use of all modes of transportation, and transfer from one mode to another. Visibility and ease of access to public transit are important.
- Preference for pedestrians and bicyclists should be considered in the design of roadways, sidewalks and other pathways throughout a station area. While automobile and bus access is important, the comfort and safety of pedestrians is paramount.
- Shared commuter parking facilities (utilized by other users during off-peak hours) and reduced off-street parking for shoppers and residents should be incorporated. Local residents will often not require as many vehicles per household because of the availability of public transit, and commuters provide additional support for retailers.

Diversity

- Mixed uses and varied housing types are important aspects of a station area. Integrating retail, commercial, office and residential uses in close proximity to transit and one another provides a "synergy" among uses, reduces vehicle trips generated within the area, and allows for compact development. Mixed uses can occur within individual buildings.
- Public facilities and spaces should be integrated into the station area, so that it is truly a community-wide activity center, expanding beyond retail and commercial service functions.
- Development in the station area must be market-driven, serving more than just commuters. Local resident needs are also important, as commuters alone will not sustain the desired retail and commercial services in the area.

Density

- Higher density developments are appropriate closest to transit facilities, where the impact on single family residential neighborhoods can be minimized and the reduced off-street parking needs can be effectively incorporated into site design.

- Higher densities should be balanced with open spaces and/or plazas within the station area to provide areas of respite and visual variety, and to offer open space amenities to residents of higher density residential areas.
- Residents within the station area provide valuable support to local businesses but cannot alone sustain retail and commercial service uses desired by the community at large.

C. Planning Background

There are several reports and plans that have been used to establish background and planning preferences for purposes of the *Station Area Plan.* These include the following:

- ✓ Comprehensive Land Use Plan (1984)
- ✓ Economic Development Strategic Action Plan (July 1999)
- ✓ Villa Park Business Districts Master Plan (March 2001)
- ✓ North Avenue Corridor Plan (October 2002)

Information on each of these plans is provided in the *Inventory and Analysis Memorandum* in the *Appendix* to this report.

D. Station Area Boundaries

The station area is defined by North Avenue on the north, Elm and Oak Streets on the south, Fulton Avenue on the east and Harvard Avenue on the west. See F*igure 2.*

E. Existing Land Use

There is a mix of land uses within the station area. Over half of the station area is devoted to single family residential land uses. Duplexes are found concentrated near the train station on the north side of the Union Pacific Railroad as well as interspersed with the single family neighborhood throughout the station area. Multi-family residences, often clustered in groups of buildings, are located along Ardmore Avenue and adjacent to the railroad on both the north and south sides to the east and west of Ardmore Avenue. A small amount of commercial uses are located along Ardmore Avenue, north of the railroad. Light industrial uses are located in the north part of the station area, just south of North Avenue. Parks and open space is represented by a small tot lot on the north side of the railroad, east of the commuter parking lot, as well as at North Elementary School (see Figure 3).

Figure 2

Study Area Boundary

Villa Park Metra Station

Study Area Boundary

Unincorporated Areas

N

0 375 750 Feet

November 2006

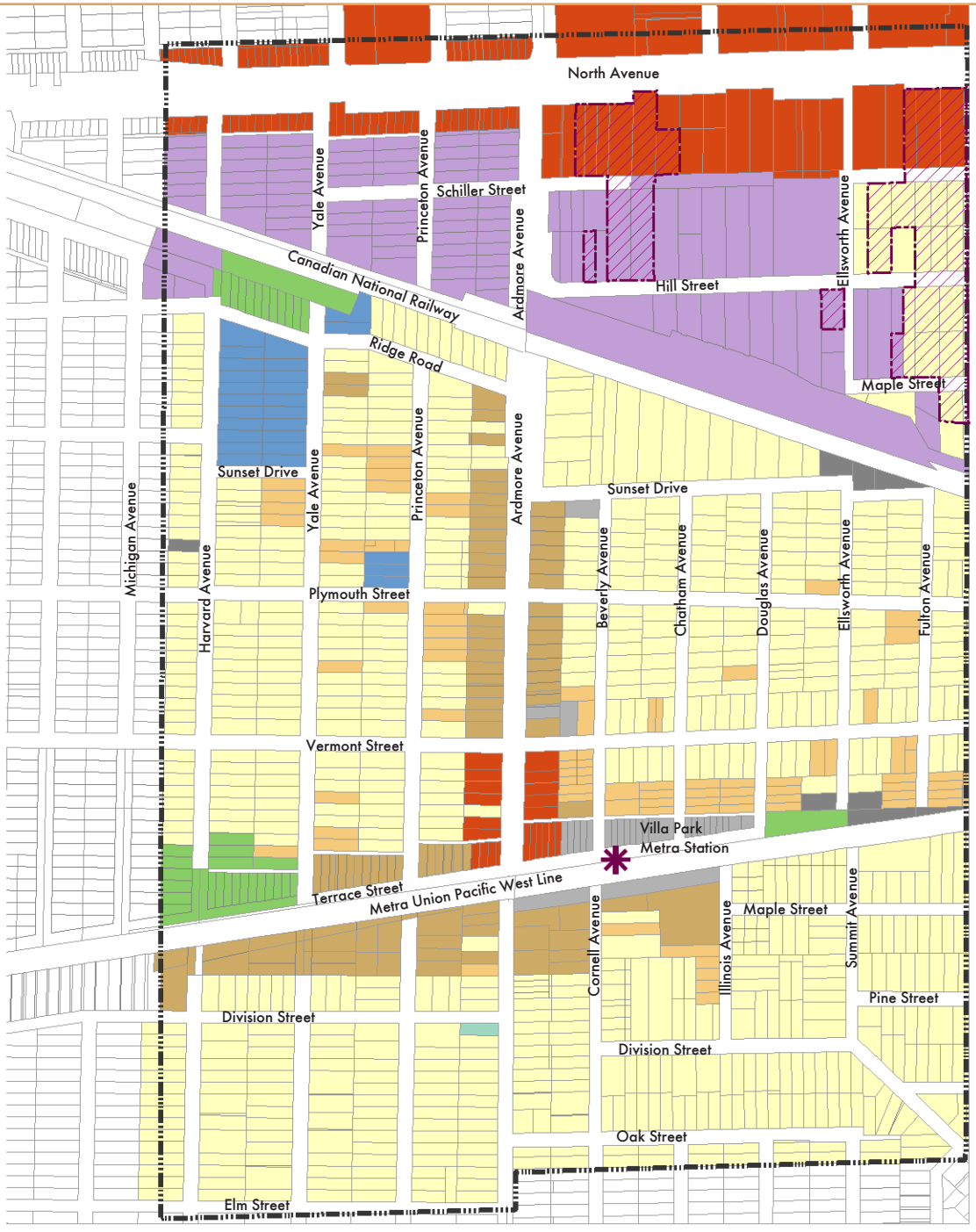
Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

Figure 3

Existing Land Use



Study Area Boundary

Unincorporated Areas

Existing Land Use

- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Institutional / Public
- Commercial
- Office
- Light Industrial
- Parks and Open Space
- Parking
- Vacant Lot

N

0 375 750 Feet

November 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

F. Existing Transportation

Metra Commuter Rail Service

Villa Park is served by Metra commuter rail on the UP-West Line operating between the Ogilvie Transportation Center in downtown Chicago and the Village of Elburn in Kane County. The Villa Park Station is located near the intersection of Ardmore Avenue and Terrace Street. The station depot is contemporary looking and well maintained. It was renovated within the last ten years and is in compliance with the American with Disabilities Act (ADA). The station depot is a full service depot with a ticket agent, public washrooms, and food vendor. There are two warming shelters on the inbound platform and one on the outbound platform. The station also has benches, bicycle racks, and landscaping. The building is owned by Metra and leased and maintained by the Village. The property that the station is located on is owned by the Union Pacific Railroad.

On weekdays, 22 inbound trains to Chicago stop at Villa Park between 5:30 am and 11:08 pm and 22 outbound trains from Chicago stop between 6:30 am and 1:16 am. Typically, there is a train every hour in both inbound and outbound directions with increased frequency (approximately every 20 to 30 minutes) during the morning and evening peak commute times.

According to a weekday boardings and alightings count conducted by Metra in Fall 2002, on an average weekday a total of 914 riders board trains and 886 riders get off trains at the Villa Park Station making it the eighth busiest out of the 19 stations on the Metra/UP-West Line.

Commuter parking is available near the station in surface parking lots located on both sides of the Union Pacific Railroad. The parking lot on the north side of the railroad is owned and maintained by the Village and contains 319 parking spaces. The parking lot on the south side of the tracks is owned and maintained by the Village and contains 184 spaces. Metra has estimated the need for 250 to 300 new parking spaces by the year 2030 at the Villa Park Station in order to support the anticipated development and household growth in the area. This projection does not take into account Metra's proposed Core Capacity Upgrade of the Union Pacific West Line. An Alternatives Analysis study by Metra for this project is underway. Metra is currently pursuing Federal

"New Starts" funding for this project. As a result of this project, more detailed ridership and parking projections for this fare zone will be conducted.

Based on Metra's Fall 2002 Origin-Destination Survey, 20% walked to the Villa Park Station, 1% biked to the station, 56% drove alone, 6% carpooled, and 17% were dropped off. Based on the same survey, 60% of the riders reside in Villa Park, 19% reside in Lombard, 7% reside in Addison, 2% reside in Oakbrook Terrace, 2% reside in Elmhurst, and 10% reside in other communities.

Pace Bus Service

There are three Pace routes serving Villa Park. None of the routes currently serve the Villa Park station area directly, although at one time, two routes provided service between the Village of Addison and the Villa Park Station.

Vehicular Access

Three major arterials pass through the Village in an east-west direction, carrying large volumes of regional traffic. North Avenue is located on the north edge of the Village and forms the northern boundary of the station area. St. Charles Avenue and Roosevelt Road are arterials to the south of the station area.

Ardmore Avenue is a major collector roadway running north-south through the Village and station area. It conveys traffic from the local residential streets to the arterial roadways. It is one of two continuous north-south roadways within Villa Park and is therefore critical for maintaining connectivity.

All other roadways in the station area are local roadways providing access to adjacent residential and commercial uses.

The Villa Park Station is easily accessible by vehicular traffic from both north and south via Ardmore Avenue; other local streets providing access to the station include Terrace Street and Vermont Avenue on the north side and Cornell and Illinois Avenues on the south side. Egress from the station is via Beverly, Chatham, and Douglas on the north, and Cornell and Illinois on the south.

Pedestrian Access and Bike Paths

With the exception of North Avenue, all the roadways within the station area have relatively low traffic volumes and are appropriate for walking and biking. Sidewalks are present throughout the station area except for segments of Illinois Avenue and Maple Street.

G. Market Assessment

The following summarizes the key market assessment findings for the Villa Park station area. The complete results may be found in a separate report prepared by Goodman-Williams Group, *Station Area Market Assessment, Village of Villa Park (January 2006)* located in the *Appendix.*

Commercial Opportunities

The station area does not currently serve as Villa Park's "downtown." Given the extensive commercial development along Roosevelt Road, St. Charles Road, and North Avenue, as well as Villa Park's two existing business districts at Villa Avenue and Ardmore Avenue at the Prairie Path, the station area is not likely to become a major commercial node in the community.

Commercial development opportunities in the station area should focus on convenience and specialty retail targeting nearby residents and commuters. Opportunities for smaller-scale, neighborhood-serving retail near the train station could include restaurants, bakeries, sandwich shops, small-scale specialty food stores, gift shops, and a florist, among others. Analysis suggests that there is potential support for more than 18,000 square feet of retail space that could be accommodated in 10 to 12 storefronts on both sides of Ardmore Avenue, and perhaps adjacent streets.

In addition to this retail potential, demand for professional and personal services could add another 5,000 to 7,000 square feet of space in the station area if new residential projects were developed within close proximity and ample, convenient parking were available. Tenants could include dry cleaners, salons, shipping franchises, and offices for business and professional service firms. Thus, approximately 23,000 to 25,000 square feet of new commercial space could be accommodated over time in ground-floor storefronts in the station area if appropriate sites were identified.

Residential Development Opportunities

The station area in Villa Park is an appropriate location for new condominium development. Throughout metropolitan Chicago, new multi-family projects built near commuter train stations have met with strong market acceptance. Villa Park offers nearby retail and recreational amenities, and is close to the expressway system and major employment centers.

For new multi-family developments to be successful in the station area, however, they will have to be carefully planned to target a market that includes primarily younger buyers or empty-nesters whom are relatively price-sensitive. Smaller units with carefully designed amenities should be well-represented in the mix. Over the next 10 years, it is likely that a number of for-sale projects can be developed within the station area along Ardmore and on the adjacent side streets if appropriate sites can be identified and made available. It is reasonable to conclude that this market could support a total of 100 to 120 new units above what currently exists in the station area.

III. VISION AND DEVELOPMENT PRINCIPLES

Vision Statement

In the future, the business and residential district near the Villa Park Station is thriving. In the morning, commuters on the way to the train take advantage of the nearby coffee shop, the dry cleaners, and the day care center. During the day, residents gather in the open air cafés to meet with their friends. Afterwards, they browse through the various boutiques, bookstores, and upscale grocery store and then walk down beautifully landscaped Ardmore Avenue. At the end of the day, commuters and residents meet for dinner at area restaurants before heading home. The fountain and lush flowers in the public plaza next to the train station provide a lovely backdrop for the Garden Village Square. After dining, residents stroll past the interesting storefronts prior to walking home to their new condominium or townhouse. On the weekends, the Farmers Market located in the public plaza is filled with people. Once the growing season is over, the plaza is used for other events including a fall and winter festival. Getting to these events, as well as to the many shops and restaurants, is easy given the new Pace bus service and the many bike paths and sidewalks leading to the station area.

Development Principles

To revitalize the Villa Park station area with vibrant businesses, quality residential buildings and public gathering places, the Village supports and promotes the following planning principles to guide future public and private investment. The conceptual plans and strategies for the station area are directly built upon these planning principles and reflect the "planning opportunities" stipulated in the previous section.

Planning Principle 1:

Embrace the concept of LEED (Leadership in Energy and Environmental Design) in the station area.

"Sustainable" or "green building" design and construction is the opportunity to use resources more efficiently, creating healthier and more energy-efficient buildings. "Green" strategies can be achieved in several areas including site design, water, energy and atmosphere, material and resources, and indoor environmental quality.

By encouraging LEED principals, Villa Park can promote design and construction practices that reduce negative environmental impacts in order to keep a balance between future buildings and the sustainable environment.

Planning Principle 2:

Create a unique identity in the station area that reflects a thriving commercial atmosphere.

A successful business district typically contains a high-quality environment that is distinct, memorable, and inviting. Streetscape improvements, new buildings, a public plaza, discreet yet adequate parking facilities, and an attractive station are key to creating a walkable station area. Successful development will build upon existing community strengths and assets at key activity centers, such as the Villa Park Station. A high quality, attractive atmosphere in the station area is possible by the use of design guidelines that provide design direction for developers and property owners. Likewise, the Village could implement a streetscape improvement program for sidewalk amenities, such as street trees, benches, pedestrian lighting, and banners. Ultimately, street and façade improvements would help visually unify and create an atmosphere which in turn helps spur new development and continued investment in existing properties. In addition, the distinctive streetscape improvements along Ardmore Avenue between the Union Pacific Railroad and North Avenue would create a pedestrian-friendly linkage and provide an attractive entryway into Villa Park from North Avenue. Additionally, streetscape improvements leading to St. Charles Road would allow for pedestrian linkages to the south.

Planning Principle 3:

Introduce new public spaces in the station area to generate pedestrian foot traffic in a safe manner throughout the day and evening.

Pedestrians should feel comfortable and safe walking through the community's public spaces. The Village could create new public spaces along Ardmore Avenue by encouraging more intensive development to create outdoor "rooms" such as pocket parks, plazas, and/or sidewalk dining areas.

Planning Principle 4:

Create a balanced transportation network in the station area that caters to pedestrians, bikes, transit, and vehicles.

Commuter rail stations that are highly utilized by a community typically have a strong multi-modal transportation network, which means balanced access for pedestrians, bikes, transit, and vehicles. Pedestrian-friendly streets and on-street bicycle routes leading to the station should be encouraged. To better serve new development and the station with transit, the Village and Pace should explore bus service to the station.

IV. PREFERRED CONCEPT PLAN

A. Redevelopment Concept Plan

The preferred concept plan, the *Garden Village Square Redevelopment Concept*, is based on the findings of the *Inventory and Analysis Memorandum,* a detailed *Market Assessment*, and input and direction from the Steering Committee, community stakeholders, and the public. It should be noted that the *Plan* is conceptual only and development sites may be able to accommodate different building and parking configurations based on developer interest and financing options. The *Garden Village Square Redevelopment Concept* is presented in *Figure 4.*

Development Opportunities

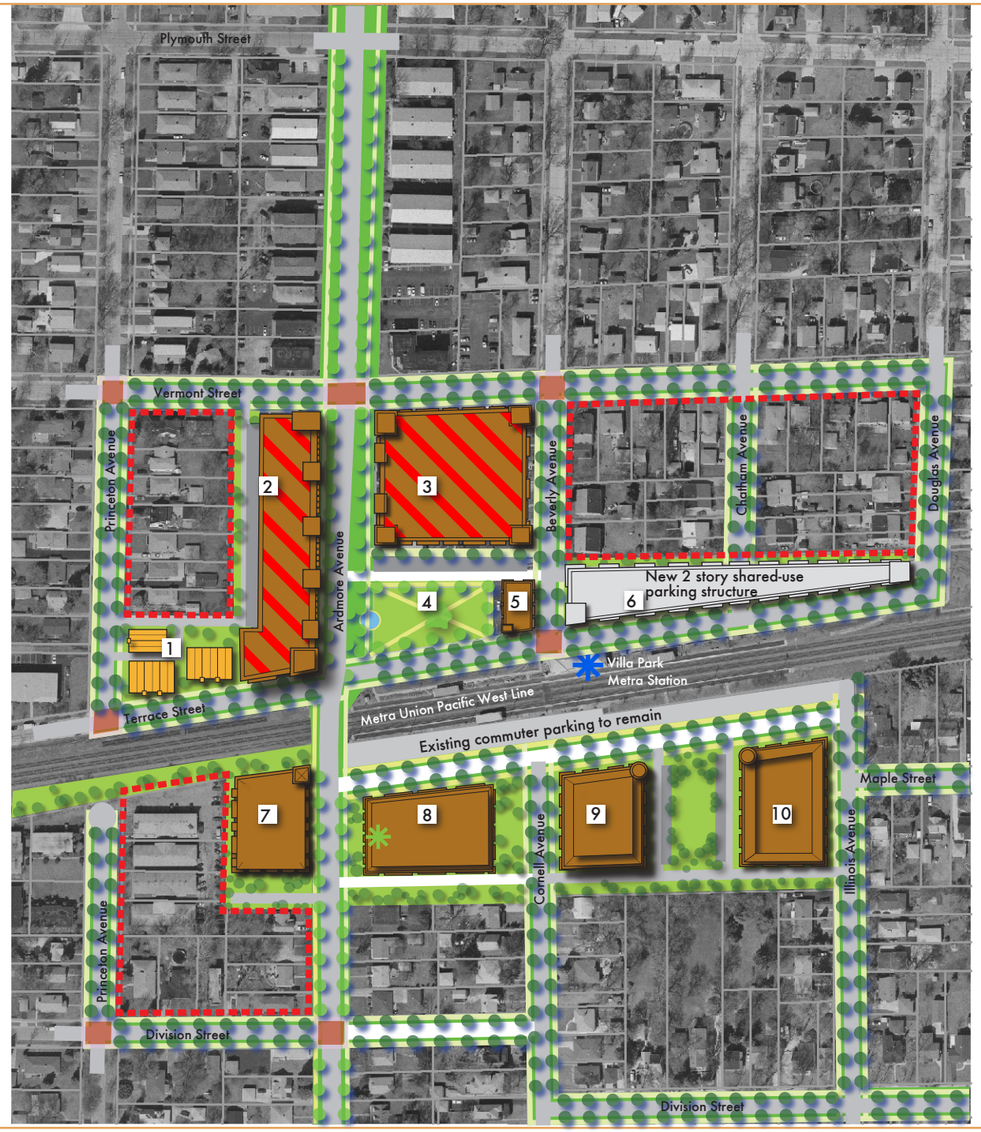
Based on the near-term market assessment, the areas with the highest potential for redevelopment, i.e. the "primary redevelopment opportunity areas" include the immediate station area and properties on both sides of the Union Pacific Railroad along Ardmore Avenue. On the north side of the railroad, it is anticipated that the redevelopment opportunities would occur primarily between the Union Pacific Railroad on the south, Vermont Street on the north, Princeton Avenue on the west and Beverly Avenue on the east. On the south side of the Union Pacific Railroad, it is expected that most of the redevelopment would occur between Division Street on the south, the Union Pacific Railroad on the north, Princeton Avenue on the west, and Illinois Avenue on the east. The sites have primary redevelopment potential due to site underutilization, building and site obsolescence, and prime location in terms of a gateway into the station area. It is assumed that redevelopment would occur on these sites within the next ten years as first phase improvements.

Garden Village Square Redevelopment Concept

The *Garden Village Square Redevelopment Concept* has been developed as the preferred concept development plan for the Villa Park station area. The concept plan represents the consensus of the Steering Committee with respect to the overall land use and development program for Garden Village Square. It focuses on redevelopment opportunities on both sides of the Union Pacific Railroad. The concept reflects an investment strategy that is market-driven, meaning that the redevelopment opportunities closely match the market demand over the next ten years. On the north side, the concept introduces new mixed-use development with retail uses on the ground-floor and residential dwelling units on the upper floors. On the south side of the

Figure 4

Garden Village Square Redevelopment Concept



1: Six to eight townhouse dwellings (two and half story structures with attached garages

2: 30,000 sq. ft. commercial on the ground floor, 50-60 condominium units on three upper floors with structured parking and surface parking for 270 spaces

3: 27,000 sq. ft. commercial on the ground floor, 65-75 condominium units on three to four upper floors with structured parking and surface parking for 285 spaces

4: Public plaza with water feature

5: 8,000 sq. ft. commercial/office on first two floors; 8 condominium units on 3rd and 4th floor; parking to accommodate 56 spaces at street level around plaza and behind building

6: New two story shared-use parking structure for commuters and other uses (residential and commercial) to accommodate 600 spaces for existing and future parking needs.

7: 30 condominium units on three floors with structured parking to accommodate 60 spaces

8: 60 condominium units on three floors with structured parking to accommodate 120 spaces

9: 90 condominium units on five floors with structured parking to accommodate 180 spaces

10: 90 condominium units on five floors with structured parking to accommodate 180 spaces

Villa Park Metra Station

Alternate Public Plaza/Open Space Location

Future Land Uses

- Townhouses
- Condominiums
- Mixed Use
- Secondary Development Areas
- Public Plaza/Open Space
- Driveway/Existing Road
- Parking Structure/Surface Parking
- Proposed Roadway
- Crosswalk Enhancements

N

0 100 200 Feet

November 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

railroad, the goal is to intensify the area through the introduction of higher-density residential uses. In order to create a more continuous “street wall” (i.e. buildings located with front facades on the public sidewalk) and encourage a pedestrian- friendly business district it is expected that all parking will be in structured facilities or in surface lots located behind or to the side of buildings.

The redevelopment concept also proposes changes to the 319 space commuter parking lot on the north side of the Union Pacific Railroad. The lot is impacted by a proposed mixed-use development (as shown in the *Garden Village Square Redevelopment Concept*), affecting 62 commuter spaces. Also, Metra has estimated a need for an additional 250-300 commuter spaces by the year 2030 to support the anticipated development and household growth in the area. Consequently, an expansion of the commuter facilities is required as part of the preferred concept plan. In order to replace the 62 spaces lost due to the redevelopment scenario and accommodate the future need for spaces, a parking structure or new surface parking lots will be required.

The *Garden Village Square Redevelopment Concept* shows a new parking structure on the site of the north commuter parking lot east of the proposed redevelopment on site number 5. This facility would accommodate parking for commuters and other uses, during the off peak including retail, service and residential uses in the station area. The structure would have approximately 600 spaces to accommodate 319 existing spaces (including the 62 displaced spaces) and 279 new spaces. The existing commuter lot on the south side of the Union Pacific Railroad would remain as currently configured.

Parking Demand Estimates for Commuter Parking

Existing commuter spaces – south lot	Total commuter spaces to be replaced by mixed-use development into shared-use parking structure	Total commuter spaces to be replaced by shared-use parking structure	Proposed new structured commuter spaces	Total commuter spaces proposed
184	62	259	279	600 structured 184 surface

Other options to accommodate commuter parking in the future would be to locate new surface lots in the areas considered to be "secondary development areas" identified on *Figure 4.* In addition, there is potential for an additional surface parking lot that would accommodate approximately 85 spaces on Village-owned property south of the Union Pacific Railroad and east of Summit Avenue, outside of the study area.

Redevelopment Sites

As the redevelopment sites are described in this section it should be noted that the amount of square footage planned for proposed commercial uses roughly meets the market assessment demand in the next ten years of 61,000 square feet of total commercial opportunity while the amount of condominium units exceeds the market assessment demand for residential uses of a total of 100-120 units. However, the *Plan* allows for flexibility in terms of development densities, and therefore, the numbers presented should only be used as a guide to indicate the potential of full build-out for the primary redevelopment areas. The key "assumptions" used to determine the redevelopment scenarios are listed in the *Appendix* to this report.

The following descriptions highlight the proposed developments as identified in the *Garden Village Square Redevelopment Concept.* Refer to *Figure 4.*

1. *Terrace Street, east of Princeton Avenue*
   - This block is currently occupied by five, three-story multi-family buildings consisting of six units each.
   - The redevelopment concept for this site allows for approximately six to eight townhouses with attached garages.
   - Entrances to these townhouses would be along Terrace Street and Princeton Avenue.
   - Urban design improvements would include streetscape improvements along Terrace Street and Princeton Avenue, crosswalk enhancements at the intersection of Terrace Street and Princeton Avenue, and an on-street signed bicycle route to Jefferson Park.
   - Proposed density: 14 dwelling units/acre

2. *West side of Ardmore Avenue, between Terrace Street and Vermont Street*
   - The west side of Ardmore is occupied by three small strip shopping centers and two single family houses. A business occupies one of the single family houses, and the second single family house is utilized as a residence. The strip shopping centers contain primarily service uses. The White Hen convenience store is

located at the corner of Terrace Street and Ardmore, diagonally across from the station.

- The redevelopment concept reflects a mixed-use building with 30,000 square feet of commercial on the ground level and a total of 50-60 condominium units on three upper floors.
- Building entrances would be along Ardmore Avenue.
- Parking to accommodate 270 vehicles would be provided in a structured lot and in a surface parking lot behind the mixed-use buildings.
- Urban design features would include streetscape treatments along Ardmore Avenue, crosswalk enhancements, and a gateway feature at Ardmore and Vermont Street.
- Proposed density: 25 dwelling units/acre

3. *Parcels bounded by Ardmore Avenue on the west, Vermont Street on the north and Beverly Avenue on the east, and redevelopment site 4 on the south*
   - Fronting Ardmore, the site is currently occupied by two small strip malls consisting of a variety of small retail and service businesses, including a small grocer, a Mexican restaurant, a hearing aid center, and a karaoke rental store. Fronting Beverly Avenue, there is multi-family housing consisting of three duplexes and one six-unit building. Beverly Avenue serves as egress for the north commuter parking lot.
   - The redevelopment concept reflects a mixed-use building with 27,000 square feet of commercial on the ground level and a total of 65-75 condominium units on three to four upper floors.
   - The commercial uses would front Ardmore Avenue as well as front a proposed public plaza to the south.
   - Parking to accommodate 285 parking spaces would be provided in a structured lot and in a surface parking lot behind the mixed-use buildings.
   - Urban design features would include streetscape treatments along Ardmore Avenue, Vermont Street, and Beverly Avenue, gateway features along Ardmore Avenue, and crosswalk enhancements.
   - Proposed density: 40 dwelling units/acre

4. *East side of Ardmore Avenue, north of the Union Pacific Railroad*
   - The site is currently occupied by an auto repair shop.
   - This site is proposed as a public plaza/open space feature
   - Urban design features would include a water feature, decorative lights, benches, trash receptacles, brick walkways and potentially a gazebo or other decorative feature.

- A graphic illustration of the plaza looking southeast towards the Villa Park Station is provided in *Figure 5.*
- If a redevelopment opportunity arises for the site, an alternate location for the plaza is noted on redevelopment site 8.

5. West side of Beverly Avenue, north of the Union Pacific Railroad

- This site is currently part of the north commuter parking lot containing 62 parking spaces.
- The redevelopment concept reflects an 8,000 square foot building with commercial and office uses on the first two floors and a total of eight condominium units on the third and fourth floors.
- Covered parking for the condominium units and some of the commercial uses would be provided within and behind the building. On-street parking for the commercial uses would also be provided on the south and north sides of the plaza. Approximately 56 spaces would be required.
- Urban design features would include streetscape treatments along Beverly Avenue and at the entrance to the commuter parking lot.
- Proposed density: 20 dwelling units/acre

6. Commuter parking lot north of the Union Pacific Railroad

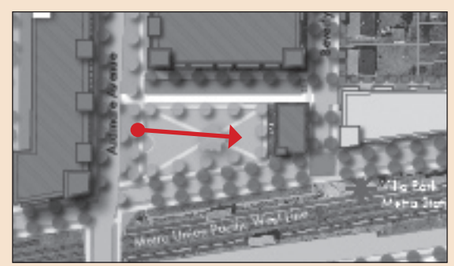
- The existing surface parking lot for Metra commuters is on-site and contains 319 spaces.
- A two–story shared-use structured parking lot would provide approximately 600 spaces for commuters and other uses (i.e. commercial).
- The structured parking facility would accommodate the existing parking provided in the surface lot on the north side of the railroad and accommodate an additional 279 commuter spaces anticipated by the year 2030.

7. West side of Ardmore Avenue, south of the Union Pacific Railroad

- Multi-family buildings consisting of two, three- and four-unit buildings occupy this site. Approximately fifteen units are within the five buildings.
- The redevelopment concept reflects a condominium building consisting of 30 units in a three-story building.
- Parking to accommodate 60 parking spaces would be provided on-site in a structured parking facility.
- Urban design features would include streetscape treatments along Ardmore Avenue and pedestrian enhancements along the Union Pacific Railroad.
- Proposed density: 33 dwelling units/acre

Figure 5

Public Plaza Illustration



November 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

8. East side of Ardmore Avenue south of the Union Pacific Railroad, between Ardmore Avenue and Cornell Avenue

- A low rise multi-family complex called Birch Cove Apartments occupies this site. The five buildings are two stories in height and consist of eight units each.
- Cornell Avenue serves as ingress and egress for the commuter parking lot located on the south side of the railroad.
- The redevelopment concept reflects a condominium development with a total of 60 units in a three-story building.
- Parking to accommodate 120 parking spaces would be provided in a structured parking facility.
- Proposed density: 26 dwelling units/acre

9. East side of Cornell Avenue, immediately south of the Union Pacific Railroad

- A two-story, six-unit multi-family building parallels the railroad. Two single family homes and a duplex are immediately to the south. Cornell Avenue serves as ingress and egress for the commuter parking lot located on the south side of the railroad.
- The redevelopment concept reflects a condominium development with a total of 90 units in a five-story building.
- Parking to accommodate 180 parking spaces would be provided in a structured parking facility.
- Proposed density: 51 dwelling units/acre

10. *West side of Illinois Avenue, immediately south of the Union Pacific Railroad*

- Villa Court Apartments occupies the parcels closest to the railroad. The complex consists of six, two-story buildings with six units in each. Illinois Avenue is an exit point for the commuter lot located on the south side of the railroad.
- The redevelopment concept reflects a condominium development with a total of 90 units in a five-story building.
- Parking to accommodate 180 parking spaces would be provided in a structured parking facility.
- Proposed density: 41 dwelling units/acre

"Secondary development areas" are also noted on *Figure 4.* These are areas which are expected to change once the primary development areas are redeveloped. The first phase improvements would serve as a catalyst for development in the secondary development areas beyond a ten-year time frame.

Redevelopment Concept Analysis

The following tables present a summary of the development requirements as presented in the *Plan*.

Commercial Opportunities in Station Area

Existing Commercial to be Displaced	**Total New Commercial Proposed**	Net New Commercial
36,000 square feet	**65,000 square feet**	29,000 square feet

Residential Development Opportunities in Station Area

Existing Multi-Family Residential Units to be Displaced	**Total New Multi-Family Units Proposed**	Net New Multi-Family Units
141	**399**	258

Parking Demand Estimates for Commercial and Residential

Existing Commercial Parking Spaces to be Displaced	**Total New Commercial Parking Spaces Proposed**	Net New Commercial Parking Spaces	**Total New Residential Parking Spaces Proposed**
81	**325**	244	**826**

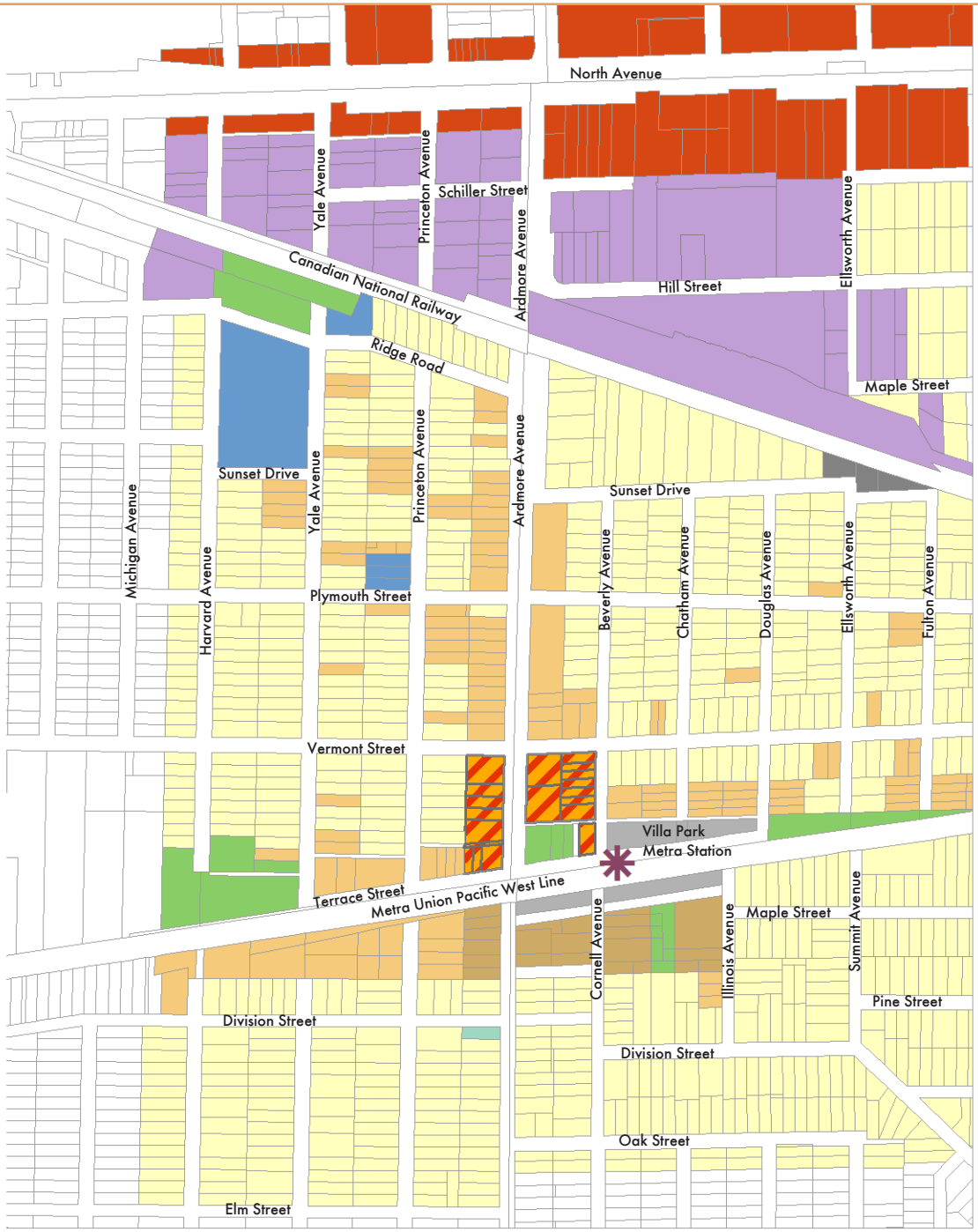
B. Land Use Framework Plan

The *Land Use Framework Plan* provides clear direction for the type and location of anticipated development in the area, as well as providing direction for potential refinements to the Village's zoning regulations. Proposed future land uses are based on the *Garden Village Square Redevelopment Concept* and are shown in *Figure 6 Land Use Framework.*

The *Plan* encourages mixed-use development on the north side of the Union Pacific Railroad, service or retail uses on the ground floor with multi-family residential or office uses on the floors above. Current zoning in this area consists of C-2 Neighborhood Business District and R-4 Multi-Family Residential. C-2 zoning currently permits mixed-use

Figure 6

Land Use Framework Plan



Study Area Boundary

Unincorporated Areas

Existing Land Use

- Residential - Single Family
- Residential - Low Density Multi-Family
- Residential - High Density Multi-Family
- Institutional / Public
- Mixed-Use
- Commercial
- Office
- Light Industrial
- Parks and Open Space
- Parking

N

0 375 750 Feet

November 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

buildings with a maximum permissible height of 45 feet. R-4 zoning permits multi-family residential uses only. The maximum lot coverage for R-4 zoning is 40% and the maximum permissible height is 35 feet. The *Land Use Framework* indicates that mixed-use buildings are recommended in areas currently zoned R-4, as well as areas currently zoned C-2.

The *Plan* encourages higher residential densities on the south side of the Union Pacific Railroad in order to provide a variety of housing choices and to support the business district on the north side of the railroad. The current zoning for this area is also R-4, Multi-Family Residential. The current zoning allows for maximum lot coverage of 40% and the maximum permissible height is 35 feet. However, the *Plan* recommends densities that would exceed these limits.

C. Circulation and Access Plan

Figure 7 Circulation and Access Plan describes vehicle, pedestrian, and streetscape improvement recommendations. The improvements are recommended to encourage more efficient and easier methods of travel to and from the station area from points within and outside the Village.

Vehicle Circulation, Access and Parking

As part of the recommended development program, improved street access is integral to the efficient movement of vehicles and pedestrians. Therefore, as part of *Plan* recommendations, new local streets are introduced within the proposed developments south of the Union Pacific Railroad and east of Ardmore Avenue. These streets would provide for increased circulation around new multi-family residential buildings. In addition, the *Plan* recommends Division Street be extended between Cornell Avenue and Ardmore Avenue to allow for circulation. This street extension is currently the site of two single family homes.

The proposed redevelopment projects depend on structured parking to maximize site development potential and to enhance the quality of the residential product being offered. Each new multi-family and mixed-use building in the *Plan* has a structured parking facility associated with it. In addition, in order to accommodate the projected need for commuter spaces in the future, and to accommodate any spaces displaced due to proposed redevelopment, a shared use parking structure is recommended on the site of the existing commuter surface parking lot. On-street parking and additional

Figure 7

Circulation and Access Plan

- Metra Station
- Study Area Boundary
- Major Gateway
- Minor Gateway
- Alternate Plaza Location
- Arterial Roadway
- Major Collector Roadway
- Minor Collector Roadway
- Primary Streetscape
- Secondary Streetscape
- Pedestrian / Bike Connections
- Railroad Crossing Enhancements
- Crosswalk Enhancements
- Pedestrian Tunnel
- Parking
- Building Streetwall

N

0 375 750 Feet

November 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

commuter parking lots are also recommended to accommodate shoppers and commuters.

Bus Transit

Pace suburban bus does not currently serve the Villa Park station or the station area. New bus service to and from the station area is recommended as part of the *Plan.*

Pedestrian Enhancements

With the exception of Ardmore and North Avenues, all the roadways within the station area have relatively low traffic volumes and are mostly safe for walking and biking. Sidewalks are present throughout the station area except for segments of Illinois Avenue and Maple Street. The sidewalks are generally well-maintained and the streets are mostly quiet and tree-lined offering a safe pedestrian environment. Amenities, including decorative lights, banners, crosswalks, and enhanced landscaping, are currently not present. Therefore, the *Plan* recommends the following pedestrian enhancements:

Sidewalks
Installation of sidewalks on those streets where sidewalks do not exist or for any new streets developed as part of *Plan* implementation is recommended.

Streetlights
Pedestrian-scaled lighting is recommended for the station area. Pedestrian-scaled lighting is typically about 16-foot tall and focuses light on the sidewalk, which improves the pedestrians' safety and comfort. Recommended spacing is typically 60 feet on center. The Village could choose a type of decorative street light that reflects a "Garden Village" theme for the station area.

Streetlight Banners
Colorful banners are typically used to welcome visitors to a district and provide business or community information. Banners would be appropriate to unify the Garden Village theme in the station area.

Crosswalks
Crosswalk enhancements within the station areas would provide another opportunity to present a unified theme in the area. Specialized pavers at key intersections are recommended in the *Plan.* Also, decorative brick pavers across the Union Pacific

Railroad tracks and the Canadian National tracks on Ardmore Avenue are recommended as aesthetic improvements and to coordinate with proposed pavers across intersections.

Landscaping

Landscaping treatments including street trees and landscaping planters with seasonal plantings are recommended on several streets in the station area. "Primary" streetscape treatments are oriented to pedestrian activity areas that encourage pedestrians to stay and socialize within or adjacent to the sidewalk area (e.g. in outdoor cafes). Primary streetscape treatments are recommended along Ardmore Avenue. "Secondary" streetscape treatments are located along streets not considered to be pedestrian gathering areas. Secondary streetscape treatments are recommended along sections of Vermont Street, Beverly Avenue, Chatham Avenue, Douglas Avenue, Terrace Street, Princeton Avenue, Summit Avenue, Maple Street, Illinois Avenue, Division Street, and Cornell Avenue.

Street Furniture and Trash Receptacles

Street furniture, such as benches and chairs signal to pedestrians that they should linger in the public realm, such as in a public plaza, or in front of a store or restaurant. Street furniture should be placed in areas most appropriate such as the proposed plaza or around the Metra station. In order to maintain a clean sidewalk environment, trash receptacles should generally be placed within each block of the business district and convenient to outdoor seating areas.

Wayfinding Signage and Gateways

Wayfinding signage and gateways are important for both the pedestrian and vehicles traveling to areas around and to the commuter rail station and business district. Signage should be used to direct commuters to and from the station and to other areas of interest. Also, gateway treatments would help announce that a visitor has arrived into the Garden Village Square. Major gateway treatments, such as statues or other large-scale features are recommended at North Avenue and Ardmore Avenue as an entryway to the station area. Minor gateway treatments are recommended for Division Street and Ardmore Avenue, as well as Vermont Street and Ardmore Avenue. Typical treatments would include signage and landscaping and are located to define the boundaries of the station area.

Pedestrian Tunnel

Safety around the Union Pacific Railroad is a main priority. As redevelopment occurs and the activity around the station area increases, pedestrian safety continues to be a

major consideration. A pedestrian tunnel allowing for access between the south side and north sides of the railroad in the vicinity of Illinois Avenue has been incorporated into the *Plan*. An alternate location is at Cornell Avenue. These locations are proposed as they are proximite to the new condominium developments proposed on the south side of the railroad. Other locations, including west of Ardmore, would also be appropriate to study.

V. DESIGN GUIDELINES

Design Guidelines have been developed as an implementation tool for the Village to achieve its community vision for the Villa Park station area. The *Design Guidelines* will provide a framework for the Village to consider during evaluation of public and private improvement proposals in the station area. The *Guidelines* provide guidance to encourage quality building, site design and public safety. The G*uidelines* bring together many of the recommendations of the *Station Area Plan,* including: a transit - oriented and mixed-use development pattern, the desired intensity and scale of development, quality development and character, appropriate parking solutions, access and circulation considerations, landscaping, and other site and streetscape enhancements with the effective integration of public spaces.

Use and Application

The selection of the design recommendations are based upon early community input for desirable amenities, features, and characteristics envisioned for the station area. The G*uidelines* can be adopted and utilized during the Village's development review process, including for planned unit development (PUD) projects. They are specific enough to be used in the review of development proposals, but are also flexible enough to allow creativity in design ideas to meet the overall objectives of the *Plan.* The recommendations seek to establish a comprehensive approach for the enhancement of the station area. They will provide business and property owners guidance for necessary improvements to establish the pedestrian friendly and unique character sought by the Village.

Organization of the Guidelines

The Design Guidelines are organized into four sections, for ease of reference, as described below:

1. Development Pattern- describes the desirable development and redevelopment opportunity characteristics of the area as improvements are undertaken;
2. Architectural Design- addresses building architecture and facade treatments including LEED design;
3. Site Improvements- describes desired improvements to private properties, including parking areas, signage and landscaping; and
4. Public Realm Improvements- addresses public streetscape, plaza, and public facilities.

1. DEVELOPMENT PATTERN

Establishing a mix of land uses in the Station Study Area is important to establishing a viable commercial and residential area. With the mix of land uses, circulation and parking need to support and complement these uses. This section of the Guidelines provides general guidance with regard to site planning and the relationship of development sites to the public realm.

1. Focus on coordinated and contiguous, rather than piecemeal, redevelopment efforts. This provides a better opportunity for unified improvements and avoiding small and isolated parcels
2. Incorporate an urban plaza, open spaces and focal points into the station area at highly visible and accessible central and gateway locations.
3. Maintain the regular street grid that is currently reflected in the area.
4. Develop an inviting and comprehensive pedestrian environment throughout the Station Study Area, particularly leading to the Villa Park Metra Station.
5. Maintain and maximize on-street and off street parking capacity to allow for future commercial and residential uses, as well as to accommodate an increase in Metra ridership.
6. Locate parking areas primarily behind or within buildings, to minimize their visual impact on the pedestrian environment.
7. Provide mid-block pedestrian connections to rear parking areas from Ardmore Avenue.
8. Minimize curb cuts throughout the Station Study Area to reduce vehicle-pedestrian conflicts and reduce visual disruption of the streetscape. One to two curb cuts per block face is preferable.
9. Where feasible, pursue shared access and shared parking between adjacent properties. Cross-easements should also be developed to facilitate vehicle movement between adjacent parking lots.

Incorporate urban plazas

Inviting pedestrian environment

Minimize parking impacts

Incorporate mid-block connections

2. ARCHITECTURAL DESIGN

High quality architectural design is a key factor for establishing a consistently high quality character in the Station Study Area. This section of the Guidelines addresses various aspects of building design, in particular as buildings relate to the street.

Provide streetwalls

Siting and Orientation

1. Commercial and mixed-use structures should be built at the front lot line to create a pedestrian-oriented "street wall" along Ardmore Avenue. Maintain this street wall at gaps between buildings with landscaping and fencing that visually defines the lot line.
2. Building entrances should be highlighted, and should take advantage of adjacent sidewalks, open spaces or plazas rather than being oriented toward parking areas.
3. Primary store entrances should be located along the street, with secondary entrances located behind the building or along a secondary street.
4. Access points to buildings should be easily identifiable and visible from Ardmore Avenue. At corner sites, entrances should be oriented to the corner.
5. Protected entrances are desirable at street level doorways, for weather protection.
6. ADA accessible entrances should be integrated into the overall building design.
7. Service, loading and trash collection areas should be accessed from alleys, and screened from view from the street.

Encourage entrance along street

Provide service in alley

Height, Bulk and Massing

1. Buildings should be at least three stories in height along Ardmore Avenue, to establish a strong street presence.
2. The overall mass and bulk of commercial and mixed use buildings should be broken down with vertical storefront divisions and/or changes in exterior materials.
3. Upper story setbacks can be used on taller buildings to break down their perceived bulk and relate them to adjacent structures.

Break down storefronts

4. Parapet wall construction (walls extending upward to conceal a flat roof) is most appropriate for commercial and mixed-use structures to reflect the traditional structures found in the two other "downtown" areas of Villa Park (Villa Avenue and Ardmore Avenue Business Districts).

Address pedestrians within façades

Facade Articulation

1. Building facades should be articulated to address a pedestrian scale at the ground floor, yet also appeal to drivers with an overall facade bay structure or "rhythm" that breaks up the scale of larger buildings.
2. Commercial storefronts should be located along the "street wall" and have large windows for merchandise display, encouraging a window shopping atmosphere.
3. A continuous solid base should be provided, including a masonry bulkhead below storefront windows.
4. Inset and/or attached balconies can be used at upper story residential units to provide visual interest.
5. Windows and doors should reflect the traditional types found on more traditional structures in scale, proportion and construction. Horizontal or vertical strip windows, tinted or reflective glass, and glass block should not be used in the Station Study Area.
6. Residential buildings should include windows on the first floor where possible. If not possible, detailed wall articulation and foundation landscaping should be incorporated.

Incorporate storefronts

Materials

1. Materials used in building construction should be of high quality, and varied yet complementary between adjacent projects.
2. Masonry, stone and other traditional exterior materials are most appropriate within the context of the Station Study Area for all development types.
3. Building accents should be of metal or wood; no plastic or other synthetic-looking materials should be proposed. Garish colors should also be avoided.
4. Avoid concrete block, precast concrete, glass curtain walls, plastic and other non-traditional materials.

Use complimentary materials

Provide accents to building

5. Buildings of all types should include finished surfaces on all sides.

Applied Architectural Elements

General

1. Applied elements (such as stone accent bands, balconies and awnings) can break down the scale of larger buildings and provide visual interest.
2. Applied elements, lighting and signage should coordinate with and complement the overall architectural style and color scheme of the building.
3. Mechanical equipment and utility meters, etc. should be screened from view, and located either at the rear of the building or unobtrusively on the roof.
4. Security grilles should be fully retractable and inconspicuous to the extent practical.
5. Large architectural features should be added that provide interesting and significant enhancements (clock towers, turrets, etc.) to the streetscape.

Provide architectural features

Awnings

1. Awnings and signage should coordinate with the scale and color scheme of the building and neighboring buildings, and should not cover architectural details.
2. Simple, pitched awning profiles are most appropriate. Box awnings (enclosed from below), arched or rounded awnings, and internally illuminated awnings are not appropriate..
3. Weather-treated fabric awnings are recommended; shiny, reflective finished and garish colors are not appropriate in the Station Study Area.

Incorporate awnings into buildings

Building Signage

1. Signage should generally be located in the sign band between first floor and second floor windows. Signage should not project above the cornice line or be mounted on the roof.
2. Plaque signs, projecting shingle signs, and signage applied to awnings or storefront glass are most appropriate. Box signs, whether flat or projecting, are not appropriate.

Locate signage along first floor

Illuminate signage

3. Back-lit individual letters and signs illuminated by wall-mounted fixtures are most appropriate. Internally illuminated box signs, and signs with flashing or moving text/parts are strongly discouraged.

Provide lighting for accents

Building Lighting

1. Exterior lighting should serve only to illuminate entries, signage, adjacent pedestrian areas and displays, or to highlight significant architectural features above the first floor.
2. Traditional light fixtures and/or appropriately scaled contemporary light fixtures should be used. Fixture color should be muted, and should coordinate with the overall facade and signage color scheme.
3. Security lighting should be concealed to the extent practical.

Coordinate lighting with building

Environmental and Conservation

1. Buildings should implement LEED© (Leadership in Energy and Environmental Design) principles during design and construction practices.
2. Building materials should be recyclable, renewable, and/or conservation oriented for new construction and development.
3. Watershed and drainage should be designed with conservation methods and as amenities to the site.
4. Construction methods to reduce impact to natural areas and vegetation should be encouraged.
5. New construction should utilize design and construction to reduce use of energy and waste disposal.
6. Building orientation, location, and amenities should encourage and assist alternative transportation methods (bike parking, showers at offices, proximity to train, etc.)

3. SITE IMPROVEMENTS

Quality site improvements are as important as building design for establishing a high quality and inviting station area. This section of the Guidelines addresses various aspects of site design- in particular off-street parking lots- addressing how properties should relate to their surroundings.

Provide pedestrian routes

Parking Lots and Structures

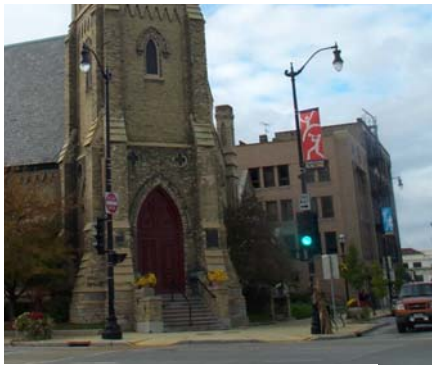
1. Off-street parking should be consolidated and shared within blocks to minimize curb cuts, and concealed from view but with visible access points.
2. Pedestrian routes through parking lots should be clearly delineated with upgraded pavement and markings/signage.
3. The following amenities should be provided at off-street parking lots:
    a. A perimeter planting buffer at least four feet (4'-0") in width when adjacent to public rights-of-way or adjoining properties, landscaped with low shrubs and groundcover.
    b. A low decorative metal fence or masonry wall (maximum height of 4'-0") within the planting buffer for visual variety and protection.
    c. Curbed planting islands within parking areas, landscaped with shade trees and low groundcover.
4. Parking structures should be an integrated site design feature, with the following characteristics:
    a. Structured parking should be concealed from view to the extent practical.
    b. Design features should blend with associated buildings.
    c. High quality exterior materials should be used, with treatments that enclose the structure to eliminate large openings.
    d. Stairwells and elevator towers should be well lit and open to view.
5. Wherever possible, parking for upper-story residential uses should be provided within the primary structure.

Add landscape buffers

Integrate parking structures

Site Signage and Lighting

1. Pole-mounted signage is not appropriate anywhere in the Station Study Area. Commercial businesses should rely primarily upon building-mounted signage.
2. At multi-tenant commercial developments and at public/institutional buildings, low monument signage that is integrated with the building design should be provided, located within a landscaped planting bed.
3. Signage should be located and sized appropriately to be visible to both drivers and pedestrians.
4. Clear directional signage and adequate lighting for wayfinding and security should be provided at all parking and walking areas.
5. Site lighting should be provided by a combination of building-mounted lighting, augmented by pedestrian-scaled light standards at larger sites. Lighting should be integrated with site landscaping and the adjacent streetscape, and incorporate banner mounting brackets.
6. Light spillover onto adjacent properties should be minimized.

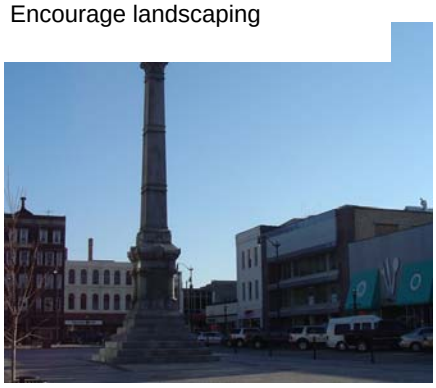


Add decorative lighting

Site Landscaping and Amenities

1. Attractive and generous landscaping- incorporating shade trees, ornamental trees, shrubs and colorful perennial plantings- should be provided throughout the Station Study Area. At small developments, smaller scale plantings should be provided in planter boxes or pots to highlight building entrances. At larger developments, landscaped areas should be incorporated into the overall site design.
2. Where space permits, small on-site plazas should be provided adjacent to pedestrian pathways.
3. Benches and waste receptacles should be provided at building entries and at on-site plazas.
4. Walkways and seating areas should be well lit and provide clear ingress and egress to ensure safety.
5. At restaurants, defined areas for outdoor dining should be provided (possibly to include using the public sidewalk where space permits). Outdoor seating areas should allow at least five feet, and preferably six feet, to maintain proper pedestrian circulation.

Encourage landscaping



Provide plazas next to streets

Incorporate outdoor dining

4. PUBLIC REALM IMPROVEMENTS

The implementation and ongoing maintenance of high quality public improvements is an essential element of ensuring a pleasant and inviting pedestrian environment. This section of the Guidelines addresses the appropriate design treatment of the public realm, including street rights-of-way and on-street parking areas, a public plaza, open spaces, the Villa Park Metra Station area, and gateways within the Station Study Area.

Ensure adequate sidewalk space

Streetscape

1. Provide continuous sidewalks that allow for a "walking zone" adjacent to storefronts and an "amenity zone" at the curb to accommodate planters, street trees, signage and benches.
2. Sidewalks should be a high quality concrete, with consistent decorative paving material accents provided at corners and other key areas.
3. Pedestrian crosswalks should be identified with a material change, preferably utilizing a paving material consistent with sidewalk accent areas. Curb radii should be limited to 10 to 15 feet to minimize crossing distances.
4. On-street parallel parking should be provided wherever feasible. Including on-street parking reinforces the pedestrian character of the area, and functions as a traffic calming feature.
5. Street lights should combine both a full height fixture and a lower level pedestrian-height fixture, and should incorporate mounting brackets for banners, flags, and/or flower baskets.
6. Benches and waste receptacles should be provided in appropriate areas.
7. Provide bike parking facilities at key destinations.
8. Street trees should be aligned with the street and spaced one every 25 to 30 feet. Trees should be protected within a wrought iron tree grate.
9. Work with business owners to provide a combination of pole-mounted flower pots and free-standing flower pots located in small clusters within the parkway zone

Define crosswalks

Provide bicycle parking

Add seasonal flowers

near street corners and parking lot entrances, planted with a consistent colorful array of seasonal flowers.

10. Maintenance should be considered in the design of landscape amenities, to promote longevity and mortality of materials (shared maintenance agreements, irrigation systems, etc.).

Plaza and Public Areas

1. Integrate a plaza to provide relaxation opportunities for shoppers and other visitors. The plaza should be strategically positioned, highly visible and of a high quality design that is coordinated with the streetscape. The plaza would incorporate a water feature or public art or statue.
2. Provide pedestrian-scale ornamental lighting sufficient to ensure secure walking conditions after dark at areas not served by street lights.
3. Benches, water fountains, trash receptacles and other pedestrian amenities should be visually coordinated with those used in streetscape areas.
4. Provide safety enhancements like bollards and decorative paving to define pedestrians and vehicular traffic.
5. Open space design should consider the type of activities anticipated to occur within the space. Active areas will need more durable materials and additional ongoing maintenance.
6. Color should be introduced into plazas and public areas with low planters or planting beds that are visually coordinated with those used in streetscape areas. Hardy and low maintenance plant varieties should be chosen, providing visual interest throughout the year.
7. At the Metra station, provide additional seating, trash receptacles, attractive newspaper vending machines, information kiosks, plantings and other amenities to visually coordinate the station with the streetscape theme of the Station Study Area. Any improvements to

Provide shopper seating

Protect pedestrians with bollards

Consider open spaces

Incorporate attractive amenities

the station or parking areas should include safe and clearly marked entry walks.[1]

Wayfinding and Gateway Features

1. Establish gateway treatments to announce arrival into the Station Study Area at key locations and to aid in orientation.
2. Implement a coordinated wayfinding signage system to unify and define the area, directing visitors to parking areas and public facilities and clearly notifying them of parking restrictions.
3. Establish a consistent style of signage for the Station Study Area and wayfinding purposes, using substantial materials such as masonry and stone. Locate gateway signage within a landscaped area.
4. Establish a seasonal banner program that provides a colorful and consistent identity for the Station Study Area.
5. Incorporate artwork (sculpture, murals, etc.) into parks to enhance the character of the community.
6. Gateways and signage should be provided as landmarks for easy navigation within the commercial area.

Define areas with gateways

Identify with appropriate signage

Install decorative banners

Utilize public art and sculptures

[1] These improvements would need to be discussed with Metra and the Union Pacific Railroad and funded by sources other than Metra.

VI. Plan Implementation Strategy

The Village of Villa Park can facilitate redevelopment in the station area in a variety of ways. The implementation strategies for the *Garden Village Square Redevelopment Concept* build upon the principles and objectives contained within this report and are described and detailed in this section. The implementation strategies will require support from elected officials and staff as well as a range of partners.

To successfully implement the recommendations in the *Plan,* the Village will need to solicit the involvement of various public and private sector partners. They include:

- Union Pacific Railroad, Metra, Pace, RTA and IDOT who can assist with the design, coordination, and implementation of transit improvements based on funding and demand;
- Federal and state agencies to provide funding for transportation infrastructure improvements as noted in the *Plan;*
- Local business and property owners who can assist with marketing and business recruitment, as well as undertake improvements to their own properties per the *Plan* vision*;*
- Local financial institutions who may be interested in providing financing assistance for the implementation of private sector aspects of the *Plan;*
- The Villa Park Chamber of Commerce who can provide marketing and promotional activities for businesses in the station area;
- The Villa Park Historic Preservation Commission who can assist by promoting cultural and architectural heritage in the station area;
- Technical assistance providers including the Illinois Department of Commerce and Economic Opportunity (DCEO) and the Small Business Administration (SBA), who can provide training and assistance to business owners;
- Builders and developers who may pursue development within the station area once the *Plan* is in place and the Village actively begins to market the "vision";
- The citizens who can get involved in a myriad of ways with various *Plan* initiatives, including patronizing and supporting station area businesses.

The following strategies are recommended for *Plan* implementation. An implementation matrix indicating participants and responsibilities is included at the end of this section.

Strategy 1: Establish a Garden Village Square Task Force

The Garden Village Square Task Force would be responsible for helping to initiate and monitor *Plan* activities, and to visibly advocate for the redevelopment of the station area. Meetings should be held on a regular basis to review ongoing initiatives and implementation progress. Under the authority granted by the Village Board, activities would include, but not be limited to:

- Meet with key developers to promote and facilitate redevelopment
- Issue Request for Proposals (RFPs) related to high priority development projects
- Acquire key properties from willing sellers to move the *Plan* forward
- Seek and secure funding for key initiatives and coordinate with other agencies as needed
- Provide assistance to property owners and developers to verify that projects meet the standards and intent of the *Plan*
- Monitor and address the demand for parking and arrange shared parking facilities as redevelopment occurs over time

Strategy 2: Amend Development Regulations

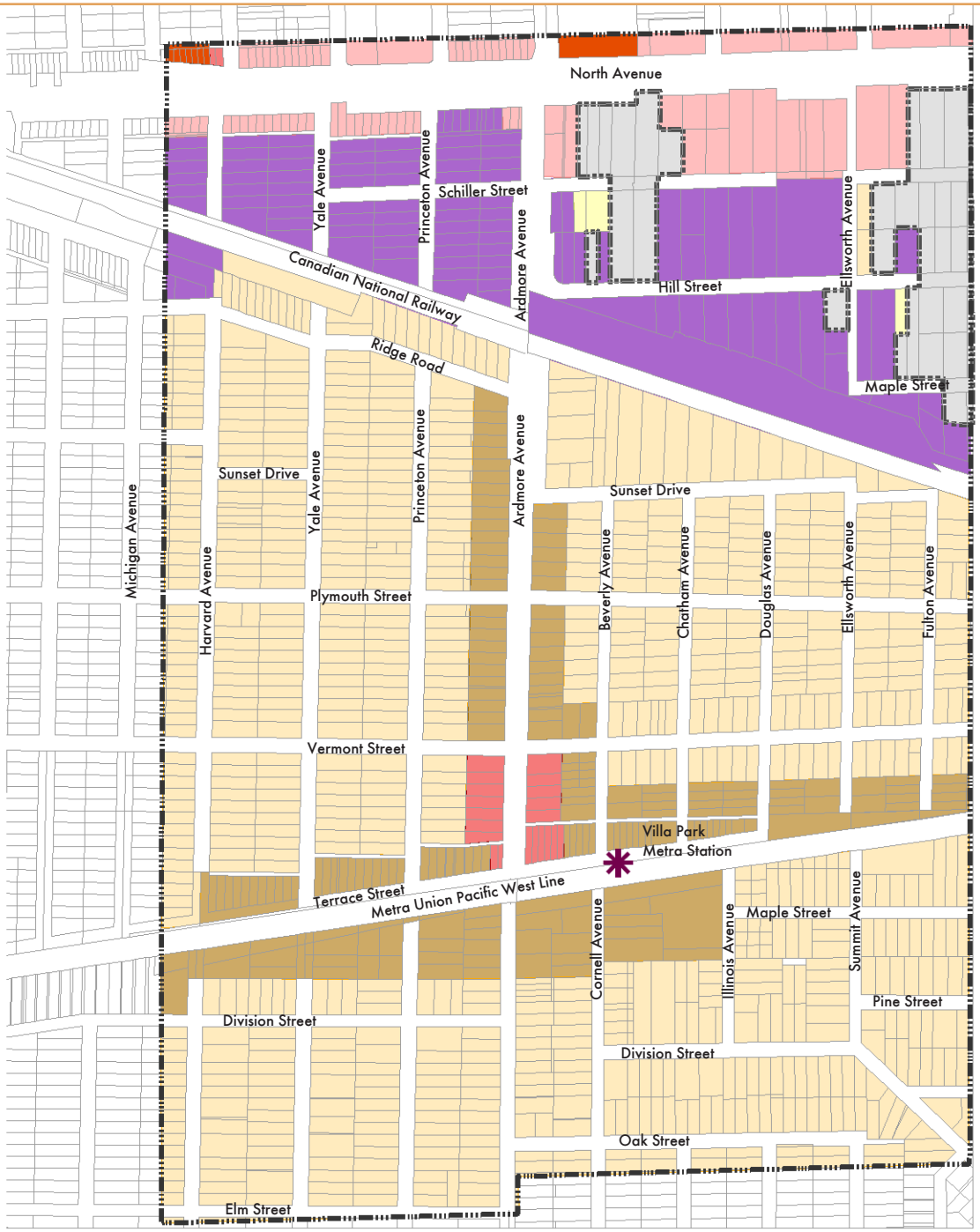
The current zoning regulations for the station area are not fully conducive to creating a pedestrian-friendly, mixed-use station area environment. The Village should amend portions of its current zoning regulations in order to promote the "vision" and begin the improvement program. The following describes the zoning that is within *Garden Village Square Redevelopment Concept station area (*see *Figure 8).* Zoning revision recommendations follow this section.

The Village has anticipated the potential for mixed-use development on the north side of the Union Pacific Railroad and has recently gone through a rezoning process to rezone the commercial land north of the railroad to C2-Neighborhood Business District. C-2 allows for retail and service uses on the ground floor and dwelling units above the main floor. Bulk regulations allow for a maximum height of forty-five (45) feet, with minimum front yard, side yard and rear yard restrictions. Properties zoned C-2 are existing commercial properties fronting Ardmore Avenue.

The R-4 Multi-Family Residential district is mapped along Terrace Street, west of Ardmore, and also on the west side of Beverly, north of the Union Pacific Railroad. The-4 district is also mapped between Princeton Avenue and Illinois Avenue, immediately south of the Union Pacific Railroad. The R-4 district requirements permit the

Figure 8

Existing Zoning



Study Area Boundary

Unincorporated Areas

Zoning Districts

R-1 - Single Family (10,000 sq. ft. lot area)

R-2 - Single Family (7,500 sq. ft. lot area)

R-4 - Multi Family

C-2 - Neighborhood Business District

C-3 - Service Business District

PUD-C - Planned Unit Development, Commercial

M-1 - Light Industrial District

N

0 380 760 Feet

November 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

development of multi-family dwellings with a maximum height of thirty-five (35) feet. Minimum lot size, maximum lot coverage, and front, side and rear yard restrictions are also stipulated in the Zoning Ordinance.

Surrounding the R-4 and the C-2 districts is property zoned R-2 Single Family district. The R-2 district permits single family dwellings and compatible public and institutional uses.

Potential Zoning Revisions

The following describe different options for consideration.

Option A: Require new development within the station area to be a planned unit development (PUD)

The first option would be to require all new development within the station area to be a planned unit development, subject to the requirements of *Article 21 Planned Unit Developments* of the Zoning Ordinance. This tool permits flexibility related to building location, height, and density, and offers density bonuses for inclusion of design elements and amenities related to such characteristics as site size, lot coverage, provision of common space, and structured parking. Dependent upon the exact design of future proposals, developments as illustrated in the *Plan* may be able to be undertaken through the existing PUD process. The Village has successfully utilized the PUD process for new developments, including a recent residential development. The drawback to the PUD process is that it can be lengthy and its discretionary nature means that each project is "negotiated." In addition, the process can be misused as a surrogate for the variance procedure.

Option B: Establish a new transit-oriented overlay district

Another means of imposing TOD standards would be to create a transit-oriented development overlay district that would only apply to the station area. Through use of any overlay district, many of the underlying R-4 and C-2 district standards would be retained and supplemented with new transit-supportive overlay standards that would only apply within the station area. Where a conflict may be created between the requirements for the underlying and overlay zoning, the overlay district standards would be controlling. Overlay district standards that would implement the *Plan* should modify the current zoning district requirements as follows:

- **Increase building height** from R-4 and C-2 requirements of 35 feet and 45 feet.

- **Eliminate the lot coverage requirement** for areas zoned R-4 which currently have a maximum lot coverage of 40%. The C-2 district currently does not have a maximum lot coverage requirement.
- **Adjust the front yard requirements** for areas currently zoned R-4 and C-2 from 35 feet and 7 feet, respectively to establish a maximum front yard within the station area. The standard would permit buildings to be located up on the public sidewalk or would permit a minimal setback (e.g. 15 feet maximum) only to provide space for outdoor dining, architectural overhangs, and pedestrian amenities. Pavement and parking would not be permitted within any setback area provided.
- **Increase residential density requirements** to permit higher densities, consistent with TOD principles. The current maximum density in the R-4 district ranges from 10-24 dwelling units per acre, dependent upon the number of bedrooms. The C-2 district does not appear to have a maximum density. The *Plan* proposes densities throughout the station area greater than what the code requires.
- **Reduce parking requirements and allow for parking fees-in-lieu** of providing individual on-site spaces for new development. Permitting parking reductions recognizes the proximity of transit and other modes of transportation. The requirement for a minimum of two parking spaces per multi-family dwelling unit could be reduced to 1.5-1.75 spaces per dwelling unit dependent upon the availability of shared and public parking. In addition, requiring fees-in-lieu of individual on-site parking for at least non-residential development will help pay for the cost of the construction of public parking facilities.
- **Prohibit auto-oriented uses** within the station area. Currently, the C-2 district permits drive-thru facilities as conditional uses. These auto-oriented uses are not appropriate in a pedestrian-oriented environment and could be prohibited in the station area.
- **Require open space dedication or fees-in-lieu** of open space when new development is proposed within the station area. The Village may already require parkland dedication through its subdivision review process, however, such requirements should also be applied to new residential development within the station area. This will help to fund land acquisition and site improvements for new public open space within the station area.
- **Rezoning property within the station area** to implement the *Plan*. If the Village decides to create a transit-oriented development overlay district, it should be pro-active in rezoning property within the station area to apply the TOD overlay. As stated in this section, the underlying R-4 and C-2 zoning would be retained with the addition of the overlay district map designation. In addition, to implement the *Plan*, property on the east side of site number 3, fronting on Beverly Avenue (as indicated in the *Garden Village Square Redevelopment Concept*), would need to be rezoned from R-4 to C-2 to permit mixed-use development with commercial on the

ground floor. This could be initiated by the Village or the property owner, depending upon whether the Village prefers to let the private market drive such a rezoning.

Strategy 3: Enforce Design Guidelines

To create a vibrant pedestrian-friendly business district, the Village should require conformance with the *Design Guidelines* created for this *Plan*. The *Guidelines* could be administered as part of the development review process for new construction As the Village works to implement the "vision", the built environment will change over time if the Village enforces the basic principles contained in the *Design Guidelines*.

The Village should provide the *Design Guidelines* to all designers and developers proposing development within the station area and amend the development review process to require a preliminary sketch plan submission and design review meeting. This review process will enable the Village to review a developer's application and convey the basic principles of the *Design Guidelines*. In amending its regulations, the Village should provide flexibility in the *Design Guidelines* application to allow creative development solutions to challenging site conditions in the station area. This could be administered by the Plan Commission, Village Board, or a newly appointed design review committee made up of residents/business owners with development and design expertise.

The *Design Guidelines* should be administered in conjunction with the Façade Program, a low interest rate, business loan program, that the Village already has in place to improve the facades of existing buildings.

Strategy 4: Determine Financing Opportunities and Assistance

The Village should determine potential funding opportunities and create financial incentives to spur the implementation of the *Plan.* The sources most relevant for the Village's implementation process are summarized below.

Tax Increment Financing (TIF)

The Village has utilized Tax Increment Financing (TIF) in the past to attract a key development, a Target store on North Avenue as well as for the redevelopment of the Ovaltine factory site. The Village is currently in the process of considering a TIF district along the entire North Avenue corridor to encourage commercial redevelopment. Considering a new TIF district for the station area, an expansion of the North Avenue TIF

District into the station area, or identifying individual parcels appropriate for a TIF application may be appropriate. In particular, those sites within the *Garden Village Square Redevelopment Concept* that need assistance in environmental clean-up may be most appropriate for TIF funding. TIF assistance can facilitate site acquisition/assembly and preparation, infrastructure upgrades, and low-interest financing, which can reduce development costs significantly.

Although not used as commonly as TIFs, other financing programs that the Village could pursue for the station area would be establishment of a Business Improvement District (BID), Special Service Area (SSA), tax abatements, and forms of creative financing including Section 129 funding and state infrastructure banks that could provide assistance such as letters of credit, construction loans and capital reserves for bond financing.

Real Estate and Economic Development Resources

The Illinois Development Finance Authority and the Illinois Housing Development Authority administer a variety of funding programs for real estate development projects, such as grants, loans, bonds, and tax credits. These funding programs can be used to lower development costs for a municipality directly involved in a project, or for a developer who can demonstrate community support for a project.

Additionally, the Illinois Department of Commerce and Economic Opportunity (DCEO) administers programs to help new businesses through low-interest financing and technical training assistance. This type of funding may also be available through the U.S. Small Business Administration (SBA).

For real estate projects with specific environmental issues, the U.S. Environmental Protection Agency (EPA) administers programs to alleviate costs for environmental remediation and increased energy efficiency.

Transportation and Infrastructure Resources

Grants and loans may be secured through various federal and state programs to both aid in public infrastructure program and reduce certain private sector development costs. Annual funding cycles are typically used to allocate federal funds to state and regional agencies, who then review application for funding from local municipalities. However, some funding may only be available by direct application to federal, state, and regional agencies. Although not an exhaustive inventory of potential funding, the

following government funding resources should be explored to aid in *Plan* implementation. It is important to note that most grant dollars are not available, however, for financing the replacement of commuter spaces that are displaced from designated and/or historical commuter parking facilities.

SAFETEA-LU

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) is the federal act authorizing surface transportation programs for highways, highway safety, and transit for a five-year time period, 2005-2009. SAFETEA-LU includes numerous programs that can support state transportation projects and local transit projects. The federal funds for SAFETEA-LU are allocated to IDOT, which uses certain funds for transportation projects and allocates other funds to regional public agencies. The following program resources may be available to assist the Village in implementing key aspects of the *Plan.*

- **Transportation Enhancement Program (ITEP)**
  This program is administered by IDOT and used for projects such as train station improvements, streetscape improvements, and pedestrian and bicycle enhancements. Funding reimbursement is available for up to 50% of the cost of right-of-way and easement acquisition and 80% of the cost for preliminary and final engineering, utility relocations and construction costs.

- **Congestion Mitigation and Air Quality Improvement Program (CMAQ)**
  This program is administered by the Chicago Metropolitan Agency for Planning (CMAP) (the former Chicago Area Transportation Study (CATS) combined with the Northeastern Illinois Planning Commission (NIPC)), and used for projects that can benefit regional air quality and reduce auto emissions. Eligible projects include transit improvements, commuter parking, traffic flow improvements, and bicycle/pedestrian projects. These projects are federally funded at 80% of project costs.

- **Surface Transportation Program (STP)**
  This program is also administered by Chicago Metropolitan Agency for Planning (CMAP), to improve the regional transportation network. Projects in this funding category must have a local sponsor and are selected based on a ranking scale that takes into account the regional benefits provided.

Metra Funding for Commuter Parking Facilities

Metra only participates in building new parking spaces where demand warrants and funding is available. Metra stipulates that throughout each step of the redevelopment process, the amount of commuter parking at the Villa Park Station must, at a minimum, remain at its current level resulting in no net loss of commuter parking during any of the *Plan* phases. The displaced commuter parking spaces that may result from the proposed redevelopment cannot be replaced within other existing commuter parking lots. Consequently, the Village and/or a developer would need to fund the replacement of commuter parking for any parking spaces proposed to be removed as part of implementation of the *Garden Village Square Redevelopment Concept*. Also, since Illinois Department of Transportation (IDOT) funds were used for the commuter lot on the north side of the Union Pacific Railroad, there may be obligations associated with this lot that would need to be discussed with IDOT. It is important to note that most grant dollars are not available for financing the replacement of commuter spaces that are displaced from designated and/or historical commuter parking facilities.

With regard to the proposed shared-use parking structure, consideration should be given to involving multiple partners (public and private) in order to share the spaces and costs of a proposed parking structure and any new infrastructure associated with the facility (roads, sidewalks, etc.) as Metra does not have funds to build structures for commuter parking. While Metra has participated in funding new commuter parking spaces within structures, the level of participation has generally equated to the cost of building an equivalent number of surface spaces.

If new parking structures or lots are constructed for commuter parking, the proposed replacement and new (i.e. additional) commuter parking spaces would need to be designated commuter parking spaces with the option of shared-use only in the evenings and weekends. Commuter parking fees within the proposed parking structure need to remain comparable and competitive with commuter parking fees within the Metra system.

Strategy 5: Implement Capital Improvements

The Village should implement key public improvement projects to help the station area become a more positive, aesthetically-pleasing environment. The Village should assist by improving the "curb appeal" of the Ardmore Avenue business district to attract new businesses and developers, attract customers and improve the overall tax base. Specifically, the Village should work to implement the following programs:

Street and Sidewalk Infrastructure

The Village has plans to resurface Ardmore Avenue and reconstruct Maple Street and Pine Street within the next three to five years. Also, the Village is currently applying for funding to rehabilitate or replace the Ardmore Avenue bridge over the Canadian National Railway A waterman improvement project is also planned along the Union Pacific Railroad between Ardmore and Villa Avenues.

The Village has a sidewalk replacement program which is an ongoing program for the replacement of damaged and deteriorated sidewalks throughout the Village. The Village shares the cost of replacing the sidewalk with adjoining property owners, with each party paying 50% of the cost.

Water, Sanitary, and Storm Water

The Village has an ongoing program for maintenance of the water, sanitary, and storm water services. The Village has studied the issue of stormwater detention in the station area. An existing stormwater detention pond is located on the north side of the Union Pacific Railroad, east of Douglas Avenue which most likely could accommodate additional stormwater that is generated by the proposed development. However, any new development would need to follow best management practices when addressing storm water quality.

Streetscape Improvement Program

As recommended in the *Plan,* the Village should create a streetscape improvement program that includes new streetlights, banners, sidewalks, crosswalks, gateways, street trees, street furniture, and wayfinding signage. The general location for these elements is highlighted in the *Access and Circulation Plan*. A detailed design study and preliminary engineering will be required, however, to provide specific locations and costs. The objective is to create a station area identity with a consistent image through the use of recurring visual elements which focus on the Garden Village theme.

Due to capital costs associated with streetscape improvements, the Village should consider the potential for a pilot program within the TIF district since TIF funds could be used for design and construction costs.

Pedestrian and Landscaping Improvements along Union Pacific Railroad and Canadian National Railway

The plan proposes railroad crosswalk enhancements on Ardmore Avenue across the Union Pacific and Canadian National Railway, as well as, landscaping improvements along the tracks. It is important to note that the Village would need to see their own

funding for these improvements. The Village would need to discuss these improvements with the Union Pacific Railroad and Canadian National Railway respectively. The Village will also need to discuss any potential landscaping near the railroad right-of-way with the Union Pacific Railroad due to line-of-sight issues.

Public Plaza

The *Plan* highlights a new public plaza across from the Villa Park Station. This plaza is currently sited on privately owned land. The Village should consider a joint public/private partnership for this key redevelopment area. This partnership could amass the necessary funds for public open space and other amenities.

Pedestrian Tunnel

A pedestrian tunnel is proposed in the *Plan* at Illinois Street under the Union Pacific Railroad. It is important to note that the Village would need to find their own funding for this proposed pedestrian underpass. The Village will need to work with the Union Pacific Railroad and Metra as the proposed improvement moves forward. Grant funds available through CMAQ may be available for funding of this pedestrian tunnel.

Cost Estimate

A grand scale cost estimate has been provided in the *Appendix* and reflects the potential cost associated with the proposed streetscape improvements, plaza and pedestrian tunnel.

Strategy 6: Focus on Key Redevelopment Project Priorities

The *Plan* identifies "primary" versus "secondary" areas of development as a way to phase future improvements. The Village should target the recommended improvements within the "primary" areas by scheduling appropriate actions into its administrative agenda and allocating funds through its capital improvement budget process.

The Village can take a direct role in key redevelopment project priorities by helping to spearhead development by assisting in initiation of one catalyst project. After a financing plan is in place, the Village should focus on the parcels where the owners are most willing to sell or redevelop and identify those parcels to interested developers. The Village can also encourage property owners to partner with developers in the redevelopment of their property. The Village could also directly participate in this effort by purchasing property for sale and assembling key parcels in order to help spur redevelopment projects. As redevelopment takes place, the Village should offer assistance to business owners by helping them locate within the Village.

As a catalyst for attracting private development within the station area, the Village should begin to implement the Garden Village Square-themed streetscape program and make other infrastructure improvements as recommended. By adding streetscape trees, benches, decorative streetlights, banners, and gateway features, the Village is signifying to developers that they are serious about attracting redevelopment to the station area.

Staff assistance is also key to moving the *Plan* forward. The Village's Community Development Department should continue to promote the station area to developers. Adding a staff person who could market smaller commercial areas and help maintain retail space would be an asset to the Village' s economic development staff.

The Chamber of Commerce could also partner with the Village to promote the station area as a key activity center. Hosting new festivals on site would encourage the community to envision the Garden Village Square as an important new gathering place.

IMPLEMENTATION MATRIX

Project or Action	Priority or Secondary Action	Participants/Initiators	Resources
General			
Establish a Garden Village Square Task Force	Priority	Village staff Economic Development Commission Plan Commission Station Area Plan Steering Committee Chamber of Commerce Historic Preservation Committee Residents Property owners	
Land Use and Development			
Identify Key Redevelopment Catalyst Projects	Priority	Garden Village Square Task Force Village	
Design and Appearance			
Encourage quality architecture, including attractive facades, appropriate signage, and addressing facade	Secondary	Property Owners Plan Commission Village staff Chamber of Commerce	Design Guidelines
Install streetscaping, including landscaping, decorative lights, benches, trash receptacles, banners and brick paver crosswalks	Secondary	Village staff Village Board Chamber of Commerce	Design Guidelines Capital Improvement Program TIF or other sources of private funding
Encourage development of parking lots behind buildings or in structures with landscaping and screening	Secondary	Garden Village Square Task Force Property Owners Plan Commission Chamber of Commerce Village staff	Enforce Design Guidelines
Explore public and private parking alternatives in order to meet business and commuter needs	Secondary	Property Owners Garden Village Square Task Force Chamber of Commerce	
Community Facilities and Mobility			
Implement transportation infrastructure improvements	Priority	Village Staff Illinois Department of Transportation	SAFETEA-LU funding

including pedestrian tunnel		Metra Union Pacific Railroad Canadian National Railway	Capital Improvement Program TIF or other sources of private funding
Implement street, sewer, and detention infrastructure improvements	Priority	Village Staff	Capital Improvement Program
Create a complete sidewalk network and safe crossing points at key locations	Priority	Village Staff	Capital Improvement Program
Create a public plaza	Secondary	Property Owners Developers Village Chamber of Commerce	TIF or other sources of private funding
Provide additional commuter parking to meet future needs and replacement commuter parking	Secondary	Metra Property Owners Developers Village	Metra (does not apply to replacement spaces) TIF or other sources of private funding
Create and maintain bicycle connections from station area to regional bike paths	Secondary	Village	Capital Improvement Program
Implementation Tools			
Explore establishing a Tax Increment Financing District or Business Improvement District	Priority	Village Staff Plan Commission Economic Development Commission Village Board Chamber of Commerce Property Owners Garden Village Square Task Force	
Establish a new transit-oriented overlay district	Priority	Plan Commission Chamber of Commerce Village Board	

APPENDIX

Assumptions

The following are assumptions that were made in the preparation of the *Garden Village Square Redevelopment Concept*:

- Each condominium unit is estimated to be an average of 1,500 square feet in floor area.
- Each condominium building will require structured or covered parking in order to meet current market expectations for unit design.
- The proposed parking meets current Village parking requirements (2 parking spaces per residential unit and 1 parking space per 200 square feet of commercial space). However, shared parking arrangements resulting in a reduction of the required parking spaces are encouraged to meet the goals of a transit-oriented land use environment.
- Each structured parking space requires approximately 270 square feet to accommodate parking stall width and depth, drive aisles, and circulation.
- Building heights for proposed structures vary between three and five stories. Building height and associated densities reflect the preferences expressed by the Steering Committee and community in the Visual Preference Survey. While three to five stories should serve as a guide, height and densities of future development within the station area should also be considered on a case-by-case basis. As reference, the Villa Park Zoning Ordinance permits a maximum height of thirty-five (35) feet in the R-4 Multiple Family District and a maximum height of forty five (45) feet in the C-2 Neighborhood Business District.
- For the redevelopment sites (sites 2, 3, 4) currently zoned C-2 Neighborhood Business District, a 90% maximum lot coverage has been assumed, reflecting a zero lot line on the sides of the buildings fronting any street. This assumption varies from the current C-2 district front yard and exterior side yard setback requirements (i.e. 7 feet and 20 feet, respectively) to allow for more intense development which reflects TOD policies.
- For the redevelopment sites (sites 1, 5, 6, 7, 8, 9, 10) currently zoned R-4 Multiple Family District, 60% maximum lot coverage has been assumed. This exceeds the maximum permitted lot coverage of 40% for the R-4 district. This also reflects a zero lot line on the sides of the buildings fronting any street, which does not meet the current front and exterior side yard setback requirements for the R-4 district which are 35 and 25 feet, respectively.
- For the redevelopment sites currently zoned R-4 Multiple Family District, the proposed densities in some cases exceed what is currently permitted under the Villa Park Zoning Ordinance to better reflect TOD principles. The R-4 district currently permits a density range of 10 to 24 dwelling units per acre, dependent upon the number of bedrooms. The densities proposed range from 14 to 51 dwelling units per acre, based upon the assumptions of a maximum 60% lot

coverage, three to five story building height, and average dwelling unit size of 1,500 square feet.

- In order to provide better access to the developments on the south side of the Union Pacific Railroad, east of Ardmore Avenue, the concept suggests that Division Street be extended between Ardmore Avenue and Cornell Avenue; this proposal would impact two single family houses.
- The *Garden Village Square Redevelopment Concept* is a planning tool and guide for the Village. It should allow for flexibility to accommodate development proposals that differ from the concept in order to create a vibrant station area.

COST ESTIMATE FOR PROPOSED STREETSCAPE, PLAZA AND PEDESTRIAN TUNNEL IMPROVEMENTS		
Primary Streetscape-5.5 blocks		
	Landscaping	50,000.00
	Lighting	200,000.00
	Signage	20,000.00
	Paving	50,000.00
	Total by block	320,000.00
Total		**$ 1,760,000.00**
Secondary Streetscape-17.5 blocks		
	Landscaping	$ 40,000.00
	Lighting	150,000.00
	Paving	40,000.00
	Total by block	230,000.00
Total		**$ 4,025,000.00**
Major Gateway-1 Location		
	Landscaping	15,000.00
	Lighting	30,000.00
	Signage	30,000.00
	Paving and Hardscape	20,000.00
Total		**$ 95,000.00**
Minor Gateway- 2 Locations		
	Landscaping	5,000.00
	Lighting	10,000.00
	Signage	12,000.00
	Paving and Hardscape	10,000.00
	Total by Area	37,000.00
Total		**$ 74,000.00**
Railroad Crossing Enhancements-2 Locations		
	Signage	10,000.00
	Paving and Hardscape	70,000.00
	Total by Area	40,000.00
Total		**$ 80,000.00**
Crosswalk Enhancements-7 Locations		
	Signage	2,000.00
	Paving and Hardscape	8,000.00
	Total by Area	10,000.00
Total		**$ 70,000.00**
Pedestrian Tunnel-1 Location		
	Lighting	60,000.00
	Structure and Excavation	750,000.00
Total		**$ 810,000.00**
Plaza/Open Space- 1 Location		
	Planting	100,000.00
	Lighting and Utilities	150,000.00
	Features (fountain, sculpture, etc.)	150,000.00
	Amenities (seating, fencing, waste receptacles	100,000.00
	Paving and Hardscape	75,000.00
Total		**$ 575,000.00**
Grand Total for Improvements		**$ 7,489,000.00**

*Costs generated are preliminary and do not consider land acquisition, existing site conditions, utility, permit, and design services. These figures are based upon similar project costs and assumptions regarding the design and conditions of the site.

Inventory and Analysis Memorandum

Village of Villa Park

Station Area Plan

February 2006

HNTB

In association with GOODMAN WILLIAMS GROUP

TABLE OF CONTENTS

I. INTRODUCTION

The Village of Villa Park is undertaking a Station Area Plan to promote transit-oriented development in the vicinity of its commuter rail station on the Metra/Union Pacific West Line. Located in eastern DuPage County, Villa Park is approximately 20 miles west of Downtown Chicago. The Village was incorporated in 1914 when population in the area was booming, fueled by railroad extensions. Railroads have played an important role in the development of the Village and continue to be significant. The Metra/Union Pacific West Line provides a vital commuter rail transportation link from the Village to downtown Chicago as well as to the west to Elburn and other communities along the rail line.

The Villa Park Metra Station is a strong asset in the community. The Village is looking to build upon it and develop the Station Area as a vibrant, mixed-use center that would attract more residents to the area and enhance Metra ridership. Funding for this study has been provided by the Regional Transportation Authority (RTA) through its Regional Technical Assistance Program (RTAP). HNTB Corporation and Goodman Williams Group are providing planning and market research services to assist the Village in preparing its Station Area Plan.

This Inventory and Analysis Memorandum is the first step in the Station Area planning process. It summarizes relevant background material and community input collected thus far – both of which will serve as critical inputs for the development of specific planning recommendations and strategies for the Villa Park Station Area. The report is divided into seven sections. *Section I, Introduction*, details the plan purpose, defines the study area and details transit-oriented development principals. *Section II, Community Preferences*, details the public involvement opinions received to date. *Section III, Existing Planning Policies,* details results of previous policies and plans that may have applicability to this study. *Section IV, the Planning Context*, provides information on data collected with regard to the study. *Section V, Demographics and Market Opportunity*, provides a summary of the market assessment report. The full report is under separate cover. *Section VI, Planning Opportunities*, presents planning opportunities to be considered during Plan development. *Section VII, Next Steps,* details future study steps.

A Vision Workshop is planned with the public. Following this workshop, a vision statement and planning goals will be developed and incorporated into the final Station Area Plan

A. Plan Purpose and Process

The Village is seeking to make the Station Area more attractive for residents and commuters by promoting a balanced mix of transit supportive land uses including stronger retail and new housing opportunities. The purpose of the Plan is to create a long-range strategy to encourage a more vibrant, transit-oriented center.

The Village of Villa Park believes that stakeholder and community consensus during the planning process is vital for the successful implementation of the Plan in the future. The Village has therefore engaged in an open, community oriented planning process. It has appointed a Steering Committee comprised of various community stakeholders including residents, business owners and Village officials along with representatives from the transportation agencies, RTA, Metra and Pace, to meet periodically with the consulting team and to guide the planning process. Public meetings will also be held throughout the course of the Plan to incorporate community input.

B. Study Area Boundary

The study area is bounded by North Avenue on the north, Elm and Oak Streets on the south, Fulton Avenue on the east and Harvard Avenue on the west (See *Figure 1).* It includes most of the area within a ten minute walking distance of the Villa Park Station which is approximately equivalent to a half mile from the station. Typically, transit-oriented development principles are most applicable within a half mile area around the transit stop.

On the north side, the study area includes the commercial properties along North Avenue. This area is currently under consideration by the Village for a tax increment finance (TIF) designation and is subject to change in the future. The Station Area Plan will not include detailed recommendations for North Avenue; it will however consider the recommendations of the North Avenue Study to ensure compatibility and continuity as appropriate with this study.

It is also important to note that the Plan's recommendations will focus mainly on commercial, public, and higher density multi-family residential uses within the study area. Potential future impacts of these recommendations on the single family neighborhoods within the study area will be considered as well.

Figure 1

Study Area Boundary

Villa Park Metra Station

Study Area Boundary

Unincorporated Areas

N

0 375 750 Feet

February 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

C. Transit-Oriented Development Principles

Since the primary purpose of this Plan is to increase transit access and usability by promoting transit-oriented development (TOD) around the Metra Station, it is important to consider the key principles of successful transit-oriented development.

The key principles are summarized as the "Three D's" of transit-oriented development – Design, Diversity, and Density. Generally, physical planning advantages of TOD can be best utilized in a half mile radius around the transit station as that is considered as the acceptable walking distance for most people. The densest uses are concentrated in the area closest to the station area – within a one-fourth mile radius or a five minute walking distance.

Design

- Inter-modal connections and amenities should be considered and accommodated, to facilitate the use of all modes of transportation, and transfer from one mode to another. Visibility of, and ease of access to, public transit are important.
- Preference for pedestrians and bicyclists should be considered in the design of roadways, sidewalks and other pathways throughout a TOD area. While automobile and bus access is important, the comfort and safety of pedestrians is paramount.
- Shared commuter parking facilities (utilized by other users during off-peak hours) and reduced off-street parking for shoppers and residents should be incorporated. Local residents will often not require as many vehicles per household because of the availability of public transit, and commuters provide additional support for retailers.

Diversity

- Mixed uses and varied housing types are important aspects of a TOD area. Integrating retail, commercial, office and residential uses in proximity to transit and one another provides a "synergy" between uses, reduces vehicle trips generated within the area, and allows for compact development. Mixed uses can occur within individual buildings
- Public facilities and spaces should be integrated into the TOD area, so that it is truly a community-wide activity center, expanding beyond retail and commercial service functions.
- Development in the TOD area must be market-driven, serving more than just commuters. Local resident needs are also important. Commuters alone will not sustain the desired retail and commercial services in the area.

Density

- Higher density uses are appropriate closest to transit facilities, where their impact on single family residential neighborhoods can be minimized and their reduced off-street parking needs can be effectively incorporated into site design.
- Higher densities should be balanced with open spaces and/or plazas within the TOD area, to provide areas of respite and visual variety, and offer open space amenities to residents of higher density residential areas.
- Residents within the TOD area provide valuable support to local businesses, but cannot alone sustain retail and commercial service uses desired by the community at large.

II. COMMUNITY PREFERENCES

Community involvement is essential to ensure that the Station Area Plan represents the needs and interests of the residents of Villa Park. At the start of the planning process, participation activities were conducted with a Steering Committee composed of Village staff, Village commission members, transportation officials, business owners, property owners, and residents. A kick off meeting was held on Thursday, November 17, 2005 with the Steering Committee to explain the study process and to elicit comments on what the Steering Committee members felt were "issues" and "opportunities" within the community. In addition, on November 30 –December 1, 2005, key person interviews were held with selected individuals in the community to gain more in-depth knowledge and opinions.

A. Kick-Off Meeting - Issues and Opportunities Discussion Summary

At the November 17, 2005 Steering Committee meeting, Steering Committee members were asked to identify issues and opportunities within the study area and throughout the community as a whole. A list of responses is summarized in the *Appendix*.

B. Key Person Interviews Summary

The key person interviews provide broad input from a variety of community stakeholders early in the process. In particular, the interviews offer valuable early insights into community aspirations for the area, and ensure that planning efforts address key issues of concern. The list of key persons and a summary of comments received during the key person interviews are located in the *Appendix* to this report.

III. EXISTING PLANNING POLICIES

There are several reports and plans that have been used to establish background and planning preferences for purposes of the Station Area Plan. These are described below and any applicable references that would apply to the study area are mentioned. These documents include a Comprehensive Land Use Plan (1984), Economic Strategic Action Plan (July 1999), Villa Park Business Districts Master Plan (March 2001), the North Avenue Corridor Plan (October 2002) and the Village Zoning Code and Map (2005)

A. Comprehensive Land Use Plan (1984)

The Village of Villa Park Comprehensive Land Use Plan (1984) states that the theme of the village is the "Garden Village". The preferred land use plan is for the enhancement of the tax base by providing as much commercial, industrial, and office research development as possible, while still allowing for additional residential development and preserving the large areas of existing residential development. The plan mentions the benefits of public transportation within the community but states that no major change is anticipated in the needs of Villa Park's short or long term goals that would require the participation of the rail system. It recommends the implementation of the Prairie Path Development Plan as a focal point of Village activities.

B. Economic Development Strategic Action Plan (July 1999)

The purpose of the Economic Development Strategic Action Plan is designed to address community-wide concerns, seize community development opportunities, and tap existing community strengths to achieve a broad range of community development objectives. The Action Plan is intended to be a guide in formulating long-term development strategies and help improve the Village's competitive position as a place in which to live and work.

Key parts of this report that may be applicable to the Station Area Plan are summarized below.

- The key goals of the economic development program are to enhance and protect the Village's fiscal structure over the long term so that it can provide important services and a high quality of life within the Village. The long term viability of the Village depends on taking steps to attract and retain uses that contribute to the real estate tax base and provide sales tax revenue.
- The Village needs to remain focused on enhancing the quality of the Village to maintain and gradually improve residential desirability and overall

community quality, and seek to attract key economic land uses that contribute to the enhancing the tax base.

- New residential development should introduce new housing products to the community to diversify the housing product base, and create a wider assortment of housing options for existing Village residents and future residents. New residential development which diversifies Villa Park's housing product base will enable existing residents who are either first-time home purchasers or empty-nesters to remain in the community, and create housing options for new residents who may have otherwise bypassed the Village as a place to purchase a home.
- To pursue economic development effectively the Village needs to adopt a pro-active stance regarding development.

Major action items that have applicability to the Station Area study are:

- Create a Downtown District- This area would include Villa Avenue, the Prairie Path to Ardmore.
- Adopt a Pro-Active Annexation Policy – The added future growth and development opportunities in areas that may be able to be annexed should provide positive long-term fiscal benefits to the Village.
- Maintain and Enhance Housing Stock- There may be opportunities to encourage infill, rehabilitation, and construction of housing built to serve empty-nesters interested in remaining in the community.
- Establish Infrastructure and Development Policies to Attract and Retain Desired Development- The Village needs to make every reasonable effort to ensure that there is sufficient public utility and telecommunication infrastructure in place to support business development.

C. North Avenue Corridor Plan (October 2002)

The North Avenue Corridor Plan was developed to establish a comprehensive land use and redevelopment policy for North Avenue and to present proposals for potential redevelopment, infrastructure, and streetscape improvements. The North Avenue Study area interfaces with the Station Area on the north side. Applicable action items or detail in the Plan that would be appropriate background for the Station Area Plan are as follows:

- Commercial use represents the most viable mode of land use and development for the North Avenue Corridor.
- Significant obsolescence has occurred within the Corridor. Many of the uses are older, located on smaller lots, and function at a level well below the current state of the art.

- Approximately 17% of the parcels within the Corridor are vacant or undeveloped; this percentage of vacant properties has a negative impact on the Corridor and is too high for a healthy and mature commercial district.
- Land assembly opportunities exist at key locations and intersections.
- The Plan recommends that Ellsworth Avenue be extended from Schiller Street north to North Avenue with a new traffic signal at this intersection. This street extension and traffic signal is proposed in concert with the proposed redevelopment of the land southeast of the proposed intersection.
- Public improvements that will enhance the appearance and appeal of the Corridor are important. An overall design concept is to create a landscape character based on an interpretation of the savannah landscape native to northeastern Illinois.
- A set of design standards should be formulated that establish benchmarks for various aspects of development design. These standards should include architectural design, site planning, landscape design, signage, and lighting.

D. Villa Park Business Districts Master Plan (March 2001)

The Villa Park Business Districts Master Plan is a comprehensive master plan for the revitalization of the Villa Avenue and Ardmore Avenue Business Districts. Although both districts are removed from the Station Area, there are some recommendations in the Master Plan that could be applicable for purposes of this study. These recommendations follow:

- Attract land uses and development more compatible with community goals and each area's needs, infrastructure, and character. Community goals include small business retention, mixed use development, improved parking, and connected/increase open space.
- Enhance the unique role of these business districts as historical focal points for Villa Park.
- Enhance both areas as viable pedestrian-oriented shopping and gathering areas.
- Increase and coordinate community events that generate pedestrian traffic and activate the Districts.
- Establish the Villa and Ardmore Districts as the Village's collective downtown and explore ways to promote this connection.
- The community's image as the "Garden Village" should be reinforced and enhanced through expansion of open space opportunities and a special landscape design theme for both Business Districts.
- A wayfinding plan should be developed that identifies strategic locations for directional, identity and informational signs.
- A major streetscape improvement program should be established for both Business Districts; the streetscape design should reflect the Village's small

town/garden village character and incorporate historic architectural elements, landscaping, and planting pockets with seasonal color.

E. Development Controls Overview

The Zoning Ordinance is the primary means of development control in Villa Park. Adopted in 1963 and amended subsequently in 1970, Villa Park's zoning ordinance aims at promoting orderly and compatible development in the Village. As illustrated in *Figure 2*, the study area for the Station Area Plan encompasses several residential, commercial and industrial zoned districts.

The key characteristics of each zone are summarized in the *Appendix*.

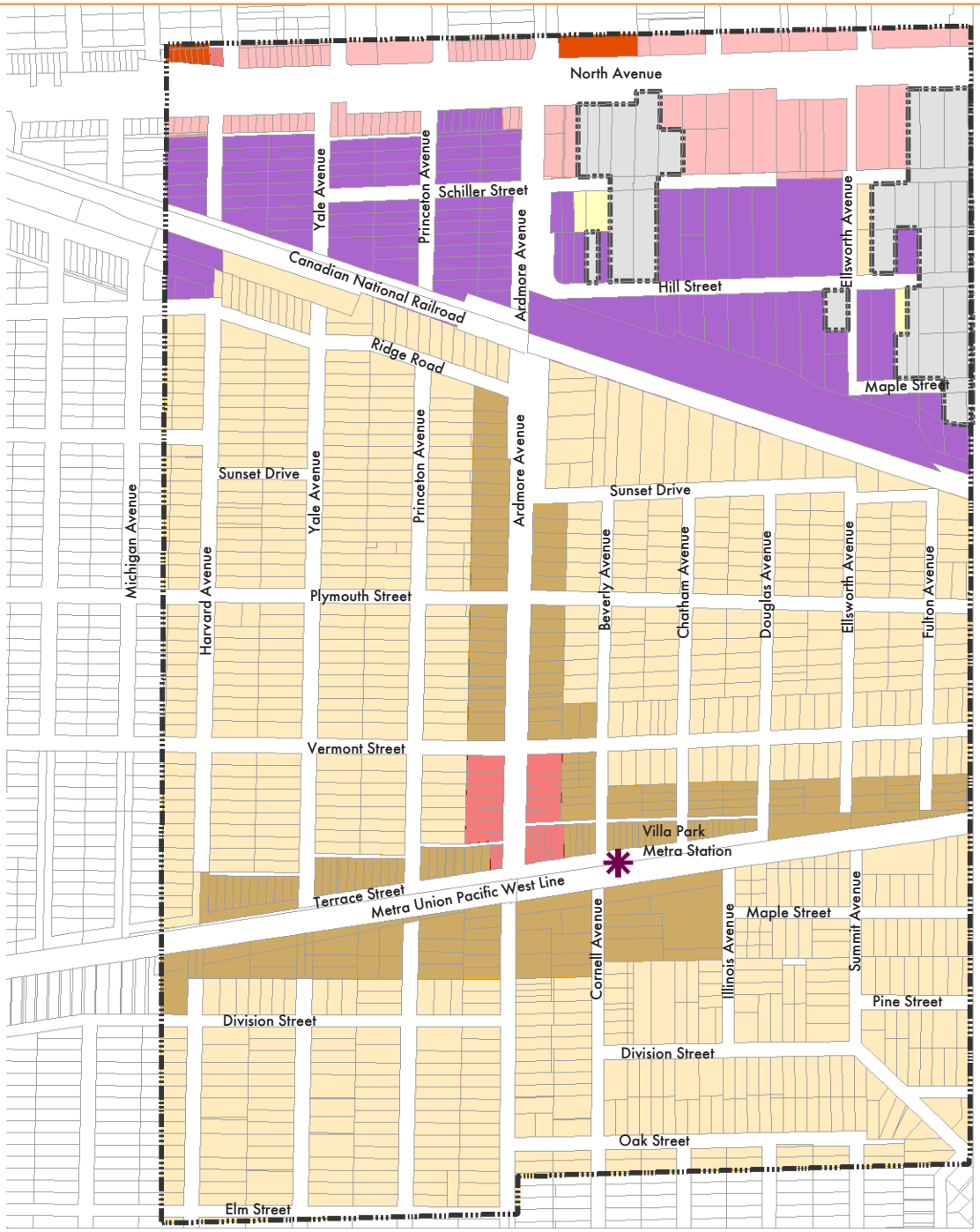
F. Tax Increment Finance (TIF) Districts

The Village of Villa Park has implemented two Tax Increment Finance (TIF) districts to date. The first TIF, the North/Ardmore TIF was put in place in February 1994, particularly for the construction of a Target store at the northeast corner of Ardmore/North Avenues. The Target store opened for business in 1995. The second TIF was designated in October 1996 for the redevelopment of a 14.4 acre site formerly occupied by the Ovaltine factory that had been abandoned in 1986. An agreement was entered in 1999 between the Village and Lincoln Property to construct rental units on the property. Construction was completed in October 2001.

The Village is currently working with a consultant for the possible designation of a third TIF to be located along the entire North Avenue Corridor.

Figure 2

Existing Zoning



Study Area Boundary

Unincorporated Areas

Zoning Districts

R-1 - Single Family (10,000 sq. ft. lot area)

R-2 - Single Family (7,500 sq. ft. lot area)

R-4 - Multi Family

C-2 - Neighborhood Business District

C-3 - Service Business District

PUD-C - Planned Unit Development, Commercial

M-1 - Light Industrial District

N

0 380 760 Feet

February 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

IV. THE PLANNING CONTEXT

A. Locational Framework

As illustrated in *Figure 3,* Villa Park is located in the almost completely "built-out" DuPage County, surrounded by the communities of Elmhurst, Addison, Lombard and Oakbrook Terrace. It is located approximately 20 miles west of downtown Chicago. Several of its neighboring communities, especially Elmhurst, are thriving retail and activity centers. Villa Park, which shares their locational advantages, is uniquely positioned to attract both residential and commercial redevelopment opportunities.

Villa Park is well connected to the rest of the region through convenient and quick access to several interstate highways, 88, 355, 290 and 294. State Highway 83, also known as the Robert Kingery Highway, provides good north-south access to the Village. North Avenue, St. Charles Road, and Roosevelt Road provide east-west access

B. Land Use and Physical Features

This section contains a summary of existing land use and other key physical features within the study area.

Existing Land Use

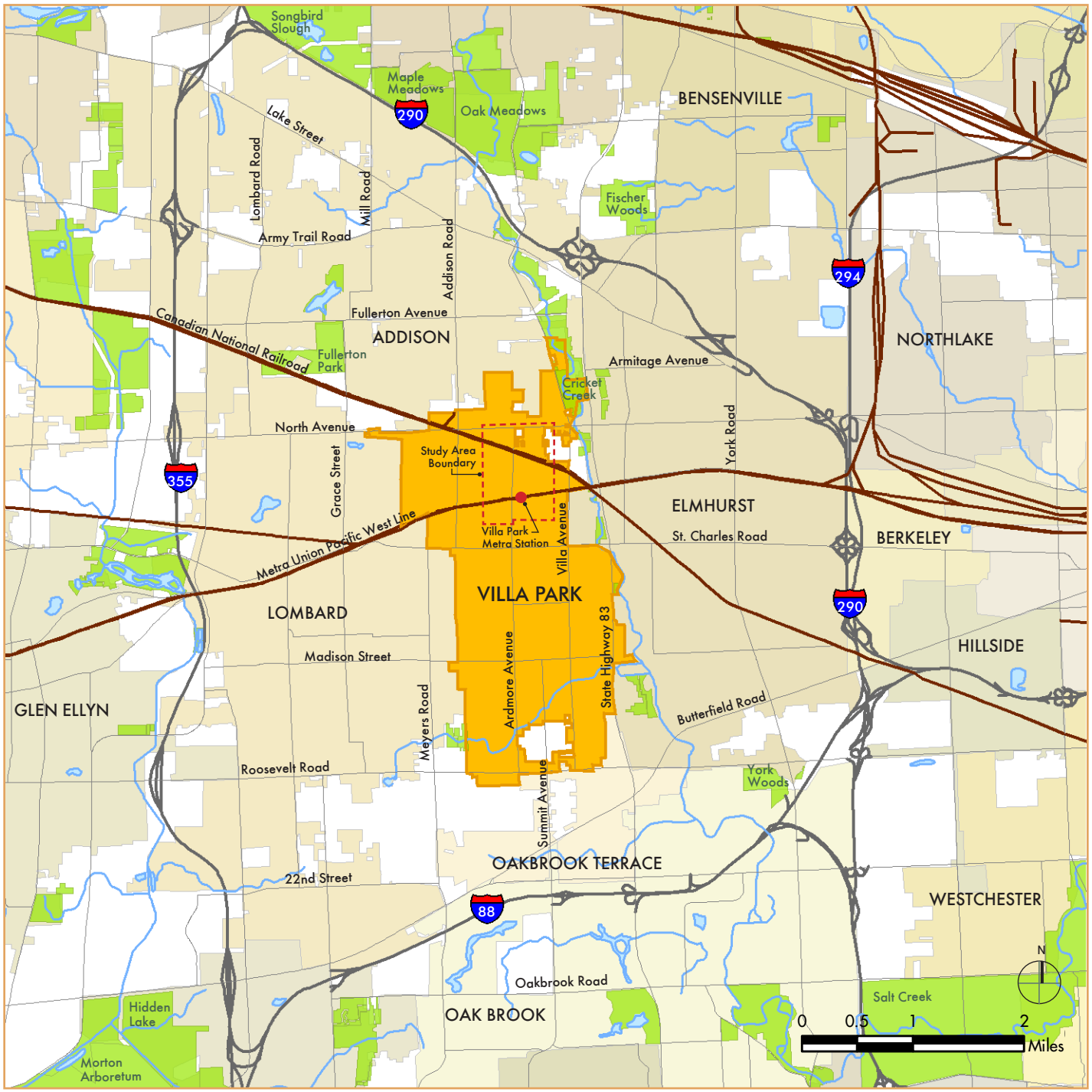
A land use inventory of the study area was completed in November 2005. Existing land use is graphically depicted in *Figure 4* and briefly described below. Table 1 provides the amount of acreage and percent of each type of land use category in the study area:

Table 1: Land Use Summary

Land Use	Area in Acres	Percent
Residential- Single Family	153.4	52.3
Residential- Duplex	13.3	4.5
Residential – Multi Family	19.7	6.7
Institutional/Public	6.0	2.0
Commercial- Ardmore Ave.	2.9	1.0
Commercial – North Avenue	42.4	14.5
Office	0.2	0.1
Light Industrial	43.4	14.8
Parks and Open Space	6.8	2.3
Parking	3.4	1.2
Vacant Lot	1.8	0.6
TOTAL	**293.3**	**100%**

Figure 3

Vicinity Map



February 2006

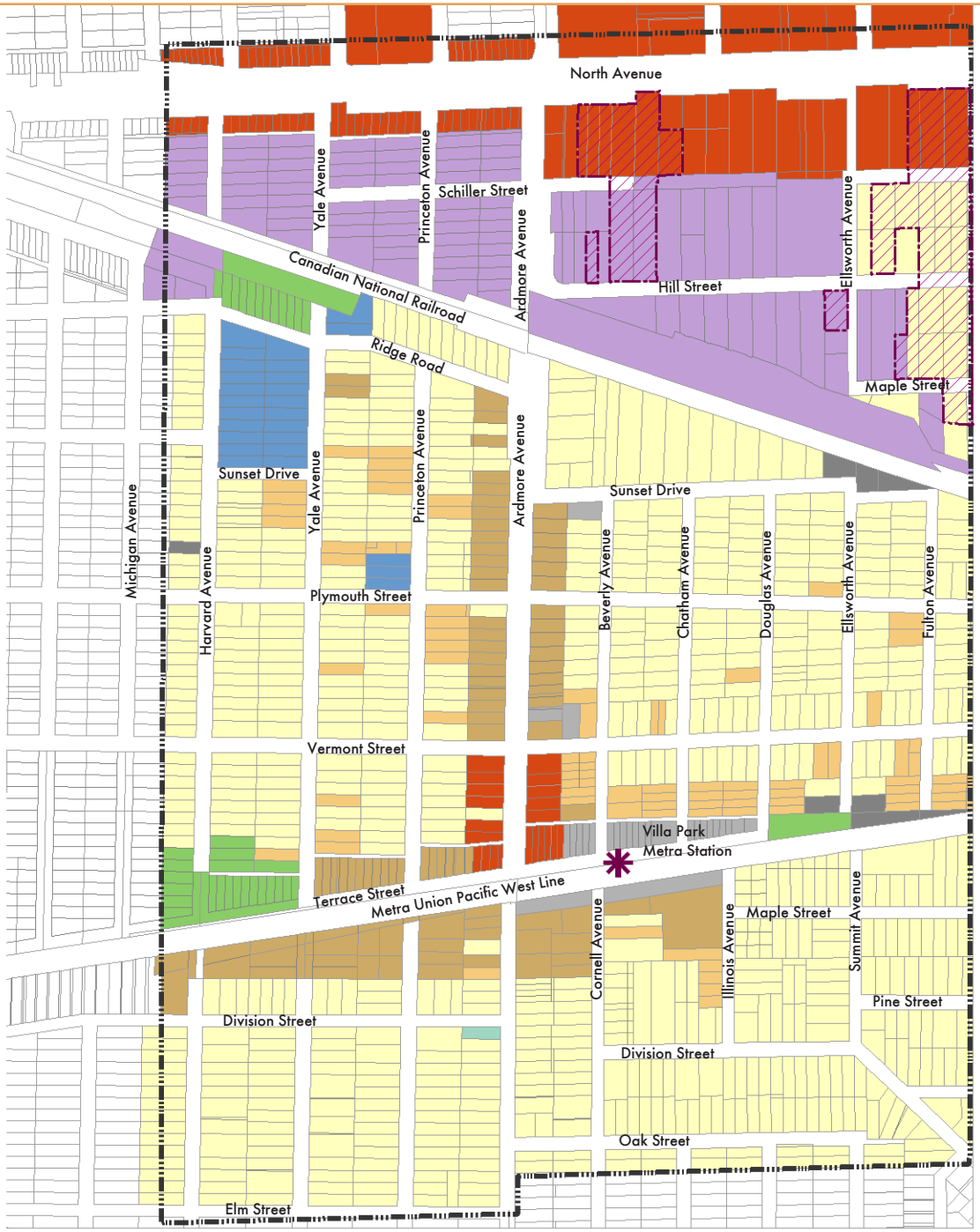
Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

Figure 4

Existing Land Use



Study Area Boundary

Unincorporated Areas

Existing Land Use

- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Institutional / Public
- Commercial
- Office
- Light Industrial
- Parks and Open Space
- Parking
- Vacant Lot

N

0 375 750 Feet

February 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

Single Family Residential - As indicated above, over half of the study area is devoted to single family residential land uses. Typical density of single family dwellings is 5 units/acre. Except along Maple Street, east of Illinois Avenue, single family residential is not located adjacent to the Metra/Union Pacific tracks. On the south side of the tracks, the study area is composed of solid blocks of single family homes. On the north side of the tracks, single family homes are interspersed with duplexes.

Duplex (two-family) Residential – This category includes duplex or townhouses which share common walls but provide dedicated ground level unit entries and garages. Duplexes are found near the train station on the north side of the tracks and interspersed with the single family neighborhood throughout the study area.

Multi-Family Residential – This category includes multi-family buildings with more than two dwelling units which may be apartments or condos. This category represents almost 7% of the land use within the Station Area. These residences, often clustered in groups of buildings, are located along Ardmore and adjacent to the tracks on both the north and south side. The majority, if not all of these buildings, are rental properties.

Institutional/Public – Property owned by the Village, including the Fire Department and a water pumping station, as well as a church and school are included in this category. Public/institutional uses make up 2% of the land uses.

Commercial – Commercial uses include businesses selling retail goods or providing services are included in this category. For purposes of this analysis, the commercial category has been separated into the amount of commercial immediately around the Station Area along Ardmore and the commercial along North Avenue on the north edge of the study area. The Ardmore commercial corridor represents 1% of the total land uses in the study area. The North Avenue commercial area represents 14.5% of the land uses.

Office – There is one office use in the study area at the corner of Division Street and Ardmore Avenue. It is a small one story building.

Light Industrial – The light industrial category is only represented in the northern portion of the study area, mainly north of the Canadian National Railroad. The industrial land use in this area represents 14.8 %.

Parks and Open Space – A portion of Jefferson Park is located in the southwest corner of the study area. Open space is also located to the north of North

Elementary School. A small tot lot is located along the tracks east of the commuter parking lot.

Parking – Commuter parking lots are located on both sides of the train tracks east of Ardmore. In addition there are a couple of parking lots which are located on parcels adjacent to multifamily complexes.

Vacant – Vacant lots are located in the eastern part of the study area adjacent to the residential area.

Environmental Features

The study area is a built environment with little open space. The area is not within a floodplain. Currently, there is a depressed area along the tracks which serves as a stormwater detention area. There is also a large open space north of North Elementary School which contains a large mound or hill. There are no known wetlands within the study area. Salt Creek is located to the east of the study area near IL Route 83.

C. Community and Park Facilities

Within the study area, there is one District 45 public school, North Elementary School, at 150 Sunset. This school serves grades Kindergarten to 5th grade. One church, Kindgom Hall of Jehovah Witnesses, is in the study area and located at 50 West Ridge Road. Villa Park Fire Station No. 2 is located at 102 West Plymouth. This facility was constructed in 1967. Immediately adjacent to the station to the north is the Villa Park water tower and a small maintenance building.

There are two park facilities located in the study area. Jefferson Park and Pool is located north of the tracks at Terrace and Harvard. The Jefferson Park and Pool facility contains ballfields, a picnic area, playground equipment, outdoor swim pool, multi-use play area, soccer fields and a skatepark. Immediately to the west of the park is the Iowa Community Center, an indoor facility hosting community events, recreational programs and activities. There is also a tot lot on Village owned property to the east of the commuter parking lot north of the station. This land is used for stormwater detention.

D. Public Transit Facilities and Services

Villa Park is served by Metra commuter rail by the Union Pacific West Line operating between the Ogilvie Transportation Center in downtown Chicago and the Village of Elburn in Kane County. The Metra/ Union Pacific West Line also serves several other communities that are located along the rail line. The Villa

Park Station is within Zone D of the Metra/Union Pacific West Line. Key features of the Metra service are highlighted below.

Metra Commuter Rail

The Villa Park Metra Station is located near the intersection of Ardmore Avenue and Terrace Street. The station depot is contemporary looking and well maintained. It was renovated within the last ten years and is in compliance with the American with Disabilities Act (ADA). The station depot is a full service depot with a ticket agent, public washrooms, and food vendor. There is one warming shelter on the inbound platform and two on the outbound platform. The Station Area also has benches, bicycle racks, and landscaping. The building is owned by Metra and leased and maintained by the Village. The property that the station is located on is owned by the Union Pacific Railroad.

Commuter parking is available near the station in surface parking lots located on both side of the railroad tracks. The parking lot on the north side of the tracks is owned and maintained by the Village. The parking lot on the south side of the tracks is owned by the Union Pacific Railroad but maintained by the Village. Parking conditions are discussed in greater detail later in the report in the section on Access, Circulation and Parking.

Metra Service

On weekdays, 22 inbound trains to Chicago stop at Villa Park between 5:30 am and 11:08 pm and 22 outbound trains from Chicago stop between 6:30 am and 1:16 am. Typically, there is a train every hour in both inbound and outbound directions with increased frequency (approximately every 20 to 30 minutes) during the morning and evening peak commute times.

Trains from Villa Park arrive in downtown Chicago at the Ogilvie train station on Madison and Canal Streets. Travel time from Villa Park to Chicago varies from 26 minutes on peak time express trains to 41 minutes on non-peak time trains that make all stops.

On weekends and holidays, trains operate on a reduced service schedule. On Saturdays, ten inbound and ten outbound trains stop at the Villa Park Metra Station. On Sundays and holidays, nine trains stop in each direction.

Metra is in the process of an Alternatives Analysis study for the proposed Core Capacity Upgrade of the Metra/Union Pacific West Line. The Core Capacity Upgrade project will allow Metra to provide more service, especially to the distant stations. Currently, express train service to stations west of Villa Park is limited by the lack of crossovers between Elmhurst and West Chicago. In

addition, the line is reduced to two tracks between River Forest and Elmhurst. In order to improve service on this line, the following improvements are being studied: 1) Adding a third main track between River Forest and Elmhurst; 2)installing crossovers between Elmhurst and West Chicago; and 3)upgrading signal systems to allow trains to operate on closer headways. The aim of these improvements is to provide the ability to operate more trains, increase the speed of service, and improve the reliability by minimizing commuter/freight conflicts. Although it is not yet known what direct impacts these improvements would have on service to Villa Park, it is expected that there may be impact on future ridership and parking projections.

Metra Ridership

According to a weekday boardings and alightings count conducted by Metra in Fall 2002, on an average weekday, a total of 914 riders board trains and 886 riders get off trains at the Villa Park Station making it the eighth busiest out of the 17 stations on the Metra/Union Pacific West Line.

As in most of the other stations in the Metra system, a majority of the riders at the Villa Park Station use Metra to get to and from their workplaces in Chicago during the morning and evening "rush hour" periods. This is evident from Table 2, which summarizes the results of the boarding counts completed by Metra in Fall 2002.

Table 2

Villa Park Metra Station: Boarding and Alighting Counts by Time of Day and Direction (Fall 2002)

Time of Weekday	Inbound (to Chicago)		Outbound (from Chicago)	
	On	Off	On	Off
AM Peak	758	10	10	5
Midday	75	7	7	88
PM Peak	32	12	13	678
Evening	17	5	2	81
Total	882	34	32	852

Source: Metra

Other ridership counts completed by Metra in the Fall of 1999, show considerably lower passenger volumes on weekends. On a Saturday, only 134 people

boarded the train and 132 people got off at the Villa Park Station. On Sunday, the numbers dropped even further with a total of 58 boardings and 57 alightings.

According to Metra data, weekday boardings at the Villa Park Station declined by 29% from 1983 to 2002 while the boardings for the entire Metra/ Union Pacific West Line increased by approximately 9%. While the overall increase in the number of boardings is probably due to increased residential growth especially near the end of the line, the decrease in ridership at Villa Park could be attributed to increasing employment opportunities within DuPage County might be reducing the need for people to commute to downtown Chicago for work.

Mode of Access

According to an Origin-Destination Survey completed by Metra in Fall of 2002, a majority of the people (79%) depended on a personal automobile or car-pool to reach the Villa Park Station.

As shown in Table 3, 56% of the people using the Villa Park Station drove alone in their cars to reach the station. 6% of the people car pooled while 17% were dropped off at the station. 20% of the people, slightly less than the system wide average of 21%, walked to the Villa Park Station and 1% biked.

Table 3
Mode of Access (Fall 2002)

Travel Mode	Villa Park Station	Overall Metra System
Drive Alone	56%	54%
Walk	20%	21%
Dropped Off	17%	14%
Car Pool	6%	4%
Bike	1%	1%

Source: Metra

Origin of Passengers

According to the Fall 2002 Origin – Destination survey conducted by Metra, a majority of the passengers (59.7%) at the Villa Park Station reside within Villa Park.

A significant 19.2% of the passengers are from Lombard located just west of Villa Park. Most of these passengers reside in eastern Lombard and are therefore closer to the Villa Park Station than the Lombard Station. Similarly, 7.4% of the passengers come from Addison, located to the north of Villa Park. Remaining passengers come from other neighboring communities as shown in Table 4.

Table 4
Villa Park Station: Origin of Passengers (Fall 2002)

Municipality	Frequency	Percent
Villa Park	491	59.7%
Lombard	158	19.2%
Addison	61	7.4%
Elmhurst	13	1.6%
Oak Brook Terrace	13	1.6%
Others	25	3.0%
Undetermined	61	7.4%
Total	822	100%

Source: Metra

Pace Bus Service

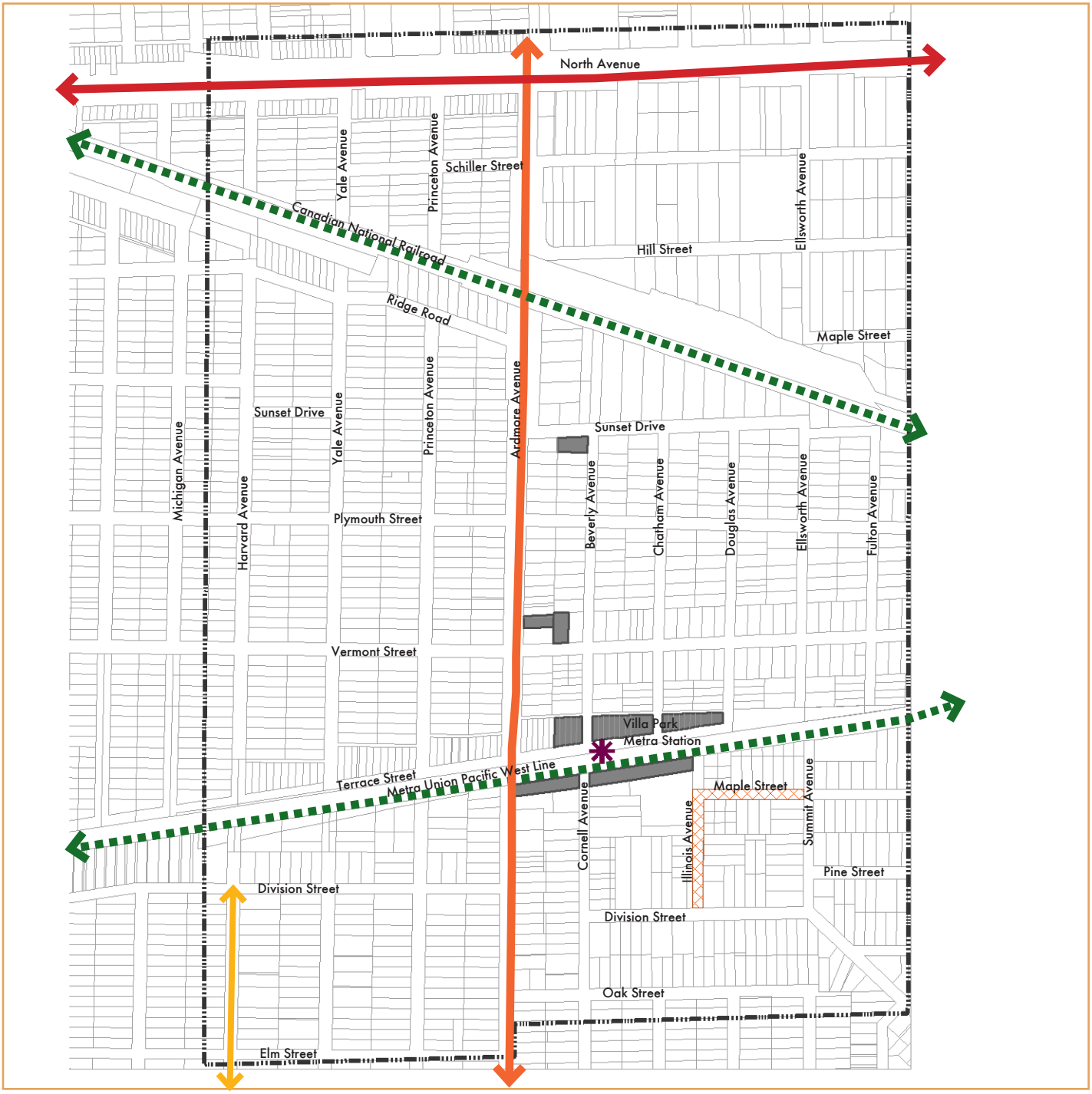
There are three Pace routes serving Villa Park. None of the routes currently serve the Villa Park Metra Station Area directly, although at one time, two routes provided service between the Village of Addison and the Villa Park Station. Route 747 DuPage Connection provides rush hour service along Roosevelt Road between the Wheaton Metra Station and the Forest Park CTA Station via Oakbook Center. Route 313 St. Charles Road provides service between Lake Street and Austin Boulevard on the Oak Park-Chicago border and Yorktown Center in Lombard. It travels through Villa Park via St. Charles Road and Villa Avenue. Route 393 Melrose Park-Addison United Parcel Service serves the UPS facility in Addison at night with one trip operating from near west suburbs including Villa Park to UPS and one trip departing back out to the near west suburbs.

E. Access, Circulation and Parking

Figure 5, Access, Circulation and Parking, illustrates existing conditions within the study area; a brief description is provided below.

Figure 5

Access, Circulation and Parking



- Study Area Boundary
- Parking
- Railroad
- Arterial Roadway
- Major Collector Roadway
- Minor Collector Roadway
- Streets without Sidewalks

N

0 375 750 Feet

February 2006

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

The Metra/Union Pacific West Line and the Canadian National Railroad run east-west through the Village with at-grade crossings at Ardmore and Villa Avenues.

North Avenue runs east-west through the Village at the north end of the study area. North Avenue is a four lane arterial roadway carrying large volumes of regional traffic. According to Illinois Department of Transportation (IDOT) traffic counts, in 2004, North Avenue carried an average daily traffic (ADT) of 52,300 vehicles for the segment through Villa Park. This traffic count was prior to the reconstruction of North Avenue from four lanes to six lanes.

Ardmore Avenue is a major collector roadway running north-south through the Village. It conveys traffic from the local residential streets to the arterial roadways. Besides Villa Avenue located east of the study area, it is the only continuous north-south roadway within Villa Park and is therefore critical for maintaining connectivity. Ardmore Avenue also serves as a primary access route to the Village from North Avenue to the north and from Roosevelt Road located south of the study area. Ardmore Avenue is lined with multi-family residential and commercial uses, therefore along with through traffic, it carries significant amount of local traffic. According to 2001 IDOT traffic counts, the section of Ardmore Avenue in Villa Park had an ADT of 8,600 vehicles.

All other roadways in the study area are local roadways providing access to adjacent uses. The only exception is a segment of Harvard Avenue south of Division Street which is classified as a minor collector roadway in the 1984 Comprehensive Plan of the Village. However, for most of the study area, Harvard Avenue functions similar to the other local roadways.

Vermont and Plymouth Streets, both located north of the railroad tracks, provide continuous east-west access within the study area.

Access to the Villa Park Metra Station

The Villa Park Metra Station is easily accessible by vehicular traffic from both north and south of the railroad tracks. Ardmore Avenue is the primary access route to the Station Area; other local streets providing access include Terrace Street on the north side and Cornell and Illinois Avenues on the south side. Egress from the station is via Beverly, Chatham, and Douglas on the north, and Cornell and Illinois on the south.

Parking

Commuter parking is available in two separate parking lots located north and south of the railroad tracks. The parking lot located north of the tracks has 321 parking spaces including eight handicapped parking spaces. 252 of these

spaces require a monthly permit for parking, 61 spaces have a daily fee for parking. There is a passenger drop off area within this parking lot next to the depot.

The south parking lot has 183 parking spaces and five additional handicapped spaces. All of these spaces are available to commuters for a daily fee.

Based on a parking utilization survey completed by Metra in May 2005, on a regular weekday, 98% of the non-restricted parking spaces in both the lots were utilized. Six out of the 13 handicapped spaces were also utilized. The existing parking supply is therefore just sufficient to meet the current demand but does not allow any flexibility to accommodate occasional riders. Metra typically prefers to have lots not over 85% utilized to allow for this. Any additional parking demand generated in the future as the Station Area redevelops will need to be accommodated through an expansion of existing or development of new facilities.

Metra has estimated the need for new parking at the three stations located in the Metra/Union Pacific West Line's Fare Zone D based on Northeastern Illinois Planning Commission (NIPC) 2030 household forecasts. It is estimated that between 250 and 300 new commuter parking spaces will need to be added by 2030 at the Villa Park Station in order to support the anticipated development and household growth in the area. This projection does not, however, take into account Metra's proposed Core Capacity Upgrade study of the Metra/Union Pacific West Line as discussed above.

Parking for commercial uses in the area is provided on-site in parking lots. On-street parking is permitted on all residential streets within the study area but limited in hours to prevent on-street commuter parking.

Pedestrian and Bike Paths

With the exception of Ardmore and North Avenues, all the roadways within the study area have relatively low traffic volumes and are mostly safe for walking and biking. Sidewalks are present throughout the study area except for segments of Illinois Avenue and Maple Street as shown in *Figure 5.* Where present, the sidewalks are generally well maintained and the streets are mostly quiet and tree-lined offering a safe pedestrian environment. Amenities like special paving, lighting and street furniture that could create an attractive pedestrian environment, are absent in the Station Area. Similarly, although there are no designated bike paths, most of the streets leading up to the Villa Park Station are safe for biking.

F. Utilities and Infrastructure

The Villa Park five year capital improvement program includes the following improvements in the study area :

- Street Maintenance Program- It is expected that in the next three to five years, Ardmore Avenue will be resurfaced and Maple Street and Pine Street will be reconstructed. Also, the Village is currently applying for funding to rehabilitate or replace the Ardmore Avenue bridge over the Canadian National Railroad.
- Sidewalk Replacement Program—This is an ongoing program for the replacement of damaged and deteriorated sidewalks throughout the Village. The Village shares the cost of replacing the sidewalk with residents, with each party paying fifty percent of the cost.
- Watermain Improvement Project (2008)-This project will occur along the Metra/Union Pacific tracks between Ardmore and Villa Avenues.

V. DEMOGRAPHICS AND MARKET OPPORTUNITY

As part of the planning process, HNTB has contracted with the Goodman Williams Group to assess demographic trends, the current and future development environment in Villa Park, and provide the market input to the Station Area Plan. This section presents a summary of the first phase of the market input work, detailing the commercial and residential markets.

A. Methodology

As part of these market overviews, Goodman Williams Group completed the following tasks in Fall 2005:

- Interviewed key downtown business owners, civic leaders, and representatives of the real estate industry to learn of their business plans and ideas for improving the Station Area.
- Analyzed current demographic and household characteristics to gain an understanding of future demand for various land uses.
- Visited retail, residential, and commercial developments in Villa Park and surrounding communities to determine their competitive market positions.

B. Summary of Findings

Villa Park is a mature suburb located about 18 miles west of downtown Chicago. The 2000 Census reported a population of 22,075 with 7,810 households. A special census in 2003 indicated that the population had increased to 22,517 and total households to 8,125. Median household income in 2005 is estimated to be $60,565, roughly comparable to incomes in Addison and certain other communities in this portion of eastern DuPage County, but lower than income levels in adjacent Elmhurst and Lombard.

The portion of the study area closest to Metra's Villa Park Station is dominated by lower-density multifamily rental housing, surface parking lots, and limited, small-scale commercial development along Ardmore. This area is not Villa Park's downtown, nor is it likely to become the commercial focal point of the community, given the extensive commercial development along Roosevelt Road, St. Charles Road, and North Avenue, as well as Villa Park's two existing business districts at Villa Avenue and Ardmore Avenue at the Prairie Path.

Development opportunities in the study area closest to the station should focus on multifamily residential development with convenience and specialty retail targeting nearby residents and commuters.

Transit-Oriented Commercial Opportunities

Opportunities for smaller-scale, neighborhood-serving retail near the train station could include restaurants, bakeries, sandwich shops, small-scale specialty food stores, gift shops, and a florist, among others. Analysis suggests that there is potential support for more than 18,000 square feet of retail space that could be accommodated in 10 to 12 storefronts on both sides of Ardmore Avenue and perhaps adjacent streets.

In addition to this retail potential, demand for professional and personal services could add another 5,000 to 7,000 square feet of space in the Study Area if new residential projects were developed in the study area and ample, convenient parking were available. Tenants might include dry cleaners, salons, shipping franchises, and offices for business and professional service firms. Thus, approximately 20,000 to 25,000 square feet of new commercial space could be accommodated over time in ground-floor storefronts in the study area if appropriate sites were identified.

Residential Development Opportunities

The study area in Villa Park is an appropriate location for new condominium development. Throughout metropolitan Chicago, new multifamily projects built near commuter train stations have met with strong market acceptance. Villa Park offers nearby retail and recreational amenities, and is close to the expressway system and major employment centers. Lincoln@Ovaltine Court has demonstrated the willingness of households to pay relatively high monthly housing costs to live in a multifamily development in Villa Park.

For new multifamily developments to be successful in the study area, however, they will have to be carefully planned to target a market that includes primarily younger buyers who are relatively price-sensitive. Smaller units with carefully designed amenities should be well represented in the mix. Over the next 10 years, it is likely that a number of for-sale projects can be developed within the study area along Ardmore and on the adjacent side streets if appropriate sites can be identified and made available. Over a ten-year period, it is reasonable to conclude that this market could support a total of 100 to 120 new units above what currently exists in the station area.

Mixed-use developments with ground floor commercial spaces and several floors of residential above can provide the critical mass of people and activity to strengthen this part of Villa Park. Redevelopment in the study area must be viewed in the context of the larger community, particularly the commercial redevelopment efforts on North Avenue and the plans for the Villa Avenue and Ardmore Avenue Business Districts.

VI. PLANNING OPPORTUNITIES

The following highlight several key findings or thoughts on the study area that have the potential to define the future physical attributes of the study area. These opportunities are based on field visits, data, community input, and the market assessment report collected as part of the inventory and analysis phase.

- The Villa Park Commuter Station will serve as area key catalyst for future redevelopment. Ensuring adequate facilities at the station will help ensure successful transit- oriented development in the future.
- The market assessment indicates the potential for additional condominium development in Villa Park. Higher density condominiums may be most appropriate within walking distance to transit services.
- Because the market assessment has shown a smaller amount of demand for future commercial development, and given the other competing commercial areas in Villa Park (i.e. Ardmore/Prairie Path, Villa Avenue/Prairie Path, North Avenue, St. Charles Road, and Roosevelt Road), it is not expected that the Station Area will have a significant concentration of commercial uses in the future.
- Assuming TOD principals, it would be most appropriate to establish mixed use developments consisting of commercial uses on the first floor with higher density residential uses above the first floor.
- The Odeum Sports and Expo Center serves as an entertainment use in Villa Park. Providing service links between the Metra Station and the Odeum could help enhance ridership and provide a "captive" audience for services around the station.
- It is likely that redevelopment in the Station Area will have a positive impact on the view of the railroad corridor while onboard the Metra trains.
- Additional improvement in the North Avenue corridor including changes to existing land uses, streetscape improvements and the Ardmore Avenue gateway will help establish a stronger and positive visual image for Villa Park's north entryway.
- The Economic Development Strategic Action Plan, the Villa Park Business Districts Master Plan, and the North Avenue Corridor Plan provide clear and concise guidelines on physical and economic improvements throughout the Village. It is appropriate to utilize those findings that are applicable to the study area in order to generate a focused and comprehensive redevelopment strategy for the Station Area.
- Villa Park's prime location within the Chicago region, including proximity to employment and commercial uses via interstates, arterial roadways and public transit, make it a prime target for future redevelopment opportunities.

VII. NEXT STEPS

After review and discussion of the contents of this memorandum, the Project Team will conduct a Vision Workshop that is open to the public. This Vision Workshop or "charrette" will provide a hands-on opportunity for citizens to formulate a vision for the area as well as identify specific development, conservation, and improvement potentials for the study area.

After the completion of the Inventory and Analysis Memorandum, the next phase of the study will be to prepare a preferred concept plan for the Station Area. The plan will illustrate overall solutions to land use planning, redevelopment, transportation and other facilities. Final steps will include the development of the Villa Park Station Area Plan with design guidelines and implementation strategies.

APPENDIX

STEERING COMMITTEE COMMENTS

Most Important Issues

- Lack of businesses
- No real plan
- Traffic problems between North Avenue and St. Charles Road
- Study area dominated by older rental properties with no amenities
- Lack of Pace bus service to Metra Station
- Lack of coordination between Pace and Metra services
- Need for vanpooling from Metra Station to employers/attractions
- Deteriorated multi family housing stock
- Image of Villa Park
- Traffic goes "through" not "to" Villa Park
- Lack of re-investment in properties around station
- Old, inadequate infrastructure
- Bad view from train along railroad corridor
- Need a downtown environment in the area south of the tracks
- Bad physical environment-no landscaping or streetscape, dilapidated buildings
- Parking issues (e.g. commuter parking is 98% occupied)

Improvements Identified for Train Station Area

- Infrastructure upgrades
- Redevelopment of auto service site
- Redevelopment of both sides of Ardmore
- Need for high end condominium developments
- Need to rezone south side of tracks to accommodate mixed use development

Primary Assets of Village and Station Area

- A real sense of community/Attractive community
- Location/easy access
- Potential to create new downtown at train station area
- Convenience
- Community amenities
- Natural borders
- Odeum Sports and Expo Center
- Low parking rates at station
- Affordable housing
- Close to major shopping centers (Oakbrook, Yorktown, etc.)
- Opportunity to be on the forefront of redevelopment
- Train service

- Villa Park is surrounded by higher income communities
- Proximity to existing retail on St. Charles Road
- Prairie Path

List of Key Person Interview Participants

1) Robin Whitehurst, Planning and Zoning Commission
2) Eric Mainz, Economic Development Commission
3) Ken Fabri, White Hen
4) Phil Greco, Odeum Sports and Expo Center
5) Rhonda Hartman, Chamber of Commerce
6) Brian Byrne, Lincoln Properties
7) Randy Stob, Realtor
8) Vydas Juskelis, Director of Public Works
9) Bob Niemann, Village Manager
10) Joyce Stupegia, Village President
11) John Payne, Police Chief
12) John Vargas, Village Trustee
13) Valerie Dehner, Director of Community Development

Key Person Comments

Assets and Advantages

- Excellent location
- Two regional bike paths (Prairie Path and Great Western Trail)
- Affordable housing stock
- Quaint, small town atmosphere
- Historical museum attracts visitors
- Very involved residents

Weaknesses and Challenges

- Need for better quality housing stock in station area
- Lower income residents can't afford better quality housing
- Bad view of Village from the train
- Perception of differences between the north side and the south side of the Village
- Perception of crime in study area
- Condition of existing commercial buildings, particularly auto service station

What businesses are needed in the study area?

- New retail hard to define, would compete with the Village's two "downtown" areas
- Businesses that would cater to foot traffic
- Mixed use buildings (retail on first floor/residential on upper floors)
- Small grocery store
- Starbucks (or other) coffee shop
- Specialty retail
- Entertainment related (e.g. theater)

- Restaurants and pubs
- Bakery
- Big box development in light industrial area south of North Avenue
- Appropriate retail for different cultures
- Sports complex
- Daycare

What public improvements are needed in the area?

- Streetscape (e.g. small town feel)
- Infrastructure including stormwater detention areas for any redevelopment
- Water main improvements (fire protection) for new commercial development
- No sewers in unincorporated area south of North Avenue, east of Ardmore
- Sewer improvements needed in area south of North Avenue, west of Ardmore
- Combined sewer in areas south of the Metra/Union Pacific tracks

What types of housing are needed in the area?

- Need a mix of housing type and quality of housing stock
- Higher density residential (condominium buildings)
- Housing to allow seniors/empty nesters to stay in town
- Higher end residential

What are transportation/access/roadway issues?

- Not enough express trains/need to improve commuter rail service
- Pace bus does not serve the train station
- Pace bus does not serve the Ovaltine apartment complex
- Ardmore was reduced to one lane in each direction and now backs up with traffic
- Freight train traffic is a problem
- No public transportation to the Odeum Sports and Expo Center
- Roadway circulation problems—too much traffic on Ardmore Avenue
- Circulation within Metra parking lots and egress into residential areas
- Parking restrictions on residential streets near Metra Station are problematic for residents
- Need for overpass or underpass under tracks
- Underpass or overpass not appropriate for Ardmore Avenue; would negatively impact the area
- A lot of streets need rehabbing
- Station is in good shape but not architecturally exciting

Other Issues/General Comments

- TIF will be established on North Avenue
- Odeum Sports and Expo Center attracts 2 million visitors a year
- Need to tie in the retail in station area with retail in other parts of the Village
- The existing two "downtowns" could serve as more of a cultural/entertainment area
- Need to update/renovate some of the existing multifamily buildings in study area
- Need to redevelop/improve corner of North and Ardmore—current location of junkyard, dilapidated motel, and Public Works salt dome—gateway into Villa Park
- Potential to annex unincorporated area south of North Avenue
- Redevelop study area as the new "downtown"
- Need to create a new branding, new logo for the Village

Development Controls Ordinance Summary

R-1 – Single Family Residential

- This district, with a minimum lot area of 10,000 square feet, is intended to serve as a transition zone between less dense residential areas and the denser, older neighborhoods within the Village.
- Permitted uses include single family dwellings and accessory buildings, group homes and farming.
- To promote visual diversity, "anti-monotony" standards are enforced regulating front elevations of single family residences on adjacent lots.
- This zoning designation has been generally reserved for areas with similar actual lot characteristics to maintain their development character in the future. Within the study area, only a few parcels north of the Canadian National Railroad are zoned R-1.

R-2 – Single Family Residential

- The R-2 zone with a minimum lot size of 7,500 square feet is intended to preserve the character of the older single family neighborhoods that were established before the zoning code was adopted.
- The R-2 designation is mostly limited to areas that are developed or subdivided with similar lot characteristics and to the few vacant tracts available for development.
- Permitted uses include single family dwellings and accessory buildings, and group homes.
- "Anti-monotony" standards similar to the R1 district are enforced here as well.
- Most of the single family neighborhoods in the study area are zoned R-2.

R-4 – Multi Family Residence District

- Permitted uses in this district include multi family residences and accessory buildings, and group homes.
- Minimum lot size is 9,000 square feet; additional lot area requirements are based on number of dwelling units in the building.
- The maximum lot coverage is 40% and the maximum permissible building height is 35 feet.
- Two off-street parking spaces are required for each dwelling unit in the building.
- R-4 zoning is located along both sides of the railroad tracks and along Ardmore Avenue.

C-2 – Neighborhood Business District

- This district includes retail and service uses necessary to meet the primary shopping needs of the neighborhood. For example, drugstores, laundromats, food stores, restaurants, banks and medical clinics are all permitted uses.
- Significantly, residences are permitted on higher floors above ground level commercial.
- Drive –in restaurants and parking lots not associated with a use are permitted as conditional uses.
- Maximum permissible height is 45 feet which can potentially accommodate a four story building.
- Building to the lot line is not permitted. The minimum required setback is seven feet and the maximum is 20 feet or the existing front-yard line on the block.
- Off-street parking requirement varies depending on the type and size of use.
- C-2 zoning is located in the Ardmore commercial area.

C-3 – Service Business District

- This district includes retail and service uses that are generally not compatible with residential areas and tend to be auto-oriented. Examples include wholesale showrooms, nurseries, hotels and motels. All the uses permissible in zone C-2 are permitted in C-3 as well.
- Maximum permissible height is 40 feet or three stories.
- Minimum front-yard setbacks are 30 feet; the maximum setback is 40 feet.
- Wherever C-3 zone abuts a residential district, side yards with buffers are required.
- C-3 is located along North Avenue.

M-1 – Light Industrial District

- This district includes low intensity industrial and associated commercial uses. Permitted uses include manufacturing units in compliance with the standards, self-service storage facilities, research laboratories and some adult entertainment uses. Hotels and motels and building material yards are permitted as conditional uses.
- Minimum lot size in this district is restricted to 15,000 square feet; maximum allowable ground coverage is 50%.
- Maximum permissible height is 35 feet; for structures within 200 feet of residential uses it is reduced to 25 feet.
- For M-1 zoned lots within 40 feet of residences, screening is required on the sides facing the residential area.
- M-1 is located on the northern edge of the study area.

Planned Unit Development (PUD) – Commercial

- Within the study area, some parcels north of North Avenue are part of a commercial planned unit development.
- While permitted uses remain the same as those in the commercial districts of this zoning ordinance, PUD allows greater flexibility in height and bulk requirements in order to create a high quality development with better site planning.
- The zoning ordinance outlines detailed criteria for PUDs; all PUD plans have to be reviewed and passed by the Plan Commission before they can be approved.

STATION AREA MARKET ASSESSMENT

VILLAGE OF VILLA PARK

Prepared in Conjunction with
The Villa Park Station Area Plan

January 2006

By
GOODMAN WILLIAMS GROUP
Chicago, Illinois

TABLE OF CONTENTS

ADDENDA

I. INTRODUCTION AND CONCLUSIONS

Background to the Assignment

HNTB has been retained by the Village of Villa Park to develop a plan for the area around the Villa Park Station on Metra's Union Pacific West (UP-W) Line at Ardmore Avenue and Terrace Street. As part of this planning process, HNTB has contracted with Goodman Williams Group to assess the current and future development environment in Villa Park and provide the market input to the station area plan. This report presents the results of the first phase of our work: overviews of the commercial and residential markets.

Methodology

As part of these market overviews, Goodman Williams Group completed the following tasks in Fall 2005:

- Interviewed key downtown business owners, civic leaders, and representatives of the real estate industry to learn of their business plans and ideas for improving the station area.
- Analyzed current demographic and household characteristics to gain an understanding of future demand for various land uses.
- Visited retail, residential, and commercial developments in Villa Park and surrounding communities to determine their competitive market positions.

Summary of Findings

Villa Park is a mature suburb located about 18 miles west of downtown Chicago. The 2000 Census reported a population of 22,075 with 7,810 households. Median household income in 2005 is estimated to be $60,565, roughly comparable to incomes in Addison and certain other communities in this portion of eastern DuPage County, but lower than income levels in adjacent Elmhurst and Lombard.

The portion of the Study Area closest to Metra's Villa Park Station is dominated by lower-density multifamily rental housing, surface parking lots, and limited, small-scale commercial development along Ardmore. This area is not Villa Park's downtown, nor is it likely to become the commercial focal point of the community, given the extensive commercial development along Roosevelt Road, St. Charles Road, and North Avenue, as well as Villa Park's two existing business districts at Villa Avenue and Ardmore Avenue at the Prairie Path.

Development opportunities in the Study Area closest to the station should focus on multifamily residential development with convenience and specialty retail targeting nearby residents and commuters.

Transit-Oriented Commercial Opportunities.

Opportunities for smaller-scale, neighborhood-serving retail near the train station could include restaurants, bakeries, sandwich shops, small-scale specialty food stores, gift shops, and a florist, among others. Our analysis suggests that there is potential support for more than 18,000 square feet of retail space that could be accommodated in 10 to 12 storefronts on both sides of Ardmore Avenue and perhaps adjacent streets.

In addition to this retail potential, demand for professional and personal services could add another 5,000 to 7,000 square feet of space in the Study Area if new residential projects were developed in the Study Area and ample, convenient parking were available. Tenants might include dry cleaners, salons, shipping franchises, and offices for business and professional service firms. Thus, we estimate that a total of 20,000 to 25,000 square feet of new commercial space could be accommodated over time in ground-floor storefronts in the Study Area if appropriate sites were identified.

Residential Development Opportunities.

The Study Area in Villa Park is an appropriate location for new condominium development. In downtowns throughout metropolitan Chicago, new multifamily projects built near commuter train stations have met with strong market acceptance. Villa Park offers nearby retail and recreational amenities, and is close to the expressway system and major employment centers. Lincoln@Ovaltine Court has demonstrated the willingness of households to pay relatively high monthly housing costs to live in a multifamily development in Villa Park.

For new multifamily developments to be successful in the Study Area, however, they will have to be carefully planned and target a market that includes primarily younger buyers who are relatively price-sensitive. Smaller units with carefully designed amenities should be well represented in the mix. Over the next 10 years, it is likely that a number of for-sale projects can be developed within the Study Area along Ardmore and on the adjacent side streets if appropriate sites can be identified and made available. Over a ten-year period, it is reasonable to conclude that this market could support a total of 100 to 120 new units.

Mixed-use developments with ground floor commercial spaces and several floors of residential above can provide the critical mass of people and activity to strengthen this part of Villa Park. Redevelopment in the Study Area must be viewed in the context of the larger community, particularly the commercial redevelopment efforts on North Avenue and the plans for the Villa Avenue and Ardmore Avenue Business Districts.

Figure 1. Location Map

Scan/US, Inc.

Map produced by Goodman Williams Group

12/05/05

II. SOCIOECONOMIC ANALYSIS

Location Characteristics

Villa Park is located in the geographic heart of the Chicago metropolitan area and enjoys excellent access to the regional transportation network. The village is situated 18 miles west of downtown Chicago between Elmhurst on the east, Lombard on the west, Addison on the north, and Oakbrook Terrace on the south. (See Figure 1.) The Tri-State Tollway (I-294), the East-West Tollway (I-88), the North-South Tollway (I-355), and I-290 circumscribe Villa Park with access available to each approximately three miles from the center of the village. The Union Pacific West Line (UP-W) connects Villa Park to Chicago's Ogilvie Transportation Center at Madison Street and Canal Street as the eastern terminus and Elburn as the western terminus. O'Hare International Airport is approximately eight miles northeast of the center of Villa Park.

The major commercial arteries through Villa Park are Roosevelt Road (Illinois State Highway 38) at the south end of Villa Park and North Avenue (Illinois State Highway 64) at the north end of Villa Park. Illinois State Highway 83 runs along the east border of the village. St. Charles Road, which runs east/west through the center of the community, is a lesser commercial arterial that is perceived to divide the community into "north" and "south" Villa Park.

Development Context

Villa Park has a number of unique features that have helped to shape its land use and development patterns over time. These features, described below, should be viewed as community assets that have the potential to raise the visibility and appeal of this community.

- The village has two small-scale "downtowns" that developed around stations on the Chicago, Aurora, & Elgin Railroad right-of-way. They are now referred to as the Ardmore Avenue Business District and the Villa Avenue Business District. In the 1960's the discontinued railway was converted into a recreational nature trail through the western suburbs, now known as the Prairie Path.

- A second trail, the Great Western Trail, is located within the right-of-way of the former Chicago and Great Western Railroad. This 12-mile trail converges with the Illinois Prairie Path at Villa Avenue. Both trails are well used by cyclists and pedestrians from throughout eastern DuPage County.

- At the terminus of the Great Western Trail at Villa Avenue, a former Ovaltine factory has been converted to residential use. In 2001 Lincoln Property Company redeveloped the site into 344 rental apartments and 6 ground-floor commercial spaces.

- One other rail line traverses Villa Park and affects land use patterns in the Study Area. The Canadian National Railroad freight line runs between the Union Pacific West Line and North Avenue. Industrial uses predominate to the north of this freight line.

- Villa Park is also home to The Odeum Sports & Expo Center. This 130,000-square-foot facility hosts concerts, sporting events, large corporate dinners, banquets, meetings, and exhibitions. The 15-acre site is located in the far northeast corner of Villa Park, at Villa Avenue north of Armitage.

  The Odeum attracts more than 2 million visitors on an annual basis. One third of its business is from the Odeum Indoor Soccer League. Other groups using the facility include the Lyons Township dog training club, the Champion Spirit Group, the Texas Guitar Show, and the Honda Civic Ride and Drive. Currently, there is no transportation link between the Villa Park Metra Station and the Odeum.

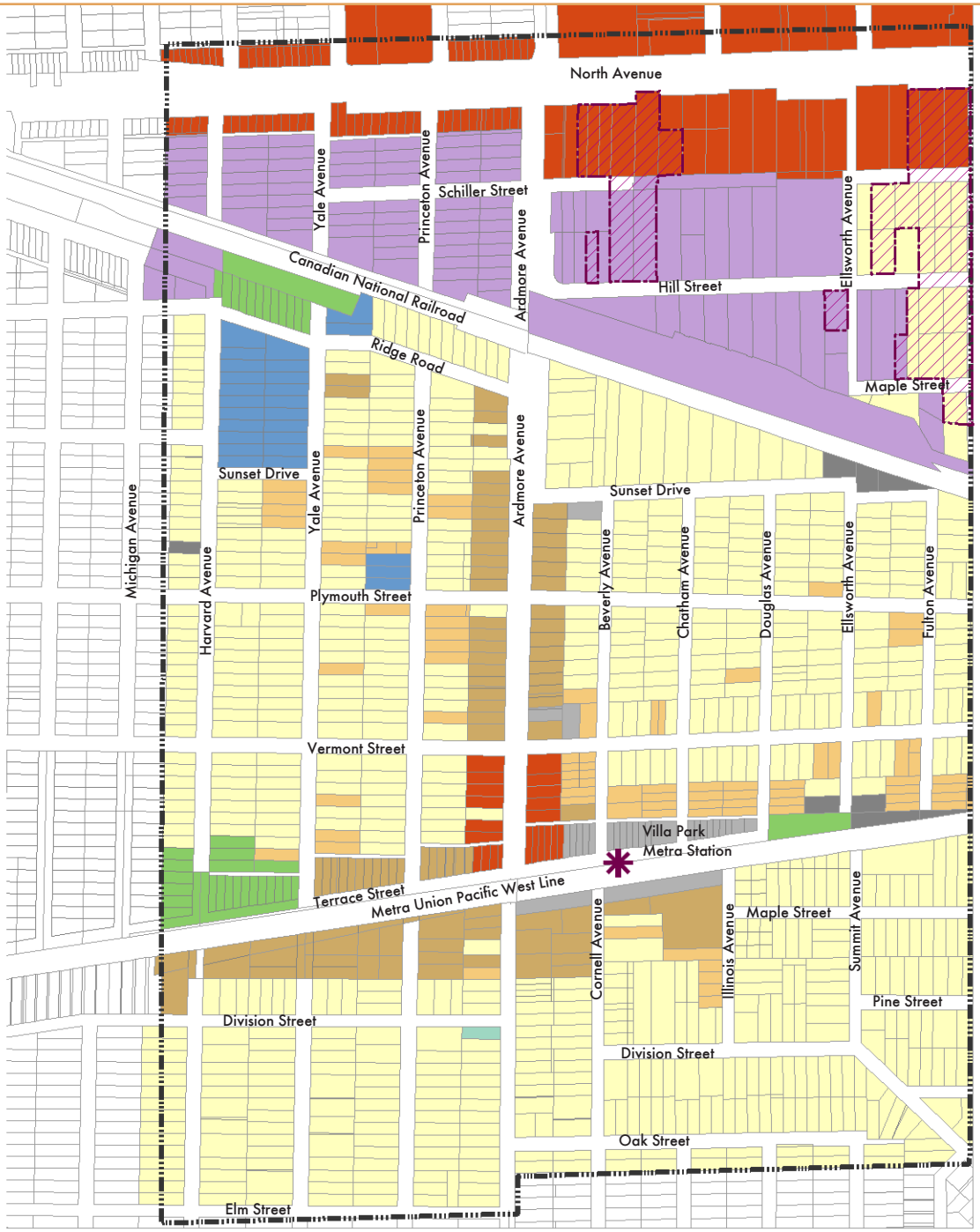
Description of the Study Area

The Study Area extends north from the Villa Park Station to North Avenue, east to Fulton Avenue, south to Elm Street, and west to Harvard Avenue. (See Figure 2.) The current land uses adjacent to the Metra/Union Pacific West Line include commuter parking lots, small strip shopping centers north of the Metra line on Ardmore Avenue and multi-family rental buildings to the south of the station.

Further from the station, the development is predominantly single-family homes with some duplex units. Three public parks serve area residents. The northern portion of the Study Area includes the industrial uses adjacent to the Canadian National Railroad and the commercial uses lining both sides of North Avenue.

Figure 2

Existing Land Use



Study Area Boundary

Unincorporated Areas

Existing Land Use

- Residential - Single Family
- Residential - Duplex
- Residential - Multi-Family
- Institutional
- Commercial
- Office
- Light Industrial
- Park land
- Parking
- Vacant Lot

N

0 375 750 Feet

DRAFT

December 2005

Station Area Plan
Village of Villa Park, Illinois

Regional Transportation Authority

HNTB

Population Trends

Villa Park is a mature residential community that grew rapidly in the decades following World War II. With limited additional land for residential development, there has been little growth since the 1970s. The 2000 Census reports a population of 22,075, a decline of 0.8% from the 1990 total. (See Table 1.) This population decrease was accompanied by a 2.6% decrease in the number of households, from 8,018 in 1990 to 7,810 in 2000.

While Villa Park was experiencing a modest population decline during the period from 1990 to 2000, the surrounding communities saw an increase in their population and number of households. New multifamily residential developments in these communities contributed to these increases.

According to the Northeastern Illinois Planning Commission's projections, Villa Park's population is expected to grow 4.1% by the year 2030. This increase is less than the projections for all of the surrounding communities except for Elmhurst.

Table 1. POPULATION AND HOUSEHOLD TRENDS

	1990 Population	2000 Population	% Change	2030 Projection	Projected Growth 2000-2030	% Change
Villa Park	**22,253**	**22,075**	**-0.8%**	**22,991**	**916**	**4.1%**
Elmhurst	42,029	42,762	1.7%	43,075	313	0.7%
Oakbrook Terrace	1,907	2,300	20.6%	4,447	2,147	93.4%
Lombard	39,408	42,322	7.4%	50,618	8,296	19.6%
Addison	32,058	35,914	12.0%	38,561	2,647	7.4%

	1990 Households	2000 Households	% Change	2030 Projection	Projected Growth 2000-2030	% Change
Villa Park	**8,018**	**7,810**	**-2.6%**	**8,201**	**391**	**5.0%**
Elmhurst	15,135	15,627	3.3%	15,809	182	1.2%
Oakbrook Terrace	789	1,198	51.8%	1,832	634	52.9%
Lombard	15,046	16,487	9.6%	20,527	4,040	24.5%
Addison	10,722	11,649	8.7%	12,876	1,227	10.5%

Source: U.S. Census and Northeastern Illinois Planning Commission for projections.

Demographic Characteristics

Table 2 presents 2005 estimates of selected demographic characteristics for the Village of Villa Park and DuPage County. According to these estimates, the population of Villa Park is 86.7% white. An estimated 16.2% of the population identify themselves as Hispanic. Close to three quarters of the households in Villa Park (73.2%) are family households and 29.5% of households are married couple families with children.

Villa Park has 8,061 occupied housing units, 77.0% of which are owner-occupied and 23.0% of which are renter occupied. These proportions are in line with those of DuPage County. The average household size in Villa Park is 2.8 and the median household income is $60,565. The median age in Villa Park is 36.4. A graph in the Addenda (Figure A-1) compares the population distribution by age in 1990 and 2000.

Most of these demographic characteristics of the Villa Park population are comparable to those of DuPage County residents. Two characteristics, however, stand out. In comparison to the county estimates, Villa Park has a larger percentage of Hispanics and a significantly lower median household income.

Table 2. SELECT DEMOGRAPHIC AND HOUSEHOLD CHARACTERISTICS
2005 ESTIMATES

	Village of Villa Park		DuPage County	
	Number	Percent	Number	Percent
Population	22,870	100.0%	932,882	100.0%
Hispanic or Latino	3,694	16.2%	105,405	11.3%
Race (partial list)				
White alone	19,826	86.7%	746,929	80.1%
Black or African-American alone	485	2.1%	34,511	3.7%
Asian alone	943	4.1%	92,534	9.9%
Households	8,061	100.0%	337,226	100.0%
Family Households	5,902	73.2%	241,166	71.5%
Married-Couple Family, own children	2,382	29.5%	106,069	31.5%
Occupied Housing Units	8,061	100.0%	337,226	100.0%
Owner Occupied	6,208	77.0%	257,336	76.3%
Renter Occupied	1,853	23.0%	79,890	23.7%
Average Household Size	2.8		2.7	
Median Household Income	$60,565		$89,136	
Median Age	36.4		36.6	

Sources: Claritas

Household Incomes

The median household income in Villa Park in 2005 is estimated to be $60,565. This figure is $28,571 less than the comparable estimate of $89,136 for DuPage County. Table 3 shows the estimated number of Villa Park households at various income levels.

Table 3. 2005 ESTIMATED HOUSEHOLD INCOMES
VILLA PARK

	Households	Percent
Less than $15,000	458	5.7%
$15,000 to $24,999	684	8.5%
$25,000 to $34,999	805	10.0%
$35,000 to $49,999	1,243	15.4%
$50,000 to $74,999	1,989	24.7%
$75,000 to $99,999	1,447	18.0%
$100,000 to $149,999	1050	13.0%
$150,000 to $249,999	341	4.2%
$250,000 to $499,999	40	0.5%
$500,000 or more	4	0.0%
Total	8,061	100.0%
Median household income		$60,565

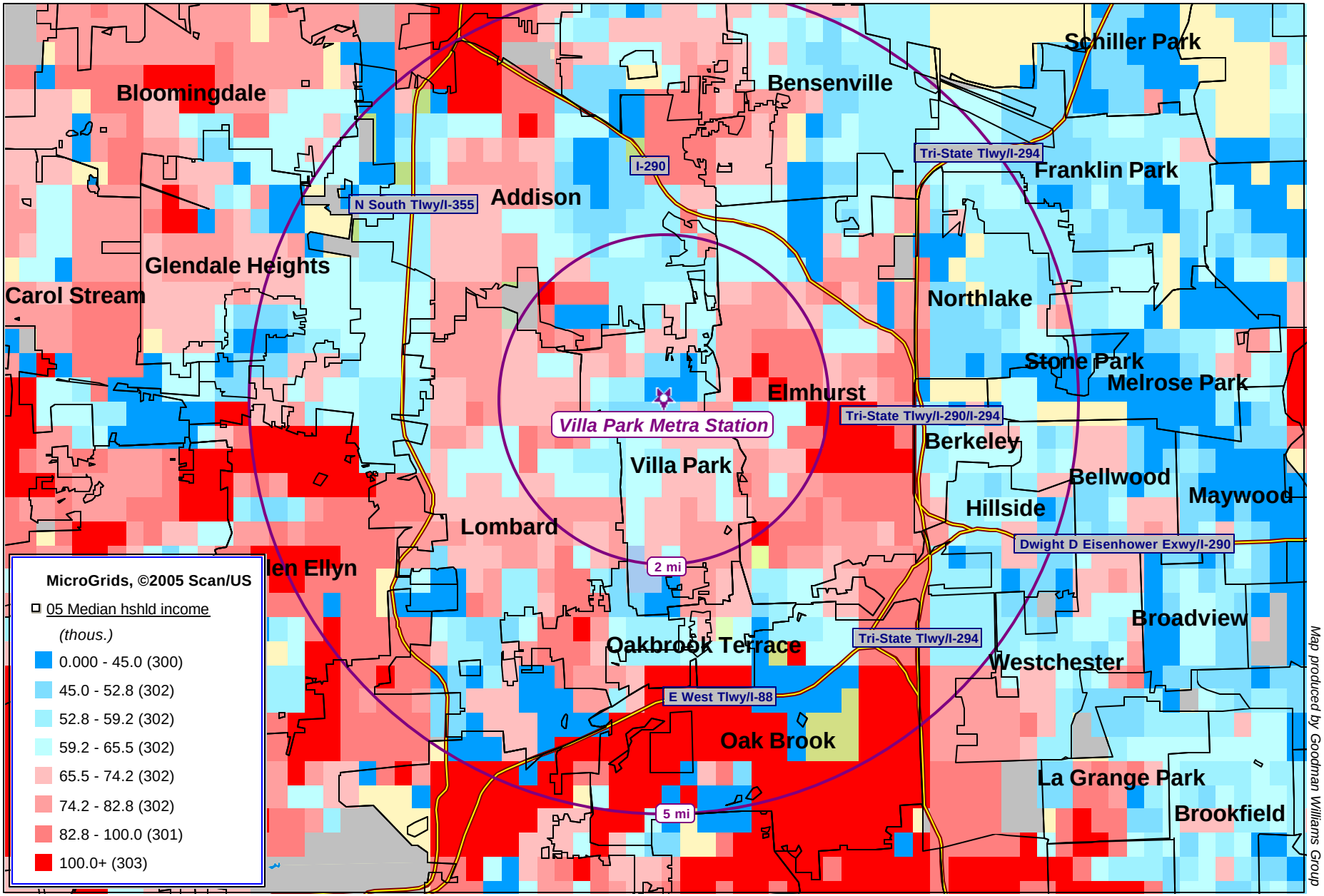
Source: Claritas

Figure 3 shows median household incomes within a five-mile radius of the Villa Park Metra Station. The red color indicates locations with higher household incomes and the blue area indicate lower household incomes. Elmhurst and Oak Brook are more affluent than Villa Park, while Addison, Lombard and Oakbrook Terrace have more comparable income levels.

As shown in the map labeled Figure 4, the lowest income households in Villa Park are located directly adjacent to the Metra Station. Income levels south of St. Charles Road tend to be higher than those located in the northern half of the community.

Figure 2. Median Household Incomes Map

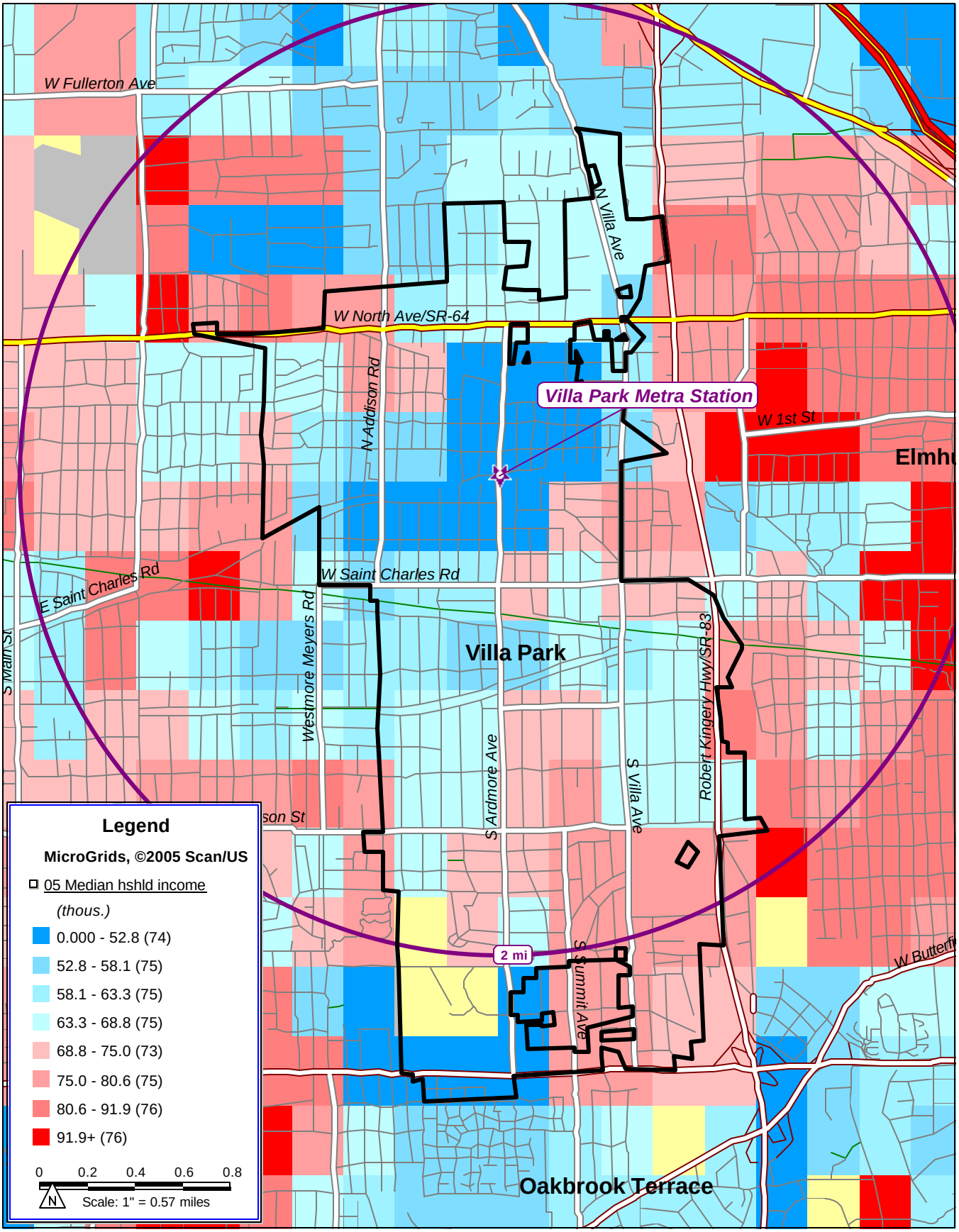
Scan/US, Inc.



Map produced by Goodman Williams Group

12/05/05

Figure 4. Villa Park Median Household Incomes



Map produced by Goodman Williams Group

Scan/US, Inc. 12/05/05

Area Employment

Villa Park does not have a large employment base. The Illinois Department of Employment Security reports a total of 9,025 private-sector jobs in the community in 2004, up from 8,650 in 2002. As shown in Table 4, the largest single employment category in Villa Park is retail trade, with close to 20% of the private sector jobs. Construction, manufacturing and wholesale trade comprise another 20% of Villa Park's private sector jobs.

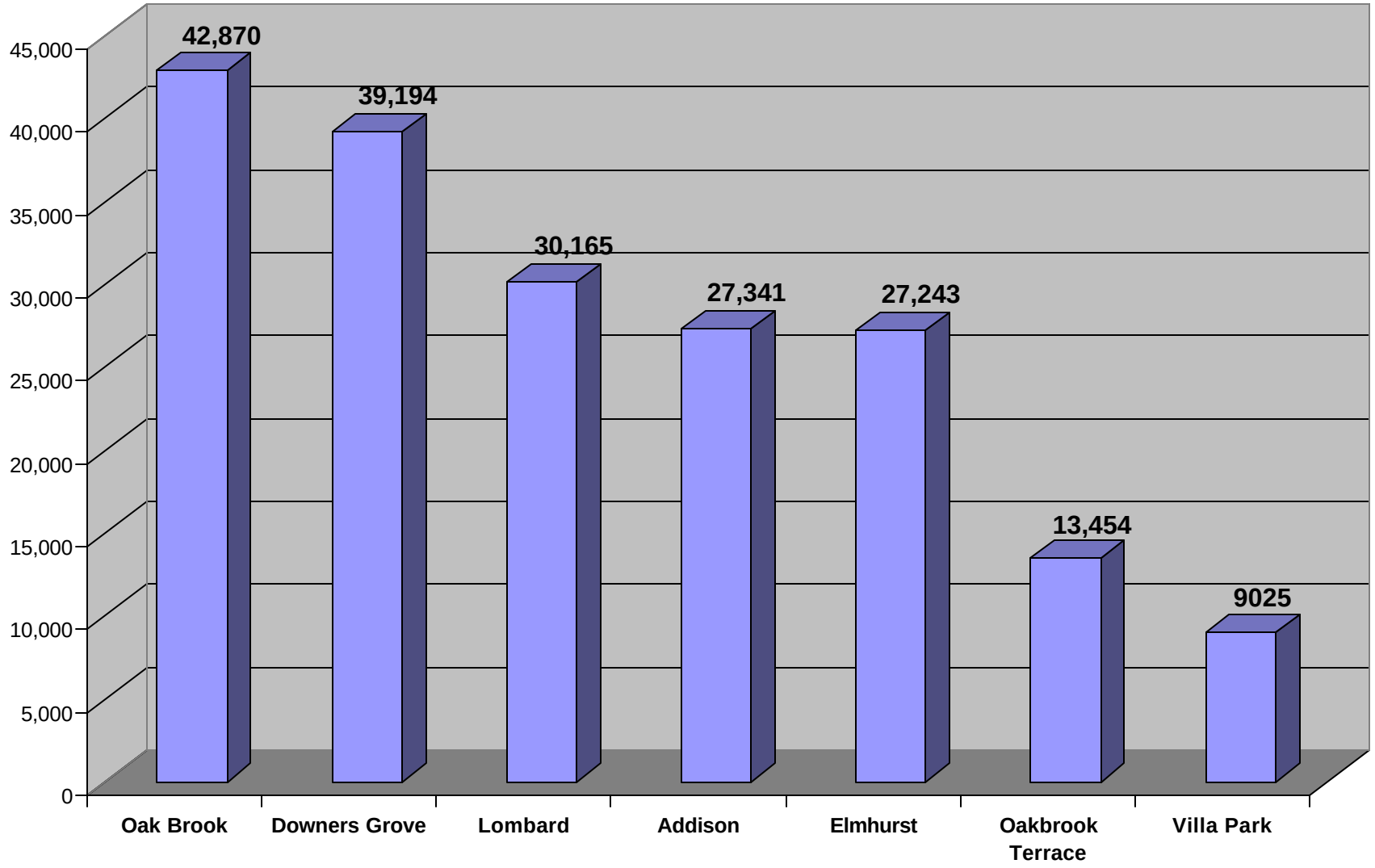
Table 4. VILLA PARK PRIVATE-SECTOR EMPLOYMENT BY CATEGORY, 2004

	Employment	% Of Total
All Industries	9,025	100.0%
CONSTRUCTION (23)	634	7.0%
MANUFACTURING (31-33)	762	8.4%
WHOLESALE TRADE (42)	431	4.8%
RETAIL TRADE (44-45)	1,773	19.6%
TRANSPORTATION & WAREHOUSING (48-49)	442	4.9%
INFORMATION (51)	232	2.6%
FINANCE & INSURANCE (52)	313	3.5%
REAL ESTATE & RENTAL & LEASING (53)	295	3.3%
PROFESSIONAL, SCIENTIFIC & TECH. SVCS. (54)	234	2.6%
ADMIN. & SUP. & WASTE MGMT. & REMED. SVCS. (56)	1,347	14.9%
EDUCATIONAL SERVICES (61)	21	0.2%
HEALTH CARE & SOCIAL ASSISTANCE (62)	483	5.4%
ARTS, ENTERTAINMENT & RECREATION (71)	156	1.7%
ACCOMMODATIONS & FOOD SERVICES (72)	740	8.2%
OTHER SERVICES (except PUBLIC ADMIN.) (81)	1,077	11.9%
UNCLASSIFIED (99)	41	0.5%

Source: Illinois Department of Employment Security

Villa Park residents do benefit from their proximity to other major employment centers such as Oak Brook and Downers Grove. Figure 5 compares the amount of total private sector employment found in Villa Park to that of the surrounding communities.

Figure 5. Total Private Sector Employment



Source: Illinois Department of Employment Security

Metra Commuter Station

The Villa Park Station on the Union Pacific West Line is located at Ardmore Avenue and Terrace Street. According to Metra's data, the weekday passenger boardings (both inbound and outbound) at the Villa Park Station total 914, a 19.7% decrease from the 1991 total. On weekdays, there are 22 trains running inbound to Ogilvie Transportation Center and 22 trains running outbound. Weekend service is also offered on this line, with ten trains running on Saturday and seven on Sunday.

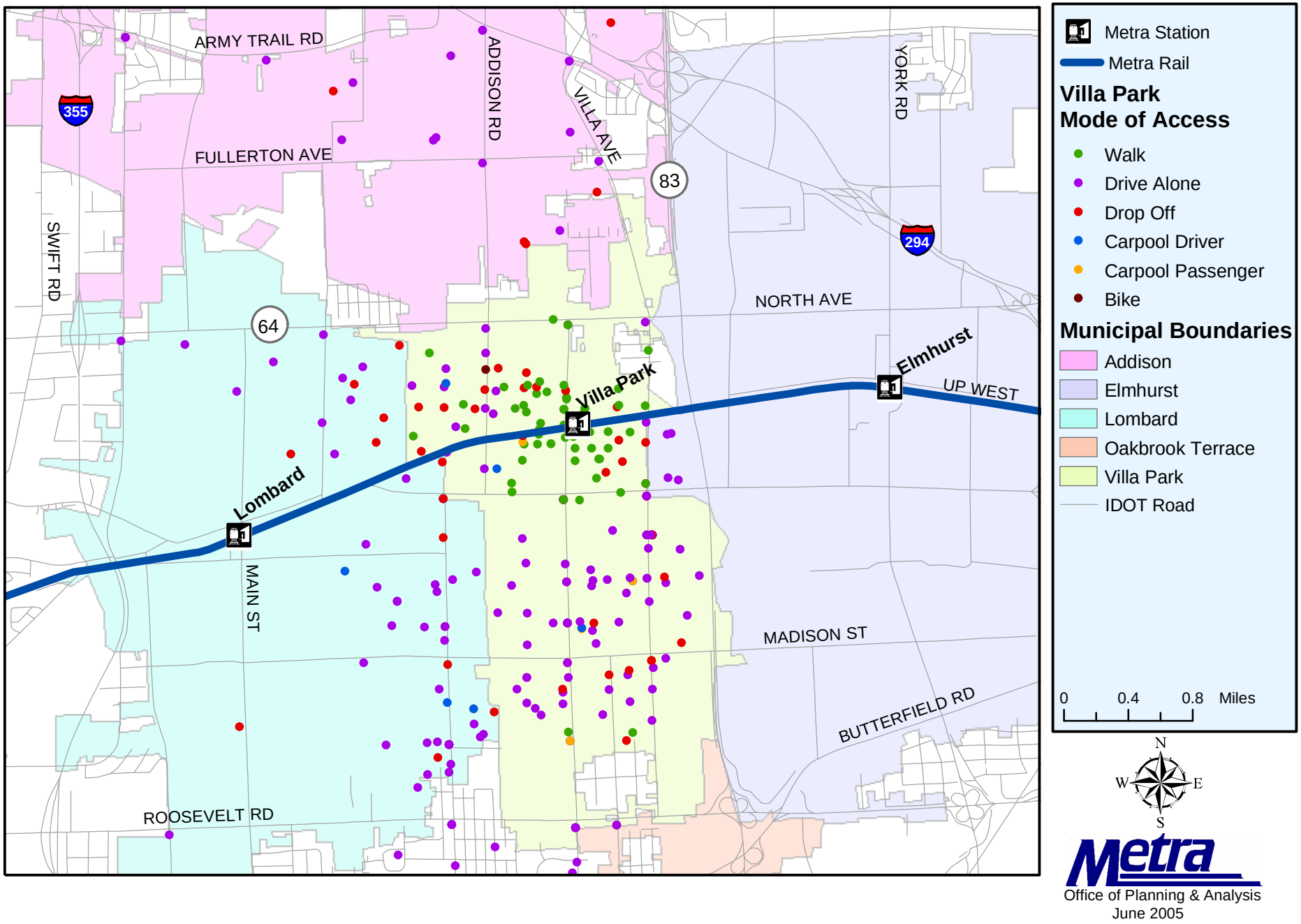
Table 5. Union Pacific West Line: Weekday Station Passenger Boardings Over Time

Station	MP	1991	1993	1995	1997	1999	2002
Geneva	35.5	1,366	1,370	1,623	1,607	1,642	1,698
West Chicago	29.8	485	495	520	518	499	585
Winfield	27.5	562	540	495	538	538	449
Wheaton	25.0	2,115	2,188	2,027	1,990	1,865	1,655
College Avenue	23.8	999	970	1,031	973	981	840
Glen Ellyn	22.4	2,070	1,948	1,844	1,949	1,889	1,665
Lombard	19.9	1,123	1,261	1,211	1,285	1,269	1,213
Villa Park	**17.8**	**1,138**	**1,055**	**973**	**1,015**	**949**	**914**
Elmhurst	15.7	1,704	1,730	1,768	1,805	1,776	1,785
Berkeley	14.3	221	201	201	205	194	162
Bellwood	12.6	196	205	173	196	205	221
Melrose Park	11.3	112	166	168	117	149	109
Maywood	10.5	88	117	132	95	84	93
River Forest	9.7	292	327	407	375	406	390
Oak Park, Marion St.	8.5	1,032	1,307	1,910	1,237	1,038	960
Kedzie	3.6	44	42	32	44	18	36
Ogilvie Transportation Center	0.0	12,544	12,758	13,299	12,770	12,383	11,594
Total UP West		**26,091**	**26,680**	**27,814**	**26,719**	**25,885**	**24,369**

Source : Metra

Figure 6 illustrates the points of origin of Villa Park commuters and their mode of transportation in arriving at the station. Based on Metra's Fall 2002 Origin-Destination Survey, 86% of the Villa Park Station's riders reside in Villa Park, Lombard, and Addison.

Figure 6. Villa Park Station Origins by Mode of Access



Office of Planning & Analysis
June 2005

III. RETAIL MARKET OVERVIEW

Retail Concentrations in Villa Park

Villa Park's retail inventory includes the automobile-oriented commercial stretches along Roosevelt Road, North Avenue, and, to a lesser extent, St. Charles Road and Villa Avenue. In addition, there are two small-scale, pedestrian-oriented business districts: the Villa Avenue Business District and the Ardmore Avenue Business District. A free-standing Wal-Mart is located on Illinois Route 83 south of Madison.

Figures 7 and 8 present Average Daily Traffic Counts along the major arterials in the northern and southern portions of Villa Park.

Figure 7. Average Daily Traffic Counts (North Villa Park)

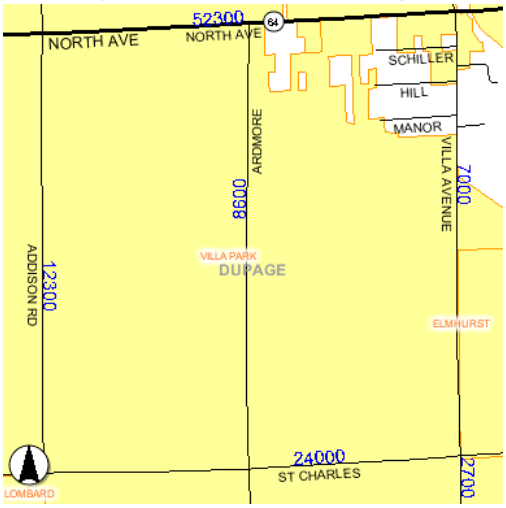
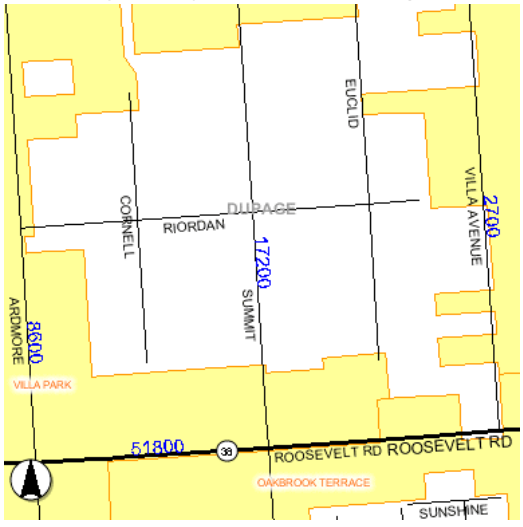


Figure 8. Average Daily Traffic Counts (South Villa Park)



Roosevelt Road is a major commercial thoroughfare with average daily vehicle counts of 51,000. The commercial establishments along this stretch of Roosevelt Road, which forms the southern boundary of Villa Park, are generally auto-oriented strip shopping centers. Major anchors include a Kmart (located in Lombard) and a Dominick's Finer Foods (located in Oakbrook Terrace). The 254,142 square foot Villa Oaks Shopping Center, with a Burlington Coat Factory and a Bally's Total Fitness, is the largest shopping center on this portion of Roosevelt Road located within the limits of the Village of Villa Park.

North Avenue is a major commercial artery traversing the northern end of Villa Park. As shown in Figure 7, North Avenue has a daily traffic count of 52,300 vehicles. The commercial establishments along North Avenue are generally auto-oriented strip shopping centers or smaller commercial establishments. Villa Park's largest shopping center is the 333,596-square-foot North Park Mall. In March 2005, Staples opened a new store in this Mall. A Target store is located further east from North Park Mall at 50 East North Avenue.

In late 2002, Camiros Ltd. and Arthur Andersen LLP submitted The North Avenue Corridor Plan to the Village of Villa Park. This planning document establishes a comprehensive land use and redevelopment policy for this commercial corridor. Table 6, taken from that report, shows the land uses along this portion of North Avenue.

Table 6. General Land Use Composition

Land Use Category	Number of Uses	Acreage
Retail Goods	41	40
Retail Services	27	11
Auto-Oriented Commercial	24	15
Auto Dealerships	8	8
Restaurants	23	13
Office	9	5
Industrial	12	8
Multi-Family Residential	3	5
Single Family Residential	22	7
Subtotal	**142**	**112**
Vacant	27	23
Total	**169 uses**	**135 acres**

Source: Camiros, Ltd.

The report details a number of physical improvements and redevelopment activities that, if implemented fully, would significantly enhance the visual appeal and commercial performance of this corridor.

The ***Villa Avenue Business District*** is located at the eastern end of the Great Western Trail at Villa Avenue, just north of the Prairie Path and south of St. Charles Road. The ***Ardmore Avenue Business District*** is located approximately half a mile southwest of the Villa Avenue Business District at Ardmore Avenue and the Prairie Path. These districts originally developed as pedestrian-oriented downtowns centered around two train stations on the Chicago, Aurora, & Elgin Railroad. Without the pedestrian traffic provided by the train stations or the automobile traffic found on the major commercial arteries, these downtown areas became less competitive. Today, they offer limited, neighborhood-serving retail stores, small restaurants and services.

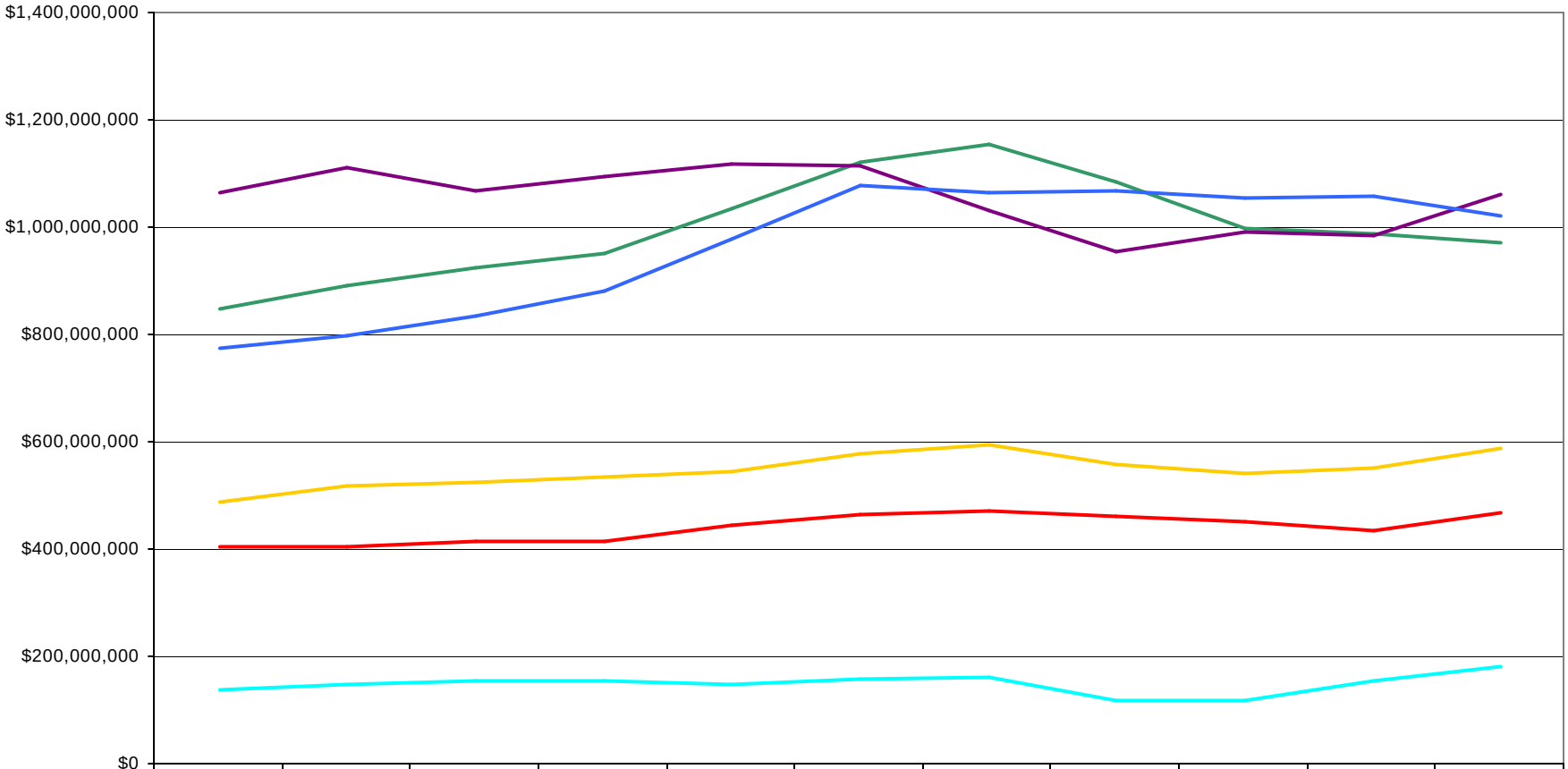
The Village of Villa Park has been working to revive these areas and build upon the popularity of the Prairie Path to attract new businesses. In March 2001, the Lakota Group submitted a master plan for the Villa Avenue and Ardmore Avenue Business Districts.

Retail Near Villa Park Metra Station

Just north of the Villa Park Metra Station on Ardmore Avenue there are several small strip centers and free-standing commercial establishments. These retail centers are dated in appearance and many of the businesses appear to be marginal operations. The White Hen convenience store is the only national franchise. An inventory of businesses on Ardmore North of the Villa Park Metra Station includes:

West side of Ardmore:	East side of Ardmore:
White Hen	Hearing Aids
Varsity Calendar Co	Karaoke Sales and Rental
Food Mart & Cigarettes	Aerus Vacuum Sales and Services
Matt Daniels (Salon)	Kenia's Fashions
Muebleria (furniture)	Liquors
Millennium Ceramic Arts	Restaurante La Micharana
Envios Express Villa Park	Supermercado
Lookin Dandy (Dog Groomer)	
Dena's Hair Fashions	
Ardmore Laundromat	
George and Tom's Upholstery	
Cruz Azul Soccer Specialty Store	

Figure 9. Annual Taxable Retail Sales



	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Villa Park	$399,218,812	$398,618,677	$408,366,652	$408,850,381	$440,370,257	$460,960,669	$466,142,693	$458,274,295	$445,640,114	$430,794,179	$463,835,436
Elmhurst	$844,173,944	$885,922,945	$920,361,109	$947,197,612	$1,029,348,097	$1,117,246,355	$1,150,458,407	$1,079,647,036	$992,578,208	$981,858,698	$966,945,667
Oak Brook	$1,060,184,740	$1,106,303,684	$1,064,638,131	$1,090,473,965	$1,112,779,653	$1,110,514,259	$1,027,340,915	$951,029,305	$986,789,805	$980,931,364	$1,055,797,522
Oakbrook Terrace	$134,618,576	$142,760,399	$149,756,284	$150,394,441	$144,152,658	$153,190,122	$156,952,774	$113,932,664	$112,845,747	$149,711,832	$178,285,883
Lombard	$770,019,153	$791,782,058	$830,262,174	$876,065,219	$974,366,309	$1,074,490,969	$1,059,448,288	$1,063,566,536	$1,049,352,736	$1,054,180,542	$1,016,484,525
Addison	$484,638,763	$512,200,534	$518,755,574	$529,705,168	$539,732,123	$572,417,769	$590,706,736	$552,251,387	$538,009,577	$545,846,264	$583,407,823

Source: Illinois Department of Revenue

Trends in Taxable Retail Sales

In 2004, Villa Park generated $463.8 million in taxable retail sales, according to data provided by the State of Illinois Department of Revenue. That figure represents a 16.2 % growth over the ten-year period from 1994 to 2004. Figure 9 compares taxable retail sales over this time period in Villa Park, Elmhurst, Oak Brook, Oakbrook Terrace, Lombard, and Addison. With over a billion dollars in taxable retail sales, Oak Brook and Lombard have a significantly larger retail base than Villa Park, while Oakbrook Terrace has a smaller base.

Competitive Shopping Centers

To understand Villa Park's retail potential, it is necessary to understand the competitive environment and identify the major retail concentrations where residents of Villa Park and adjacent communities typically shop. The locations of major shopping centers and concentrations of large format retailers are shown on the accompanying map (Figure 10) and discussed below.

Oakbrook Center is one of the most successful regional malls in the Chicago market. It is located less than four miles from the Villa Park Metra Station at the intersection of Route 83 and 22nd Street in Oak Brook. First constructed in 1962, Oakbrook Center has undergone several expansions and renovations, and now contains over two million square feet of gross leaseable area. Its anchors include Bloomingdale's Home & Furniture, Lord & Taylor, Marshall Field's, Neiman Marcus, Nordstrom, Saks Fifth Avenue and Sears.

Yorktown Shopping Center, another major regional center with 1.6 million square feet of retail space, is also located less than four miles from the Villa Park Metra Station at the intersection of Highland Avenue and Butterfield Road in Lombard. Yorktown is anchored by a Carson Pirie Scott, JCPenney, Von Maur, and Target, and serves a more middle-market clientele than Oakbrook Center. A 200,000 square foot lifestyle center to be called The Shops on Butterfield is currently planned and is expected to open in 2007 at the intersection of Butterfield Road and Highland Avenue in Lombard.

Other concentrations of large format retailers can be found off of ***I-88*** in Oak Brook just north of Oakbrook Center; on ***Butterfield Road*** in Lombard and Downers Grove; and on ***Roosevelt Road*** in Lombard, Villa Park and Oakbrook Terrace. In neighboring Elmhurst, ***Elmhurst Crossing*** is located on State Highway 83 near St. Charles Road. A number of retailers are also located on ***Lake Street*** in Addison. Table 7 lists a complete inventory of the major retailers found at these and other locations.

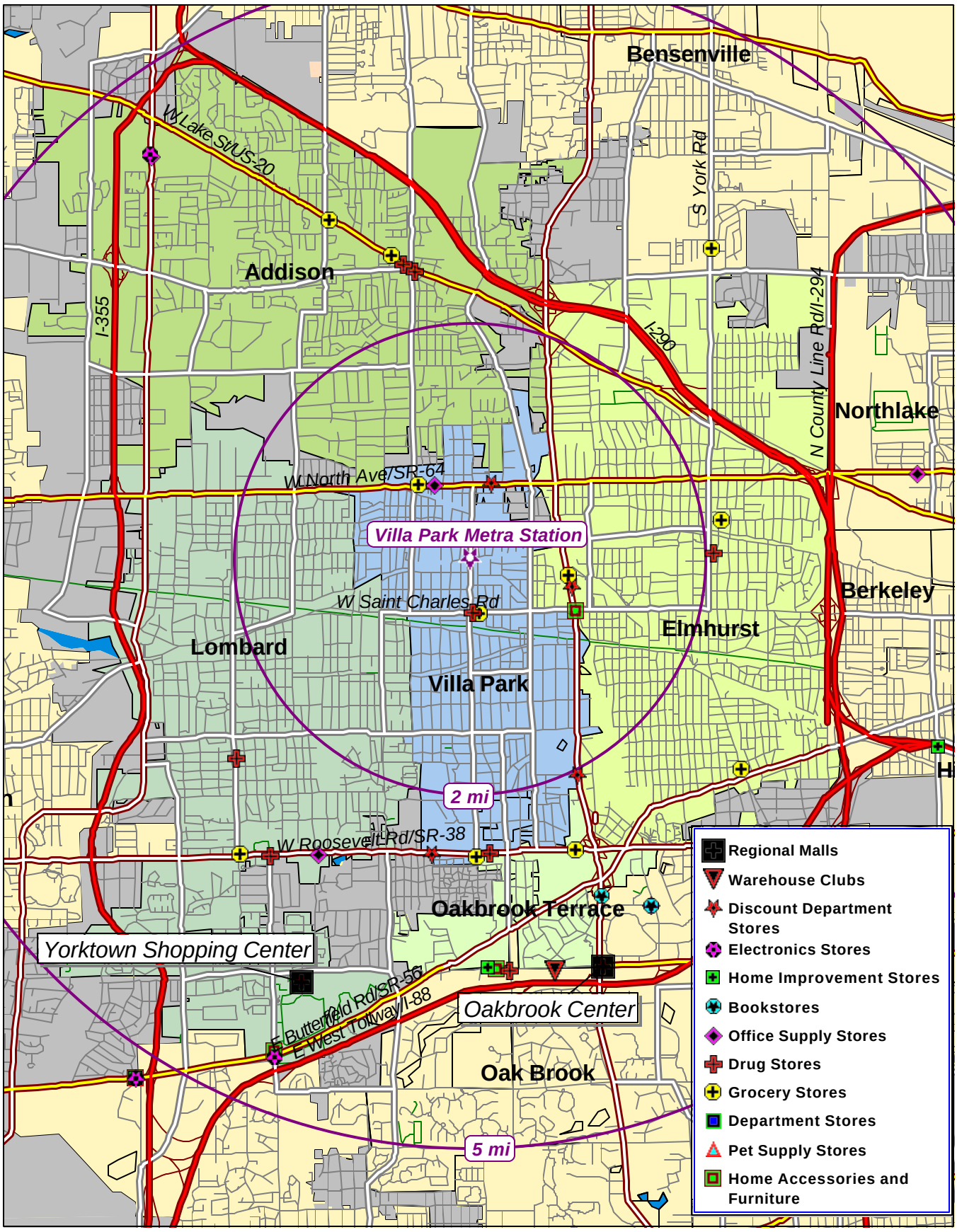
Table 7. RETAILERS BY CATEGORY

Retail Category	Store Name	Address		Distance (mi)*
Discount Department Stores				
	Wal-Mart	900 S Route 83	Villa Park	2.1
	Target	50 E North Avenue	Villa Park	0.7
	Sears	265 S Route 83	Elmhurst	0.9
	Sears	2 Oakbrook Center	Oak Brook	3.7
	Kmart	345 W Roosevelt Road	Lombard	2.5
Warehouse Clubs				
	Costco	1901 W 22nd Street	Oak Brook	3.6
Electronic Stores				
	Best Buy	1432 Butterfield Road	Downers Grove	5.2
	Best Buy	1038 N Rohlwing Road	Addison	4.4
	Circuit City	2900 Highland Avenue	Downers Grove	4.5
Home Accessories and Furniture				
	Linens N Things	17 W 22nd Street	Oakbrook Terrace	3.5
	Bed Bath & Beyond	1548 Butterfield Road	Downers Grove	5.3
	Pier 1 Imports	355 S Route 83	Elmhurst	1.0
	Pier 1 Imports	2830 S Highland Aveue	Lombard	4.5
Pet Supplies				
	PETsMART	1550 Butterfield Rd	Downers Grove	5.2
	Petco	199 S Route 83	Elmhurst	0.8
Home Improvement Stores				
	Home Depot	17w734 22nd Street	Oakbrook Terrace	3.5
	Home Depot	2000 Butterfield Road	Downers Grove	5.2
	Menards	101 N Wolf Road #4	Hillside	4.2
Book Stores				
	Barnes & Noble	1 S 550 Route 83	Oakbrook Terrace	3.1
	Borders	1500 16th Street, Suite D	Oak Brook	3.3
Office Supply Stores				
	Office Depot	511 E Roosevelt Road	Lombard	2.8
	Office Depot	53 W North Avenue	Northlake	3.8
	Office Depot	120 Ogden Avenue	Downers Grove	5.9
	Office Depot	1020 N Rohlwing Road	Addison	4.4
	Office Max	1500 16th Street, Suite C	Oak Brook	3.3
	Office Max	1516A Butterfield Road	Downers Grove	5.2
	Staples	304 W North Ave	Villa Park	0.7
Drug Stores				
	Walgreens	10 E St Charles Road	Villa Park	0.5
	Walgreens	200 E Roosevelt Road	Villa Park	2.5
	Walgreens	727 S Main Street	Lombard	2.6
	Walgreens	225 E Roosevelt Road	Lombard	3.0
	Walgreens	160 Robert Palmer Drive	Elmhurst	2.0
	Walgreens	16 E Lake Street	Addison	2.5
	Walgreens	2205 W 22nd Street	Oak Brook	3.5
	Osco	1400 Lake Street	Addison	2.6
Grocery Stores				
	Jewel-Osco	33 St Charles Road	Villa Park	0.5
	Jewel-Osco	944 S York Road	Elmhurst	2.2
	Jewel-Osco	153 Shiller Street	Elmhurst	2.9
	Jewel-Osco	1177 S Main Street	Lombard	3.2
	Jewel-Osco	140 W Lake Street	Addison	2.7
	Dominick's Finer Foods	17W675 Roosevelt Road	Oakbrook Terrace	2.6
	Dominick's Finer Foods	215 S Route 83	Elmhurst	0.9
	Dominick's Finer Foods	1075 S York Rd	Bensenville	3.3
	Dominick's Finer Foods	545 W Lake Street	Addison	3.1
	Aldi	400 W North Avenue	Villa Park	0.8
	Aldi	1630 S Ardmore Ave	Villa Park	2.5

*Distance from Villa Park Metra Station

Sources: Goodman Williams Group based on information from retailers' web sites and Shopping Center Directory.

Figure 10. Villa Park Area Retail



Map produced by Goodman Williams Group

Scan/US, Inc. 01/20/06

Transit-Oriented Retail Opportunities

Given the competitive retail alignment discussed above, the nature of additional retail development in the Study Area is likely to be smaller-scale, neighborhood-serving retail and restaurants that take advantage of the proximity to the train station. To determine the potential support for this type of retail development in the Study Area, we defined an appropriate trade area and analyzed the expenditure potential within that area.

The trade area supporting this type of commercial development is likely to be the Village of Villa Park itself. The 2005 estimate of 8,061 households in Villa Park would form the primary source of support for local establishments selling convenience goods and smaller specialty items, as well as for restaurants and coffee shops. This delineation of the trade area is supported by the Metra map that shows that the majority of Villa Park commuters live in the Village.

Estimates of the expenditure potential by standard retail category were obtained for the Village of Villa Park. The expenditure potential was then compared with estimates of sales from stores located within the Village to determine whether dollars are being "leaked" to surrounding communities. Table A-1 in the Addenda shows this comparison of expenditure potential and retail sales estimates by category for the Village.

Table 8 highlights those categories that show potential for additional retail development and translates this potential demand into square footage and number of stores that could be supported along Ardmore Avenue and adjacent streets, given typical sales per square foot estimates and store sizes for stores in this type of setting. The estimated leakage is based on 2005 estimates. Over time, new residents to the area and an increase in Metra ridership may increase the expenditure potential within this trade area.

We have taken this possibility into account with our use of a relatively aggressive 25% capture rate. The capture rate reflects that portion of the unmet demand that can be captured by establishments located in the Study Area; with the remainder going to new stores located elsewhere in the Villa Avenue or Ardmore Avenue Business Districts or along Villa Park's commercial arteries. The 25% capture assumes that some new residential development will be built and that other aspects of the Study Area Plan will be implemented, thereby increasing the appeal of this area to new retail.

This analysis suggests that over the next ten years there is potential support for more than 18,000 square feet of retail space that could be accommodated in 10 to 12 storefronts. Restaurants, bars, and specialty food stores make up the largest component of this demand. A replacement White Hen Pantry is also figured into these calculations. Other types of potential stores include those selling cosmetics, beauty supplies, and personal care items; optical goods or other accessories; gift and novelty items; and perhaps a florist and newsstand.

Table 8. ESTIMATED UNMET RETAIL DEMAND
STUDY AREA IN VILLA PARK

Category	Estimated Leakage	Typical Sales per sf	Potential Demand	Study Area Capture	Square Feet	No. of Businesses
Specialty Food Stores	$1,081,911	$250	4,328	25%	1,082	1
Full-Service Restaurants	$9,449,770	$300	31,499	25%	7,875	3
Drinking Places	$1,367,213	$300	4,557	25%	1,139	1
Cosmetics, Beauty Supplies	$588,546	$300	1,962	25%	490	1
Other Health & Personal Care	$536,616	$300	1,789	25%	447	
Optical Goods	$873,477	$300	2,912	25%	728	
Women's clothing	$1,753,127	$250	7,013	25%	1,753	1
Gift & Novelty	$1,193,524	$250	4,774	25%	1,194	1
Newsstands	$105,459				500	1
Florists	$868,088				500	1
Subtotal					15,708	10
Replacement White Hen Pantry					2,600	1
Total					18,308	11

Source: Claritas for Estimated Leakage and Goodman Williams Group.

Other Commercial Uses

In addition to this unmet retail demand, demand for professional and personal services could add another 5,000 to 7,000 square feet of space in the Study Area, if new residential projects were developed in the Study Area and ample, convenient parking were available. Tenants might include:

- Dry cleaners
- Salons / Personal services
- Business / Financial services
- Shipping franchises

Thus, we estimate that a total of 20,000 to 25,000 square feet of additional commercial space could be accommodated over the next ten years in ground-floor storefronts in the Study Area.

IV. RESIDENTIAL MARKET OVERVIEW

Characteristics of the Housing Stock

The Village of Villa Park had 7,987 housing units at the time of the 2000 Census, 97.8% of which were reported as occupied. As shown in Table 9, approximately three quarters of the occupied residential inventory consists of owner-occupied units, and approximately one-quarter is rental. Single-family detached homes are the predominant housing type. Only 367 units are in large developments containing more than 20 units.

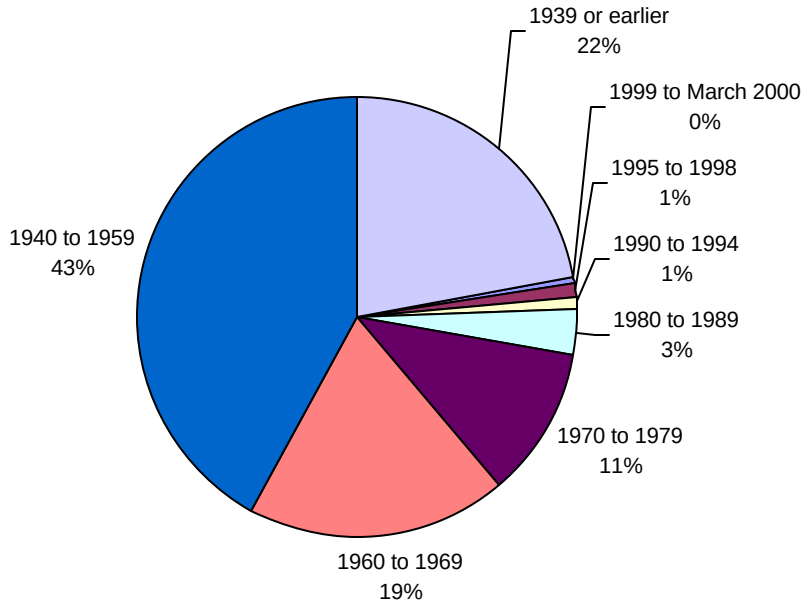
Table 9. PROFILE OF VILLA PARK HOUSING STOCK

	Number of Units	Percent
Total Housing Units	7,987	100.0%
Occupied Units	7,810	97.8%
Owner-Occupied	6,029	75.5%
Renter-Occupied	1,781	22.3%
Vacant	177	2.2%
Building Size		
Single Family Detached	5,963	74.7%
Single Family Attached	261	3.3%
Buildings with 2-4 units	399	5.0%
Buildings with 5-19 units	956	12.0%
Buildings with 20 or more units	367	4.6%

Source: 2000 Census

The housing stock in Villa Park was built primarily prior to 1960, with 22% of the homes in the community built before 1939 and another 43% between 1940 and 1960. As shown in figure 11, this mature community has seen comparatively little new housing constructed in the recent decades.

Figure 11. Villa Park Housing Stock By Year Constructed



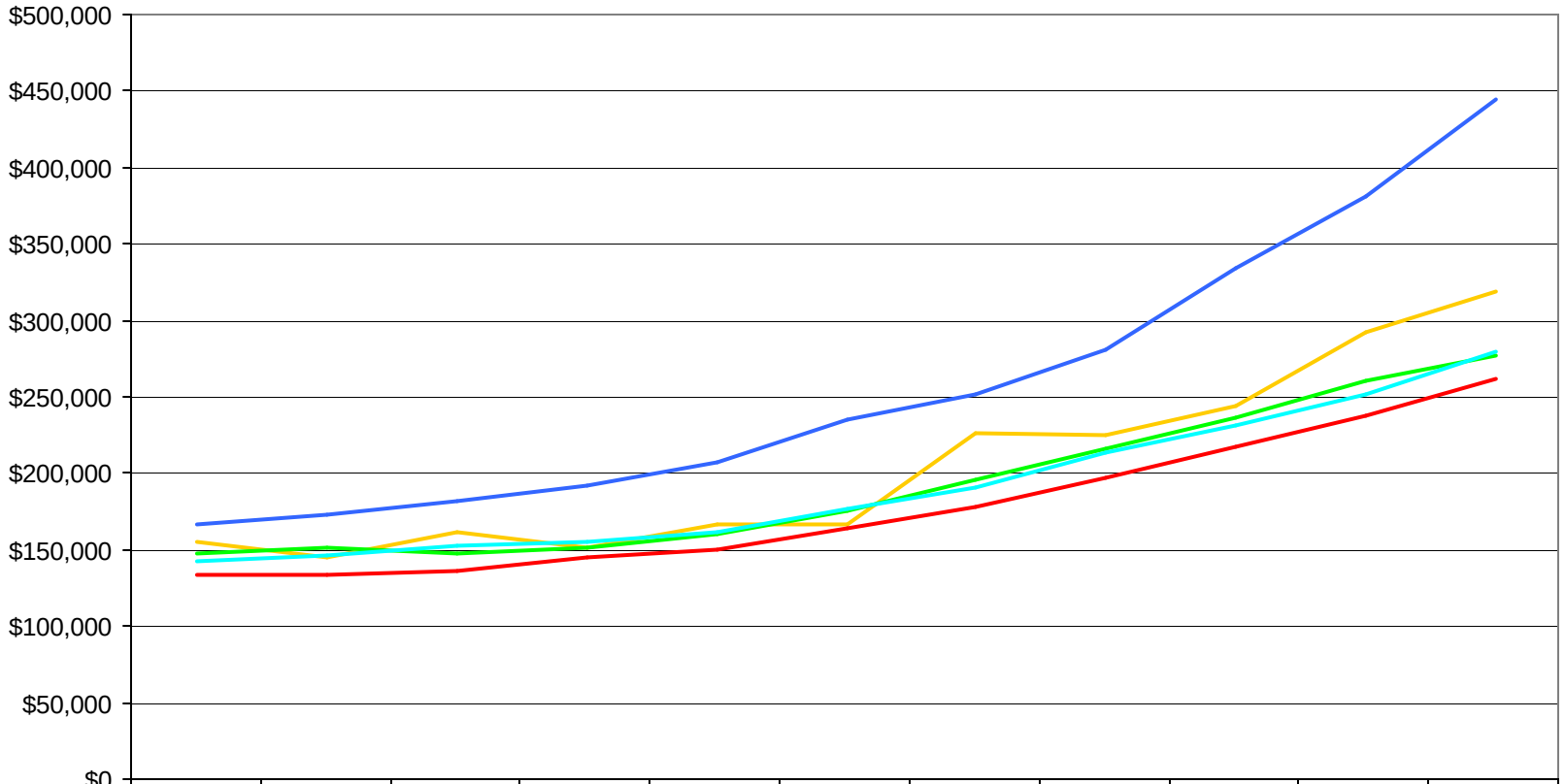
Source: U.S. Census

Data from Multiple Listing Service

The housing stock in Villa Park is comparatively affordable and has appreciated at a rate comparable to those in several of the neighboring communities. According to data from the Multiple Listing Service, the median price for a single-family detached home in Villa Park in 2005 was $260,000. As shown in Figure 12, median home prices in Villa Park have remained consistently less than those of the surrounding communities over the past ten years. The highest priced homes in the communities immediately surrounding Villa Park are found in Elmhurst, where the median price for a single–family detached home in 2005 was $442,500.

Homes in the southern portion of Villa Park, south of St. Charles Road, are higher on average than those in the northern portion. This difference is due in part to lot and home sizes.

Firgure 12. Detached Single Family Home Median Sales Prices



	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Elmhurst	$165,000	$171,500	$180,000	$190,000	$205,000	$234,000	$250,000	$278,800	$333,000	$380,000	$442,500
Oak Brook Terrace	$154,000	$143,000	$159,750	$149,750	$165,500	$165,000	$225,000	$223,050	$242,500	$290,000	$317,500
Addison	$146,000	$149,125	$145,625	$150,000	$159,250	$174,000	$194,700	$215,000	$234,333	$259,000	$274,950
Lombard	$141,000	$145,000	$150,500	$153,000	$160,500	$175,000	$188,500	$212,000	$230,000	$250,000	$278,000
Villa Park	$131,500	$132,000	$134,000	$143,000	$148,000	$161,900	$175,950	$195,000	$215,900	$235,500	$260,000

Source: Multiple Listing Service provided by Chicago Association of Realtors

Recent Permit Activity

Table 10 tracks residential permit activity from 1996 through November of 2005 for Villa Park, Elmhurst, Oakbrook Terrace, Lombard, and Addison. The annual average of permits for single-family homes in Villa Park is 13.6 units, with a slight increase seen in the past three years as tear-down activity has become more prevalent.

Villa Park has permitted 408 multifamily units in two projects over the past ten years: 1500 S. Ardmore with 68 units and the Ovaltine redevelopment with 344 units. Lombard, Elmhurst, and Addison have each permitted a number of condominium developments. Oakbrook Terrace had the least permit activity, with an annual average of only 8.5 single-family units, and no multi-family units permitted at all in the past ten years. One new 126-unit condominium development is being planned in Oakbrook Terrace, but has not yet received final approvals.

Newer Residential Developments in Villa Park

The largest residential development in Villa Park in the past decade has been ***Lincoln @ Ovaltine*** Court, a luxury apartment complex that opened in 2001 near Villa Avenue and St. Charles Road. This apartment complex includes an adaptive reuse of the former Ovaltine Factory as well as new construction apartments. The project was developed and is managed by Lincoln Property Company, based in Dallas, Texas. The project has been well received with occupancy rates typically running between 95% and 98%.

This development includes a total of 344 apartments (124 loft style converted units and 220 new construction units) and six commercial spaces. Rents are at the high end of the suburban market. Approximately half of the apartments are one-bedroom/one-bath units that range in size from 665 to 1,558 square feet. These units are priced between $999 and $1,750 per month. The remaining units are two-bedroom/two-bath that range in size from 1,045 to 1,318 square feet. These units are priced between $1,409 and $1,747 per month. Garage spaces are available for $150 per month. Project amenities include a swimming pool, a fitness center, a clubroom with a large screen television, and a “professional services” room with computers and a printer, copier and fax machine.

Table 10. RESIDENTIAL BUILDING PERMITS

	Villa Park		Elmhurst		Oakbrook Terrace		Lombard		Addison		TOTAL	
	Single Family Units	Multi Family Units	Single Family Units	Multi Family Units	Single Family Units	Multi Family Units	Single Family Units	Multi Family Units	Single Family Units	Multi Family Units	Single Family Units	Multi Family Units
1996	11	0	59	0	35	0	165	0	74	0	344	0
1997	6	68	84	0	32	0	94	0	166	0	382	68
1998	16	0	198	168	3	0	2	112	32	0	251	280
1999	7	0	254	54	4	0	36	113	35	0	336	167
2000	11	344	152	24	1	0	38	82	59	16	261	466
2001	7	0	174	0	3	0	39	304	66	36	289	340
2002	13	0	458	0	1	0	42	21	119	136	633	157
2003	23	0	234	0	1	0	59	0	35	0	352	0
2004	17	0	305	123	5	0	62	0	32	20	421	143
2005 *partial*	25	0	205	0	0	0	100	0	78	48	408	48
Total	136	412	2,123	369	85	0	637	632	696	256	3,677	1,669
Annual Average	13.6	41.2	212.3	36.9	8.5	0.0	63.7	63.2	69.6	25.6	367.7	166.9

Source: Northeastern Illinois Planning Commission

The only newer condominium development in Villa Park is at 1500 South Ardmore. This six-story building, located near Willowbrook High School, was constructed in 1998. The 68 units include one and two-bedroom residences with 1,453 to 1,761 square feet. The building features an indoor pool, fitness center, and heated indoor parking. Reportedly, initial sales were slow. Most of the buyers were established Villa Park residents.

Planned Residential Developments in Villa Park

Kennilworth Park Townhomes is a planned development on a 1.88-acre site at the northwest corner of Kenilworth and Myrtle at the western end of the Villa Avenue Business District. New Urban Communities has received preliminary approvals to construct 36 townhomes and convert six live-work units in an existing building on the site. The townhomes will average 1,700 square feet on 21/2 levels plus a two car-garage. Prices are anticipated to fall in the $325,000 to $350,000 range. The developer expects demand to come from several sources:

- Younger retirees in Villa Park who do not want the maintenance responsibilities associated with their older homes;

- Renters from the Ovaltine development who are ready to purchase and like the community;

- Households who are priced out of the Elmhurst market.

Another new mixed-use development is planned at 27 West Park in the Ardmore Business District. Reid & Henderson is planning a four-story building with ground floor commercial and three residential floors above. The project would have a total of 18 residential units.

Condominium Developments in Neighboring Communities

Villa Park has fewer condominium units than neighboring communities and has not experienced new condominium development comparable to the activity in other communities. As shown in Table 11, the 2000 Census reported that only 1.0% of Villa Park's housing stock was comprised of owner-occupied housing units in buildings with five or more units.

Table 11. Condominium Development in Selected Communities

Community	Total Housing Units (2000)	Total Condominium Units (2000)*	Condos as Per Cent of Total	New Condos Units Built since 2000
Villa Park	7,790	75	1.0%	0
Elmhurst	15,723	811	5.2%	150
Addison	11,598	640	5.5%	298
Lombard	16,416	1,653	10.1%	370
Oakbrook Terrace	1,242	36	2.9%	0

* Units in owner-occupied buildings containing five or more units.

Source: 2000 Census

Multiple new condominium developments have been built in recent years in Elmhurst, Addison, and Lombard. Currently, six developments with a combined total of 483 condominium units are being marketed in these communities. Information on these developments is presented in Table 12 and their locations are shown on the map labeled Figure 13. The Addenda includes individual information sheets on these projects. These developments represent a wide spectrum in terms of price points and amenities. Some have sold out quickly while others have experienced slow absorption rates.

Lombard. Condominiums made up approximately 10% of Lombard's housing stock at the time of the 2000 census, and they have added 370 additional units since time. ***The Residences of Fountain Square*** is being developed on East 22nd Street close to Interstate 88. The Shaw Company developed the first phase of the project, which sold out quickly at prices well in excess of $300 per square foot. Residential Homes of America is currently developing the second phase. 148 units are under construction with occupancy expected in the summer of 2006. To date, 61 units have been sold at prices ranging from $222,900 to $372,990.

In Downtown Lombard, proximate to the Metra station, two additional condominium developments are being marketed. Norwood Builders completed ***Lincoln Place*** in 2004, a 39-unit, four-story development with three stories of residential above ground-floor commercial. The units are sized from 823 to 1,671 square feet. Base prices were $200,900 to $369,900. According to the developer, the lower-priced one-bedroom units sold the most quickly. They discovered this to be a relatively competitive, price-sensitive market.

Oakview Estates is located at 433 East St. Charles Road in Downtown Lombard. The Neri Companies is finishing phase I, which will have 40 units. A second phase is planned. To date, 15 of the units have been sold. Prices are between $229,900 and $394,900.

Addison is a community with comparable demographics to Villa Park, but it lacks a commuter train station. It has an active condominium market with several new projects being developed. ***Venetian Pointe***, located at 1200 Foxdale Drive, is one of those projects. The first of two 42-unit buildings is scheduled for completion in Fall 2006, with a second building to follow. Prices range from $231,500 to $369,500. Absorption has averaged approximately 14 units per month.

Avanti Place is being developed by Hartz Construction. It opened in 2003 and still has two units available. Base prices ranged from $235,900 to $312,900 or about $200 per square foot.

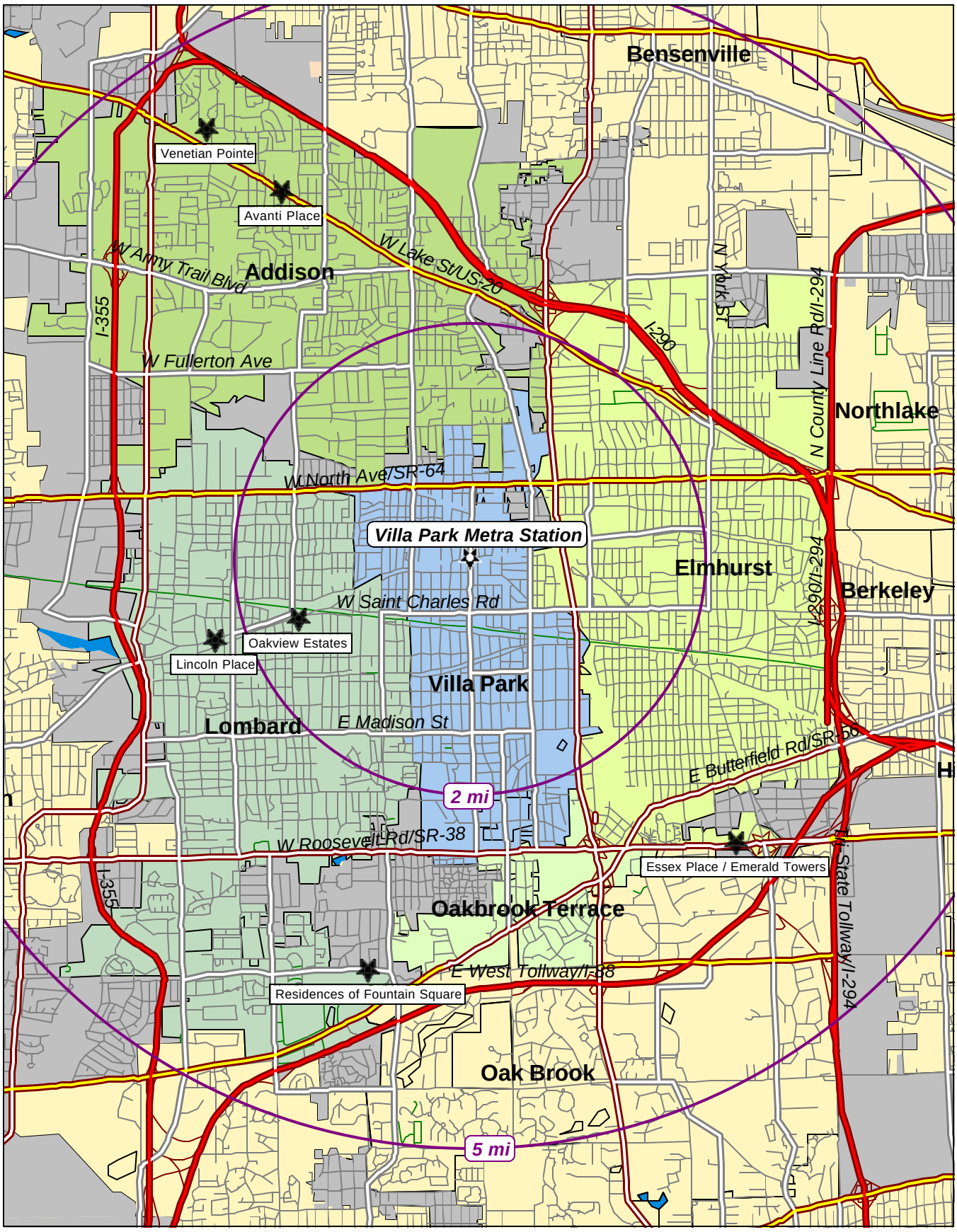
Elmhurst has a large and vibrant downtown with commuter rail service, a college, and a significant retail base. Several downtown condominium developments, an apartment building, and townhouse projects have been built in recent years. The latest downtown development, ***Crescent Court***, sold out its 67-unit first phase in eight days, allowing the developers to begin on the second group of 56 units. ***Essex Place*** is an 82-unit complex being developed near Roosevelt Road in the southern portion of Elmhurst. The first phase is sold out and marketing is underway on the second phase. Absorption has been considerably slower than in the downtown condominium developments. Base prices range from $251,900 to $312,900.

Table 12. MAJOR NEW CONDOMINIUM DEVELOPMENTS NEAR VILLA PARK

Development and Address	Community	Builder	Date Opened	# of Units	% Sold	Range of Prices	
Venetian Pointe	Addison	Greco PG Five Development	8/1/2005	84	64.3%	$231,500	$344,500
Avanti Place	Addison	Hartz Construction	8/3/2001	50	96.0%	$235,900	$237,900
Essex Place/Emerald Towers	Elmhurst	Hartz Construction	3/11/2000	82	41.5%	$251,900	$312,900
Residences of Fountain Square	Lombard	Residential Homes of America	6/26/2005	148	41.2%	$222,900	$372,990
Oakview Estates	Lombard	Neri Companies	11/12/2004	80	17.5%	$229,900	$394,900
Lincoln Place	Lombard	Norwood Builders	3/1/2004	39	82.1%	$200,900	$369,900

Source: Strategy Planning Associates

Figure 13. Major Condominium Developments



Map produced byGoodman Williams Group

Scan/US, Inc. 01/22/06

Residential Opportunities

The Study Area in Villa Park is an appropriate location for new condominium development. In downtowns throughout metropolitan Chicago, new multifamily projects built near commuter train stations have met with strong market acceptance. Villa Park offers nearby retail and recreational amenities, and is close to the expressway system and major employment centers. Lincoln@Ovaltine Court has demonstrated the willingness of households to pay relatively high monthly housing costs to live in a multifamily development in this community.

Careful planning, however, will be required to ensure that future multifamily developments in the Study Area are cognizant of some peculiarities of this market:

- The Study Area is not Downtown Villa Park. Most of the retail in this community is located along the two major commercial corridors, Roosevelt Road and North Avenue. Two small business districts, Ardmore and Villa Avenue, are struggling to attract appropriate commercial development and will have their own new multifamily projects that may, to a certain extent, compete with any projects in The Study Area.

- The Study Area is in the northern portion of Villa Park where the demographics are less encouraging for projects targeting higher-income households. It is likely that buyers would be price-sensitive and would be seeking investment opportunities with appreciation potential.

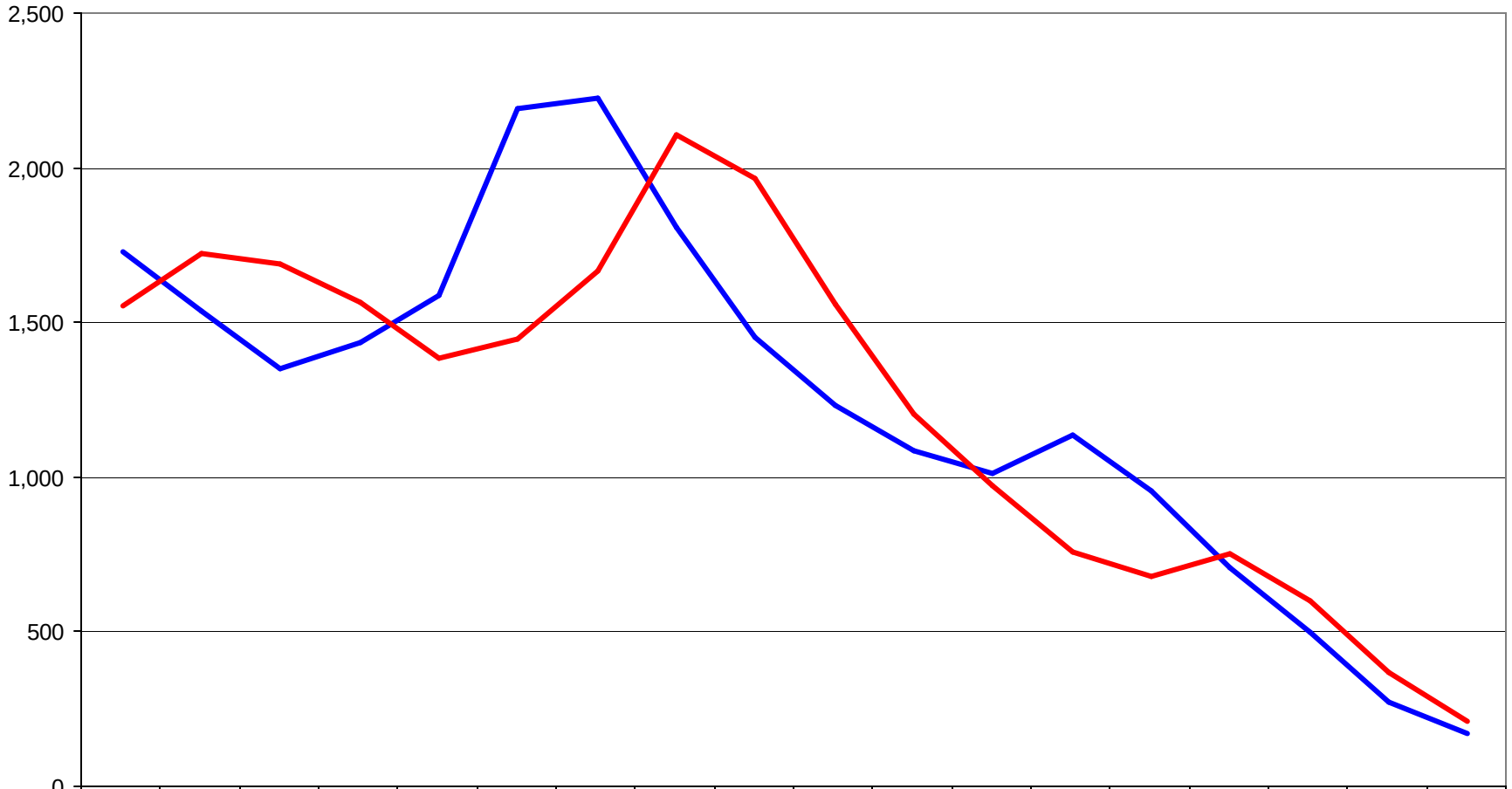
Future residential developments in the Study Area should have enough units to create a critical mass. At the same time, the Village must be sensitive to height and density concerns emanating from the adjacent single-family neighborhoods. Ground floor retail with several floors of residential units above has become commonplace in transit-oriented developments. Restaurants and specialty retail will add to the appeal of this area.

Smaller, less-expensive units priced at $200 to $225 per square foot would be attractive to younger households looking to invest in this community. To afford a new condominium priced at $250,000, most households would need annual incomes of at least $75,000. Currently, an estimated 2,882 household in Villa Park have annual incomes above that level. If 100 new units were built over time, that would represent a 3.5% capture rate. In addition to attracting Villa Park households, new residential units in the Study Area would be competing with other transit-oriented developments in nearby communities. Prices should reflect the fact that the Villa Park housing market is significantly more affordable than Elmhurst and increasingly Lombard.

Over the next 10 years, it is likely that a handful of multifamily residential for-sale projects can be developed within the Study Area along Ardmore and on the adjacent side streets if appropriate sites can be identified and made available. This market is likely to support an annual average of 10 to 12 units per year over this time period, for a total of 100 to 120 new units.

ADDENDA

Figure A-1. Villa Park Population Distribution By Age



	Under 5	5 to 9	10 to 14	15 to 19	20 to 24	25 to 29	30 to 34	35 to 39	40 to 44	45 to 49	50 to 54	55 to 59	60 to 64	65 to 69	70 to 74	75 to 79	80 to 84	Over 85
1990	1,721	1,532	1,342	1,428	1,581	2,182	2,216	1,802	1,444	1,226	1,077	1,006	1,129	946	700	489	268	164
2000	1,545	1,714	1,683	1,560	1,379	1,441	1,661	2,101	1,956	1,550	1,196	963	752	670	747	592	360	205

Table A-1. RMP Opportunity Gap - Retail Stores

Prepared For:
Project Code: Villa Park 2005-137

Order #: 963840348
Site: 01

Place (see appendix for geographies), Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	345,277,709	490,227,176	(144,949,467)
Motor Vehicle and Parts Dealers-441	67,236,391	176,938,516	(109,702,125)
Automotive Dealers-4411	55,353,976	157,153,849	(101,799,873)
Other Motor Vehicle Dealers-4412	4,165,444	6,284,376	(2,118,932)
Automotive Parts/Accsrs, Tire Stores-4413	7,716,971	13,500,291	(5,783,320)
Furniture and Home Furnishings Stores-442	9,221,321	10,072,718	(851,397)
Furniture Stores-4421	5,137,762	5,379,886	(242,124)
Home Furnishing Stores-4422	4,083,559	4,692,832	(609,273)
Electronics and Appliance Stores-443	8,260,435	10,497,407	(2,236,972)
Appliances, TVs, Electronics Stores-44311	5,287,382	8,973,852	(3,686,470)
Household Appliances Stores-443111	930,715	4,159,766	(3,229,051)
Radio, Television, Electronics Stores-443112	4,356,667	4,814,086	(457,419)
Computer and Software Stores-44312	2,676,547	1,523,555	1,152,992
Camera and Photographic Equipment Stores-44313	296,506	0	296,506
Building Material, Garden Equip Stores -444	36,357,445	62,102,196	(25,744,751)
Building Material and Supply Dealers-4441	32,679,829	58,549,311	(25,869,482)
Home Centers-44411	13,225,140	74,519	13,150,621
Paint and Wallpaper Stores-44412	541,599	2,960,515	(2,418,916)
Hardware Stores-44413	2,325,189	5,679,157	(3,353,968)
Other Building Materials Dealers-44419	16,587,901	49,835,120	(33,247,219)
Building Materials, Lumberyards-444191	5,790,633	16,994,329	(11,203,696)
Lawn, Garden Equipment, Supplies Stores-4442	3,677,616	3,552,885	124,731
Outdoor Power Equipment Stores-44421	550,412	4,944	545,468
Nursery and Garden Centers-44422	3,127,204	3,547,941	(420,737)
Food and Beverage Stores-445	41,894,938	67,057,235	(25,162,297)
Grocery Stores-4451	34,985,021	62,073,995	(27,088,974)
Supermarkets, Grocery (Ex Conv) Stores-44511	33,398,963	55,685,554	(22,286,591)
Convenience Stores-44512	1,586,058	6,388,441	(4,802,383)
Specialty Food Stores-4452	4,915,718	3,833,807	1,081,911
Beer, Wine and Liquor Stores-4453	1,994,199	1,149,433	844,766
Health and Personal Care Stores-446	18,214,727	15,627,231	2,587,496
Pharmancies and Drug Stores-44611	14,750,787	14,161,930	588,857
Cosmetics, Beauty Supplies, Perfume Stores-44612	734,150	145,604	588,546
Optical Goods Stores-44613	1,403,610	530,133	873,477
Other Health and Personal Care Stores-44619	1,326,180	789,564	536,616

RMP Opportunity Gap - Retail Stores

Prepared For:
Project Code: Villa Park 2005-137

Order #: 963840348
Site: 01

Place (see appendix for geographies), Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Gasoline Stations-447	30,056,851	38,001,414	(7,944,563)
Gasoline Stations With Conv Stores-44711	19,176,988	21,327,585	(2,150,597)
Other Gasoline Stations-44719	10,879,863	16,673,829	(5,793,966)
Clothing and Clothing Accessories Stores-448	16,381,914	29,652,008	(13,270,094)
Clothing Stores-4481	11,703,214	23,136,084	(11,432,870)
Men's Clothing Stores-44811	1,276,563	1,841,431	(564,868)
Women's Clothing Stores-44812	3,457,280	1,704,153	1,753,127
Childrens, Infants Clothing Stores-44813	551,358	508,091	43,267
Family Clothing Stores-44814	5,256,891	18,847,759	(13,590,868)
Clothing Accessories Stores-44815	281,411	33,030	248,381
Other Clothing Stores-44819	879,711	201,620	678,091
Shoe Stores-4482	2,314,117	1,233,536	1,080,581
Jewelry, Luggage, Leather Goods Stores-4483	2,364,583	5,282,388	(2,917,805)
Jewelry Stores-44831	2,180,584	5,282,388	(3,101,804)
Luggage and Leather Goods Stores-44832	183,999	0	183,999
Sporting Goods, Hobby, Book, Music Stores-451	6,446,688	9,414,560	(2,967,872)
Sportng Goods, Hobby, Musical Inst Stores-4511	4,366,809	7,567,691	(3,200,882)
Sporting Goods Stores-45111	2,052,671	2,434,647	(381,976)
Hobby, Toys and Games Stores-45112	1,515,782	479,202	1,036,580
Sew/Needlework/Piece Goods Stores-45113	411,733	1,735,568	(1,323,835)
Musical Instrument and Supplies Stores-45114	386,623	2,918,274	(2,531,651)
Book, Periodical and Music Stores-4512	2,079,879	1,846,869	233,010
Book Stores and News Dealers-45121	1,313,198	1,243,321	69,877
Book Stores-451211	1,207,739	1,243,321	(35,582)
News Dealers and Newsstands-451212	105,459	0	105,459
Prerecorded Tapes, CDs, Record Stores-45122	766,681	603,548	163,133
General Merchandise Stores-452	43,829,817	35,071,653	8,758,164
Department Stores Excl Leased Depts-4521	29,693,228	29,756,031	(62,803)
Other General Merchandise Stores-4529	14,136,589	5,315,622	8,820,967
Warehouse Clubs and Super Stores-45291	8,977,745	71,006	8,906,739
All Other General Merchandise Stores-45299	5,158,844	5,244,616	(85,772)
Miscellaneous Store Retailers-453	9,291,908	4,350,597	4,941,311
Florists-4531	1,148,615	280,527	868,088
Office Supplies, Stationery, Gift Stores-4532	4,032,314	1,095,539	2,936,775
Office Supplies and Stationery Stores-45321	1,747,911	4,660	1,743,251
Gift, Novelty and Souvenir Stores-45322	2,284,403	1,090,879	1,193,524
Used Merchandise Stores-4533	947,328	441,435	505,893
Other Miscellaneous Store Retailers-4539	3,163,651	2,533,096	630,555

RMP Opportunity Gap - Retail Stores

Prepared For:
Project Code: Villa Park 2005-137

Order #: 963840348
Site: 01

Place (see appendix for geographies), Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	21,551,213	3,608,009	17,943,204
Electronic Shopping, Mail-Order Houses-4541	12,033,465	18,490	12,014,975
Vending Machine Operators-4542	1,711,864	2,446,284	(734,420)
Direct Selling Establishments-4543	7,805,884	1,143,235	6,662,649
Foodservice and Drinking Places-722	36,534,061	27,833,632	8,700,429
Full-Service Restaurants-7221	15,060,430	5,610,660	9,449,770
Limited-Service Eating Places-7222	15,663,290	17,430,293	(1,767,003)
Special Foodservices-7223	2,778,943	3,128,494	(349,551)
Drinking Places -Alcoholic Beverages-7224	3,031,398	1,664,185	1,367,213
GAFO *	88,172,489	95,803,885	(7,631,396)
General Merchandise Stores-452	43,829,817	35,071,653	8,758,164
Clothing and Clothing Accessories Stores-448	16,381,914	29,652,008	(13,270,094)
Furniture and Home Furnishings Stores-442	9,221,321	10,072,718	(851,397)
Electronics and Appliance Stores-443	8,260,435	10,497,407	(2,236,972)
Sporting Goods, Hobby, Book, Music Stores-451	6,446,688	9,414,560	(2,967,872)
Office Supplies, Stationery, Gift Stores-4532	4,032,314	1,095,539	2,936,775

* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Appendix: Area Listing

Area Name:

Type: List - Place Reporting Detail: Aggregate Reporting Level: Place

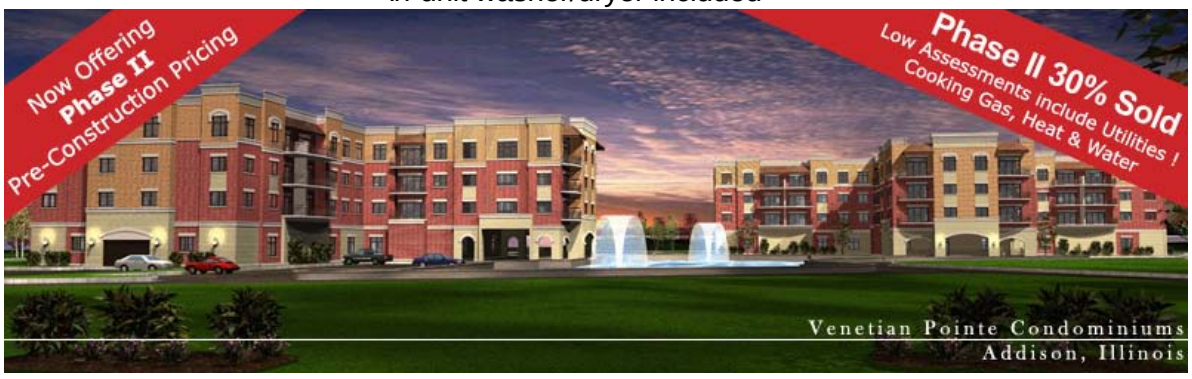
Geography Code	Geography Name	Geography Code	Geography Name
1777993	Villa Park village		

Venetian Pointe

Address:	1200 Foxdale Drive
Community:	Addison
Developer:	Greco PG Five Development
Number of Units:	84 condominiums total Phase 1: 42 units Phase 2: 42 units
Marketing Began:	8/1/2005
First Occupancy:	Phase 1: October 2006 (expected) Phase 2: Spring 2007 (expected)
Units sold:	57 (67.9%) Phase 1 is sold out
Absorption Rates:	31 units sold in the first month 57 units sold in first four months Overall monthly average of 14.25 units
Range of Units Sizes:	981 to 1,610 sq ft
Range of Base Prices:	$231,500 to $369,500
Major project amenities:	Fitness center Party/Meeting room Heated parking space included

Significant standard unit features:

9” Ceiling heights
Ceramic tile in kitchen and bathrooms
Hardwood floors
Granite kitchen counters
Stainless steel appliances
Jacuzzi tub in master bath
In-unit washer/dryer included



Avanti Place

Address:	Lake Street and 5th Avenue
Community:	Addison
Developer:	Hartz Construction
Number of Units:	50
Marketing Began:	8/3/2001
First Occupancy:	2003
Units Sold:	48 (96%)
Absorption Rates:	13 units sold in the first 28 months 48 units sold total in 52 months
Range of Units Sizes:	1,380 to 1,485 sq ft
Range of Base Prices:	$235,900 to $312,900
Major project amenities:	Heated parking space included

Significant standard unit features:

Vinyl flooring in kitchen
Carpeting
White GE appliances
In-unit washer/dryer hook-ups

Essex Place/ Emerald Towers

Address:	Brush Hill Road, north of Roosevelt Road
Community:	Elmhurst
Developer:	Hartz Construction
Number of Units:	82 in three phases Phase 1: 24 units (sold out) Phase 2: 28 units (now being sold) Phase 3: 30 units (anticipated)
Marketing Began:	3/11/2000
First Occupancy:	2003
Units Sold:	34 (41.5%)
Absorption Rates:	23 units sold in first four years
Range of Units Sizes:	1,238 to 1,517 sq ft
Range of Base Prices:	$251,900 to $312,900
Major project amenities:	Heated parking space included

Significant standard unit features:

Vinyl flooring in kitchen
Carpeting
White GE appliances
In-unit washer/dryer hook-ups

Residences of Fountain Square

Address:	845 E 22nd Street
Community:	Lombard
Developer:	Residential Homes of America
Number of Units:	148 condominiums
Marketing Began:	6/26/2005
First Occupancy:	June/July 2006 (expected)
Units Sold:	61 (41.2%)
Absorption Rates:	30 units sold in the first month 61 units sold in the first five and a half months Overall monthly average of 11 units
Range of Units Sizes:	920 to 1,855 sq ft
Range of Base Prices:	$222,900 to $372,990
Major project amenities:	Heated parking space included

Significant standard unit features:

Vinyl flooring in kitchen and bathrooms
Carpeting
Laminate kitchen counters
Stainless steel appliances

Oakview Estates

Address:	433 E St Charles Road
Community:	Lombard
Developer:	Neri Companies
Number of Units:	80 condominiums Phase 1: 40 units Phase 2: 40 units
Marketing Began:	11/12/2004 for Phase 1
First Occupancy:	Phase 1: April/May 2006 (expected)
Units Sold:	15 (18.8%)
Absorption Rates:	10 units in the first four months 15 units sold total in fourteen months
Range of Units Sizes:	1,145 to 2,060 sq ft
Range of Base Prices:	$229,900 to 394,900
Major project amenities:	Heated parking space included Phase 1: party room Phase 2: fitness center

Significant standard unit features:

Vinyl flooring in kitchens
Carpeting
Laminate kitchen counters

Lincoln Place

Address:	141 W St Charles Rd
Community:	Lombard
Developer:	Norwood Builders
Number of Units:	39 units
Marketing Began:	3/1/2004
First Occupancy:	2004
Units Sold:	32 (82.1%) All one-bedroom units are sold
Absorption Rates:	2 units in the first three months 32 total units sold in 21 months Overall monthly average of 1.5 units
Range of Units Sizes:	823 to 1,671 sq ft
Range of Base Prices:	$200,900 to $369,900
Major project amenities:	Heated parking space included

Significant standard unit features:

Ceramic tile flooring in kitchen and bathrooms
Carpeting
White GE appliances
In-unit washer/dryer hook-ups
In-floor radiant heat

Crescent Court

Address:	York Street and Robert Palmer Drive
Community:	Elmhurst
Developer:	Morningside Group
Number of Units:	Phase I: 67 units Phase II: 56 units
Recorded Sales Prices:	$196,000 to $481,000

HNTB Corporation
The HNTB Companies
Engineers Architects Planners

111 North Canal Street, Suite 1250
Chicago, Illinois 60606-7252

Telephone (312) 930-9119
Facsimile (312)930-9063
www.hntb.com

MEMORANDUM

November 20, 2006

TO: Villa Park Village Board
FROM: Gina Trimarco, Project Manager
HNTB
RE: Union Pacific Railroad Grade Separation

The scope of the Villa Park Station Area Plan included a conceptual analysis and grand scale cost estimate of a grade separation on Ardmore Avenue at the Union Pacific Railroad tracks. After discussion with the Station Area Plan Steering Committee, it seemed appropriate to also examine alternate overpass locations at Addison Avenue and Villa Avenue.

This memo describes the existing conditions of each roadway and the characteristics of a grade separation structure at each location. A base assumption for all alternatives was to use a maximum grade of 5% in order to comply with the Americans with Disabilities Act (ADA) standards for sidewalks. This requires the structure to be a minimum of 1,100 feet in length for all three locations within the study area.

Ardmore Avenue Grade Separation

Ardmore Avenue is a two lane arterial with parking on either side of the street. There are 5-foot sidewalks separated with a parkway along Ardmore Avenue. A proposed cross section for either an overpass or an underpass alternative would include two thru lanes and 8-foot sidewalks adjacent to the roadway on both sides. The cross section width for the structure would be 40 feet. At a minimum, fifteen multi-family buildings or single-family homes would need to be acquired for either the underpass or overpass due to property takings or access restrictions (refer to Figure 1). In addition, there are several businesses along the roadway at this location that also would be impacted by a grade separation. All of the businesses access points along Ardmore Avenue would no longer be feasible if the street becomes grade separated. The businesses on the west side of Ardmore Avenue are too close to the right-of-way for a frontage road adjacent to Ardmore Avenue and therefore, would have to rely on reconfiguration of the parking lots for access off of Vermont Street behind the businesses. With the storefronts facing Ardmore Avenue this most likely is not feasible. For the businesses along the east side of Ardmore Avenue, there appears to be enough space for a frontage road along Ardmore Avenue; however, the access point for the frontage road would have to be off of Vermont Street and would most likely significantly reduce parking for the businesses. The preliminary cost estimate for an overpass at this location is $4.58 million and for an underpass is $8.67 million. The cost for an underpass may increase significantly depending on the sequencing and coordination with the railroad and other costs associated with the project.

Villa Avenue Grade Separation

Villa Avenue is a two lane arterial with a center two way left turn lane. There are 5-foot sidewalks separated with a parkway along Villa Avenue south of the railroad tracks. North of the railroad tracks, a sidewalk is located on the west side of the roadway only. The proposed cross section for an overpass would include two thru lanes and 8-foot sidewalks adjacent to the roadway on both sides. The cross section width for the structure would be 40 feet. At a minimum, fourteen single-family homes would need to be acquired for this alternative (refer to Figure 2). The preliminary cost estimate for this alternative is $4.91 million, not including right-of-way costs and other costs as stipulated below. This cost is slightly higher than the Ardmore Avenue overpass because the structure would need to be slightly curved due to the kink in the existing roadway. Although underpass costs were not prepared for Villa Avenue, it can be assumed that the cost for an underpass would be approximately twice as much.

Addison Avenue Grade Separation

Addison Avenue is a four lane arterial with 5-foot sidewalks on both sides. There is a parkway that separates the sidewalks from the roadway. The proposed cross section of an overpass would consist of four thru lanes and 8-foot sidewalks adjacent to the roadway on both sides. This brings the cross section at this location to 64 feet. At a minimum, 5 homes would need to be acquired for this alternative (refer to Figure 3). The preliminary cost estimate for this alternative is $6.67 million, not including additional costs specified below. Although underpass costs were not prepared for Addison Avenue, it can be assumed that the cost for an underpass would be approximately twice as much.

Funding and Cost Considerations

Included with this memo are grand scale cost estimates for each alternate. Note that cost estimates do not include any right-of-way costs, nor costs associated with repair to damaged remaining parcels, or the loss of tax revenue to remove commercial or residential properties. Subsequently, it should be expected that the costs with any of the alternatives would increase significantly.

Note also, that the Village would need to find their own funding for any proposed vehicular or pedestrian underpasses or overpasses. The Village would need to obtain approval from the Union Pacific Railroad and work with the Union Pacific and Metra as the potential improvements move forward. The Union Pacific Railroad and Metra will not be involved in the future maintenance of any proposed grade separations.

Summary

As the above indicates, the property impacts and costs associated with each alternative are conceptual only. In order to determine more accurate costs and impacts, a preliminary engineering study for each location should be conducted. However, at this time it is not recommended that the Village pursue a grade separation at Ardmore Avenue due to the potential impacts on property in the station area which is not supportive of transit oriented development.