



Village of Bartlett

Downtown TOD Plan

ADOPTED 10.18.2016



**Regional
Transportation
Authority**

CONSULTANT TEAM:



GOODMAN WILLIAMS GROUP
— REAL ESTATE RESEARCH —

ACKNOWLEDGEMENTS

The Village of Bartlett Transit Oriented Development (TOD) Plan is the culmination of a 10 month process that included numerous opportunities for Village leadership, residents, major employers, and business owners to participate. Many stakeholders volunteered their time to attend community workshops, meetings, focus groups, and stakeholder interviews. We would especially like to recognize the involvement of the individuals and businesses listed below for their guidance throughout the process:

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Bartlett Department of Public Works

Bartlett Fire Protection District

Bartlett Historic Society

Bartlett Parks District

Bartlett Plaza

Bartlett Police Department

Bartlett Public Library District

BMO Harris Bank

JC's Mexican Restaurant

Marcos Pizza

Platform 18

ROI Business Solutions

Senior Flexonics

Spin Doctor Cyclewerks

2 Toots Train Whistle Grill

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01 Introduction

Project Introduction

The Village of Bartlett received a grant through the Community Planning Program of the Regional Transportation Authority (RTA) to fund the creation of a Downtown Transit Oriented Development (TOD) Plan for the Metra station area.

In general, TOD plans focus on district improvements that encourage the creation of sustainable and walkable communities with reduced automobile dependency, and identify ways to pair economic development with transportation improvements. Plan strategies can include but are not limited to identifying business attraction strategies, creating a safer walking environment, encouraging active ground floor uses, expanding housing options, and increasing downtown event programming.

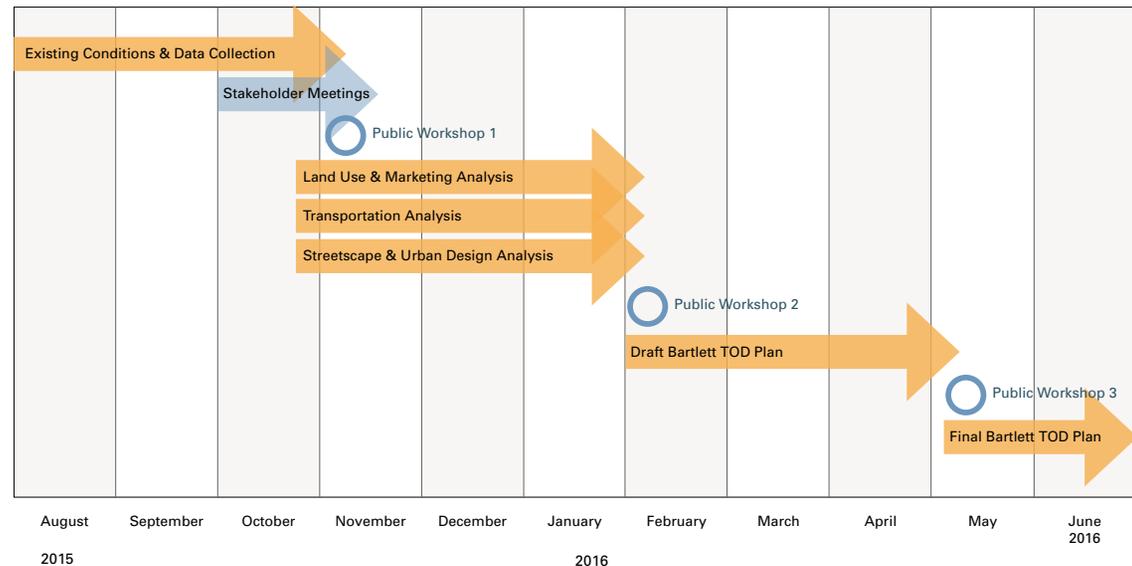
The Village of Bartlett Downtown TOD Plan process took place over roughly 10 months and was guided by a Steering Committee comprised of Downtown residents, business owners, and Village leaders. At key milestones in the process, the community was invited to participate in public workshops to discuss and comment on the plan components.



Plaza and artwork in the park near Town Center



Bartlett Metra station depot building



What are the benefits of Transit Oriented Development (TOD)?

The goal of creating developments in close proximity to public transit options is to use transit resources effectively, reduce congestion, and give a boost to the local economy. TOD plans promote walking and an active lifestyle, by encouraging quality streetscape and buildings in a compact layout. This consequently allows for more efficient use of land, and often requires less land area to be dedicated to parking due to the potential for sharing between businesses.

Planning for new development around the Bartlett Metra station will help expand Metra ridership, attract new visitors, and investment to Downtown. **Locally, making transit options and the Downtown more attractive will help to bring new customers to existing businesses, as well as attract new shopping, restaurant, and employment options to the area.** Regionally, the increase in transit ridership helps to alleviate traffic congestion, reduce the need for new roadways, and reduce air pollution.

Goals of the TOD Plan

- Foster a greater sense of community pride and vibrancy in Downtown Bartlett
- Increase economic development throughout the Downtown area
- Provide a mixed-use environment, with more residential options, a variety of commercial businesses, and jobs within the Village
- Expand the local tax base to support future infrastructure improvements
- Encourage commuters to use Metra to help reduce traffic congestion and air pollution
- Maintain and enhance the appearance of the Downtown to provide a stronger sense of place
- Advance sustainability and public health goals through the promotion of a compact, walkable community

Why is Bartlett a Good Opportunity for TOD?

Downtown Bartlett is an excellent opportunity for new residential development. Existing housing units, especially those available for rent, are almost fully leased out. Regionally, Downtown locations that are well served by public transit are very attractive to developers and have generally recovered from the recession of 2008 faster than suburban areas that are less connected. Bartlett also has an established, walkable street pattern Downtown, with quiet tree-lined residential streets, good sidewalks, high quality community facilities, and very little traffic congestion. Residential settings like Bartlett appeal to a growing demographic of young professionals and empty nesters who are investing in new suburban housing. The Real Estate Market Analysis conducted as part this Plan concludes that there is sufficient demand today to support the construction of 50-60 apartments and 45-55 townhomes units Downtown over the next 3 years.

To continue to reinforce Downtown Bartlett as a transit served, amenity rich, mixed-use neighborhood, residential growth should be paired with the pedestrian, public realm, and transportation improvements outlined within this Plan. As the Downtown residential population grows, it will also help to better sustain the existing businesses, as well as help attract new retail and restaurants to the area.

Legend

1. Senior Flexonics
2. Bartlett Plaza Shopping Center
3. US Post Office
4. CVS
5. BMO Harris Bank
6. American Charter Bank
7. V&V Paesano Pizzeria
8. Main Street Plaza Shopping Center
9. Village Hall
10. Police Department
11. Hanover Township Emergency Services
12. At&T Data Center
13. Platform 18
14. Banbury Fair
15. Dance Motions Inc.
16. Bartlett Smiles
17. Spin Doctor Cyclewerks
18. Associated Bank
19. JC's Mexican Restaurant
20. TI's Four Seasons
21. Town Center Shopping Center
22. Bartlett Elementary School
23. St. Peter Damian Catholic School



Study Area Boundary

1/4 Mile Walking Radius

1/2 Mile Walking Radius

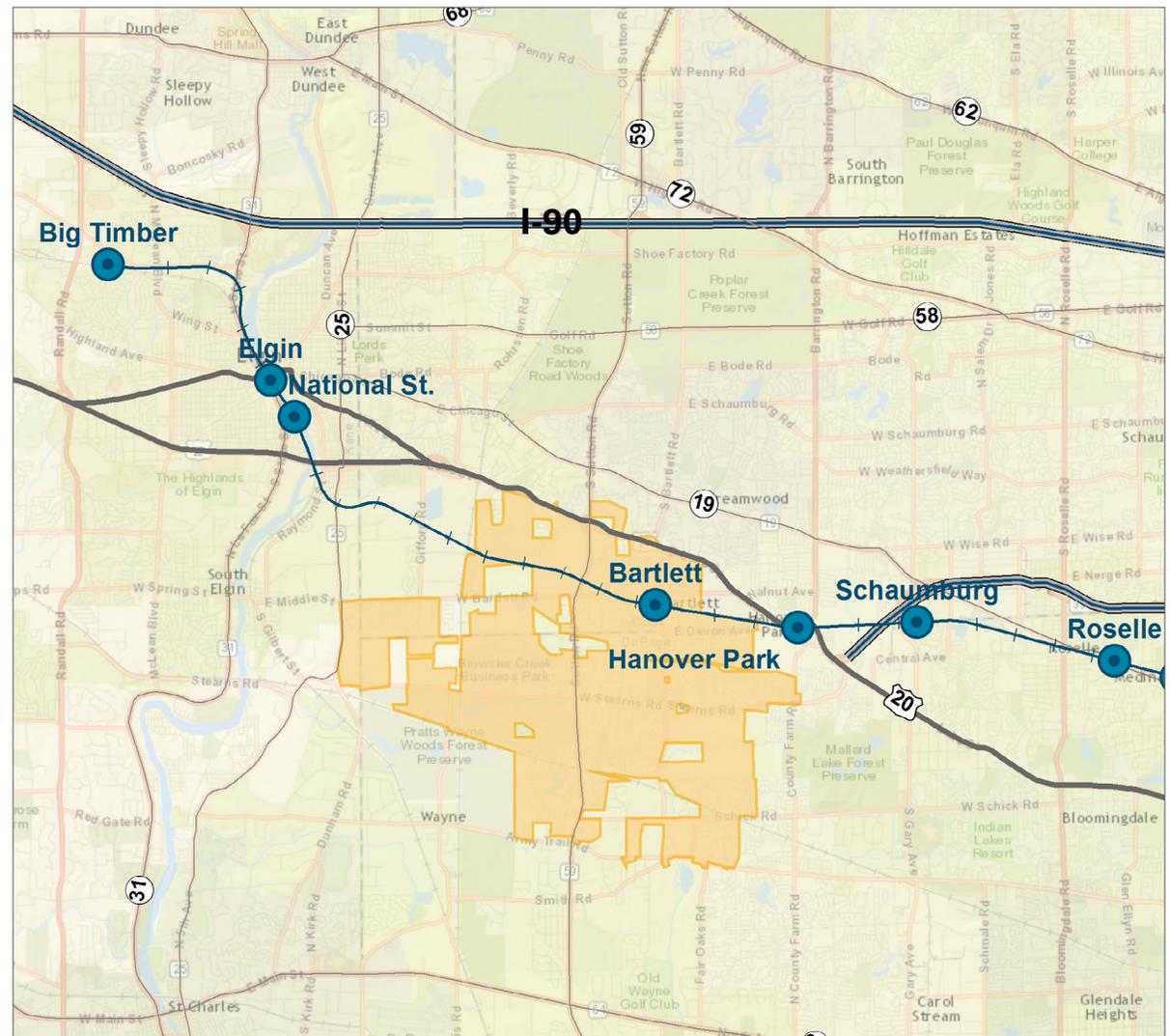
Metra Station

Study Area Overview

The study area for the TOD Plan is focused on the walkable district surrounding the Metra station which includes Bartlett's core Downtown retail and residential zone, as well as schools, professional offices, major employers, and park spaces. The TOD study area covers roughly 240 acres of land, and is bounded by Western Avenue, North Avenue, South Prospect Avenue and West Devon Avenue (shown on the facing page).

The Village of Bartlett is located roughly 35 miles northwest of Downtown Chicago, and includes portions of the Lake Street / Illinois Route 20 and Illinois Route-59 corridors. The Village is split between Cook, DuPage, and Kane Counties, and shares boundaries with the neighboring communities of Elgin, South Elgin, Streamwood, Hanover Park, Carol Stream, West Chicago, and Wayne.

Bartlett's Metra station is located on the Metra Milwaukee District West Line, that provides service from downtown Chicago – Union Station to Big Timber Road in Elgin. There are approximately 68 trains per day through Downtown Bartlett, of which 58 are Metra commuter trains (weekday trains) and about 10 are freight trains.



Metra Milwaukee District West Line Context Map
Source: ESRI



Study Area Overview

Demographics

The population of Bartlett in 2015 is estimated to be 41,299. It has grown by 12.5% in the past fifteen years, with the majority of this growth seen between 2000 and 2010. Since 2010, the population has remained steady, and is only projected to increase slightly by 2020.

An estimated 76.1% of the population in Bartlett identifies as White. Asians make up the largest minority, comprising 15% of the population. The Hispanic population of Bartlett has increased significantly since 2000. It now is estimated as 11% of the population.

Age Distribution

The median age of residents in the community has increased 15.9% since the 2000 Census, from 33.4 to 38.7 years. CMAP estimates the median age in the seven-county region is 36.0. As the population continues to age, the municipality will have to plan accordingly for these growing populations.

Three segments of the population in Bartlett are increasing:

- Individuals in their young 20's
- Those aged 45 – 54, who are typically in their peak earning years
- Seniors, both 55 -74 and 75+



Historic retail buildings along Bartlett Avenue



Existing condominiums in the Town Center

Housing Characteristics

Bartlett's housing stock, which has a total of 14,187 units, is predominantly made up of owner-occupied units (a total of 88.1%). The housing vacancy rate is only 2.9%, which is considered very low and a positive indicator by most standards.

More than 90% of homes within Bartlett were constructed in the decades spanning 1970 to 2009. The 1990s were the most significant decade for housing construction within the Village, with 5,327 homes built during this ten year period (37% of the housing stock).

As measured by the issuance of residential building permits, annual new home construction volumes over the last 10 years peaked in 2005 with 511 single family and 238 multifamily permits issued – then tumbled into a deep hole as the housing and financial market crises hit and the regional and national economies fell into recession. Construction volumes within the Village have yet to recover, having hovered near zero since 2008.

During the past few years, Bartlett has only permitted 20 single family residential units and no multifamily units. Streamwood has permitted a total of 150 single family and multifamily units during the same time frame.

Study Area Overview

The Downtown Bartlett Study Area encompasses a wide variety of housing types, including detached single family homes and multi-family rental apartments, townhomes, and condominiums.

Downtown Employment

Senior Flexonics, located on Devon Avenue, is Downtown's largest employer with 400 employees. They manufacture flexible mechanisms for exhaust, cooling, and fuel distribution systems. According to the Human Resources Manager for Senior Flexonics, most employees travel from neighboring suburbs to work at the location and the overwhelming majority commutes via personal vehicle.

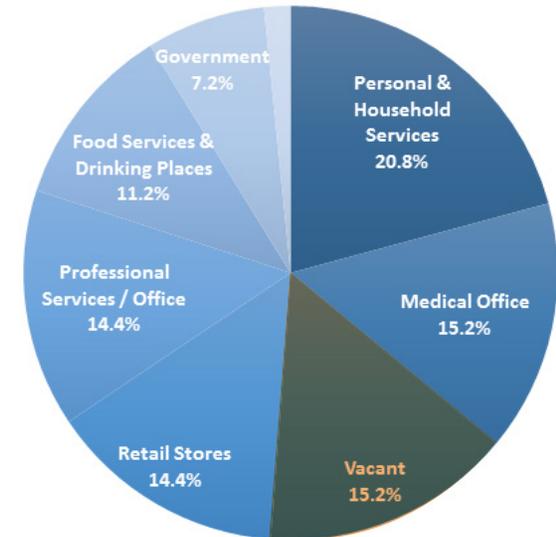
Many other Downtown employees work in Village Hall, the Fire Department, or Bartlett Elementary School. Together with the manufacturing jobs at Senior Flexonics, these industries comprise nearly two-thirds of the Downtown employment. Fourteen restaurants and 18 retail stores are located Downtown, employing 150 people.

Downtown Commercial

Nineteen storefronts in Downtown Bartlett are vacant, a relatively high percentage. Retail and Restaurants comprise of 25.6% of total establishments. Professional and medical offices and other service businesses together comprise 50.4% of the total businesses in Downtown Bartlett.

Bartlett does not have as much retail as its neighboring communities as measured by annual retail sales tax. It collected just over \$2 million in retail sales tax in 2014 as compared to \$7.9 million in Bloomingdale.

Downtown Business Inventory



Source: Goodman Williams Group



Town Center mixed-use building along Main St



Older vacant commercial along Main St

Study Area Overview

Metra Rail Ridership

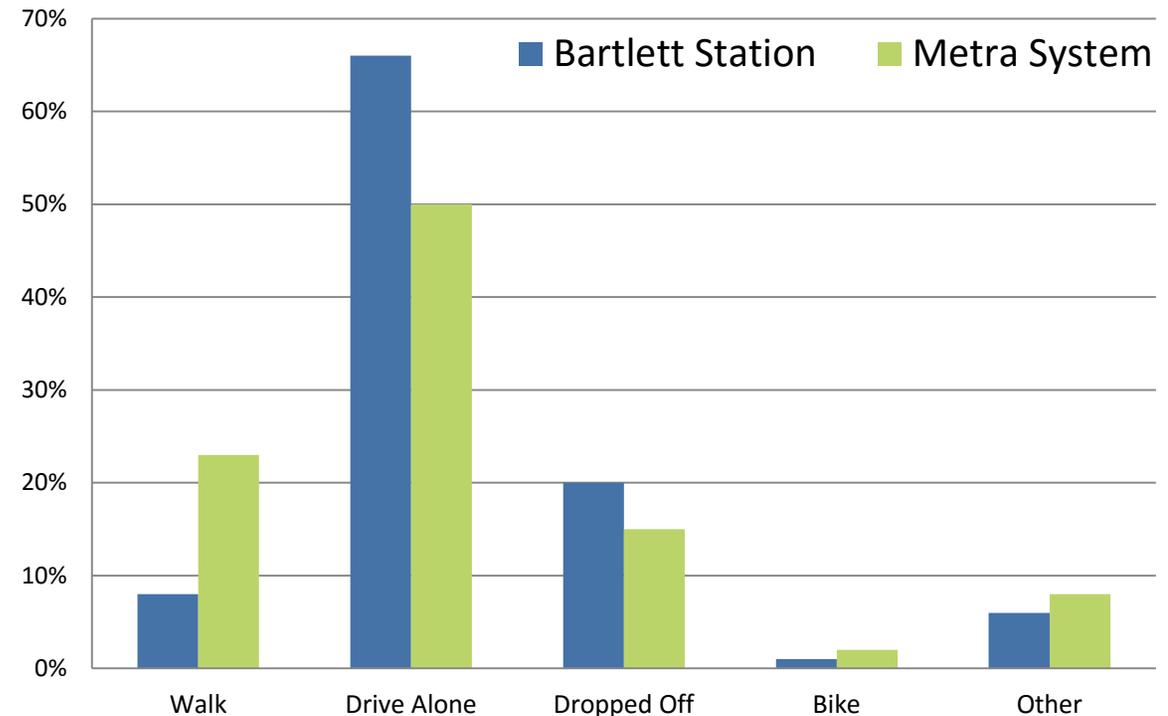
Per Metra's most recent ridership surveys (2014), there are 1,081 typical weekday boardings at the Bartlett station. Ridership at this station grew considerably in the 1980s and has been relatively stable since. Bartlett is appealing to commuters because it is the last station in Metra's Zone F, which is two fare zones lower than the next closest station to the west (Elgin, National Street).

Getting to the Station

Mode of access to the station is predominantly by driving alone/parking, followed by being dropped off as shown to the right. Bartlett has a higher drive alone access to the station and a much lower number of riders who walk compared to both the MD-W line and the Metra system as a whole.

The Bartlett Metra station attracts riders from a fairly wide area, drawing as far west as South Elgin, as far north as Schaumburg, and as far south as Army Trail Road. This could be attributable to the fare zone location and availability of daily fee parking spaces. Drawing from this large of an area also contributes to the higher percentage of drive alone access to the station.

How Commuters Get to the Metra Station



Source: Metra

Key Metra Commuter Considerations

Commuter parking: Existing parking is 85% utilized. This is the level at which additional parking resources may need to be considered.

Access to Metra station: The highest percentage of commuters who access the Bartlett station drive alone and park, while the walk access is very low. Improvements to the

pedestrian/bicycle network should be a focus of future work to make walking and biking to the station more attractive.

Commuter Lot 11: The Village purchased this commuter lot, located north of the tracks and east of Western Avenue, in April 2009 with interest in redeveloping the parcel. As part of the sale of this property, the Village agreed that when the parcel is redeveloped, it will

Study Area Overview

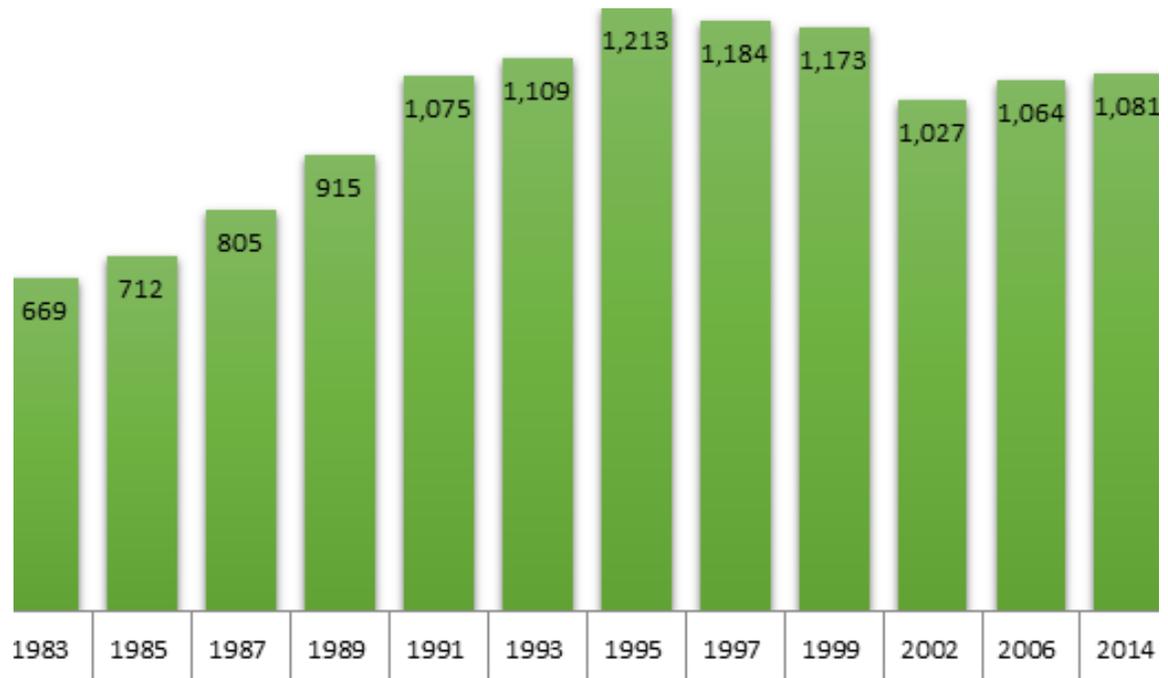


Original Bartlett depot building

pay for the relocation of the 86 parking spaces to another site near the station. Since the acquisition, the Village and Metra have discussed possible areas for relocating the parking, but no binding agreement has been made on this issue due to the lack of development activity on the lot 11 parcel.

Outbound trains blocking the Western Avenue and Oak Avenue crossings: Because of the split platform operation, both crossings are generally not blocked at the same time.

Bartlett Station Ridership Over Time



Source: Metra

Western Avenue does get backed up at times, particularly during the PM peak period, as it appears to be a preferred route both for motorists who desire to bypass the Downtown and for commuters who drive or are dropped off. Since the actual time that the gates are down is not long, it is unlikely that any additional adjustments can be made without adversely affecting the other crossings.

Commuter pick-up: during the evening peak times generally takes place along Bartlett Avenue, near the outbound platform west of Oak Avenue. Awaiting vehicles typically double-park behind vehicles parked in commuter parking spaces along the railroad. Since waiting drivers tend to stay with their vehicles, few conflicts are experienced. An expanded pick-up location with better signage should be considered.

Study Area Overview

Metra Split Platform Operation

When the Village of Bartlett envisioned the new mixed-use Town Center redevelopment in the late 1990's, it revolved around the development of a new Metra train station. The original historic rail depot is located west of Oak Avenue and several options were considered at the time for the new Metra depot, including moving that station away from Downtown.

At the same time, the Village worked with Metra to identify alternatives for improving the operation of the commuter rail station and traffic circulation Downtown in response to concerns from local businesses and the general public. The three initial options considered were:

- Station remains in the same place, and gates will be closed when any train is in the station
- Staggered platforms and gates can be raised when commuter trains are loading
- New parallel platform, east of Oak Avenue, requiring gates to be down during commuter train loading

The split platform concept originated from these discussions, and proposed a condition where the in-bound platform to Chicago would be located adjacent to the new depot station and the out-bound platform would be adjacent to the historic rail depot. The decision to create a split platform occurred over many years of collaboration between Metra, the Village, and stakeholders. The split platform layout solved a key issue at the time which was to reduce the time when Oak Avenue is closed to traffic while a train is in the station, while also keeping the station near Downtown businesses, and alleviating the need to consolidate all commuter parking on the east side of the Downtown. As part of the decision, the Village was given control of the historic rail depot for other community uses, as a licensing agreement with Metra for the new station.

During the TOD Plan process several community members expressed the opinion that the split platform is inconvenient for commuters and Downtown visitors. The following analysis outlines the discussion of the split platform issues related to the goals of the TOD Plan.

Advantages:

- Platform locations provide the opportunity to have Metra commuter parking dispersed throughout Downtown, while still within a walkable distance of one of the platforms.
- Reduces the amount of time that Oak Avenue will be closed due to commuter train operations.
- The new Metra station has remained in close proximity to Downtown businesses.
- Having split platforms helps to disperse commuter traffic and pedestrian activity at peak periods.

Disadvantages:

- Increased freight traffic has created sporadic changes in the loading locations for commuter trains, creating some confusion for commuters.
- Because commuter parking is located surrounding both the inbound and outbound platforms, commuters need to walk further for either their arrival at the station or evening departure.
- The longer walking distances are less convenient, and may discourage commuters from using the Bartlett Metra station.

Study Area Overview

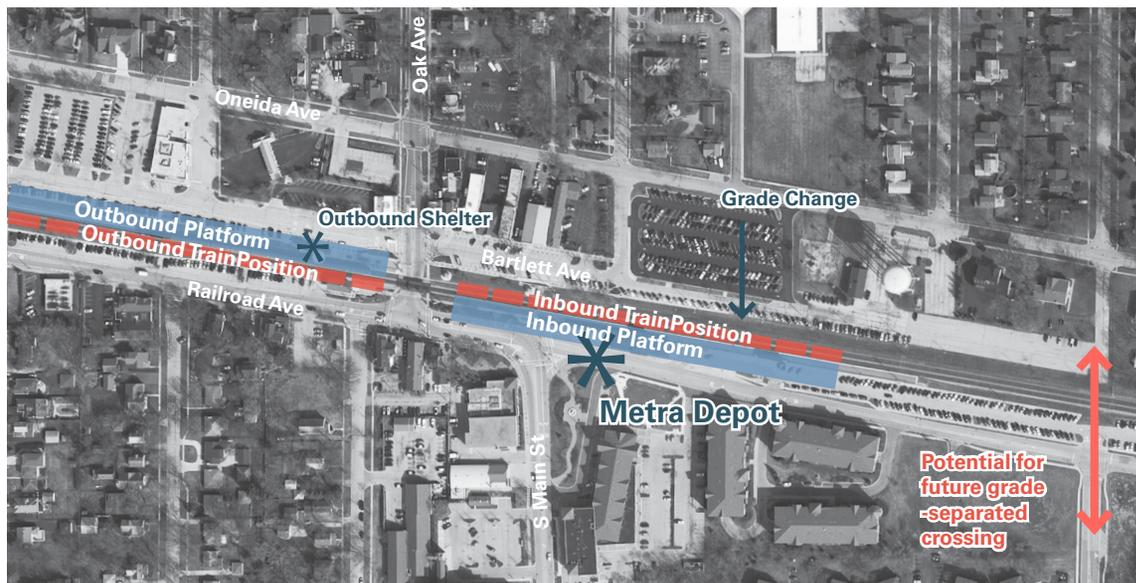
Constraints to future platform changes:

- The grade change that exists north of the existing inbound station depot makes it difficult and costly to create a new outbound platform in this location.
- Considerable investments have been made to the current station layout and surrounding intersections. Much of this infrastructure would need to be redesigned and replaced as part of any future platform consolidation effort.



Existing outbound shelter and bike parking

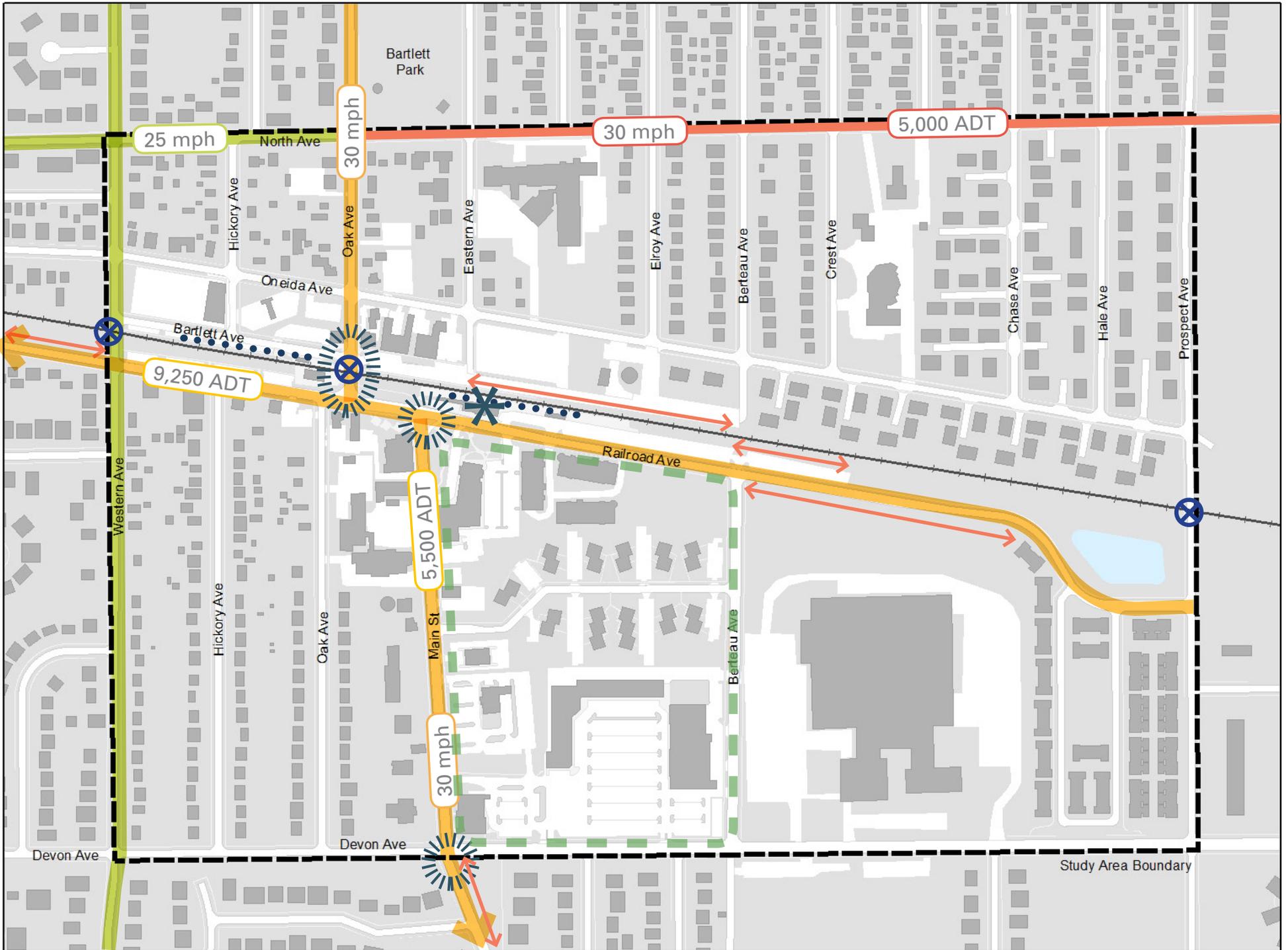
Existing Platform Layout Map



Future Platform Recommendations

Although the split platform operation was supported by the Village and Metra in the past, it has since been viewed by some as less than ideal for the Downtown. The Village has recently discussed with Metra the possibility of consolidating both the inbound and outbound platforms to the east of Oak Avenue, adjacent to the depot building. Since the platforms are relatively new, Metra has not identified a need to rebuild the platforms in the near term. Should the Village want to pursue the consolidation of platforms, they would need to help identify possible funding assistance mechanisms for the project. This proposed improvement would have minimal impact on growth and business support that are the focus of the TOD Plan, and therefore is not considered an immediate priority. The opportunities for re-combining the platforms should continue to be discussed between stakeholders, Metra, and the Village along with other strategies to improve the commuter experience in Bartlett.

Other pedestrian safety improvements such as the creation of a grade-separated crossing at Berteau Avenue and pedestrian gates near the depot have also been discussed, and should continue to be explored in the near term.



Roadways Map



Study Area Overview

Roadways & Intersections

In 2014, the Village contracted with Christopher B. Burke Engineering (CBBEL) to complete a comprehensive traffic analysis of the Downtown area. This analysis reviewed Downtown traffic characteristics and operations, including traffic signals and the Milwaukee District West Line railroad crossings. The CBBEL report was reviewed as part of the TOD Plan process, and the following traffic and roadway issues were considered in the Plan.

KEY

-  **Study Area Boundary**
-  **Super Block needs better connectivity**
-  **Sidewalk Gaps**
-  **Railroad Grade Crossings**
-  **Signalized Intersections**
-  **Major Collector**
-  **Minor Arterial**
-  **Local Road**
-  **Rail Platforms**
-  **Average Daily Traffic (ADT) refers to the number of vehicles traveling through a street in a 24-hour period.**

Key Traffic Considerations

- The CBBEL traffic observations and data indicate that while traffic flows relatively well through Downtown Bartlett, occasional delays can occur at the signalized intersection due to railroad operations.
- The CBBEL analysis, however, also found that vehicles are generally able to clear the intersections during each signal cycle with average delays of only 50 – 60 seconds.
- Additional vehicular delays could be experienced during occasions when two trains are approaching from opposite directions, or due to freight trains.
- Intersections operate within an acceptable Level-of-Service (LOS) C in both the A.M. and P.M. peak periods.
- Any changes in traffic signal operations will require Interstate Commerce Commissions (ICC) approval and would likely cause increased delay.
- Some traffic diverts away from the Downtown during peak periods. The CBBEL analysis found that less than 150 vehicles



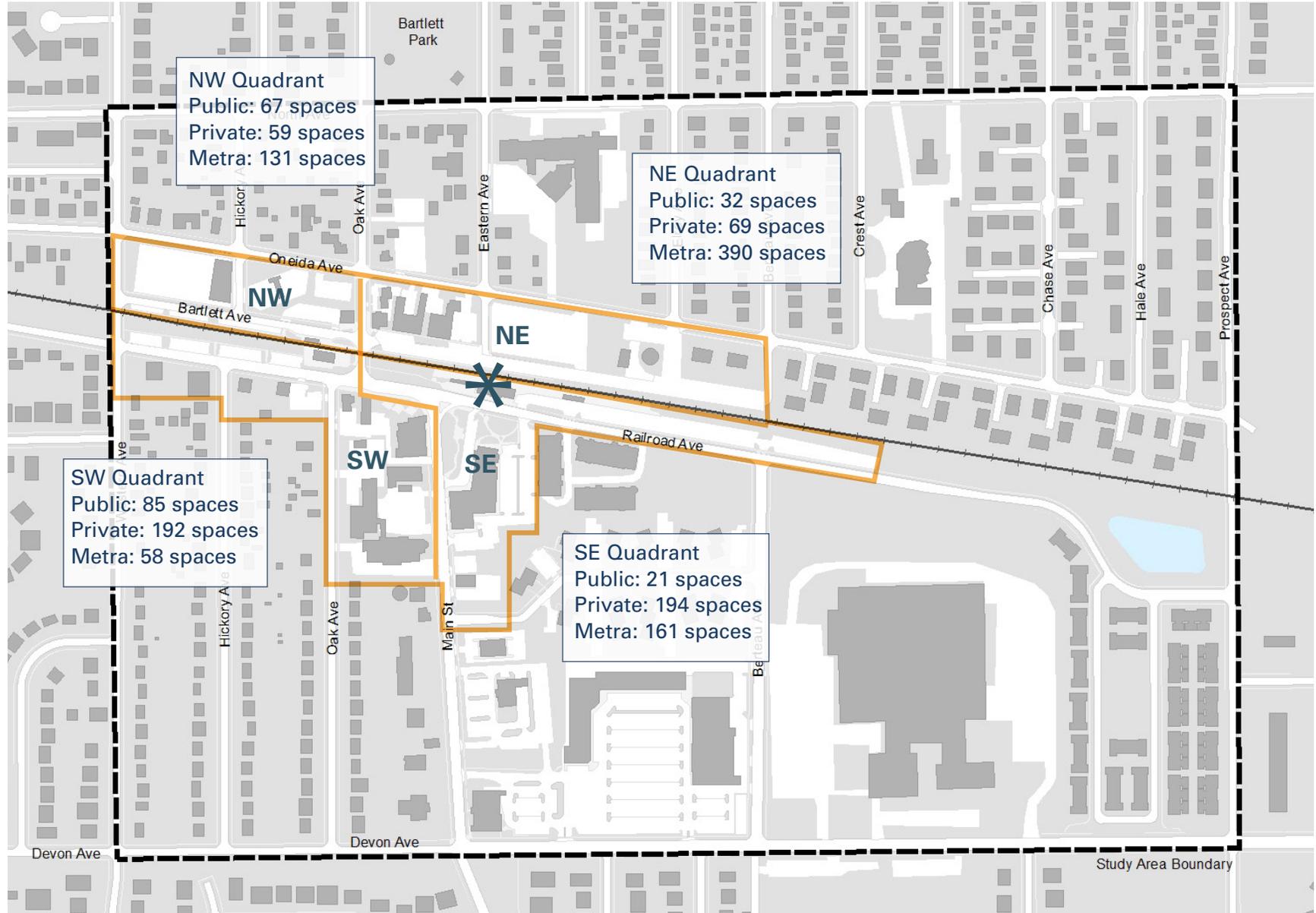
Railroad Avenue today

diverted to the north and east via Western Avenue and North Avenue during the peak period. Less than 50 vehicles diverted to the south and west directions.

- Roadway capacity is available to accommodate new development opportunities.

Study Area Overview

Existing Parking Inventory Map



Study Area Overview

Existing Commuter Parking

Commuter parking is provided in ten surface lots with a total of 740 parking spaces. Of the total number of commuter parking spaces, 85% are daily fee spaces and 15% are permit spaces. Overall, commuter parking is 84% utilized. Ownership and maintenance of the commuter parking varies per location and is shared between the Village and Metra.

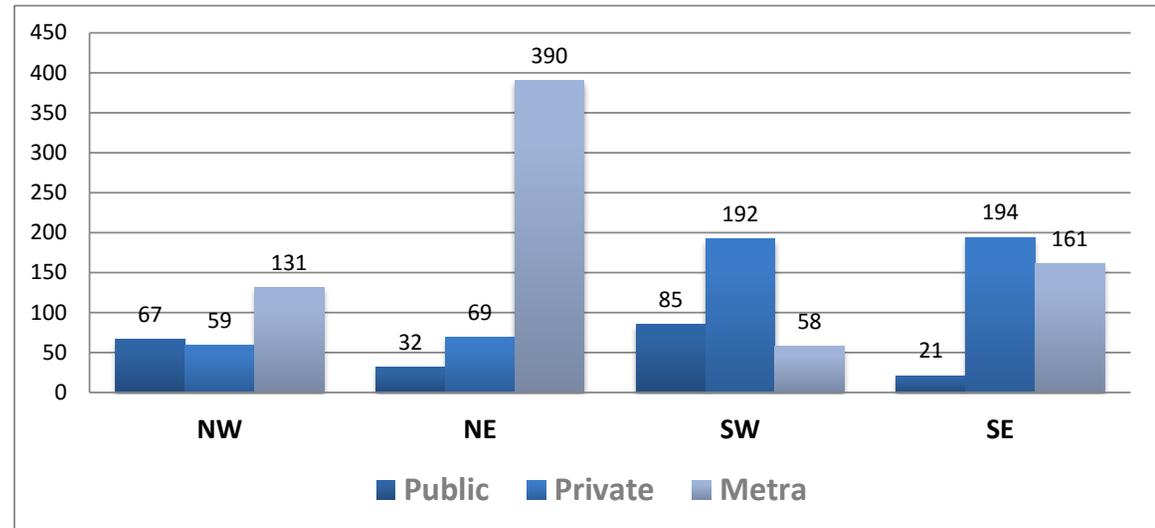
Downtown Parking Inventory

The map on the facing page, and tables to the right illustrate a snapshot of existing parking including public, private, and Metra commuter spaces. Roughly 1,450 total parking spaces are located in the zones identified on the map, about 50% of which are for Metra commuter users.

As shown in the occupancy table to the right, parking occupancy Downtown has been observed ranging from 47 - 60%. However, the Metra parking areas experience a much greater occupancy during peak periods, ranging from 84 - 100%.

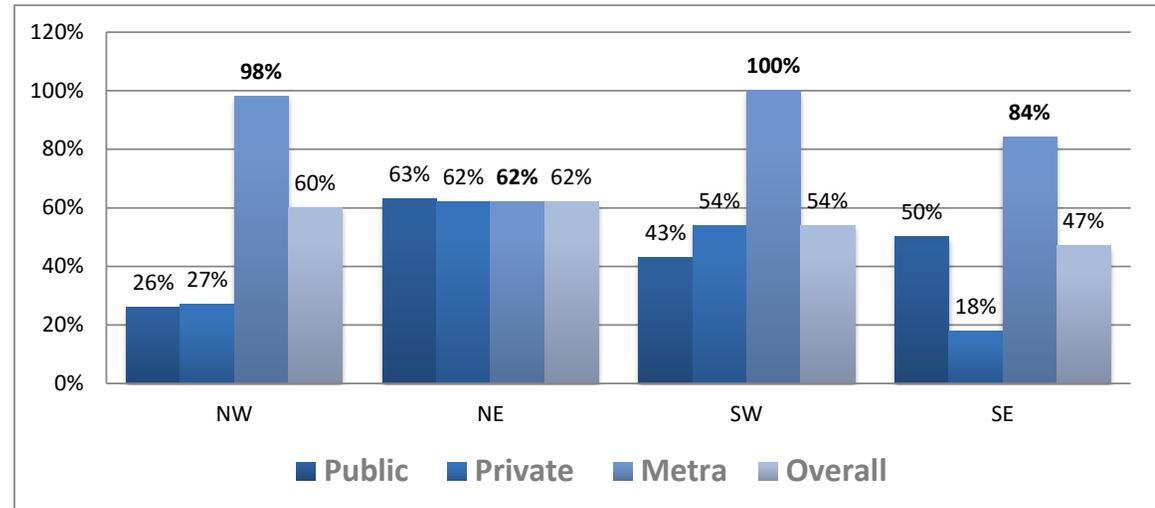
Metra estimates that the Bartlett station may need as many as 250 additional commuter parking spaces to meet their long term needs.

Existing Parking Inventory



Source: Fish Transportation Group

Parking Occupancy



Source: Fish Transportation Group

Public Input Overview

The TOD planning process included many opportunities for residents, business owners, and other stakeholders to be involved in decision making discussions. Downtown businesses were invited to focus group discussions early in the process to help the planning team understand local challenges and opportunities. Additionally, three Village-wide public workshops were held at key project milestones to give the public the opportunity to view elements of the plan, and discuss comments with the planning team. A project website, linked to the Village's existing website and social media pages, was also continuously updated throughout the planning process.

Stakeholder Focus Group Discussions

Downtown businesses owners, major employers, municipal leadership, and Village staff were invited to participate in focus group discussions as part of the initial data gathering exercise of the plan. Over 30 people participated in the discussions which were an open forum for the sharing of challenges in Downtown. Many common themes were revealed through the discussions, including:

- A need to increase the daytime population of Downtown Bartlett by increasing residential, office, and generally creating broader mix of uses.
- Many perceive Downtown as being fragmented and noted the need to create more concentrated development with a consistent building and streetscape quality.
- Although parking in Downtown is abundant, the current parking management system confuses visitors with complicated rules, inadequate signage, and parking that is inconveniently located.
- Stakeholders want to see a creation of more significant destination businesses in Downtown that will attract patrons from a wider area.
- The existing split platform Metra station creates traffic delays, and isn't ideal for commuters who have to walk long distances from both their in-bound and out-bound drop-off locations.



Discussion station at community meeting

- Bartlett needs to engage a wider audience of Downtown users, including better outreach to seniors, mothers with young children, and teenage youth through more frequent events and a broader range of activities.
- Bartlett Plaza, currently struggles to attract new tenants, and is considered an important redevelopment opportunity for the Village. It is in a key Downtown location, but lacks good street circulation and doesn't contribute to the walkability of Downtown.

Public Input Overview

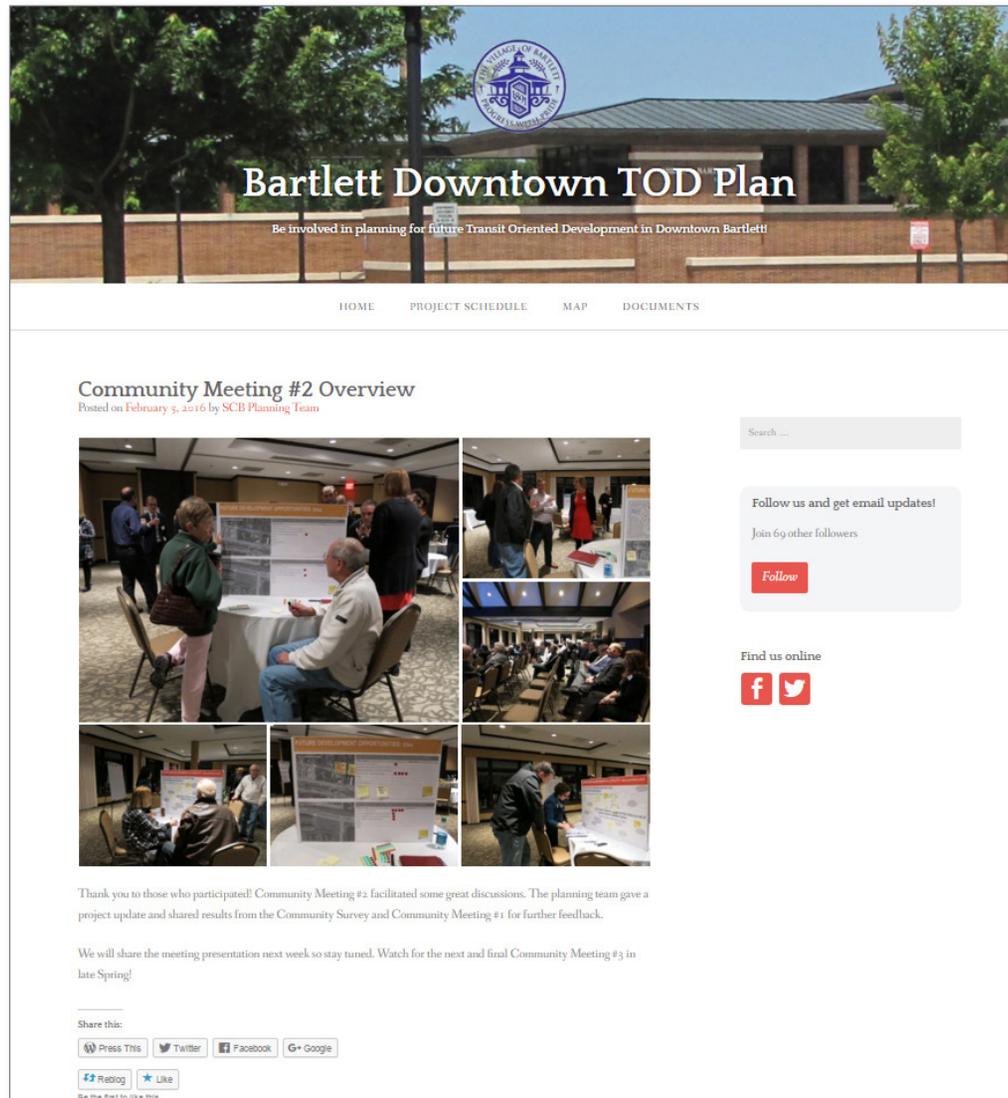
Project Website

A key element of the community outreach strategy for the TOD Plan was the creation of an interactive project website. The website contained general information about the planning process, helped educate the public about the goals and strategies of the Plan, and provided a continuously updated project news page. Formatted in a blog-like layout, website visitors were invited to download and review draft documents, learn about community meetings, and provide comments. The website was linked the existing Village website and social media pages.

The website received over 3,000 views, 70 followers, and 1,300 visitors.

Community Survey

A community-wide survey was created by the project team to help reveal preferences and identify issues for the Plan. The survey was conducted using an online survey tool which was released to the public on October 30th, 2015 and closed roughly two months later on January 1st, 2016. A link to the survey was added to the TOD Plan website, as well as advertised at stakeholder meetings, and through bulk email, posters, and handouts. Residents, employees, visitors, and business owners were invited to take the survey.



Example blog post on www.BartlettDowntownTOD.com

Public Input Overview

287 people responded to the survey. The on-line survey tool ensures that only one survey can be completed per electronic device. The survey results represent an adequate sample of the community based on the 2015 projected population of 41,299 people (with a 90% confidence level and 5% margin of error).

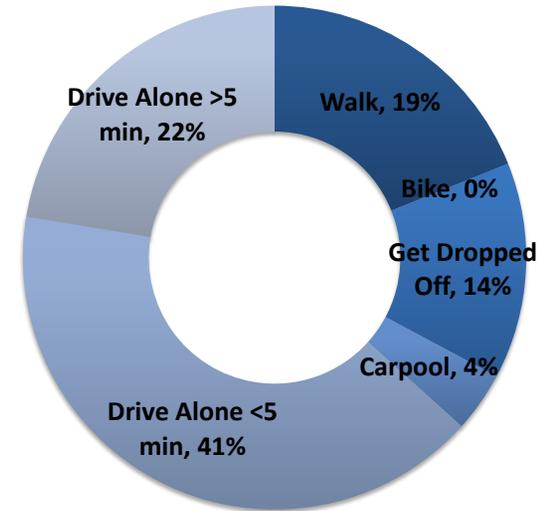
The results of the survey were presented to both the TOD Plan Steering Committee and the community. Outcomes of the survey helped define the topics of community meeting discussions, inform the project existing conditions data, and provide guidance for the Plan policies.

Community Survey Highlights

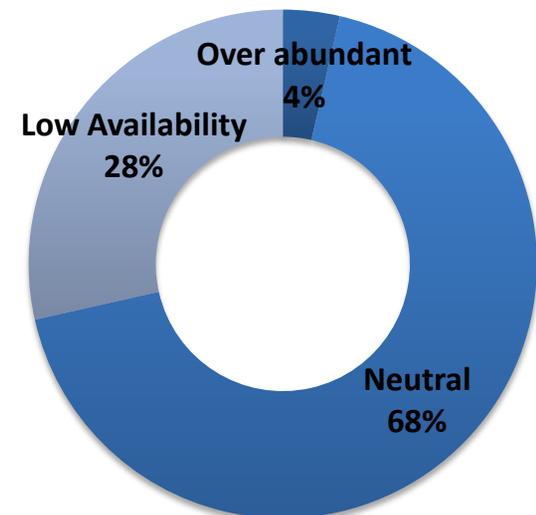
- 95% of survey respondents were residents of Bartlett
- Most of the respondents were long-time residents; 74% having lived in the community over 6 years, and 55% over 11 years
- 43% of respondents live within a mile of Downtown (which is considered a walkable distance)
- 17% chose walking as the way they most often travel to Downtown

- Very few (15%) of respondents list Metra as the way they commute to work or school, but only 17% note that they don't commute
- 96% of respondents were working age (18-64)
- 74% listed that they use Metra mostly for leisure activities, and not for work
- 80% were satisfied or very satisfied with buildings and streetscape Downtown
- 70% listed sit-down restaurants as the most visited Downtown businesses
- The second highest choice was services such as the post office, dry cleaners, salons, or banks (45%)
- 40% visit Downtown businesses a few times a month
- Most respondents want more food related businesses such as restaurants, bakeries, coffee shops, groceries or fast food

How do you typically travel to the Metra station?



How would you rate the availability of parking in Downtown Bartlett?



Public Input Overview

Information Gathering Workshop November, 4th, 2015

The first Village wide meeting for the plan was held on November 4th, 2015 at the Bartlett Hills Golf Club, just west of Downtown. The goal of this initial meeting was to gather base information from the public, get feedback on issues the team heard from the stakeholder meetings, and help to spread the word about the plan.

The meeting consisted of a brief plan overview presentation highlighting the project schedule, demographics, and key planning issues followed by an interactive discussion forum with activity stations arranged by topic. The focus topics for the open discussion included survey questions about transportation, parking, buildings, development, landscape, streetscape, retail, biking, and walking.

Over 65 people attended this initial meeting.



Photos from the Information Gathering Workshop

Public Input Overview

Key Recommendations Workshop February, 3rd, 2016

The second community meeting was well-attended (held in early February, 2016). The goal of the second workshop was to provide an opportunity for the public to review the initial recommendations and concepts that the planning team prepared, to provide feedback and comments. At the beginning of the workshop, a brief project update was presented by the consultant team that included:

- Findings of the Real Estate Market Analysis, and related recommendations
- Discussion of the results of the community survey, and outcomes of the first community meeting
- Overview of initial development concepts, transportation recommendations, and strategies for the future of Downtown

Following the presentation, participants were invited to discuss each recommendation in more detail at topic based small group discussion tables. Each table was facilitated by a planning team member who could discuss in more detail each of the proposals, alternatives, and recommendations being considered. Table discussions covered the following topics:



Photos from the Initial Recommendations Workshop



- Community Meeting and Survey Results
- Super-Block Ideas
- Future Development Scenarios / Phases
- Opportunity Site Concepts
- Real Estate Market Analysis
- Downtown Loyalty, Management, & Support
- Streetscape Analysis
- Parking Inventory
- Biking Opportunities

Want more consistency, quality, and concentration of buildings. Currently, Downtown is fragmented

Need more continuous and well marked bike trails

Key Public Engagement Comments

Need to attract larger and more destination businesses

Current events are not sufficiently supported and need more management, security, and funding

Leverage the many nearby bike trails, parks, and natural areas

Need to create a central gathering place Downtown

Commuters walking in the streets, especially at night, is dangerous

Need to better engage with existing social organizations and attract families to Downtown

Engage youth and seniors in Downtown activities

Many people in the community avoid driving through Downtown

Reactivating Bartlett Plaza would help spark other changes for Downtown

Parking Downtown is confusing with spread-out lots, and complicated rules

Condense Metra parking to open up land for new development

Need to improve the convenience of commuter parking areas, and ensure that future parking expansion is located near the station

Need incentives to attract new development, and new businesses Downtown

Encourage more residential development to support new and existing businesses

Need to increase the daytime population by increasing the mix of uses

Want increased frequency of Downtown events, better support for existing events, and to ensure increased businesses participation

TOD Overall Planning Strategies Overview

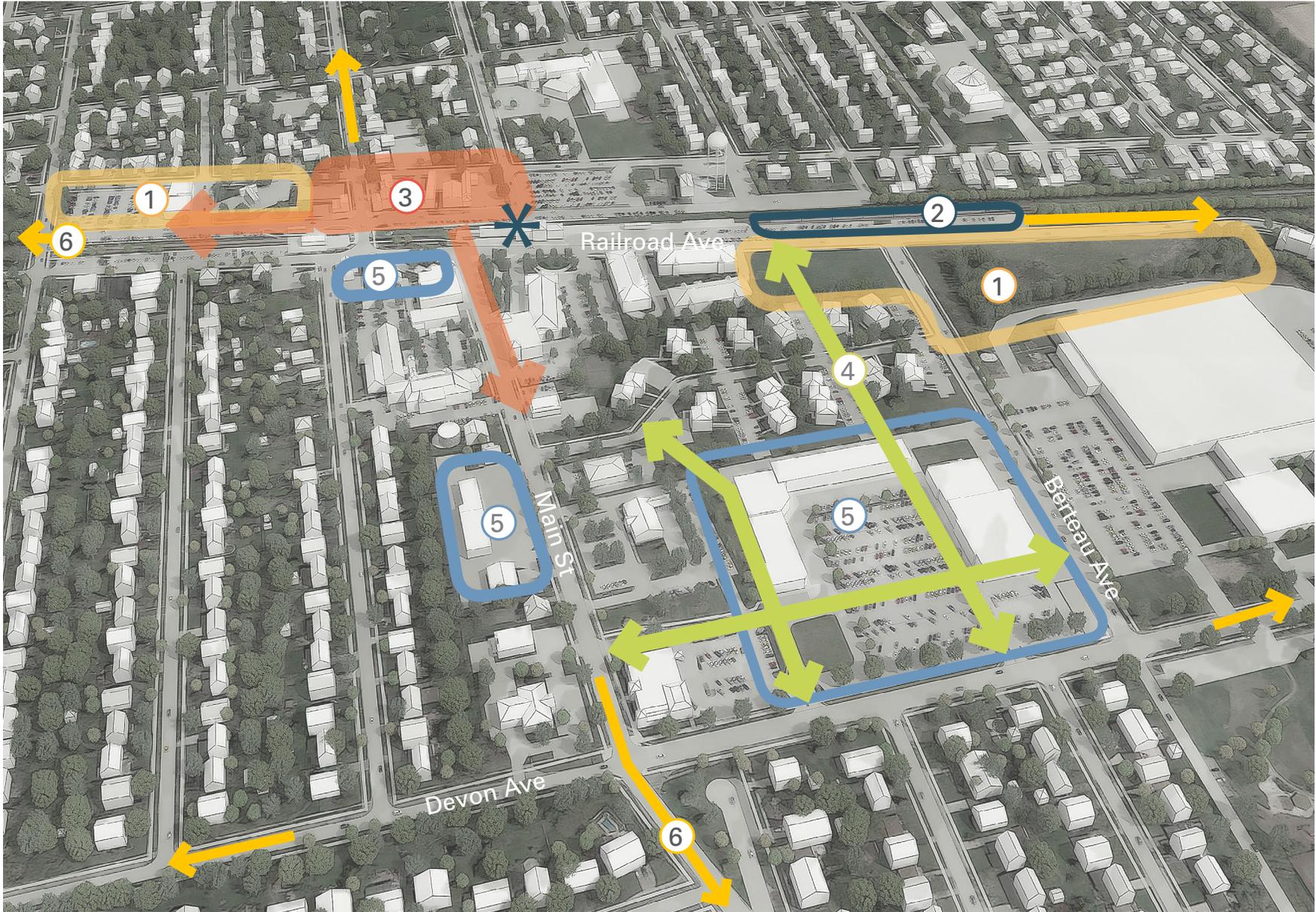


Illustration of existing Downtown Bartlett

Source: SCB

TOD Overall Planning Strategies

1 Increase the Downtown residential population by focusing on new housing development to fuel commercial growth.

3 Reinforce Bartlett Avenue as the historic retail center of Downtown and extend the character of the street to the west by encouraging infill development.

5 Revitalize older retail properties to enhance the marketing and visual appeal of existing businesses.

2 Redistribute Metra parking to both accommodate future commuter needs and allow for new development on key Downtown sites.

4 Improve traffic and pedestrian connectivity Downtown by re-establishing street grid south of the railroad tracks.

6 Improve bike and pedestrian connections from surrounding residential neighborhoods to Downtown.



02

Real Estate Market Analysis Overview

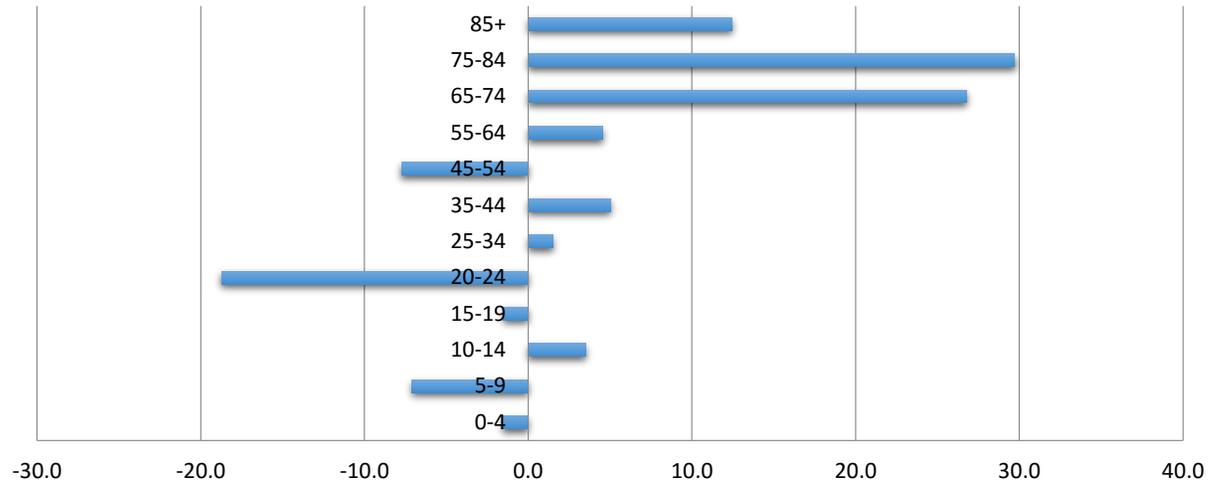
Real Estate Market Analysis Overview

A critical part of identifying future development possibilities for Downtown Bartlett is to identify real estate market trends. At the onset of the project, Goodman Williams Group (GWG) analyzed residential and commercial market data for the Village and provided recommendations regarding current retail and commercial opportunities, and viable housing options for the Bartlett TOD Study Area. A summary of findings is outlined in this chapter.

The Market Analysis process included the following elements:

- Analysis of demographic, household, and economic trends within the Village of Bartlett.
- Assessment of the current residential and commercial markets within the Village and analysis of the resulting data, in order to identify market gaps, and longer-term market potential.
- Participation in meetings with the project team, Steering Committee, and community workshops.
- Interviews of civic leaders, representatives from the real estate industry, and other stakeholders.
- Review of previous plans and studies.

Projected Change in Population by Age (2015-2020)



Source: US Census



Town Center residential

Preliminary Market Findings and Opportunities for Downtown Bartlett

New Transit Oriented Development in Downtown Bartlett will be led by demand for residential units, both multifamily rental and for-sale townhome products. Proximity to the Metra station, existing residential developments, and convenience retail make this an attractive residential location.

Real Estate Market Analysis Overview

Residential Market Analysis

Demand for new residential development in the study area is based on GWG’s analysis of the anticipated population growth, particularly the population between the ages of 25-34, 35-44, and over 55. In addition, the team reviewed existing housing characteristics, which revealed the following encouraging factors:

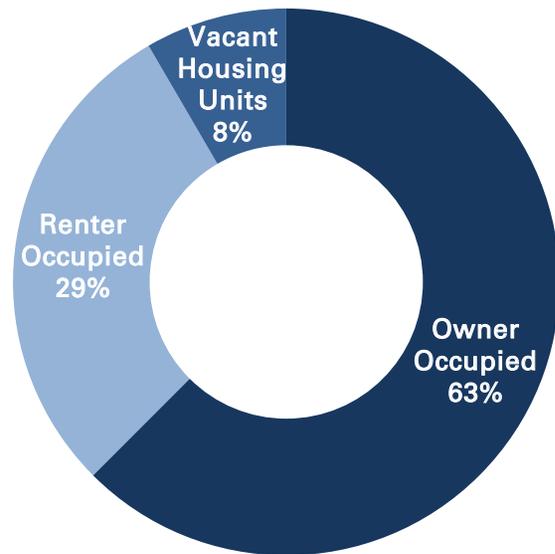
- Housing occupancies in Bartlett are extremely tight.

- 800 new households are expected to be added to the market area within the next five years.
- There will be a need to replace obsolete, abandoned, and demolished units as the area housing stock ages.
- 90% of the rental apartment stock within the sub market was built prior to 1990.
- No new rental apartments have been built since the 1990s.

Residential Market Conclusions

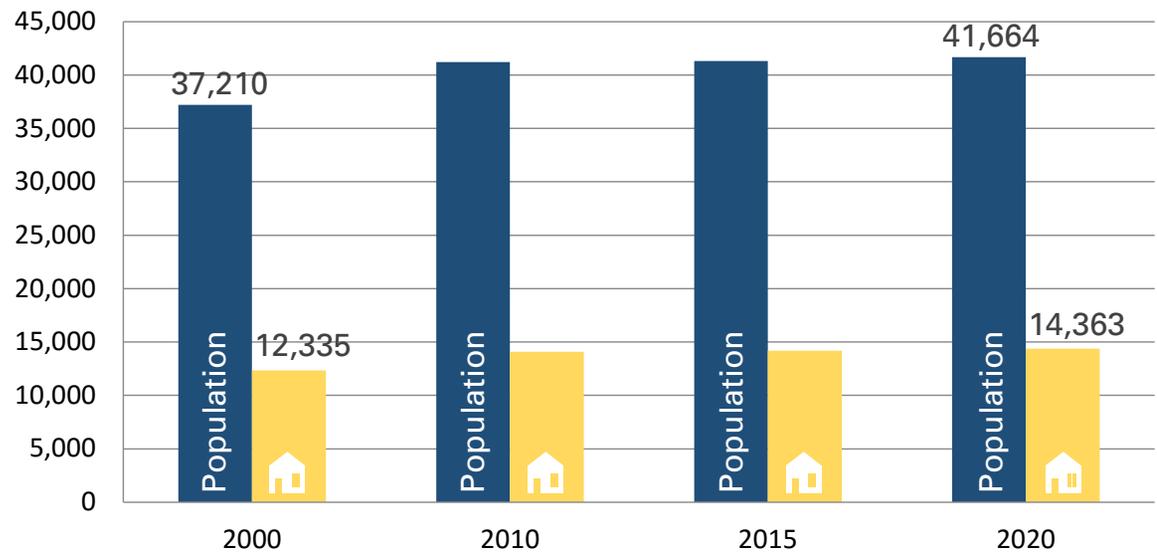
Desirable infill locations – such as those offered within the Downtown Bartlett TOD Study Area will be attractive options for new residential development. The market data suggests that **sufficient market strength exists to support the development of 45-55 for-sale townhomes within a 1-5 year time frame**, ranging in size from approximately 1,600 to 1,900 square feet.

Study Area Housing Units (2015 Estimate)



Source: ESRI

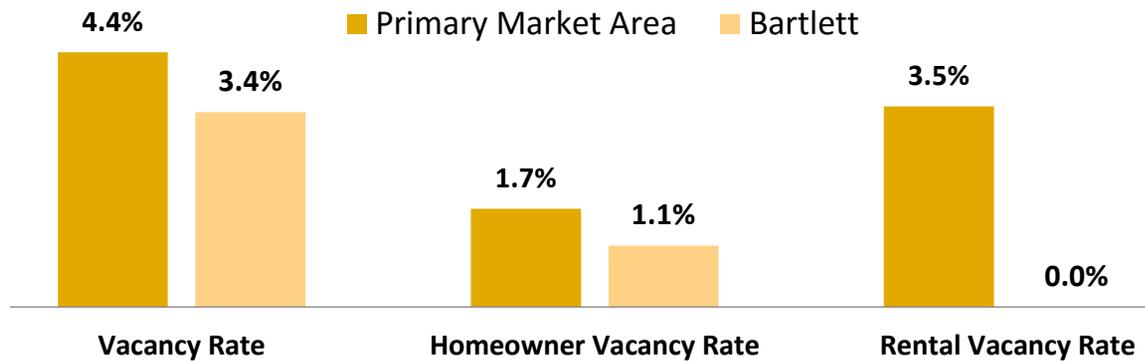
Village of Bartlett Population & Household Growth Trends



Source: US Census Bureau Data, ESRI

Real Estate Market Analysis Overview

Housing Vacancy Rates by Type



Source: US Census Bureau

Additionally, to satisfy the demand for rental apartments in the near term, 50-60 rental apartments could be reasonably built. A portfolio of one and two bedroom unit plans is recommended, ranging from approximately 750 to 1,200 square feet in size and from \$1,250 to \$1,600 in base monthly rent. Both younger professionals and downsizing empty nesters would likely be attracted to these units, with proximity to Bartlett’s Metra station serving as a major draw.

Finally, it should be noted that the market offers little (if any) support for condominiums for the foreseeable future. This conclusion is based on persistent weakness in the multifamily for sale sector throughout most areas of suburban Chicago, as well as the

experience of the condominium market within Bartlett itself – most notably that of Bartlett Town Center, where two of the five buildings originally planned were never built and where most units, purchased by investors after a wave of foreclosures, have now been put onto the rental market.

Commercial Market Analysis

The commercial space in Downtown Bartlett serves primarily as a neighborhood-scale shopping district, offering convenience retail, eating and drinking establishments, and professional and personal services to area residents, Downtown employees, and those coming into the area. Downtown Bartlett competes with several nearby high-traffic corridors in the area.



Bartlett Avenue retail

These include Illinois Route 59, Irving Park Road (IL-19), Lake Street (U.S. Route 20), and Barrington Road.

Downtown Bartlett is unlikely to support a significant amount of new commercial development in the near term. Currently, Downtown Bartlett is suffering from a high vacancy rate in its commercial space. GWG’s inventory identified nearly 74,000 square feet of space currently available in Downtown Bartlett. This total includes more than 43,000 square feet in Bartlett Plaza and 12,800 square feet in Bartlett Town Center.

Real Estate Market Analysis Overview

A combination of factors is contributing to the high vacancy rate in Downtown Bartlett:

- Low traffic counts along Downtown’s major streets.
- Limited pedestrian circulation.
- Lack of patronage by Metra commuters.
- High Cook County property and sales tax rates as compared to DuPage County.
- Older buildings in need of interior and exterior improvements.

Commercial Market Conclusions

Over the near term, the focus for upgrading Downtown Bartlett’s commercial space should be to identify and help secure tenants to occupy some of the key vacant and under utilized parcels. These tenants will likely include more restaurants, local retailers selling food, apparel, or other specialty merchandise, and services businesses that attract people into the Downtown.

Recommendations

New residential development will add excitement to the Downtown, generating potential support for additional commercial uses. In order to attract new residential development



Vacant restaurant building along Railroad Avenue

and successfully compete with the nearby commercial corridors and neighboring communities, Bartlett will likely have to offer financial incentives to property owners and developers. In addition, infrastructure and streetscape improvements are needed that will require funding. Other economic development strategies that the Village has discussed include the expansion of marketing efforts, better branding, and staging of additional events in the Downtown.

The Downtown Bartlett TIF expired in 2010, and attempts to create a new TIF have not been successful. The Village should reexamine

establishing a TIF district, given the current and anticipated market opportunities that will require one-time and dedicated income streams.

Many of the communities with Metra stations along the Milwaukee District / West line as well as those on the Union Pacific Northwest and West Lines do currently have TIF districts. These communities, a number of which compete with Bartlett for new residents as well as retail, will be in a position to offer developers incentives to move to their communities and help market themselves to attract new retailers.

As Bartlett struggles to compete with these communities, a new TIF district would be an important tool for future development.

The complete “Market Analysis Technical Memorandum” can be found as an appendix to this report.



03

Transportation & Connectivity Overview

Transportation Recommendations Overview

Downtown Bartlett, with consistently provided sidewalks and recent streetscape improvements, has potential to be a highly walkable and vibrant community destination. However, there is very little pedestrian activity in Downtown today, and businesses struggle to be successful. Inviting streets with neighborhood serving retail that conveniently accommodate pedestrians would help to promote the Downtown as desirable place to live and visit.

Bartlett is a multi-modal community, with potential access to commuter rail, highways, bike trails, and pedestrian paths. Traveling to and within Downtown Bartlett by foot, bike, train, or car needs to be improved to become safer, more convenient, and welcoming, with clearly marked routes and signage. While the Milwaukee District West Line provides exceptional commuter rail access to and from Downtown Bartlett, there are challenges regarding access and circulation to the station.

Overall transportation recommendations outlined below provide comprehensive strategies for improving Downtown to ensure coordinated and safe accessibility for residents and visitors. Detailed recommendations for specific improvements can be found in Transportation Technical Memorandum, which is an appendix to this document.

1 Adopt a complete streets policy

A Complete Street is defined as a street that is planned, designed, and operated for all modes of transportation and all users, regardless of age or ability (National Complete Streets Coalition). The significance of a complete streets policy is to show the Village's commitment to establish, design, and implement transportation improvements, addressing and balancing the needs of all users of the transportation system. With a complete streets policy, Village staff will be better enabled to plan, design, and implement transportation improvements that are appropriate for all users, regardless of mode of travel. Illinois communities such as Lombard, Schaumburg, Algonquin, Bolingbrook, and Des Plaines have adopted complete streets policies.

Complete Street policies can be formally adopted in a variety of ways, including ordinances, resolutions, agency policies, plans, and design guides. There is no specific policy or guidance that fits all, but should be unique to each community and should take into account existing policies, practices, and local politics. Many communities may begin with a simple resolution that evolves into a more complex policy.

As part of Smart Growth America, the National Complete Streets Coalition provides guidance and resources for communities to develop a Complete Streets policy, more information can be found on their website:

www.completestreets.org/policy/workbook

Transportation Recommendations Overview

2 Improve Pedestrian Safety

A key element in any plan to attract more pedestrians is to improve safety. Streets, sidewalks, and crosswalks should all be designed to minimize conflicts with vehicular traffic and to provide a safe environment for all pedestrians, including people with disabilities, seniors, and youth. A continuous and well connected network of sidewalks and walkways should be designed to provide connections to allow pedestrians to reach their destinations via the most direct route.

Pedestrian safety, accessibility, mobility, and comfort are enhanced by design tools such as:

- Slower traffic speeds
- Fewer and/or narrower traffic lanes
- Shorter street crossings
- Clear visibility between pedestrians and vehicles at intersections
- Buffering from traffic provided by wider

sidewalks, curb side bike lanes and on street parking

- Tighter corner radii at street intersections
- Provide signage alerting motorists of pedestrian crossings
- Change paving material at intersections to increase awareness of pedestrian zones

The pedestrian system should also be designed and maintained to promote walking and include elements that create a comfortable public realm, including amenities such as trees, pedestrian-scaled street lighting, buffers from traffic, places to sit, and other streetscape elements. All intersections and pedestrian crossings should be enhanced with high visibility paint, appropriate signage, and countdown signals at signalized intersections.



Flexible Street used for food festival



Pedestrian crossing signage

Transportation Recommendations Overview



3 Expand bike parking throughout Downtown

Available bicycle parking is a critical component of a bicycle network. Bicyclists, like motorists, should be able to securely park their bikes near shopping and commercial areas, schools, parks, and other popular destinations. Consideration should be given to providing covered bicycle parking. Additionally, the provision of community bike parking should be incorporated into the development process.



Existing bike parking at the Metra station



Example bike parking in a parking spot



Covered / protect bike parking example

Transportation Recommendations Overview

4

Establish 25mph speed limits on all roadways Downtown

Key Downtown roadways including Oak Avenue, Main Street, and Bartlett Road all have speed limits of 30mph (see map). The National Association of City Transportation Officials (NACTO) produced a Cone of Vision Simulation, showing how much small increases in speed can decrease what a driver sees. This is an important consideration for Downtown Bartlett with the high volume of Downtown commuters. Further, a consistent 25 mph posted speed limit functions as a gateway, introducing arrival into the Downtown zone, reinforcing the multi-modal environment.

5

Improve Design of Street Crossings

Pedestrian crossings that are safe, accessible, and convenient have design elements that address:

- Minimize conflicts with vehicles
- Provide a direct walking route
- Appropriate signage and signals
- Highly visible, marked crosswalks
- Good visibility between drivers and pedestrians

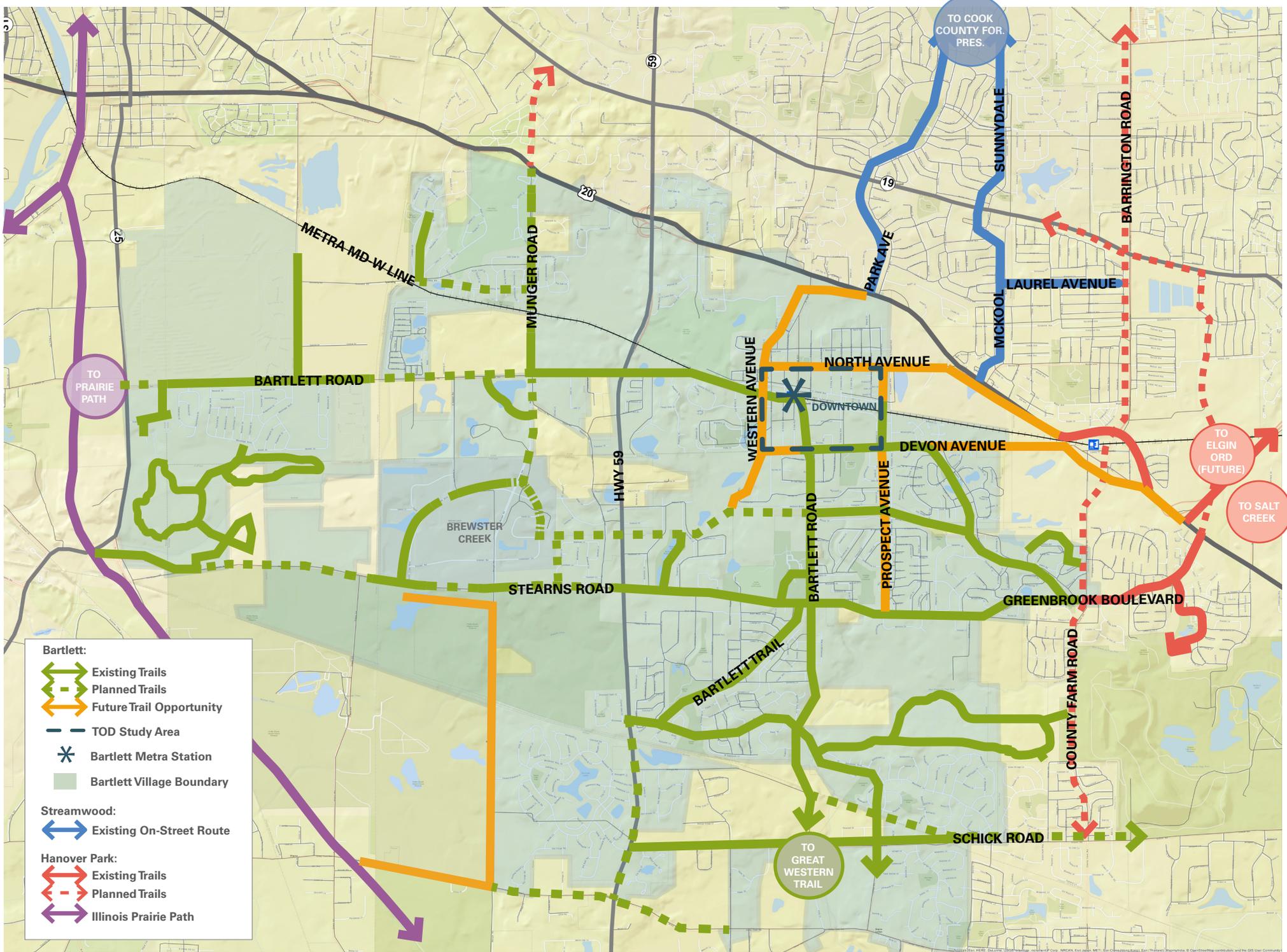
Pedestrian improvements addressing the design elements listed above that would be appropriate in Downtown include curb extensions, or bump-outs, raised crosswalks, and mid-block crossings.

Curb Extensions, or “bump-outs,” provide an extension of the pedestrian zone. These are commonly used at intersections, but may also be used at mid-block locations. The benefit of curb extensions include improving

sight lines between vehicles and pedestrians and reducing the distance needed for pedestrians to cross the road, thereby reducing exposure to potential vehicle conflicts. Additionally, curb extensions can reduce the speed of turning vehicles by decreasing turning radii and visually narrowing the roadway.

Mid-block crossings help improve pedestrian safety and mobility by providing a clearly defined crossing between the typical crosswalks at intersections. Locations for mid-block crossings are commonly Downtown commercial areas where pedestrian traffic is heaviest.

Raised Intersections slightly elevate the crosswalk zone, making the pedestrians more visible to motorists. These can be placed at intersections or at mid-block crossing locations.



BIKE RECOMMENDATIONS

Bicycle access to and within Downtown is a key component to expanding transportation options for the community. The Village of Bartlett has a good foundation for biking, with on- and off-street bike facilities. Local streets and crossings that are safe and inviting to bicycles and pedestrians will encourage residents, commuters, and visitors to drive less, benefiting the entire community.

The Village of Bartlett is centrally located to many local and regional bicycle trails including:

- Salt Creek Greenway Trail and James Pate Phillip State Park
- Great Western Trail
- Pratt's Wayne Woods Forest Preserve
- Municipal bicycle networks: Streamwood, Hanover Park, Carol Stream

This location provides an opportunity to connect Downtown Bartlett and Metra commuter rail service with the nearby networks of parks, forest preserve and recreational facilities; and other destinations such as schools, shopping, and public uses such as the Village Hall, libraries, and museums. An existing bike route is designated along Railroad Avenue east to Main Street, and then travels south on Main Street /S. Bartlett Road. Future bike connec-

tions are proposed to connect to the Illinois Prairie Path located west of the Village. The proposed Downtown area bicycle network builds on the existing network

The proposed bicycle network aims to create a safe and efficient system that connects residents, visitors, and commuters with key community destinations. The bicycle network proposed in this section includes off-street shared use paths, on-street facilities, signed bike routes, and shared lanes. While some of these routes go beyond the boundaries of the Downtown TOD Plan, it is important to understand the networks of trails that connect to Downtown.

Shared-Use Paths

Bartlett Trail: Continue Bartlett Trail north on Western Avenue to connect to the Metra station. The intersection of W. Bartlett Avenue and Western Avenue should initially be improved with signage and highly visible crossing markings. A warrant study should be completed to determine the need for traffic control at this intersection.

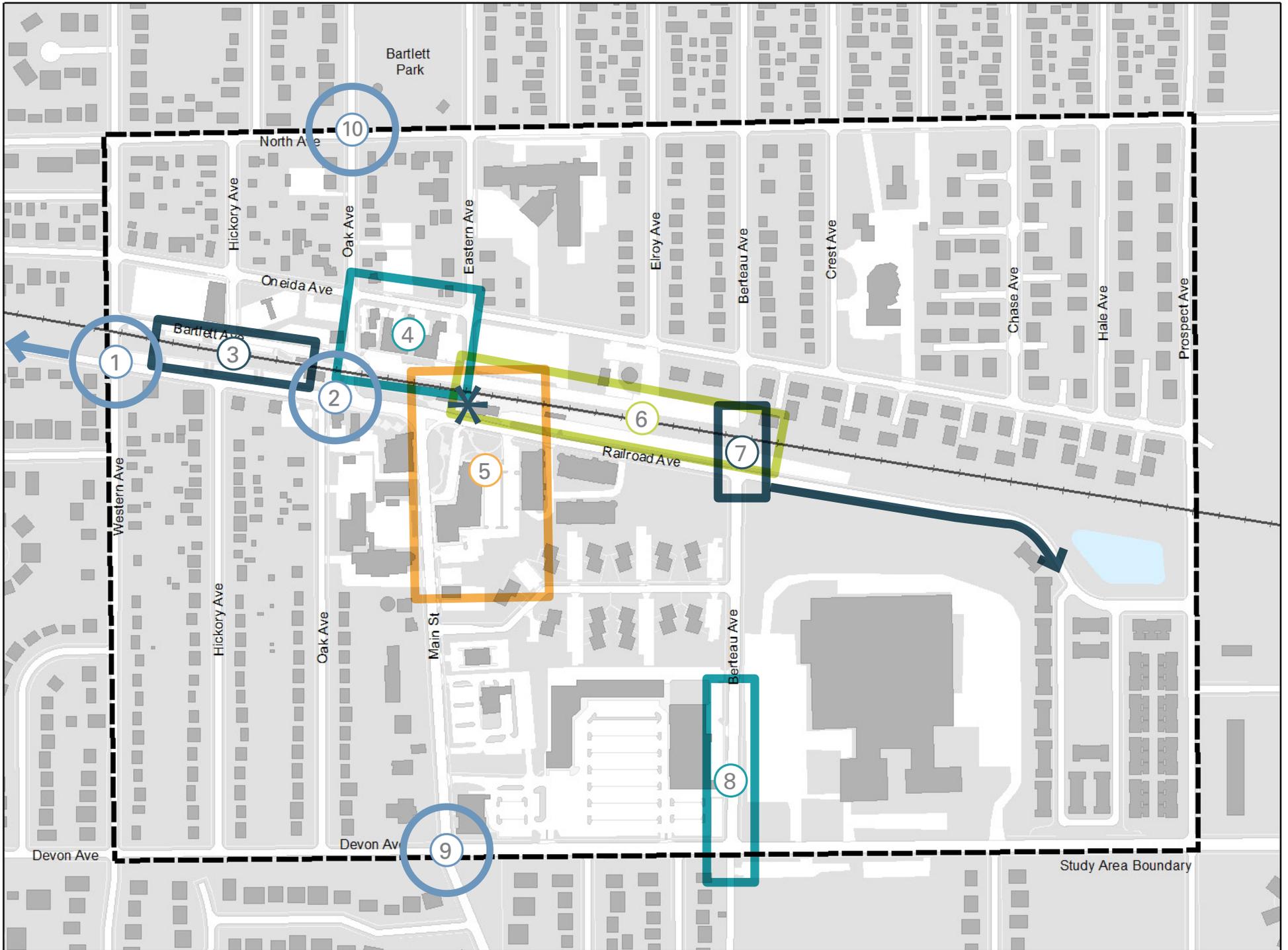
On-Street Bike Lanes

- North Avenue, from Western Avenue to Lake Street
- Main Street, from W. Bartlett Road to Stearns Road
- Prospect Avenue, from North Avenue to Stearns Road

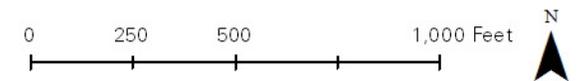
Marked Shared Lanes

- Western Avenue, from North Avenue to Main Street
- Hickory Avenue, from Oneida Avenue to Oak Avenue and then continuing on Oak Avenue to Lake Street
- Railroad Avenue, from Main Street to Berteau Avenue
- Berteau Avenue, from Railroad Avenue to Devon Avenue

Signed Routes: Oneida Avenue



Streetscape Improvement Zones Diagram



Streetscape Analysis

- 1 Rail Crossing at Western Avenue and Pedestrian / Bike Connections to the West:**
Previously recommended in the West Bartlett Road Corridor Plan and mentioned by several stakeholders, better pedestrian and bicycle connectivity to the west would help connect residents and employees to Downtown.
- 2 Rail Crossing and Intersection at Oak Avenue:**
Streetscape at the Oak Avenue Metra track crossing includes newer landscaping and paving, but lacks adequate night lighting, and business directory signage.
- 3 Streetscape Along W Bartlett Avenue:**
This zone is characterized by wide driving lanes, narrow sidewalks, and excessive curbs cuts. Expanded landscape zones, greater sidewalk width, and curb cut consolidation is needed.
- 4 One-way Street and Block Circulation Along Historic Retail Strip:**
The one way traffic flow of this block creates frustration and confusion for visitors driving to businesses. The circulation pattern for vehicular traffic is needlessly complex, and could be streamlined to create better visitor experience.
- 5 Town Center Access and Circulation:**
The current Town Center parking and circulation route creates confusion for visitors trying to find businesses. Better connectivity between front and rear parking zones is needed.
- 6 Streetscape Along Parking Areas to the East:**
The Metra commuter parking areas, north of the rail tracks, lack adequate sidewalks, street trees, and landscape to provide a comfortable and safe walking experience for commuters traveling east from Downtown. An improved and extended sidewalk is needed in this area.
- 7 Lack of Rail Crossing for Pedestrians and Bikes at Berteau Avenue:**
As future developments are constructed on vacant land in the eastern portion of Downtown, more connectivity for pedestrians will be needed to allow for access to schools and parks north of the tracks. A crossing at grade is likely not possible in this area, but below and above grade connections should be explored in the future.
- 8 Streetscape and Landscape Along Berteau Avenue:**
Berteau Avenue currently serves as a service street for Senior Flexonics and Bartlett Plaza, and therefore is not inviting to pedestrians. In the future, as new housing is built Downtown, it will become an important north-south connection to the Metra station and should be improved.
- 9 Gateway Intersection at Devon Avenue and Main Street:**
Better sidewalk connectivity, and landscaping is needed to the south to extend the character of Downtown.
- 10 Gateway Intersection at Oak and North Avenues:**
The entrance to Downtown from the north has a more residential character. It is unclear for those unfamiliar with Downtown what is further south. Improvements in this area are needed to attract more visitors to Downtown.



04

Downtown Revitalization Recommendations

Downtown Management & Collaboration

Collaboration Between Downtown Merchants

Throughout the TOD planning process there were many opportunities for local business owners and community leaders to meet, and discuss issues. Several stakeholders in the business community noted that they seldom have the opportunity to collaborate with their fellow Downtown businesses in Bartlett, and thought that it was beneficial to do so.

The Village of Bartlett has an active Economic Development Commission and Chamber of Commerce, as well as dedicated Village staff that work closely with local businesses, offering informal advice, coordination, and promotional assistance.

The Economic Development Commission recently established an action list of initiatives to improve Downtown. Key future actions they have identified include:

- Establishing a Downtown Bartlett Steering Committee
- Creating a comprehensive community calendar
- Refinement of the event management



Community workshop discussions

process by choosing an existing event to serve as a pilot project for improvements

- Partnerships with local business education institutional resources to provide assistance to Downtown businesses
- Strengthen the relationships between Downtown businesses

It is recommended that a Downtown Merchants Association be formed in Bartlett, to provide the opportunity for business owners to share ideas and resources, and help to support Downtown business growth.

Regular Merchants Association meetings could cover the following topics:

- Marketing and promotional coordination
- Ideas for shared events and entertainment
- Business trends, and customer analysis
- Maintenance and service issues
- Village events coordination

Downtown Revitalization Strategies

1 Create a support system for Downtown businesses that provides educational and networking resources.

3 Audit the development review and permitting process for possible confusion or inefficiencies.

5 Encourage and support the Economic Development Commission's commitment to Downtown business attraction and events management.

2 Foster more business collaboration by forming a Downtown Merchants Association that meets regularly.

4 Continue to educate the public about the importance of attracting new development for Downtown, and the benefits of financial investments for Bartlett's future.

6 Target existing active community social networks, such as young families or stay-at-home parents, to attract a dedicated Downtown clientele.

Events & Activities

Existing Downtown Events & Ideas for the Future

Today, the success of Bartlett’s Downtown events relies on the hard work of a small group of dedicated volunteers. The Economic Development Commission and many stakeholders have noted that more frequent Downtown events are needed to attract visitors. Many events, today, are held at the Bartlett Community Center and adjacent Apple Orchard Park (1 mile south of Downtown).

In the future, better coordination between the committees and organizations that host events in the community is encouraged. To initiate collaboration, it is recommended that the Village invite all of the various community groups to a collaborative brainstorming meeting. Opportunities for sharing event planning resources, sponsorships and other funding should be explored. Ideas for new activities should also be discussed.

There are many options for new community gatherings in Bartlett. Although there isn’t a large central open space in Downtown, low traffic volumes make it feasible to close streets for larger events. Bringing people close to Downtown businesses provides a unique opportunity to attract new customers. Businesses should be encouraged participate in Downtown activities where appropriate providing seasonal outdoor locations to serve food or sell other products.

	Summer	Fall	Winter	Spring
Youth	Kids’ Craft at the Depot Museum Family Night Out Movies in the Park	Kids’ Craft at the Depot Museum Youth Olympics	Kids’ Craft at the Depot Museum	Kids’ Craft at the Depot Museum
Arts	Festival of the Arts Artist Reception at Village Hall Bartlett-palooza	Woman’s Club Craft Show Artist Reception at Village Hall An Evening of the Spoken Word	HeARTS in Bartlett Artist Reception at Village Hall Woodwind Clinic & Masterclass Healing Hearts Workshop	April Fool’s Night Party Artist Reception at Village Hall
Community	\$5 Fridays Heritage Days Sister City Anniversary Program National Night Out Picnic	Street Dance Party Taste of Bartlett Health Fair	Holiday Tree Lighting Winter Fest	Uncorked Social Artworking Police Department Open House Ham Raffle Dine-Around the Arts
Active	Labor Day Dash Chamber vs Village Softball Yoga in the Park Bartlett Bikers (Bicycle League)	Bike Bartlett (bike marathon) Youth Olympics Labor Day Dash	Santa Dash Winter-Fest and Ice Skating	Apple Blossom Run Ride of Silence Bartlett Bikers (Bicycle League)

Existing Events
 Ideas for New Events

Events & Activities

Youth & Families

As evident through social media groups, there are many young families living in the Village of Bartlett. Providing meeting space and activities that appeal to this demographic is important to making the Downtown more relevant to today’s residents. Downtown already hosts many children’s events, such as those held at the Depot Museum and Arts in Bartlett. Holding larger family events, that engage local businesses, will help build stronger social relationships, a commitment to Downtown retailers, and help to welcome new residents.



Hula Hoop Competition



Corporate Sponsored Tricycle Race



Parent Play Groups



Family Fitness Event

The photos on this page illustrate relevant examples of family-friendly events from other communities. Many of these events are funded through corporate sponsorships, and take place in small parks or on a closed street. Activities that involve fitness, public health, and safety are particularly popular with parents today. Often, local healthcare providers are willing to participate in these types of events. Cooking demonstrations, food stalls, and other booths at these events can help to promote local businesses and introduce residents to the Downtown offerings.

Activation of Public Space

The existing (Downtown) park spaces are located adjacent to the Town Center retail area, and include high quality landscaping, a fountain, artwork, and benches. Though the parks are conveniently located at the center of Downtown, they are seldom used. Creative programming for these parks would help attract new users, and new customers for Downtown. A wide variety of strategies for activating public spaces are possible, and range from temporary art installations, community fairs, holiday celebrations, and social activities or meet-ups.



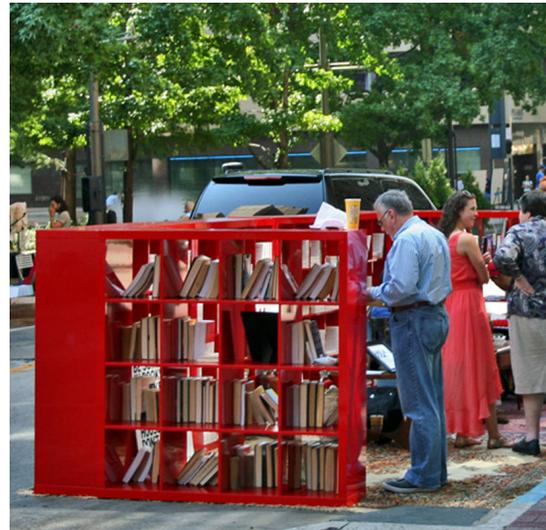
Fitness / Yoga Classes



Temporary Stores / Kiosks



Special Family Entertainment



Book Sale , Community Garage Sale or Flea Market

In the short term, allowing a temporary summer kiosk, that sells coffee, ice cream, or other snacks, would help attract new activity to the park. Many stakeholders noted that there are not enough places for Teens and Seniors to gather in the community. Fitness classes, competitions, or pop-up shops that appeal to these age groups should be explored. Other temporary community events, and strategies for activating Downtown are illustrated in the photos on this page.

Activation of Vacant Storefronts



Storefront Installations

There are many vacant storefronts in the core of Downtown Bartlett that have created a negative impression for visitors. There are many widely-used techniques for activating vacant Downtown storefronts in engaging ways, that attract new interest, and investment for Downtown areas. Temporary installations that involve community organizations can be used to bring life to empty spaces, such as the student artwork projects shown here. These projects also help to highlight local talent.



Special Family Entertainment



Book Sale / Community Garage Sale

Pop-Up Shops / Short Term Leases

Other solutions for Downtown vacancies include short-term leases for start-up businesses, often referred to as a "Pop-up Shop." These businesses might be online stores that want to explore having a physical location, or a seasonal, holiday-related business that doesn't need to be open year-round. If successful, these short-term businesses may look for longer term leases, or may help attract other new businesses to Downtown.

Marketing & Signage

Downtown Promotion

Downtown Bartlett is not located near a major arterial corridor, which has provided the small town character of the district, but also is easily avoided by residents and potential new visitors. Many stakeholders echoed this sentiment, noting that Downtown is often avoided during everyday trips. Providing a stronger presence for Downtown, will help to attract new development and investment.

Wayfinding

The Village recently created standardized wayfinding signage, located at key intersections, to direct visitors to businesses, parks, and community facilities. The signage is attractive and complements the character of Bartlett. Signage for Downtown public parking, however, is not standardized and can be confusing. Private property owners have created their own signage systems for their parking to control misuse of private lots. This signage is aimed at avoiding illegal use by commuters, and isn't welcoming to Downtown visitors. A system of clear, standardized, public parking signage such as proposed in the example to the right is needed. Additionally, stakeholders expressed concern that the current roadway naming system, with multiple streets named Bartlett Road / Avenue, is confusing, even for long-time residents.



Bold Signage in a Historic Style



Creative Signage and Window Displays

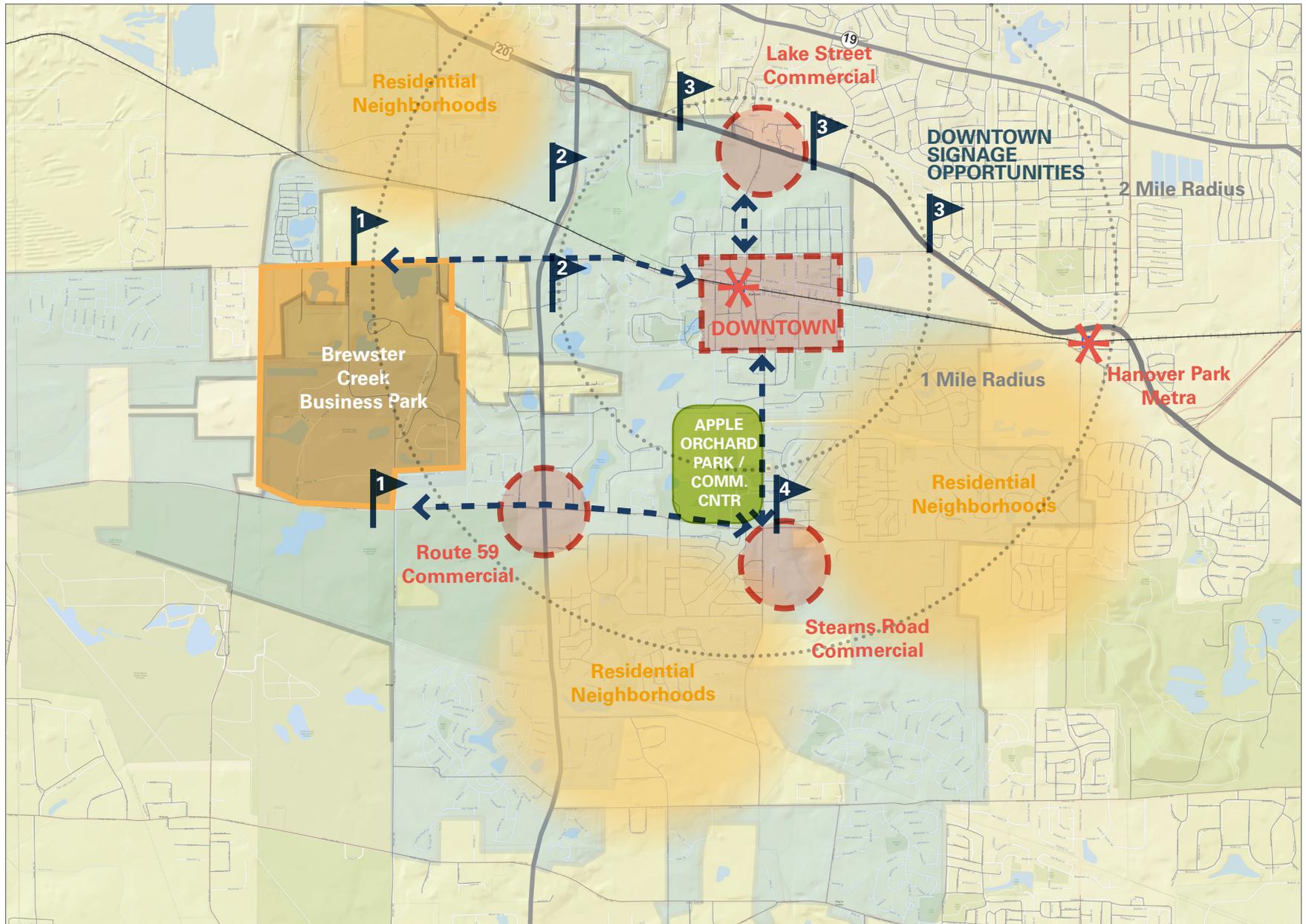


Locating Downtown

Community workshop participants, and other stakeholders expressed concern that many in the community, even long-time residents, do not know where Downtown Bartlett is located. To better identify the Downtown district, wayfinding signage located strategically along the arterials, highways, and other major corridors surrounding Bartlett is recommended as shown on the map on the facing page. Suggested locations for directional signage are:

1. Near the Brewster Creek Business Park: Many employees work in this area, and may be interested in restaurants and services in Downtown.
2. Along the Illinois Route 59 corridor.
3. Along the Lake Street / Illinois Route 20 Corridor.
4. Near Bartlett's community facilities and recreational center at Stearns Road Bartlett Road.

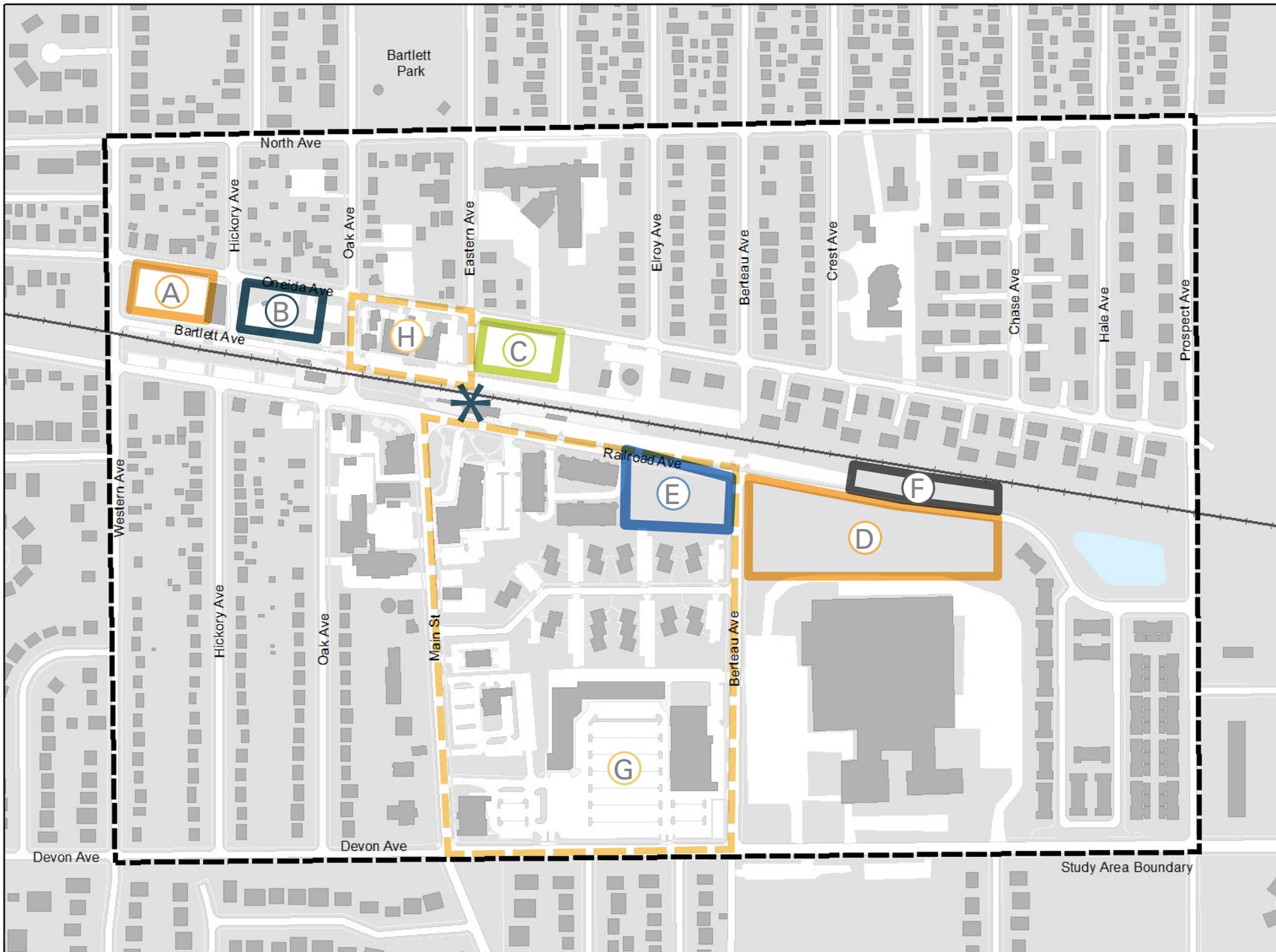
Marketing & Signage



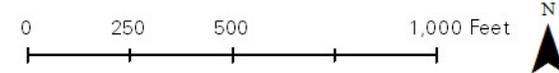


05

Development & Public Realm Recommendations



Development Opportunities Diagram



Opportunity Zones Overview

A key task of the planning process was to identify possible Downtown development sites with the input of Village stakeholders and leadership. Potential future improvements for each site were then discussed, and coordinated with the Real Estate Market Analysis, Transportation Analysis, and public comments. The map on the facing page identifies the sites that were considered, and the following chapter provides an overview of the potential options, constraints, and opportunities for each site area.

- A Surface Parking at Western and Oneida Avenues:**
This Village-owned commuter surface parking lot is adequately sized for future multi-family residential development. Existing parking would need to be relocated to other areas of Downtown.
- B Associated Bank Drive-Through:**
The existing drive-through banking facility on this site is an inefficient use of land, and doesn't support Downtown character goals. Reconfiguring the bank site, to condense its layout would allow for a new development parcel in this desirable Downtown location.
- C Surface Parking at Oneida and Eastern Avenues:**
As heard from Village leadership, business owners, and Downtown residents, consolidating some of the Metra commuter parking into a parking structure, with retail on the first floor is a long-term goal of the community. Though many stakeholders feel that a parking structure would free up other areas of Downtown for new development, the cost to build and manage a parking facility would be significant, and may inconvenience commuters.
- D Vacant Parcel Along Railroad Avenue:**
This Metra-owned vacant parcel is located just north of the Senior Flexonics facility. This site is an excellent opportunity for single-family attached residential expansion Downtown. A portion of this site will also be needed to accommodate future Metra parking needs.
- E Vacant Parcel at Railroad Avenue and Berteau Avenue:**
Directly to the west of Site D is a well-situated vacant parcel on the corner of Railroad Avenue and Berteau Avenue. This site is best suited for future multi-family uses due to the location, adjacent uses, and site dimensions.
- F Vacant Parcel Adjacent to the Rail Right of Way:**
This site is located close to the Metra rail right of way, and is very narrow. Development in this location would be difficult, so the site is best suited to help accommodate future Metra commuter surface parking needs. New parking development in this zone could replace the existing commuter parking on Site A.
- G Downtown Super-Block:**
Located just south of the Metra station, this large block is a substantial part of Bartlett's Downtown. The block layout doesn't serve the goals of the TOD Plan to improve Metra access and Downtown circulation through walkable, mixed-use blocks.
- H Bartlett Avenue Retail Core:**
The historic retail buildings along Bartlett Avenue, between Oak Avenue and Eastern Avenue are the center of Bartlett's Downtown. The scale and architecture of the buildings provide the small-town "main street" character that is desired by many stakeholders in the Village. Strategic enhancements to the streetscape, pedestrian realm, parking, signage, and facades is recommended to reinforce the importance of this street to Downtown.

Downtown Bartlett Today

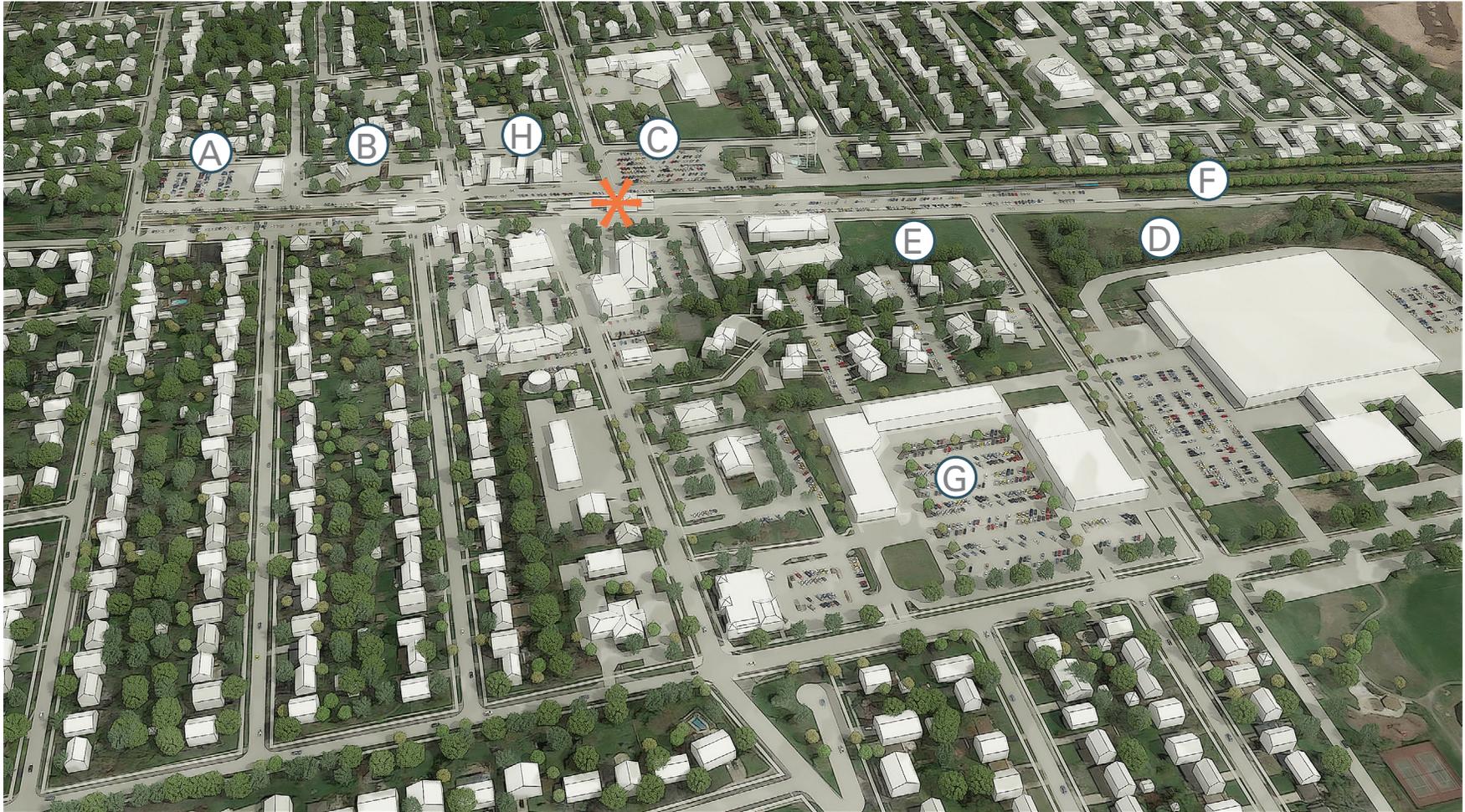
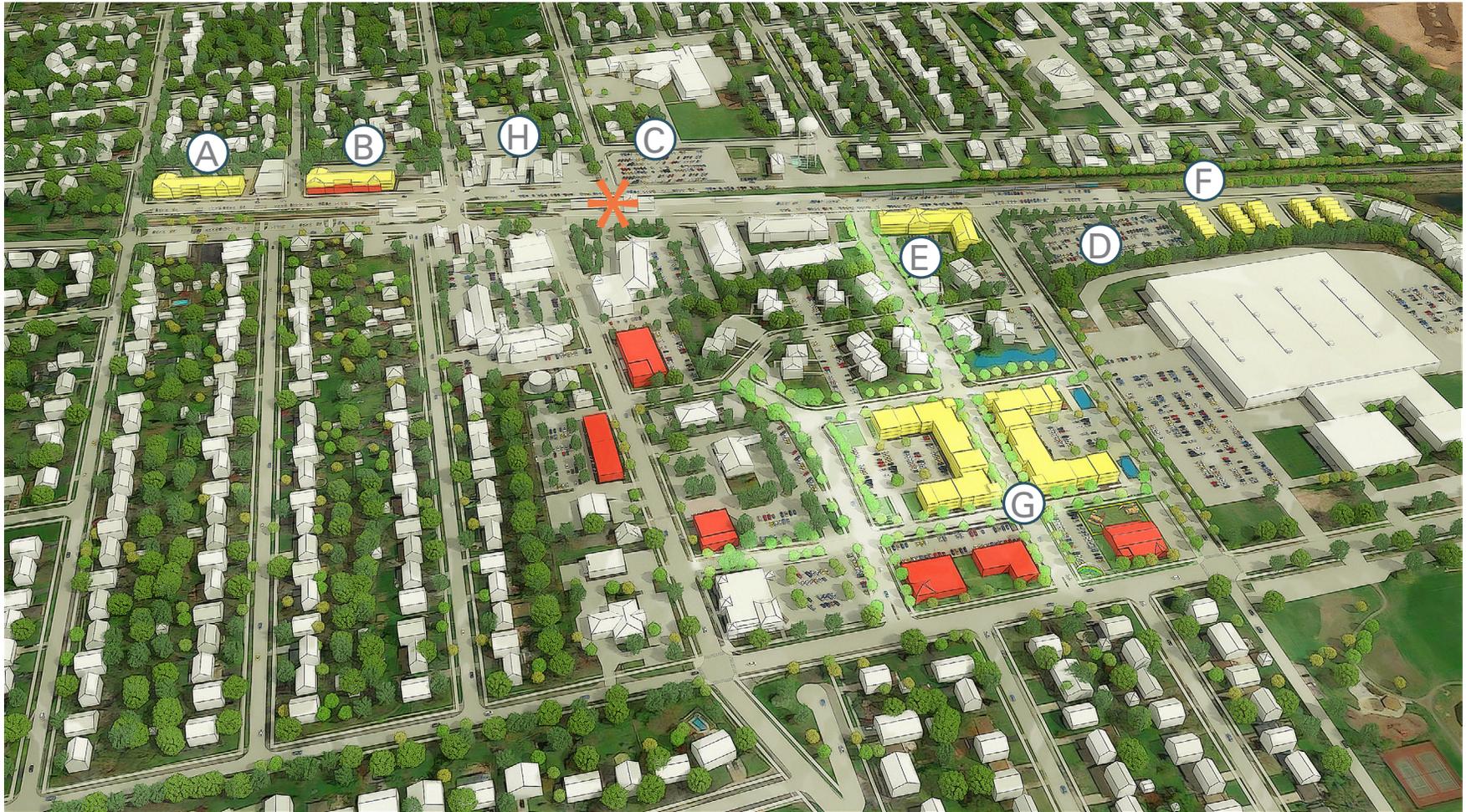


Illustration of existing Bartlett

Transit Oriented Future



Three-dimensional illustration of a potential concept for future development in Bartlett

Opportunity Site A

Existing Conditions

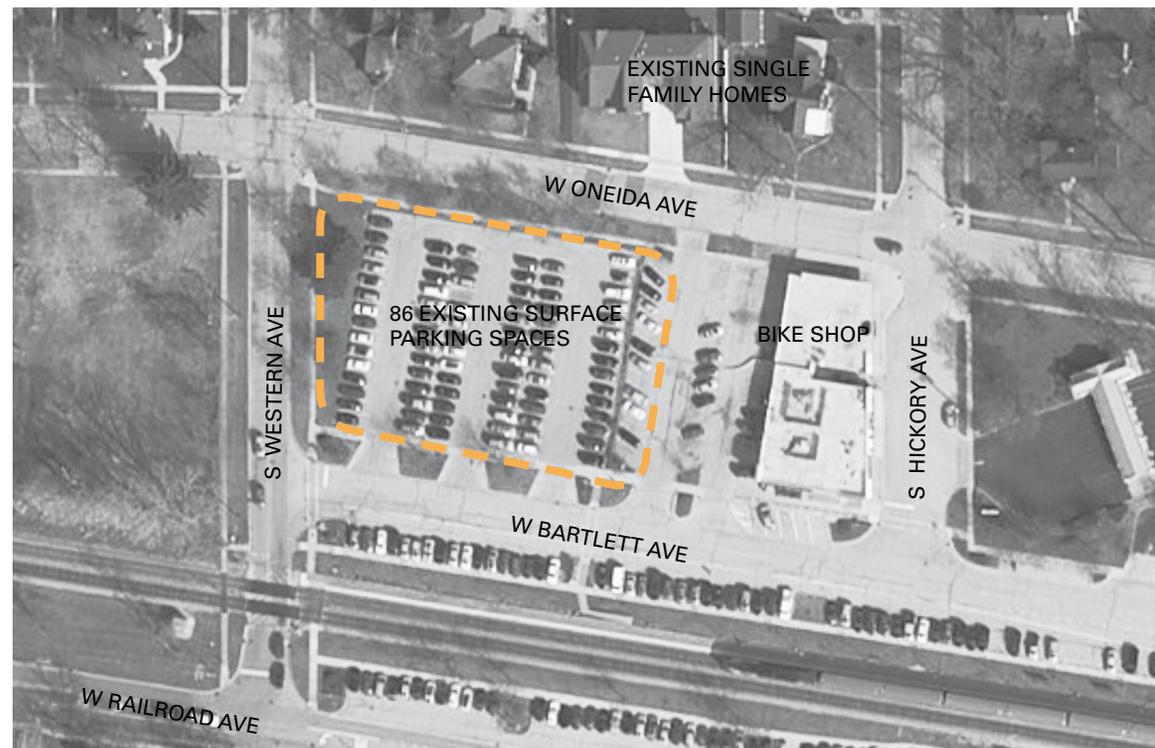
Site A is a Village owned property at the western edge of Downtown Bartlett. The site is surrounded by single family residential to the north and west, the Metra tracks to the south, and a commercial property to the east. 86 Metra commuter parking spaces are currently located on the site. Currently, the parking layout has several large curb cuts along Bartlett Avenue that interrupt the sidewalk.



Existing photos of Site A

Development Considerations

- Because Site A is located at the periphery of Downtown adjacent to a residential neighborhood, it is best suited to become multi-family rental housing, and could help satisfy the demand for new rentals in Bartlett.
- There are several existing historic homes to the north of the site. Any new development should carefully protect the views and character of these properties.
- Site A's location, and relatively small site dimensions, may not be as desirable as Sites D and E to developers.
- Existing Metra commuter parking would need to be relocated to another area of Downtown, if the site was developed for other uses.



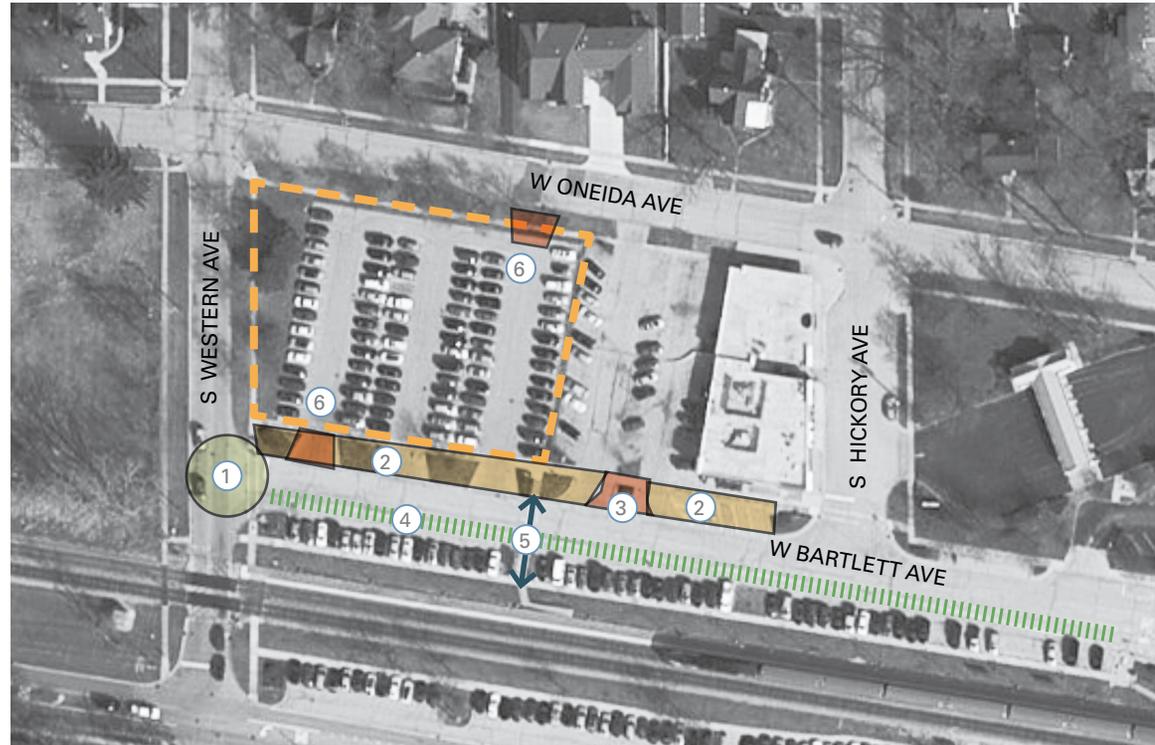
Existing aerial of Site A, source: ESRI

Opportunity Site A

Near Term Strategies

Bartlett Avenue is an important east-west connection in Downtown, and provides access to many of Bartlett's businesses and restaurants. Bartlett Avenue between Western Avenue and Oak Avenue, however, lacks an appealing, inviting, or safe pedestrian zone due to complex vehicular circulation patterns and excessive curb cuts. The following site strategies would help to improve the character of the street, and create a more suitable street space for future Downtown events and activities:

- Relocate driveway access for the commuter parking lot from Bartlett Avenue to a single new access drive on Oneida Avenue.
- Consolidate private parking access from two driveways to one driveway.
- Add curb extensions (bump-outs) at each end of the block.
- Improve delineation of travel lanes, commuter parking, and formalize the commuter pick-up/drop-off auxiliary lane.
- Increase sidewalk width on north side of street.



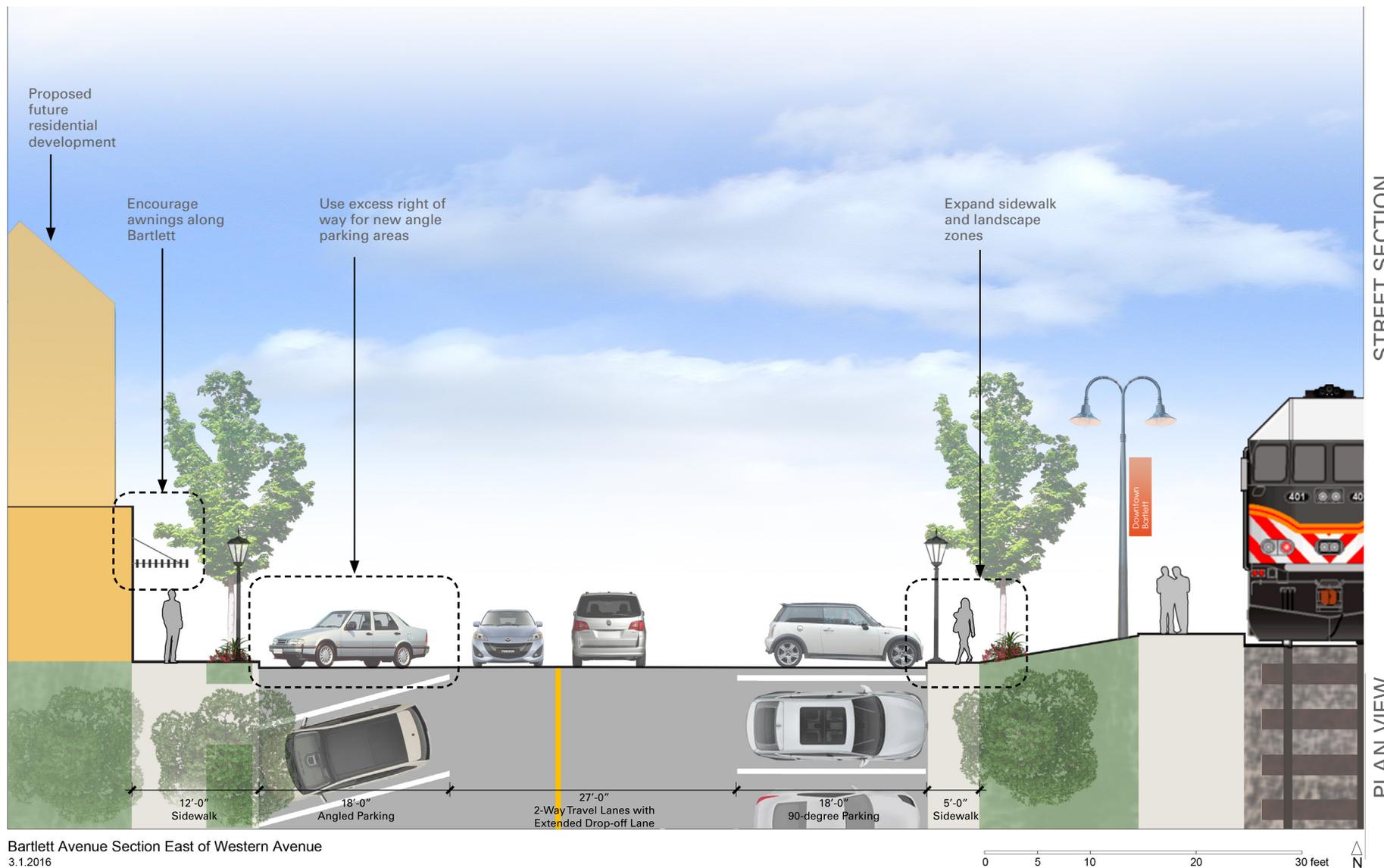
KEY

— Development Site Boundary

- ① Add curb extensions and gateway feature
- ② Remove curb cuts and add angled parking
- ③ Consolidate curb cuts for private parking area

- ④ Maintain informal pick-up lane / queuing area
- ⑤ Create mid-block crossing to connect to the Metra platform
- ⑥ Provide new curb cuts for the commuter parking along Oneida Street, to prepare the site for development along the Bartlett Avenue frontage

Opportunity Site A



Bartlett Avenue Section East of Western Avenue
3.1.2016

Opportunity Site A

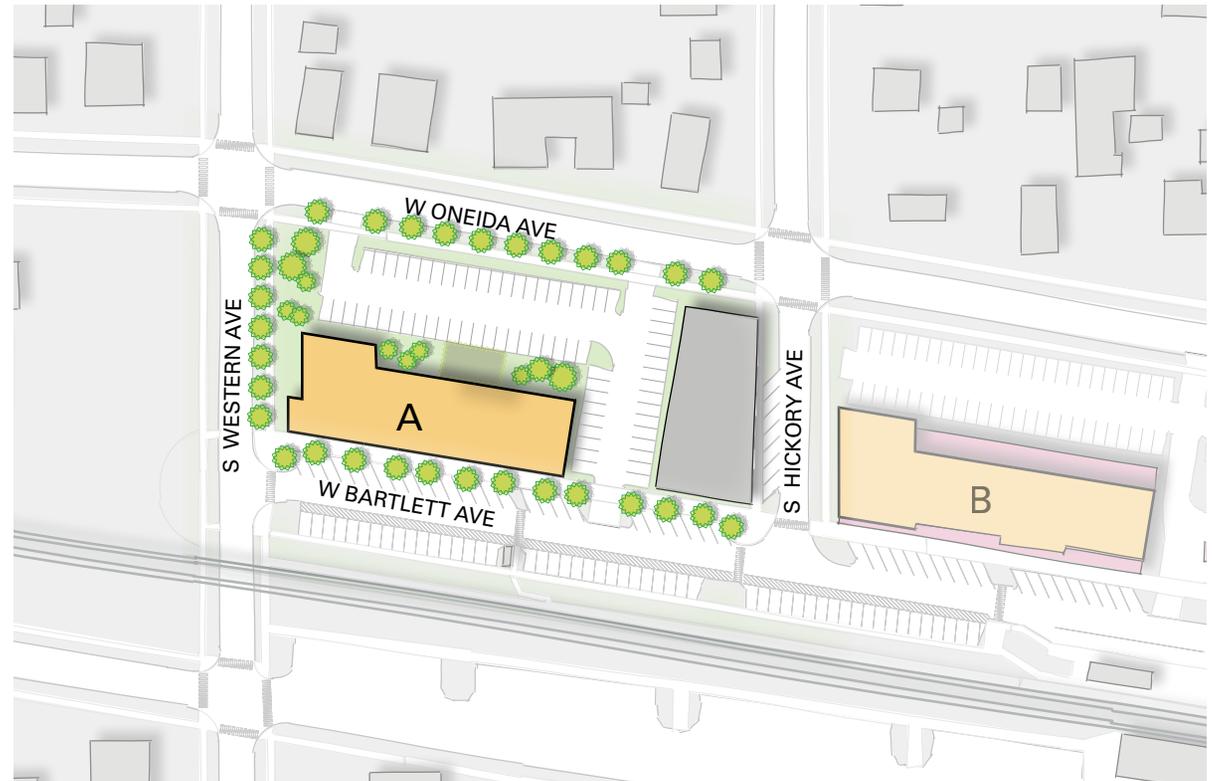
Long Term Strategies

As demand for new housing increases, Site A will become a good opportunity to create new rental units in close proximity to the Metra station. The goal of West Bartlett Avenue infill developments should be to extend the existing Downtown building character to Western Avenue.

New infill buildings that are built close to the Bartlett Avenue frontage, with parking along Oneida Avenue, will provide a better sense of continuity for the street and will fill existing gaps between properties. An attractive landscape buffer, with low fencing, should be designed for the Oneida Avenue frontage to reduce the impact of the development on adjacent single family homes.

Site A is roughly .76 acres in size, and would accommodate a small-scale residential rental apartment development. Building entrances, the lobby, and other public spaces should face Bartlett Avenue to help activate the street.

Because the location of Site A is at the western edge of Bartlett’s core retail area and adjacent to single family uses, this site is not considered a good location for commercial uses.



Site Location	Proposed Uses	Proposed Height (# of Floors)	Gross Square Footage	Estimated Units	Estimated Parking Spaces
A	Residential - Multifamily	3	42,000	32	47

Site Area (Square Feet)	Site Area (Acres)	Proposed FAR	Estimated Density
33,000	.76	1.3	42 units/acre



Opportunity Site B

Existing Conditions

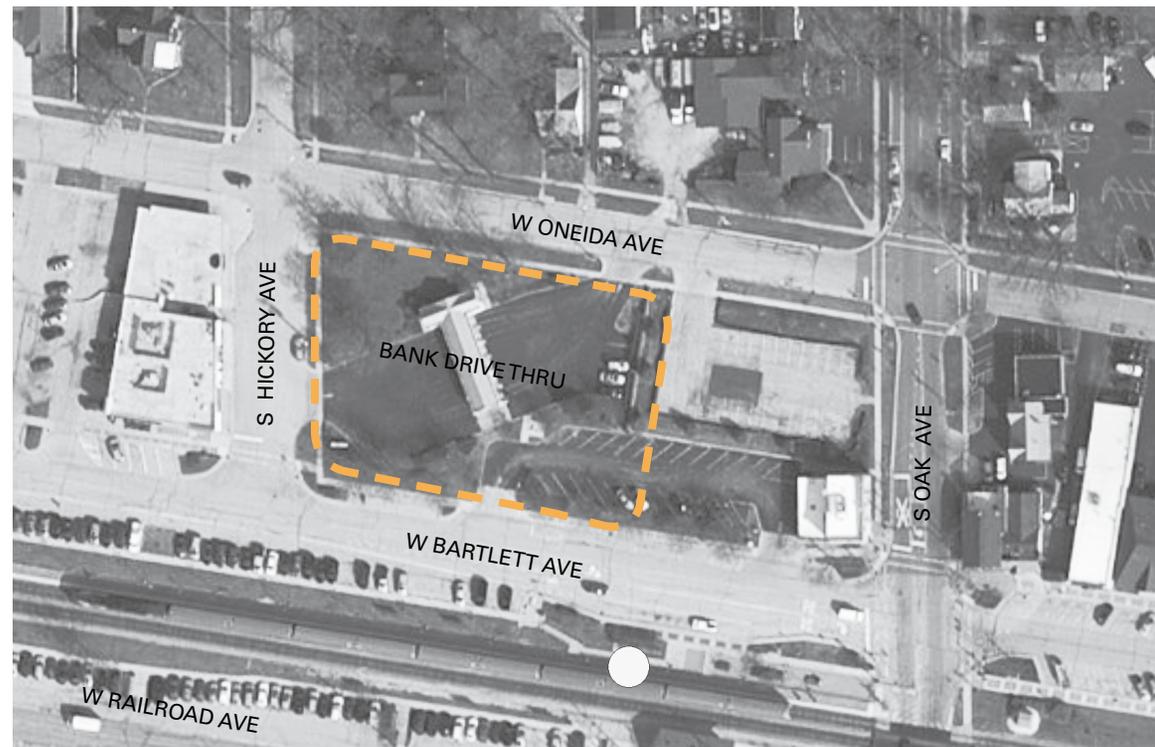
Site B is a privately owned property located in a key Downtown location, directly adjacent to the Metra outbound platform and drop-off area. Site B currently houses a large-scale drive-through banking facility, and several driving and queuing lanes. A historic bank building and a municipal parking lot are located to the east of the site.

Development Considerations

- The site is at a key intersection Downtown, and is close to restaurants, and other businesses. New investment in this area of Downtown will have a significant impact on the appearance of Bartlett Avenue.
- Potential demolition of the drive-through bank should be considered to create a viable development site.
- Because the site is privately owned and contains an active use, the property owners will need to be a partner in any future plans.



Existing photos of Site B



Existing aerial of Site B, source: ESRI

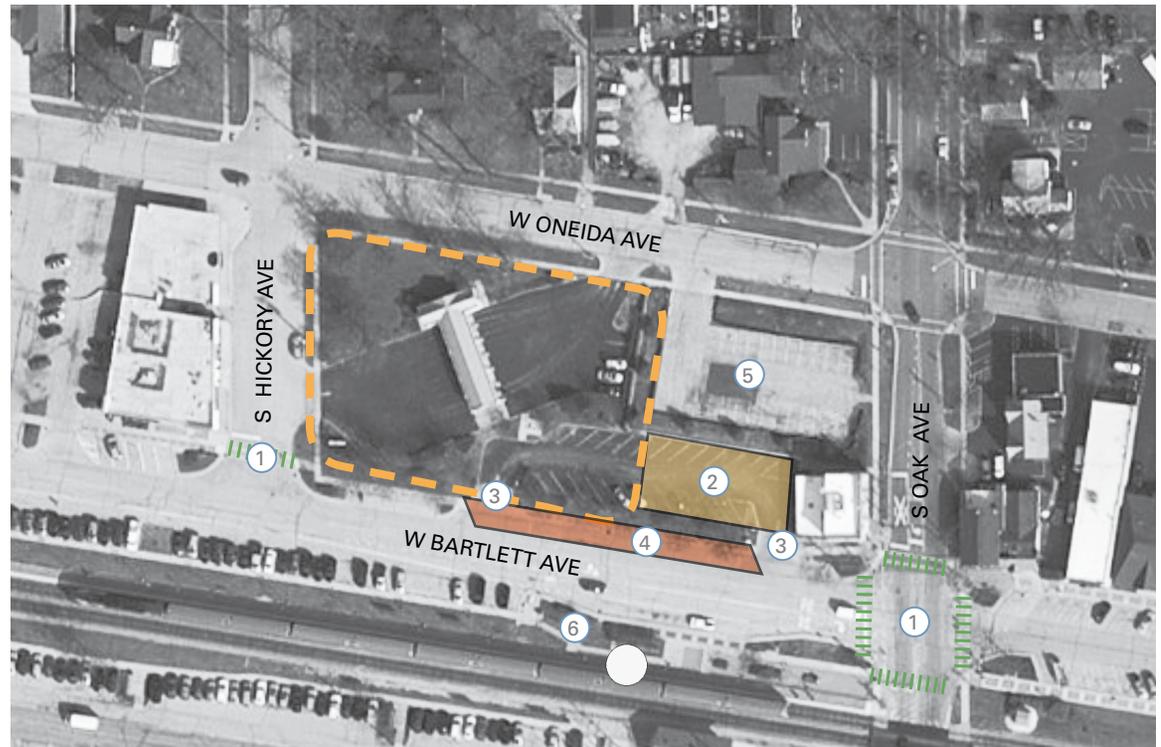
Opportunity Site B

Near Term Strategies

This portion of Bartlett Avenue has a particularly wide cross-section, and therefore facilitates fast moving traffic that creates a dangerous environment for pedestrians especially after dark. Many commuters walk in the street to travel to and from their cars from the Metra platform. Overall, brighter lighting, high visibility crossing markings, and improve sidewalk connections are needed to increase pedestrian safety.



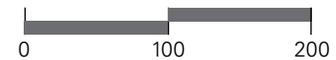
Existing historic bank building at Oak St and Bartlett Ave



KEY

— Development Site Boundary

- ① Add curb extension, high visibility crossing striping, and special paving
- ② Reorient parking spaces to create more efficient layout
- ③ Consolidate and reduce curb cuts
- ④ Convert parallel parking to angled parking
- ⑤ Consider creating a more efficient shared parking layout with the bank and other uses on the block
- ⑥ Expand bike parking in the Metra platform area

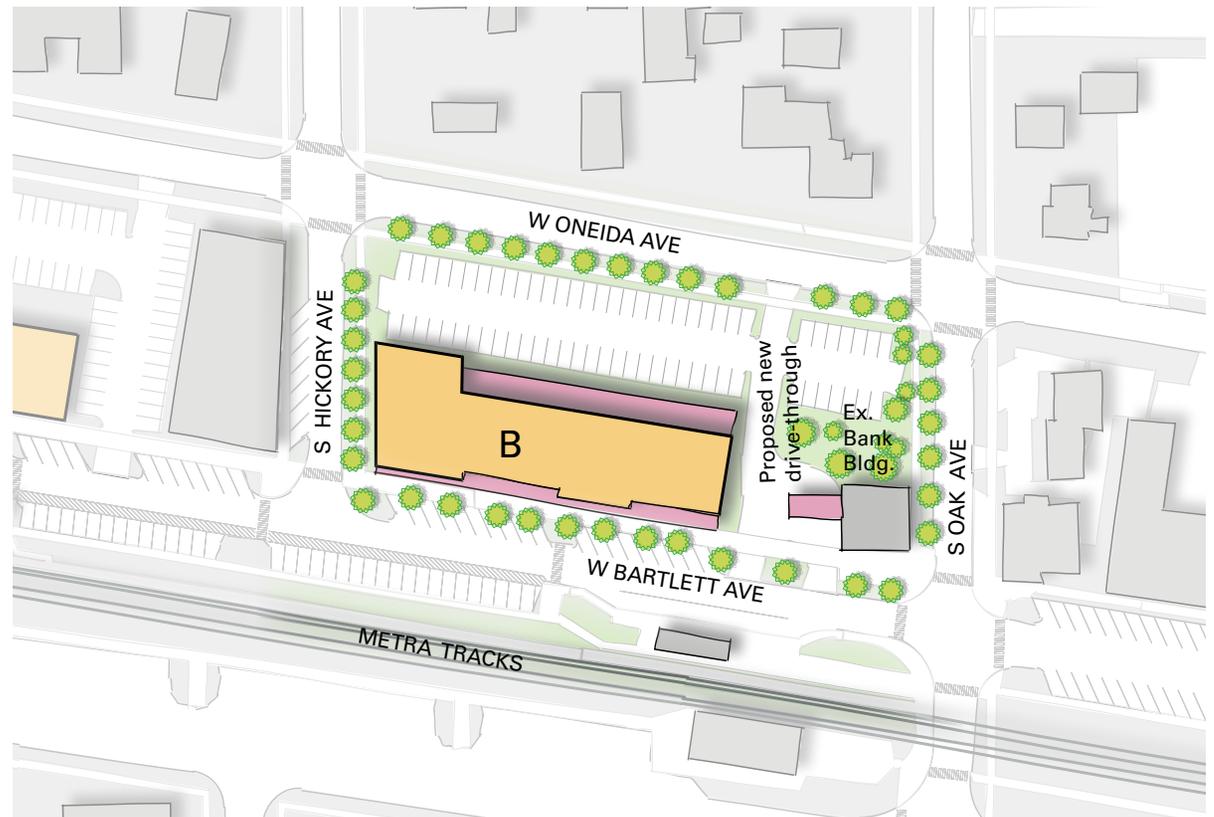


Opportunity Site B

Long Term Strategies

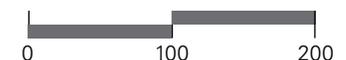
Site B's location, near the historic retail center of Bartlett, is a good candidate for redevelopment in the future and would help to extend the character and scale of the existing Downtown retail street to the west.

Redevelopment of Site B would require close collaboration and partnership with the private property owners of this block to discuss opportunities for creating a more efficient bank drive-through, and a more efficient shared parking layout. If reorganized, the site could accommodate a mixed-use building, with retail on the ground floor and multi-family residential above. The retail should be built in a complimentary scale to the existing historic buildings to the east, and front Bartlett Avenue. The bank drive-through could be relocated to a small ATM addition on the west side of the existing historic bank building. This drive-through would be organized in a more urban layout, appropriate for this Downtown location. Parking for these proposed uses would be located off of Oneida Avenue, with a landscaped buffer to provide separation between the existing housing in that area.



Site Location	Proposed Uses	Proposed Height (# of Floors)	Gross Square Footage	Estimated Units	Estimated Parking Spaces
B	Residential - Multifamily	3	42,000	32	48
B	Ground Floor Commercial	1	10,000		10

Site Area (Square Feet)	Site Area (Acres)	Proposed FAR	Estimated Density
39,800	0.91	1.0	35 units/acre



Opportunity Site B

Example Developments from other Communities



Downtown Mixed-use, Sun Prairie, WI



Mixed-use, Arlington Heights, IL



Downtown Mixed-use, Naperville, IL

Building Form and Character

The Development of Opportunity Sites A and B will significantly impact the character of Downtown and should be thoughtfully constructed in a scale that closely relates the Town Center, and nearby existing historic retail properties as shown in these photo examples. Building and facade features that help to better define the edge of the street should be used, such as corner projections, varied roof lines, awnings, and material changes. Active uses, with clear glass and pedestrian oriented signage should be used on the ground floors to change the perception of Downtown.



Mixed-use, Mt Prospect, IL



Downtown Mixed-use, Naperville, IL

Opportunity Site C

Commuter Parking Strategies

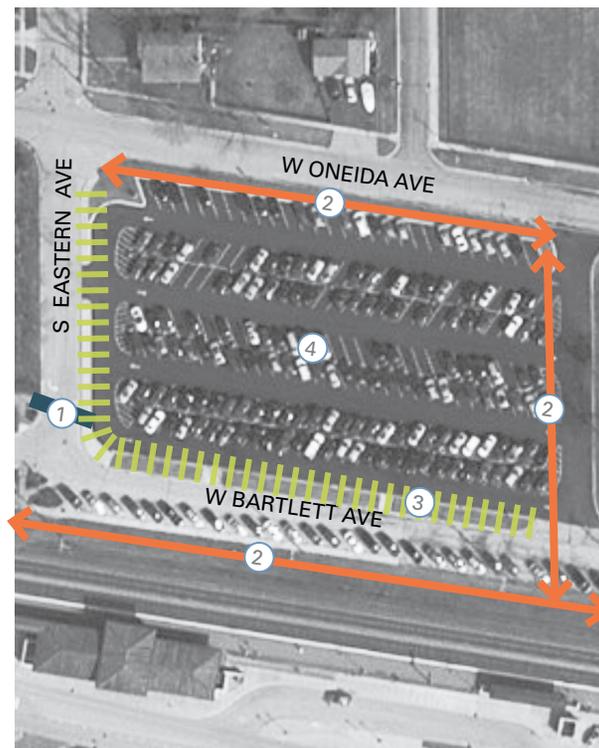
Currently, Site C is the largest, and most conveniently located Metra commuter parking lot in Downtown Bartlett. This site accommodates over 200 parking spaces dedicated to Metra through permits at an affordable \$1.50 a day price point. The lot is well used today with a 79% observed use rate based on Metra's annual survey of commuter lots.

Many stakeholders in the community feel that this site would be well suited to create a parking garage structure, to help reduce the amount of Downtown land area devoted to commuter parking in the future, and provide opportunities for new development. The scale and dimensions of the site could easily accommodate a parking structure, as well as ground floor retail. The cost burden to construct and maintain any future parking structure would fall mostly on the Village, and would require a significant up-front investment.

For the near term, surface parking should remain on this site, but sidewalks and streetscape should be extended and improved to create better connectivity to the Metra depot and existing Downtown retail street. Better lighting, focused on pedestrian crosswalks is also needed for this area.



Existing photo of Site C



Existing aerial of Site C, source: ESRI

- ① Add high visibility crossing striping and intersection lighting
- ② Extend and improve sidewalks to create a safer walking environment for commuters and reduce pedestrian-vehicular conflicts
- ③ Improve surface parking lot edges by adding low fencing, plantings, lighting, street trees and consistent signage.
- ④ Simplify parking rules and signage to encourage use of commuter parking areas in off-peak times

Opportunity Site C

Example Developments from other Communities



Parking Structure with Retail, St Charles, IL



Parking with Residential, Wheaton, IL



High Quality Parking Structure, Naperville, IL

Parking Improvement Strategies

In the short term, strategies for better lighting, landscaping, and edges of surface parking lots should be considered. The two examples to the right show surface parking with low-maintenance landscaping, low fencing, and densely planted street trees. If a parking structure is built in the future, it should be carefully designed to fit with the neighborhood uses and character of Bartlett. The examples above show different options for creating an active ground floor to help disguise a downtown parking structure including retail, residential, and office uses.



Parking Lot Buffer, Chicago, IL



Parking Lot Edge, traditional style

Opportunity Site D

Existing Conditions

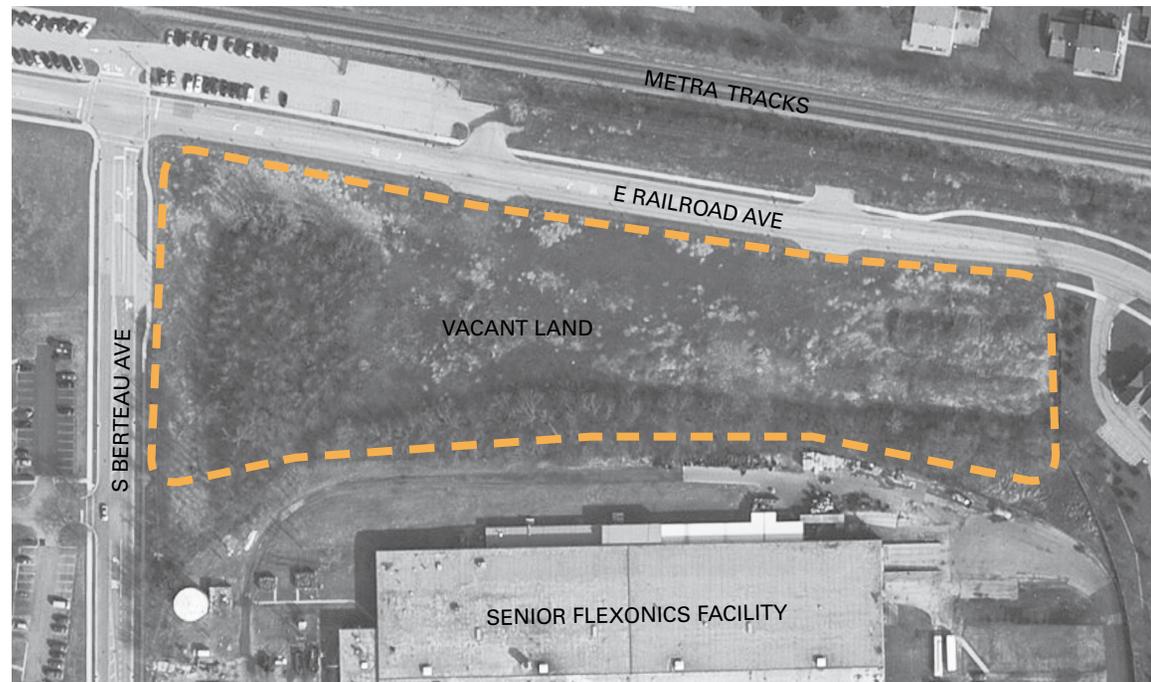
Site D is owned by Metra, and is currently vacant land. The site is over 5 acres in size, but has a significant grade change along the southern edge that will need to be regraded and incorporate retaining walls to be usable. To the south of the site is a large distribution and light manufacturing plant that houses the Senior Flexonics company. Senior Flexonics is one of the largest employers in Downtown Bartlett. An existing natural buffer exists between the plant and Site D. A recently developed large scale attached single family residential neighborhood lies to the east.

Development Considerations

- The fact that the site is vacant and shovel ready increases the desirability for residential developers.
- The site is Metra owned, and will need to accommodate a portion of their future commuter parking needs, in combination with new development
- Portions of the site have narrow dimensions, which are better suited for attached single family townhome development, rather than larger multi-family buildings



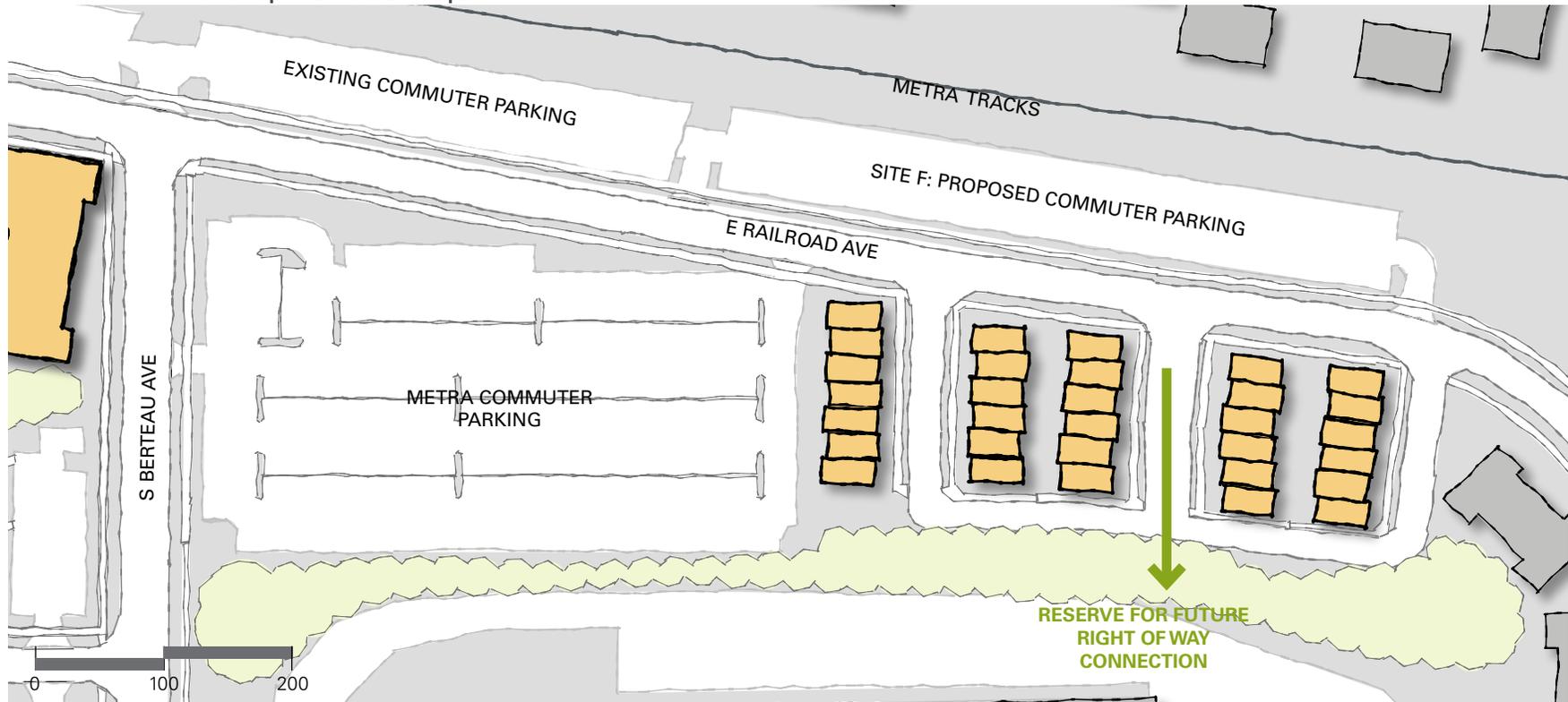
Existing photos of Site D



Existing aerial of Site D, source: ESRI

Opportunity Site D

Phase 1 & 2 Development Concept



Site Location	Proposed Uses	Proposed Height (# of Floors)	Gross Square Footage	Estimated Units	Estimated Parking Spaces
D	Residential - Townhomes	2	49,600	31	62
D	Metra Commuter Parking				250

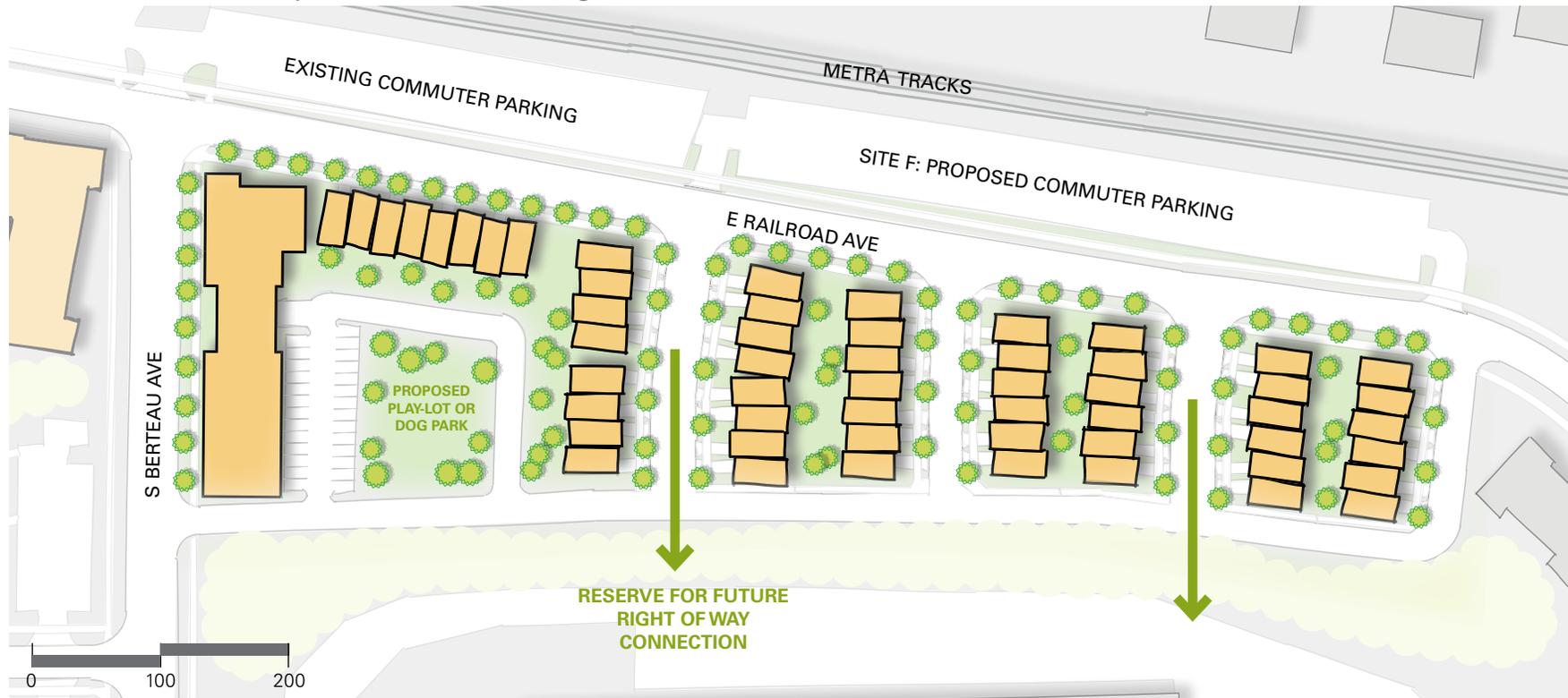
Site Area (Square Feet)	Site Area (Acres)	Proposed FAR	Estimated Density
223,100	5.12	0.2	6 units/acre

Development Scenario Overview

Initial solicitation to developers for Site D should focus on the eastern portion of the site that is well suited for new townhomes. North-south right of ways should be reserved as part of the development layout to provide the opportunity for future street connections if Senior Flexonics were ever to relocate or reconfigure their property. The western portion of the site will be used over time to accommodate Metra's parking expansion needs.

Opportunity Site D

Full Build Out Development Scenario (Long Term Vision - 20+ Years)



Site Location	Proposed Uses	Proposed Height (# of Floors)	Gross Square Footage	Estimated Units	Estimated Parking Spaces
B	Residential - Multifamily	3	42,000	32	48
B	Residential - Townhomes	2	88,000	55	110

Site Area (Square Feet)	Site Area (Acres)	Proposed FAR	Estimated Density
223,100	5.12	0.6	17 units/acre

Development Scenario Overview

If the Village constructs a parking structure on Site C, much of the Metra commuters parking needs could be consolidated, which would free up the rest of Site D for residential growth. This concept illustrates a concept for full build out of the site with additional townhomes and a multi-family rental building that holds the corner along Berteau Avenue.

Opportunity Site D



Townhouses, Prairie Crossing, IL



Existing Townhouses, Bartlett, IL



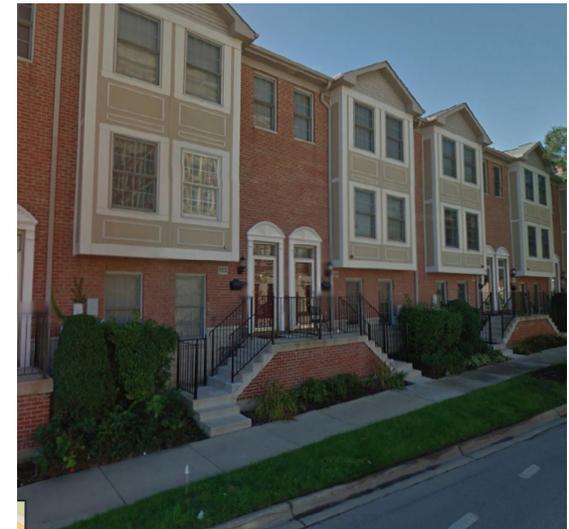
Townhomes, Arlington Heights, IL

Development Character Examples

Site D is located at the eastern edge of Downtown and therefore acts as a transition zone to lower density residential neighborhoods. Townhomes, similar in scale to the neighboring Asbury Place development would help to create a coherent character to this neighborhood. If the parking structure scenario is implemented and the Metra parking can be accommodated elsewhere, other types of housing such as rental apartments or condominiums would be possible on the site. Examples show multifamily of 1-4 stories, which fits well with the existing density of Bartlett.



Multi-Family, Naperville, IL



Multi-Family, Arlington Heights, IL

Opportunity Site E

Existing Conditions

Site E is currently vacant, but was originally planned to become multi-family condominium buildings as the next phase of the Town Center development. Because of changing demand, a rental apartment development is more feasible on this site today.

Development Considerations

- This site will be very attractive to potential residential developers because it is vacant, cleared and within close proximity to the Metra station
- This site one of the most viable Downtown development sites and should be a marketing priority for the Village
- Many Downtown amenities are within walking distance of the site including Leiseberg and Bartlett Parks, restaurants, and Village Hall
- The size and dimensions of the site are suitable to many layouts of apartment building floor plates



Existing photos of Site E



Existing aerial of Site E, source ESRI

Opportunity Site E

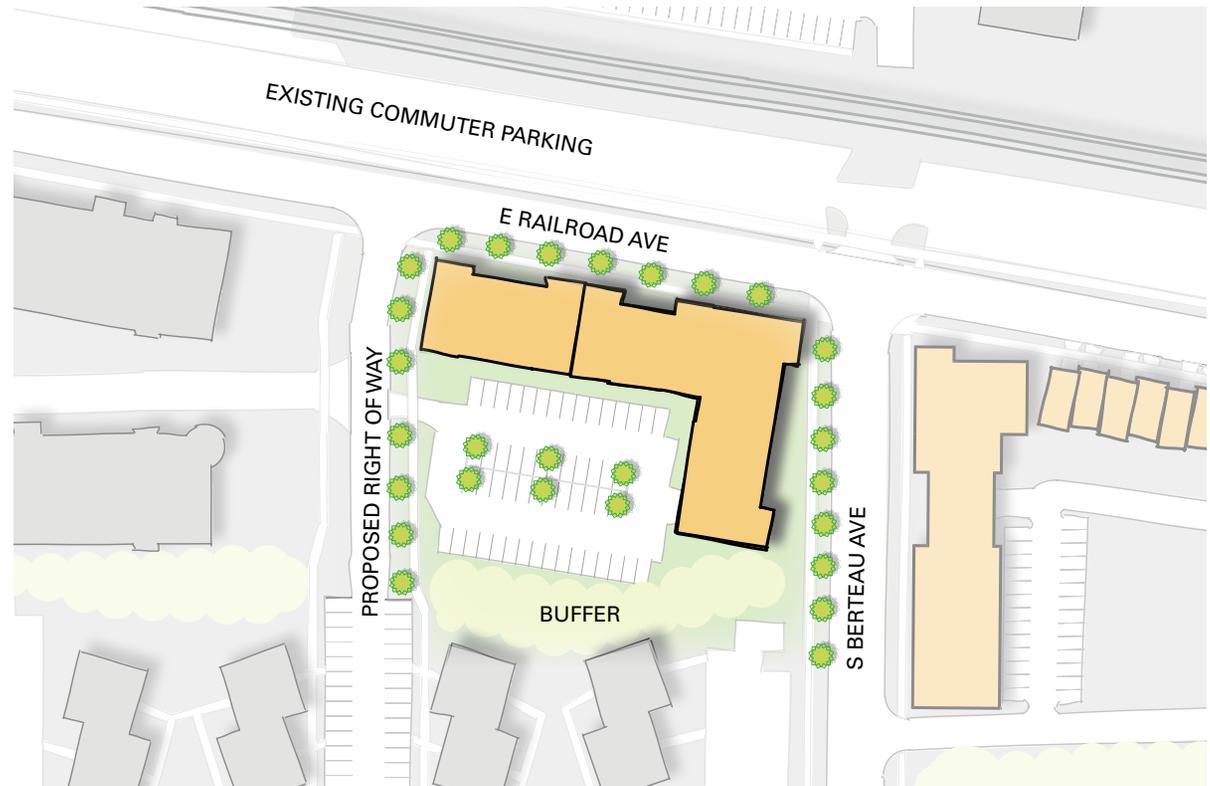
Near Term Strategies

Because Site E is development ready, it should be the focus of attracting new residential development to Downtown Bartlett.

The concept to the right shows a potential site layout including an “L-shaped” residential building that defines the corner of Railroad and Berneau Avenues. A surface parking lot to serve the building is located away from the street frontage, behind the proposed building.

To accommodate future right of way connections to the south, the western portion of the site should be reserved through a setback or easement. This reserved space would not inhibit the property’s development potential, as it has a substantial size, and would greatly improve the connectivity for new residential Downtown.

The existing natural buffer at the southern edge of the site should be maintained to provide separation between the existing apartments and any new development.



Site Location	Proposed Uses	Proposed Height (# of Floors)	Gross Square Footage	Estimated Units	Estimated Parking Spaces
E	Residential - Multifamily	3	50,000	38	57

Site Area (Square Feet)	Site Area (Acres)	Proposed FAR	Estimated Density
69,500	1.6	0.7	24 units/acre



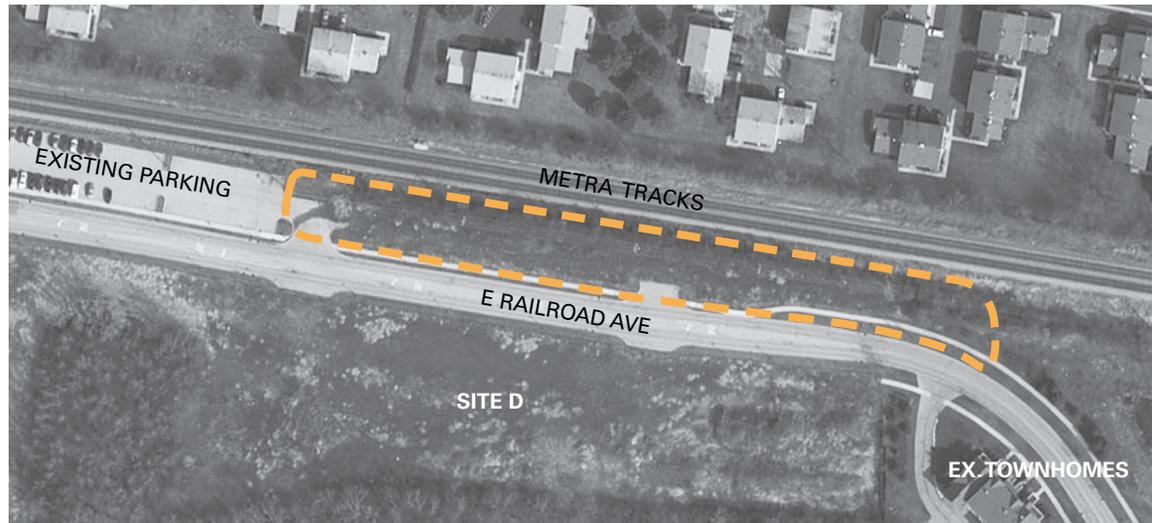
Opportunity Site F

Near Term Strategies

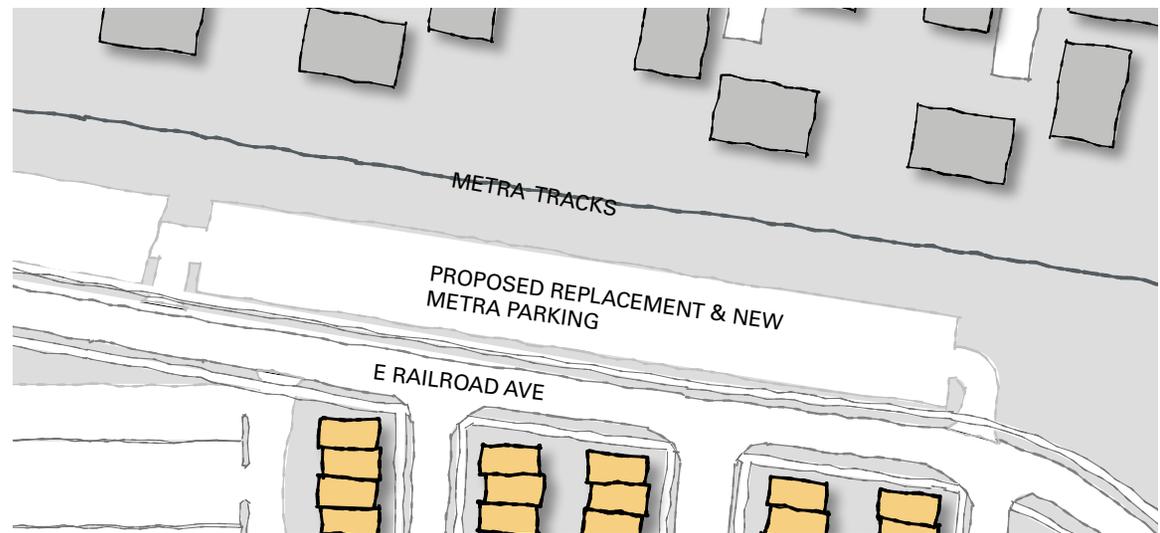
This narrow Metra-owned site is located within the rail right of way, and has been identified by Metra as a good location to extend the commuter parking lots along the tracks further east. Parking spaces developed in this area will be used to replace commuter parking removed from Site A, as well as accommodate some of the expected future increased demand for Metra parking in Bartlett.

The site is located within a reasonable walking distance of Metra; roughly 0.3 miles from the station depot, and less than 1/2 mile from the outbound platform.

Better sidewalks, streetscape, and crosswalks in this area will be needed to improve the pedestrian experience and safety for commuters traveling to the platforms. Pedestrian improvements in this area will also help to better connect the existing residential neighborhood of townhomes to the east, named Asbury Place.



Existing aerial of Site F, source ESRI



Downtown Street & Block Pattern

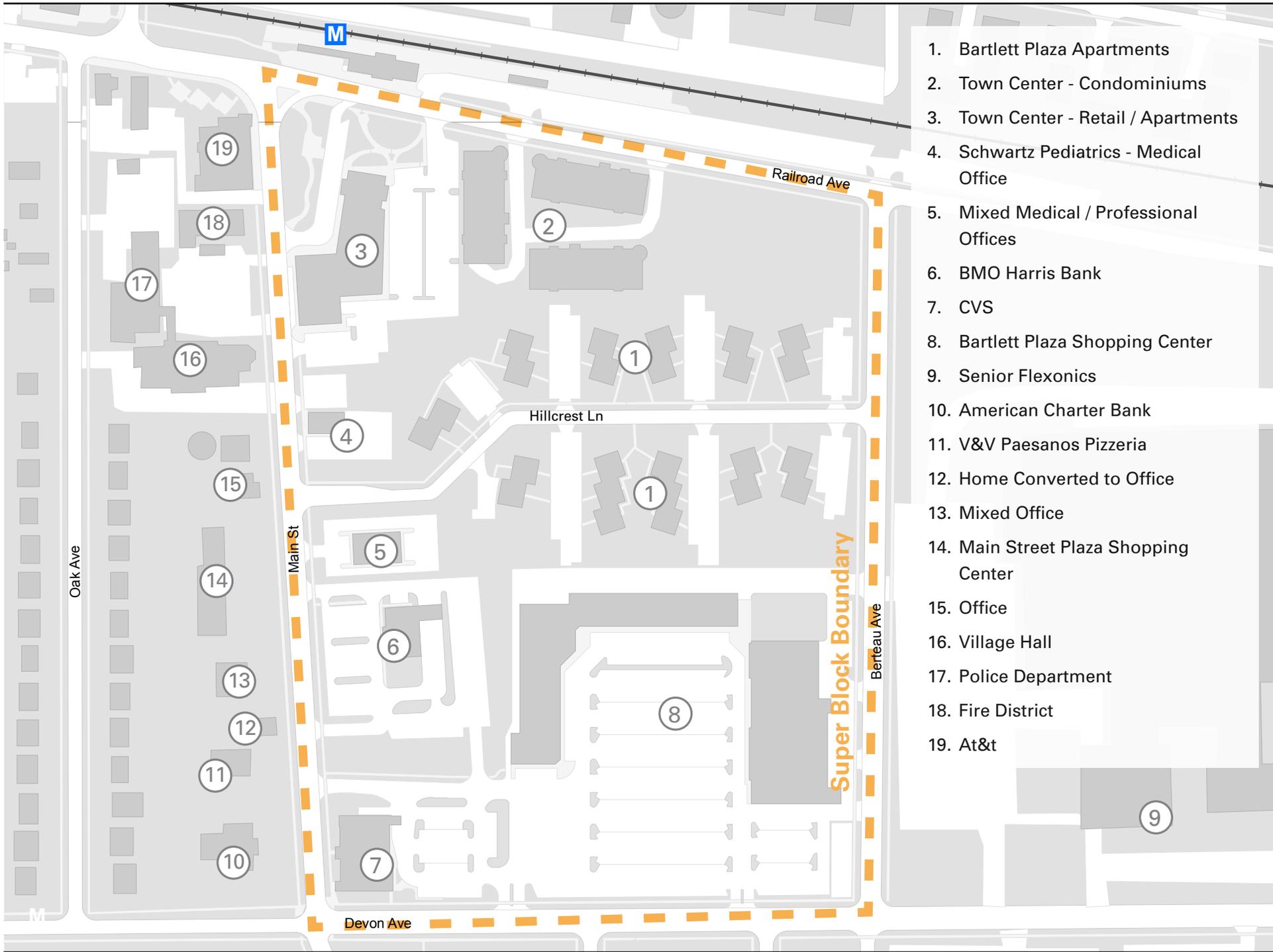
Connectivity Today

Older Downtown Bartlett residential neighborhoods, north of the Metra tracks, are defined by a consistent, pedestrian friendly, block pattern and system of neighborhood streets. To the south of the tracks, however, many of the blocks near the core of Downtown are in close proximity to businesses, but are not directly accessible due to a lack of through-street connections. For example, a resident living on S Hickory Avenue, between Railroad Avenue and Devon Avenue is located only about 500 feet from the Village Hall, but would need to walk 1/2 mile to get there on foot. Similarly, the block occupied by the Town Center, CVS, and Bartlett Plaza Shopping Center (identified as a Super Block to the right) acts as a barrier for pedestrians traveling from neighborhoods south of Devon Avenue to the Metra station area.

Future Strategies

Options for creating new connective neighborhood streets and pedestrian routes through the Super-Block are identified on the following pages. These concepts would not require any major building demolitions, and could be implemented in phases over time as funding for infrastructure improvements are secured.





1. Bartlett Plaza Apartments
2. Town Center - Condominiums
3. Town Center - Retail / Apartments
4. Schwartz Pediatrics - Medical Office
5. Mixed Medical / Professional Offices
6. BMO Harris Bank
7. CVS
8. Bartlett Plaza Shopping Center
9. Senior Flexonics
10. American Charter Bank
11. V&V Paesanos Pizzeria
12. Home Converted to Office
13. Mixed Office
14. Main Street Plaza Shopping Center
15. Office
16. Village Hall
17. Police Department
18. Fire District
19. At&t

Site G: Super-Block

Existing Conditions

The Super-Block currently contains a mix of commercial, multi-family, retail, and service uses representing a broad range of styles and ages. The more recent developments such as the Town Center and the CVS act as important gateways to Downtown and include newer streetscape, attractive architecture, and an urban layout. Other older properties, throughout the center of the block, are designed with generous setbacks and surface parking fronting the street.

Bartlett Plaza Shopping Center occupies a large portion of the Super-Block, and currently has a large amount of vacant space. Based on the Market Analysis, Downtown Bartlett has a large inventory of vacant commercial spaces that need to be filled. Proposed strategies to revitalize this area include:

- Redevelop older retail properties that have been vacant for a significant period of time, into other uses.
- Condense existing retailers to create a critical mass of businesses.
- Create new, smaller scaled commercial development along Devon Avenue to establish a more attractive gateway.

①



⑦



②



⑧

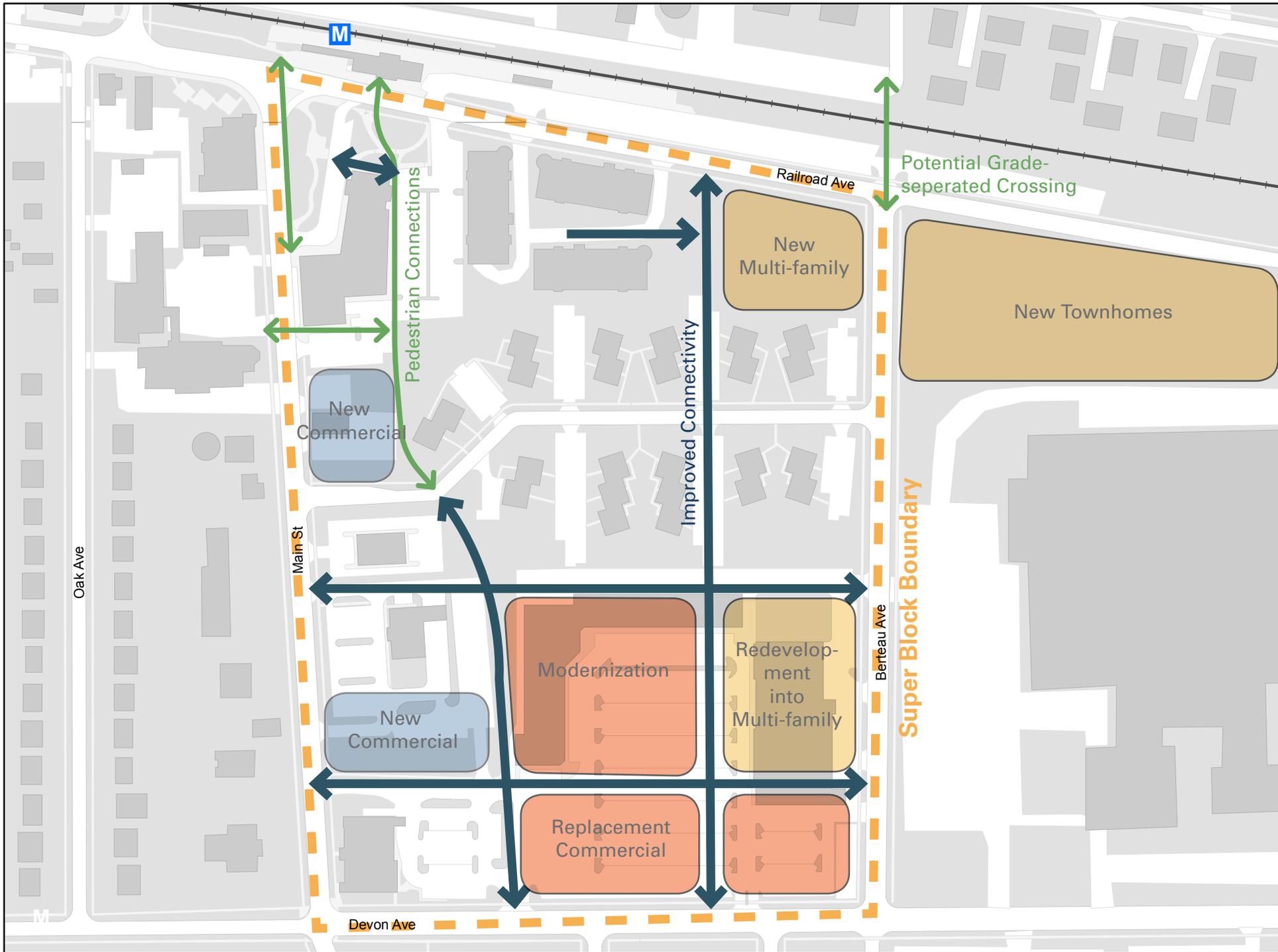


③



⑩



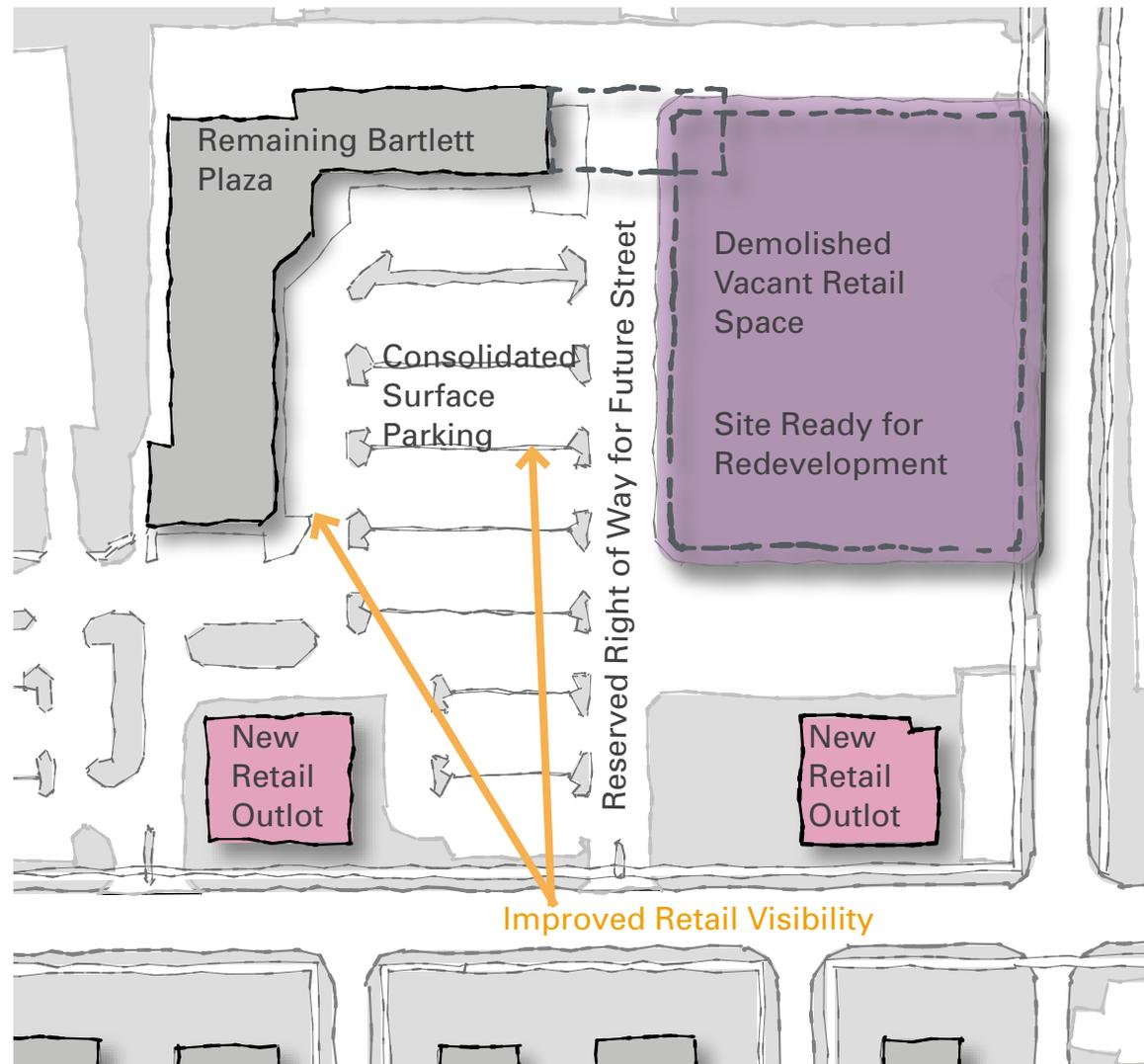


Site G: Super-Block

Redevelopment of Bartlett Plaza and improved connectivity through the Super-Block is needed to reposition existing businesses and provide new opportunities for Downtown residential and commercial development. Increased circulation for pedestrians and vehicles through Downtown will help to also strengthen its character. A concept for subdividing the Super-Block by adding new north-south pedestrian and vehicular routes is shown on the facing page. Strategies illustrated by this diagram include:

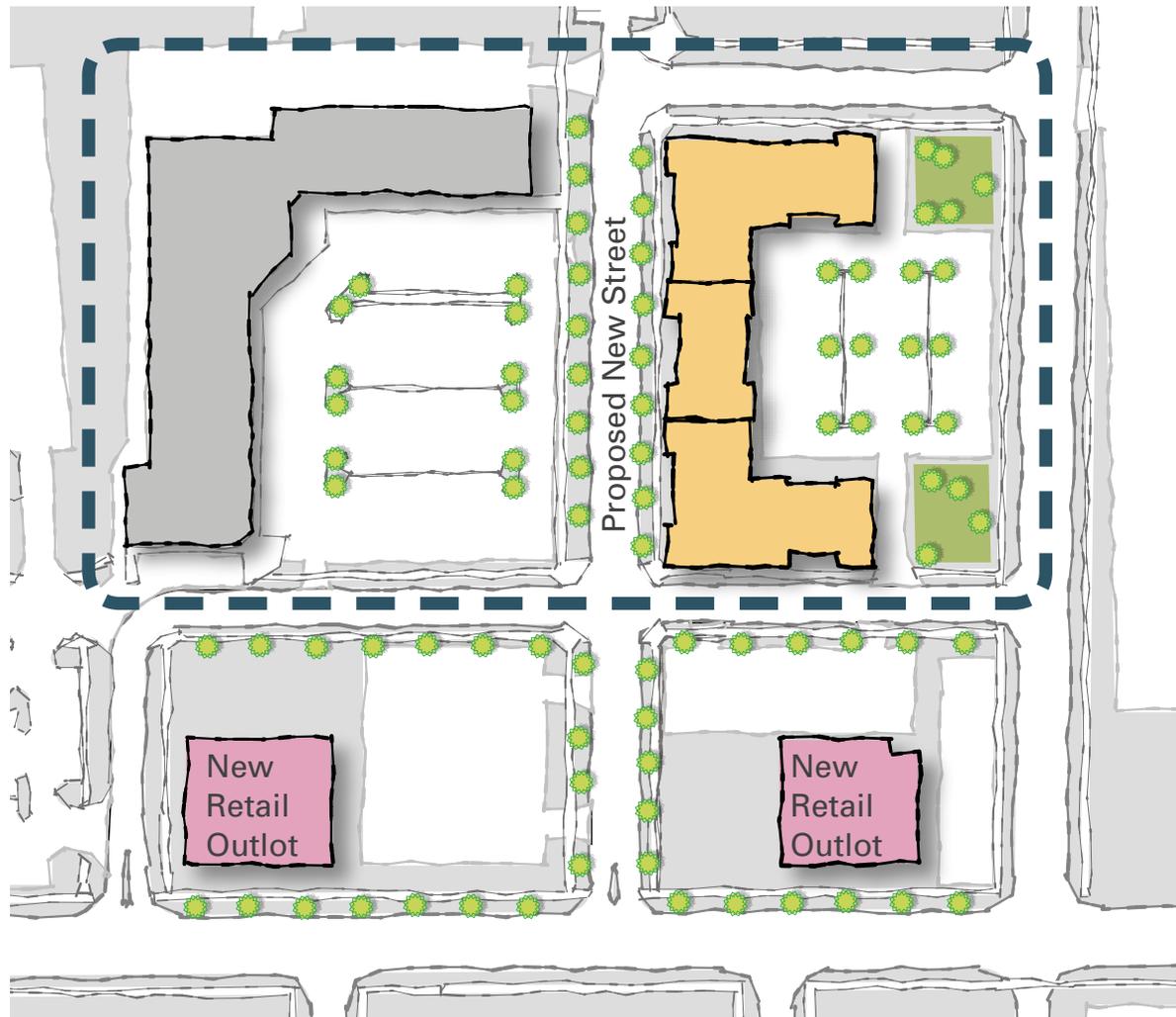
- Maintain successful existing residential and commercial properties, while also reducing the overall amount of vacant commercial space.
- Demolish the vacant grocery space, and eastern portion of Bartlett Plaza to create a new development site along Berteau Avenue.
- Relocate any displaced existing Bartlett Plaza businesses to new commercial developments along the Devon Avenue or Main Street to improve their visibility.
- Resurface and modernize the parking, improve landscape, and update the facades of the remaining Bartlett Plaza.

Bartlett Plaza Strategy for Initial Phase of Redevelopment



Super Block Concepts

Bartlett Plaza Phase 2 Development Strategy



Phase 2 Development Strategy

After the former vacant grocery building is demolished, and the site is readied for new development, the site will need to be marketed by the Village to solicit residential development interest. The site is of a scale and dimensions that could easily accommodate many different layouts for multi-family residential. The option shown to the left, illustrates a building fronting along the new neighborhood north-south street, with parking facing the Berteau Avenue frontage. This layout would provide the proposed residential uses with separation from the existing Senior Flexonics facility to the west.

In this scenario, it is conceptualized that the construction of the new neighborhood street would also provide an opportunity to re-landscape the parking areas of the remaining retail center, and to modernize the facade, and signage elements. These improvements would help ensure that the active businesses remain in Bartlett Plaza, continue to be successful in the future.

Site Location	Proposed Uses	Proposed Height (# of Floors)	Gross Square Footage	Estimated Units	Estimated Parking Spaces
G	Residential - Multi-family	3	84,600	63	95
G	Retail / Commercial		18,400		18

Site Area (Sq Ft)	Site Area (Acres)	Prop. FAR	Est. Density
400,000	9.18	0.5	7 units/acre

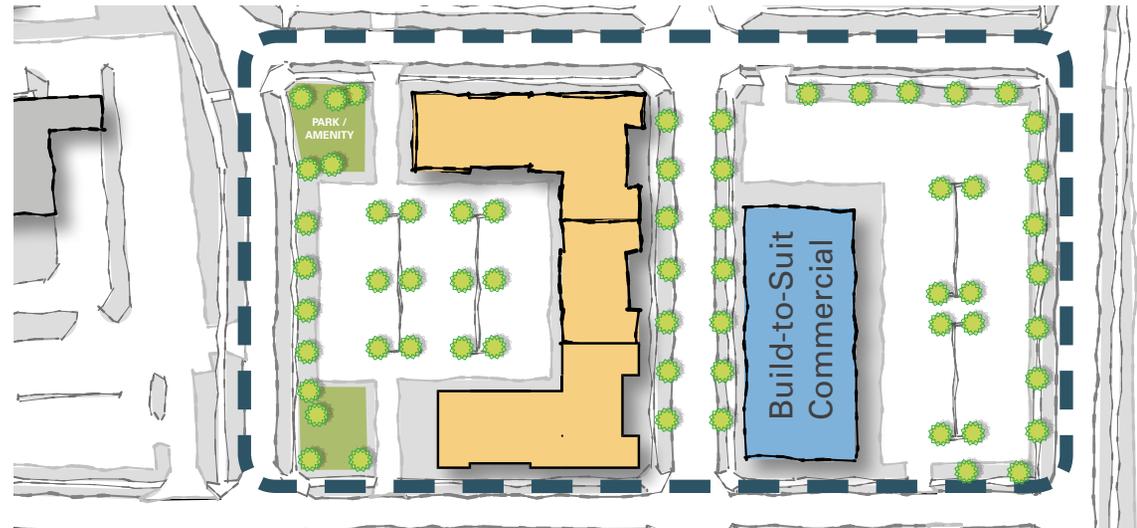
Super Block Concepts

Other Options for Consideration:

Alternative 1

As a long term solution, the center parcels of the Super-Block may be better suited to other uses, rather than retail. If retail expansion is relocated to the Main Street corridor, the remaining portion of Bartlett Plaza could be replaced with more multi-family residential units. The option shown to the right illustrates another multi-family building on the Bartlett Plaza site. This scheme also shows an alternative of office uses on the east parcel.

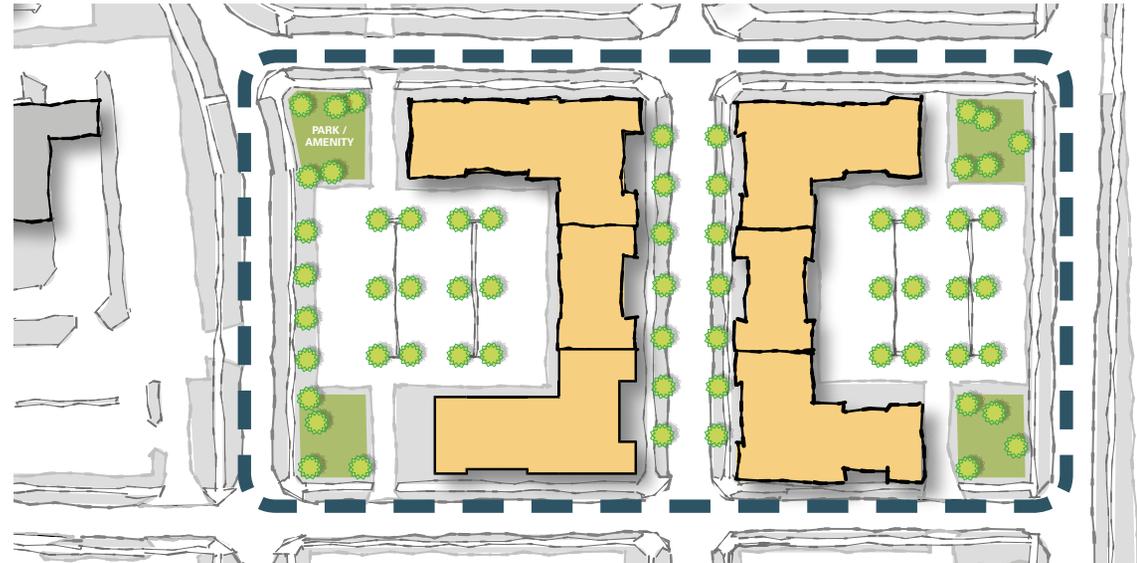
Bartlett Plaza Mixed-use Full Build Out Scenario



Alternative 2

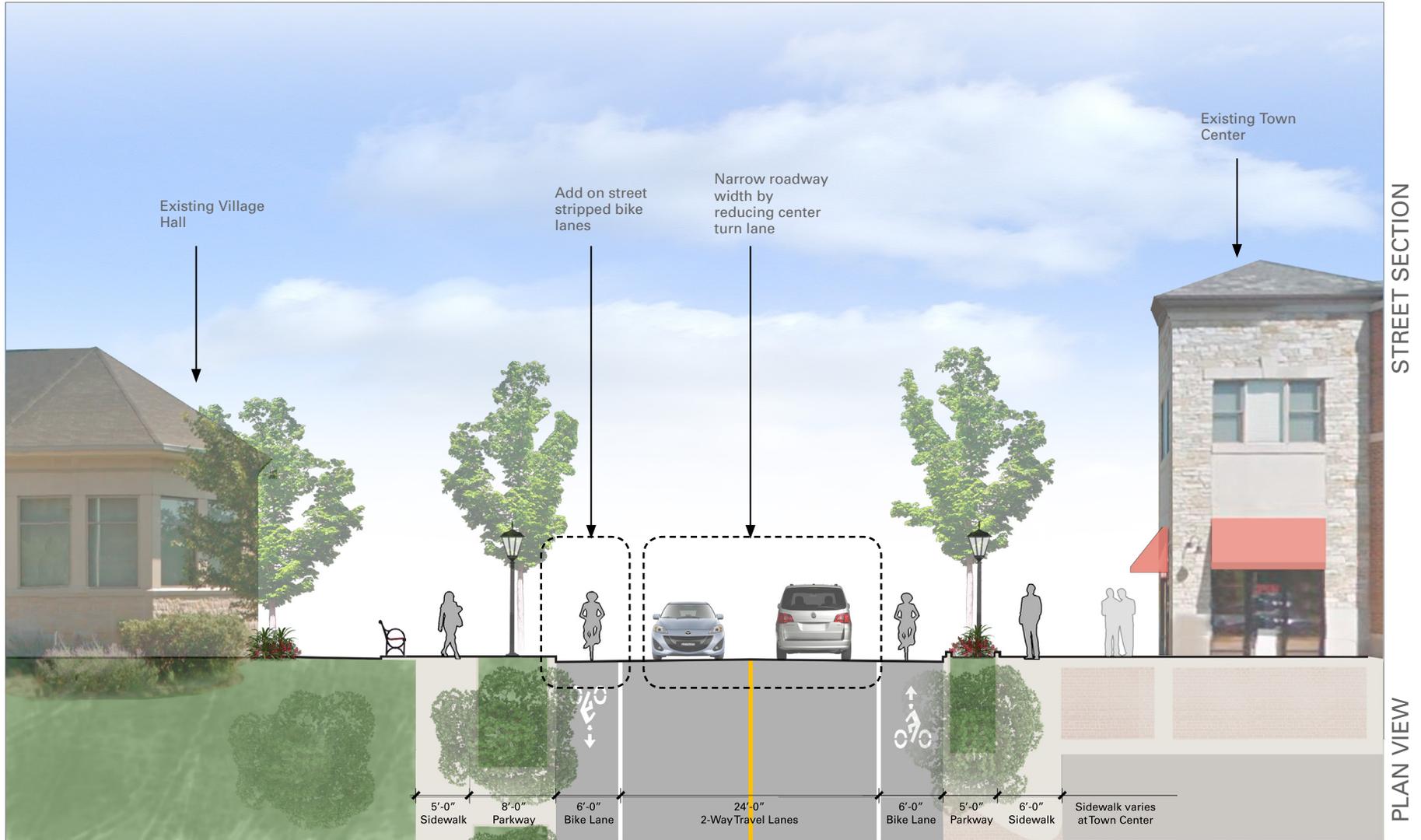
Depending on the real estate market in the future, the demand for housing might continue to be much higher than for retail in Downtown Bartlett. If this is the case, focussing on the development of additional residential uses for this area would be most successful. This scheme shows an option for two multi-family residential buildings that front the new neighborhood street, with parking to the rear.

Bartlett Plaza Residential Full Build Out Scenario



Super Block Concepts

S Main Street Complete Street Concept



Main Street Section at Town Center
3.1.2016

South Main Street Corridor

Near Term Strategies

South Main Street is an important Downtown corridor, but currently lacks adequate pedestrian and bicycle safety infrastructure to encourage a connection between the east and west sides. Between Devon Avenue and Railroad Avenue, there are no formal pedestrian crossings, but many were observed crossing into traffic in this area. The following improvements are recommended to transform Main Street into a complete street:

- Reduce speed limit to 25 mph.
- Add mid-block crossing between Village Hall and Town Center.
- Add pedestrian crossing at Hillcrest Lane
- Reduce driveway widths/eliminate curb cuts where possible, to accommodate safer pedestrian crossings.
- Add on-street bike lanes by eliminating the center turn lane.

The conceptual street section on the facing page illustrates the proposed lane reconfiguration to provide space for bike lanes in each direction.



Intersection of Main Street and Devon Avenue



Main Street near the Town Center



Bartlett Avenue Retail Core

Bartlett Avenue between Oak and Eastern Avenues contains a concentrated mix of reused historic buildings housing restaurants, offices, and other businesses. Strategic improvements that build off the character of the street are needed to reinforce its identity as the center of Downtown. Currently, many of the storefronts appear vacant, but actually contain active businesses. Improved signage, window displays, colorful awnings, expanded sidewalk cafes, and plantings are needed to attract new customers to this area. Uses such as restaurants, that activate the street throughout the day should be encouraged.

Other public realm recommendations are:

- ① Add mid block crossing to facilitate access to the Metra platform.
- ② Convert to two-way operation to improve access and circulation for Downtown businesses.
- ③ Reorient angled parking to accommodate two-way traffic.
- ④ Improve Oak Avenue intersection to include bump outs and high visibility intersection markings
- ⑤ Relocate large curb cut to Eastern Avenue
- ⑥ Other future infill development opportunity sites



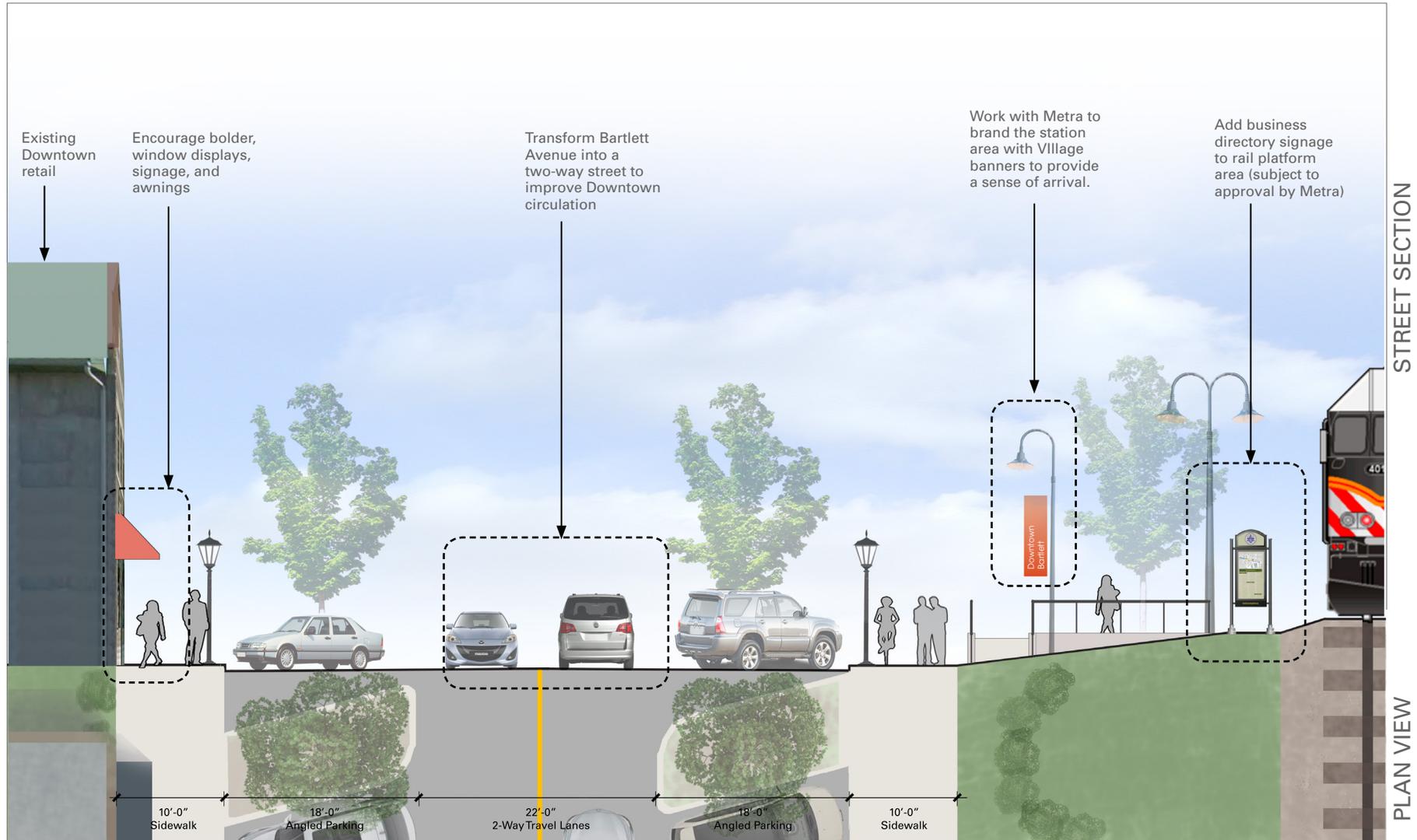
Existing photos of Bartlett Avenue Retail



Existing aerial of Site H, source ESRI

Bartlett Avenue Retail Core

Bartlett Avenue Revitalization Concept



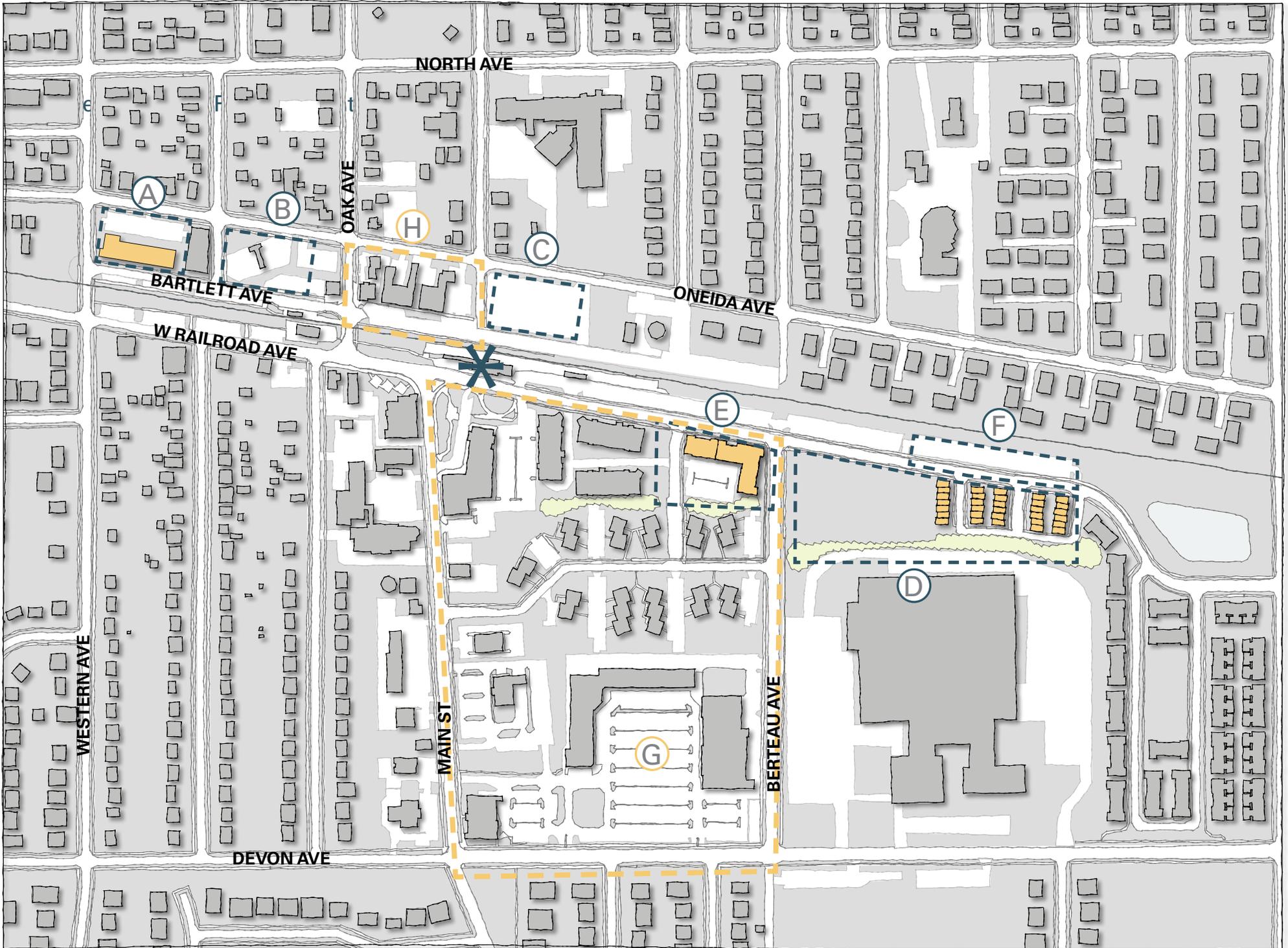
Bartlett Avenue Section East of Oak Avenue
3.1.2016





06

Implementation Strategies



Development Phasing Strategies : Near Term (1-3 Years)



Development Phasing Strategies : Near Term (1-3 Years)

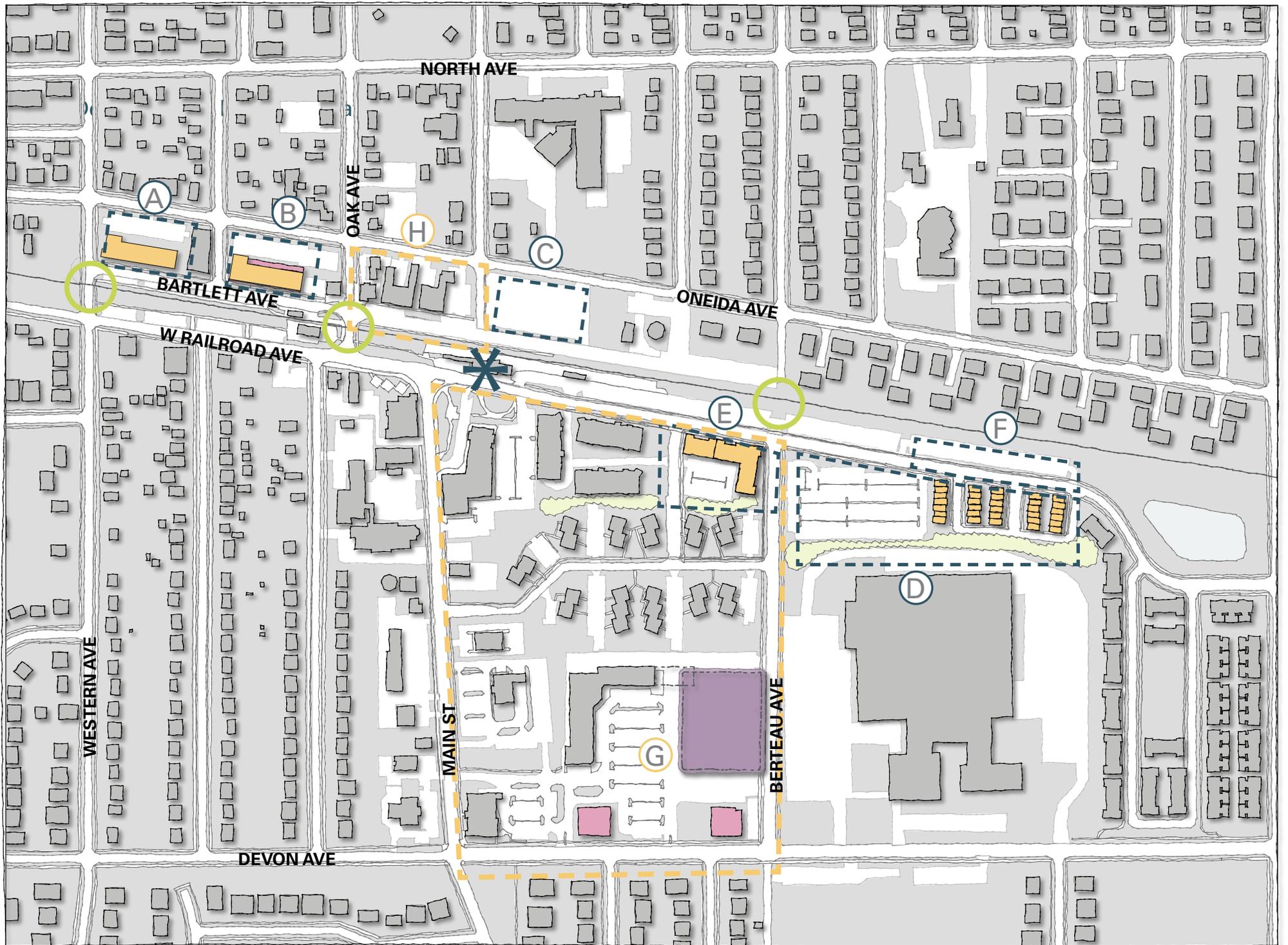
Conceptual Phase Program:

Site Location	Near Term (1-3 Years)	Gross Square Footage	Estimated Units	Approx. Parking Spaces
A	Residential - Multifamily Rental Apartments	42,000	32	47
E	Residential - Multifamily Rental Apartments	50,000	38	56
D	Residential - Single Family Attached (Townhomes)	49,600	31	47
From A to F	Commuter Parking Relocated			(86)
F	Commuter Parking Added (86 relocated spaces + 14 new)			100

Implementation Actions:

- (A) Surface Parking at Western and Oneida Avenues:**

 - Consolidate curb cuts and seek grant funding for pedestrian related right of way improvements.
 - Relocate commuter parking spaces to Site F
 - Outreach to residential developers to market Site A for new development
 - (B) Associated Bank Drive-Through:**
Meet with property owners to discuss options for redeveloping the existing bank drive through.
 - (C) Surface Parking at Oneida and Eastern Avenues:**
Implement parking lot perimeter landscape and sidewalk improvements.
 - (D) Vacant Parcel Along Railroad Avenue:**
Right-size the area that is needed to accommodate Metra parking, and then define the remaining area as a development site. Market the site for townhome development.
 - (E) Vacant Parcel at Railroad Avenue and Berteau Avenue:**
Seek new multi-family development for this shovel-ready site. Redefine parcel area to reserve western portion for future right of way connection to the south.
 - (F) Vacant Parcel Adjacent to the Rail Right of Way:**
Village to construct replacement commuter parking spaces, and to coordinate with Metra to construct any needed new commuter parking (relocated from Site A)
 - (G) Downtown Super-Block:**
Coordinate with property owners to formalize demolition plans for the eastern portion of Bartlett Shopping Center. Relocate businesses as necessary to prepare for demolition.
 - (H) Bartlett Avenue Retail Core:**
Meet with existing retail businesses to discuss aesthetic, signage, and facade improvements in this zone. Construct new crossings, and convert street to two-way.
- Initial Phase:** The development of Sites E and D would meet the initial residential demand that is identified by the TOD Plan Real Estate Market Analysis. The timing of further residential development would depend on the future market demand for housing.



Development Phasing Strategies : Mid Term (4-6 Years)



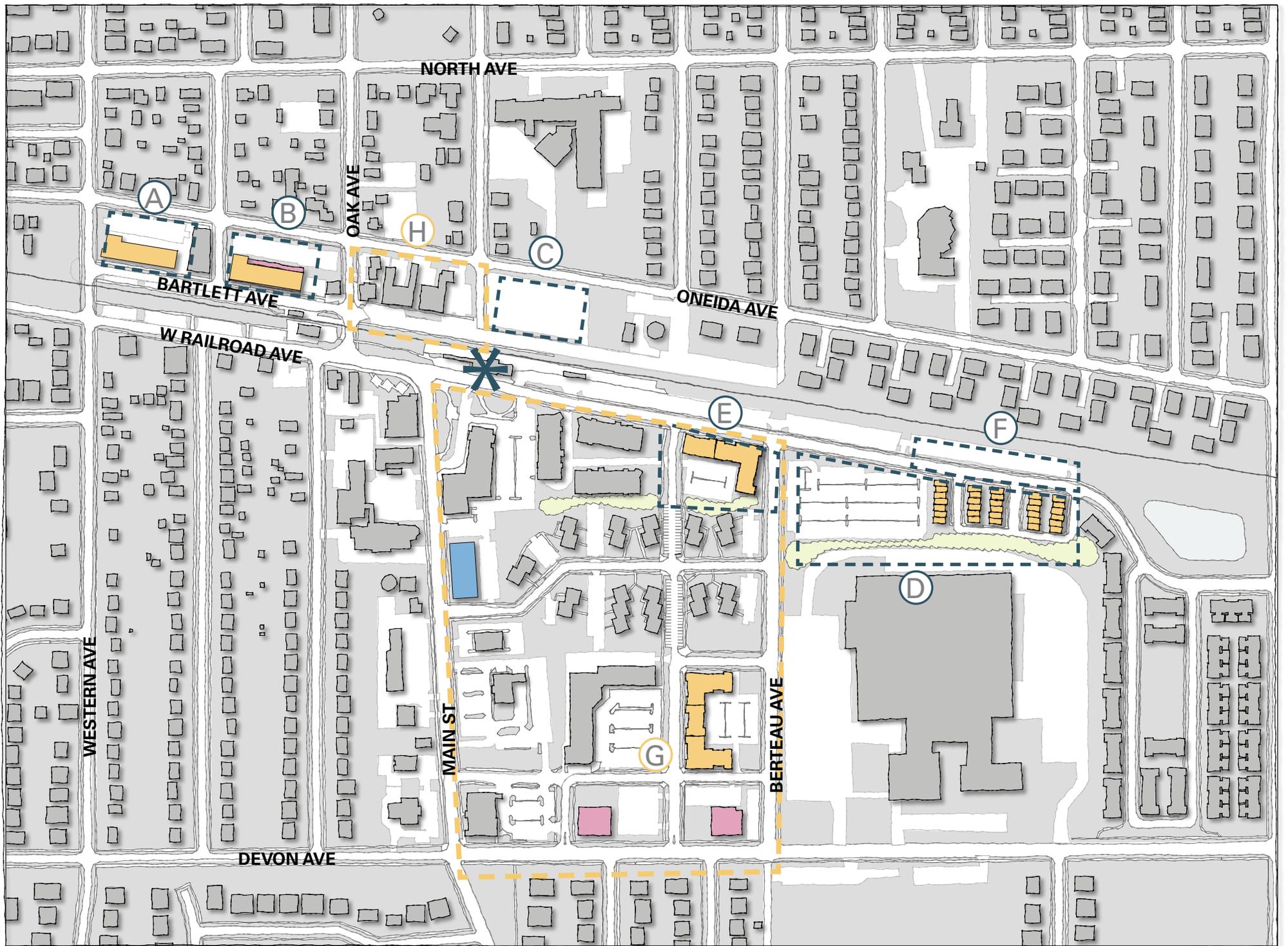
Development Phasing Strategies : Mid Term (4-6 Years)

Conceptual Phase Program:

Site Location	Mid Term (4-6 Years)	Gross Square Footage	Estimated Units	Approx. Parking Spaces
B	Retail / Commercial	10,000	-	10
B	Residential - Multifamily Rental Apartments	42,000	32	48
G	Retail / Commercial	18,400	-	18
G	Demolished Commercial	(49,830)	-	-
D	New Commuter Parking			250

Implementation Actions:

- B** **Associated Bank Drive-Through:**
- Relocate drive-through, and demolish existing building to prepare the site for new development
 - Consolidate and reorganize existing parking areas, to create a more efficient layout along Oneida Avenue
 - Market site to residential developers as a downtown mixed-use opportunity
- D** **Vacant Parcel Along Railroad Avenue:**
Work with Metra to construct new commuter parking lot to provide capacity for commuter growth.
- E** **Vacant Parcel at Railroad Avenue and Berteau Avenue:**
Partially construct new neighborhood street connection to the south.
- G** **Downtown Super-Block:**
- Construct new pedestrian connections from the Bartlett Plaza area to the train station.
 - Prepare Bartlett Plaza site for new development, market to potential residential developers.
 - Construct new commercial outlot developments along Devon Avenue to strengthen the southern gateway to Downtown.
- Metra Operations & Coordination:**
- Meet regularly with Metra to discuss options for future platform and station improvements
 - Improve safety of pedestrian crossings at Western Avenue and Oak Avenue
 - Study options for below or above-grade pedestrian crossings in the Berteau Avenue area



Development Phasing Strategies : Long Term (7-10 Years)



Development Phasing Strategies : Long Term (7-10 Years)

Conceptual Phase Program:

Site Location	Long Term - (7-10 Years)	Gross Square Footage	Estimated Units	Parking Spaces
H	Retail / Commercial/Office	14,500	-	15
G	Residential - Multifamily Rental Apartments	84,600	63	95

Implementation Actions:



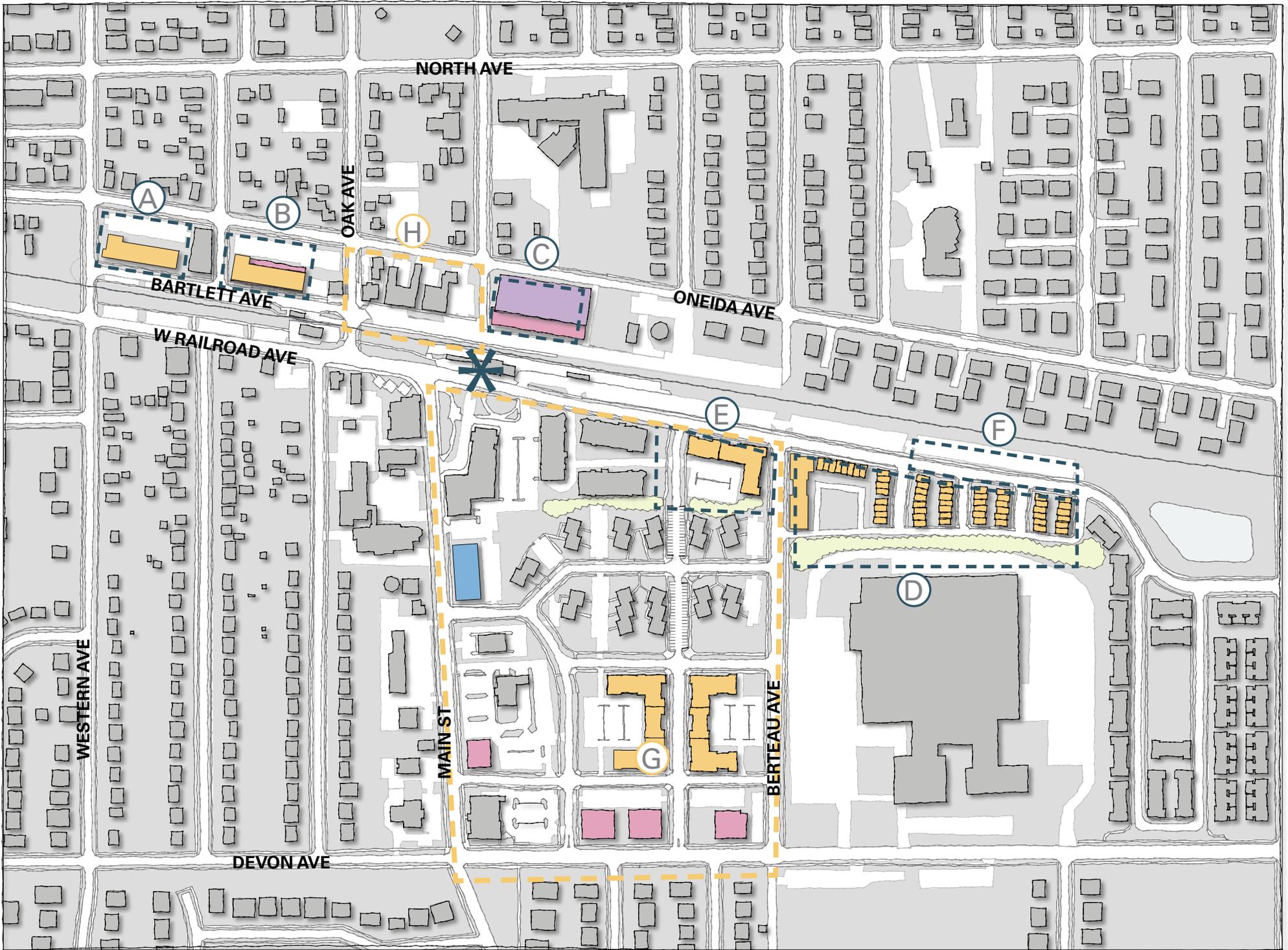
Downtown Super-Block:

- Begin identifying additional sites along Main Street for modernization and / or redevelopment.
- Gradually infill retail along Main Street with smaller setbacks, and parking in the rear to reinforce the shopping street character.
- Create additional street connections through the Super-Block, in coordination with new residential development on the former Bartlett Plaza site.



Bartlett Avenue Retail Core:

Reinforce Bartlett Avenue as the core retail street by adding special paving and additional streetscape. These improvements will create an excellent environment for expanded Downtown events and activities.



Development Phasing Strategies : Full Build Out Vision (10+ Years)



Development Phasing Strategies : Full Build Out Vision (10+ Years)

Conceptual Phase Program:

Site Location	Full Build Out Vision	Gross Square Footage	Estimated Units	Parking Spaces
H	Retail / Commercial/Office	34,500	-	35
G	Residential - Multifamily Rental Apartments	92,100	69	104
D	Residential - Single Family Attached (Townhomes)	38,400	24	36
D	Residential - Multifamily Rental Apartments	42,000	32	47
C	Retail / Commercial	14,100	-	14
From D to C	Commuter Parking Relocated			(250)
C	Commuter Parking absorbed in new Parking Garage			(204)
C	Parking Garage Spaces	164,634		420
	(250 relocated spaces from D + 204 existing spaces on C = 420 spaces)			

Vision Overview

In the future, as Bartlett continues to fill Downtown vacancies and redevelop under utilized parcels with new housing and businesses, the consolidation of Metra commuter parking into a parking structure on Site C could be economically feasible. Structured parking on Site C would be located in close proximity to the station, and therefore would reduce travel time for commuters. However, concentrating the commuter traffic in one location may increase congestion and other traffic issues at peaks periods.

The creation of a Downtown parking garage would require a partnership with many investors and a financial commitment by the Village for maintenance and management of the facility.

It is estimated that the cost to construct a surface parking lot is roughly \$5,000-10,000 per space while the construction of structured parking would cost roughly \$25,000-30,000 per space.

As the Village considers alternatives for the future, a cost-benefit analysis of the parking structure option should be conducted to guide decision making.

Implementation Actions:

C Surface Parking at Oneida and Eastern Avenues:

If the parking structure option is implemented, Metra parking on Site D could be combined with additional public parking on Site C. This would in turn allow for the full build out of the western portion of Site D to residential.



G Downtown Super-Block:

As the remaining Bartlett Plaza retail center continues to age, full replacement with residential uses at the center of the Super-Block as shown in this concept may be financially feasible. The future retail should be oriented along the Oak Avenue, Bartlett Avenue, and Main Street corridors.



D Vacant Parcel Along Railroad Avenue:

If Metra parking is relocated in the future, this site could be fully built out with residential development. The proposed concept shows multi-family housing along Berteau Avenue, and additional townhomes along Railroad Avenue.

Implementation Check List

TASK 1: ENCOURAGE WALKING, BIKING, AND TRANSIT USE IN BARTLETT			
Suggested Actions:	Timeline		
	Immediate Initiative	Ongoing Initiative	Notes
1.1 Implement Downtown streetscape improvements by working with the Public Works department and Village leadership. If needed, form a committee that is focused on Downtown streetscape improvements and sidewalk extensions.	●		
1.2 Encourage growth of the recently formed Biking Task Force to ensure that residents and employees of Bartlett are encouraged to participate in bike infrastructure decision-making.	●		
1.3 Host fun and educational public health fairs that encourage participants to get out and walk Downtown. Engage families and seniors with outdoor activities Downtown. Encourage people to walk to the event, have healthy food stalls, information from local healthcare providers, crafts, races, and other competitions.		●	
1.4 Seek out pedestrian safety grants to help fund infrastructure improvements , as well as other funding opportunities such as sponsorships for landscape, bike parking, and signage improvements.		●	
1.5 Activate the Metra station depot by improving the entry landscape, signage, lighting, and allowing temporary uses in the depot lobby.	●		
1.6 Adopt a Complete Streets Policy to ensure that new roadway infrastructure improvements accommodate all modes of access	●		
1.7 Expand online presence for Downtown activities and businesses by creating website or separate social media page just for Downtown		●	
1.6 Encourage Completes Street training for Village public works staff by attending regional training seminars		●	

Implementation Check List

TASK 2: ATTRACT NEW USERS TO DOWNTOWN			
Suggested Actions:	Timeline		
	Immediate Initiative	Ongoing Initiative	Notes
2.1 Establish a collaborative community activities committee that meets regularly to discuss opportunities for sharing responsibilities, resources, and to brainstorm ideas for new future events	●		
2.2 Encourage restaurants to actively participate in Downtown Bartlett by setting up temporary kiosks during events, engaging with commuters, and providing promotions to new residents	●		
2.3 Engage with existing local online social groups by providing opportunities for physical meeting spaces Downtown and by appealing to their interests and needs	●		
2.4 Identify spaces for temporary activities such as Pop-Up Shops and other temporary uses for vacant storefronts, and retail spaces.	●		
2.5 Form a diverse group committed to expanding the attendance, frequency, and offerings at Downtown Bartlett events. Establish assistance for this group to ensure that event volunteers have the management support they need.		●	
2.6 Embrace the ethnic diversity of Bartlett by encouraging cultural celebrations and holiday events to be held in Downtown.		●	
2.7 Build off of the recommendations of the Economic Development Committee (EDC) to leverage existing events, better engage local families, offer a range of activities that appeal to many family types, and to engage local businesses with local events	●		

Implementation Check List

TASK 3: SUPPORT EXISTING & ATTRACT NEW DOWNTOWN BUSINESSES			
Suggested Actions:	Timeline		
	Immediate Initiative	Ongoing Initiative	Notes
3.1 Form a bond between Downtown businesses by forming a Downtown Merchants Association that meets regularly. Encourage coordinated marketing, and business improvement efforts and better online resources.	●		
3.2 Work with businesses to recommend cost-effective façade and business signage improvements such as awnings, bold / graphic business signage, large clear-glass storefronts, window displays, and building lighting. Work with local design school to create signage and facade improvement concepts.	●		
3.3 Provide educational resources for Downtown businesses by partnering with location higher education institutions.		●	
3.4 Reinforce Downtown Bartlett as a food and entertainment destination by attracting unique local pubs, restaurants, and entertainment venues	●		
3.5 Review ordinances and relevant permits for Downtown businesses to ensure that commercial uses located in the Downtown district are encouraged to have creative signage, awnings, and outdoor seating. More lenient ordinances that apply specifically to the Downtown should be explored.	●		

Implementation Check List

TASK 4: INCREASE DOWNTOWN RESIDENTIAL POPULATION			
	Timeline		
	Immediate Initiative	Ongoing Initiative	Notes
Suggested Actions:			
4.1 Market key Downtown sites for residential development by collecting relevant data and creating a Downtown Bartlett brochure to educate the development community about housing demand in Bartlett.	●		
4.2 Streamline permit process to better facilitate development and aim to provide clear information on fees and Village approval processes.	●		
4.3 Create an educational public meeting series to help the public understand the development opportunities, constraints, and current best practices in the region. Invite expert planners, and speakers to present what other communities are doing to promote their downtowns.		●	
4.4 Research and further explore financial incentive options such as land swaps, permitting deductions, public-private partnerships, or zoning bonuses.	●		
4.5 Re-propose the establishment of a Downtown TIF district with Village Leadership by using the recommendations of the TOD plan to define the goals and opportunities for future development. Revisit the cost-benefit analysis of providing a TIF for Downtown.		●	
4.6 Proactively zone strategic Downtown development parcels as residential to show a commitment to new residential development in Bartlett.	●		
4.7 Compile data on recent developer interactions to help inform leadership decisions, and to better quantify challenges and constraints for Downtown.		●	



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