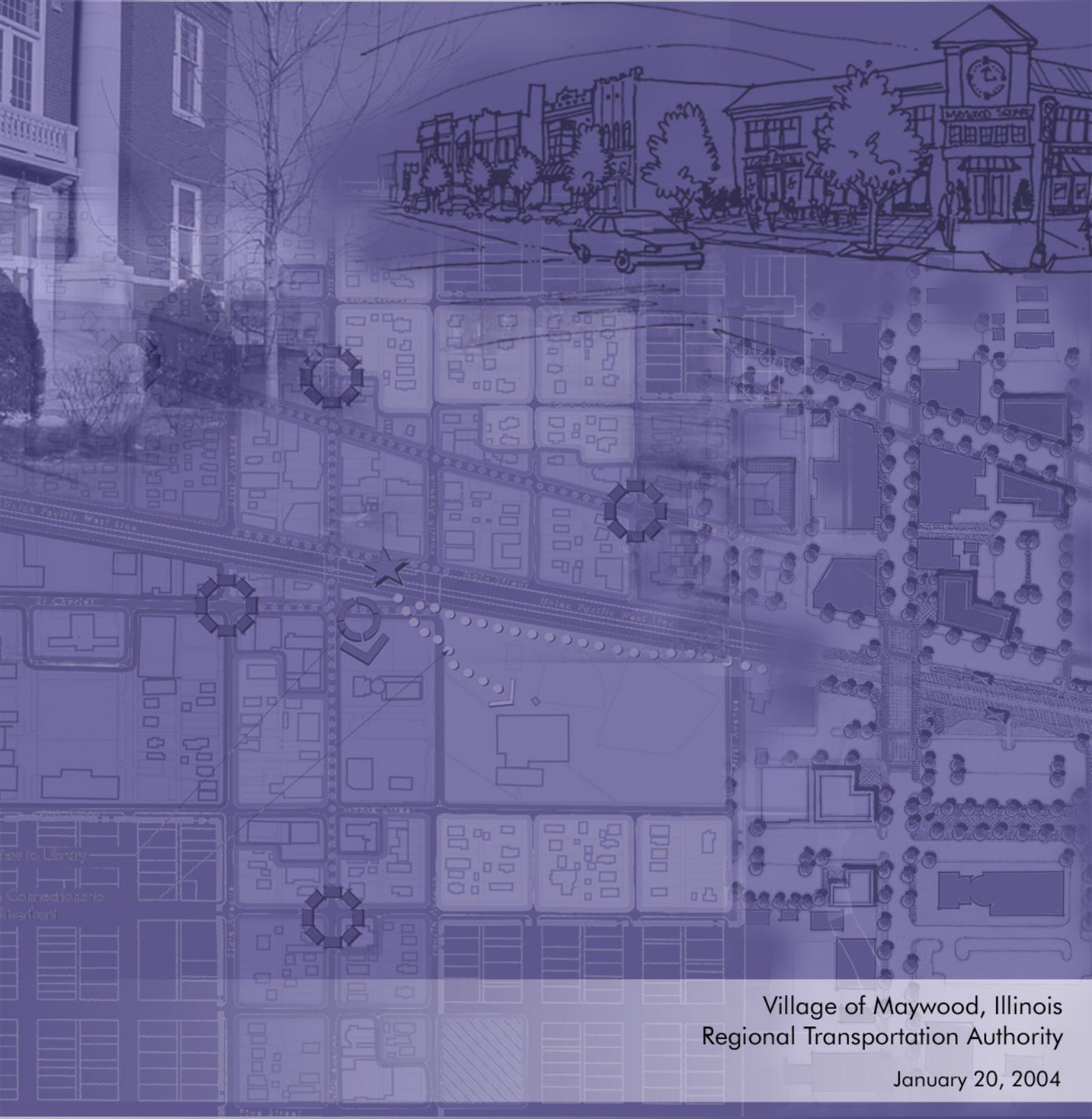


# Maywood Station Area Plan



Village of Maywood, Illinois  
Regional Transportation Authority

January 20, 2004

## ACKNOWLEDGMENTS

The *Maywood Station Area Plan* for the Metra station area in the Village of Maywood, Illinois, was prepared through the efforts of the Village of Maywood, the Regional Transportation Authority, Metra, Pace and the project planning consultants, HNTB Corporation and Applied Real Estate Analysis, Inc. Many citizens, staff and officials of the Village of Maywood, too numerous to mention here, participated in interviews and two Public Forums in the spring and summer of 2003. Their involvement and insights are sincerely appreciated.

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## FOREWORD

The Regional Transportation Authority (RTA) is committed to assisting communities who are interested in improving their commuter station area environments, through Station Area Planning Studies. This process may include reviewing multi-modal access issues, conducting market assessments, identifying appropriate land uses and densities, assessing commuter market demand and ultimately producing a general concept plan for the station area. At the conclusion of this study, the host community will have a tool to assist in their efforts to improve or revitalize their station area in the future.

This study was a collaborative effort sponsored by the RTA and led by the Village of Maywood. A study Steering Committee was formed to guide the research and provide input throughout the course of the study. The Steering Committee included the RTA, Metra (Commuter Rail), Pace (Suburban Bus) and key stakeholders representing the Village of Maywood.

# I. INTRODUCTION

In February 2003, the Village of Maywood, Illinois began the important process of planning for the future of the area of the Village immediately surrounding the Metra station on the Metra/Union Pacific-West (UP-W) Line at 5th Avenue. This *Maywood Station Area Plan* is the result of a community-driven, consensus-based strategy for capitalizing on the assets of the Downtown Maywood area, including the Metra station.

## PURPOSE OF THE STUDY

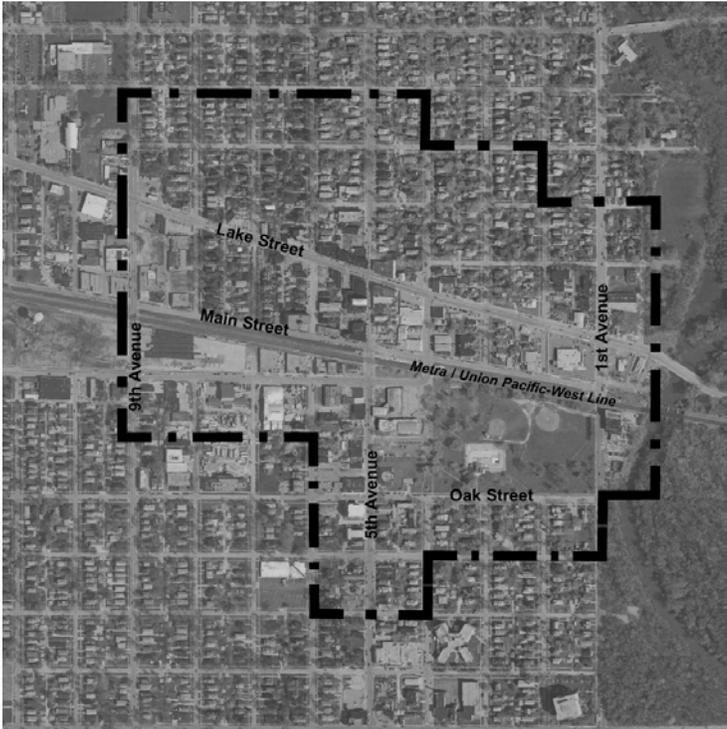
This study was undertaken to identify transit-oriented development (TOD) opportunities in the area surrounding the Maywood commuter rail station within the Downtown area of the Village of Maywood. The station is located on the Metra/Union Pacific-West line extending through Chicago's western suburbs to Geneva.

The Regional Transportation Authority (RTA) is an authority created in 1974 by the Illinois State Legislature to facilitate public transportation in the six counties surrounding Chicago, a roughly 3,500 square mile area. The operation of transit services within this area is provided by three RTA Service Boards: the Chicago Transit Authority (CTA); the Commuter Rail Division (Metra); and the Suburban Bus Division (Pace). The Maywood Metra Station is located at the intersection of 5th Avenue and the Union Pacific Railroad tracks. Metra provides service on the Union Pacific-West Line through a purchase of service agreement with the Union Pacific Railroad. Metra's UP-W Line provides service from Geneva to the City of Chicago, terminating at the Ogilvie Transportation Center in Downtown Chicago with intermediate stops in DuPage and Cook Counties. The Maywood Station is one of seventeen stations along the line. Pace operates three bus lines that travel through Downtown Maywood—Routes #309, #313 and #331. The CTA does not operate service in Maywood.

In pursuing a TOD study for this station, the RTA hopes to assist the Village of Maywood in developing a revitalization concept that utilizes the principles of TOD, and to provide tools and strategies for the Village to pursue toward implementation. This report is intended to build upon Village-wide land use planning policies contained in the Comprehensive Plan, and provide more detailed direction for implementing improvements within the Downtown Maywood area surrounding the Metra station.

**STUDY AREA**

The area studied during the planning process is roughly bounded by Huron Street on the north, 1st Avenue on the east, 9th Avenue on the west, and Pine Street on the south. The area includes commercial and institutional properties along 1st Avenue, 5th Avenue, Lake Street and Maywood Park. It also includes several Village facilities, industrial and distribution facilities extending west along St. Charles Road, and residential areas considered to be within an easy five to ten minute walk of the Metra station. *Figure 1: Study Area Boundary*, depicts the study area overlaid on an aerial photograph of the Village.



**FIGURE 1: Study Area Boundary**

**STATION AREA PLANNING PROCESS**

HNTB Corporation and Applied Real Estate Analysis (AREA), Inc. assisted the RTA and the Village during the planning process. A Village-appointed Maywood Station Area Plan Steering Committee worked closely with the consulting team throughout the process, providing ongoing feedback and direction to the consulting team. The Committee was comprised of representatives of the Village Board, the Library Board, the Chamber of Commerce, local businesses, local realtors, local lenders, the RTA, Metra and Pace (see Acknowledgments for a complete listing).

Key activities and milestones during the planning process included the following:

- Data collection, which included surveys of existing land use and building conditions, an assessment of existing physical and landscape amenities within public rights-of-way, and an assessment of the current functioning of the Maywood Metra station. Existing plan documents and other data sources that addressed the station area were also reviewed. The surveys and research were conducted during the spring of 2003.
- In addition to assessments of existing conditions and data, a market study was conducted to determine the existing and potential market area for Downtown Maywood, and to analyze the potential for increased retail and commercial activity within Downtown Maywood in the future.
- A Public Forum was held on May 28, 2003, to present consultant team findings regarding physical conditions in the study area, to present the results of the real estate market analysis, and to seek broad community input on the issues and opportunities surrounding the Metra station, a preliminary Vision Statement, and Planning Principles and Planning Goals.
- Two Alternative Concept Plans were developed, reviewed by the Steering Committee, and then presented to the community for input on August 19, 2003. These Concept Plans included recommendations regarding future land use, conservation and redevelopment opportunities, transit facility upgrades, access and circulation improvements around the Metra station, and urban design and landscaping ideas to visually unify and beautify the area.
- Following comment by the Steering Committee and community, refinements were made to the concept plans, resulting in a preferred Land Use Framework Plan and a preferred Station Area Development Concept. In addition, an Urban Design Concept was created, and illustrative sketches of key improvements within Downtown Maywood were developed.
- An implementation strategy was developed, to provide guidance to the Village and its partners as implementation of key *Plan* strategies is undertaken.

It is expected that the Village will work toward implementing key aspects of the plan, to the ultimate benefit of both the Village and the regional transit system.

## **ORGANIZATION OF THE MAYWOOD STATION AREA PLAN**

*Chapter II* provides a brief Executive Summary, summarizing key recommendations and implementation strategies. *Chapter III: Planning and Design Influences* provides a summary of the socioeconomic, market and physical characteristics of the planning context in the Village of Maywood. *Chapter III* concludes with a discussion of issues and planning opportunities within the Downtown Maywood station area. *Chapter IV* presents a Vision for Downtown Maywood, along with

Planning Principles and Planning Goals and Strategies that form the basis for the land use framework and concept plans. The Land Use Framework Plan, Station Area Development Concept and Urban Design Concept are described in detail in *Chapter V*. The document concludes with *Chapter VI*, which outlines roles and responsibilities for plan implementation, potential funding sources, and a detailed Implementation Action Agenda.

Further detail regarding existing conditions, the market study, the Visual Preference Survey, public input received during the planning process, and analysis of the alternative land use and station area development concepts can be found within the *Appendix*, provided under separate cover. The following documents are reprinted in their entirety within the *Appendix* for ease of future reference:

- Inventory and Analysis Memorandum (April 2003)
- Maywood Station-Preliminary Market Analysis for Retail and Housing (May 2003; prepared by Applied Real Estate Analysis, Inc.)
- Visual Preference Survey Results
- Alternative Concept Plans and Analysis (August 2003)

## II. EXECUTIVE SUMMARY

This station area planning study was undertaken to identify transit-oriented development (TOD) opportunities in the area surrounding the Maywood commuter rail station. This report is intended to build upon Village-wide land use planning policies contained in the Comprehensive Plan, and provide more detailed direction for implementing improvements within the Metra station area in Downtown Maywood.

Downtown Maywood has long been an important focus of activity within the Village of Maywood, due to the existence of the Metra commuter rail station, several retail and service businesses, key civic and cultural facilities, and Maywood Park. Despite its role as the historic center of the community, and as a consequence of regional economic forces, it has declined over time in economic vibrancy and appearance, and has diminished in its role as the “center” of the community.

In undertaking this focused plan, the Village has acknowledged the importance, both functionally and symbolically, of recreating a thriving and visually attractive Downtown to serve the greater community. In partnering with the Regional Transportation Authority and its service boards, Metra and Pace, to develop this plan, the Village has also acknowledged the key role that public transit services play in sustaining the Downtown and enhancing the community’s visibility within the region.

The *Maywood Station Area Plan* presents a Vision for the Downtown, and includes specific recommendations that address land use and development, transit and access issues, and urban design and image improvements. The *Plan* also provides clear direction to the Village and its partners with regard to implementation of key projects and other actions.

The *Maywood Station Area Plan* reflects community aspirations and consensus for future improvements within the station area. While the Plan incorporates a broad vision presented by Maywood residents, the construction of its recommendations have been tempered by the realities of the marketplace, and the financial resources of the agencies involved. The balance of these elements has resulted in an achievable, yet bold, plan for Downtown Maywood. In many respects, the adoption of the Plan is not the end, but rather the beginning of the planning process. Implementation will require continued planning and coordination in the years ahead to successfully realize many of the *Plan* recommendations. This summary provides an introduction to many of the actions that will be undertaken to realize this new vision for Downtown Maywood.

## LAND USE AND DEVELOPMENT

The *Plan* seeks to focus retail and commercial activity in a TOD core area immediately north of the Metra/Union Pacific-West Line, while increasing the level of commercial activity overall. Specifically, a mixed use development at the northeast corner of 5th Avenue and Main Street, highly visible from the Metra station, is recommended. It also seeks to clearly define a “civic campus” along 5th Avenue south of the Metra/Union Pacific-West Line, building upon the current Public Library and municipal facilities located there. Areas immediately adjoining the TOD core area are targeted for housing redevelopment to introduce new types of housing within the Village while supporting public transit and commercial activity. The industrial area south and west of the Metra station is targeted for current facility upgrades and new infill development, while industrial activity north of the Union Pacific Railroad is to be phased out over time.

## TRANSIT, ACCESS AND CIRCULATION

In order to create additional redevelopment opportunities and facilitate “traffic exposure” to the downtown, a key recommendation is the elimination of St. Charles Road east of 5th Avenue and the at-grade crossing of the Union Pacific Railroad at 4th Avenue. This will allow for more effective use of the land immediately south of the Metra/Union Pacific-West Line for commuter and library parking, and for a stronger pedestrian connection between the Downtown commercial core and Maywood Park. Pedestrian amenities and sidewalk upgrades are recommended throughout the area to re-establish a pedestrian-friendly environment for shoppers, commuters and others in the area.

While current ridership to and from the Maywood station is low compared to other stations on the Metra/Union Pacific-West Line, there are very real opportunities to increase ridership through the proposed creation of additional housing and civic uses within the area, in addition to increased commercial activity. Transit upgrades recommended within the *Plan* include the relocation of the south Metra boarding platform to east of 5th Avenue, to improve the visibility of the station, and visibility of the surrounding area from the station. In addition, platform improvements and passenger amenities, including an inbound warming shelter and additional benches, are recommended, to be of a design similar to other public improvements in the area. Creating market opportunities combined with transit improvements provides the “nexus” for increased transit ridership.

## URBAN DESIGN

While there are several examples of appealing, and in some cases historically significant, architecture within the Downtown Maywood area, there is an overall lack of visual consistency and quality. Coordinated streetscape and parking lot improvements, along with façade upgrades and appropriately designed “traditional” commercial and mixed use infill development, will re-establish an attractive Downtown unified with a consistent “theme.” In addition, street trees and planters within the TOD core area, to be installed as part of public right-of-way improvements, will tie the Downtown more effectively with Maywood Park. The park is also slated for upgrades to add pedestrian amenities and attractive plantings.

## PLAN IMPLEMENTATION

A detailed plan for implementation of *Plan Strategies* is outlined at the end of the report, to facilitate prioritized and effective implementation of the *Plan* recommendations. It identifies key actions to be initiated by the Village, many in coordination with partner agencies. The implementation strategy identifies high priority projects that the Village should undertake immediately, in order to demonstrate early successes to both the community and potential developers. A strong commitment to these recommendations from the Village will generate private sector interest in Downtown Maywood. If efforts initially focus on the immediate station area, as the implementation strategy describes, a natural progression will begin that will expand the positive impacts of redevelopment outward, eventually contributing positively to the quality of life throughout the community.

The Village of Maywood, in cooperation and partnership with Metra, the RTA and others as described in the final section of the *Plan*, is poised to begin the vitally important process of reestablishing Downtown Maywood as the heart of the community, both symbolically and functionally. This *Maywood Station Area Plan* provides the vision, policy guidance and implementation direction needed by the Village and its partners to capitalize on positive regional development trends, existing transit services, established civic and recreational amenities, and the community’s desire to “raise the bar” in its redevelopment efforts.

### III. PLANNING AND DESIGN INFLUENCES

This Chapter of the *Plan* contains summaries of key background information compiled throughout the planning process, organized into four sections as follows: Socioeconomic Overview, Market Potentials, Existing Conditions Overview, and Issues and Opportunities Summary.

#### SOCIOECONOMIC OVERVIEW

This section summarizes key demographic and housing characteristics of the Village of Maywood and the surrounding area, in order to provide an overview of the socioeconomic context within which planning concepts and recommendations were prepared. Further detail regarding many of these characteristics is available in the complete market analysis report prepared by Applied Real Estate Analysis, Inc., included in the Appendix.

References to the “eight-village cluster” provide consolidated U.S. Census Bureau statistics for Maywood and the seven communities most closely surrounding it, and are presented for purposes of regional comparison. The seven surrounding communities are: Bellwood, Melrose Park, River Forest, Forest Park, North Riverside, Broadview and Westchester (see *Figure 2*). More detail regarding the rationale for this approach is included in AREA’s market analysis report.

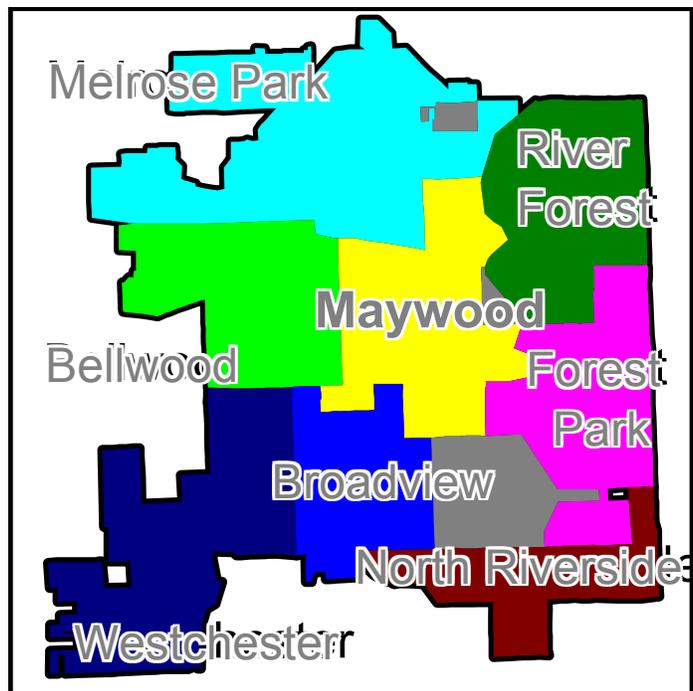


Figure 2: Eight-Village Cluster

## A. DEMOGRAPHICS

Several key demographic factors from the U.S. Census Bureau are summarized below:

- Maywood's greatest growth took place during the 1920s, when the population more than doubled from 12,072 in 1920 to 25,829 in 1930. The village's population reached a maximum of 30,036 in 1970. The Village population was 26,987 in 2000, a 0.6% decrease from 1990. By comparison, population growth within the eight-village cluster was 129,792 in 2000, a 1.5% increase over 1990.
- In 2000, the average household size in Maywood was 3.38. Within the eight-village cluster, the average household size was 2.77, and was slightly greater than the average household size for the entire six-county Chicagoland region (2.73). This suggests that Maywood has more households with children, and/or households with more children, than other nearby communities.
- The median age in Maywood in 2000 was 30.7 years. In all of Cook County, it was 33.6 years. This median age difference also suggests younger and larger households in Maywood than in other parts of Cook County.
- In the Village of Maywood, the population was 82.7% African-American and 9.7% white in 2000. In 2000, 10.5% of the total population reported that they were Hispanic or Latino (of any race). In Cook County overall in 2000, 26.7% of the population was African-American, 58.3% was white, and 19.9% reported that they were Hispanic or Latino.
- Per capita income in Maywood in 1999 was \$14,915. This is significantly less than the per capita income in all of Cook County, which was \$23,227 in 1999. Median household income in Maywood in 1999 was \$41,942, compared to \$45,922 in Cook County overall.
- In 2000, 32.1% of the population 25 years and over in Maywood had achieved a high school diploma (or the equivalent), 6.7% had achieved a bachelor's degree, and 9.5% had less than a 9th grade education. These figures for all of Cook County were 24.2%, 17.2% and 9.6%, respectively.
- In 2000, 20.7% of employed civilians 16 and over in Maywood were in management or professional occupations, 51.1% were employed in sales and service occupations, and 23.3% were employed in production or distribution-related occupations. These figures for Cook County overall were 35.2%, 42.5% and 15.1%, respectively.
- In 2000, 83.9% of workers 16 and over in Maywood drove or carpooled to work and 9.4% used public transportation. These figures for all of Cook County were 75.2% and 17.3%, respectively.
- In 2000, 15.4% of households in Maywood had no vehicle available. 67.2% had one or two vehicles, and 17.4% had three or more. These figures for Cook County overall were 19.1%, 70.7% and 10.2%, respectively.

## **B. HOUSING CHARACTERISTICS**

Several key housing characteristics are summarized below:

- In 2000, there were 8,475 housing units in the Village of Maywood, a very slight decrease (of 0.8%) from the 1990 total of 8,547 housing units. The eight-village cluster experienced an increase of less than 1% in total housing units over the same period, to a total of 48,706 units in 2000.
- Nearly 94% of all housing units in the Village of Maywood were occupied, and just over 6% were vacant in 2000. These percentages are virtually unchanged from 1990.
- Of Maywood's 8,475 housing units in 2000, 39.6% were built in 1939 or earlier, reflecting the village's period of greatest population growth during the 1920s.
- In 2000, 62.8% of all occupied housing units in the Village of Maywood were owner-occupied, while 37.2% were renter-occupied. 1990 percentages were very similar. By comparison, the owner-occupancy rates in the eight-village cluster in 2000 ranged from a low of 44.8% in Forest Park to a high of 93.6% in Westchester. In all of Cook County, 57.9% of occupied housing units were owner-occupied in 2000.
- In 2000, 60.6% of all housing units in the Village of Maywood were single family homes, 23.1% were in structures with two to four units, and 16.3% were in structures with five or more units. By comparison, these figures were 44.8%, 21.9% and 32.5%, respectively, for all of Cook County. Maywood, therefore, had a more single family character and fewer multi-family units than many other areas in Cook County.
- The median housing value in Maywood in 2000 was \$105,400, compared to \$157,700 for Cook County overall.

## **MARKET POTENTIALS**

This section is summarized from the complete market analysis report prepared by Applied Real Estate Analysis, Inc. (included in the Appendix).

### **A. COMMERCIAL MARKET OVERVIEW**

Most Maywood residents live within 2.5 miles of a large full-service supermarket, a home improvement center, a value-priced department store (including reduced price clothing and housewares), a "big box" appliance and electronics store, and a shopping center with a variety of retailers. Unfortunately, none of these stores are located within Village boundaries.

The abundance and variety of shopping centers encircling the Downtown Maywood trade area quickly narrows the focus of the market analysis primarily on convenience

goods and services. Most retail chains dealing with clothing and other durable goods prefer to locate near other retail chains. There are many established centers within the “eight-village cluster” for retailers seeking to serve the local Maywood population. The location of these centers may be less than optimal for the Village of Maywood and its residents, but keeping in mind the assumption that people tend to shop at the nearest facility, the trade area for stores in the Maywood study area will be truncated from several directions by existing retail centers.

The realities of the marketplace aside, local retail districts are an essential component of healthy communities. Neighborhood shopping districts provide more than convenient access to goods and services. Like parks, civic centers, churches, and schools, neighborhood shopping districts contribute to a community’s unique identity. With the Public Library, the Post Office, the Metra station and Maywood Park within its boundaries, the Maywood study area is well-suited to serve a wide variety of community functions that complement neighborhood retail.

### **General Recommendations Regarding Retail in Maywood**

1. Prepare a village-wide retail plan that focuses on consolidating retail activities at specific locations throughout the Village. Equally important, re-zone marginal retail property for alternative uses to prevent the continued sprawl of deteriorating properties.
2. Develop and enforce maintenance and cleanliness standards for neighborhood retail districts.
3. Establish a quasi-management entity for retail districts that involves local residents and business owners in long-range planning and general oversight of neighborhood retail districts.

### **Specific Recommendations for the Maywood Station Area**

1. Although the market analysis concludes that approximately 44,000 to 54,000 square feet of retail space could potentially be supported in the area, some categories of space will have difficulty competing at this location and others will be absorbed slowly. In particular, the approximately 9,000 square feet of home furnishing accessories and household appliance stores will have difficulty in the immediate future, given competitive stores in the market area and the problems that a small, independent store would probably encounter in becoming established. These categories are currently better served by the existing second-hand appliance and furniture store located on Fifth Avenue. The remaining 45,000 square feet of space that could be supported at this location is likely to be absorbed very slowly as other improvements in the area occur over time. As a result, only small new retail centers or renovated space in existing buildings are likely to be marketable. This space should be located within the four blocks

surrounding the intersection at 5th Avenue and Lake Street.

2. Currently retail activities are scattered in the area surrounding the Metra station. Given the limited short-term demand for retail space in this area, it is important to concentrate most space at the intersection of 5th Avenue and Lake Street in approximately a four-block area. Only existing automobile-oriented retail space currently at the intersection of 1st Avenue and Lake Street is likely to remain viable in the future outside of the 5th and Lake concentration.
3. The Village should encourage existing owners of commercial buildings in this four-block area to improve the exterior appearance of their properties and, if possible, provide assistance with facade improvements. These improvements will be crucial if the area is to attract a broader and higher quality mix of retail uses.
4. The demographic characteristics of the trade area, particularly considering the surrounding communities, suggests that there is a potentially rich market for niche retailers catering to African-American and Latino customers. To encourage this, build upon the existing cultural organizations' programs. For example, add a retail component for a children's art exhibit, promote local artists with a downtown studio located in a currently vacant storefront, develop a retail store featuring material (e.g. books, posters) that highlights local cultural attractions.
5. The following types of business would be good candidates for the retail district:
  - a. A child-oriented business selling a mix of clothing, shoes, toys, and books. Consider a resale shop or a business operated by a community-based organization.
  - b. An independently run hobby or specialty shop that tailors its product line to meet local interests.
  - c. A general sporting goods store, preferably a resale store that will allow customers to recycle outgrown articles.
6. Encourage existing business in less-than-ideal locations to relocate in the Maywood station area. For example, coin laundries can help to attract needed foot traffic.
7. Once the retail district is established and stabilized, there will be greater opportunities for retail development, for example:
  - a. A national chain family shoe store.
  - b. A regional chain or independent electronics store that offers a wide variety of products, e.g. radios, televisions, audio equipment and cell phones.

## B. HOUSING MARKET OVERVIEW

AREA examined market demand for both rental and for-sale housing in the study area. An examination of housing prices in Maywood revealed, however, that construction of new, owner-occupied housing for sale will require substantial subsidies to attract buyers at this time. Because subsidies available for owner-occupied housing are very limited in the current economic climate, we do not foresee major opportunities for owner-occupied housing development in the near future. Viable market support exists, however, for rental housing development, if low-income housing tax credits (LIHTC) can be used to reduce development costs.

### Recommendations Regarding Housing in the Maywood Station Area

1. ***Conversion of Commercial to Residential Use.*** The Village should encourage the transition of commercial uses outside of the four-block TOD core area to residential use. In particular, the western section of the study area near 9th Avenue and Lake Street contains a mix of light industrial, commercial, and residential uses that could be redeveloped more consistently with only residential uses. A substantial parcel could be assembled in this area for a multi-family development. Also, the Village should discourage additional commercial uses south of St. Charles Road along 5th Avenue within the Metra station area. Instead, the Village should encourage cultural and institutional uses that are compatible with the public library which is already located there.
2. ***Senior Housing Development.*** A detailed assessment of the depth of demand, given the income levels of seniors, will be required to demonstrate to Illinois Housing Development Authority (IHDA) that sufficient demand exists; however, the high occupancy levels of existing senior housing suggests that new development of this type would be viable and would benefit the Maywood area.
3. ***LIHTC Housing for Families.*** Given the relatively small number of affordable rental units for families and the high occupancy levels in these developments, a new rental development using tax credits should be marketable in the study area.
4. ***Potential Development Size and Locations.*** One potential site for either an age-restricted or a family rental housing development using LIHTC is located on the western edge of the study area along 9th Avenue between Lake and Main Streets. Currently a mixture of residential and industrial uses, the site's appearance could be greatly improved with a new mid-rise rental housing development of 60 to 70 units. A development of this type could not only improve the station area appearance, but also provide some additional activity and pedestrian traffic in the study area.

## EXISTING CONDITIONS OVERVIEW

This section of the *Plan* summarizes existing physical and functional issues within the study area. The section begins with a “locational framework” that highlights various Village-wide factors that represent influences external to the study area. It then addresses the existing distribution of land uses in the area. Transit facilities and services, along with other methods of access and circulation through the study area, are also discussed. Selected community resources are also described, as they serve as the stable “anchors” around which plans for future revitalization were developed.

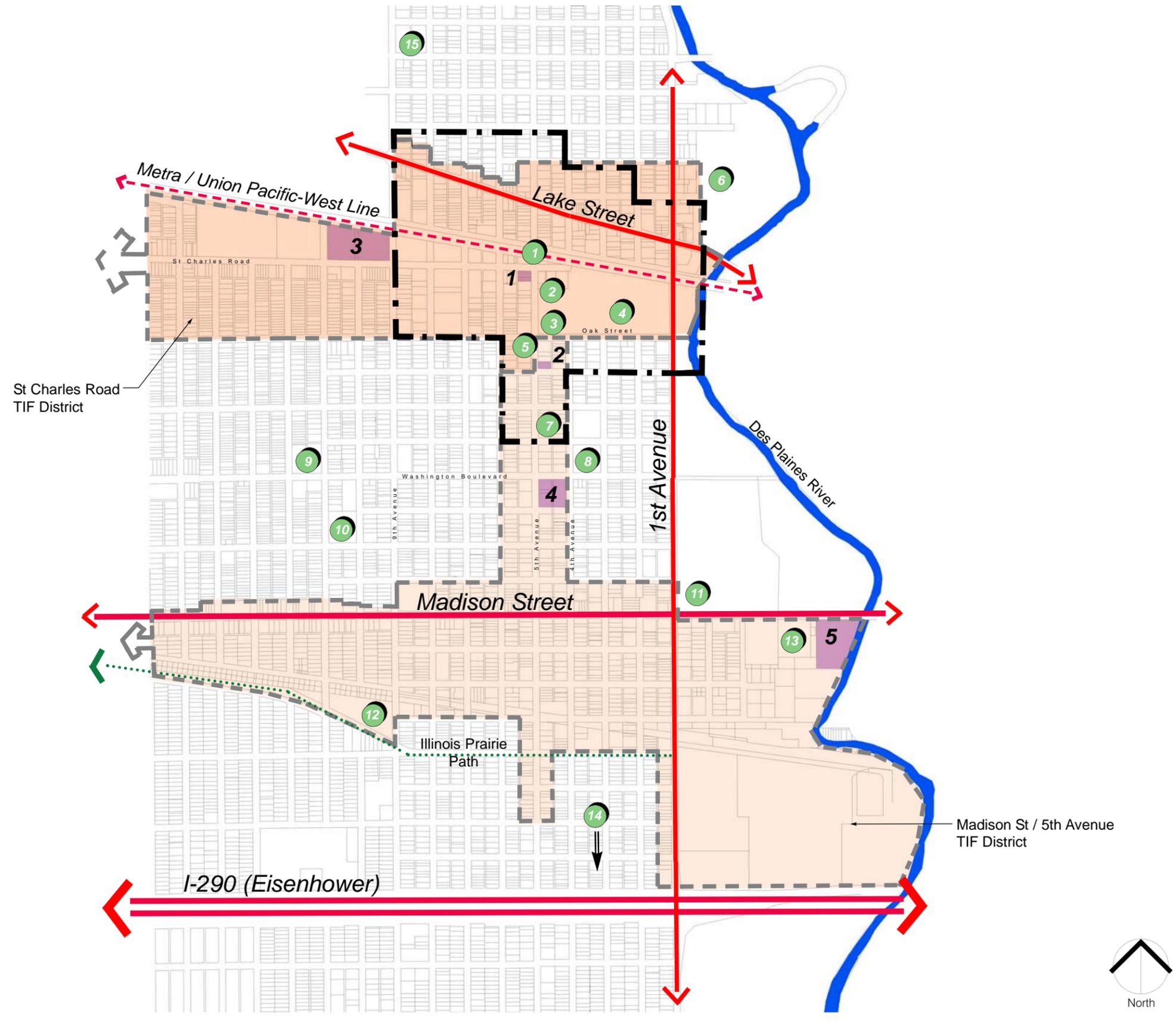
Additional information on existing conditions and planning influences in the study area can be found in the background memoranda included in the Appendix.

### A. LOCATIONAL FRAMEWORK

While planning recommendations and concepts for physical improvement will focus on the immediate study area, it is important in the early stages of the planning process to consider the potential implications of external influences. *Figure 3: Locational Framework* highlights several planning considerations that may impact the development of concept plans and recommendations. These considerations include the following:

1. Two existing Tax Increment Finance (TIF) Districts, the Madison Street / Fifth Avenue District and the St. Charles Road District, encompass all non-residential properties, and a considerable number of the residential properties, within the study area. Areas that are not within either of the Districts include the three blocks south of Oak Street between 1st and 4th Avenues, and the residential properties north of Erie Street (and Erie Street extended) between 4th and 9th Avenues.
2. Lake Street and 1st Avenues are the major regional “through routes” within the study area, carrying vehicles that in most cases begin and end their trip outside of the Village. Other major regional through routes of this type within the Village include I-290 (the Eisenhower Expressway) and Madison Street, both south of the study area.
3. The Illinois Prairie Path, a regional recreational trail that follows the alignment of the former Aurora, Elgin & Chicago interurban rail line, terminates at the east end at 1st Avenue between Madison Street and I-290. It extends west to Wheaton where it splits into two alignments, one northwest to Elgin and one southwest to Aurora, each eventually connecting to a north-south segment along the Fox River. The Village is planning improvements to both provide amenities at the current terminus, and to extend the Path further east.

# Figure 3: Locational Framework



### Legend

- Study Area Boundary
- TIF District
- Regional Through-Route
- Illinois Prairie Path
- Metra / Union Pacific-West Line

### # Pending Developments

- 1 - Future West Town Museum of Cultural History
- 2 - Retail Development (under construction)
- 3 - Future Industrial Facility (CINTAS)
- 4 - Future Grocery Store Redevelopment
- 5 - Future Golf Range

### Activity Nodes

- 1 Metra Station
- 2 Public Library
- 3 Police Department
- 4 Maywood Park Pool
- 5 Recreation Center
- 6 Maywood Grove (CCFPD)
- 7 Post Office
- 8 Emerson School
- 9 Washington School
- 10 Connor-Heise Park
- 11 Proviso East High School
- 12 Water Works Park
- 13 Village Hall / Public Works
- 14 Loyola Medical Center
- 15 Lincoln School

Not To Scale

4. Pending developments in and near the study area that were taken into consideration include:
  - a. The “West Town Museum of Cultural History” is planned for the southwest corner of St. Charles Road and 5th Avenue, on a prime site highly visible from the Union Pacific tracks. Funding is being secured to begin construction of the facility.
  - b. A one-story dental office building is under construction on the northeast corner of 5th Avenue and Maple Street.
  - c. Cintas Corporation will be developing a new industrial facility on an approximately 5 acre site on the northeast corner of St. Charles Road and 9th Avenue, immediately west of the study area.
  - d. An existing, long-vacant “big box” will be redeveloped into a full-service grocery store at the southeast corner of 5th Avenue and Washington Boulevard, one block south of the study area.
  - e. A new recreational amenity, a golf range, is planned for the property immediately east of the Maywood Village Hall and Public Works building on Madison Street east of 1st Avenue.
5. Renovation of the landmark Fire Department building at 511 St. Charles Road is ongoing. The building will house a general contracting business when renovations are complete.
6. Several other “activity nodes” such as civic buildings, schools and parks that are within or surrounding the study area are also indicated in *Figure 3*.

## **B. EXISTING LAND USE**

Existing land use is a strong determinant of future land use patterns. A land use inventory of the study area was completed in February 2003. Existing land use is graphically depicted in *Figure 4: Existing Land Use*, and briefly described below.

**Single Family Residential:** Detached single family homes comprise this category. Single family homes in the area, with a few exceptions, are small wood frame structures with detached rear garages accessed from the street. While the housing stock tends to be older, homes are generally well maintained.

**Two-Family Residential / Single Family Conversions to Two-Family Residential:** Wood frame or masonry “two-flats” and larger single family homes that have been converted into more than one dwelling unit are included in this category. In general, if dwelling units in a building have direct entries from a porch or stoop, the building was included in this category. Many provide rear garages for residents. While also older and somewhat modest in design, for the most part these buildings show indications of ongoing maintenance.

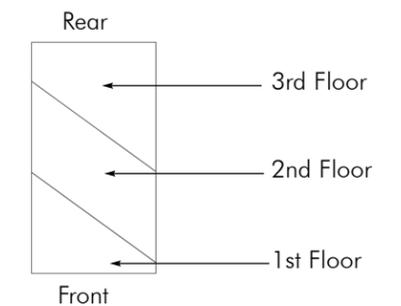
**Figure 4:  
Existing Land Use**



**Legend**

- Single Family Residential
- Two-Family/Conversion
- Multi-Family Residential
- Public
- Institutional / Civic
- Office
- Industrial
- Retail
- Commercial Service
- Auto Sales / Service
- Parks & Open Space
- Union Pacific Right-of-Way / Commuter Parking
- Vacant Building
- Vacant Lot
- Parking / Loading

**Building Key**



Scale 1" = 400'-0"  
0 100 200 400



**Multi-Family Residential:** Buildings designed as multiple dwelling units are included in this category. These buildings vary considerably in age and size, and have shared interior hallway access to dwelling units. They are generally in good condition and adequately maintained. Dwelling units above the first floor in mixed use structures along 5th Avenue and Lake Street are also included under this designation.

**Retail:** Businesses selling consumer goods on-site are included in this category. The number of businesses within the station area engaged in retail operations is quite limited (auto sales establishments are included in a separate category below). Structures vary in vintage and design, and some of the older structures show signs of deferred maintenance.

**Commercial Service:** Personal, financial or other services provided to customers or clients at the place of business are included in this category. In general, they are non-retail operations that generate customer “traffic.” As with retail above, structures in this category vary in vintage and design, and some of the older structures show signs of deferred maintenance.

**Auto Sales / Service:** This category includes auto sales businesses, auto repair shops, car washes and gas stations. These businesses are included in a separate category because of their unique requirements for additional areas to accommodate off-street parking and storage space for automobiles.

**Office:** This category includes offices that generally do not generate “drop-in” customer traffic at their place of business. Within the study area there are very few offices, two of which are upper floor uses along 5th Avenue within the commercial core.

**Industrial / Distribution:** This category contains a variety of businesses with respect to facility age, and size and type of operation. Buildings in the area often have “walled-in” window openings due to security concerns, or if newer, were designed without many windows. Outdoor storage and parking areas tend to be less improved, with poorly maintained and unattractive fencing, and in some cases unpaved parking areas.

**Public:** Public facilities are prominent along 5th Avenue, and include the Maywood Public Library, the Police Department, the Recreation Center (in the former Masonic Temple), and a U.S. Post Office. A Fire Station and a Water Works facility are located along St. Charles Road. These buildings and their sites are in good condition.

**Institutional / Civic:** This category includes publicly accessible uses that generate impacts similar to public facilities with regard to pedestrian and vehicular traffic. The five stand-alone churches within the study area are included in this category, along with a storefront museum located across the street from the library on 5th Avenue. These buildings and their sites are also in good condition.

**Parks and Open Space:** The two significant open spaces in the study area are Maywood Park, just southeast of the Metra station, and Maywood Grove, located off Des Plaines Avenue at Ohio Street. Maywood Grove is a Cook County Forest Preserve District picnic ground with a small paved parking area, located adjacent to the Des Plaines River and just across from Thatcher Woods. Both areas are in good condition, although the Forest Preserve property has been minimally improved.

**Rail Right-of-Way:** The Union Pacific Railroad right-of-way bisects the study area, as indicated on *Figure 1*. It is approximately ninety feet in width, with two rail lines running down the center. There is an unfenced and sodded strip of land sloping away from the Union Pacific on both the north and south sides. Commuter parking is located along the right-of-way.

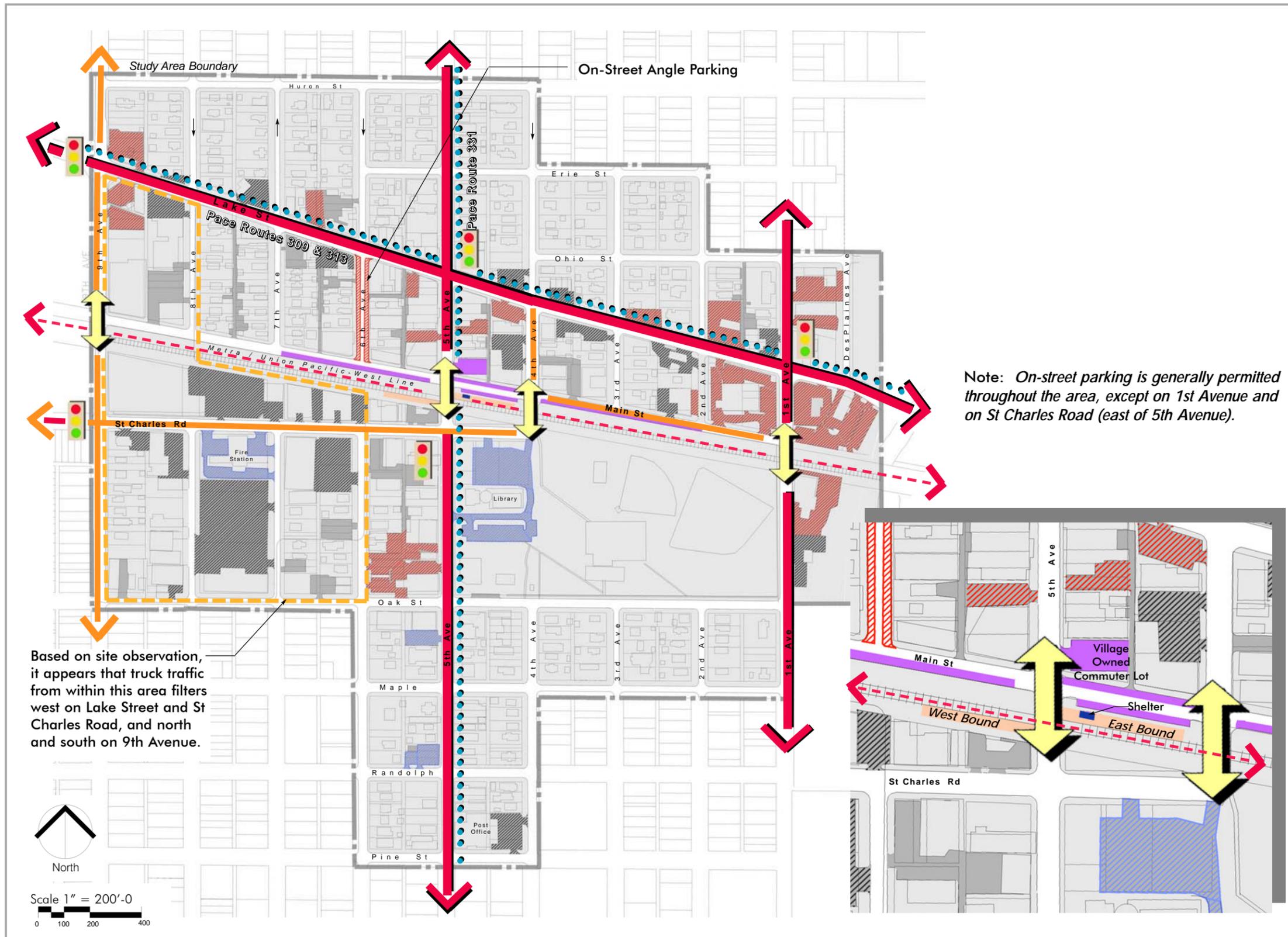
**Vacant Buildings and Lots:** There are several vacant buildings in the study area, and also a few scattered vacant lots. The vacant buildings were primarily industrial uses, both north and south of the Union Pacific Railroad. While vacant, these buildings have generally not fallen into disrepair. The most centrally located vacant lot is the site of the planned future “West Town Museum of Cultural History” at the corner of 5th Avenue and St. Charles Road.

**Parking / Loading:** Parking lots of varying size, and with varying levels of physical improvements, are scattered throughout the study area. More detail regarding these areas is provided later in this section of the report.

### C. TRANSIT, ACCESS AND CIRCULATION

This section of the report summarizes the current state of public transit in the Village of Maywood, along with an assessment of vehicular access and circulation and parking facilities within the study area. *Figure 5: Transit, Access and Circulation* graphically depicts many of the transit services, circulation modes and parking areas described in this section. Further information regarding Pace and Metra services is available in the Inventory and Analysis Memorandum included in the Appendix.

**Figure 5:  
Transit, Access and  
Circulation**



- Civic/Institutional Parking
- Display/Service/Storage Areas
- Commercial Area Parking
- Private Parking Areas (incl. multifamily residential)
- Commuter Parking
- Metra Platform



## **Transit Facilities and Services**

Two transit carriers serve Maywood today: Pace's West Division (suburban bus) and Metra's Union Pacific-West Line (commuter rail). North-south Pace bus routes serve Maywood along 5th and 19th Avenues. East-west Pace buses run on Madison Street in the central part of the village and Lake Street in the north, connecting further east with the Chicago Transit Authority (CTA) Blue Line and Green Line, respectively. The Pace bus routes that travel through the study area are routes #309, #313 and #331. Metra's Maywood station, the only one serving the Village, is located at 5th Avenue, at the center of the study area.

### ***Metra/Union Pacific-West Line Commuter Rail Service***

The Metra/Union Pacific-West Line originates in downtown Chicago at the Ogilvie Transportation Center at Madison and Canal Streets. Maywood is the fourth station on the line after Kedzie, Oak Park and River Forest on a route that extends west through several suburbs, including Melrose Park, Bellwood, Elmhurst, Lombard and Wheaton, and terminates in Geneva. The travel time from Chicago to Maywood is approximately 20 to 25 minutes, varying because some trains do not make all intermediate stops.

Thirteen inbound trains stop in Maywood on weekdays, between 5:45am and 9:48pm, including four during the peak hours of 6:30am and 8:30am. Fourteen outbound trains stop in Maywood on weekdays, between 6:40am and 12:59am, including three during the peak hours of 4:30pm and 6:30pm. On Saturdays, 10 inbound and outbound trains stop in Maywood, between the hours of 7:49am and 11:00pm.

Inbound passengers board trains from the north platform, which extends from 5th Avenue on the west to 4th Avenue on the east. The platform is asphalt with one small weather shelter. Outbound passengers board trains on the south platform, which is also asphalt and extends west approximately 500 feet from 5th Avenue. Outbound trains stop just past 5th Avenue to permit the crossings to remain open at 4th and 5th Avenues while passengers are alighting.

The Metra/Union Pacific West Line operates on two tracks. The significant freight and passenger traffic on this line creates serious operational and scheduling conflicts and severely limits the capacity of the line. Metra is pursuing funding through the 2003 Federal Transportation Funding Reauthorization for a Metra UP-W Line Core Capacity Upgrade. Improvements identified in the Metra UP-W Line Core Capacity Upgrade will provide the ability to operate more trains, increase the speed of service, and improve the reliability by minimizing commuter/freight conflicts. As part of this proposal a new third main track is proposed from approximately the River Forest

Station to the Elmhurst Station, an area which encompasses the Maywood station. Adding a third main track would alleviate these problems, however detailed plans have not yet been developed. At this time it should be assumed that the current Union Pacific Railroad right-of-way will need to be maintained to facilitate the upgrades. The exact impact the addition of a third track would have on the Maywood station, such as the location and width of boarding platforms, is not known at this time.

According to Metra’s Systemwide Boarding/Alighting Counts conducted in the Fall of 2002, a total of 93 boardings occurred at the Maywood Station. Of that total, 88 were inbound (toward Chicago) and 5 were outbound (toward Geneva). Of the 88 inbound boardings, 83 (or 94 percent) occurred during the morning peak period.

Table 1 highlights weekday boarding trends at the Maywood station over the past two decades, in comparison to the stations immediately east and west. The total boardings are higher than Maywood at both the River Forest and Melrose Park stations. However, as is the case with Maywood, boardings over time at these stations have also fluctuated significantly from year to year.

**Table 1: Weekday Boardings Over Time- Metra/Union Pacific-West Line**

	<b>1983</b>	<b>% +/- '83- '87</b>	<b>1987</b>	<b>% +/- '87- '91</b>	<b>1991</b>	<b>% +/- '91- '95</b>	<b>1995</b>	<b>% +/- '95- '99</b>	<b>1999</b>	<b>% +/- '99- '02</b>	<b>2002</b>
River Forest	127	+51.2	192	+52.1	292	+39.4	407	-0.2	406	-3.9	390
<b>Maywood</b>	<b>87</b>	<b>+32.2</b>	<b>115</b>	<b>-23.5</b>	<b>88</b>	<b>+50.0</b>	<b>132</b>	<b>-36.4</b>	<b>84</b>	<b>+10.7</b>	<b>93</b>
Melrose Park	101	+41.6	143	-21.7	112	+50.0	168	-11.3	149	-26.8	109

Source: Metra 2002 Commuter Rail System Boarding/Alighting Count

As might be expected, weekend boardings at the Maywood station are considerably lower than weekday boardings. According to Metra’s Systemwide Weekend Boarding/Alighting Counts conducted in the Fall of 1999, a total of 5 boardings and 21 alightings occurred at the Maywood Station on Saturday and no boardings or alightings occurred on Sunday. Total boardings identified along the entire Metra/Union Pacific-West Line during this study represented approximately 16% and 9% respectively of weekday boardings that same year (4,190 on Saturday and 2,254 on Sunday as compared to 25,885 on a typical weekday).

***Pace Suburban Bus Service***

Bus service in Maywood is provided by Pace’s West Division. Three Pace bus routes currently serve the study area: #309, #313 and #331. *Table 2* details the average daily ridership on all three routes, and indicates a decrease in ridership between 2001 and 2002. Pace officials speculate that the decrease in ridership on these routes reflects a system-wide decrease due to the recent economic downturn. There are several hospitals, schools and other employers along these routes that have experienced workforce reductions. Ridership numbers are the total daily boardings along the entire route; it is not known what percentage of riders are embarking or disembarking within the study area.

*Route 309* provides service between the Lake Street/Austin Boulevard intersection on the east and the Elmhurst Metra Station on the west and runs along Lake Street through the Village of Maywood. *Route 313* provides service between the Lake Street/Austin Boulevard intersection on the east and Yorktown Shopping Center in Lombard on the west, and runs along Lake Street through the Village. These routes provide access to several suburban hospitals and schools, and connect on the east to the CTA Rapid Transit Green Line Station at Austin Boulevard. *Route 331* provides service between the Cumberland CTA Station on the north and Brookfield Village Hall on the south, and travels along 5th Avenue through the Village. Destinations along the route include Triton College, Maywood Race Track, Loyola Medical Center and Brookfield Zoo.

**Table 2: Average Daily Ridership-Pace Bus Routes**

		2001	2002	% Change
<b>Route 309</b>	Weekday	1,050	859	-18.2%
	Saturday	460	362	-21.3%
	Sunday	251	188	-25.1%
<b>Route 313</b>	Weekday	1,489	1,392	-6.5%
	Saturday	661	602	-8.9%
	Sunday	357	241	-32.5%
<b>Route 331</b>	Weekday	1,375	1,288	-6.3%
	Saturday	329	290	-11.9%
	Sunday	N/A	N/A	N/A

Source: Pace

## Circulation in the Study Area

As *Figure 5* indicates, there are three regional through-routes (Illinois Department of Transportation routes) in the study area: 1st Avenue, 5th Avenue and Lake Street. Additionally, there are several key access routes in the study area: St. Charles Road, 9th Avenue, Main Street between 4th and 1st Avenues, and 4th Avenue between Main and Lake Streets. Based on site observation, it appears that the crossing at 4th Avenue is used primarily by through traffic transferring from east-west travel along St. Charles Road to either east-west travel along Lake Street (further east) or north-south travel along 1st Avenue (further north).

As might be expected, points of congestion occur at the at-grade rail crossings, in particular at rush hour periods when trains are most frequent. However, a preliminary traffic study conducted in November 2003 indicates that during peak periods the intersection of St. Charles Road and 5th Avenue operates at a Level of Service (LOS) B. LOS B represents stable operation of an intersection, with a majority of drivers experiencing freedom of movement and delays of only 10 and 20 seconds per vehicle. Based on site observation, truck traffic through the area appears to be confined primarily to 1st Avenue and 9th Avenue. Industrial truck traffic generated by businesses within the area appears to usually filter west on St. Charles Road and Lake Street, and then north and south on 9th Avenue.

*Table 3* summarizes the average daily traffic (ADT) counts recorded for several roadways within and near the study area by the Illinois Department of Transportation.

**Table 3: Average Daily Traffic Counts**

Route	Autos	Trucks
<b>1st Avenue</b>		
north of Lake St.	28,600	--
between Lake St. and I-290	28,600	2,050
<b>5th Avenue</b>		
north of Lake St.	7,200	--
south of St. Charles Rd.	11,600	--
<b>St. Charles Road</b>		
west of 5th Avenue	13,200	--
<b>Lake Street</b>		
west of 1st Avenue	14,200	--
east of 1st Avenue	13,200	--

Source: Illinois Department of Transportation (website)

There are no designated bike routes observed within the area, and during the weekday when site observation was conducted there was relatively little pedestrian activity noted. Major activity centers appeared to be the Public Library and the newer franchise businesses near the intersection of 1st Avenue and Lake Street. Based on community input, it is clear that in the late afternoon and evening hours there is also a significant activity hub at both the Proviso Leyden Council for Community Action (PLCCA) facility in the 500 block of St. Charles Road and the arts facilities on 5th Avenue north of the Union Pacific Railroad.

### **Parking Facilities in the Study Area**

With the exception of 1st Avenue and St. Charles Road (east of 5th Avenue), on-street parking is generally allowed throughout the study area. All on-street parking is in parallel parking spaces with the exception of 6th Avenue between Lake and Main Streets, where angled parking spaces have been created within the public right-of-way.

As *Figure 5* illustrates, the largest off-street parking lots in the study area are located at the Maywood Public Library and at the businesses near the corner of 1st Avenue and Lake Street. There are also large off-street parking areas behind the U.S. Post Office and associated with several industrial businesses in the southwest quadrant of the study area. Many of these parking areas are used for trucks or service vehicles and are not publicly accessible.

There is a small, free municipal lot on the northeast corner of 5th Avenue and Main Street, and one mid-block on the west side of 5th Avenue between Lake and Main Streets. Most of the commercial and industrial buildings along 5th Avenue and St. Charles Road rely primarily on on-street parking or small rear area parking lots. The more auto-oriented businesses along 1st Avenue and Lake Street, however, do have significant off-street paved areas. Many of these are used primarily for the display of cars for sale or the storage of cars waiting to be serviced.

### ***Commuter Parking***

Parking areas used by commuters include the municipal off-street lot at the northeast corner of 5th Avenue and Main Street, and on-street spaces along Main Street between 7th Avenue on the west and 2nd Avenue on the east. There are a total of 130 commuter spaces, including the following: 23 spaces in the municipal lot (one handicapped accessible); 99 spaces along the UP-W right-of-way between 2nd and 7th Avenues (two handicapped accessible); and, eight spaces on the north side of Main Street between 4th and 5th Avenues. There is no charge for commuter parking in any of the areas. When a survey of the parking areas was conducted on a typical weekday during 2001, 57 of the 130 spaces were occupied, resulting in a utilization rate of just

under 44 percent. Metra has indicated that an additional 200 to 300 commuter parking spaces will be needed within the Maywood Station area by 2030.

#### **D. COMMUNITY RESOURCES**

This section highlights community resources that contribute positively to the quality of life in the study area, and by extension the Village as a whole, including character elements that contribute positively to the appearance of the study area. These are the existing facilities and features that will be built upon, whether *functionally* or *visually*, to revitalize and enhance the study area in the future. The community resources in the study area are graphically depicted in *Figure 6: Community Resources* on the following page.

##### **Historic and Architectural Resources within the Study Area**

There are a number of designated National Register historic landmarks within the study area, including:

1. The Maywood Fire Department Building at 511 St. Charles Road.
2. The Masonic Temple Building at 200 South 5th Avenue.
3. The Jacob Bohlander House at 316 North 4th Avenue.
4. The Timothy J. Lynch House at 416 North 4th Avenue.
5. The Harry H. Nichols House at 216 South 4th Avenue.

There are also several other buildings in the study area that, while not designated landmarks, are attractive and interesting examples of various architectural styles. These architectural “character elements” include: several commercial and mixed use buildings that front onto 5th Avenue, St. Charles Road and Lake Street; two churches along 5th Avenue south of the railroad; the Maywood Public Library; the U.S. Post Office; and, several multi-family and single family residential structures throughout the area. While some of these buildings are in need of some renovation work, they have the potential to contribute significantly to the visual character and quality of the area.

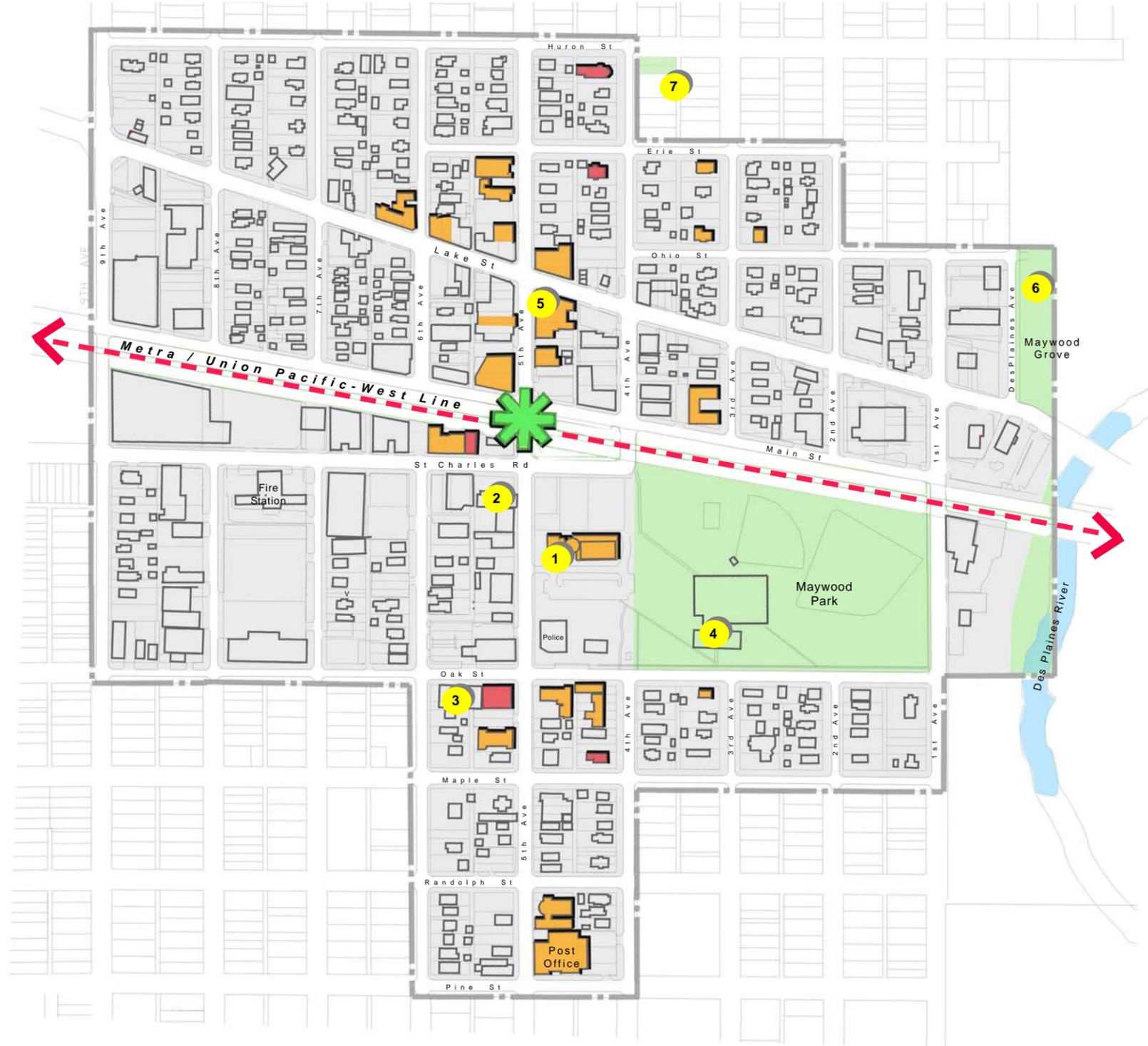
In addition, there is an historical marker commemorating the previous existence of Underground Railroad routes and safe houses in the Maywood area, located just west of the Des Plaines River along Lake Street.

##### **Recreational Resources within the Study Area**

There are four recreational resources within the study area:

1. *Maywood Park*, the largest public park in the Village, is located immediately south of the Union Pacific Railroad right-of-way, and extends from behind the Maywood Public Library and Police Department facility east to 1st Avenue.

Figure 6:  
Community Resources



**Legend**

-  Historic Resources
-  Architectural Character Elements
-  Parks & Open Space
-  Metra / Union Pacific-West Line
-  Metra Station
-  Recreational/Cultural Resources (see below for descriptions)
-  Study Area Boundary

**Recreation/Cultural Resources**

- 1 - Public Library
- 2 - West Town Museum
- 3 - Recreation Center
- 4 - Public Pool
- 5- Flip, Flop, & Fly / Stairway to the Stars
- 6 - Maywood Grove Picnic Area (CCFPD)
- 7 - Tot Lot

Scale 1" = 400'-0"  
0 100 200 400



2. The Department of Parks and Recreation’s *Recreation Center*, housed in the former Masonic Temple at 200 S. 5th Avenue, also includes a newer gymnasium addition at the rear.
3. *Maywood Grove*, a picnic area operated by the Cook County Forest Preserve District (CCFPD), is located along the Des Plaines River, and is accessed at the intersection of Ohio Street and Des Plaines Avenue.
4. There is a “tot lot” located at the corner of 4th Avenue and Huron Street, just outside the study area.

### **Cultural Resources within the Study Area**

There are three key cultural resources within the study area:

1. The *Maywood Public Library*, has been significantly expanded through the construction of a major modern addition behind the original library building on 5th Avenue within the first block south of the railroad right-of-way. The expanded library, with a prominent location within the CBD, provides a major visual statement in clear view of passing trains, as well as serving as a key orientation device due to its large scale.
2. The *West Town Museum of Cultural History* is housed in a storefront building across the street from the Maywood Public Library, and operated by Operation Uplift. There are plans in place to construct a larger museum facility on the vacant southwest corner of 5th Avenue and St. Charles Road once funding is secured.
3. The *Flip, Flop and Fly* center and the *Stairway to the Stars* dance studio, both located on 5th Avenue between Main and Lake Streets, provide dance, tumbling, art, drama and music classes for children and young adults.

### **ISSUES AND OPPORTUNITIES SUMMARY**

Data review and physical inventories, combined with community and Steering Committee perceptions, provide a basic level of understanding of the study area and the dynamics at play within and around it. The previous sections of this Chapter, together with the complete background memoranda included in the Appendix, summarize the various elements of our analysis.

This section provides a summary of the key Issues and Opportunities identified within the study area. The Issues and Opportunities have been divided into four categories: General, Land Use and Redevelopment; Transit, Access and Circulation; and, Urban Design.

## **A. ISSUES SUMMARY**

### **General**

1. Public safety concerns, including loitering and criminal activity
2. Code enforcement concerns
3. General upkeep and cleanliness of the study area
4. A lack of overall “community awareness” of the study area

### **Land Use and Redevelopment**

1. An unstable mix of land uses in some areas, including scattered single family and multi-family residential structures in areas currently zoned for industrial or business use
2. Scattered vacancies, including both industrial and commercial structures
3. Allowable densities under current zoning that greatly exceed the existing development pattern
4. The long term viability of the smaller and older industrial uses along St. Charles Road east of 9th Avenue
5. “Piecemeal” and uncoordinated development along Lake Street
6. A lack of commercial variety in the area; very few restaurants and “anchor” uses to draw shoppers in from outside the area or to cater to local needs

### **Transit, Access and Circulation**

1. Traffic patterns that do not maximize exposure of existing businesses to commuters or regional traffic
2. A lack of “synergy” between the Metra station and adjacent commercial area; the station area is not a focal point
3. Commercial and institutional facility parking shortages during peak use periods and in areas with several employees
4. Localized problems in residential neighborhoods created by existing residential street parking restrictions
5. Traffic levels during peak periods at at-grade crossings of the Union Pacific Railroad tracks, and near institutions and service providers

### **Urban Design**

1. A lack of “walkability” overall; a lack of pedestrian safety
2. Inconsistent or lacking streetscape treatments throughout the area; outdated infrastructure
3. A lack of a cohesive “community” feeling; no places to gather or walk comfortably

4. A lack of a cohesive “downtown” atmosphere; little curb appeal or visual consistency
5. There is an opportunity to improve waiting conditions at the Metra station
6. The need for basic infrastructure upgrades, such as street repaving, throughout the study area

## **B. OPPORTUNITIES SUMMARY**

### **Land Use and Redevelopment**

1. Village-owned properties in key locations, including: four vacant lots and a vacant building along 5th Avenue, two vacant industrial buildings north of the Union Pacific Railroad tracks, and three additional vacant lots in more peripheral locations within the study area
2. Properties that have redevelopment or infill potential in the study area
3. Economic development designations and programs are in place
4. Several institutions bring people into the study area, including an activity “hub” along 5th Avenue south of the Union Pacific Railroad tracks that could be expanded
5. Solid existing residential buildings in surrounding neighborhoods provide a solid “edge” for the CBD area
6. New residential development that can provide additional population to support transit and local businesses
7. New commercial development (retail, restaurants, services, medical offices, youth-oriented activities) that can better serve the local population and commuters, and increase Village revenue

### **Transit, Access and Circulation**

1. The potential exists to relocate and improve the existing Metra boarding platforms
2. The study area has excellent access to regional destinations, including: downtown Chicago, the I-290 expressway, both major airports, Brookfield Zoo, and Cook County Forest Preserve District facilities
3. Existing shopper and commuter parking could be made to function better, in addition to creating more spaces overall
4. Redevelopment can better capitalize on existing regional and commuter traffic
5. Redevelopment can draw traffic into the area from 1st Avenue

## **Urban Design**

1. An attractive existing green space adjacent to the Union Pacific Railroad
2. Capitalize on areas of high visibility from the Union Pacific Railroad, 1st Avenue and Lake Street
3. Several examples of visually appealing architecture, although several need renovation
4. Upgrades to transit facilities and public rights-of-way can improve the area's function

## IV.

### A VISION FOR DOWNTOWN MAYWOOD

Through the course of the planning process, Maywood has focused on developing a realistic future and “vision” of what the Metra station area and Downtown might become in the future. This vision has guided the development of the specific planning policies and recommendations for the Downtown station area. It is supported by the Planning Principles, Planning Goals and Strategies that follow.

A Vision for Downtown has been written to describe what will occur within the Maywood Station Area over a period of approximately the next 20 years as a result of implementation of the *Maywood Station Area Plan*.

The Vision, Principles, Goals and Strategies described in this Chapter build upon and further elaborate on more general policies contained within the Village’s Comprehensive Plan.

#### A VISION FOR DOWNTOWN

Over the next ten to twenty years, the Downtown Maywood Station Area will reclaim its position as the center of the Maywood community, and a hub of both cultural and commercial activity. Strong reinvestment in commercial and retail land uses in the Downtown will occur. The Downtown will thrive with locally-owned businesses oriented to nearby residents, commuters and visitors. Coffee shops, restaurants, arts-oriented shops, other specialty shops and convenience services will be provided in a pedestrian-friendly core centered around the Metra station along 5th Avenue, and extending north to Lake Street.

A cultural and civic activity cluster will also develop south of the Metra Station focused around the Maywood Public Library, the West Town Museum and the community Recreation Center. The Village Hall will relocate into the area to draw additional activity, and to consolidate Village functions. The new Village Hall will demonstrate a strong statement of civic presence through its scale and highly visible location. The renovated theatre on the top floor of the former Masonic Temple, along with an outdoor amphitheater space and additional park space adjacent to the library, will provide opportunities for cultural and educational programs and events that draw both Maywood residents and visitors.

New high quality housing will be developed in the Downtown area, providing owner-occupied housing for young professionals, families and senior citizens. New

neighborhood-oriented parks will be incorporated as new housing is developed. Industrial activities will be consolidated to eliminate vacancies, and to create redevelopment opportunities. This new housing stock will be selectively positioned among the existing renovated housing stock.

A variety of public improvements will be implemented to visually unify the area, encourage pedestrian activity and improve safety. A new streetscape program will be implemented to beautify the Downtown. The Metra commuter station will provide inviting and comfortable waiting areas for commuters. Ample parking that is convenient for commuters and shoppers will be provided throughout the Downtown. A Downtown design theme will facilitate the renovation of existing buildings, the development of new buildings, and new and upgraded parking lots that reflect the high standards of the community.

## **PLANNING PRINCIPLES**

In support of the Vision Statement, Planning Principles have been prepared for the Downtown. These principles embrace several key elements of the Vision, and which are “operationalized” through the Planning Goals and Strategies that follow.

1. Develop the Station Area as Maywood’s “Downtown,” encouraging a mutually supportive mix of varied land uses.
2. Build upon existing cultural and civic uses to create a stronger “activity hub” within the Downtown.
3. Create a new “identity” for the Village of Maywood based upon an improved Downtown, highlighting its convenient location, cultural attractions and affordable housing stock.
4. Improve and coordinate the overall image, appearance and function of the Downtown through consistent visual treatments and upgrades to both public areas and private properties.
5. Improve pedestrian safety and comfort throughout the Downtown.
6. Strengthen the connection between the Metra station and the surrounding Downtown.
7. Implement design standards that reflect the Village’s desired future appearance for the Downtown.

8. Facilitate an increased level of Downtown commercial activity, including specialty and convenience retail, and locally-oriented and commuter-oriented services.
9. Facilitate varied types of housing, including new and renovated dwelling units, both rental and owner-occupied.
10. Add publicly accessible open spaces where feasible and functional as redevelopment occurs.
11. Implement a “catalyst” project to jump-start private sector efforts, generating interest and excitement in implementing Downtown improvements.
12. Minimize incompatible land uses as redevelopment opportunities are pursued.

## **PLANNING GOALS AND STRATEGIES**

Planning Goals transform collective community values into operational guidelines; they describe a desired end state toward which planning efforts should be directed. They are broad based and long range in focus, representing a desired outcome. The Strategies that follow are designed to guide the implementation of each, identifying the means by which to achieve the desired outcome. Several of these Strategies are addressed in greater detail in Chapter V, within the descriptions of the *Framework Plan* and the *Station Area Development Concept*.

The Planning Goals and their related Planning Strategies include:

### **A. ECONOMIC DEVELOPMENT AND DOWNTOWN STATION AREA IMAGE**

1. ***Increase awareness of the assets and advantages of the Downtown Maywood Station Area, both locally and regionally.***
  - a. Support the efforts of the Maywood Chamber of Commerce, or a sub-group within the Chamber whose efforts are focused solely on the Downtown.
  - b. Encourage coordinated marketing efforts by the Chamber of Commerce, to potentially include: informational maps and brochures about Downtown businesses and amenities; coordinated advertising and promotional events such as sidewalk sales; and, the recurring use of the term “Downtown” in describing the area.
  - c. Build marketing efforts around a cultural focus, as appropriate: highlighting businesses that celebrate African-American and Hispanic culture, for example.

- d. Organize community-wide events to occur within the Downtown area, so that Maywood residents and others begin to view it as the “heart” of the community.
- e. Utilize the *Maywood Station Area Plan* as a marketing tool for advocating investment.

**2. *Enhance a “Downtown” identity through consistent visual elements.***

- a. Create a unified streetscape image within the commercial core area through the use of consistent and/or recurring visual elements.
- b. Delineate arrival to the Downtown area through the use of “gateway” features at main entry points.
- c. Place coordinated and attractive signage in key locations throughout the Village providing directional information to the Downtown.
- d. New development in the core should be designed to reinforce the concept of a “traditional” Downtown, with commercial buildings built up to the sidewalk.

**3. *Improve the overall perception of the Maywood Downtown area, locally and regionally.***

- a. Focus Village efforts on the general maintenance and upkeep of public areas in the Downtown.
- b. Encourage the general maintenance and upkeep of private properties in the area.
- c. Encourage appropriate preservation and renovation of landmark structures and other buildings of high architectural quality throughout the area.
- d. Utilize existing and implement new programs to maximum advantage to leverage private investment in the Downtown.

**B. LAND USE, ZONING AND REDEVELOPMENT**

**1. *Encourage a critical mass of Downtown retail and service commercial activity to serve local residents and commuters.***

- a. Commercial uses should be concentrated near the intersection of 5th Avenue and Lake Street in an approximately four-block TOD core area north of the Metra station. According to the market analysis undertaken by AREA, only the existing automotive-oriented retail uses currently at the Lake Street intersections with 1st Avenue and 9th Avenue are likely to remain viable in the future outside of this core area.
- b. Additional commercial uses might expand east from 4th Avenue toward 1st Avenue in the future as market demand arises, but should remain contiguous

to the TOD core area (5th Avenue) to maximize walkability and “synergy” between businesses.

- c. Relocate existing Village businesses that can benefit from co-location and access to commuters into the TOD core area as it redevelops.

**2. *Capture and capitalize upon both commuter and regional traffic within the Downtown.***

- a. Utilize high-visibility Main Street frontage for the development of commercial, mixed use and multi-family residential projects, along with additional commuter and shopper parking lots.
- b. Carefully locate new commuter parking facilities so as to encourage walking into and through the Downtown area, increasing the visibility of existing and future businesses.
- c. If deemed feasible, eliminate the 4th Avenue crossing so that fewer vehicles will “bypass” TOD core area businesses.

**3. *Coordinate future redevelopment projects along key shopping streets, to result in more cohesive and functional land use and a more pleasing aesthetic appearance.***

- a. Develop and implement design guidelines for the construction of new structures and the renovation of existing structures.
- b. Encourage pedestrian-friendly development along the Downtown’s shopping streets.
- c. Concentrate auto-related businesses in contiguous areas at the east and west ends of Lake Street, and encourage relocation to other sites within Maywood over the longer term.

**4. *Amend the zoning ordinance and other regulations, as appropriate, to align land use regulations more closely with the recommendations of the Station Area Plan.***

- a. Reduce allowable densities south along 5th Avenue to ensure contextually scaled development.
- b. Rezone the existing manufacturing district north of the Union Pacific Railroad tracks for mixed density residential development in the future, restricting future industrial redevelopment to south of the railroad.
- c. Review and potentially rezone select areas currently zoned for business uses to encourage mixed use and/or mixed density residential development in the future.

- d. Review and potentially amend parking requirements within the TOD core area to facilitate appropriate parking (shared lots behind or between buildings).
- 5. *Maintain and enhance the civic activity cluster along 5th Avenue south of the Union Pacific Railroad tracks.***
- a. Discourage additional commercial uses south of St. Charles Road along 5th Avenue within the station area.
  - b. Relocate Village Hall to a prominent site in the commercial core, preferably across from the Maywood Public Library.
  - c. Create a Cultural History Museum, and possibly a Visitor’s Center within the Downtown.
  - d. Restore the auditorium space in the historic Masonic Temple building for use as a performance venue.
- 6. *Encourage the development of new owner-occupied and rental housing.***
- a. Focus new residential development within walking distance of the TOD core area and Metra station, within approximately one-half mile of the Metra station.
  - b. Encourage the transition of commercial uses outside of the four-block TOD core area to mixed density residential use.
  - c. Focus on high quality materials and detailing in the design of new housing.
  - d. Facilitate the development of market rate, owner-occupied housing of various types within the area (detached, attached, condominium, co-op), to encourage an increased “stake” in the community among residents near the Downtown.
- 7. *Maintain the quality of adjacent single family residential neighborhoods.***
- a. Encourage the renovation of existing sound housing in appropriate locations.
  - b. Continue to utilize community development block grants (CDBG) and other funds to stabilize and renovate deteriorated properties in adjacent neighborhoods.

**8. *Enhance the employment base along St. Charles Road west of 5th Avenue by the encouragement of a “business park” environment.***

- a. Existing businesses should be encouraged to remain in the area and, if possible, to expand their operations and upgrade their facilities.
- b. Encourage the upgrading of existing buildings and structures.
- c. Encourage the paving and landscaping of existing off-street parking and storage areas.
- d. Pursue small-scale, start-up businesses (including high-tech) to occupy vacant buildings or available lease space within the business park.
- e. Consider relocating the Village Public Works facility into the business park, should the opportunity arise.

**9. *Create outdoor space(s) for community gatherings, cultural events and educational programs.***

- a. Develop an outdoor amphitheater near the Maywood Public Library.
- b. South of the Metra/Union Pacific-West Line and near the Metra Station, create an attractive green space, suitable for community events and programs.

**10. *Facilitate “catalyst” redevelopment project(s) within the Downtown, to demonstrate early success and generate interest in Downtown improvements.***

- a. “Jump-start” the revitalization process by developing a new retail / mixed use building along Main Street across from the Metra station through a public-private partnership.
- b. Assemble sites for multi-family redevelopment, initially to the northwest of the TOD core area.
- c. Working with businesses, property owners, and real estate professionals, focus on opportunities to leverage private investment Downtown.

**C. TRANSIT, ACCESS AND CIRCULATION**

**1. *Strengthen the connection between the Metra station and its surroundings.***

- a. Create a clear visual relationship between Metra and Pace transit facilities as upgrades are undertaken. This should include accommodating adequate bus stop, kiss’n ride and commuter parking facilities.
- b. Create safe and attractive sidewalk linkages and signed bike routes into the TOD core area from neighboring residential areas, to encourage greater use of commercial businesses and public transit.

- c. Subject to demonstration of feasibility through the completion of a detailed traffic study, vacate St. Charles Road east of 5th Avenue and eliminate the 4th Avenue at-grade railroad crossing. This will facilitate pedestrian-friendly connections between the Downtown, Metra station platforms, civic campus and Maywood Park.
  - d. Subject to the elimination of the 4th Avenue crossing, relocate the outbound Metra platform to east of 5th Avenue. This may result in slightly longer “gate-down” times at 5th Avenue when Metra trains are unloading outbound passengers, but has distinct advantages with regard to visibility.
- 2. *Emphasize commuter and pedestrian comfort as area upgrades are undertaken.***
- a. Install pedestrian-activated crosswalk signals at all signalized intersections in the station area.
  - b. Develop a hierarchy of streetscape improvements in the Downtown related to functional land use areas.
  - c. Create attractive pedestrian linkages and signed bike routes to Maywood Park, the Forest Preserve and future Des Plaines River amenities (riverfront walking paths and canoe launches) from the Downtown.
- 3. *Investigate funding sources for enhanced passenger facilities in conjunction with Downtown image enhancements.***
- a. Improve lighting at the Metra station platforms for increased visibility.
  - b. Incorporate the following amenities at Metra station platforms as funding allows: warming shelter(s), information kiosk(s), benches and refuse receptacles.
- 4. *Address peak period traffic and parking needs as improvements are implemented.***
- a. Develop small-scale, attractive parking lots throughout the Downtown to support commuters, shoppers and visitors to other facilities. While parking improvements and redevelopment projects are underway, commuter parking availability must remain at least at its current level.
  - b. Plan for the addition of 200 to 300 commuter parking spaces within the Maywood Station area by 2030. While these spaces would be designated for commuter use during weekdays, they could be made available during evenings and weekends through a shared parking agreement to support other Downtown activities.
  - c. Pursue a shared parking arrangement with the public library for any new municipal parking located near the library.

- d. Implement traffic signal prioritization (TSP) for Pace buses along 5th Avenue and Lake Street, in coordination with regional efforts.
- e. Consider mechanisms to limit “cut-through” traffic on side streets and alleys as redevelopment occurs.

#### **D. COMMUNITY FACILITIES AND SERVICES**

##### ***1. Establish the Downtown as a cultural and civic “activity hub” for the entire Village.***

- a. Create a civic campus directly south of the Metra/Union Pacific-West Line along 5th Avenue that consists of the following uses: the Maywood Public Library, the Maywood Police Department, the Recreation Center (including a renovated Masonic Temple theater space), Maywood Park, a new Maywood Village Hall and a new Cultural History Museum.
- b. Work with the School District to facilitate expanded and improved educational facilities and resources in the area.

##### ***2. Expand outdoor amenities and activities to draw the community into the Downtown.***

- a. Organize community-wide gatherings to occur in the Downtown and Maywood Park.
- b. Encourage and facilitate the creation of riverfront amenities along the Des Plaines River, in conjunction with the Cook County Forest Preserve District. Amenities could include riverfront walking paths and canoe launches.

##### ***3. Establish neighborhood-oriented open spaces as residential redevelopment opportunities arise.***

- a. Require the creation of small-scale “tot lot” parks in conjunction with new residential developments.

##### ***4. Address public safety and code enforcement concerns as improvements are implemented.***

- a. Aggressively enforce Village codes and ordinances.
- b. Create a safe environment through ensuring adequate levels of public safety services.
- c. Maintain vigilance in discouraging loitering and other problematic activity within the Downtown area.

#### **E. URBAN DESIGN**



**1. *Establish coordinated streetscape treatments along commercial corridors in the Downtown.***

- a. Implement streetscape and urban design enhancements as other basic Downtown infrastructure is upgraded.
- b. Create a strong Downtown identity feature (such as a clock tower or public art feature) as part of a new retail structure along Main Street across from the Metra station.
- c. Utilize recurring imagery and physical elements in order to visually unify the area.
- d. Implement a consistent Downtown “wayfinding” signage system.
- e. Provide attractive perimeter buffer treatments and internal landscaping at Downtown parking lots.
- f. Where feasible, install low plantings adjacent to the Union Pacific Railroad right-of-way, subject to Metra and Union Pacific guidelines to ensure adequate visibility at crossing locations.

**2. *Facilitate pedestrian and commuter comfort throughout the Downtown.***

- a. Create a complete pedestrian circulation network, including sidewalks and crosswalks.
- b. Provide amenities at public sidewalks, platforms and plaza areas, including: shelters, benches and refuse receptacles.

**3. *Address safety issues and concerns as Downtown improvements are designed and implemented.***

- a. Ensure adequate lighting at all public areas, including the Metra station platforms.
- b. Avoid tall and dense plantings in public areas.
- c. Ensure adequate visibility into and out of all public spaces.

**4. *Mitigate the impacts of business park activity.***

- a. Consider implementing cul-de-sacs and/or a loop road configuration within the business park area, to help ensure that business park-related traffic primarily utilizes St. Charles Road.
- b. Install adequate perimeter buffering in the business park to shield business activities from adjacent residential areas.

**5. *Encourage the renovation and enhancement of private properties.***

- a. Support private sector efforts to improve and restore Downtown building facades to a more traditional and authentic appearance, including the stabilization of deteriorating facades.
- b. Encourage appropriate, traditional business signage.
- c. Remove advertising billboards and signage not directly related to Downtown businesses or amenities.
- d. Support private sector efforts to renovate and improve existing housing in the station area.
- e. Offer appropriate incentives to induce development and redevelopment.
- f. Aggressively market the Downtown area as the Village's "first choice" location for residential and business reinvestment.

## V. DOWNTOWN LAND USE AND STATION AREA PLAN

Physical design and development improvements discussed in the previous Chapter require a “framework” for decision making – addressing the type, location, organization and intensity of future land uses. The framework will help ensure that new investments are economically sustainable and mutually supporting. It provides guidance, based directly upon the Planning Goals and Strategies presented in the previous Chapter, regarding physical upgrades and changes over time. First, a *Framework Plan* that addresses the entire study area is outlined. Second, a *Station Area Development Concept* is presented, providing more detailed guidance for future redevelopment and enhancement within the immediate station area, also referred to as the TOD core area. Finally, an *Urban Design Concept* details recommendations for physical improvements throughout the Downtown area.

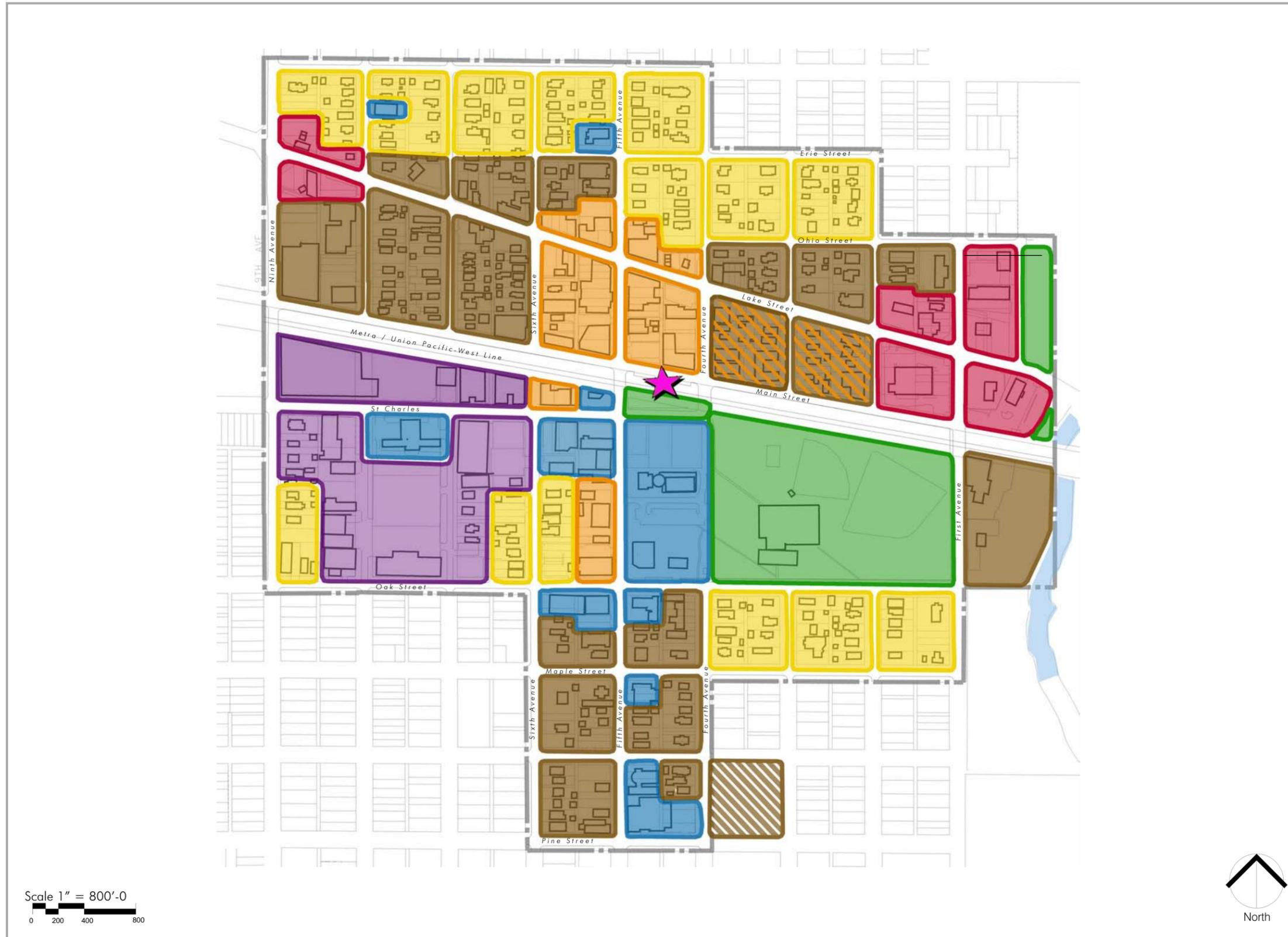
The *Framework Plan*, *Station Area Development Concept* and *Urban Design Concept* described in this Chapter build upon and further elaborate on more general policies contained within the Village’s Comprehensive Plan.

### LAND USE FRAMEWORK PLAN

The *Framework Plan* builds upon the Vision for our Downtown, Planning Principles, and Planning Goals and Strategies, and incorporates key elements identified as a result of community involvement. It is depicted in *Figure 7: Framework Plan*.

While the *Framework Plan* addresses the future overall development pattern in the Downtown, it focuses on redevelopment of areas most likely to change due to factors such as building age, condition, underutilization (i.e. a small building on a large parcel), incompatibility with neighboring uses, high visibility and/or proximity to the Metra station. The Plan indicates a mixed housing focus along Lake Street beyond the “traditional” commercial core that exists along 5th Avenue north to the Lake Street intersection. It focuses future commercial activity within a TOD core area to ensure that this activity occurs within a contiguous, walkable area. The possibility of future, contiguous expansion of this core is acknowledged, should the market demonstrate sufficient demand in the future. An expanded civic campus south of the TOD core area is also anticipated.

**Figure 7:**  
**Framework Plan**



**Legend**

-  Mixed Use  
*(retail, service, upper floor residential)*
-  Single Family Detached Residential
-  Mixed Density Residential  
*(condominiums, townhomes, SF detached)*
-  Mixed Use / Mixed Density Residential
-  Renovate for Senior Housing
-  Auto-Oriented Commercial
-  Employment  
*(industrial, office)*
-  Civic / Institutional
-  Park / Open Space
-  Metra Station

Scale 1" = 800'-0"  
0 200 400 800



The *Framework Plan* emphasizes:

1. ***A focused TOD core area for commercial and mixed uses*** immediately north of the Metra station, with a strong emphasis on varied housing redevelopment east and west of the core, within walking distance of the station. Initially, housing redevelopment should be focused to the west, to allow for the possible future expansion of the TOD core east toward 1st Avenue, should market pressure warrant it.
2. ***An area south of the Union Pacific Railroad tracks and west of 5th Avenue for future industrial and office redevelopment***, with physical upgrades along St. Charles Road to support existing and future businesses, along with perimeter buffering to mitigate impacts on nearby residences. Existing businesses should be encouraged to remain in the area and, if possible, to expand their operations and/or upgrade their facilities. New businesses should be quiet and clean operations, such as high-tech start-ups or light assembly businesses.
3. ***An expanded civic use “campus”*** along both sides of 5th Avenue immediately south of the Metra station, in the vicinity of the Maywood Public Library, to potentially accommodate a new Village Hall and Cultural History Museum should be considered.
4. ***The Village should discourage additional commercial uses south of St. Charles Road*** along 5th Avenue within the Metra station area. Instead, the Village should encourage additional cultural and institutional uses that are compatible with the public library already located there.
5. ***Mixed density residential frontage east and west along Lake Street flanking the TOD core area***, and extending south from Oak Street along 5th Avenue. In particular, the western section of the study area near 9th Avenue and Lake Street contains a mix of light industrial, commercial, and residential uses that could be redeveloped more compatibly with residential uses. A substantial parcel could be assembled in this area for a multi-family development.
6. ***Maintaining and enhancing existing open spaces***, including Maywood Park and Forest Preserve District properties, and improving pedestrian linkages between them.
7. ***Adequate buffering between different land uses***, including between commercial and office/industrial uses and adjacent residential areas. Buffering could include physical separation through significant building setbacks, and landscape and fencing treatments.

## STATION AREA DEVELOPMENT CONCEPT

The *Station Area Development Concept*, depicted in *Figure 8*, focuses on public and transit facility improvements within the immediate station area. It provides more detailed planning recommendations for the TOD core area extending along 5th Avenue from the Lake Street intersection south to the Maywood Public Library, and for upgrades to the Metra station facilities. Several potential off-street commuter and shopper parking locations are identified, both north and south of the Union Pacific Railroad tracks, which can provide additional shopper and commuter parking capacity in the future. Potential scenarios for the redevelopment of key sites within the station area are also illustrated.

It is important to point out that the Concept reflects an interpretation of how improvements might occur within the area, and is illustrative rather than prescriptive. Key elements of the *Station Area Development Concept* include:

### A. LAND USE AND DEVELOPMENT

1. ***New and renovated mixed use / commercial buildings in the two- to four-story range within the TOD core area, designed as “in-line” storefronts along the sidewalk with little or no building setback.*** Given limited short-term demand for retail space, it is important to concentrate most retail space at the intersection of 5th Avenue and Lake Street in the approximately four-block TOD core area. Only existing automobile-oriented retail space currently at the Lake Street intersections with 1st Avenue and 9th Avenue is likely to remain viable in the future outside of the 5th and Lake concentration. The TOD core area can expand east from 4th Avenue toward 1st Avenue as market demand arises, but should remain contiguous.
2. ***A seasonal vendor’s market on Lake Street*** within the TOD core area, accommodated within a new municipal parking lot and providing temporary vendor stalls along the Lake Street sidewalk edge. The market could have a cultural focus, highlighting African-American and/or Hispanic food and wares.
3. ***Infill housing in the two- to three-story range and of a modest scale, is recommended at the perimeter of the TOD core area.*** New housing could include a mixture of low-rise condominium or apartment buildings and small townhouse developments incorporating shared green space. The Village should encourage the transition of commercial uses outside of the four-block area to residential use.

# Figure 8: Station Area Development Concept



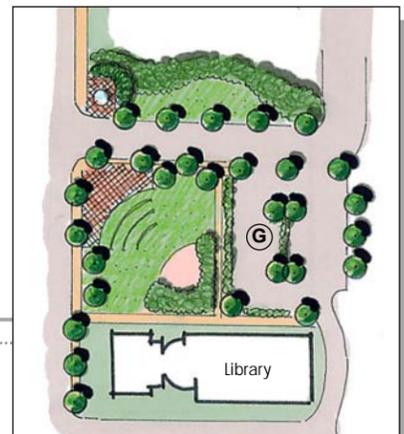
OFF-STREET PARKING FACILITIES				
	COMMUTER	SHOPPER	INSITUTIONAL	TOTAL SPACES
A		24		24
B		24		24
C		26		26
D		53		53
E	31 <sup>(1)</sup>	10		41
F	52 <sup>(2)</sup>	20		72
G	65 <sup>(3)</sup>		40	105 <sup>(4)</sup>
H			13	13
I			85	85
J			26	26 <sup>(5)</sup>
K			73	73 <sup>(6)</sup>
<b>TOTAL</b>	<b>151</b>	<b>157</b>	<b>237</b>	<b>542</b>

- 1. New spaces
- 2. 26 new spaces and 26 relocated spaces
- 3. New spaces
- 4. If St. Charles Road remains open, total is reduced to 50 spaces (25 commuter, 25 institutional)
- 5. If St. Charles Road remains open, total is reduced to zero spaces
- 6. Existing library spaces (31) and existing police department spaces (16), plus the addition of 26 spaces along the drive east of the library

**Notes:**  
 A. 104 existing on-street commuter spaces along Main Street (107 existing spaces less three to be designated for "kiss-n-ride" use).  
 B. Additional existing on-street shopper and institutional parking available along 5th Avenue and Lake Street.

Scale 1" = 80'-0"  
 0 40 80 160

Alternate Concept for Area North of Library (if St. Charles Road remains open)



4. ***A new Village Hall in a high profile location within a civic “campus” environment***, across from the Maywood Public Library to create an architectural “gateway” into the Downtown from the south. A new facility should also be developed within the civic campus to house a Cultural History Museum and possibly a Visitor’s Bureau.
5. ***Neighborhood-oriented park spaces created in conjunction with new housing***. Where possible, this should be accomplished through lot consolidation and including new open space as part of the redevelopment project.
6. ***Maintain and highlight the highest quality and most attractive buildings in the area***. The Village should encourage existing owners of commercial buildings in the Downtown area to improve the exterior appearance of their properties and should provide assistance with facade improvements. These improvements will be crucial if the area is to attract a broader and higher quality mix of retail uses.
7. ***Capitalize on the highest visibility locations in the TOD core area for initial redevelopment***. Although the market analysis concluded that approximately 44,000 to 54,000 square feet of retail space could potentially be supported in the area (see the complete market analysis prepared by AREA, Inc. in the Appendix), some categories of space will have difficulty competing within the station area and others will be absorbed slowly as other improvements in the area occur over time. As a result, only small new retail centers or renovated space in existing buildings are likely to be marketable. This space should be located within the four blocks surrounding the intersection at 5th Avenue and Lake Street.

## **B. TRANSIT, CIRCULATION AND PARKING**

1. ***Vacation of St. Charles Road east of 5th Avenue***, and removal of the at-grade railroad crossing at 4th Avenue, if deemed feasible after completion of follow-up analysis to a recently completed preliminary traffic study.
2. ***Moving the outbound Metra platform east of 5th Avenue, so that platforms are directly across from one another***. According to Metra standards, both platforms should be extended to at least 630 feet in length, and potentially up to 805 feet in length. The appropriate platform length will be determined by Metra when necessary.
3. ***Small-scale parking lots to serve commuters and others*** in several locations at the perimeter of the TOD core area, including just north of the Maywood Public Library. See *Table 4: Off-Street Parking Facilities* on the next page for more detail. At off-peak times (evenings and weekends) it is possible that designated commuter spaces could be made available for other users through a shared parking arrangement. As noted previously, Metra has estimated a need for an additional 200 to 300 commuter parking spaces at the Maywood Station by 2030.
4. ***New facilities at the Metra platforms*** to provide: a warming shelter at the inbound platform, a weather shelter at the outbound platform, and informational kiosk(s) for train and bus schedules. Additional on-street commuter parking

adjacent to the UP-W Railroad tracks on the north side could also be provided, extending east of 2nd Avenue and west of 7th Avenue.

5. ***Dedicated commuter “kiss-n-ride” parking spaces or drop-off lanes*** both north and south of the Union Pacific Railroad tracks adjacent to the Metra platforms.
6. ***Pace bus pullouts along 5th Avenue*** to provide safer boarding at the curb, with stops both north of the railroad in the commercial core and south of the railroad at the civic campus. Stops should be located at the “far side” of intersections to avoid signal-related delays.
7. ***Traffic signal prioritization (TSP) along 5th Avenue*** and Lake Street to facilitate bus movement.

**Table 4: Off-Street Parking Facilities**

	<b>Commuter</b>	<b>Shopper</b>	<b>Institutional</b>	<b>Total Spaces</b>
<b>A</b>		24		<b>24</b>
<b>B</b>		24		<b>24</b>
<b>C</b>		26		<b>26</b>
<b>D</b>		53		<b>53</b>
<b>E</b>	31 <sup>(1)</sup>	10		<b>41</b>
<b>F</b>	52 <sup>(2)</sup>	20		<b>72</b>
<b>G</b>	65 <sup>(3)</sup>		40	<b>105 <sup>(4)</sup></b>
<b>H</b>			13	<b>13</b>
<b>I</b>			85	<b>85</b>
<b>J</b>			26	<b>26 <sup>(5)</sup></b>
<b>K</b>			73	<b>73 <sup>(6)</sup></b>
<b>Total</b>	<b>151</b>	<b>157</b>	<b>237</b>	<b>542</b>

1. New spaces.
2. 26 new spaces and 26 relocated spaces.
3. New spaces.
4. If St. Charles Road remains open, total spaces are reduced to 50 (25 commuter, 25 institutional).
5. If St. Charles Road remains open, total spaces are reduced to zero.
6. Existing Library spaces (31) and Police Department spaces (16), plus the addition of 26 spaces along the drive east of the Library.

Notes: A. 104 existing *on-street* commuter spaces are provided along Main Street (107 current spaces less three to be designated for “kiss-n-ride” use).

B. Additional existing *on-street* shopper and institutional parking is available along 5th Avenue and Lake Street.

## C. PUBLIC IMPROVEMENTS

1. *A gateway element, plantings and streetscape treatments* along 5th Avenue, Main Street, St. Charles Road and the Metra platforms, including elements such as upgraded paving, decorative lighting, planters, street trees, etc. Enhancements at platforms or within the Union Pacific Railroad right-of-way will be subject to compliance with appropriate Metra and Union Pacific guidelines.
2. *A new linear open space between the Metra/Union Pacific-West Line and the public library* to provide a pedestrian connection to Maywood Park and connect to a new outdoor performance space within the Park.
3. *Pedestrian and commuter amenities* throughout the station area such as seating areas and enhanced crosswalks.
4. *Perimeter parking lot landscaping* to enhance the overall image and quality of the Downtown, and help define the “street wall.”

## REALIZING THE VISION - URBAN DESIGN

This section addresses urban design, including more detailed recommendations regarding the proposed public realm improvements described above. Assuring appropriate architectural design for the renovation of existing buildings and the construction of new buildings within the Downtown can positively enhance the overall perception of the Downtown. In addition, streetscape and public area design recommendations provide an overall Downtown “design theme” that will establish a new and positive identity for the Maywood station area. Three sketches have been prepared that illustrate various aspects of the overall urban design concept for Downtown Maywood, and are described in the sections below.

### A. ARCHITECTURAL DESIGN CONSIDERATIONS

Early in the planning process, a Visual Preference Survey was conducted that asked Village residents and business owners to provide feedback on images of various commercial, mixed use and residential buildings, in order to gauge the community’s level of expectation and preferences with regard to architectural design in the Downtown. Based upon the results of the survey, the following characteristics should be incorporated into the design of new buildings, and into the renovation of existing buildings where feasible.

#### *Commercial and Mixed Use Buildings*

1. High quality and traditional materials: brick, stone, metal window systems.
2. Avoid concrete block, artificial stucco (EIFS, Dryvit) and other non-traditional materials.
3. One to two stories in height.
4. Break down building scale with details, material changes, awnings.

5. Buildings built up to the street, or slightly set back to allow for outdoor seating, as appropriate.
6. Open and inviting storefront windows, displays, awnings and attractive signage.
7. Adequate lighting.
8. A neat, clean, well-maintained appearance.
9. Strive for the quality of the public library, old bank building and former Masonic Temple.



**Above left and above right:** Examples of commercial buildings rated positively by the community during the Visual Preference Survey.

### ***Housing Types***

1. High quality materials and construction: brick, stucco, stone.
2. Avoid concrete block, artificial stucco (EIFS, Dryvit) and other non-traditional materials.
3. Two to two and one-half stories in height.
4. Modestly scaled buildings (break up long rows or large blocks).
5. Break down the scale of buildings with gables, balconies, architectural details.
6. Reflect historic and traditional styles.
7. Provide a setback (yard) for landscaping.
8. Garages should not be prominent.



**Above left and above right:** Examples of housing developments rated positively by the community during the Visual Preference Survey.

*Figure 9: “Maywood Square” Redevelopment* illustrates one potential scenario for the development of a “signature” mixed use building on the key corner of 5th Avenue and Main Street, set back slightly from 5th Avenue to create a small urban plaza.

Existing off-street commuter parking spaces on the corner would be relocated to the east of the building and integrated into a larger parking area extending to 4th Avenue. The design of the plaza would provide an area for outdoor café seating, while being integrated into the overall streetscape theme of the Downtown.

## **B. STREETScape AND OTHER PUBLIC AREAS**

Key to the establishment of a cohesive and attractive Downtown environment for Maywood will be the phased implementation of a cohesive “palette” of streetscape treatments throughout the station area. Focusing initially on the TOD core area, the Metra platforms and the Union Pacific Railroad right-of-way, installation of consistent public enhancements should eventually extend throughout the station area and into adjacent neighborhoods. Proposed improvements are described in categories that relate to specific areas within the Downtown. These include: primary commercial streetscape, secondary commercial streetscape, employment area streetscape, residential streetscape, parking lots, commuter amenities, parks and open spaces, and wayfinding. Refer to *Figure 10: Urban Design Concept* for clarification of the appropriate areas for each of these streetscape treatments.



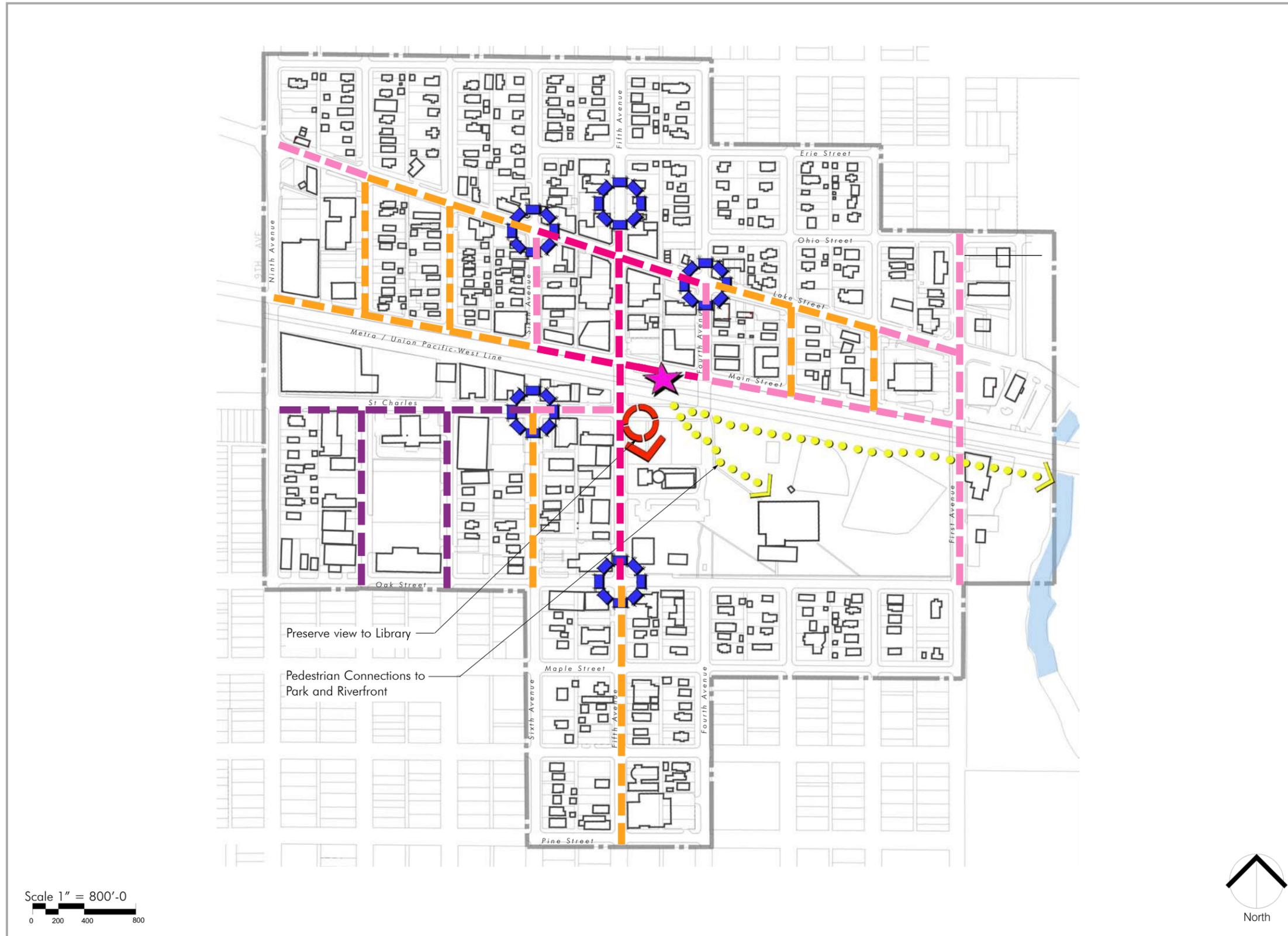
**Left and above:** Examples of streetscape treatments rated positively by the community during the Visual Preference Survey.

Figure 9:

“Maywood Square”  
Redevelopment



Figure 10:  
Urban Design Concept



**Legend**

-  Metra Station
-  "Downtown" Gateway
-  View Corridor
-  Off-Street Pedestrian Connection
-  Primary Commercial Streetscape
-  Secondary Commercial Streetscape
-  Employment Area Streetscape
-  Residential Streetscape



Scale 1" = 800'-0"  
0 200 400 800



**Primary Commercial Streetscape:** A “primary” commercial streetscape treatment should be applied to: 5th Avenue from Oak Street at the south to just past the Lake Street intersection on the north; and, Lake and Main Streets from 4th Avenue on the east to 6th Avenue on the west. This will be the most intensive streetscape treatment, reflecting the extents of the TOD core area, where walkability and pedestrian and commuter comfort are most important.

Key elements of this streetscape treatment include:

1. Concrete sidewalks with a high quality finish and scored grid pattern within the “walking zone” directly adjacent to storefronts and property lines.
2. A brick or concrete paver strip, or stamped and colored concrete surface, in a narrow “parkway zone” adjacent to the curb to occur between the streetscape elements that interrupt the sidewalk (trees, lights and other amenities).
3. A stamped concrete pattern at pedestrian crosswalks.
4. Street lights that combine both a full-height fixture and one or two low “pedestrian-height” fixtures, in a glossy black paint finish and with brackets for the mounting of banners, flags and flower pots.
5. Street trees protected by decorative wrought iron tree grates, at least one every 50 feet, within the parkway zone where space permits or within small curb “bumpouts” into the on-street parking lane.
6. A combination of pole-mounted flower pots and flower pots located in small clusters or singly within the parkway zone near street corners and parking lot entrances, planted with a consistent and colorful array of seasonal annuals.
7. Where space permits, such as where small plazas are created at new developments, small planting beds can be created within the parkway zone and/or adjacent to buildings.
8. At corners, plaza areas and bus stops, a bench and trash receptacle.

*Figure 11: Enhancements South of Maywood Station* illustrates the proposed streetscape treatment to be applied to 5th Avenue south of the Metra/Union Pacific-West Line, along with a proposed fountain plaza, new shared parking lot and pedestrian connection to Maywood Park between the Metra station and the Maywood Public Library. *Figure 9* also indicates elements of the proposed primary streetscape treatment.

**Secondary Commercial Streetscape:** A “secondary” commercial streetscape treatment should be applied to: 4th and 6th Avenues between Lake and Main Streets; St. Charles Road between 5th and 6th Avenues; 1st Avenue from Ohio Street on the north to Oak Street on the south; Main Street east of 4th Avenue; and, Lake Street in the first blocks east and west of 1st Avenue and the first block east of 9th Avenue.

Figure 11:

Enhancements South of  
Maywood Station



Key elements of this streetscape treatment include:

1. Concrete sidewalks with a high quality finish and scored grid pattern within the “walking zone” directly adjacent to storefronts and property lines.
2. A brick or concrete paver strip, or stamped and colored concrete surface, in a narrow “parkway zone” adjacent to the curb to occur between the streetscape elements that interrupt the sidewalk (trees, lights and other amenities).
3. A stamped concrete pattern at pedestrian crosswalks.
4. Street lights with one or two low “pedestrian-height” fixtures, in a glossy black paint finish and with brackets for the mounting of banners, flags and flower pots. Taller combination fixtures, such as at the primary streetscape, should be provided at St. Charles Road, Lake Street and 1st Avenue.
5. Street trees protected by decorative wrought iron tree grates, at least one every 50 feet, within the parkway zone where space permits or within small curb “bumpouts” into the on-street parking lane.
6. Pole-mounted flower pots, planted with a consistent and colorful array of seasonal annuals.
7. At corners, plaza areas and bus stops, a bench and trash receptacle.

***Employment Area Streetscape:*** An “employment area” streetscape should be applied to: St. Charles Road west of 6th Avenue; and, to 7th and 8th Avenues between St. Charles Road and Oak Street.

Key elements of this streetscape treatment include:

1. Concrete sidewalks with a high quality finish and scored grid pattern.
2. A stamped concrete pattern at pedestrian crosswalks.
3. Street lights with one or two low “pedestrian-height” fixtures, in a glossy black paint finish and with brackets for the mounting of banners, flags and flower pots. Taller combination fixtures, such as at the primary streetscape, should be provided at St. Charles Road.
4. Street trees protected by decorative wrought iron tree grates at St. Charles Road only, at least one every 50 feet, within the parkway zone where space permits or within small curb “bumpouts” into the on-street parking lane.
5. Flower pots planted with a consistent and colorful array of seasonal annuals at St. Charles Road only.

***Residential Streetscape:*** A “residential” streetscape treatment should be applied to: 5th Avenue between Oak and Pine Streets; Lake Street from 2nd to 4th Avenues and 6th to 8th Avenues; Main Street west of 6th Avenue; 6th Avenue between St. Charles Road and Oak Street; and, 2nd, 3rd, 7th, 8th and 9th Avenues between Lake and Main Streets.

Key elements of this streetscape treatment include:

1. Concrete sidewalks with a high quality finish and scored grid pattern directly adjacent to private property lines.
2. A stamped concrete pattern at pedestrian crosswalks.
3. Street lights with one or two low “pedestrian-height” fixtures, in a glossy black paint finish and with brackets for the mounting of banners, flags and flower pots. Taller combination fixtures, such as at the primary streetscape, should be provided at 5th Avenue and Lake Street.
4. Street trees within a grassy parkway, at least one every 50 feet, within the parkway zone where space permits or within small curb “bumpouts” into the on-street parking lane.
5. Pole-mounted flower pots planted with a consistent and colorful array of seasonal annuals, along 5th Avenue and Lake Street only.

**Parking Lots:** Off-street parking lots throughout the TOD core area and civic campus that serve commuters, shoppers and/or institutional visitors should receive the following enhancements:



**Above:** Example of a parking lot buffer rated positively by the community during the Visual Preference Survey.

1. A perimeter planting buffer at least four feet in width at public rights-of-way, planted with low groundcovers and colorful perennials and annuals.
2. Possibly a low decorative fence or wall within the planting buffer.
3. Where space permits in larger parking lots, internal planting islands that incorporate one or two shade trees in a bed of low maintenance groundcover plant material.

**Commuter Amenities:** The outbound and inbound Metra platforms should receive enhancements as described below and illustrated in *Figure 12: Maywood Station Enhancements*, and subject to Metra and Union Pacific guidelines. Where these amenities exceed the standard facilities provided by Metra, additional external funding sources will be required.

1. Concrete pavement with a high quality finish and scored grid pattern within the “walking zone” directly adjacent to the tactile strip at the track edge of the platform.
2. A brick or concrete paver strip, or stamped and colored concrete surface, in a narrow zone adjacent to the outside edge of the platform, to occur between the streetscape elements that interrupt the platform (shelters, signs, lights and other amenities).

Figure 12:  
Maywood Station  
Enhancements



3. Street lights with one or two low “pedestrian-height” fixtures, in a glossy black paint finish.
4. A decorative fence along the outside edge of the platform, to limit platform access by non-commuters and visually connect the Metra station with the Downtown area.
5. At regular intervals along both platforms and within shelter structures, a bench and trash receptacle.

Pace bus stops should be enhanced with a bench and trash receptacle, and highlighted by a pole-mounted informational sign and the location of a flower pot nearby.

***Parks and Open Spaces:*** New parks and open spaces, and Maywood Park in particular the northwest section nearest to the Metra station and Public Library, should be enhanced with the following:

1. Concrete sidewalks with a high quality finish and scored grid pattern in a meandering layout that provides clear access from the park perimeter to internal gathering spaces.
2. A brick or concrete paver strip, or stamped and colored concrete surface, in key locations along the sidewalk or surrounding larger paved plaza areas within the parks, to relate them visually to the Downtown area.
3. Light poles with one or two low “pedestrian-height” fixtures, in a glossy black paint finish and located at intervals along walkways and around paved plaza areas within the parks.
4. Shade trees at intervals of no more than 25 feet along walkways and around paved plaza areas within parks, where existing shade trees do not provide adequate coverage.
5. A combination of pole-mounted flower pots and flower pots located in small clusters or singly along walkways and at paved plaza areas, planted with a consistent and colorful array of seasonal annuals.



**Above left and above right:** Examples of parks and plaza areas rated positively by the community during the Visual Preference Survey.

6. Defined planting beds, planted with low groundcovers and seasonal annuals and defined by a low concrete curb, at key park entrances and surrounding paved plaza areas within the parks.
7. At plaza areas and at regular intervals along sidewalks, a bench and trash receptacle.

References to the location of Maywood Grove and the Underground Railroad monument should be included on the wayfinding signage to be described below.

New concrete sidewalks, street trees and light poles consistent with the Downtown streetscape should also be installed at the south edge of the park.

**Wayfinding:** The Downtown, while needing a more consistent visual identity overall, also needs more functional improvements that will both assist shoppers, commuters and other visitors and directly refer to the area as the Downtown to further clarify its role in the community. These functional improvements should include a visually consistent signage system that accomplishes the following:

1. Announces the major entrances in to the Downtown.
2. Provides appropriate messages on colorful banners mounted to Downtown light poles, such as announcing the seasonal vendor's market or holiday-related events.
3. Provides directions to commuter, shopper and institutional parking lots.
4. Provides information on parking restrictions, if any, at the entrance to each lot.
5. Provides overall directional assistance within the area by locating major destinations on diagrammatic maps in key locations.
6. Provides coordinated transit arrival and departure information for Pace bus service and Metra commuter train service, at both the Metra platforms and at Pace bus stops.

## VI. PLAN IMPLEMENTATION

This Chapter identifies critical relationships between the Village and its partners with regard to the implementation of the strategies described in Chapters IV and V. It discusses the key partnerships that the Village will need to establish in order to move ahead with implementation, followed by a summary of potential funding sources. “High priority” actions described in the *Plan* are highlighted, followed by a summary of all other action items necessitated by the *Plan*.

The implementation strategies described in this section build upon both the principles and goals contained within this *Plan*, and the Village-wide land use planning policies contained in the Comprehensive Plan. They provide more detailed direction for implementing improvements within the Downtown Maywood area surrounding the Metra station, consistent with the overall planning policies adopted by the Village.

### ROLES, RESPONSIBILITIES AND PARTNERSHIPS

The strategies described in Chapters IV and V will require varying degrees of involvement and/or direct action by the Village in order to facilitate *Plan* implementation. The Village can act in a variety of roles, as appropriate, in order to move *Plan* recommendations forward. These varying levels of involvement are described below:

**Enacting and Enforcing Policies and Codes:** The Village will need to amend the zoning map and limited sections of the zoning ordinance in order to align them more closely with the intent of the *Plan*. In addition, ongoing enforcement of both amended and existing codes and regulations will be critical to the *Plan*’s success.

**Implementing Public Improvements:** The Village should undertake several important physical enhancement projects within public areas in the Downtown in the coming years, as outlined in this Chapter. These projects will be undertaken by the Village alone or in partnership with other public agencies, as appropriate.

**Providing Development Incentives:** The Village can spur the implementation of other key aspects of the *Plan* through the offering of appropriate development incentives to the private sector, to effect positive change on private properties within the Downtown and its surroundings.

**Acting as a Development Partner:** The Village may need to consider taking on a more direct and active role in certain high priority development projects contained within the *Plan*, in order to overcome development hurdles. For example, the Village may need to take direct ownership of key parcels within the study area, undertake environmental remediation or other site preparation work, and/or maintain ownership of key properties to be leased to private sector developers in order to make development projects financially feasible and shorten the overall time frame for development.

#### **A. POTENTIAL PARTNERS**

To effectively pursue implementation of the recommendations in this *Plan*, the Village of Maywood will need to solicit the involvement of various public and private sector partners. Some of these may include the following:

1. **The Regional Transportation Authority Service Boards, Metra and Pace**, who can assist with the design, coordination and implementation of transit facility improvements.
2. **Other Public Agencies**, including the Illinois Department of Transportation (IDOT) and the Cook County Forest Preserve District (CCFPD), who can assist with roadway improvements, railroad improvements and improvements to recreational amenities.
3. **The Union Pacific Railroad**, who can work with the Village and Metra to facilitate station area and railroad right-of-way improvements.
4. **Other Village Departments or Committees**, possibly including the Parks and Recreation Department and the Beautification Committee, who can assist in the improvement of open spaces and recreational amenities.
5. **The Maywood Chamber of Commerce, local businesses and local property owners**, who can assist with marketing and business recruitment, and undertake improvements to their own Downtown properties.
6. **Local Financial Institutions**, who may be interested in providing financing assistance for the implementation of private sector aspects of the *Plan*.
7. **Local Churches and Cultural / Social Service Organizations**, who can assist in various ways with the implementation of community facility and service improvements.
8. **The Maywood Public Library**, who should work closely with the Village to implement appropriate improvements to its property north and east of the existing Library building.

9. **Local School Districts**, who can get involved in efforts to create new educational and performance venues within the civic campus area.
10. **Technical Assistance Providers**, including the Center for Neighborhood Technology (provides assistance in securing business franchises), the Small Business Development Center at Triton College (provides assistance with small business start-ups), and the Delta Institute (provides assistance and funding for brownfield remediation, should any contamination be discovered at redevelopment sites).
11. **Builders and Developers**, who will be motivated by the existing and future market potential of the area to get involved in implementing aspects of the *Plan*.
12. **The Citizens of Maywood**, who can get involved in a myriad of ways with various Plan initiatives, and can patronize and support Downtown businesses and utilize Downtown community resources whenever possible.

## FUNDING SOURCES

Potential funding sources for the implementation of *Plan* initiatives can be considered as falling into three general categories: resources already in place within the Village, federal and state resources, and private resources. While programs and funding levels at the state and federal level will change over time, those most appropriate to Maywood are cited below to provide a basis for initiating implementation efforts. Of course, the *Plan* assumes that the Village will continually remain abreast of funding availability and will leverage all available resources.

### A. VILLAGE ECONOMIC DEVELOPMENT RESOURCES

The Village has proactively created several economic development and community development tools that will aid in implementing aspects of the *Plan*, including the following:

**Tax Increment Financing (TIF):** The Village has two TIF Districts currently in place that encompass most of the study area. The presence of these TIF Districts will aid greatly in securing developer interest and investment in proposed development projects, as well as the implementation of public realm improvements that the *Plan* has identified as high priorities. TIF assistance can include site acquisition and preparation, infrastructure upgrades and low-interest financing, which can all reduce development costs significantly.

**Enterprise Zone:** The study area falls within a designated Enterprise Zone, which offers tax benefits, reduced fees and other incentives for both existing businesses and new businesses that may locate in the study area in the future.

**Commercial Property Improvement Program:** Funded with TIF revenues, this program offers up to \$10,000 for both renovation costs and design assistance to Maywood businesses, to encourage and leverage private sector improvements to facades, signage and awnings. The Village matches 50% of project costs up to \$5,000 for both basic and more substantial improvements for successful applicants to the Program.

**Tax Reactivation Program (TRP):** The Village holds deeds for nearly 70 tax delinquent properties within the Village, several of which are located within the study area. Some of the properties are vacant lots in residential areas that the Village will sell either to adjacent residential property owners or to developers of new housing (depending upon the size of the parcel). However, some of the properties are in key locations within the study area, and could potentially be used to facilitate appropriate redevelopment efforts.

**First-Time Homebuyers Mortgage Program:** This program, funded by the Illinois Housing Development Authority (IHDA) provides low-interest mortgages to qualified homebuyers, and could potentially aid in securing interest in housing renovation and/or redevelopment activity within the study area.

**50/50 Sidewalk Replacement Program:** This program assists private property owners in replacing worn and unsafe public sidewalks adjacent to their properties.

## **B. FEDERAL AND STATE RESOURCES**

Grants and loans can be secured from a variety of federal and state sources to aid in both public sector enhancement projects and to reduce certain private sector development costs. In some cases, public agencies such as Metra or IDOT can secure and administer these resources on the Village's behalf for use in local projects. In other cases, the Village can secure funds and administer them independently or in conjunction with a public agency. Annual funding cycles are used to allocate federal funds, often to state and regional agencies who then review applications for funding from local communities. Some funding, however, will be available through direct application to federal agencies.

Although this is not an exhaustive listing, government funding sources to aid in *Plan* implementation may include the following:

## **Transportation and Infrastructure Resources**

The Transportation Equity Act for the 21st Century (TEA-21) includes several programs that can support local transportation, transit and infrastructure projects. TEA-21 will either be extended or replaced with a new program at the federal level, and is likely to still include the following programs, or similar successor programs: ITEP (Illinois Transportation Enhancement Program, administered by IDOT), STP (Surface Transportation Program, for projects sponsored by a regional agency such as CATS) and CMAQ (Congestion Mitigation and Air Quality Improvement Program, for projects that can demonstrate regional air quality and congestion improvements and administered by CATS). Other more focused programs are also available under TEA-21, including programs related to public transit, bicycle access and trail systems.

Operation Greenlight provides funding for transit and transportation projects in Illinois, often through partnerships with regional agencies such as Metra who can assist in securing funding. The Illinois Tomorrow program (or its successor) is a state level initiative to increase the overall “livability” of Illinois communities, and includes the Illinois FIRST (Fund for Infrastructure, Roads, Schools and Transit) program focused on highways and mass transit, along with infrastructure and bicycle and pedestrian facilities. It should be noted that, in most cases, federal funds cannot be used to replace physical improvements that were originally funded using similar federal sources. For example, the relocation of commuter parking spaces originally funded with federal monies will not be eligible for federal funding again.

For communities who can demonstrate eligibility based on income data, federal Community Development Block Grant (CDBG) funds are available for a variety of physical upgrades and other initiatives. Maywood already utilizes CDBG funds for various projects, and should consider their applicability for implementation of various *Plan* initiatives. Additionally, the Illinois Department of Commerce and Economic Opportunity (DCEO) administers programs to assist with financing public infrastructure projects.

Metra may have access to additional funding sources allocated to Metra for use on commuter parking and commuter station improvement projects. These funds will likely include Operation Greenlight and CMAQ funds, but may also come from other sources.

## **Real Estate and Economic Development Resources**

A variety of funding assistance is available for real estate development projects, including grants, loans, bonds and tax credits. These can be used to lower development costs for a municipality directly involved in a project, or for a developer who can demonstrate community support for a project. These funds can be secured from

agencies such as the Illinois Development Finance Authority, the Illinois Housing Development Authority and the National Park Service (historic preservation tax credits), among others.

CDBG funds, mentioned previously, can also be used for projects related to real estate and economic development. In addition, programs are available through the U.S. Department of Housing and Urban Development (HUD) and U.S. Environmental Protection Agency (EPA) to alleviate costs for environmental remediation and increased energy efficiency.

Assistance with economic development, including direct support to new businesses through low-interest financing and technical and workforce training assistance, is available through DCEO and the U.S Small Business Administration (SBA), among others.

### **C. PRIVATE RESOURCES**

Private sources of funding can often be secured for specific projects or initiatives, in particular those with a cultural, historical or beautification emphasis. These sources could include grants or loans from philanthropic organizations or foundations, or loans from local financial institutions.

The Implementation Task Force (to be described below) should reach out to local community and cultural organizations and institutions to partner on applications for targeted funding to support various specific initiatives, or to take the lead in securing funding with demonstrated Village support. Examples of specific projects include beautification projects in Maywood Park, creation of a Veteran’s Memorial or other similar memorial within the civic campus area, renovation of the Masonic Temple Theatre, or the establishment of a cultural festival or arts series.

## **IMPLEMENTATION – CATALYST ACTIVITIES**

Plan implementation is a complex process, influenced by many variables – financial resources, community participation, property owner involvement, and intergovernmental relationships, just to name a few. While these variables will change over time, it is important to identify key actions, and the relationships among these actions, to begin effective implementation. These strategies include many of the activities described throughout the *Plan*. Strategies are grouped into two general categories as they relate to implementation: High Priority Actions, and Other Important Actions.

- ✓ **High Priority Actions-** These activities should be initiated as soon as possible, ideally within the next year. The Village and its partners should seek to make

significant progress on them within a year or two of *Plan* adoption. These are actions that require strong leadership by the Village and, as a group of activities, are important for creating momentum for change in the Downtown.

- ✓ **Other Important Actions-** These are activities that should be initiated within two to three years of *Plan* adoption, with significant progress achieved within four or five years. While these actions are important for successful implementation, they can follow behind the “High Priority Actions.”

## **A. HIGH PRIORITY ACTIONS**

High priority actions require the Village of Maywood to act as a direct “catalyst,” in order to jump-start implementation and achieve early, visible successes. This will build and sustain momentum in the implementation process. Activities should be initiated immediately. They will serve to demonstrate a sustained commitment to the area by the Village to the private sector and local businesses and residents, thus increasing interest in private investments.

### ***1. Establish an Implementation Task Force***

As soon as this *Plan* is adopted by the Maywood Village Board, an “Implementation Task Force” comprised of key Village representatives, members of the Steering Committee, and others should be established to move the *Plan* forward. The group would not only be responsible for helping to initiate and monitor plan activities, but to publicize and visibly advocate for the Downtown, and celebrate successes. Downtown implementation activities should be highly visible to the public. Meetings should be held on a regular basis to review ongoing initiatives and implementation progress. Key actions to be spearheaded by the Task Force will be long-term, involving the full breadth of downtown revitalization. Activities would include, but not be limited to:

- a. Provide assistance to property owners and developers, to ensure that projects meet the standards and intent of the *Plan*.
- b. Ensure that Village codes, ordinances and enforcement are appropriate and supportive of the *Plan*.
- c. Seek and secure funding for key initiatives, and coordinate with other agencies as needed.
- d. Identify and acquire sites for new municipal facilities.
- e. Acquire key properties or secure property owner agreements, as appropriate, to move the *Plan* forward.
- f. Issues Requests for Proposals (RFPs) related to high priority development projects.
- g. Monitor and address the balance of Downtown parking as redevelopment occurs over time.

- h. Establish procedures for the management of shared parking facilities as they occur.
- i. Coordinate Village efforts with Chamber of Commerce marketing efforts.

### ***2. Establish a Downtown Marketing Entity***

Establish a sub-group of the Chamber of Commerce whose efforts are focused solely on the Downtown, reflecting the Downtown as the Village’s “first choice” location for business and residential reinvestment. This Chamber group should work closely with the Implementation Task Force. The focus of activities would be to ensure business community leadership is fully apprised of Downtown activities and to advocate for business investment in the Downtown.

### ***3. Align Development Regulations to Support the Plan***

Working with Village staff, the Task Force should spearhead the preparation of appropriate code and map amendments, outlined below. Additionally, partnerships with other public agencies and districts should be established in order to secure agreement on the relocation or development of new public facilities within the Downtown.

- a. Amend the text and map of the zoning ordinance as needed to align Village regulations more closely with the intent of the *Maywood Station Area Plan* as they impact the Downtown. At a minimum, actions will include the following:
  - Consider the creation of an “overlay district” covering the TOD core area, creating a mechanism to allow greater scrutiny of proposed projects within the area for compliance with the intent of the *Plan*.
  - Reduce allowable densities and height within the B2 and B4 Districts in the Downtown to reflect allowable bulk within adjacent B1 and B3 areas, to ensure contextually scaled development. Alternatively, create new zoning districts to accomplish the same, including the creation of a new *Downtown Business District*.
  - Review and amend setback and other bulk requirements for application in the Downtown to more closely reflect the desired “traditional” character within the TOD core area.
  - Review and amend off-street parking requirements within the TOD core area to facilitate appropriately located and scaled off-street parking lots behind and/or between buildings.
  - Create a new mixed density residential zoning district. Rezone the existing M1 district north of the Union Pacific Railroad tracks for mixed density residential development in the future, restricting future industrial redevelopment to south of the railroad.
  - Review and potentially rezone selected blocks or portions of blocks currently zoned for business uses to encourage mixed use and/or mixed density

residential development south along 5th Avenue and along Main and Lake Streets, per the *Framework Plan*.

- Review and potentially rezone selected existing residential uses west of 5th Avenue and south of St. Charles Road currently zoned industrial to residential, per the *Framework Plan*.
- Review the mix of permitted and conditional uses within the business zoning districts to ensure a compatible mix of future land uses, as well as including those uses recommended as part of the *Plan*.

b. Bring additional municipal, cultural and recreational uses into the “civic campus” and other areas of the Downtown. Tax Increment Financing (TIF) and general Village revenues, along with appropriate federal and state funding and targeted private funding, should be pursued.

- Create a Cultural History Museum, and possibly a Visitor’s Center within the Downtown.
- Restore the auditorium space in the historic Masonic Temple building for use as a performance venue.

#### **4. Initiate “Pilot” Projects**

The following key projects should be actively pursued by the Task Force within the first year of *Plan* implementation, through direct property acquisition and/or securing property owner agreement to issue development RFPs. These projects will capitalize on very visible “high impact” sites to improve the overall perception of Downtown Maywood as a desirable redevelopment location. Demonstrating early and highly visible success will generate interest and enthusiasm among the citizens of Maywood, developers and financiers. While all available funding should be secured for these initiatives, the Village should utilize TIF-related incentives as a catalyst for generating early developer interest, and the TRP where applicable to secure and consolidate development parcels.

- a. Develop a new retail / mixed use building on Main Street just east of 5th Avenue, incorporating strong urban design features and fronting on a new public plaza at the corner of 5th Avenue and Main Street. This project will necessitate the relocation of 26 existing commuter parking spaces into a new, expanded lot east of the new building.
- b. Assemble property for a new multi-family residential development along 9th Avenue between Main and Lake Streets, per the *Framework Plan*. This should include Village acquisition of the large vacant industrial property that fronts onto 9th Avenue just north Main Street.

- c. Create a seasonal vendor’s marketplace within a new municipal parking lot along Lake Street, to provide a safe, off-street venue for vendors in the afternoons and on weekends during the warm months.

### ***5. Initiate Key Public Improvements***

Partnerships with IDOT, the Union Pacific Railroad and others will be necessary to pursue the actions outlined below. Public improvements, like the “pilot” projects described above, will be very visible and effective generators of excitement and support for the *Plan*. Federal and state funding, secured with the assistance of the Village’s partner agencies, will be an important component of funding for these initiatives, along with TIF and general Village revenues.

- a. Reconstruct and enhance 5th Avenue through the TOD core area. Streetscape improvements are described in more detail in the *Urban Design Concept* section, and include: upgraded paving and lighting at sidewalks, gateway features, bus pullouts, benches, refuse receptacles, planters and pole-mounted banners and flower pots.
- b. Vacate St. Charles Road east of 5th Avenue and eliminate the 4th Avenue at-grade railroad crossing, to allow for increased green space and more convenient parking facilities to be shared between commuters and civic campus users. While a preliminary traffic study has indicated that this closure is likely feasible from a traffic impact standpoint, further analysis will be needed to identify necessary traffic control and intersection geometric improvements.

## **B. OTHER IMPORTANT ACTIONS**

These actions should be initiated within two to three years of *Plan* adoption, with significant progress achieved within four to five years. They are divided into related groups of actions for ease of reference. Like the High Priority Actions above, they should be undertaken in parallel, as each provides support to the other in the overall *Plan* implementation process. Should the opportunity arise, of course, they should be initiated as soon as possible.

### ***1. Downtown Station Area Image***

The Chamber of Commerce, Public Library, School District, Parks and Recreation Department and other community organizations will be key partners for these initiatives. Some targeted private funding may be secured for these initiatives, to supplement government sources of support. These actions will help to solidify the Downtown’s image within the community and beyond.

- a. Undertake culturally focused marketing efforts, to potentially include: informational maps and brochures about Downtown businesses and amenities;

coordinated advertising and promotional events such as sidewalk sales; and, the recurring use of the term “Downtown” in describing the area.

- b. Organize community-wide events to occur within the Downtown area, so that Maywood residents and others begin to view it as the “heart” of the community.
- c. Continue to actively market and utilize the Commercial Property Improvement Program to encourage exterior improvements to existing commercial properties throughout the TOD core area.
- d. Focus Village efforts on the general maintenance and upkeep of public areas in the Downtown. While the Union Pacific Railroad is actually responsible for maintenance of the Maywood Metra station facilities, it will be necessary for the Village to periodically supplement these efforts to maintain standards of quality and appearance.

## ***2. Land Use and Redevelopment***

These actions will build upon the initial activity generated by the High Priority Actions described previously. Early successes will make these initiatives easier to get off the ground, as interest in the Downtown grows. Funding for these initiatives will consist largely of providing support as needed to developers and businesses who are seeking financing and technical assistance available directly to them. TIF incentives and pre-development assistance with Village-secured funds will also be necessary, as will encouraging the use of available Enterprise Zone incentives and IHDA mortgage programs.

- a. Encourage and facilitate the establishment of additional commercial businesses within the Downtown Station Area.
  - Concentrate commercial uses near the intersection of 5th Avenue and Lake Street in an approximately four-block TOD core area north of the Metra/Union Pacific-West Line. Businesses to encourage in the area include: coffee shops, casual and full-service restaurants, arts-oriented shops, other specialty shops and convenience services.
  - Other types of uses that can encourage “foot traffic” within the TOD core area include: medical and professional offices, business services (such as a copy shop) and a continuing education facility operated by a local community college.
  - Relocate existing Village businesses that can benefit from co-location and access to commuters into the Downtown as it redevelops.
  - Concentrate auto-related businesses in contiguous areas at the east and west ends of Lake Street, and encourage relocation to other sites within Maywood over the longer term.

- b. Bring additional businesses and other appropriate uses into the St. Charles Road “business park.”
  - Pursue small-scale, start-up businesses (including high-tech) to occupy space within the St. Charles Road “business park.”
  - Consider relocating the Village Public Works facility into the business park, should the opportunity arise.
  
- c. Facilitate and encourage new and improved housing in the Downtown area.
  - Create incentives and/or secure funding to support the development of market-rate owner-occupied housing of various types within the area (detached, attached, condominium, co-op), to encourage an increased “stake” in the community among residents near the Downtown.
  - Create incentives and/or secure funding to support the renovation of existing sound housing in appropriate locations near the Downtown.
  - Require the creation of small-scale “tot lot” parks in conjunction with new residential developments.
  
- d. Bring additional municipal, cultural and recreational uses into the “civic campus” and other areas of the Downtown. Tax Increment Finance and general Village revenues, along with appropriate federal and state funding and targeted private funding, should be pursued.
  - Relocate Village Hall to a prominent site in the commercial core, preferably across from the Maywood Public Library.
  - Develop an outdoor amphitheater near the Maywood Public Library.
  - South of the Union Pacific Railroad and near the Metra Station, create an attractive green space, suitable for community events and programs.
  - Encourage and facilitate the renovation of the Masonic Temple Theatre for public use.
  - Encourage and facilitate the creation of riverfront amenities (including riverfront walking paths and canoe launches) along the Des Plaines River.

### ***3. Access, Circulation and Parking***

Federal and State funding secured with the assistance of public agency partners will be critical for the implementation of these actions, as will close coordination with regional and state agencies and impacted property owners. Use of the Village’s existing 50/50 Sidewalk Replacement Program should also be encouraged. These actions will improve mobility within the area as the level of activity increases due to new development.

- a. Implement the following improvements related to pedestrian access and safety:

- Create a complete pedestrian circulation network, including sidewalks and crosswalks, throughout the Downtown area.
  - Install pedestrian-activated crosswalk signals at all signalized intersections in the station area.
  - Create attractive pedestrian linkages to Maywood Park, the Forest Preserve and future Des Plaines River amenities from the Downtown.
- b. Implement the following improvements related to traffic access and flow:
- Implement traffic signal prioritization (TSP) for Pace buses along 5th Avenue and Lake Street.
  - Create on-street bike routes, with dedicated lanes if feasible, leading to Downtown Maywood and the Metra station from surrounding neighborhoods.
  - Consider mechanisms to limit “cut-through” traffic on side streets and alleys as redevelopment occurs.
  - Consider implementing cul-de-sacs and/or a loop road configuration within the business park area, to help ensure that business park-related traffic primarily utilizes St. Charles Road.

#### ***4. Public Improvement Projects***

In addition to the high priority improvements identified above, several other important public improvement projects should be pursued. Partnerships with IDOT, Metra, the Union Pacific Railroad and others will be necessary to pursue the actions outlined below. Federal and state funding, secured with the assistance of the Village’s partner agencies, will be an important component of funding for these initiatives, along with TIF and general Village revenues.

- a. Enhance the Metra station facility. Improvements are described in detail in the *Urban Design Concept* section, and include: new platform paving, platform shelters, well-defined bus pullout areas, designated ‘kiss-n-ride’ parking spaces, upgraded lighting, information kiosk(s), benches, refuse receptacles, and decorative fences and landscaping.
- b. Subject to the elimination of the 4th Avenue at-grade railroad crossing, relocate the outbound Metra boarding platform to east of 5th Avenue.

- c. Implement Downtown parking improvements. Utilize well located Village-owned and vacant parcels, and acquire additional properties as needed, to create new parking lots for shoppers, commuters and institution visitors. Pursue a shared parking arrangement with the public library for any new parking located near the library.

### ***5. Urban Design***

Building upon the “high impact” actions contained in the High Priority section above, the following actions will continue the aesthetic improvements of the larger area, building upon the improvements completed initially in the most visible locations. Partnerships with IDOT, Metra, the Union Pacific Railroad and others will be necessary to pursue the actions outlined below. Federal and state funding, secured with the assistance of the Village’s partner agencies, will be an important component of funding for these initiatives, along with TIF and general Village revenues.

- a. Implement the following improvements related to streetscape and Downtown signage:
  - Create a unified streetscape image within the commercial core area beyond 5th Avenue and the Metra station through the use of consistent and recurring visual elements. Streetscape improvements are described in more detail in the *Urban Design Concept* section, and include: upgraded paving and lighting at sidewalks, gateways, benches, refuse receptacles, banners, planters and pole-mounted flower pots.
  - Announce arrival to the Downtown area through the use of “gateway” features at main entry points.
  - Implement a consistent Downtown “wayfinding” signage system.
- b. Implement the following landscaping improvements throughout the Downtown area:
  - Provide attractive perimeter buffer treatments and internal landscaping at Downtown parking lots.
  - Where feasible, install low plantings adjacent to the Union Pacific Railroad right-of-way, subject to Metra landscape guidelines to ensure adequate visibility at crossing locations.
  - Provide improved walking paths and planting areas in Maywood Park.
  - Install adequate perimeter buffering at the St. Charles Road “business park” to shield business activities from adjacent residential areas.
- c. Implement and/or create incentives to encourage the following improvements related to architectural design and preservation within the Downtown area:
  - Develop design guidelines for the construction of new, and the renovation of existing commercial and multi-family residential structures.

- Consider establishing a Design Review Committee to enforce the design guidelines.
- Support private sector efforts to improve and restore Downtown building facades and business signage to a more traditional and authentic appearance, including any necessary stabilization of deteriorating facades.
- Encourage appropriate preservation and renovation of landmark structures and other buildings of high architectural quality throughout the area.
- Encourage the upgrading of existing industrial buildings and structures, and the repaving and landscaping of existing off-street parking and storage areas in the St. Charles Road “business park” area.

The Village of Maywood, in cooperation and partnership with others as described in this final section of the *Plan*, is poised to begin the vitally important process of reestablishing Downtown Maywood as the heart of the community, both symbolically and functionally. This *Maywood Station Area Plan* provides the vision, policy guidance and implementation direction needed by the Village and its partners to capitalize on positive regional development trends, existing transit services, established civic and recreational amenities, and the community’s desire to “raise the bar” in its redevelopment efforts.