

Village of Melrose Park, Illinois Lake Street Corridor Plan



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HOUSEAL
LAVIGNE
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Village of Melrose Park, Illinois
Lake Street Corridor Plan

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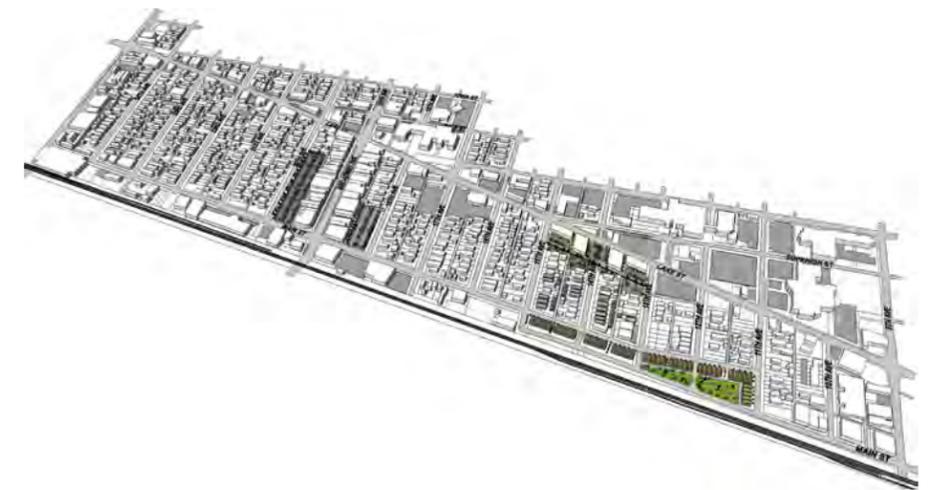
We would like to thank Metra, the Regional Transportation Authority (RTA), and Pace for their assistance and insight throughout the planning process.

A special thank you goes to everyone who participated in the planning process for the Village of Melrose Park's Lake Street Corridor Plan. This Plan was made possible by the contributions and insights of the residents, business persons, property owners, and representatives from various groups and organizations.

Table of Contents

| | |
|--|-----------|
| Section 1: Introduction | 2 |
| Section 2: Existing Conditions | 6 |
| Section 3: Framework Plan | 10 |
| Section 4: Subarea Concepts | 14 |
| Section 5: Transportation Plan | 22 |
| Section 6: Land Use Plan | 26 |
| Section 7: Urban Design and Guidelines Plan | 30 |
| Section 8: Marketing and Promotion | 36 |
| Section 9: Implementation | 38 |

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Section 1:

Introduction

Section 1: Introduction

The *Lake Street Corridor Plan* examines the area along Lake Street, between 9th Avenue and 25th Avenue, including the properties fronting the north side of Lake Street and the area south of Lake Street to the Metra/Union Pacific West (UP-W) Line. The Study Area includes a wide variety of uses including commercial, residential, industrial, transit, and a mix of community facilities. The Study Area also includes the Broadway Avenue Business District, the “historic heart” of the Melrose Park community, which is a pedestrian-oriented mixed-use district centrally located within the corridor.

Several important community assets of the Village are located within the Lake Street Corridor Study Area, including the Melrose Park Metra Station, Police Station, Library, Veteran’s Park District Administration Offices and the Andrew Leo Memorial Pool, and the Triton College Community Center. Several schools also exist within the Study Area, including Melrose Park School, Walther Lutheran High School, St. Paul Lutheran School, H. McNelty School, High School of the First Baptist Church, and the Westlake Hospital. These facilities strengthen the overall stability of the Corridor and should serve as a foundation for future improvement of the area.

This Plan reflects the Village’s desire to relocate the Melrose Park Metra Station from its existing location and

incorporate it into a consolidated station in Bellwood, along the west side of 25th Avenue, adjacent to the Lake Street Corridor Study Area. This new location would allow for the creation of a larger transit facility, which could better serve Melrose Park and surrounding communities, and still provide convenient access and service to the Lake Street Corridor Area. Therefore, even if the station moves a few blocks to the west, Metra service will remain an important component of the area.

The *Lake Street Corridor Plan* seeks to improve and revitalize all areas of the corridor, including the commercial and retail areas, single-family and multi-family residential areas, traffic and parking conditions, and open space and community facilities. The Plan identifies the different functional sub-areas within the Corridor Study Area and establishes improvement and redevelopment recommendations for each. The Plan illustrates the potential for the different areas of the Corridor and seeks to establish the desired character and approach for the successful revitalization of the entire Study Area.

Purpose of the Lake Street Corridor Plan

The *Lake Street Corridor Plan* is Melrose Park’s official policy guide for physical improvement and development within the Lake Street Corridor. It considers not only the immediate needs and concerns of the community, but also projects improvement and development 10 to 15 years in the future. The Plan will help guide development, redevelopment, improvement, and overall revitalization of the Lake Street Corridor.

The *Lake Street Corridor Plan* helps to preserve and protect important existing features and resources, coordinate new growth and development, and establish a strong and positive community image and identity.

The *Lake Street Corridor Plan* helps to improve each of the different functional areas of the Corridor, by identifying improvement recommendations and redevelopment strategies to preserve and protect important existing features and resources, coordinate new growth and development, and establish a strong and positive community image and identity.

The *Lake Street Corridor Plan* establishes the “ground rules” for private improvement and development within the Corridor. It provides guidelines by which the Zoning and Planning Board and Village Board can review and evaluate private development proposals. The Plan also serves as a guide for public improvements,

and can help to ensure that local dollars are spent wisely and in a cost effective manner.

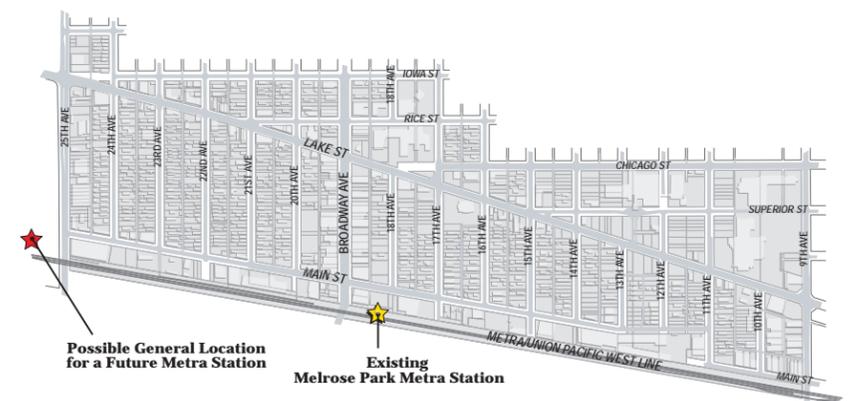
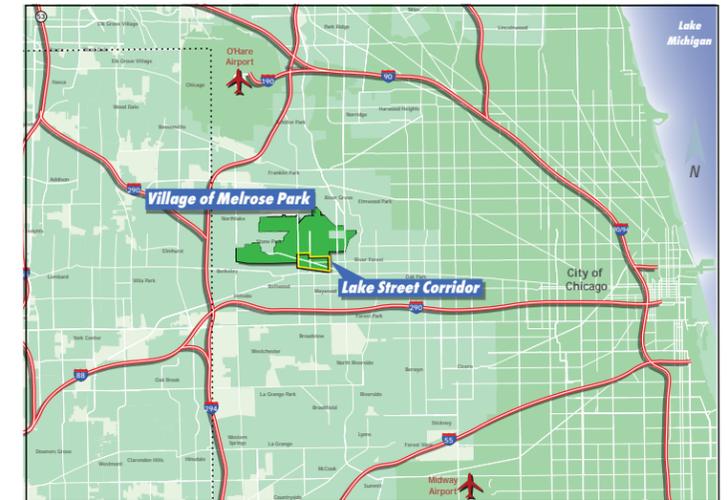
The *Lake Street Corridor Plan* provides a basis for updates to zoning regulations, and direction and rationale for capital improvement plans, all of which should be used to implement planning policies and recommendations.

Finally, the *Lake Street Corridor Plan* serves as an important marketing tool to promote Melrose Park’s and the Corridor’s unique assets and advantages, and it should be used to achieve the desired vision of the Corridor, while helping to attract new families, new businesses, and desirable new development to the Corridor.

The Planning Process

The Lake Street Corridor planning process incorporated a seven-step work program that entailed analyzing existing conditions, identifying issues and concerns, formulating a clear vision for the future, establishing goals and objectives, developing and evaluating alternative plans and policies, and preparing final *Lake Street Corridor Plan* recommendations. The process was designed to produce a *Lake Street Corridor Plan* that will accommodate area revitalization, desirable new growth and new development.

Figure 1: Community Setting



Melrose Park’s Lake Street Corridor Plan is generally defined as the area along Lake Street, between 9th Avenue and 25th Avenue, including the properties fronting the north side of Lake Street and the area south of Lake Street to the Metra/Union Pacific West Line. The Study Area includes several important assets to the Village, including the Melrose Park Metra Station, Police Station, Library, two schools, and a hospital. The Corridor also includes a variety of uses including commercial and retail, single-family and multi-family residential, and industrial.

The possible relocation of the Metra facility to a location just west of 25th Street is discussed in greater detail in the Plan. A new station at this location would still provide convenient access to transit for the area, and Metra would continue to be an important asset of the Lake Street Corridor.

Community Outreach

Community outreach and citizen participation served as the cornerstone of the planning process. Residents, business persons, and other stakeholders were engaged throughout the planning process to solicit insight and gather feedback on a variety of issues facing the Corridor. Outreach activities included Planning Advisory Committee meetings and workshop, community workshops, key person interviews, and an on-line questionnaire.

Several issues and concerns were identified through the community outreach efforts that helped to focus planning efforts throughout the process. Although responses varied somewhat with the different groups and different outreach activities, several main themes emerged as being most important to residents and stakeholders.

Key Issues & Concerns:

- **Parking** – need for more, safer, and better parking
- **Traffic and Circulation** – need to reduce congestion and improve overall traffic flow
- **Retail/Commercial, Mixed-Use Development** – need new development and better uses
- **Streetscape** - improve the appearance and quality of the public rights-of-way
- **Housing Stock** – develop new housing and improve existing

- **Public Safety** – improve safety and reduce crime in area
- **Restaurants** – need more restaurants and outdoor dining
- **Widen Lake Street** – to narrow to accommodate on-street parking and through traffic

Below is a brief summary of the different outreach events that were conducted as part of the planning process. Detailed summaries of the outreach activities are on file with the Village.

Project Initiation Workshop

A Project Initiation Workshop was conducted on April 25, 2006 at Village Hall. 9 committee members participated in the workshop.

Top cited issues or concerns:

- New retail/commercial
- Streetscape improvements
- Parking
- Safety
- Street Surface
- Improved cleanliness
- Residential areas
- More diversified/upscale retail/restaurants
- Diverse housing
- Parks and recreational open space

Least desirable uses/development:

- Dollar stores
- Large apartment buildings
- Fast food
- Large grocery stores

Community Workshop

The Community Workshop was conducted on May 1, 2006 at the Melrose Park Senior Center located at 900 N 25th Street. 16 members of the public participated in the workshop.

Top cites issues and concerns:

- Improve appearance and cleanliness
- Safety and crime
- Lake Street widening
- Signs
- Parking
- More restaurants
- Widen Lake Street
- Better stores/retail

Most desirable uses/development:

- New retail
- Residential development
- Restaurants
- Walkways/pedestrian friendly atmosphere
- Amenities for kids
- Library

Least Desirable uses/development:

- Adult book stores/strip clubs
- More bars/taverns
- More used car dealerships
- More dollar stores

Key Person Interviews

Nine individuals who possess various interests and insights into the Corridor were selected. Persons interviewed included residents, public officials, realtors, representatives from the business community, and representatives of local institutions. Interviews were conducted between July 25th and July 31st, 2006.

What do you believe are the primary weaknesses and disadvantages of the Lake Street Corridor?

Most interviewees cited traffic congestion (including the need to widen the street and lack of available parking), lack of commercial/retail/restaurant variety; poor aesthetics/appearance; and safety concerns as the primary weaknesses of the Lake Street Corridor. Others noted weaknesses/disadvantages include: overcrowding; seniors moving out of the area to find suitable housing; lack of new stores; lack of store façade uniformity; lack of parking for retail and commercial uses; the difficulty of making a left turn going south along Lake Street; and the need to expand the *Lake Street Corridor Plan* to include the area between 25th Avenue and Mannheim Road.

What do you consider to be the single most important issue confronting the Lake Street Corridor today?

The need for improved transportation access and circulation (including wid-

ening Lake Street and improved parking); improved safety; commercial/retail and mixed-use development, and improving the aesthetics (includes, landscaping, store fronts and facades) within the Corridor were the four most popular responses.

On-Line Questionnaire

Understanding that not everyone is able to attend a scheduled public meeting or workshop, an On-Line Questionnaire was posted on the Project Website to provide residents and business persons an alternative means to provide feedback into the planning process. Thirteen (13) individuals completed and submitted the on-line questionnaire. Highlights of the questionnaire results are provided below.

What are the primary strengths of the Corridor?

Location; police station; Melrose Park Metra Station; hospital; and the Library.

What are the primary weaknesses of the Corridor?

Condition of commercial areas; overall community character; condition of residential areas; lack of available shopping; lack of parking; infrastructure; public safety; and lack of open space.

Do you use the Melrose Park Metra Station on a regular basis?

83% said no; 17% said yes

How do you rate the following facilities?

83% rated Lake Street as “poor” – it was the worst rated facility.

How do you rate the overall quality of housing stock in the Corridor?

85% rated quality of the housing stock as poor.

How important is it to attract new commercial?

100% rated the need to attract new commercial as very (77%) or somewhat (23%) important.

What is the Corridor's #1 need?

Revitalizing the commercial areas was the top rated need.



Section 2:

Existing Conditions

Section 2: Existing Conditions

This section of the *Lake Street Corridor Plan* presents a brief overview of the existing conditions that were inventoried and analyzed as part of the planning process. Existing conditions establish the context for planning and presents the obstacles and opportunities that must be considered in the planning process. The existing conditions presented in this section reflect information gathered during the summer of 2006.

Market Analysis

The development opportunities in the Lake Street Corridor arise primarily from the existing anchors of the Study Area. Broadway is a well-established retail area, with many establishments catering to Hispanic patrons. It serves the local neighborhood as well as attracting shoppers from outside the area. Expansion of existing business establishments or the recruitment of new stores and business will create demand for new commercial space. Independently owned retail shops offering apparel, home furnishings, beauty supplies, jewelry, and books are likely to find market support.

Westlake Hospital is important in several ways. The medical center spins off demand for professional offices and health-related services on Lake Street. Second, the presence of the hospital encourages development that will link local employment and housing in the neighborhood. In addition, hospital employees create demand for retail, restaurants, and services.

There is a demand for additional residential housing units in the area. Low-density, including single-family detached and attached, and smaller multi-family residential developments are needed. Larger/higher density residential development may also be viable in select locations, but should not comprise the majority of new residential development.

Lake Street cannot compete with North Avenue or other high-traffic corridors for most national chain retailers, particularly those with large-format stores. One exception is in drugs stores, a retail category in which the Study Area is underserved. Additional restaurants and auto service retailers are good prospects for Lake Street as well, although auto service stores may not be desirable due to typical characteristics of outdoor vehicle storage, noise, overall appearance, and parking requirements. As larger parcels are assembled and made available, the likelihood of attracting a national chain store may increase.

Existing Land Use

The existing land use pattern of the Lake Street Corridor is characterized by a scattering of vacant sites and structures in a built-up environment, consisting mostly of single family homes, attached and multi-family residential developments, with industrial and commercial properties located generally along Lake Street, Main Street, and Broadway Avenue.

- **Vacant** – Vacant parcels exist along Lake Street, Main Street, 25th Avenue, and in the primarily residential areas in between.
- **Residential** – The residential areas are characterized by single family homes, two-four flats, and attached and multi-family developments, in a relatively dense development pattern.
- **Open Space** – A few small green space areas and tot lots are located throughout the area, primarily along 18th Avenue, and Lake Street.
- **Commercial** – Commercial uses within the Corridor are primarily focused along Lake Street, Main Street, and Broadway Avenue, including a range of retail, restaurant, and service uses.
- **Office** – A limited amount of office space exists within the Corridor, along Lake Street and Broadway Avenue.
- **Industrial** – Industrial uses are located along the south side of Main Street, with additional industrial uses along 25th Avenue and 9th Avenue.
- **Public/Semi-Public** – Several public and semi-public land uses are located in the Corridor, including municipal, Park District, transit, school, religious institutions, and hospital uses.

Current Zoning

As identified in the Current Zoning graphic, the Lake Street Corridor Study Area contains three of the Village's six zoning classifications:

- **Two Flat Residential** - This is the only residential zoning district within the Corridor.
- **Commercial** - Commercial zoning is located along Lake Street and Broadway Avenue within the Corridor.
- **Light Manufacturing** - This zoning classification is located along the east side of 25th Avenue, south of Main Street, and between 9th Avenue and mid-block between 10th and 11th Avenues.

Community Facilities

Several community facilities exist within the Lake Street Corridor, including: Municipal Facilities (Public Safety Building, Public Works, Water and Sewer, Street Department, Police Department, and Library); Melrose Park Metra Station & commuter parking; Melrose Park Chamber of Commerce and Industry; Veteran's Park District Administration Office and Andrew Leo Memorial Pool; Triton Community Center; Religious Institutions (First Baptist Church of Melrose Park; St. John Church; St. Paul Lutheran Church); Schools (St. Paul Lutheran School; H. McNelty School; High School of the First Baptist Church; Melrose Park School); and Westlake Community Hospital.

Transportation, Circulation and Parking

Lake Street Corridor is served by an established roadway system that provides access to the Corridor from surrounding areas and enables the movement of people and vehicles within and around the Corridor and the Village.

- **Arterial Streets** – The primary purpose of arterial roads is to move traffic through the community. 25th Avenue is the only arterial street within the Study Area. According to IDOT, 25th Avenue averages 15,500 to 20,900 daily vehicle trips for the section within the Study Area.
- **Collector Streets** – Collectors are intended to collect traffic from local streets and move the traffic toward arterial streets for efficient flow. Lake Street is the only major collector street located within the Study Area. According to IDOT, the section of Lake Street that is within the Study Area has between 12,400 and 16,600 average daily vehicle trips.
- **Minor Collector Streets** – Broadway Avenue is a minor collector within the Lake Street Corridor. Broadway Avenue is bidirectional, with one northbound lane and one southbound lane, and has angled, on-street parking along both sides.
- **Parking** – There are a number of types of parking areas within the Lake Street Corridor. The

majority of the roads within the Study Area allow on-street, parallel parking. Large surface parking lots are located throughout the Corridor specifically near the Metra Station, just west and east of Broadway Avenue, and near the Westlake Community Hospital. Nine surface parking lots totaling approximately 642 spaces have been identified. The Melrose Park Metra Station commuter parking lot, on the northwest corner of Main Street and 18th Avenue contains 49 spaces. Eight of these are reserved for the Village Police Department, two are reserved for disabled parking, and 39 are for commuters. These spaces can be legally parked in by paying \$1.50 per day or \$120 for a six-month Village pass.

On an average weekday 77% (30 of the 39) of the commuter spaces are occupied. Metra has estimated the need for new parking at the four stations located in Metra's Union Pacific West Line's Fare Zone C based on NIPC household forecasts to 2030. It is estimated that between 200 and 300 new commuter parking spaces will need to be added by 2030 at the Melrose Park Metra Station in order to support the anticipated development and household growth in the area. The projection also takes into account that the existing commuter spaces remain. This projection does not take into account Metra's proposed Core

Capacity Upgrade of the Metra/ Union Pacific West (UP-W) Line. An Alternatives Analysis study by Metra for this project is underway. Metra is currently pursuing Federal “New Starts” funding for this project. As a result of this project, more detailed ridership and parking projections for this fare zone will be completed by early 2007. An additional Village parking lot, two properties to the north, contains 40 spaces that also requires Village Parking permits.

- **Public Transportation** - In general, the residents of Melrose Park are well served by public transit. There are five Pace bus routes that serve the Study Area, Pace Routes 303, 309, 313, 325, and 393.

The area is also served by the Melrose Park Metra Station which is located near the intersection of Broadway Avenue and Main Street, north of the Metra/Union Pacific West Line. The Metra/ Union Pacific West Line runs from Elburn to Chicago’s Ogilvie Transportation Center. The Melrose Park Station is between the Bellwood Station to the west, and the Maywood Station to the east. The Melrose Park Metra Station is located within the Metra/Union Pacific West (UP-W) Line’s Fare Zone C. The station is served by 15 inbound and 14 outbound Metra/Union Pacific West (UP-W)

Line trains every weekday. The station is also serviced by five inbound and outbound trains on Saturdays, and five inbound and four outbound trains on Sundays. Pace bus routes 303 and 313 provide service to the Melrose Park Metra Station.

Based on Metra’s Fall 2002 Boarding & Alighting Counts, boardings at the station total 109 per weekday, with 99 boardings in the morning. Approximately 20 riders board Metra trains each weekend day at the Melrose Park Metra Station. Based on Metra’s Fall 2002 Origin-Destination Survey, the origins of the majority of passengers boarding trains at the Station are Melrose Park (55%) and Maywood (12%). The rest come from other surrounding villages, including Stone Park, Bellwood, Broadview, Northlake, and Westchester. Based on the same survey, the majority of riders drive alone (61%) to the station, while the rest either walk (16%), are dropped off (22%), or arrive via another mode (1%). The survey also shows that the majority of Melrose Park residents that ride Metra board at the Melrose Park Metra Station (54%), while the Franklin Park Metra Station (22%) attracts some residents. Other stations where Melrose Park residents board AM trains include River Forest, Maywood, River Grove, Mount Prospect, Bensenville, Bellwood, and Ogilvie

Transportation Center. Upon further study, the survey results indicate that the residents living in the northern portion of the Village are the ones using the Franklin Park Metra Station and the residents boarding trains at the Maywood Station live on the east side of Melrose Park. The Metra riders who live near the Melrose Park Metra Station use that station.

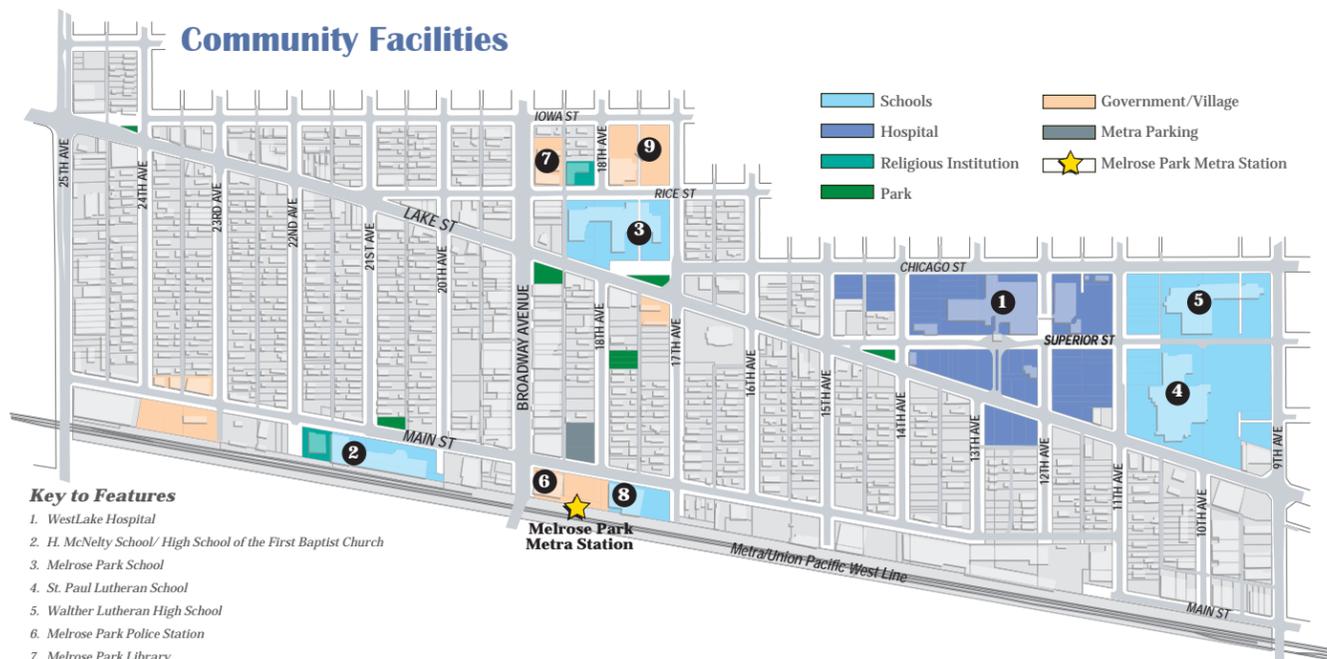
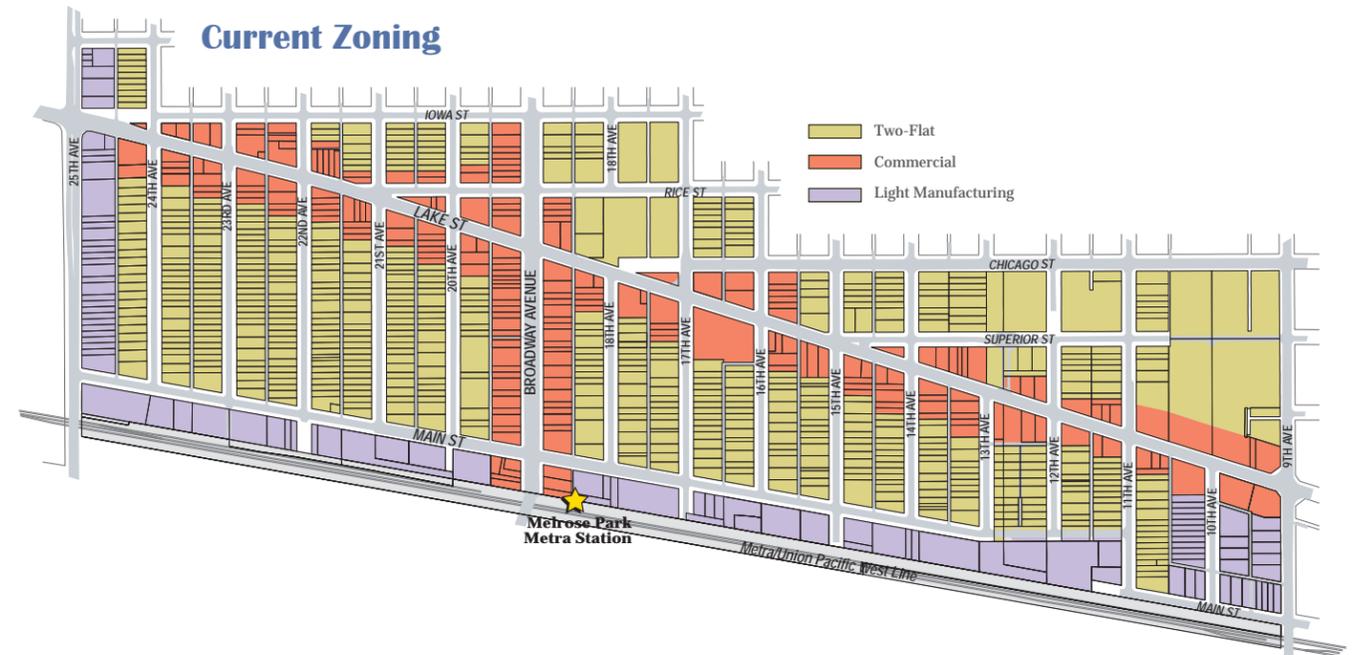
The table below shows the survey results:

Table 1: Stations Used by Melrose Park Residents

| Stations Used by Melrose Park Residents (AM boardings) | | | |
|---|------------|------------|----------------------|
| Station | Line | Riders | Percentage of total* |
| Melrose Park | UP-W | 55 | 54% |
| Franklin Park | Milw-W | 22 | 22% |
| River Forest | UP-W | 8 | 8% |
| Maywood | UP-W | 7 | 7% |
| River Grove | Milw-W/NCS | 2 | 2% |
| Mount Prospect | UP-NW | 2 | 2% |
| Bensenville | Milw-W | 2 | 2% |
| Ogilvie Transportation Center | UP-W/N/NW | 2 | 2% |
| Bellwood | UP-W | 2 | 2% |
| Total | | 102 | 100% |

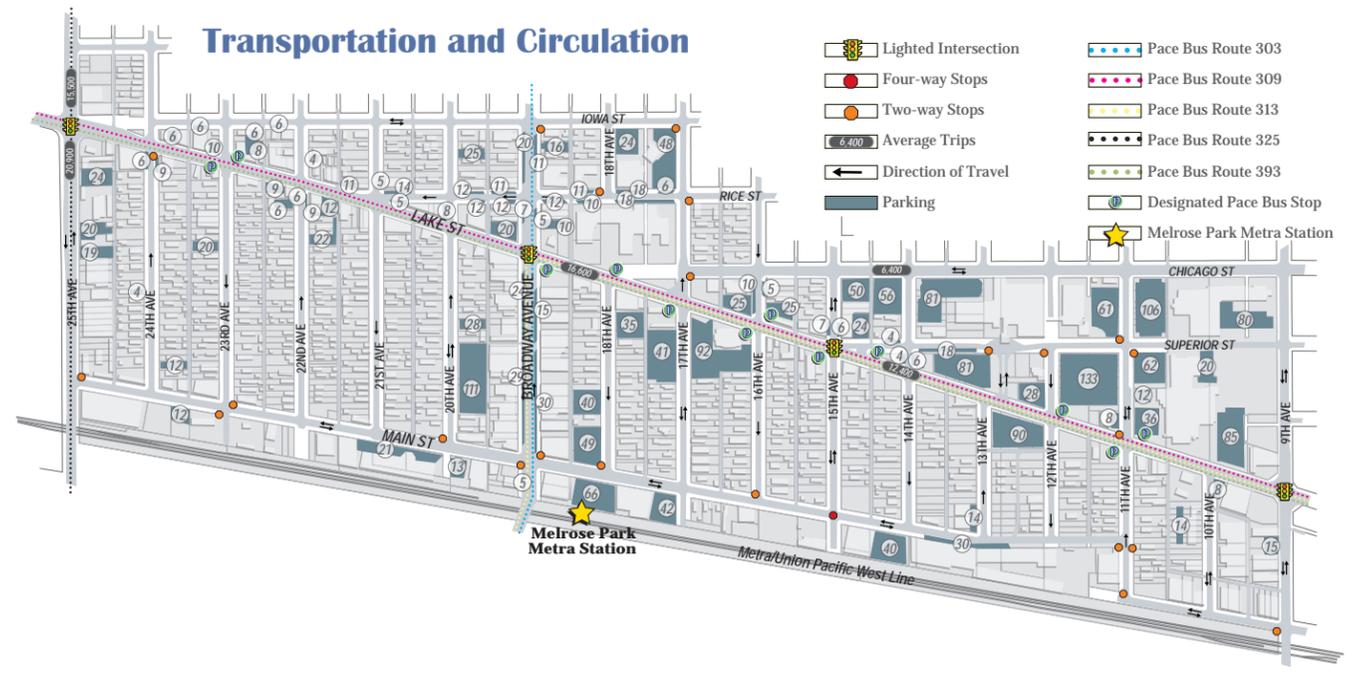
* Total may not equal sum of records due to rounding.
Source: Metra’s 2002 Origin-Destination Survey

Figure 2:
Existing Conditions



Key to Features

- WestLake Hospital
- H. McNelly School/ High School of the First Baptist Church
- Melrose Park School
- St. Paul Lutheran School
- Walther Lutheran High School
- Melrose Park Police Station
- Melrose Park Library
- Triton College Community Center
- Veteran's Park District Administration Offices and Andrew Leo Memorial Pool





Section 3:

Corridor Framework Plan

Section 3: Corridor Framework Plan

Based on an inventory and analysis of existing conditions and future potentials, and input from Village residents, business persons, and officials, a Corridor Framework Plan has been developed. The Framework Plan establishes the overall desired character of the Corridor and identifies the primary planning policies and objectives.

Lake Street Corridor Commercial

The commercial properties along the north and south sides of Lake Street should be prioritized for commercial and mixed-use development/re-development. Whenever possible, adjacent smaller sites should be consolidated to create larger sites with greater redevelopment potential. The possibility of incorporating adjacent residential properties into commercial redevelopment should be considered on a case-by-case basis. In all instances, appropriate buffering/screening should be provided to protect residential areas from commercial activity. The cul-de-sacking of some streets may also be appropriate at certain locations to accommodate appropriate and desirable new development. Where sufficiently sized sites can be created, consideration should be given to multi-story mixed-use buildings comprised of commercial/retail on the ground floor and residential or office uses on the upper floors. All new development should provide sufficient off-street parking. In order to improve the overall parking situation for the area, incentives should be considered when additional parking can be provided to accommodate the parking demand for adjacent or nearby uses.

Broadway Avenue Business District

The Broadway Avenue Business District should remain a pedestrian-oriented mixed-use area. Buildings should be located at or near the sidewalk in order to maintain the historic “streetwall” development pattern. Buildings should typically be 2-3 stories in height, with retail on the ground floor and professional offices and possibly residential units above. One story buildings should be discouraged. Because on-site parking is typically not available, on-street parking should be maximized and safe and attractive public parking lots should be strategically located and easily accessible. Several buildings are in sound condition. A façade program should be established to assist property owners and tenants with building rehabilitation and improvement.

Residential Neighborhoods

The residential neighborhoods located south of Lake Street and North of Main Street should remain predominantly single-family detached, but should also accommodate some other housing types in select locations. Although this area is currently zoned for two-flats, the Plan encourages the transition of the area back to a single-family detached residential neighborhood. While existing duplexes, four-eight flats, and some smaller multifamily developments may remain, any new residential infill development in this area should be designated for single-family detached residential. Several opportunities exist for infill development on vacant and underutilized sites. New infill development should be compatible with the size and char-

acter of the existing homes. Overtime, the neighborhoods should provide an attractive mix of new and older single-family homes.

Main Street Rowhouse and Institutional Corridor

The area between Main Street and the Metra/Union Pacific West Line should be targeted as a row house/institutional area. The existing institutional and public/quasi-public uses should remain and the existing industrial uses should be relocated to other appropriately zoned industrial areas of the Village. The existing industrial uses are not compatible with the adjacent residential neighborhood and their prolonged existence in this area would be counterproductive to the Village’s efforts to revitalize nearby residential areas. In addition to accommodating new rowhouse and townhome development, additional community facilities should be considered appropriate, provided the facilities are compatible with adjacent residential uses. Any new development should be oriented toward the street, with buildings located near the sidewalk. Curb-cuts should be kept to a minimum. Residential developments should have attached rear loading garages to prevent the street-facing facades from being a series of garage doors. Shared rear access drives should be used to allow access to several units from one common Main Street curb-cut.

Melrose Park Metra Station Alternatives

This Plan accommodates two different approaches to providing Metra service to Melrose Park and the Lake Street Corridor Area: (1) The

Village’s preferred alternative entails creating a larger “consolidated” Metra Station facility by relocating the existing Melrose Park Metra Station and combining it with the Metra Station facility of an adjacent community. If located on a sufficiently sized parcel, a larger “consolidated” Metra facility could provide significantly more parking and be more easily accessible to Melrose Park residents, residents of neighboring communities, and people from an even greater area. Such a station could serve as a more “regional” transit facility, rather than a local facility, accommodating more commuters from a greater area, thereby increasing the number of people for whom Metra would be a viable commuting option. (2) The other alternative is to keep the Melrose Park Metra Station at its current location and provide sufficient parking to accommodate current and future ridership levels. The mixed-use environment of the Lake Street Corridor can support either approach.

Urban Design Improvements Several urban design improvements are needed to successfully improve the appearance, attractiveness, and overall character of the Lake Street Corridor. Key intersection improvements, gateways/entry features, streetscaping, pedestrian amenities, pavement treatments, directional signage, and other improvements should be strategically utilized throughout the Corridor.

25th Avenue and Metra/Union Pacific West Line Grade Separation

The proposed grade separation of 25th Avenue and the Metra/Union Pacific

West Line will have an impact on the uses along 25th Avenue north of Main Street. The grade separation will likely eliminate some of the industrial properties from being viable development sites and it will likely severely impact the access to remaining properties along the east side of 25th Avenue south of Lake Street. The grade separation will also likely result in the elimination of the 25th Avenue/Main Street intersection. Traffic circulation patterns in the adjacent residential neighborhood will be impacted and residential properties will need to be adequately buffered from the resulting increase in traffic noise and grade changes. This would need to be discussed further with the Union Pacific Railroad.

Pedestrian Connectivity In a mixed-use environment, such as the Lake Street Corridor, pedestrian circulation and connectivity is essential. Pedestrians and cyclists should be able to travel safely between the residential, commercial, transit, recreation, school, and institutional uses within the Corridor. A network of sidewalks, linear parks, and off-street paths should be developed to link open spaces and the different areas of the Corridor Study Area. Paths should be safe, attractive, easily accessible and appropriately designed to accommodate a variety of travel modes.

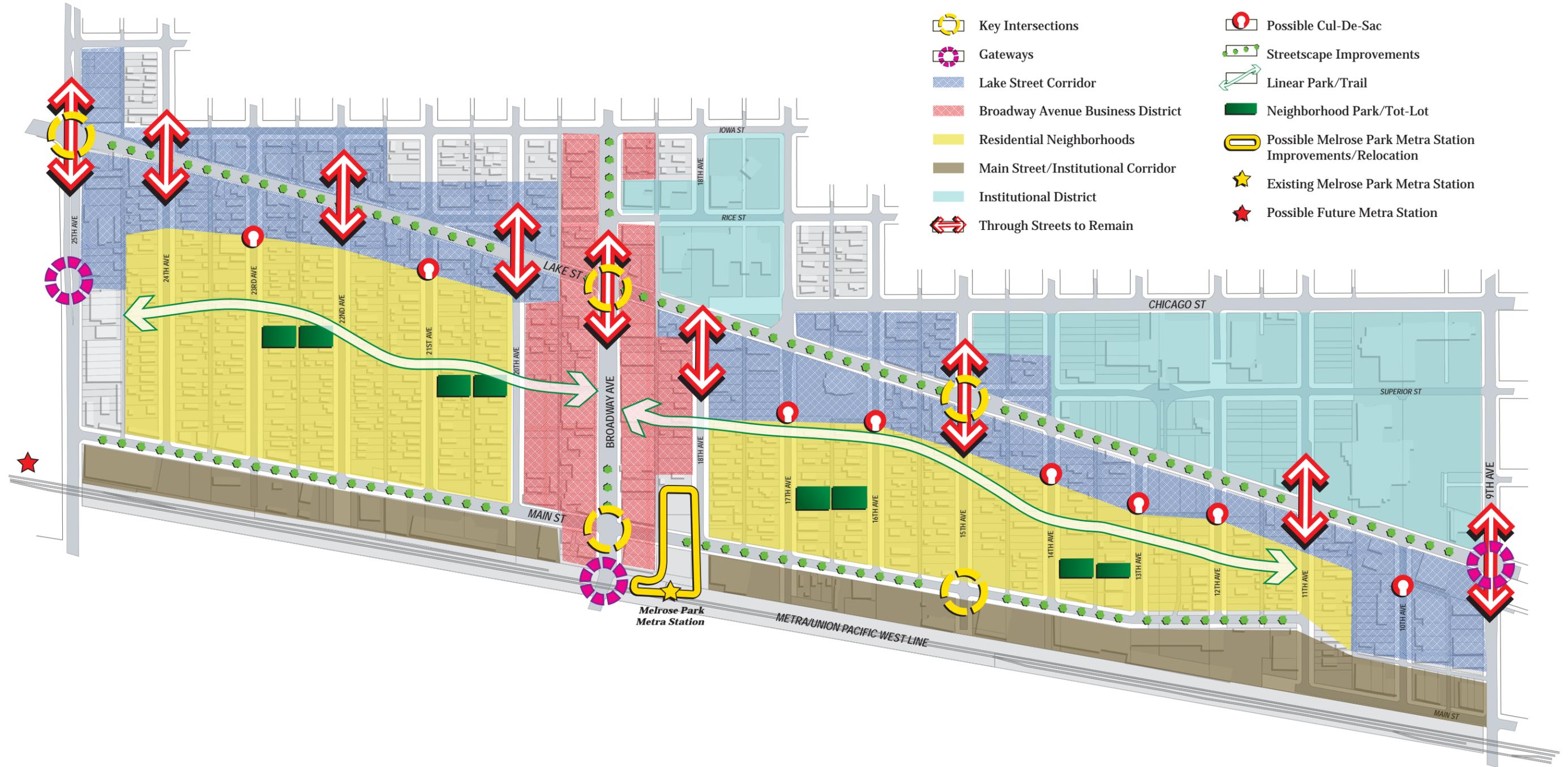
Parks and Open Space Very little land within the Lake Street Corridor is dedicated for parks and open space. The development of new parks and open space should be a priority of the Village, in order to better serve

the residential neighborhoods and improve the overall quality of life for residents of the Lake Street Corridor. New parks and open space should provide both passive and active recreation and be designed to serve the adjacent residential neighborhoods.

Institutional and Public Areas Several institutional uses and public facilities exist throughout the Corridor Study Area. The uses increase the stability, attractiveness, and function of the Corridor and should remain. Although some of the smaller facility sites may be relocated over time, the larger areas of institutional and public uses should be improved with a “campus approach”, including coordinated landscaping and signage, improved pedestrian connections and amenities, and coordinated circulation and access.

Intersections & Cul-de-Sacs Currently there are seventeen north-south streets that intersect with Lake Street in the Study Area, one at every block. Several of the intersections are essential for maintaining traffic circulation throughout the Corridor and surrounding areas, but other intersections are not as important to maintain. The Framework Plan identifies intersections that should remain (9) and other streets that should be considered for cul-de-sacs (8), if part of a coordinated commercial redevelopment effort. Before any cul-de-sac is installed, a detailed traffic study will need to be conducted to ensure overall traffic flow and circulation can be appropriately provided.

Figure 3:
Framework Plan



- Key Intersections
- Gateways
- Lake Street Corridor
- Broadway Avenue Business District
- Residential Neighborhoods
- Main Street/Institutional Corridor
- Institutional District
- Through Streets to Remain
- Possible Cul-De-Sac
- Streetscape Improvements
- Linear Park/Trail
- Neighborhood Park/Tot-Lot
- Possible Melrose Park Metra Station Improvements/Relocation
- Existing Melrose Park Metra Station
- Possible Future Metra Station



Section 4:

Subarea Concepts

Section 4: Subarea Concepts

This section of the Lake Street Corridor Plan focuses on the primary functional sub-areas and key planning components of the Corridor. The purpose of this section is to clarify the specific planning approach, policies, and recommendations for each sub-area.

An “illustrative development concept” has been developed for each sub-area. The purpose of the illustrative development concept is to demonstrate what is possible and desirable in each of the sub-areas, based on the implementation of Plan recommendations. The illustrative development concepts are not to be taken literally as detailed site specific recommendations, but rather as a practical example that should be used to model new development and improvements.

Collectively, the different Subarea Concepts provide for a diverse mix of uses throughout the corridor. Commercial uses include larger scaled auto-oriented areas along Lake Street and more traditional pedestrian-oriented areas along Broadway Avenue. A range of residential uses is provided by including the possibility of condominiums above ground floor commercial along Broadway Avenue and Lake Street, rowhouses along the south side of Main Street, and an area targeted predominantly for single-family detached residential development between Lake Street and Main Street. New parks are designated within the residential areas and public/institutional uses continue to be an important component of the Corridor. Metra facilities, whether relocated to the west or not, will continue to play an important role in the overall function of the Corridor. All the uses work together to create an attractive, vibrant, and dynamic place to live, work, and visit.

Sub-Area Planning Concepts have been prepared for the following five areas of the Lake Street Corridor:

- Lake Street Commercial Corridor
- Broadway Avenue Business District
- Residential Neighborhoods
- Main Street Rowhouse and Institutional Corridor
- Melrose Park Metra Station Facility

Figure 4: Subareas



Figure 5:
Lake Street Corridor Commercial

The Lake Street Corridor Commercial area should be improved as a priority commercial district providing retail, restaurant, service, and office uses. The area should be developed in an attractive manner that maximizes revenue to the Village. The primary objectives for the Lake Street Corridor Commercial area are to:

- Reinforce the Lake Street Corridor Commercial area as a high quality commercial district designed to serve the needs of Village residents as well as drawing customers from the surrounding communities.
- Accommodate parcel assembly when appropriate to better accommodate larger, more comprehensive commercial redevelopment.
- Consider cul-de-sacs at certain cross streets, where appropriate, to provide opportunities for larger development projects and the establishment of off-street public parking.

- Orient new buildings at or near the sidewalk fronting Lake Street.
- Ensure that new development provides sufficient off-street parking to accommodate proposed uses.
- Maintain and protect adjacent residential neighborhoods through the provision of appropriate screening and buffering.
- Require ground floor uses to be commercial, preferably retail, restaurant, or professional service.
- Seek opportunities for additional owner-occupied residential units and professional office space on the upper floors of buildings along Lake Street.
- Minimize curb-cuts along Lake Street and utilize north-south cross streets to provide access into commercial sites.

- Encourage and facilitate to the extent possible the relocation of automobile service uses and related businesses out of the Corridor to other areas of the Village.
- Provide pedestrian amenities throughout the area as part of private development and public improvements to ensure a safe and attractive environment for pedestrians and cyclists.
- Ensure that new development utilizes quality building materials and attractive architecture and building design so that the corridor is attractive from both the pedestrian and vehicular perspective.

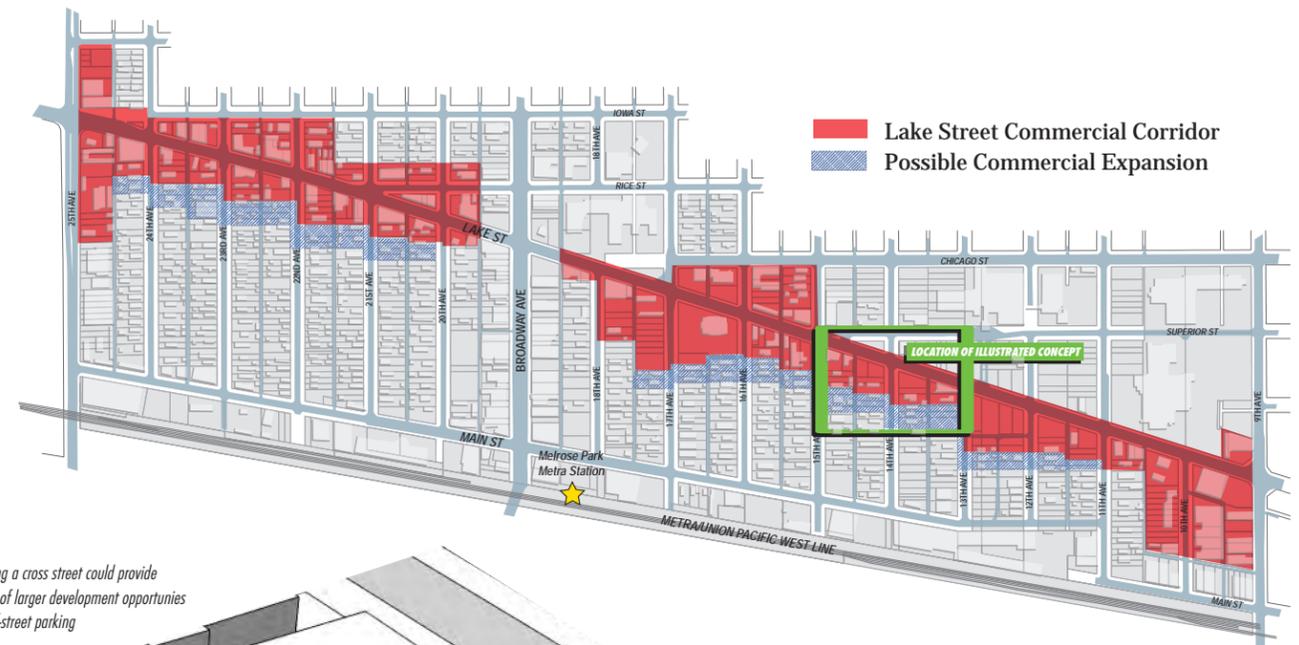


Figure 6:

Broadway Avenue Business District

The Broadway Avenue Business District has an image and character very different from other commercial areas in Melrose Park. This is due in part to its compact size and configuration; its diverse mix of land uses; its pedestrian orientation; the buildings with historic interest; and its close proximity to the Metra station and adjacent residential neighborhoods.

The Lake Street Corridor Plan strives to accommodate continued improvement and development, while maintaining and enhancing the established qualities and characteristics that give the area its special identity.

The primary objectives for the Broadway Avenue Business District are to:

- Reinforce Broadway Avenue Business District as an exciting and diverse “mixed-use” area consisting of retail, office, service, entertainment, institutional and residential uses.
- Improve and intensify the shopping, dining, and business activity of the Broadway Avenue Business District.
- Encourage improvement, redevelopment and development of select properties throughout the area.

- Maintain and protect adjacent residential neighborhoods.
- Create improved linkages and connections between the Broadway Avenue Business District, adjacent residential neighborhoods, and other municipal facilities.
- Preserve and retain buildings with architectural and historic interest.
- Ensure that new construction is compatible with the existing building fabric.
- Establish more effective “wayfinding” to and within the Broadway Avenue Business District.
- Ensure an adequate supply of appropriately located and attractively designed parking.
- Continue to enhance the Broadway Avenue Business District as a safe, convenient and “hospitable” pedestrian environment.
- Create attractive and visually distinctive “streetscapes” that unify and enhance the area and establish a unique character for the Broadway Avenue Business District.

- Ensure that new infill development maintains the traditional “streetwall” development pattern, with buildings located at or near the sidewalk.
- Provide public parking for shoppers, visitors, and employees in lots behind the buildings, with access from 18th and 20th Avenues.
- Encourage at least one arcade/ pedestrian access between buildings on either side of Broadway Avenue, providing safe and attractive access from rear public parking areas to the fronts of the stores along the street.

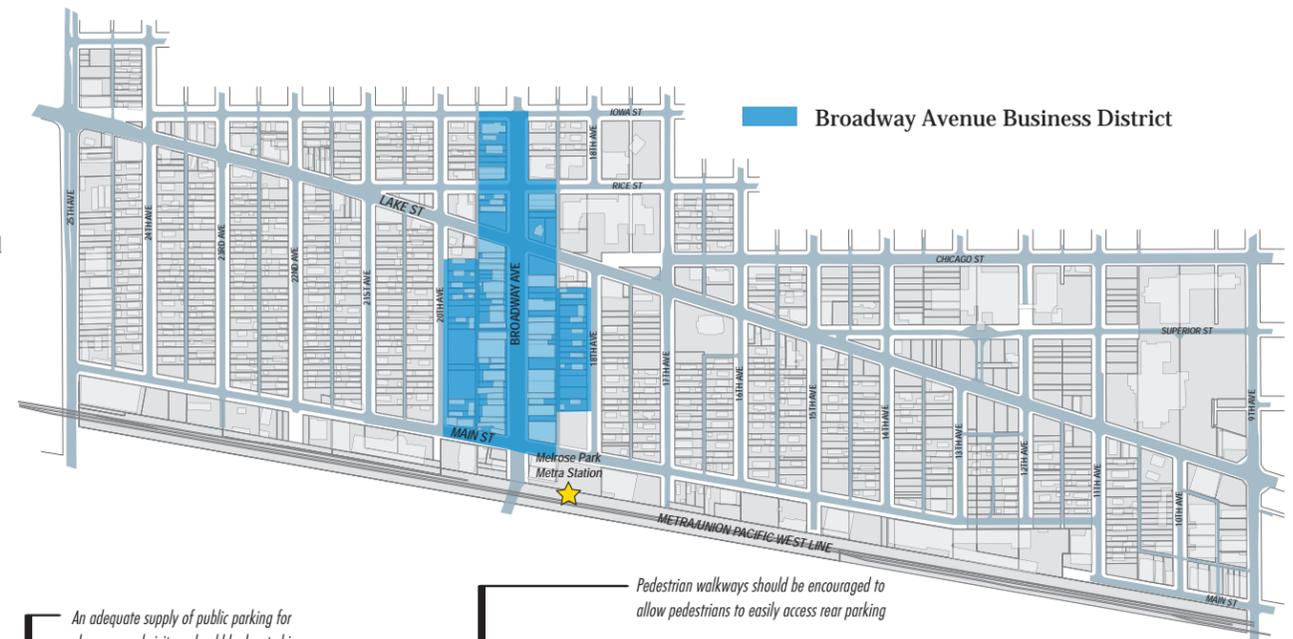


Figure 7:
Residential Neighborhoods

The Residential Neighborhoods located between Lake Street and Main Street currently provide a variety of dwelling types (including single-family detached homes, duplexes, four-flats, and small apartment buildings) in a variety of conditions (from severely neglected to attractive and well maintained). The neighborhood should be targeted for single-family detached residential infill development, with the objective of re-establishing the area as a traditional single-family detached neighborhood.

The Lake Street Corridor Plan seeks to provide a variety of housing types in different areas, including condominiums along Lake Street and Broadway Avenue, and rowhouses along Main Street. This neighborhood area, however, is targeted for single-family detached residential development.

The primary objectives for the Residential Neighborhoods are to:

- Re-establish the area as a predominantly single-family residential neighborhood.
- Encourage the development of vacant and underutilized properties for new single-family detached residential dwellings.
- Improve/rehabilitate existing structures that are in sound condition, and which can provide a viable contemporary living environment.

- Promote the development of high-quality owner-occupied workforce housing.
- Ensure that new infill residential development is compatible with the existing and overall desired character of the neighborhoods.
- Wherever possible, continue to utilize alleys to provide rear access to residential properties.
- In areas both with and without alleys, encourage garages (either attached or detached) to be located at the rear of the house, rather than in front facing the street.
- Maintain strict code enforcement to prevent overcrowding, conversion of single-family residences to multiple dwellings, and to prevent the neglect, dilapidation, and misuse of structures.
- Create improved linkages and connections between the residential areas, shopping and business areas, and municipal and public facilities, including a 6'-10' wide sidewalk along the north side of the entire length of Main Street.
- Improve the safety of the area through increased police protection, possible neighborhood foot patrols, and the establishment of a neighborhood watch program.

- Develop neighborhood parks, linear parks, tot lots, and other open space features at select locations throughout the residential areas.
- Ensure that residential areas are well screened/buffered from adjacent commercial activities.
- Although targeted as primarily a single-family residential neighborhood, townhomes and small-scale condominium buildings may be located in select locations to serve as transitional uses between single-family homes and commercial uses.



Develop neighborhood parks or tot lots with playground and park equipment to meet the recreational needs of nearby neighbors

Figure 8

Main Street Rowhouse and Institutional Corridor

The area south of Main Street, including a small area east of 11th Avenue on the north side of Main Street, is the part of the Study Area that is targeted for the most significant change in land use. While other areas have remained commercial or residential, the existing industrial uses in this area are designated for relocation, to be replaced with rowhouses. From 17th Avenue east, the area is designated for rowhouses and townhomes. The portion of the area west of 17th Avenue is designated for public/institutional use. The only portion that is neither rowhouses or public use, would be the southwest corner of Main Street and Broadway Avenue, if the Melrose Park Metra Station is relocated.

The Lake Street Corridor Plan seeks to create an attractive single-family attached and institutional use area along the Metra/Union Pacific West Line.

The primary objectives for the Main Street Row House/Institutional Corridor are to:

- Create an attractive single-family attached area east of 17th Avenue and a public/institutional area west of 17th Avenue.
- Encourage and support the relocation of existing industrial uses within the Corridor to other more suitable locations within the Village.
- Orient rowhouses at or near the sidewalk line with the fronts of the buildings facing the street.
- Provide unified access from Main Street to rear loading attached garages at the rear of the buildings.
- Minimize curb-cuts along the south side of Main Street to the extent possible, and align unified access points on the south with north-south alleys and streets on the north side of Main Street.
- Concentrate public/institutional uses along the south side of Main Street west of 17th Avenue.
- Relocate municipal services, such as the Public Safety Building and Village Mechanic Facility, from the north side of Main Street to the south side of Main Street, in an effort to provide better facilities for the Village in a location with less potential harmful impacts on adjacent residential properties.
- Provide a 6'-10' wide sidewalk along the south side of the entire length of Main Street, providing a safe pedestrian environment linking the residential, business, and public uses in the Corridor.
- Improve the Main Street right-of-way with extensive streetscape improvements, including landscaping, lighting, pedestrian amenities, and more.
- Ensure that all parking areas along Main Street have adequate perimeter landscaping to effectively screen parked cars.
- Use landscaping, low masonry walls, and other features to maintain a streetwall effect along the south side of Main Street in areas where the buildings are not set at or near the sidewalk.

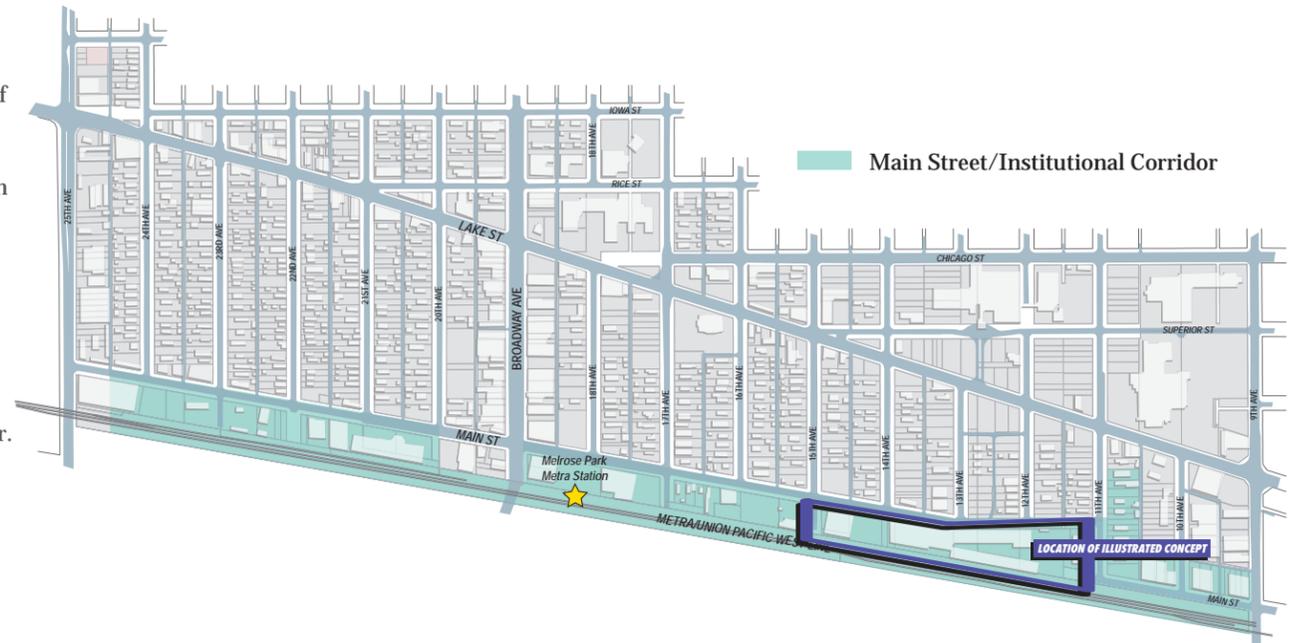
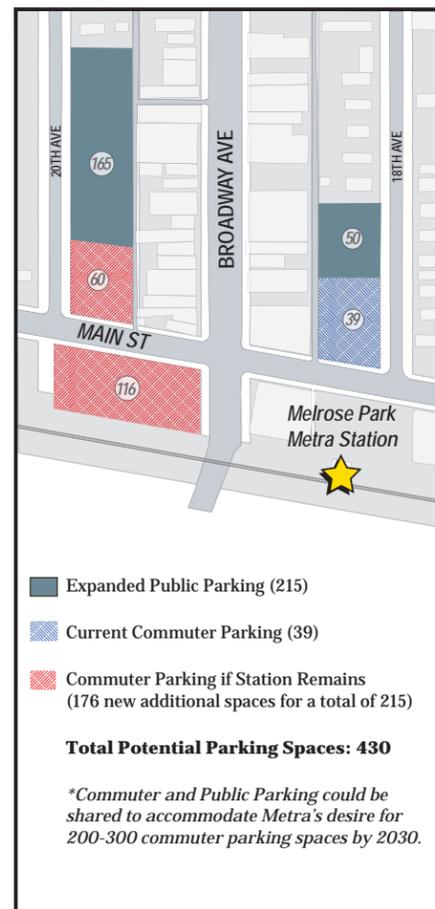


Figure 9:
Melrose Park Metra Station Area

The Melrose Park Metra Station Alternatives concept approaches the future of the Melrose Park Metra Station in two different ways. Each alternative will provide convenient transit commuter service to the Village of Melrose Park and the Lake Street Corridor Study Area, and each alternative is compatible and consistent with the other planning and improvement objectives of the Corridor. The two approaches are:

- (1) *Metra Station Relocation and Consolidation;* and
- (2) *Maintaining the Existing Metra Facility at its current location.*

Parking Scenarios



Alternative 1: Melrose Park Metra Station Relocation & Consolidation

The Village's preferred alternative is to relocate the Melrose Park Metra Station and consolidate it with a new Metra station facility in Bellwood, just west of 25th Avenue. The concept is to provide a new Metra Station at a new location that can accommodate a larger, more contemporary transit facility that will be better able to service a larger area and a greater number of commuters.

If a new consolidated transit facility could be located on a large enough parcel, it could provide a large state-of-art facility with enough parking to accommodate a high number of commuters. Although this alternative would require that the Melrose Park Metra Station be relocated out of the Lake Street Corridor Study Area, if located in close proximity to Melrose Park, the facility could continue to provide convenient and accessible Metra service to residents and employees of the area.

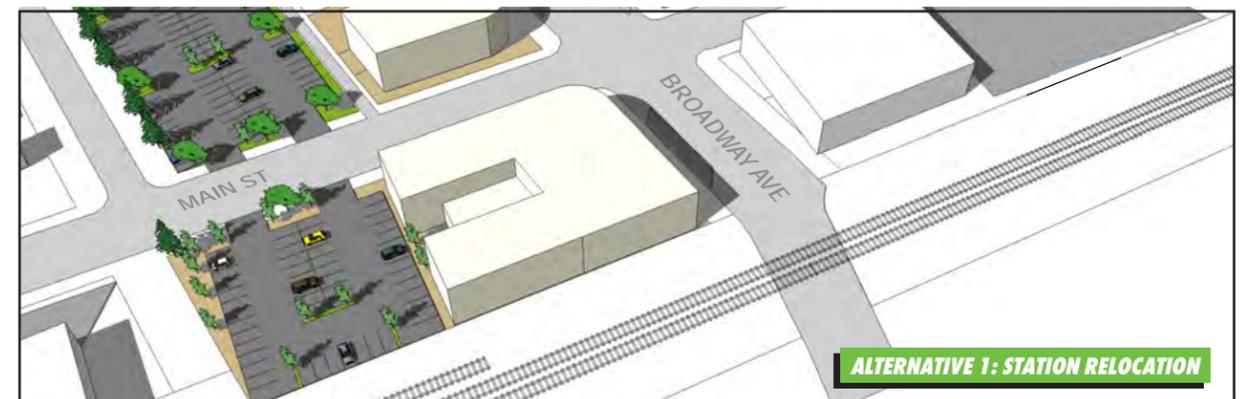
The land-use implications of relocating the station are minimal for the Lake Street Corridor. Existing and proposed Metra parking lots north of Main Street would remain and become public parking lots dedicated for area shoppers and employees. With the station gone, additional commuter parking would not be needed and any areas tentatively targeted for additional commuter parking south of Main Street could be utilized as commercial development sites. The Metra station itself is very small, and its removal would have no physical impact on the surrounding built environment. The ownership of the structure belongs to Metra and ownership of the land belongs to the Union Pacific. Therefore, any changes to the land and/or structure would have to be agreed to by the relevant parties. This proposed relocated and consolidated station would need to be further discussed with the UP, IHB, and Metra.

Alternative 2: Maintain the Existing Melrose Park Metra Facility

If the Melrose Park Metra Station remains at its current location, the Village's top priority should be providing sufficient commuter parking to meet the future demand. As the Lake Street Corridor is revitalized as a place to live, work, and shop, it is reasonable to expect that ridership will increase.

Although a high percentage of commuters from within the Corridor Study Area would likely walk or ride their bikes to the station, any increase in demand would likely include riders who would drive to the station. It is also reasonable to expect that if additional commuter parking was provided, ridership at the Melrose Park Metra Station would increase. If a considerable length of time is anticipated before a relocated/ consolidated station can be realized, consideration should be given to providing additional commuter parking near the Melrose Park Metra Station to maximize the value of station while it exists at its current location.

Metra estimates a need for 200-300 additional commuter parking spaces by 2030. As shown in the graphic to the left, there is the potential for a total of 430 spaces within close proximity to the station. In addition to the existing commuter parking lot, 176 new parking spaces should be reserved for Metra. Shared parking should be explored between the public and commuter parking lots to meet Metra's estimated demand by 2030.





Section 5:

Transportation and Circulation Plan

Section 5: Transportation and Circulation Plan

This section of the *Lake Street Corridor Plan* presents the recommendations related to transportation, circulation, access, and parking. Transportation and parking issues were consistently cited during the community outreach activities as some of the most important issues facing the Village and the Lake Street Corridor. The Plan seeks to improve traffic flow on Lake Street, provide much needed additional parking, improve transit services, and improve pedestrian and bicycle circulation throughout the Corridor. The illustration on the facing page highlights the transportation recommendations and concepts that are presented below.

Primary Through Streets

Four (4) intersections along Lake Street are considered primary through streets – 25th Avenue, Broadway Avenue, 15th Avenue, and 9th Avenue. These four intersections all have traffic signals which should be coordinated to maximize traffic flow through the corridor. Each intersection should be clearly striped as to delineate left turn lanes, right turn lanes, and through lanes on Lake Street. Intersecting cross streets should have designated right turn lanes to minimize the stacking of cars waiting to get through the intersection. On-street parking should be restricted for a considerable distance leading up to the intersections, so as to maximize the efficiency and safety of lane stacking and turning movements.

Secondary Through Streets

Five (5) intersections along Lake Street are considered secondary through streets – 24th, 22nd, 20th, 18th, and 11th Avenues. These five intersections should all remain as complete intersections and should not be considered for cul-de-sacs. To the extent possible, even if some on-street parking is lost, each intersection should be clearly striped as to delineate a left turn lane and a through lane(s) on Lake Street. On-street parking should be restricted for a considerable distance leading up to the intersections, so as to maximize the efficiency and safety of turning movements and through traffic. These improvements will enhance traffic operations on Lake Street.

Access Restrictions

Curb-cuts along Lake Street should be restricted and kept to a minimum. Wherever possible, access to properties should be from the north-south cross streets and shared/consolidated driveways should be encouraged.

Cul-de-sacs and Parking

The Plan targets eight (8) intersecting cross streets that should be considered for cul-de-sacs. Currently, there are seventeen (17) intersecting cross streets along Lake Street in the Study Area. There is also a lack of off-street parking in the Corridor Study Area. These two factors contribute greatly to the congestion on Lake Street. People circulate the area looking for parking

and the resulting traffic and turning movements are happening at every block. By selecting certain streets for cul-de-sacking, additional off-street parking can be created by using the 66' right-of-way to construct off-street public parking. For example: a 66' right-of-way running the depth of a commercial lot (150') can provide approximately 34 parking spaces.

Traffic Flow and Circulation Patterns

The one-way circulation pattern of the intersecting side streets should be re-examined. If cul-de-sacs are utilized on certain streets, the one-way traffic pattern will not work. The existing circulation pattern also forces vehicles onto Lake Street that might otherwise not need to be on the street. This exacerbates the traffic congestion on Lake Street. For example: Someone on 22nd Avenue near Main Street who wants to travel south on Broadway Avenue, will have to first go north and turn onto Lake Street and then turn and go south on Broadway Avenue. If 22nd Avenue were two-way, the person could simply travel south on 22nd Avenue, turn on Main Street, and head south on Broadway Avenue, never needing to travel on Lake Street. Eliminating the one-way traffic pattern on side streets would reduce traffic congestion on Lake Street.

On-Street Parking

On-street parking should be maximized in the Broadway Avenue Business District and it should continue to be restricted to one side of the street on the side streets in residential areas. On Lake Street, on-street parking should be provided where possible, but improving the intersections with designated through lanes and turning lanes should take precedent over on-street parking. On-street parking should be set back a considerable distance from all intersections.

Pedestrian Crossing Improvements

Several intersections, including the intersections of the primary through streets, and Main Street at Broadway Avenue and 15th Avenue, should be improved with better pedestrian amenities and crosswalks. These intersections are the primary points for pedestrians to cross the public right-of-way. These intersections should have crosswalks delineated with brick pavers or other pavement treatment, bollard lighting, larger pedestrian “holding areas”, and more.

Right-of-Way Vacation

The public right-of-way should be vacated at two locations: (1) As it runs through the Westlake Hospital Campus, and (2) along Main Street west of the alley west of 24th Avenue. As the Hospital expands and improves this will help the institution with parking and circulation improvements, and the Main Street vacation is the result

of the anticipated grade separation at 25th Avenue and the Metra/Union Pacific West Line.

Melrose Park Metra Station

The Village's preference is to relocate the Melrose Park Metra Station from its existing location near the intersection of Main Street and Broadway Avenue, to a site along the west side of Lake Street, just north of the Metra/Union Pacific West Line. This proposed relocated and consolidated station, to be located in Bellwood, would need to be further discussed with the UP, IHB, and Metra. Whether the station remains or is relocated, it will be important to continue to provide residents and employees of the area with convenient access to Metra service.

If the Melrose Park Metra Station remains, 200-300 commuter parking spaces should be provided based on Metra's projected need. This projection does not take into account Metra's proposed Core Capacity Upgrade of the Metra/Union Pacific West (UP-W) Line. An Alternatives Analysis study by Metra for this project is underway. Metra is currently pursuing Federal “New Starts” funding for this project. As a result of this project, more detailed ridership and parking projections for this fare zone will be completed by early 2007. Metra only participates in building new parking spaces where demand warrants and funding is available. The sites at the southwest corner of Main Street and Broadway Avenue and the north-

east corner of 20th Avenue and Main Street should be targeted for additional commuter parking if needed.

Public Parking

Additional public parking should be provided throughout the corridor. Larger public parking lots should be located along 20th and 18th Avenues, behind the Broadway Avenue shops, and public parking should be provided long Lake Street at locations where cul-de-sacs are installed along cross streets. All public parking areas should be attractively landscaped and screened, well lit, and signed as to identify their location. Opportunities for shared parking between the public and commuter parking lots should be explored throughout the station area. This will expand commuter parking during the weekdays and expand public parking on nights and weekends.

25th Avenue Grade Separation

The Village should continue to work toward and support the grade separation of 25th Avenue and the Metra/Union Pacific West Line. The grade separation will likely result in the loss of development opportunity for some sites on 25th Avenue just north of Main Street. The grade separation should also include a wide enough overpass to accommodate a pedestrian connection over 25th Avenue to allow residents in the Study Area to more conveniently walk to a possible consolidated transit station that may be located on the west side of 25th Av-

enue. The proposed pedestrian underpass and proposed vehicular underpass at 25th Avenue would need to be discussed with the Union Pacific Railroad.

Linear Park/Trail System

A linear park/trail system should be developed throughout the residential areas of the Corridor to provide increased connectivity throughout the neighborhoods and to other areas of the Corridor. The path/trail should be a paved surface at least 10' wide, so as to accommodate pedestrians and cyclists traveling in opposite directions, and to accommodate the patrolling of the linear park by patrol car.

Aligned Access

As the area south of Main Street develops, access into the sites should be aligned with the streets and alleys that exist on the north side of Main Street.

Pace Bus Service

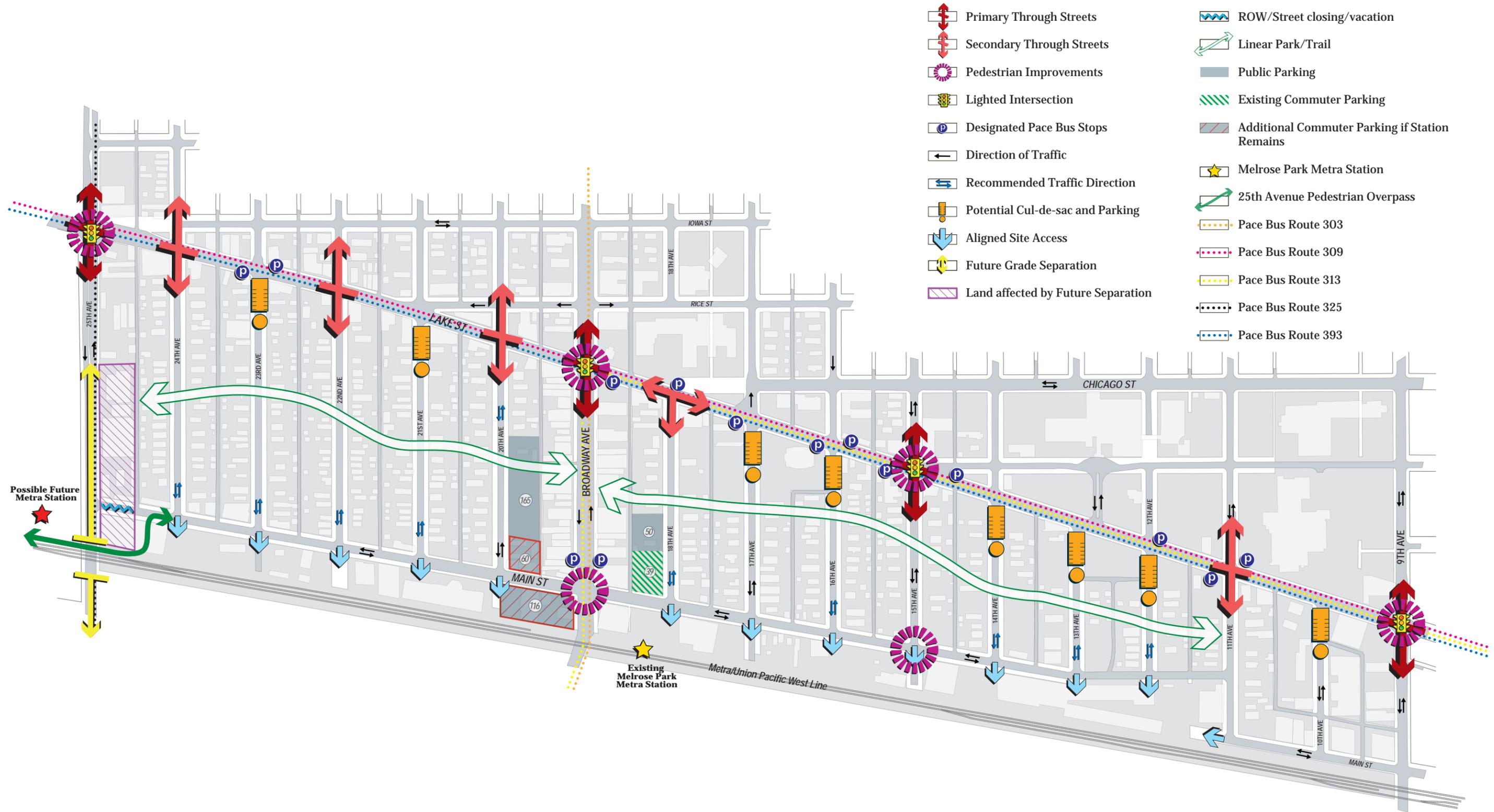
Currently, the Lake Street Corridor is served by multiple Pace bus routes. Several key recommendations should be considered to enhance bus service in the area and improve traffic flow on Lake Street: (1) Pace buses should only pick-up and drop off passengers at designated stops along the Lake Street Corridor, rather than anywhere along the corridor where an individual may be standing and waiting for a bus; (2) Pace should establish far-side bus stops along the Corridor to improve safety and minimize congestion,

particularly for traffic making turning movements at intersections; (3) Turnouts should be established where possible to create a better environment for passengers boarding or leaving the bus; and (4) Pace should use Transit Signal Priority, to lengthen green lights and shorten red lights, to keep buses moving through the area on schedule and with less disruption to the overall flow of traffic.

Attractive shelters should be installed at designated stops where possible to provide waiting passengers with protection from inclement weather. Designated Pace bus stops (including, shelters, information kiosks, etc...) should be part of any streetscape improvements program designed and implemented within the Corridor.

If the Melrose Park Metra Station is relocated to a new consolidated facility in Bellwood west of 25th Avenue, Pace should provide the appropriate circulation routes and schedules to ensure convenient access to the new Metra station for residents and employees of the Lake Street Corridor.

Figure 10:
Transportation Plan





Section 6:

Land Use Plan

Section 6: Land Use

This section of the *Lake Street Corridor Plan* presents the recommendations related to Land Use within the Corridor. Land Use issues were consistently cited during the community outreach activities as some of the most important issues facing the Village and the Lake Street Corridor. The Plan seeks to improve land use throughout the Corridor. The illustration on the facing page highlights the land use recommendations presented below.

Row House/Townhomes Identifies areas that are designated for attached residential row houses. Row houses are essentially townhomes that have a distinct urban design, including a streetwall development pattern (at or near the sidewalk) and strong building orientation and architectural detail fronting the street.

Corridor Commercial This designation highlights corridor commercial primarily along Lake Street. Corridor Commercial is typically auto-oriented commercial development that consists of uses that serve the residents of the adjacent residential neighborhoods as well as drawing customers from adjacent communities. These areas can accommodate retail, restaurant, office, and services uses, and possibly residential uses on the upper floors.

Broadway Avenue District Commercial This designation indicates commercial with residential and office in upper floors. This land use designation represents a pedestrian-oriented mixed-use district with buildings ranging in height from 2-4 stories and maintaining the traditional streetwall development pattern.

Public/Institutional This land use designation indicates government, schools, hospitals, and religious uses.

Parks and Open Space This designation indicates parks and open space within the Lake Street Corridor Study Area.

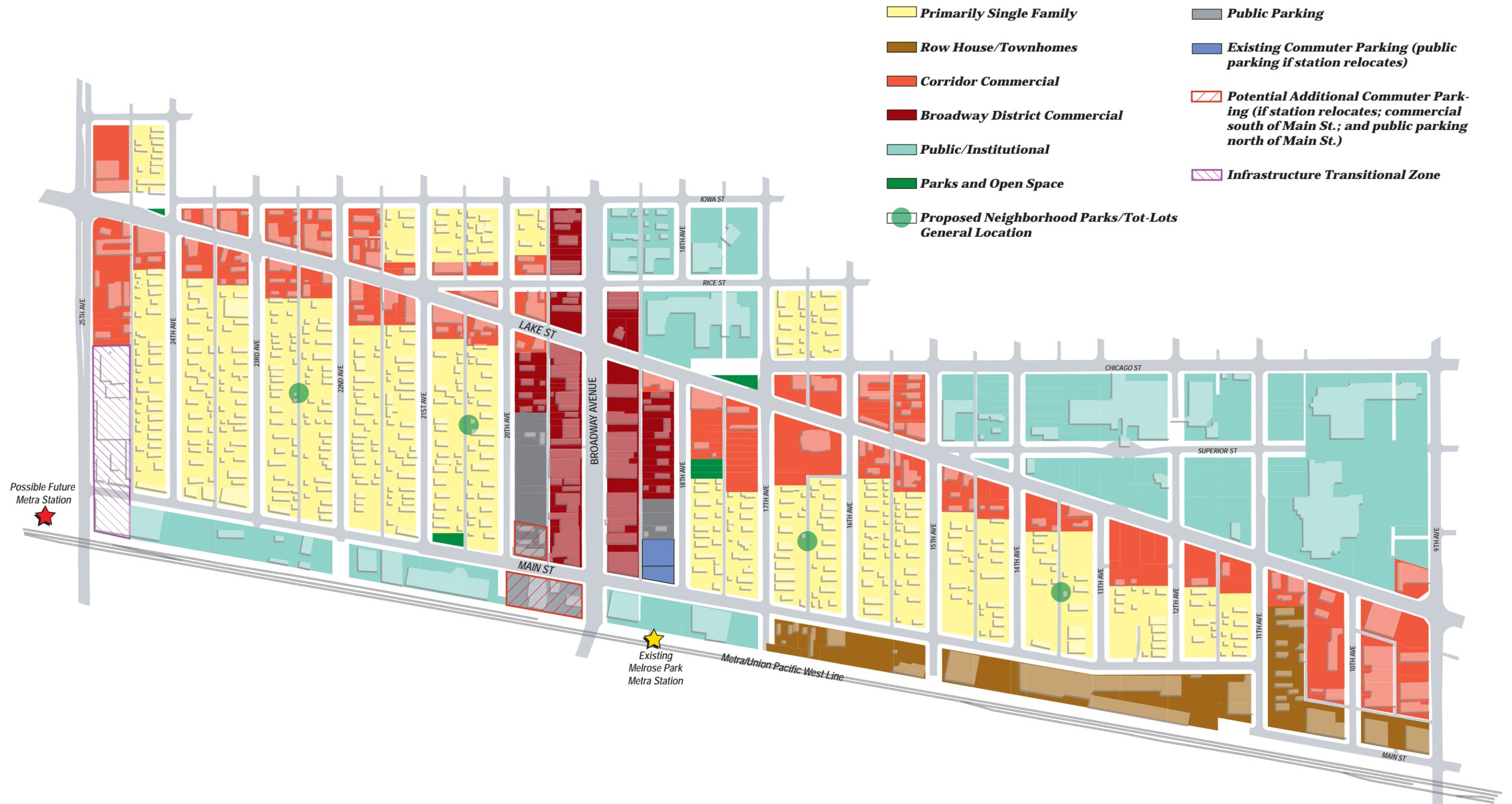
Proposed Neighborhood Parks/Tot-Lots This designation indicates the general location for the establishment of new neighborhood parks.

Public Parking This designation includes public parking within the Study Area, including off-street parking for shoppers, employees, and Metra commuter parking.

Infrastructure Transitional Zone This designation indicates land that will likely be used for the railroad grade separation project on 25th Avenue. Based on engineering and construction requirements needed to accommodate the grade separation, this may have access and development restrictions that prevent the property from being used for development. Open space and buffering should be established in this area.

Potential Public Parking/Broadway District Commercial The Use of this area is dependent on the future location of the Metra Station. If the Melrose Park Metra Station remains at its current location, then this area is designated for commuter parking. If the Metra station is relocated, then the southwest corner of Broadway Avenue and Main Street is designated for Broadway Avenue District Commercial and the portion north of Main Street is designated for Public Parking.

Figure 11:
Land Use Plan





Section 7:

Urban Design and Guidelines Plan

Section 7: Urban Design and Guidelines Plan

The Urban Design and Guidelines Plan addresses both the public and private improvements within the Village of Melrose Park's Lake Street Corridor.

The Design and Development Guidelines are divided into four categories:

1. General guidelines for all sites and buildings within the Lake Street Corridor;
2. Guidelines applicable to commercial buildings and sites within the Lake Street Corridor;
3. Guidelines applicable to residential buildings and sites within the Lake Street Corridor; and
4. Guidelines applicable to proposed public improvements within the Lake Street Corridor.

In general, the design guidelines strive to:

- Promote public and private improvements and developments that will help create and reinforce the desired character of the Lake Street Corridor.
- Foster new development and redevelopment that complements the existing scale and character of the Corridor, but also creates distinctive new focal points and activity areas.

- Improve the appearance and quality of existing structures and developments in the Corridor.
- Ensure high-quality and compatible building and site design throughout the Corridor.
- Establish a development pattern that encourages more significant pedestrian and bicycle activity, while still accommodating automobile traffic and parking.

These guidelines do not attempt to dictate architectural styles or make all the buildings look the same. Rather, they strive to promote a level of quality, compatibility, and consistency that will help make the Lake Street Corridor a truly unique and distinctive area for residents, businesses, employees, shoppers, and visitors alike.

General Guidelines

The guidelines for all sites and buildings are focused on promoting high-quality and compatible developments that will help create a traditional and unified image and identity for the Village of Melrose Park's Lake Street Corridor. While the guidelines are specific enough to ensure design compatibility, they are also flexible enough to allow for individual creativity on the part of property owners, architects, and builders.

The guidelines presented below should be used by Village staff and the Zoning and Planning Board in review-

ing plans and proposals for all new developments within the Village. They should be considered "supplements" to the Village's Zoning Ordinance and other applicable codes and ordinances.

Architects, property owners and developers should also use the guidelines as a reference as they prepare plans for new development projects.

Building Scale and Proportion

- Buildings may have either a pitched roof profile or a flat roof with a parapet wall. Parapets should be encouraged to create an interesting building profile and to hide vents, HVAC, and other rooftop equipment. Mansard roofs should not be encouraged within the Corridor.
- Exterior building design features that can help distinguish the Village and the Corridor from other nearby communities should be encouraged, such as decorative cornices, pilasters, columns, reliefs, medallions, dormers, etc.
- Vertical architectural elements, such as clock towers, spires or bell towers, should be considered as design "highlights" at key locations throughout the Corridor.

Building Placement and Orientation

- Buildings should have a strong visual and physical relationship to the street in order to enhance the Corridor's identity and pedestrian orientation especially in the commercial land use areas. However, buildings should be attractive at both a pedestrian and vehicular scale.
- Buildings throughout the Corridor should face the street; the placement of buildings at odd or irregular angles to the street should be avoided. However, corner buildings might take advantage of their prominent locations with angled or recessed corner entrances or other small setbacks.
- In locations characterized by building setbacks, side yards and surface parking lots, the street frontage should be maintained through the use of low-profile landscaping and decorative walls or fencing.

Light Industrial/Business Park

- Building materials should be of high quality and durability, and should complement other new buildings within the Corridor.
- New buildings should be constructed primarily of traditional masonry building materials such as brick or stone. These materials should be used on all sides of the

building that face a street, walkway or parking area, or that experience substantial "wear and tear." Recommended accent materials include stone, simulated stone, terra cotta, and wood and metal trim.

- While "exterior insulation finish systems" (EIFS) might be used in limited quantities as an accent material, they should not be employed as a primary building material or be used on the street level of a building. Rough sawed wood, aluminum siding, rustic shingles and shakes, and plastic or metal panels should be discouraged within the Corridor.
- Color should be used to unite the elements of a façade and to highlight architectural features. However, the colors on individual buildings should complement and be compatible with the colors of nearby buildings.
- The predominant colors for new buildings should be relatively muted and subtle. While the natural brick and stone colors of red, buff, cream, and gray should predominate, contrasting and complementary colors should also be used to accent building components, highlight architectural elements, and add richness and variety to the Village.

Building Lighting

- Lighting should be used to illuminate entries, signage, displays, and pedestrian and parking areas, as well as to highlight significant architectural elements.
- Building lighting should be subtle and understated; light fixtures should be designed and oriented to produce minimal glare and spillover onto nearby properties.
- Most exterior lighting sources should be concealed; where concealment is not practical, light fixtures should be compatible with overall building design.
- Down-lighting should be encouraged on all commercial buildings; spot-lighting should be limited to major features and key landmarks within the Corridor such as "gateway" signage.
- Incandescent lighting creates a warm atmosphere and should be encouraged; if neon lighting is used, colors should be compatible with and complement the façade of the building.

Parking Lots

- Whenever possible, parking lots should be located behind buildings; parking in front of buildings or at corner locations should be discouraged.
- Curb cuts and access drives should be minimized, particularly

along collector and arterial streets such as Lake Street, Broadway Avenue, and Main Street; they should not be located near intersections or primary building entrances.

- Parking lots should be screened from view along sidewalks and roadways through the use of low masonry walls, hedge plantings, or shrubs.
- Parking lots should have curbed perimeters; curbed landscaped islands and clearly marked pedestrian pathways should be provided within the interior of parking areas to avoid large expanses of asphalt and to enhance pedestrian safety.
- All parking lots should be paved, well marked, and designed for proper drainage. Parking lots that are used during evening hours should be adequately illuminated.
- Whenever possible, parking lots should be shared between multiple stores and businesses to allow for a more efficient lot layout and to minimize curb cuts, provided there is no violation to the Village's zoning ordinance. Cross access between adjacent parking lots should also be encouraged.
- Commuter parking lots should follow Metra's Design Guidelines.

Commercial

In addition to the general guidelines applicable to all sites and buildings within the Corridor, there are several additional guidelines specifically related to commercial properties.

Village staff and the Zoning and Planning Board should use the guidelines presented below in reviewing plans and proposals for commercial and mixed-use developments within the Corridor. They should be considered "supplements" to the Village's Zoning Ordinance and other applicable codes and ordinances.

- The first floor on new commercial buildings should have a strong pedestrian orientation with display windows, attractive detailing, and convenient and "hospitable" entrances.
- The façades of large new multi-tenant commercial buildings should be visually divided into 20 to 30 feet "bays" to reflect a traditional commercial development pattern. Rooflines, cornice treatments, and the design and placement of columns, pilasters, and windows, could be used to achieve this objective.
- Covered walkways, such as arcades, should be encouraged along the fronts of commercial buildings to create a "pedestrian-friendly" orientation. However, the columns of the arcade should

be aligned with the façade of the building.

- New buildings should have attractive rear façades that are comparable to front façades. Rear entrances to stores and shops should be encouraged in blocks where public parking or pedestrian walkways are located behind the buildings.
- All service entrances, dumpsters, loading facilities, and outdoor storage should be located at the rear of buildings; they should be screened from view along sidewalks and roadways through the use of decorative screening, masonry walls, and/or evergreen plantings.
- Any business that is allowed to have a "drive-thru" facility should be sited so that drive-through lanes and pickup windows are not prominently featured.
- Doors on commercial buildings should be attractive and inviting to pedestrians. Recessed entrances and the use of awnings and canopies should be encouraged to define and protect entryways. Multiple entrances should be encouraged along a block front to enhance pedestrian activity and add visual interest to the street.
- Main entrances should be located at the front of the building and should face the sidewalk; corner

buildings might take advantage of their prominent locations with angled corner entrances. Secondary entrances should also be encouraged from public parking areas or secondary pedestrian walkways.

- Large ground-floor display windows should be encouraged in new commercial and mixed-use construction. Metal or wood frame windows over solid bulkheads are recommended; glazing should not extend to the ground.
- Upper floor windows should be recessed, not flush with the surface of the building, and should be smaller in size than first floor windows. Bay windows are also acceptable, provided they are in character with the architectural style of a building.
- Upper floor windows should appear to be individual openings in a solid wall, rather than as continuous rows of windows separated only by their frames; curtain-wall window treatments are not appropriate within commercial areas of the Corridor.
- Window glazing should be clear or slightly tinted; dark, mirrored, or reflective glass should not be permitted.
- Any outdoor seating areas should be well landscaped and incorporated into the overall site design. Outdoor seating areas should be

set back and screened from parking areas and driving aisles.

- Awnings and canopies should be encouraged to provide weather protection and to add visual interest at the street level.
- Awnings and canopies should be integrated into the façade and should be in character with the architectural style of the building.
- Simple pitched awning profiles, either fixed or retractable, are preferred. Arched or rounded awnings should be discouraged, unless they are compatible with and appropriate to the architectural style of a building.
- Internally illuminated or back lit awnings and canopies, shingle and mansard canopies, and plastic awnings should not be permitted.
- Exterior building signs should be limited to business identification and description; exterior advertising signs should not be permitted. The size, material, color, and shape of building signs should complement the architectural style and scale of the building.
- Wall-mounted signs should be encouraged, although signage should not project above the cornice line or be mounted on the roof of a building. Raised, individual letters mounted directly on

the building, as well as signs that use light colors for lettering and darker colors for backgrounds, should be encouraged.

- When a building contains multiple ground-floor tenants, signage for all businesses should be compatible in design and consistent in placement.
- Street numbers should be prominently displayed at the main entrance to every business and be clearly visible from the street.
- Free-standing signage is not recommended within the Corridor. Monument signs should be attractively landscaped and constructed of traditional building materials similar to the primary building on the site.
- The letters of a monument sign should be internally illuminated with a white light source. External illumination may be appropriate for a natural metal or "engraved" stone monument sign.
- Pole signs, pylon signs, and billboards should not be permitted in the Corridor.

Residential Areas

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

The guidelines presented below should be used by Village staff and the Zoning and Planning Board in reviewing plans and proposals for residential developments within the Corridor. They should be considered “supplements” to the Village’s Zoning Ordinance and other applicable codes and ordinances.

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

scaped, and located behind the residential buildings if possible.

- Apartment and condominium units could also be promoted on the upper floors of mixed-use buildings in the Corridor, particularly in the Broadway Avenue Business District, in order to create an “urban” residential component very different from other residential areas in the community.

Public Improvements

In addition to site and building improvements on commercial and residential sites, a range of projects should be undertaken within the public rights-of-way and on publicly owned property to enhance the image and appearance of the Corridor to create a safe, attractive, and “hospitable” shopping, living, and leisure-time environment. These public sector improvements can also help promote new private investment and development, and attract additional visitors and business patrons to the area.

In general, it is recommended that the Village establish a comprehensive, area-wide design system for public improvements to be applied in various parts of the Corridor. While the design system should be based on the architecture, history, and traditional character of the Melrose Park community, it should also help establish a unique new image and identity for the Lake Street Corridor in Melrose Park.

The guidelines presented below provide a preliminary framework for the design treatment of streets, sidewalks, streetscape facilities, and other pedestrian and open space amenities.

Streets

- Even though safe and convenient vehicular access and circulation will be essential, the Village should be improved and redeveloped in a manner that encourages alternative modes of transportation, including walking, bicycling and transit usage, in order to reduce the reliance on automobile travel and reduce the need for “more and more” parking.
- Streets should be designed to support vehicles, bicyclists and pedestrians on a relatively equal basis. While accommodating vehicular traffic, streets should also promote walking, cycling, and an overall sense of place.
- Measures should be taken to prohibit on-street parking by commercial and office uses within residential areas.
- Streets within the residential areas of the Corridor should be designed and controlled to reduce the speed of traffic and reduce the amount of “cut-through” traffic in order to protect pedestrians and the overall residential character of the neighborhoods. Contrasting paving materials, landscaping,

on-street parking, medians, and curb “bump-outs” can all be used to help calm and reduce the speed of traffic.

- Pedestrian crossings should be improved at the intersection of 25th Avenue and Lake Street, Broadway Avenue and Lake Street, 15th Avenue and Lake Street, 9th Avenue and Lake Street, 15th Avenue and Main Street, and Broadway Avenue and Main Street, making it safer and more comfortable for pedestrians and bicyclists. This might entail widening sidewalks, constructing curb extensions, improved pavement markings, pedestrian-compatible traffic signals, and other measures. Crosswalks should also be provided at these key locations.
- To improve visibility and safety, crosswalks should be made prominent and noticeable by employing a change in paving materials, texture and color. Small pylons and bollard lighting fixtures might also be used to highlight crosswalks.

Sidewalks

- Sidewalks should be designed to support bicyclists and pedestrians on a relatively equal basis. All public sidewalks should be a minimum of five feet in width. In locations of heavy pedestrian use, sidewalks on major streets should be a minimum of eight feet in width.

- A “buffer” zone or parkway between the sidewalk and the street should be constructed wherever possible. This zone should consist of a grass parkway with street trees and light fixtures, or a paved area with trees in grates, lights, and other street furniture.
- Sidewalks along major pedestrian routes and at key intersections should consist of special modular clay and/or concrete paving units. Sidewalks along other streets should consist of modular clay and/or concrete paving units used as trim elements in combination with standard concrete pavements.
- As mentioned above, sidewalk bump-outs should be considered at key intersections to assist in street crossings, slow traffic, provide additional space for street furniture, and eliminate parking near intersections.
- An area-wide system of secondary walkways should also be developed to provide linkages between public sidewalks and nearby parking areas, open spaces and building entries.
- All public and private sidewalks within the Corridor should be accessible to persons with disabilities and should comply with appropriate ADA standards (Americans With Disabilities Act).

Landscaping

- Regularly spaced street trees should be planted in rows along both sides of all streets within the Corridor. Species and spacing should conform to the landscape requirements in the Melrose Park Zoning Code.
- Parkway landscaping should consist of salt-tolerant street trees, shrubs, groundcover and perennials. Plantings in raised beds, planters, urns, or other containers should be considered along the curb line in selected locations and to highlight building entries and special activity areas.
- All landscaping within and adjacent to the public right-of-way should be compatible with existing plant materials in the area and be composed of native and salt tolerant species.
- Street trees and other landscaping along the public rights-of-way should be protected from motorized and pedestrian traffic by curbs, tree grates, and other devices. Evergreen shrubs are encouraged in light of their ability to provide year-round color and interest.

Lighting

- Lighting along public streets within the Corridor should consist of both roadway lighting and decorative pedestrian lighting.
- While roadway lighting should be consistent with IDOT, County and Village codes and standards, light standards within the Village should be no more than 20 to 30 feet in height in order to be in scale with new buildings within the Corridor.
- Pedestrian light fixtures should be approximately 12 to 15 feet, and be of a style and character that would complement existing and proposed development.
- Pylons and bollard lighting should be considered as accents and for ornamental purposes. These fixtures could be used to highlight crosswalks, open spaces, seating areas, and major pedestrian ways.

Public Signage

- The Village should establish a comprehensive signage system that can guide and direct both motorists and pedestrians to key destinations within the Corridor and the Village.
- “Gateway” signs should be developed at key intersections that provide entry into the Corridor. In addition to signage, gateway features should include special land-

scaping, lighting and paving materials.

- Informational and way finding signs should be provided at key locations to direct pedestrians to businesses and stores, and to announce special activities and events within the area.
- Banners attached to street light standards could also be used to commemorate special events within the Village and the Corridor. Banners might be changed periodically during the year.

Park, Open Space, Recreation and Pedestrian Amenities

- Open spaces and courtyards should be promoted as a part of private development projects within the Corridor.
- Improvement and development of the commercial areas of the Corridor should include a unified system of “street furnishings,” such as seating areas, trash receptacles, drinking fountains, bike racks, and other pedestrian amenities. Street furnishings should reflect a traditional design theme, and be consistent with the materials, colors and architectural styles to be promoted within the Corridor.
- Trash receptacles should be placed along each block front, preferably at or near corners or other high activity areas. Bench-

es and drinking fountains should be located within park sites, open spaces or high activity areas. Bike parking should be provided in visible areas and near main entrances to buildings. Bollards should be used at curb side, along streets where sidewalks directly abut parking or traffic lanes.

- Streetscape elements designed to assist and aid public transportation within the Corridor should be implemented including information kiosks, bus shelters, bus route signage etc.
- Linkages to park and school sites throughout the Corridor should be enhanced through way-finding signage, paving materials, plantings, and branding.
- Pieces of public art might also be considered at key locations along the public rights-of-way and on private properties. Businesses or institutions within the Corridor might be recruited to sponsor public art.

Public Utilities

- Where possible, utility lines within the Corridor should be placed underground.

Figure 12:

Urban Design and Guidelines Plan



1 To improve visibility and safety, crosswalks in the Lake Street Corridor should be made prominent and noticeable by changing pavement materials, using attractive information signage, installing bollard lighting, and providing sufficient standing area for pedestrians waiting to cross.



2 Informational and wayfinding signage should be installed throughout the corridor to direct both motorists and pedestrians to businesses and stores, community facilities, and public parking areas. The signage should be attractive, distinctive, and easy to read. The signage could also incorporate the Village's logo.



3 To improve the image, character, and overall pedestrian experience throughout the Corridor, streetscape improvements should be installed along Lake Street, Main Street, and Broadway Avenue. Improvements could include street trees, pedestrian amenities, street furniture, landscaped areas, banners, and more.



4 The Village should encourage the placement of "Gateway" signs at major entry routes to the Village and the Lake Street Corridor. Gateway areas should also be attractively lighted and landscaped.



5-7A Corridor-Wide Streetscape Improvement Program for the primary corridors, including Lake Street, Broadway Avenue, 9th Avenue, and Main Street should be developed to improve the overall appearance and cohesiveness of the Corridor.

Streetscaping and urban design improvements along the primary streets within the Corridor will improve the appearance and character of both the Corridor and the Village, distinguishing it from surrounding municipalities.



The Village should implement coordinated streetscape improvements such as banners, lighting, landscaping, pedestrian amenities, key intersection improvements, and gateway signage at key locations.

Pedestrian amenities should include both pedestrian and bicycle amenities. An off-street trail should be created through the Corridor that links to future neighborhood parks/tot-lots.



Streetscape improvements should be coordinated with other infrastructure and capital improvement projects whenever possible, to ensure coordinated design and economies of scale based on the timing and coordination of installation efforts.



8 Pedestrian walkways and arcades should be strategically located between buildings in the Broadway Avenue Business District, linking the public parking areas at the rear to the front of the stores along the street.



9 Signs consisting of internally illuminated, individual projected letters mounted flat on the building face work well with traditional building materials and architecture, and add to the appearance of new commercial development.



10 Parking lots should be screened from view along sidewalks and roadways through the use of low masonry walls, hedge plantings, and shrubs.



- Key Intersection Improvements
- Gateways
- Pedestrian Arcades/Walkways
- Streetscape Improvements
- Linear Park/Trail
- Parking Lot Improvements



11 Building facades should be improved with traditional building materials and architecture. The new facades will add to the appearance and appeal of new commercial development, and enhance the overall character of the pedestrian environment.



Section 8:

Marketing and Promotion

Section 8: Marketing and Promotion

This section of the Plan identifies potential marketing and promotional efforts that could support and reinforce implementation of the Lake Street Corridor Plan. Coordinated management activities are recommended to help build and maintain the desirability of the Lake Street Corridor in the years to come.

There are a number of programs and activities that can be initiated immediately to build interest in and awareness of the shopping, entertainment, service, and residential components of the Lake Street Corridor. The Village should put into place an on-going, comprehensive marketing strategy that will help keep the Lake Street Area attractive and successful in the future.

Marketing, Promotional Efforts and Public Relations

Several actions should be taken to successfully market and promote the Lake Street Corridor. Some actions can and should be undertaken immediately while other actions may take longer to initiate.

Immediate Actions

1. Establish a monthly communication vehicle to the community, such as a small column in local community newspapers, and/or a section in a Village newsletter, and/or community billboard on public access cable, and /or a separate newsletter (done quarterly) to include:

- Profiles of new businesses that have opened or new commercial development projects that have been approved or are underway;
 - Announcements of residential developments and neighborhood improvements that have taken place; and
 - Highlights of public enhancements and Village improvement investments that have taken place in the Corridor.
2. Organize new or expanded events for the summer months and holiday season that will involve businesses, community social clubs and other entities. It should be targeted primarily to Melrose Park residents, but have appeal and draw from beyond the community. This will most likely be targeted for the Broadway Avenue Business District, but other areas of the Lake Street Corridor should also be included. Possibilities include:
 - July 4th picnic with hot dog and corn roast, ice cream social (churches? PTA? other service clubs?), traditional games and competitions, decorated bike contest and parade;
 - “Day in our Village” modeled after an event held in Oak Park on a Sunday in June, where there are activities and booths

- highlighting organizations’ activities with music, food, organized children and family activities;
 - Holiday open house of Lake Street and Broadway Avenue businesses, strolling carolers (churches, scout troops, high school choir), Santa Claus, free gift wrap for one weekend (volunteers as staff); and
 - Establish a “Master Calendar” of events and promotions held by private businesses and other Lake Street Corridor entities, in order to coordinate and communicate the breadth of goings-on in the area.
3. Establish a single sheet monthly newsletter specifically highlighting Lake Street Corridor and Broadway Avenue business and property owners, with more detailed and substantive information about the Plan, schedule, upcoming physical disruptions, business issues, but also including some of the interesting information about other areas of the community.
 4. Communicate with colleges and universities in the region to recruit support and offer the opportunity for student experience and volunteer help for promotional and community events, musical or other performing groups, display opportunities for art shows, in-

- ternships for marketing, communication or journalism majors to work on monthly communications and a master calendar.
5. Create materials and forums that can be used to communicate with potential businesses and developers about the opportunities that are available throughout the Lake Street Corridor. Create comprehensive data bases of space available, developer incentives, planned infrastructure improvements, and more, and make the information available to developers, builders, realtors, local lending institutions and more.
 6. Village and other community support will be required to successfully implement the recommendations identified above. However, it is very important for all of the Lake Street Corridor businesses, property owners, and residents to know about, participate in and support the promotional activities.

Later Marketing Efforts

1. Over the next several years, as the Lake Street Corridor is being revitalized, redeveloped, and improved, a comprehensive marketing plan should be created and approved annually to reflect the changing activity, perceptions and needs of the Corridor. This can include, but will not be limited to:

- Promotional events, expanded to a minimum of three per year, with other organizations using the area for additional community oriented events (likely to be focused in the Broadway Avenue Business District).
- Coordinated cooperative advertising campaign.
- Plan for the mitigation of impacts caused by construction projects. This will include some special advertising and promotions, intensive monitoring, meetings, holding of hands, etc.
- Directional signage to the Lake Street Business District, Broadway Avenue Business District, Municipal facilities, and other points of interest, from other areas of the Village.
- Ongoing public relations and community involvement outreach.

Management and Organization

As previously stated, the process of revitalizing the Lake Street Corridor requires public and private commitment. Management and organization can play a critical role in the Corridor revitalization effort. As the area grows and becomes more successful, effective management and organization evolve, and help sustain the community’s vision and investment in the

Lake Street Corridor and surrounding areas.

The primary roles of a Lake Street Corridor/Broadway Avenue Business District management organization are:

1. To act as liaison and communicator between the Village government, the citizens, the Lake Street Corridor and Broadway Avenue Business District property and business owners, and other organizations.
2. To provide facilitation and to advocate for or against issues that specifically affect the Lake Street Corridor and its stakeholders.
3. To build awareness of the Lake Street Corridor and the Broadway Avenue Business District, its activities, and its constituents and thereby enhance the Corridor’s position within the Village and surrounding communities.

The Lake Street Corridor has a very bright future and needs only to be demonstrative in building awareness and realistic expectations of what it is and can become for the community. Well promoted and managed, the Lake Street Corridor, including the Broadway Avenue Business District, can become an important destination for Villagers and visitors alike.



Section 9:

Implementation

Section 9: Implementation

The Lake Street Corridor Plan sets forth an agreed-upon “road map” for improvement, revitalization, and redevelopment of the areas north and south of Lake Street, between 9th and 25th Avenues. The Plan is the product of considerable effort on the part of the Village’s Planning Advisory Committee, appointed and elected officials, Village staff, and the Melrose Park community. However, in many ways the planning process has just begun. Completion of the new Lake Street Corridor Plan is only the first step, not the last. There are several requirements for effective implementation of the Lake Street Corridor Plan. Priority actions are listed below with implementation components explained in further detail on the following pages.

Priority Actions

While there are several components to successful plan implementation, some plan recommendations should have a higher priority in terms of their importance or potential impact. Seven of the most important implementation steps are identified below:

1. Code Enforcement - Existing zoning and fire protection regulations must be enforced to ensure that structures are being used for their intended and zoned use. Enforcement is essential to combat overcrowding, fire safety issues, congestion, parking problems, and the over burdening of Village services and facilities.

2. Development of Hospital Owned Property - The Hospital owned property south of Lake Street represents a tremendous development opportunity. The Village should work with a “master developer” and the hospital to realize a comprehensive redevelopment of these properties that is consistent with the Lake Street Corridor Plan.

3. Establishment of TIF District - The Village should consider the establishment of a Lake Street Corridor TIF District to facilitate and encourage the redevelopment, improvement, and revitalization of the Lake Street Corridor.

4. Intersection Improvements - As noted in the Transportation Plan section of this document, the Village should work with IDOT and a qualified transportation engineer to improve key intersections along the corridor to accommodate appropriate designated turn lanes and through lanes.

5. Two-Way Traffic Flow - Two-way traffic flow should be established for all north/south streets south of Lake Street, together with parking prohibition on one side of the street.

6. Zoning amendments and Overlay District - The Village should develop and adopt an Overlay District for the Lake Street Corridor that would require all new development (except single-family homes) to apply as a planned unit development

(PUD), thus giving the Village more control over the quality and character of new development. To accommodate this, the Village must amend its zoning code to include a PUD Ordinance. The Village should also make necessary Zoning Map amendments to reflect the Plans land use designations. The creation of new zoning classification will likely be required.

7. Further Exploration of Metra Station Relocation - The Village needs to continue discussion with Metra and the UP and IHB to further explore opportunities and obstacles that must be addressed in order to accommodate the creation of new Metra station in Bellwood, just west of 25th Avenue.

Administrative Actions

These are all high-priority, early action projects, which largely represent public policy or administrative decisions. They do not require a significant new allocation of funds, and they should all be undertaken within a relatively short time frame. These actions relate to revising and updating local codes and ordinances, follow-up studies and related administrative actions.

Economic Development

The Village makes a high priority of working with the development community, businesses and landowners to realize economic change and physical improvement, as recommended under this Plan.

Along with promoting new development, the retention of existing businesses should be a priority where appropriate.

Examine the Village’s Sign Ordinance to improve the appearance, character, and consistency of signage in the Village.

Adopt a planned unit development ordinance and process to accommodate the development of all non-single-family residential development within the Lake Street Corridor Study Area.

Housing and Residential Areas

- Closely monitor building conditions in all areas of the Corridor and strictly enforce all zoning, building, fire safety, and occupancy codes as they apply to all structures.
- Utilize the Plan to guide the location, type, and amount of housing.
- Revise existing zoning regulations to ensure the protection of sound existing development, to reduce adverse influences, and to establish setback, height, and density requirements for new residential development.
- Consider amendments to the Zoning Ordinance and Zoning Map to reflect the Plan’s recommendation that the residential areas be primarily single-family detached residential.

- Consider the establishment of an overlay district that would require all non-single-family detached residential development to require a special use permit or planned unit development approval.

Commercial Development

- Update the Village zoning map to reflect the new commercial area designations such as Broadway District Commercial and Corridor Commercial.
- Consider the development of access control policies and standards to be integrated into an updated Zoning Ordinance. The policies should reflect the Village’s desire to reduce the number of individual curb cuts along Lake Street and Main Street in favor of shared access, and prohibit curb cuts on Broadway Avenue between Lake Street and Main Street.
- Introduce standards and guidelines for appearance through the establishment of a design guidelines program that builds upon the Urban Design and Guidelines Plan.
- Continue to participate in economic development programs aimed at attracting and retaining businesses in Melrose Park.

- Hold regular meetings with the business, real estate, and development communities to apprise them of active changes and improvements in the Village.

Transportation and Community Facilities

- Establish a street and alley maintenance and improvement schedule to address the poor condition of street surfaces in the Corridor.
- Work with IDOT on the intersection striping, on-street parking, streetscape improvements, and traffic signal timing for Lake Street.
- Secure funds for the development of pedestrian improvements including pedestrian amenities, sidewalks, and crossings.
- Secure funds for the resurfacing, expansion, and landscaping of public parking within the Corridor.
- Examine changing the one-way circulation pattern on the side streets to a more conventional two-way traffic pattern on most streets.
- Continue supporting and working toward the grade separation at 25th Avenue and the Metra/ Union Pacific West Line.
- Work toward providing Metra’s projected need for 200-300 com-

muter parking spaces by 2030 if the Melrose Park Metra Station remains. These additional spaces should be considered when demand warrants and funding is available.

- If the Village's preference is to relocate the Melrose Park Metra Station, then the Village should continue to work with Metra, UP, and IHB regarding the relocation.
- Work with Pace to develop Transit Signal Priority, bus stop signs, shelters and passenger amenities.

Plan Implementation

This section highlights several next steps that should be undertaken to begin the process of plan implementation. These include:

- Adopt and use the Plan on a day-to-day basis;
- Review and update the Zoning Ordinance and other development controls;
- Develop and utilize a regular Capital Improvements Program (CIP)
- Promote cooperation and participation among various agencies, organizations, community groups, and individuals;
- Explore possible funding sources and implementation techniques;

- Enhance public communications; and
- Update the Lake Street Corridor Plan on a regular basis.

Adopt and Use the Plan on a Day-to-Day Basis

The Lake Street Corridor Plan should become the Village of Melrose Park's official policy guide for improvement and development within the Lake Street Corridor. It is essential that the Plan be adopted by the Village Board and then used on a regular basis by Village staff, boards, and commissions to review and evaluate all proposals for improvement and development within the community.

Review and Update the Zoning Ordinance/Development Codes

Zoning is an important tool in implementing planning policy. It establishes the types of uses to be allowed on specific properties, and prescribes the overall character and intensity of development to be permitted.

Adoption of the new Lake Street Corridor Plan should be followed by a review and update of the Village's current development controls including zoning, subdivision regulations, and other related codes and ordinances. It is essential that all development controls are consistent with and complement the new Lake Street Corridor Plan.

The Lake Street Corridor Plan sets forth policies regarding the use of land within the Corridor and establishes design guidelines for the quality, character, and intensity of new development and redevelopment. The Plan's policies and guidelines should greatly assist the Village in creating new zoning and development code regulations that can better reflect the needs and aspiration of the Corridor.

Capital Improvements Program

Another tool for implementing the Lake Street Corridor Plan is the Capital Improvements Program (CIP). The CIP establishes schedules and priorities for all public improvement projects within a five-year period. The Village first prepares a list of all public improvements that will be required within the five-year period and then all projects are reviewed, prioritized, and potential funding sources are identified.

The CIP should schedule the implementation of a range of specific projects related to the Lake Street Corridor Plan. The Village of Melrose Park's financial resources will always be limited and public dollars must be spent wisely. The Capital Improvements Program would allow the Village to provide the most desirable public improvements, yet stay within budget constraints.

Promote Cooperation and Participation

The Village of Melrose Park should assume the leadership role in implementing the new Lake Street Corridor Plan. In addition to carrying out the administrative actions and many of the public improvement projects recommended in the Plan, the Village may choose to administer a variety of programs available to local residents, businesses and property owners.

However, in order for the Lake Street Corridor Plan to be a success, it must be based on a strong partnership between the Village, other public agencies, various neighborhood groups, local business owners, and the private sector. The Village's "partners" should include:

- Other Governmental and service districts, such as the school districts, Cook County, the private utility companies, the Illinois Department of Transportation (IDOT), RTA, Metra, Pace, UP, IHB, Veteran's District, etc;
- The development community that includes builders and developers, who should be encouraged to undertake improvements and new construction that conform to the Plan and enhance the overall quality and character of the community; and
- The Melrose Park community, since all residents and neighborhood groups should be encour-

aged to participate in the on-going planning process, and all should be given the opportunity to voice their opinions on improvement and development decisions within the community.

Enhance Public Communication

The Village should prepare a brief summary version of the Lake Street Corridor Plan for distribution throughout the community. It is important that all local residents, businesses and property owners be familiar with the Plan's major recommendations and the Village's vision.

The Village should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the Village may consider a special newsletter or Web page features that focus on frequently raised questions and concerns regarding planning and development and especially on those that relate to recommendations of the Lake Street Corridor Plan.

Update the Plan on a Regular Basis

It is important to emphasize that the Lake Street Corridor Plan is not a static document. If community attitudes and opinions change or new issues arise which are beyond the scope of the current Lake Street Corridor Plan, the Plan should be revised and updated accordingly.

Although a proposal to amend the Plan can be brought forth at any time, the Village should regularly undertake a systematic review of the Plan. Although an annual review is most desirable, the Village should initiate review of the Plan at least every two to three years. This review should coincide with the preparation of the annual budget and capital improvements program. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the upcoming fiscal year. Routine examination of the Plan will assist the Village in ensuring that the planning program remains relevant to community needs and aspirations.

The Village should undertake the following actions:

- Make copies of the Plan for public purchase.
- Provide assistance to the public in explaining the Plan and its relationship to private and public development projects.
- Assist the Village Board, and Zoning and Planning Board in the day-to-day administration, interpretation and application of the Plan.
- Maintain a list of current possible amendments, issues, or needs, which may be a subject of change,

addition, or deletion from the Lake Street Corridor Plan.

- Coordinate with, and assist the Zoning and Planning Board and Village Board in the Plan amendment process.

Funding Sources and Implementation Techniques

While the Lake Street Corridor Plan generally endorses the traditional role of the Village in the improvement process, it is suggested that the Village consider taking a more active leadership role in promoting, coordinating and “facilitating” the community development process. For example, the Village might offer technical assistance and support to property owners or developers of community projects that meet the guidelines and foster the objectives of the new Lake Street Corridor Plan. In areas where the Village owns land, the Village might coordinate with adjacent and nearby property owners to assemble larger, more desirable sites for new development. The Village might assist in the preparation of developer “Requests for Proposals,” and might assist in the review and evaluation of proposals for key projects.

Several techniques for implementing complex improvement and redevelopment projects are highlighted below. In general, the Village has been creative, aggressive and successful in seeking out funding from local, state and federal sources for financing a

range of projects throughout the community. However, additional local financing tools are necessary for addressing several of the principal recommendations of the Lake Street Corridor Plan. Listed below are basic descriptions of programs that the Village may want to consider for accomplishing the Lake Street Corridor Plan goals.

General Resources and Funding Tools

Communities have a number of general sources of revenue that can be applied to any corporate purpose, including improvements that will benefit the community as a whole. The largest of these is normally the general-purpose property tax, which primarily funds the Village’s General Revenue Fund. Others include state income tax rebates, motor fuel tax funds, public utility taxes, hotel/motel tax, retailers’ occupational tax, plus various fees, fines and other receipts. Municipal bonds may also be considered for special projects during various phases of the implementation of the Lake Street Corridor Plan that may require more long-term financing. One type of bond that could be considered for community projects is the special assessment bond. These bonds are issued to finance improvements that are to be paid for by special assessments against benefited properties. Bond obligations are payable only from the special assessment receipts, are not backed by general

taxes and usually carry higher interest rates.

Tax Increment Financing (TIF)

Tax increment financing (TIF) is a mechanism used to carry out revitalization and redevelopment activities on a local basis. TIF allows a community to capture the increase in local property taxes that results from a redevelopment project in order to pay for the public costs involved in the project. TIF districts are most typically used in commercial and industrial areas of communities throughout Illinois.

TIF is being undertaken increasingly for mixed-use and residential areas as well. To carry out a TIF project, the municipality designates an area for revitalization and redevelopment, and establishes specific boundaries for the project area. The base equalized assessed valuation (EAV) of all properties within the area is determined as of the date of TIF adoption. Thereafter, all relevant property taxing districts continue to collect property taxes based on levies against the base EAV for a time period not to exceed 23 years. The increased real estate tax revenues generated by all new private development and redevelopment projects, and all appreciation in the value of existing properties which result in higher property values, are used to pay for public improvements within the project area. Tax Increment Financing does not generate tax

revenues by increasing tax rates, but rather through the temporary capture of increased tax revenues generated by the enhanced valuation of properties resulting from the municipality’s redevelopment activities. It should also be noted that TIF does not reduce the tax revenues received by any individual taxing district. Under TIF, all taxing districts continue to receive property taxes levied on the initial valuation of properties within the project area. At the conclusion of a TIF, the revenues accruing to the individual districts are most often significantly greater than those initially received. TIF funds can be used for:

- Acquisition, clearance and other land assembly and site preparation activities.
- Rehabilitation of older, deteriorating or obsolescent buildings.
- Incentives to attract or retain private development.
- Marketing of development sites.
- Other redevelopment activities are also possible under TIF, including:
- Area-wide infrastructure improvements such as road repairs and utility upgrades.
- Correction or mitigation of environmental problems.

- Job training, workforce readiness and other related educational programs.
- Professional fees related to the project, such as legal, planning, and architectural services.

Necessary site or building improvements, such as streets, landscaping, property assembly and resale are typically accomplished using existing municipal revenues or revenues generated from the sale of municipal bonds. Because of the public investment, private developers are encouraged to build or lease facilities in the area and generate new tax revenues from their business operations. The increased tax revenues generated by higher property values are used to pay for the initial public improvements. TIF has proven to be an exceptional economic development tool. Many communities have successfully used TIF funds to finance public improvements and other economic development incentives through the increased property tax revenue the improvements help generate. It should be emphasized that TIF will only be viable if significant new building development or redevelopment is expected to occur. In most cases, advance private investor commitment to a development project is an important prerequisite to establishing a TIF district.

Special Service Areas

Special Service Area (SSA) financing is an economic development tool that enables a municipality, property owners and community members to cooperatively plan, provide for, benefit from, and finance capital improvements or “special services” for an identified geographic area. The projects or services of an SSA district are paid for with revenue from taxes levied on the properties receiving the benefit. SSA services and programs are in addition to the normal programs and services provided by the Village.

SSA districts most typically encompass commercial or business districts (which is why they are often referred to as “business improvement districts”), but can include residential areas as well. SSAs have been used by communities throughout Illinois to accomplish a range of improvement activities, including: parking structures and surface lots, lighting, paving, landscaping installation and maintenance, streetscape improvements and seasonal decorations, litter control, security services, snow removal, storm sewers, tenant search and commercial attraction activities, and area-wide marketing and promotion activities.

SSA services and improvements are funded entirely through the tax revenues generated by the special service tax. The revenue is derived from a computation using the Equalized

Assessed Valuation (EAV) of the taxable parcels within the special service area boundaries. The process for establishing an SSA involves first establishing proposed boundaries of a contiguous area and defining the benefits and services to be paid for within that area. The costs of these services and projects are then estimated to determine a corresponding tax levy, rate and duration of the SSA. The decision of whether the municipality will issue bonds for SSA projects is also evaluated at the initial stages of SSA consideration. A public process for notifying property owners and other stakeholders within the SSA is required to provide information, gather feedback, and to allow for challenge. Upon successful adoption of an SSA ordinance, which includes a levy and budget, the sponsoring municipality typically serves as the administrator of the SSA. Depending on the types of projects and services proposed for the SSA, however, many communities choose to delegate administration of the SSA to either an existing or new organization with a mission consistent with the purposes of the SSA. Amendments to and dissolution of the SSA, however, are accomplished by the sponsoring municipality.

Business District Designation

Business district development and redevelopment is authorized by Division 74.3 of the Municipal Code of the State of Illinois. A municipality may designate, after public hearings, an area of the municipality as a Business

District. While business district designation does not provide a funding source, it empowers a municipality to carry out a business district development or redevelopment plan through the following actions:

- Approve all development and redevelopment proposals.
- Exercise the use of eminent domain for the acquisition of real and personal property for the purpose of a development or redevelopment project.
- Acquire, manage, convey or otherwise dispose of real and personal property acquired pursuant to the provisions of a development or redevelopment plan.
- Apply for and accept capital grants and loans from the United States and the State of Illinois, or any instrumentality of the United States or the State, for business district development and redevelopment.
- Borrow funds as it may be deemed necessary for the purpose of business district development and redevelopment, and in this connection issue such obligation or revenue bonds as it shall be deemed necessary, subject to applicable statutory limitations.
- Enter into contracts with any public or private agency or person.

- Sell, lease, trade or improve such real property as may be acquired in connection with business district development and redevelopment plans.
- Expend such public funds as may be necessary for the planning, execution and implementation of the business district plans.
- Establish by ordinance or resolution procedures for the planning, execution and implementation of business district plans.
- Create a Business District Development and Redevelopment Commission to act as an agent for the municipality for the purposes of business district development and redevelopment.

Community Development Corporations

Many communities use Special Service Areas or Tax Increment Financing (as appropriate) to fund the start up and/or operation of a Community Development Corporation (CDC) to oversee a range of redevelopment activities for a specific geographic area, particularly commercial areas and central business districts. A Central Business District (CDC) is typically an independently chartered organization, often times with not-for-profit status, that is governed by a board of directors. The directors typically bring expertise in real estate or business development along with a demonstrated

commitment to the community. CDCs are often funded through public-private partnerships with financial commitments from local financial institutions or businesses and a public funding source (TIF, SSA, etc.) to provide for both operating expenses and programs, as appropriate. CDCs may undertake traditional chamber of commerce-like activities such as marketing, promotion, workforce development, information management, and technical assistance to small businesses, but may also administer loan programs or acquire and redevelop property in the community. Many communities create CDCs under the umbrella structure of an established chamber of commerce in the community so that missions are complementary and do not overlap. An example of a distinctive CDC activity is the facilitation or administration of a revolving loan fund or a community lending pool capitalized by commitments from local financial institutions to provide low-interest/low-cost loans. Such funds typically target both new and expanding businesses for such redevelopment activities as interior improvements, façade and exterior improvements, building additions, site improvements, etc. Some state and federal small business assistance programs are structured to work in combination with CDC-administered loan programs. Another distinctive activity of a CDC is property acquisition and redevelopment, which is most successful when the organization is mature in both expertise and capabili-

ties (particularly if the CDC intends to manage property after redevelopment).

Transportation and Infrastructure Improvements

A number of transportation and infrastructure funding sources are available to the Village for implementing goals of the Lake Street Corridor Plan.

SAFETEA-LU

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) represents the largest surface transportation investment in our Nation's history. The two landmark bills that brought surface transportation into the 21st century—the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and the Transportation Equity Act for the 21st Century (TEA-21). These previous Acts shaped the highway program to meet the Nation's changing transportation needs. SAFETEA-LU builds on this strong foundation.

SAFETEA-LU addresses the many challenges facing our transportation system today including improving safety, reducing traffic congestion, improving efficiency in freight movement, increasing intermodal connectivity, and protecting the environment. SAFETEA-LU promotes more efficient and effective Federal surface transportation programs by focusing on transportation issues of national significance, while giving State and

local transportation decision makers more flexibility for solving transportation problems in their communities.

Illinois Transportation Enhancement Program (ITEP)

This funding source is administered by the Illinois Department of Transportation and is a set-aside fund from the SAFETEA-LU. Among the projects that are eligible for this funding include bicycle/pedestrian facilities, streetscaping, landscaping, historic preservation and projects that control or remove outdoor advertising. Federal reimbursement is available for up to 50 percent of the cost of right-of-way and easement acquisition and 80 percent of the cost for preliminary engineering, utility relocations, construction engineering and construction costs.

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The CMAQ program is also part of SAFETEA-LU focuses on projects that provide solutions to regional congestion and air quality problems. Eligible project types include transit improvements, commuter parking lots, traffic flow improvements, bicycle/pedestrian projects and projects that result in emissions reductions. These projects are also federally funded at 80 percent of project costs.

Surface Transportation Program (STP)

These funds are allocated to coordinating regional councils to be used for all roadway and roadway related items. Projects in this funding category must have a local sponsor and are selected based, among other factors, on a ranking scale that takes into account the regional benefits provided by the project. STP funds are allocated among the following programs: demonstration projects; enhancement; hazard elimination; and urban funds.

Open Space and Natural Resources

The Village and Park District should coordinate the pursuit of grant opportunities for the acquisition and development of parks within the Village. For example the Village should continue monitoring the Illinois Department of Natural Resources (IDNR) programming and funding as a part of the implementation of the Lake Street Corridor Plan. A brief description of the most relevant open space and natural resource programs are given below.

Illinois Department of Natural Resources

The Illinois Department of Natural Resources (IDNR) administers seven grants-in-aid programs to help municipalities and other local agencies provide a number of public outdoor recreation areas and facilities. The programs operate on a cost reimbursement basis to local agencies (government or not-for-profit organi-

zation) and are awarded on an annual basis. Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location. IDNR grants are organized into three major categories: Open Space Lands Acquisition and Development (OSLAD); Boat Access Area Development (BAAD); and Illinois Trails Grant Programs.

OSLAD

The OSLAD program awards up to fifty percent of project costs up to a maximum of \$400,000 for acquisition and \$200,000 for development/renovation of such recreation facilities as playgrounds, outdoor nature interpretive areas, campgrounds and fishing piers, park roads and paths, and beaches.

IDNR administers five grant programs to provide financial assistance for the acquisition, development, and maintenance of trails that are used for public recreation uses (bike paths, snowmobile, off-highway vehicles, motorized and non-motorized recreational trails, etc.).

Recreational Trails Program

Another program is the federal “Recreational Trails Program” (RTP), was created through the National Recreational Trail Fund Act (NRTFA) as part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and reauthorized by the SAFETEA-LU. This program pro-

vides funding assistance for acquisition, development, rehabilitation and maintenance of both motorized and non-motorized recreation trails. By law, 30% of each States’ RTP funding must be earmarked for motorized trail projects, 30% for non-motorized trail projects and the remaining 40% for multi-use (diversified) motorized and non-motorized trails or a combination of either. The RTP program can provide up to 80% federal funding on approved projects and requires a minimum 20% non-federal funding match.

Foundation and Specialized Grants

The successful implementation of the Lake Street Corridor Plan requires realization of projects that range in scale and scope. One type of funding source that becomes increasingly significant when issue-specific projects or programs (tourism, performing arts, historic preservation, small business assistance, etc.) are considered is foundation grants. The Village should continue to dedicate resources to monitoring and exploring the foundation grant as a funding tool.

Conclusions

The Lake Street Corridor Plan provides recommendations and planning improvement concepts for several distinct areas within the Lake Street Corridor.

The Lake Street Corridor Commercial areas encourage the consolidation of smaller parcels to provide greater opportunities for commercial development, and also accommodates the cul-de-sacking of certain streets to provide additional off-street parking, greater redevelopment potential, and reduced cut-through traffic in the adjacent residential neighborhoods.

The residential areas between Lake Street and Main Street are targeted primarily for single-family residential infill development with new neighborhood parks and linkages.

The Broadway Avenue Business District remains a pedestrian-oriented mixed-use environment with a traditional streetwall development pattern and additional off-street parking at the rear of the buildings.

The area south of Main Street is designated for the development of row houses and institutional uses, with existing industrial uses to be relocated to other areas of the Village.

The Plan also reflects the Village’s desire to relocate the Melrose Park Metra Station to a location west of 25th Street and become part of a new consolidated station in Bellwood that

would still provide convenient transit access to residents and employees in the Lake Street Corridor. The Village will need to further discuss this issue with Metra, UP, and IHB. If the Melrose Park Station remains, 200-300 additional commuter parking spaces should be provided by 2030 based on Metra’s projected need. Metra only participates in building new parking spaces where demand warrants and funding is available.

This basic framework of the Plan is augmented with traffic and circulation recommendations that focus on improved intersections along Lake Street, the cul-de-sacking of certain side streets to provide more off-street parking and greater development opportunities, improved Pace bus service, and continued convenient access to Metra service.

Together, with Design & Development Guidelines to ensure high quality and attractive new development, and Marketing Strategies to promote the area as a place to live, shop, and work, the Plan provides a multi-faceted approach to corridor revitalization.

Concluding with the Plan Implementation, which highlights priority actions to be taken to realize the Plan’s ultimate success, the *Lake Street Corridor Plan* should serve as an important tool for the Melrose Park community.

