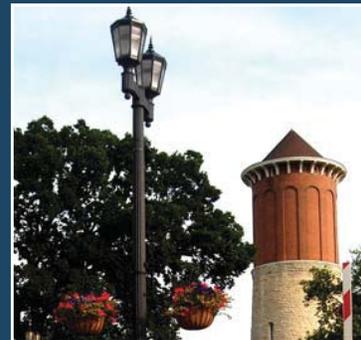
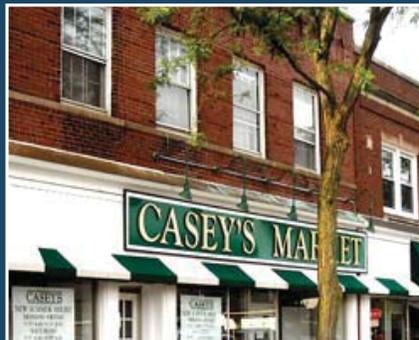




# WESTERN SPRINGS

## DOWNTOWN REDEVELOPMENT PLAN

*A charming and vibrant destination to shop, live, work and play!*







# Acknowledgements

## **Steering Committee**

Jim Adams, Economic Development Commission (EDC)  
Bob Baker, EDC Chair  
Janelle Brown, RTA  
Marcia Buell, Committee Chair and Village Trustee  
Lynette Bowden, Plan Commission (PC)  
Dan Dembinski, Pace  
Klaus Koch, Board of Zoning Appeals (BZA)  
David Kralik, Metra  
Joe Lane, Western Springs Business Association (WSBA) President  
Deborah Lyons, Village Trustee  
Jeanne Plunkett, PC Chair  
Tom Perkowski, EDC and WSBA  
Tom Radak, Pace  
Ryan Richter, Metra  
Art Roman, BZA  
Nicole Nutter, RTA

## **Village Staff**

Patrick Higgins, Village Manager  
Martin Scott, Community Development Director  
William Nelson, Deputy Village Manager  
Lucy Carter Smith, Community Development Intern

## **Consultant Team**

Teska Associates, Inc. – Community Planning and Landscape Architecture  
Business Districts, Inc. – Market Analysis and Development Economics  
OKW, Inc. – Architecture and Design Guidelines  
Gewalt Hamilton Associates, Inc. – Traffic Engineering

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*Recommended for Approval by the Plan Commission on July 26, 2011,  
Adopted by the Village Board on August 22, 2011 by Ordinance 11-2643*

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# WESTERN SPRINGS DOWNTOWN PLAN

AN RTA FUNDED COMMUNITY PLANNING EFFORT LED BY TESKA ASSOCIATES, INC.

## EXECUTIVE SUMMARY

Called the “Queen Suburb of Chicago” by early realtors, Western Springs is known as a community with lovely homes, great neighborhoods, and a strong sense of community. It also has a wonderful, small downtown with unique restaurants and shops centered on a Metra commuter rail station. To maintain and enhance this unique core of community life, the Village has crafted a Downtown Redevelopment Plan. The planning process involved an extensive public participation process, including a community survey, participatory workshops, a temporary storefront office for walk-in conversations about downtown, direct interviews and meetings with property owners and developers, and oversight by a steering committee.

### Plan Highlights

A **wayfinding system** to help residents and visitors find and navigate through downtown Western Springs

A **renovation strategy for the overall streetscape**, with a particular focus on the Metra platform area which is scheduled for improvements in 2012. Platform improvements focus on increased bike parking, extensive landscape improvements, development of a series of distinctive columns/planters to enhance Western Springs’ unique identity, and improved pedestrian amenities. Streetscape enhancements provide for improved seating, enhanced pedestrian flow, and better utilization of the Tower Green.

**Identification of 9 potential redevelopment sites**, including conceptual site plans and investment analysis for each site. The analysis generally suggests that redevelopment efforts should be focused on renovation and updating of existing structures and consideration of new redevelopment when the market improves or when specific end-users are identified and the space can be customized to meet a particular tenants needs.

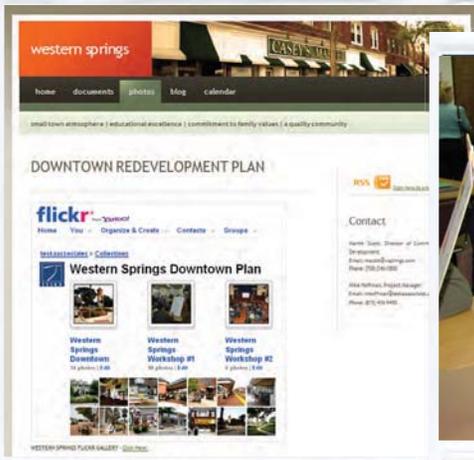
**Creation of design guidelines** that maintain community character and provide a clear direction for future development. The guidelines focus on maintaining a scale that is sensitive to the surrounding residential neighborhood and builds on the materials and character of the Village’s historic water tower.

**Façade renovation sketches** of the application of these guidelines for several key locations, including both the front and rear face of key commercial structures.

**Implementation strategies** that provide a clear action plan focused on public/private partnerships, identification of quick-hit projects that can be accomplished within a year, and identification of long-term funding opportunities.

A **marketing and promotions strategy** that reinforces a clear Western Springs ‘brand’ and works closely with the Western Springs Business Association to promote downtown and offer the additional items most desired by residents as identified in the community survey.

**Examination of parking demand and identification of parking improvements** as demand increases, including expanded municipal and commuter parking.



Project Website



Workshop #1

## VISION STATEMENT

*“Downtown Western Springs will be an economically sustainable center of community life, offering a charming and vibrant destination to meet daily and destination shopping and dining needs. The downtown will remain sensitive to the historic scale and character of Western Springs, while offering expanded opportunities to shop, live, work and play in a family friendly environment.”*

QUESTIONS | PLEASE CONTACT MARTIN SCOTT | MSCOTT@WSPRINGS.COM | 708.246.1800 | VISIT: HTTP://WWW.WSPRINGS.COM



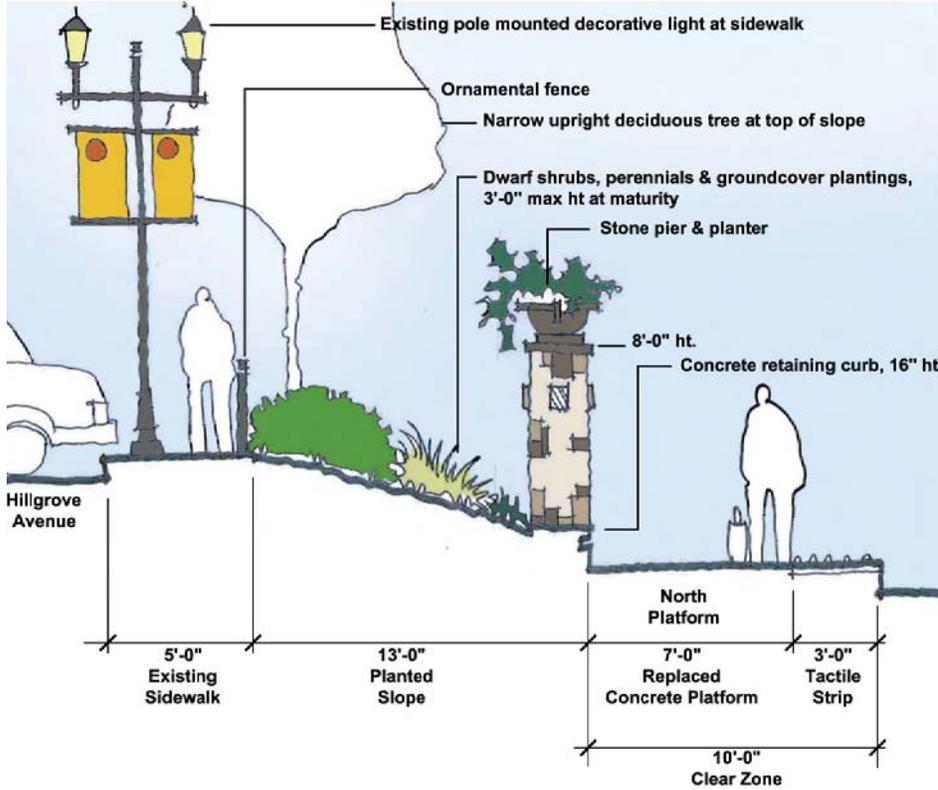


# WESTERN SPRINGS DOWNTOWN PLAN

AN RTA FUNDED COMMUNITY PLANNING EFFORT LED BY TESKA ASSOCIATES, INC.

## STREETSCAPE SIGNAGE

Section at Planted Slope and Stone Piers



### Streetscape Goals

Promote functional and visual connectivity between the north and south halves of Downtown Western Springs.

Create opportunities for flexible outdoor active spaces, such as sidewalk cafes and informal seating areas.

Provide physical streetscape transitions between the Downtown and surrounding neighborhood areas.

Establish a unified signage program that celebrates the Village with a new Village logo.



**G/W**

**Gateway/ Wayfinding Sign**  
- occurs at Wolf Road & Hillgrove Ave/ Burlinton Ave intersections

**C**

**Community Events Sign**  
- occurs at Tower Green & Spring Rock Park  
- accommodates a 3'-0" x 10'-0" banner

QUESTIONS | PLEASE CONTACT MARTIN SCOTT | MSCOTT@WSPRINGS.COM | 708.246.1800 | VISIT: HTTP://WWW.WSPRINGS.COM





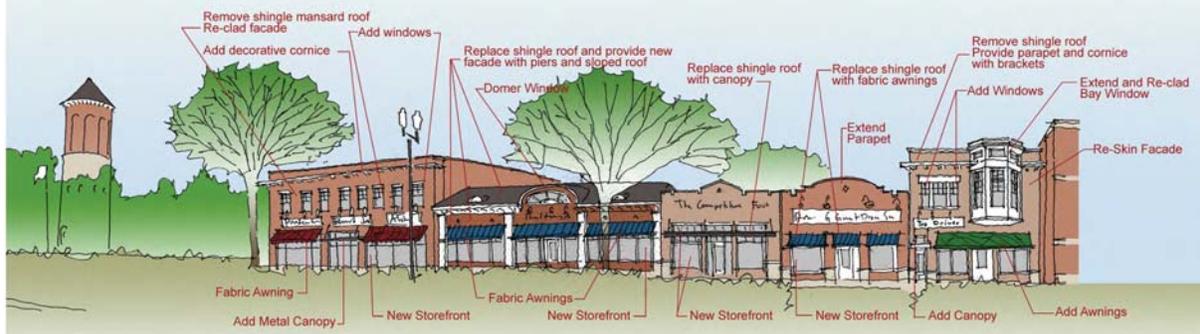
# WESTERN SPRINGS DOWNTOWN PLAN

AN RTA FUNDED COMMUNITY PLANNING EFFORT LED BY TESKA ASSOCIATES, INC.

## PERSPECTIVE RENDERING



## FACADE RENOVATION CONCEPTS



View Along Hillgrove Avenue

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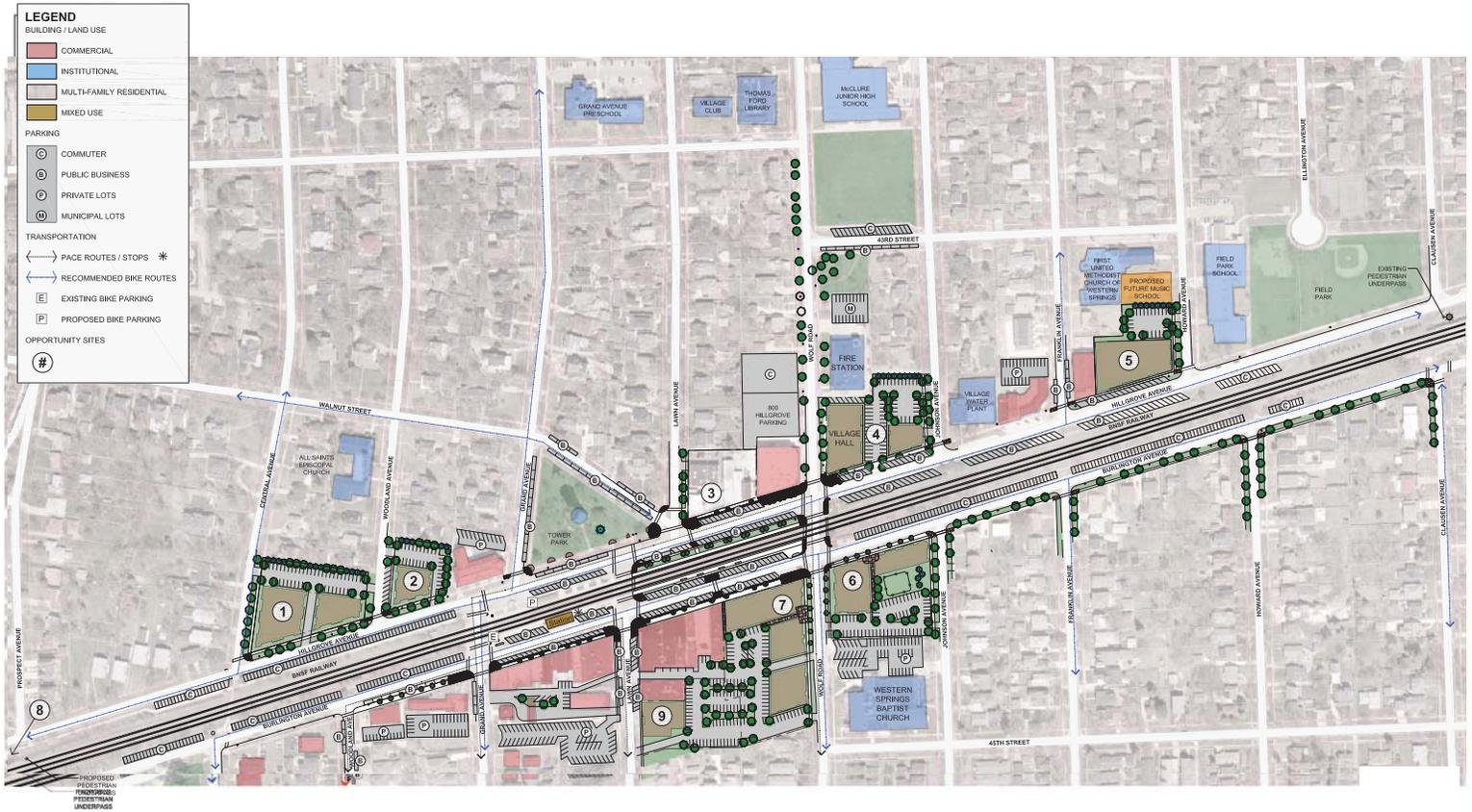




# WESTERN SPRINGS DOWNTOWN PLAN

AN RTA FUNDED COMMUNITY PLANNING EFFORT LED BY TESKA ASSOCIATES, INC.

## STREETSCAPE SIGNAGE



### Redevelopment Site Summary

Site	Existing Uses	Area	Parcels	Existing Zoning	Proposed Zoning	Existing Units/Sq. Ft.	Redevelopment Approach
1	7-11, State Farm, Quick Wash, New Cleaner, Shear Envy, Mr. Nick's Tower Lighting, 2 homes	1.2 ac.	6	C1, C2, R3	C1 with CU/DT	13,370 sq. ft. commercial center and 2 homes	a) façade and site renovation, or b) 2½ -story mixed office/retail
2	Barber Shop, Dentist, Insurance, Book Rack, 1 home	.5 ac.	3	C1, R3	C1 with CU/DT	6,500 sq. ft. commercial and 1 home	a) façade and site renovation, or b) 2½ -story mixed office/retail
3	Offices, Retail	0.32 ac	5	C1	C1	16,300 sq. ft. commercial	Façade renovation (redevelopment explored and rejected due to economics)
4	Wally's Garage, Personal Touch, Olivia Jean Salon, Zika's, Pet Necessities, Village Hall	1.2 ac.	4	C1	C1 with CU	19,110 sq. ft. commercial	a) façade and site renovation for commercial space, or b) 3-story mixed use - ground floor retail with Village Hall above
5	Offices and one home	.75 ac.	8	C1, R3	C1 with CU/DT	12,875 sq. ft. commercial and 1 home	a) façade and site renovation, or b) 2½ -story mixed use - office ground floor and either office or residential above
6	Benak Auto Care, Vacant buildings (former Tischler Property)	1.2 ac.	6	C1, R3	C1 with CU	19,600 sq. ft. commercial	a) façade and site renovation, or b) 3 to 4-story mixed use with ground floor office/retail and upper story residential
7	Bank, office, vacant buildings	1.64 ac	7	C1	C1 with CU	32,200 sq. ft. commercial	a) façade and site renovation, or b) 3-story mixed use with ground floor office/retail and upper story residential
8	Vacant (former Bannerville)	0.52 ac	2	L1	L1 or LO	9,000 sq. ft. commercial	a) re-use for office or commercial, or b) public/non-profit use for Theater or Public Works
9	Post Office	0.45 ac	4 and R.O.W.	C1	C1	9,200 sq. ft. restaurant, retail, USPS 16,000 sq. ft. office	a) continue use as post office b) redevelopment with post office/retail or restaurant on ground floor with office above



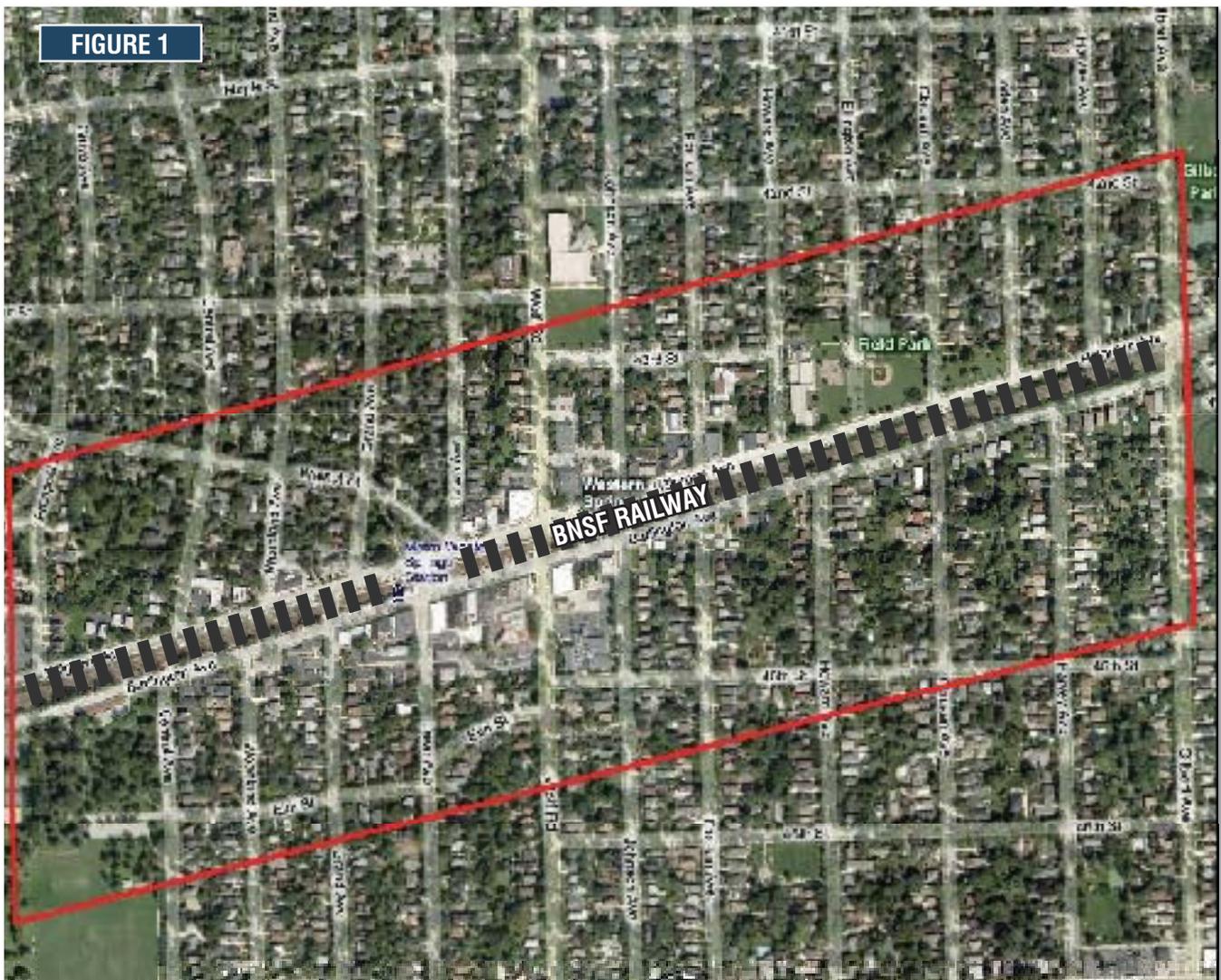
## SECTION I | Introduction

### Introduction

Western Springs is located in the western suburbs of Chicago, in Cook County, Illinois, approximately 15 miles from downtown Chicago. The Village population was 12,975 in 2010, a 3.8% increase since 2000. In order to maintain a stable and economically viable downtown business core, improvements around the existing rail station are necessary to retain existing businesses and attract new business and residents to the downtown area.

### Study Area

The Study Area is centrally located within the Village of Western Springs, consisting of the approximate 12-block (1/2-mile in length) downtown surrounded by residential neighborhoods. This area is characterized by the Metra passenger rail station which serves as the centerpoint. The Study Area runs along the BNSF railway right-of-way and from Prospect Avenue on the west to Gilbert Avenue on the east, as shown in the illustration below.

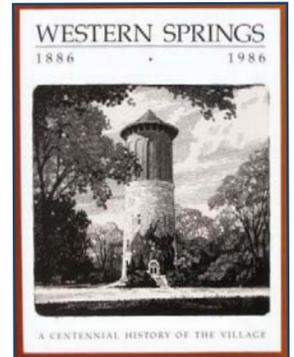


Study Area

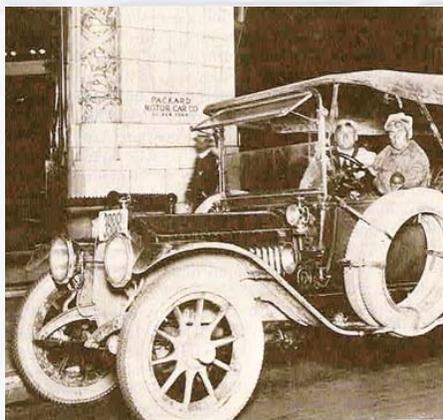


## Downtown History

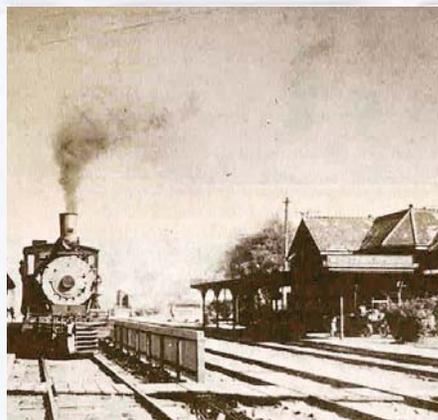
The Village of Western Springs was literally born at the train station. According to A.W. (Bill) Jones, “On December 12, 1885, fifty-nine of them (residents) met in the old railroad station and voted to incorporate the Village of Western Springs.” Called the “Queen Suburb of Chicago” by early realtors, Western Springs is known as a community with lovely homes, great neighborhoods, and strong sense of community. The following historical highlights of Western Springs are taken from *Western Springs – 1886-1986 - A Centennial History of the Village* by the Western Springs Historical Society.



- Many early settlers were Quakers, with strong religious beliefs. In fact, some early land sales agreements including a provision that “no intoxicating liquors shall be sold on said premises.”
- In addition to proximity to Chicago, one of the early draws to Western Springs was a Mineral Spring, advertised as “a mild laxative, active diuretic, and tonic. A curative for diseases of the kidney, bladder, bright’s disease, diabetes, dyspepsia, nervous debility of women, weakness, rheumatism, and scrofula.” The Spring House was located in what today is Spring Rock Park.
- The Village’s first president, Thomas C. Hill, was an active developer of Western Springs.
- The Village’s iconic Water Tower was designed by Benezette Williams, who also laid out the Village’s streets and designed its water and sewer systems. Mr. Williams water and sewer systems can be found in cities across the country, including St. Louis and Seattle. His home, at 4380 Central Avenue, was “the center of village social and religious activities for many years.”
- Constructed in 1892, the historic Water Tower is 112’ tall, and is 36 ½ feet in diameter at the base, and is constructed of brick and Naperville limestone.



*July 1914. Ellmore Patterson sets a new record driving from Chicago to New York in 39 hours and 47 minutes*



*Early 1900's. The Chicago, Burlington and Quincy Railroad Station as it appeared.*



*Independence Day 1926. The Color Guard presents the American flag on the steps of the Water Tower.*

- **Early downtown businesses included:**

- o Henrikson's Grocery (originally at the corner of Woodland and Elm, but later relocated to 915 Burlington)
- o Vive Camera Company (4350 Lawn Avenue) made their own line of cameras sold throughout the country
- o Keil's Drugstore (southeast corner of Grand and Burlington) had it's own brand of Deep-Well Ginger Ale that was sold regionally, and was also the site of the first telephone switchboard in Western Springs

- **Early civic uses in and around downtown Western Springs included:**

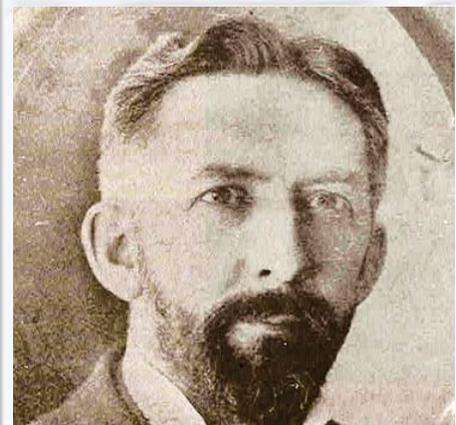
- o The Village Club, located at the northeast corner of Chestnut Street and Lawn Avenue, was constructed in 1912. It was founded by Mr. and Mrs. H.J. Cattel to promote social gatherings and sports events and is still an active social club today.
- o The Theatre of Western Springs, founded in 1929, was originally located in the Village Club. The Theatre relocated to a building specifically designed for their use at the corner of Hillgrove and Hampton Avenues in 1961.
- o Thomas Ford Memorial Library opened in 1932, the land as well as the building for the library were donated by Mrs. Thomas A. Ford. Mr. Ford was a former village trustee who was killed in a subway accident in New York City in 1928.
- o The Village Church of Western Springs, (now Western Springs Baptist Church at the northeast corner of Wolf Road and 45th Street), where in 1943 a 24-year old seminary student from Wheaton College named William (Billy) Franklin Graham became the pastor for a brief time. Mr. Graham broadcasted his radio program, "Songs in the Night", to a national audience from Western Springs.
- o The Grand Avenue School (Chestnut and Grand) is the oldest stone public building still standing in Western Springs. It was constructed in 1885.



*Early 1900's. August Serio with his horse Daisy peddling fruit. He later founded the Western Springs Fruit Store, which remains open today.*



*1930. The State Bank of Western Springs on the corner of Lawn and Burlington.*



*John Larson Atwater, founder of Vive Camera Company started his at-home business at 4337 Grand.*



## Existing Transit in Western Springs

Western Springs is fortunate to have a Metra station along the BNSF Line. This station lies in the heart of the Study Area. Additional public transportation options include a Pace bus route that runs through the downtown area servicing the Metra stop. In addition, existing bike routes through Spring Rock park are planned for expansion to the east through the downtown to Field School/Park. These bus routes and bike paths are noted on the Planning Issues Map.

Road congestion negatively affects two of our most valued resources, our time and our money. The extra five, ten or thirty minutes that we spend in traffic is time that we most certainly would prefer to spend elsewhere. Even when gasoline prices were much lower than current rates, idling in traffic was a costly and inefficient use of our time and our money.

As a result, alternative means of transportation have become more desirable and transportation issues have increasingly become major concerns for communities. This planning effort aims to reduce congestion by providing increased opportunities for public transportation and associated supportive development that allow people to more resourcefully utilize their time and money as they traverse to, from and within Western Springs.



Existing Metra Station and tracks in Downtown Western Springs

Transit Oriented Development (TOD) is a prevalent planning concept that holds great potential to shape communities, or at least a portion of them, in a way that merges the best land use and transportation planning principles. With the need to enhance public transit options, availability of undeveloped or underdeveloped buildings, and the existing Western Springs station along the BNSF Railway, Western Springs holds a strong potential to enhance the Study Area as a vibrant mixed-use downtown and TOD. Western Springs was built and developed due to its proximity to the railroad, and already fits the mold of TOD. Features such as lack of cul-de-sacs, inclusion of alleys behind businesses, and small lot sizes are all trademarks of TOD that are prevalent throughout the Village and downtown core.

## Opportunity for Transit Oriented Development

Transit Oriented Development (TOD) is the functional integration of land use and transit via the creation of compact, walkable, mixed-use communities within walking distance of a transit stop or station. A TOD brings together people, jobs, and services and is designed in a way that makes it efficient, safe, and convenient to travel on foot or by bicycle, public transit or car.

### TOD Principles:

The following principles serve as a guide and provide an understanding of the essential elements and characteristics of a TOD. They will serve as the foundation for planning efforts in the Study Area.

- Create a compact development within an easy walk (typically 1/2-mile) of public transit and with sufficient density to support ridership.
- Make the pedestrian the focus of the development strategy without excluding the auto.
- Create active places and livable communities that service daily needs and where people feel a sense of belonging and ownership.
- Include engaging, high quality civic spaces (e.g. small parks or plazas) as organizing features and gathering places for the neighborhood.
- Encourage a variety of housing types near transit facilities available to a wide range of ages and incomes.
- Incorporate retail into the development so it is a viable use at the location without the transit component, ideally drawing customers both from the TOD and a major street.
- Ensure compatibility and connectivity with surrounding neighborhoods.
- Introduce creative parking strategies that integrate, rather than divide the site and reduce the sense of auto domination.
- Create TOD plans that are flexible so they can respond to changing conditions.
- Strive to make TODs realistic, yet economically viable and valuable from a diversity of perspectives (Village, transit agencies, developer, resident, employer).
- Recognize that all TODs are not the same; each development is located within its own unique context and serves a specific purpose.



On-site bicycle parking at Metra Station supports green ridership and reduces auto-dependence.



Integrating a mix of uses that includes ground floor retail and restaurant establishments caters to pedestrian activities and attracts shoppers.



Organize parks and neighborhood gathering places within the community to enhance civic space and balance active spaces.

## Planning Process

Throughout the duration of the planning process, a Steering Committee, comprised of local and regional public officials, residents, business owners and other interested parties provided guidance and feedback during each phase of work. These phases include: 1) Participation; 2) Existing Conditions; 3) Market Assessment; 4) Concept Plans; 5) Transportation Plan; 6) Design Guidelines; 7) Implementation Strategies; 8) Funding Summit; 9) Draft Plan; and 10) Review and Approval.

To ensure that the final plan has a broad level of support and understanding, the planning process included an extensive public participation component designed to involve community stakeholders and residents in crafting a plan that represents a vision for the Study Area that is responsive to the goals and aspirations of Western Springs residents and businesses. The public participation process includes:

- **Key Stakeholder Interviews:** Provided select community members with the opportunity to share insights and ideas relating to the Study Area and visions for how they would like the area to be designed/developed.
- **Public Workshops:** Provided community members with a series of three (3) dynamic workshops designed to obtain community input into the planning process via a series of interactive activities, including a “Build-the-Vision” mapping exercise and image preference survey.
- **Community Tour:** Provided a tour map and points of interest in neighboring communities, allowing the public to visit comparable downtown areas and provide feedback as to what they would and would not like to see in Western Springs.
- **Public Open Houses:** Provided an informal public review process for community members to review the Plan and share their preferences relating to the alternatives presented.
- **Project Website:** Provided an online resource and forum to keep the public informed and engaged in the planning process.
- **Storefront Office:** Provided an opportunity for the public to informally chat with the consulting team about key issues, concerns, and vision for the future of downtown Western Springs.
- **Developer Review:** Provided an opportunity to get feedback from the development community on the proposed Concept Plan and overall redevelopment strategy.
- **Public Hearing:** The Plan Commission conducted 3 public hearings on the Plan and recommended additional refinements.



The above photos and images from our public workshops and open houses, project website and temporary storefront office.



## SECTION 2 | Vision & Concept Plan

### Vision and Concept Plan

According to Wayne Gretsky, we should “skate to where the puck is going to be, not where it has been.”

What you see today in downtown Western Springs is the result of evolving development over the past 125 years. When developing a strategy for the future of Downtown, it is important to have a similar long-range time horizon. What may not be possible today may be entirely realistic in 5 or 10 years.

Since the Chicago Blackhawks won the 2010 Stanley Cup during the development of this plan, a quote from a famous hockey player seems appropriate. According to Wayne Gretsky, we should “skate to where the puck is going to be, not where it has been.” Often, residents enjoy remembering the days when downtown was the only place to shop, with a grocery, multiple drug stores, etc. While many residents would like to return to those days, retailers today are facing competition from multiple fronts including the internet and large ‘big-box’ stores. While this plan is mindful of Western Springs’ history, it strives to focus on ‘where the puck is going to be.’ The Plan focuses on answering questions like: What opportunities will existing and new businesses have in the future? What additional things can the Village of Western Springs promote to maintain and enhance the already desirable downtown?

### Downtown Vision

As Henry Ford once noted, “If everyone is moving forward together, then success takes care of itself.” A vision statement provides direction, and is an excellent tool to help a community move forward. When used in community planning, a vision statement paints a verbal picture that describes the characteristics of your community or downtown. A vision statement also provides a good tool to verify that specific actions are consistent with the overall objectives of the community. For example, if a community notes a desire to be ‘family-friendly’ in its downtown vision statement, permitting uses such as parks or ice cream parlors would seem consistent with the vision while uses such as gun shops or adult entertainment facilities would likely not be appropriate.

#### **The Village-wide vision statement, as defined in the existing Comprehensive Plan states:**

*As Western Springs enters the 21st Century, it has planned for a “sustainable” community ensuring strong neighborhoods and community services, an economically viable business community, and an overall high quality living environment. The Comprehensive Land Use Plan draws together the Village’s aspirations for the future as an integrated “expression” of how it will manage its opportunities and resources to meet collective community goals.*

*As the physical and social heart of the community, downtown Western Springs should, and does, reflect the values within this Village-wide vision. In particular, downtown remains a key core of the business community offering many community services and supporting neighborhood activities.*



Building on this community-wide vision, a more specific statement focused on downtown Western Springs was crafted based on residents comments and suggestions from the first Community Meeting. After review and refinement at the second Community Meeting, the following vision statement was approved by the project Steering Committee:

### **Downtown Western Springs Vision Statement**

*Downtown Western Springs will be an economically sustainable center of community life, offering a charming and vibrant destination to meet daily and destination shopping and dining needs. The downtown will remain sensitive to the historic scale and character of Western Springs, while offering expanded opportunities to shop, live, work and play in a family friendly environment.*

## Redevelopment Framework

---

### **Future Land Use Plan**

Most municipalities, including the Village of Western Springs, have zoning regulations that govern the use of land. These regulations are designed to protect and preserve the enjoyment of private property by identifying what uses are permitted in various areas, or zones, within the community. These regulations also define where buildings can be placed on a site, how tall they can be, how much of the site they can cover, how much parking is required, and various other aspects of the development process. To help guide development of a community's zoning map, Villages will develop a Future Land Use Plan that depicts physically where in a community different uses are appropriate. By itself the Future Land Use plan is just a guide, not a regulatory document. However, it is used to help direct and guide zoning decisions.

The Future Land Use figure on the following page depicts the recommended Future Land Use pattern for both downtown Western Springs and the surrounding area. This map extends out approximately ½ mile in all directions from the downtown Western Springs train station. It is consistent with the Village's existing Future Land Use Plan contained within the Comprehensive Plan. However, it provides additional detail and recommendations for the downtown, including identification of potential opportunity sites. Opportunity sites are properties that were identified by the consulting team as having potential for redevelopment. In most cases, these were properties that were currently in use with businesses that are valued by the community, but because of their location or the age of existing structures it was felt that a redevelopment scenario should be explored. In some cases, these sites contained vacant buildings. Actual redevelopment will be at the discretion of the individual property owner or owners, with review by the Village.

### **Financial Framework for Renovation and Redevelopment**

Private property rights are a basic principal outlined in the United States constitution. Although this plan suggests options for renovation or redevelopment of private property within downtown Western Springs, it will be up to individual property owners to implement any of these suggestions. It is recommended that property owners consider both renovation and redevelopment options for their property.

Downtown Western Springs' commercial buildings are filled with stable tenants that offer above market financial returns because expenses are low and buildings are generally long-term investments. Additionally, owning Downtown Western Springs' vintage buildings is less risky than undertaking new development where there is ambiguity about tenancing and final development costs. Under these conditions, it is expected that renovating existing retail space in Downtown Western Springs will be more common than redevelopment, particularly in the short-term.



Insert 11x17 Future Land Use Plan



Insert 11x17 Future Land Use Plan



Choosing to renovate a store shows faith in the future of the store and its current location. This commitment to the future increases purchasing because it makes customers more certain that a merchant will be there to stand behind products purchased in that store. The renovations bring new energy to a downtown by making the customers and the employees feel like they are worth extra effort. This positive feeling translates into higher sales. Higher sales resulting from renovations translate into more customer activity causing increased vitality for Downtown Western Springs.

A simple façade renovation can dramatically enhance the overall appearance of an individual building and the surrounding streetscape. Such improvements typically have little property tax impact, since assessors often consider such improvements just good building maintenance. The design guidelines contained in Chapter 3 should be used to help guide façade renovations. In addition, several sketches are provided of possible façade renovations to provide an example of what can be done to enhance the existing built environment.

The first calculation required to assess redevelopment potential is the existing property value. This table illustrates how a Downtown Western Springs commercial property owner might set the sales price for a hypothetical property based on current revenue. It considers the financial value of the loss of revenue associated with terminating long-term tenants (at least one-year without income during construction) and the uncertainty of consistent revenue from new, untested tenants.

Occupied Property Value Calculation <sup>(1)</sup> **FIGURE 2**

Land Square Feet		12,000
Building Square Feet		10,000
Profit per square foot (Net Rent is about \$14)	x	\$10.00
Annual Income	=	\$100,000
Existing Capitalization Rate		6%
Existing Value		\$1,666,667
One- Year Lost Rent	+	\$100,000
Minimum Property Price	=	\$1,766,667
<b>Property Price Per Land Square Foot</b>		<b>\$147.22</b>

Downtown Western Springs’ occupied properties are unlikely to sell for redevelopment unless the new development can spread the higher acquisition costs associated with losing a tenant during redevelopment over more leasable or sellable space than the current property offers. The higher risk associated with finding new tenants or buyers rather than merely extending a leasing relationship increases the required return, called the capitalization rate, expected by those undertaking new development. This table illustrates

how a potential developer might estimate the revenue necessary to support new development with retail on the ground floor and residential or office on two upper stories.

Because redevelopment of occupied properties depends on whether the market supports the volume and price of replacement construction, redevelopment potential can be assessed by estimating the rents necessary to support new buildings and considering the likelihood that tenants, the market, would pay the rent that reflects a market rate return on developer investment. For owner occupied residential redevelopment, residual land value was calculated because it must be greater than the current market value for the land required for the project or the property cannot be acquired. The redevelopment investment analysis tables on pages 19 to 29 calculate rents and residual land values to identify the Downtown Western Springs properties most likely to be redeveloped. Throughout the planning process calculations of building volumes and residential verses commercial use dictated concept revisions designed to maximize market response to the plan and thereby minimized the need for public investment. Encouraging redevelopment in Downtown Western Springs will require Village leaders to continue carefully balancing quality tenants and design that makes more building volume compatible with surrounding properties. Redevelopment is most likely to occur on properties experiencing vacancy or significant deferred maintenance.



Redevelopment Investment Analysis of Existing Occupied Space

**FIGURE 3-1**

		<b>Residential</b>	<b>Office</b>
Square Feet Per Floor		10,000	10,000
Leasable Upper Story (Stairs & Halls reduce space)		17,000	17,000
Retail Construction Cost Per Square Foot	\$147	\$1,470,000	\$1,470,000
Residential Construction Cost Per Square Foot	\$141	\$2,397,000	
Office Construction Cost Per Square Foot	\$198		\$3,366,000
Other Costs Per Square Foot	15%	\$580,050	\$725,400
Land		\$1,766,667	\$1,766,667
Development Cost		\$6,213,717	\$7,328,067
Required Return	10%	\$621,372	\$732,807
<b>Profit Needed Per Square Foot (Return/Leasable space)</b>		<b>\$23.01</b>	<b>\$27.14</b>

As the table above illustrates, new development requires tenants or owners willing to pay significantly more for their space than the space in competing vintage buildings, \$14 per square foot. Because the space can be designed to ideally match the tenant’s requirement, a 20% to 50% premium is reasonable if the developer is able to prelease to these tenants before construction begins.(1)

When conditions like extended vacancy, high cost repairs, or required safety features lower the value of property, redevelopment becomes more cost effective than improving the aging structure. Increasing the amount of allowed new space also referred to as the “entitlement,” also can encourage redevelopment over repair. This following table illustrates how an expectation for extended vacancy and entitling four floors can make redevelopment a viable option.

Redevelopment Investment Analysis of Existing Vacant Space

**FIGURE 3-2**

		<b>Residential</b>	<b>Office</b>
Square Feet Per Floor		10,000	10,000
Leasable Upper Story (Stairs & Halls reduce space)		25,500	25,500
Retail Construction Cost Per Square Foot	147	\$1,470,000	\$1,470,000
Residential Construction Cost Per Square Foot	141	\$3,595,500	
Office Construction Cost Per Square Foot	198		\$5,049,000
Other Costs Per Square Foot	15%	\$759,825	\$977,850
Land (long-term vacancy lowers cost)		\$883,333	\$883,333
Development Cost		\$6,708,658	\$8,380,183
Required Return	10%	\$670,866	\$838,018
<b>Profit Needed Per Square Foot (Return/Leasable space)</b>		<b>\$18.90</b>	<b>\$23.61</b>

Since redevelopment depends on the market interest in the proposed new building, redevelopment potential can be assessed by estimating the rents necessary to support allowed new buildings and considering the likelihood that the market would respond favorably to that rent level. For equity residential redevelopment, residual land value was calculated because it must match the current market value for the land required for the project or the property cannot be acquired. The redevelopment analysis by site uses those calculations to identify the properties most likely to be redeveloped. Encouraging redevelopment in Downtown Western Springs will require careful balancing of quality tenants and design that makes more building volume compatible with surrounding properties. Redevelopment is most likely to occur on properties experiencing vacancy or significant deferred maintenance.

(1) See Existing Conditions Report for more information on the relationship between rents, sales and profits



Under either renovation or redevelopment scenarios, many municipalities provide some form of incentive to promote redevelopment consistent with the community's long-term vision. Incentives vary significantly from community to community, and even within a community. Such incentives are typically scaled to the size of the project, and the degree to which the improvement contributes to the overall vision for downtown. Common incentives include grants for façade renovation, assistance with land assembly for redevelopment projects, and assistance with marketing and promotion of downtown activities. Chapter 4, Implementation, addresses potential incentive programs that could be considered to help build a partnership between the public and private sectors to achieve a common vision of a thriving downtown Western Springs.

### Overall Concept Plan

*The Site Development Concepts Plan presents a long-term vision for downtown Western Springs. It illustrates a combination of existing buildings and new construction, primarily focused on properties directly abutting the railroad. In creation of the plan, several ideas were explored and latter dropped from the plan. For example, a business transition district was explored along Wolf Road between Hillgrove and Chestnut. This area would have allowed possible conversion of existing homes to small offices, art galleries, or similar low intensity commercial uses. However, a neighborhood meeting was held to discuss the idea and residents concerns suggested that it was not desirable to include the idea in the final plan. A summary of this concept and a few other ideas, such as reconfigured parking along Burlington and redevelopment of site 3, that were explored and latter removed from the plan are contained in the appendix.*

The plan highlights a number of critical components that must work together to achieve the identified vision for downtown Western Springs. These components include:

- **Land Use Mix** – A variety of uses in close proximity is one of the trademark elements of a downtown, and Western Springs is no different. No major change to the existing land use pattern is proposed. However, the plan does suggest the potential for redevelopment of certain key parcels for multiple uses, including the integration of additional multi-family housing opportunities. Land uses include:
  - o **Commercial** – Retail, office, and services uses. To maintain the vitality of the shopping environment, retail uses are strongly preferred between Grand Avenue and Johnson Road along the south side of Burlington Avenue and between Lawn Avenue and Wolf Road along the north side of Hillgrove Avenue. However, appropriate office and service uses are also acceptable within these areas.
  - o **Institutional** – Churches, schools, and other public facilities such as the Thomas Ford Library are considered institutional uses. These buildings provide opportunities for community events and activities which are critical to the civic nature of a downtown.
  - o **Multi-Family Residential** – Downtowns, particularly downtowns with direct access to a commuter train station like Western Springs, are appropriate locations for higher density housing such as rowhomes, condominiums, and apartments.
  - o **Mixed Use** – While suburban development has typically been characterized by single use buildings, downtowns are appropriate locations for buildings that accommodate a mixture of uses including retail, office, and residential.
- **Parking** – Downtown Western Springs must accommodate a variety of parking needs including commuters, shoppers, employees, and visitors. Key opportunities for both on and off-street parking are highlighted on the plan.



- Transportation** – In addition to the automobile, Western Springs is blessed to be served by commuter rail – Metra, and by public bus service – Pace. These facilities are noted on the Site Development Concepts Plan. In addition, the plan highlights bike routes to and through downtown Western Springs. Given the grid system of streets that serves the community, many residents choose to ride their bikes in nice weather. This reduces demand for parking, and is better for the environment. It does, however, highlight the need to consider provisions for additional bike parking within the downtown (see section of streetscape recommendations).
- Opportunity Sites** - Eleven priority opportunity sites are illustrated on the Site Development Concepts Plan on the following page. An additional opportunity site, Site 11, is located just west of this map along Hillgrove Avenue and is known locally as the Bannerville site. Individual sites are discussed in more detail in the following section, and are summarized on the Redevelopment Site Summary below.

**Redevelopment Site Summary**

**FIGURE 4**

Site	Existing Uses	Area	Parcels	Existing Zoning	Proposed Zoning	Existing Units/Sq. Ft.	Redevelopment Approach
1	7-11, State Farm, Quick Wash, New Cleaner, Shear Envy, Mr. Nick's Tower Lighting, 2 homes	1.2 ac.	6	C1, C2, R3	C1 with CU/DT	13,370 sq. ft. commercial center and 2 homes	a) façade and site renovation, or b) 2½ -story mixed office/retail
2	Barber Shop, Dentist, Insurance, Book Rack, 1 home	.5 ac.	3	C1, R3	C1 with CU/DT	6,500 sq. ft. commercial and 1 home	a) façade and site renovation, or b) 2½-story mixed office/retail
3	Offices, Retail	0.32 ac	5	C1	C1	16,300 sq. ft. commercial	Façade renovation (redevelopment explored and rejected due to economics)
4	Wally's Garage, Personal Touch, Olivia Jean Salon, Zika's, Pet Necessities, Village Hall	1.2 ac.	4	C1	C1 with CU	19,110 sq. ft. commercial	a) façade and site renovation for commercial space, or b) 3-story mixed use - ground floor retail with Village Hall above
5	Offices and one home	.75 ac.	8	C1, R3	C1 with CU/DT	12,875 sq. ft. commercial and 1 home	a) façade and site renovation, or b) 2½-story mixed use - office ground floor and either office or residential above
6	Benak Auto Care, Vacant buildings (former Tischler Property)	1.2 ac.	6	C1, R3	C1 with CU	19,600 sq. ft. commercial	a) façade and site renovation, or b) 3 to 4-story mixed use with ground floor office/retail and upper story residential
7	Bank, office, vacant buildings	1.64 ac	7	C1	C1 with CU	32,200 sq. ft. commercial	a) façade and site renovation, or b) 3-story mixed use with ground floor office/retail and upper story residential
8	Vacant (former Bannerville)	0.52 ac	2	LI	LI or LO	9,000 sq. ft. commercial	a) re-use for office or commercial, or b) public/non-profit use for Theater or Public Works
9	Post Office	0.45 ac	4 and R.O.W.	C1	C1	9,200 sq. ft. restaurant, retail, USPS 16,000 sq. ft. office	a) continue use as post office b) redevelopment with post office/retail or restaurant on ground floor with office above



Insert 11x17 Site Development Concepts

Insert 11x17 Site Development Concepts

## Individual Site Concepts

The pages that follow provide a summary of the redevelopment sites illustrated on the attached concept plan. Please keep in mind the following when reviewing the draft concept plan and the following data tables:

- For all sites, an alternative to the proposed redevelopment is to renovate the existing facades and interior space.
- The site concepts illustrated are not intended to be final site plans – it is anticipated that modifications will occur based on a developer’s specific development program and market conditions at the time of development. However, these concepts do represent an appropriate approach to redevelopment based on the Village’s vision for the downtown.
- For each site, a redevelopment, investment analysis is provided that calculates the rent needed after redevelopment. The Financial Framework for Renovation and Redevelopment (Page 8) provides background on the methodology behind these calculations.

FIGURE 5



Downtown Western Springs Concept Rendering

Sites 1 and 2



Existing Photo of Site 1



Existing Photo of Site 2



Sites 1 and 2 Concept Plan

Site 1 Details

Area: 1.2 AC  
 Building: 2 Story Mixed Use  
 Floor 1 Retail: 20.5K S.F. (2 Cars/1K S.F.)  
 Floor 2 Office: 11.4K (3.2 Cars/1K S.F.)  
 Parking: Basement: 36 Cars  
 Surface: 41 Cars

Site 2 Details

Area: 0.5 AC  
 Building: 2 Story Mixed Use  
 Floor 1 Retail: 8K S.F. (2 Cars/1K S.F.)  
 Floor 2 Office: 4,600 S.F. (3 Cars/1K S.F.)  
 Parking: Surface: 30 Cars  
 On-Street: 10 Cars

\* Even at 2 stories, any redevelopment scenarios will involve acknowledgement that C-1 does not require parking and that on street will be needed.

Zoning

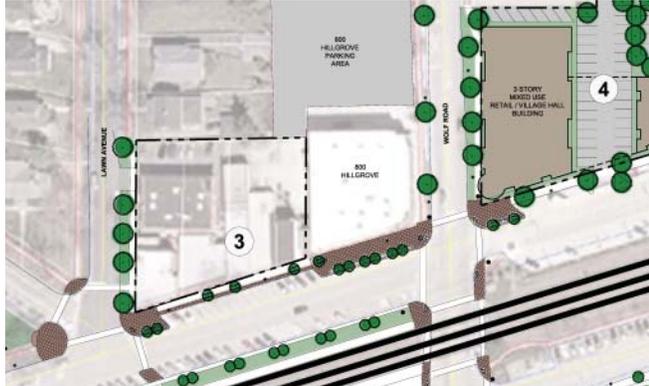
- No zoning change is required for a renovation project.
- Redevelopment would require rezoning to Downtown Transitional (DT) for parcels to the north (planned for parking).
- Maximum building height should not exceed 35' (compatible with the height of the Community Bank).

Both sites 1 and 2 are in active use. Site 1 contains 7-11 and several other uses in a small shopping center. At the east end of Site 1 is Tower Lighting. Site 2 contains an existing single-story, multi-tenant building including a barber and an insurance agent.

Projected net rents for redevelopment exceed current rental rates in downtown Western Springs. Consequently, redevelopment of either of these properties will require significant pre-leasing to tenants willing to pay premium rent to accommodate their business. For the right tenant in a build-to-suit situation, redevelopment may be possible. However, in the near-term a focus on façade rehabilitation and site enhancement would appear to be a more realistic strategy.



Site 3



Existing Photo of Site 3

Site 3 Concept Plan

Site 3 Details

Area: 0.4 AC

Building: Facade Enhancements to Existing Building

Parking: Existing On-Street Parking 16 Cars

Redevelopment Investment Analysis

	Construction Costs	Land cost	Total Cost	Investment per SQFT	Net Rent per square foot
Site 3	\$6,024,151	\$3,580,091	\$9,604,242	\$395.24	\$31.62

Site 3 contains a variety of office and retail uses in one and two-story buildings. Competitive Foot is the dominant retail use. The amount of existing space, the fact that most of the space is occupied, and the limited size of this site to accommodate new development all contribute to a projected net rent per square foot that exceeds a reasonable market rate at the present time. This suggests redevelopment may not be feasible, at least given current market conditions. As such, it is assumed that the best course of action would be to pursue a façade renovation program (see following page).

Zoning

- No zoning changes are needed to implement the proposed facade enhancements.



Site 3 (continued)



View Along Hillgrove Avenue

**FACADE RENOVATION CONCEPTS**

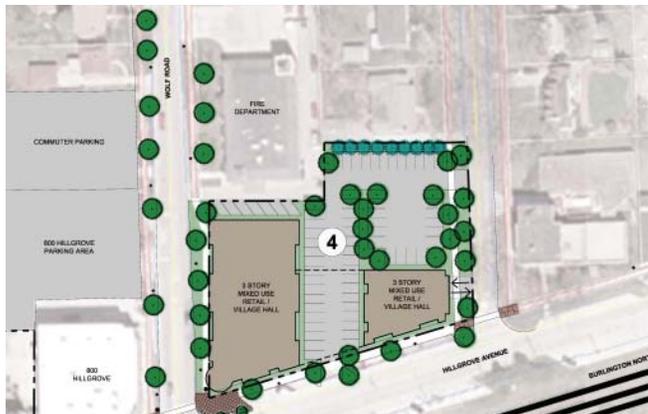




Site 4



Existing Photos of Site 4



Site 4 Concept Plan

Site 4 Details

- Area: 1.2 AC
- Building: 3 Story Mixed Use
- Floor 1 Retail: 22K S.F. (2 Cars/1K S.F.)
- Floors 2-3 Village Hall: 40K (3 Cars/1K S.F.)
- Parking: Basement: 83 Cars
- Surface: 68 Cars
- On-Street: 20 Cars

Redevelopment Investment Analysis

	Construction Costs	Land Cost	Total Cost	Investment Per SQFT	Net Rent Per Square Foot
Site 4	\$14,571,427	\$3,676,750	\$18,248,177	\$307.21	\$24.58

Site 4 contains Village Hall, along with the adjacent Wally’s Garage, a tailor, and several other small commercial spaces. This analysis assumes construction of a new Village Hall which is not currently anticipated. However, as this site is at a key location within downtown Western Springs, future redevelopment should not be ruled out. However, redevelopment of this site would be a low priority.

Zoning

- A conditional use permit would be required to accomplish the potential redevelopment of this site as a 3 story mixed use project.

Site 5



Existing Photo of Site 5



Site 5 Concept Plan

Site 5

- Area: 0.75 AC
- Building: 2.5 Story Mixed Use
- Floor 1 Office: 19K S.F. (3 Cars/1K S.F.)
- Floor 2 Office: 19K S.F. (3 Cars/1K S.F.) or Condo: 13DU (1.5 Cars/1K S.F.)
- Parking: Basement: 38 Cars
- Surface: 22 Cars
- On-Street: 35 Cars

Redevelopment Investment Analysis

	Construction Costs	Land cost	Total Cost	Value per square foot	Net Rent per square foot
Site 5	\$4,472,955	\$1,830,438	\$6,303,393	\$404.06	\$32.33

Site 5 contains a variety of small commercial uses such as a veterinarian, other offices, and several rental apartments on upper stories. The amount of existing, occupied space, combined with the limited site size and desire to provide on-site parking all combine to produce projected net rents that far exceed current market rates. This suggests that a strategy focused on renovation and enhancement of existing buildings may be the best tactic within the next five to ten years.

Zoning

- No zoning change is required for a renovation project.
- Redevelopment would require rezoning to Downtown Transitional (DT) for parcels to the north (planned for parking).
- Maximum building height should not exceed 35' (compatible with the height of the Community Bank).



Site 6



Existing Photos of Site 6



Site 6

Area: 1.2 AC  
 Building: 4 Story Mixed Use  
 Floor 1 Retail: 22.8K S.F. (2.4 Cars/1K S.F.)  
 Floors 2-4 Condo: 36DU (1.6 Cars/DU) or office  
 Parking: Basement: 59 Cars  
 Surface: 55 Cars

Zoning

- A conditional use approval and plat of consolidation would be required to accommodate the noted redevelopment.
- No zoning change would be needed for future facade renovation.

Site 9 Concept Plan

Redevelopment Investment Analysis

	Construction Costs	Land cost	Total Cost	Value per square foot	Net Rent per square foot
Site 6	\$6,123,019	\$914,500	\$7,037,519	\$308.66	\$24.69

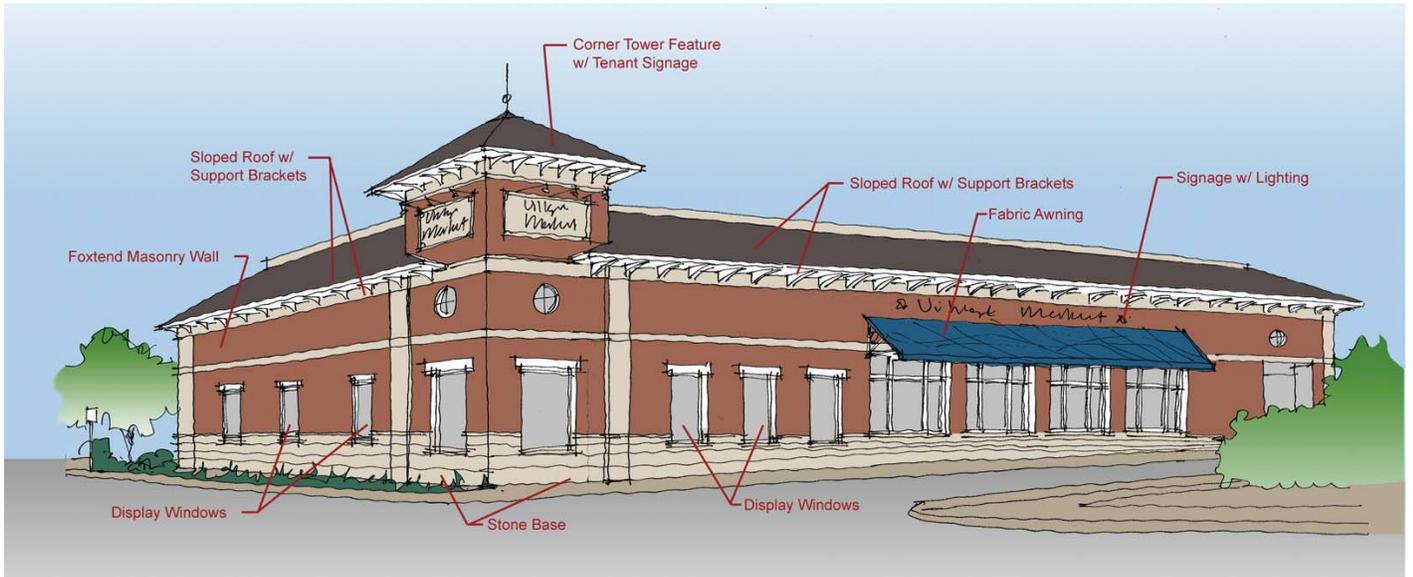
Condos	Units	Square Feet	Price Per Square Foot	Unit Cost	Total Value	Land @ 10%
Site 6	36	900	\$300	\$270,000	\$9,720,000	\$972,000

Site 6 contains the former Tishler grocery and Benak Auto Repair. A significant challenge with redevelopment of this site is the ComEd substation located mid-block. The Auto Repair business is doing well, and there has been recent interest in re-tenanting the existing buildings at the southeast corner of Burlington Avenue and Wolf Road.

The concept plan suggests a mixed use building, with ground-floor commercial space and residential on upper stories. As an option, office use should also be considered for upper-stories. The building would be designed with parking under the building, and some surface parking for retail uses. While renovation and facade enhancements may be the best solution in the short-term, when the overall market for new development improves the investment analysis suggests that this site does have good potential for redevelopment.



Site 6 (continued)



Southeast Corner of Wolf Road and Burlington Avenue

FACADE RENOVATION CONCEPTS

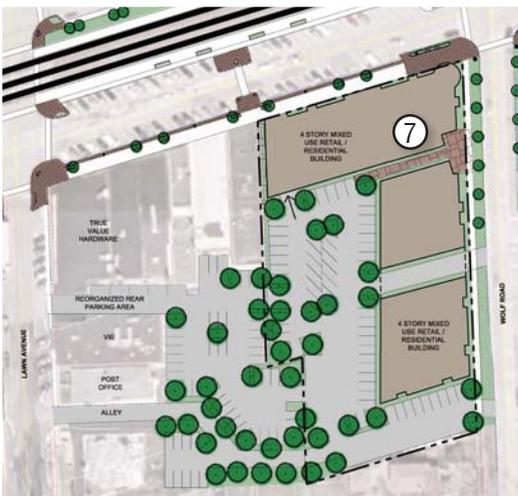




Site 7



Existing Photos of Site 7



Site 7 Concept Plan

Site 7

- Area: 1.9 AC
- Building: 3.5 Story Mixed Use; 2.5 Story on Bank Parcel
- Floor 1 Retail: 33K S.F. (2.3 Cars/1K S.F.)
- Floors 2-3 Condo: 52DU (1.6 Cars/DU) or office
- Parking: Basement: 80 Cars
- Surface: 79 Cars

Zoning

- A conditional use approval and plat of consolidation would be required to accommodate the noted redevelopment.

Site 7 contains the former Odegards Dry Cleaner, Heartland Bank, and various other office uses. The Concept sketch suggests an approach which keeps the bank, providing for drive-thru activities through the building with an exit onto Wolf Road. It also assumes parking for residential uses under the building, and surface parking to the rear of the site for retail, bank, and office uses. When the overall market for new development improves, the investment analysis suggests that this site does have good potential for redevelopment. A tenant-driven office use would also be appropriate in this location as an alternative to residential on upper-stories.

Site 8



Existing Photo of Site 8



Site 8 Aerial View

Research associated with this project confirmed that the Bannerville property is not currently being marketed. The lack of interest in this site is consistent with the poor regional market for isolated, light industrial property. Project interviews revealed interest by the Western Springs Theatre in the building for storage and land for parking. Moving storage off site would free space for additional classrooms. The Bannerville property’s proximity to the Western Springs public works building makes it a logical site for expansion should that need arise. If neither of these options is feasible due to budget constraints, it is likely that another user will eventually be found who will utilize the existing building for light manufacturing and distribution. Because that option preserves the opportunity for future use by the Theatre or public works, it is preferred over a redevelopment that would increase the property value making acquisition for public or non-profit use more difficult. When re-used, facade and landscape enhancements should be provided to blend this site with the adjacent theatre. Façade improvements would be appropriate should the existing structure(s) be retained and re-occupied.

Site 8

Area: .52 AC

Building: 9,000 SF Vacant Single-Story Commercial

Parking: ~ 12 On-Site Spaces | Outdoor Storage Area

Zoning

- No zoning change would be needed to accommodate site reuse. However, rezoning to limited office may be appropriate depending on actual tenants.



Site 9



Existing Post Office

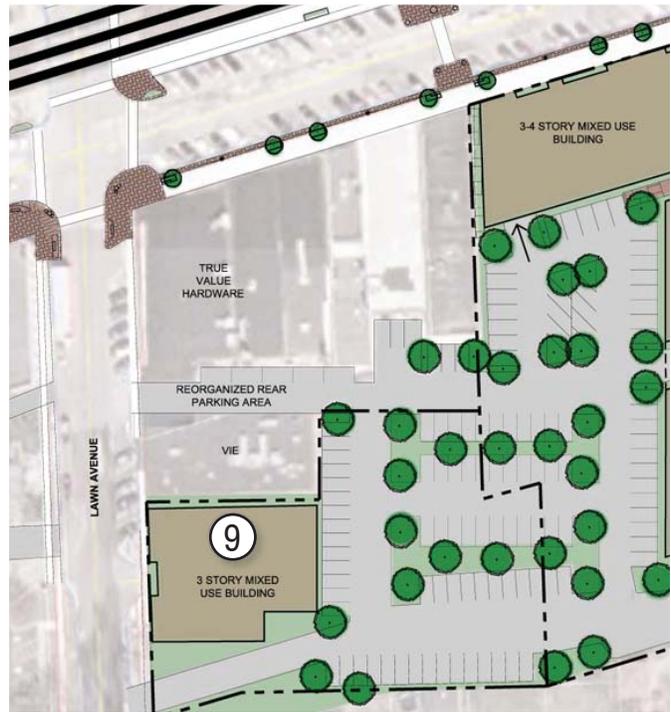
The existing Western Springs Post Office on Lawn Avenue is in a leased space, with the lease set to expire in less than five years. The post office is an important community asset, and should be maintained in the downtown. However, it may be possible to redevelop this site, maintaining post office activities on the ground floor and office use above. Photographs of a similar small site redevelopment in Hinsdale are provided. Such a redevelopment would also provide an opportunity to enhance the auto-circulation and parking in the rear of the building.

Redevelopment Investment Analysis

	PO Site
Land	19,602
current leasable space	10,400
Current Annual Revenue Estimate	\$145,600
Current Value Estimate	\$1,820,000
New Retail Square Feet	9,200
New Office Square Feet	15,640
Surface Parking Spaces	72
Garage Parking	0
Construction Costs	\$5,724,579
Land cost	\$2,002,000
Total Cost	\$7,726,579
Value per square foot	\$311.05
Net Rent per square foot	\$24.88

Site 9

- Area: .45 AC
- Building: 3 Story Mixed Use
- Floor 1: Restaurant / USPS = 9.2K S.F. (3 Cars/1K S.F.)
- Floor 2-3: Office = 16K S.F. (3 Cars/1K S.F.)
- Parking: Surface 72 Cars
- Additional Parking On-Street



Site 9 Concept Plan

Zoning

- The existing C-1 zoning should be sufficient to accommodate the potential site redevelopment.





## Photo Examples of Building Types

**FIGURE 6**

The following images provide examples of building types suggested for the previously listed redevelopment sites.



SENIOR HOUSING



SENIOR HOUSING



SENIOR HOUSING



MIXED USE



MIXED USE



MIXED USE



FACADE REHAB



FACADE REHAB



FACADE REHAB



## *Access and Circulation Plan*

\* Thirty-three (33) new commuter parking spaces were added in 2010 along Wolf Road just north of Hillgrove Avenue.

Gewalt Hamilton Associates reviewed the preferred downtown development concept prepared for the Village of Western Springs to identify transportation improvements that would improve existing traffic issues and mitigate traffic impacts caused by downtown redevelopment. A multimodal approach towards transportation improvements, which includes planning for automobiles, walking, bicycling and transit was used as a basis for providing recommendations, in line with the Village's and the RTA's goals of reinforcing Western Springs existing transit-oriented development pattern.

Downtowns are unique places where pedestrian movements should take priority with respect to auto. Vehicular movements are still important as in good circulation, but pedestrian comfort and safety is of prime concern.

Overall, the Village's existing transportation facilities – roads, sidewalks, transit stations and bicycle racks provide the downtown with an excellent transportation network. Improvements to the Village's transportation infrastructure will be smaller scale improvements tied to specific issues as they arise during implementation of the downtown plan.

### **Automobile Access & Circulation**

Transportation linkages serving downtown are located on both sides of the BNSF Santa Fe (BNSF) railroad tracks which bisect downtown Western Springs. The existing transportation network provides excellent access and circulation options to downtown.

### **Recommendations**

- Primary access to the downtown is provided by Wolf Road, with secondary access provided by Hampton Avenue from the north and Central Avenue and Grand Avenue from the south. As major gateway entrances to the Village, they should be maintained with a greater level of care and provide appropriate wayfinding signage to direct visitors into and around the downtown.
- The three existing at-grade crossings of the BNSF railroad (Wolf, Lawn and Grand) should remain, with minor modifications to the existing roadway geometrics to improve vehicle turning movements, driver sightlines, and improve vehicular/pedestrian safety by removing conflicts and discouraging unsafe driver/pedestrian behavior.
- To extend the existing traditional downtown building pattern, proposed redevelopment sites should minimize the number of access points to major roadways such as Wolf Road, Burlington Avenue, and Hillgrove Avenue, and provide cross access to neighborhood roadways to minimize circulation and pedestrian conflicts along major roadways.
- The existing two way operation of downtown roadways serves the Village well and should be maintained. The current stop-sign controlled railroad crossings in downtown are sufficient to accommodate existing traffic volumes, but signage and pavement markings should be given the highest priority to ensure the safety of pedestrians.

Although not recommended at this time, based on the proximity of roadways to the railway crossing, a warrant and geometric study may be performed to evaluate the potential for a traffic signal at Wolf Rd. at both Hillgrove Ave. and Burlington Ave. The operations and safety of both intersections may be greatly improved with a traffic signal. Currently, the all way stop controlled system diminishes not only capacity but a driver's ability to safely enter the Wolf Rd. traffic stream. This is due primarily to the fact that the two intersections are only 180 feet apart. Vehicles entering Wolf Rd. from either Hillgrove Ave. or Burlington Ave. have a difficult time perceiving the speed of the approaching vehicle from the adjacent intersection. Additionally this signal would improve mobility for all pedestrians and especially for the significant number of commuters



crossing the road from parking areas to the east. Such a study should involve the I.C.C., BNSF Railway, Metra, and Cook County and should include interconnection of at-grade warning devices.

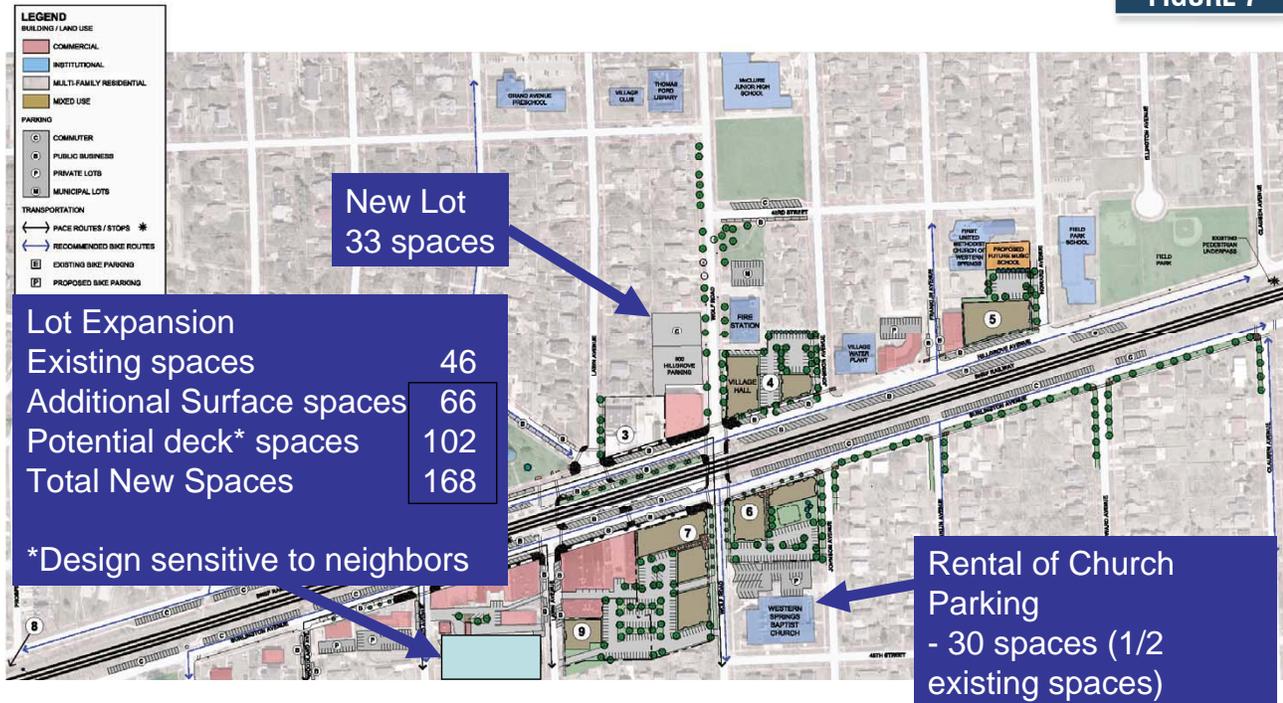
**Automobile Parking**

Convenient automobile parking for commuters and commercial businesses is an important component of multi-modal planning even as the Village promotes a transit oriented development pattern downtown. Existing and new businesses require sufficient parking to provide convenient access for non-transit users as well as provide adequate parking to businesses.

**Commuter (Metra) Parking Recommendations**

- Total potential additional parking: 33 to 231 spaces
- The existing commuter parking configuration that locates daily and monthly commuter parking on the eastern and western edges of downtown should be maintained.
- A new potential parking deck could be created on the existing surface lot south of Burlington between Lawn Ave. and Grand Ave. This would require some property acquisition and redevelopment. However an initial planning level review shows that a potential two level/two bay parking deck with angled parking could possibly be constructed. This would contain approximately 100 spaces.
- Commuter parking is also available for restaurants and other businesses at nights and on weekends.

**FIGURE 7**



**Additional Commuter Parking Opportunities**

**Total Potential Additional Parking  
33 to 231 Spaces**

The Existing Conditions Report for this planning effort (published separately) contains a detailed analysis of existing parking conditions. Generally, the study found no major parking problems.

**Commercial/Institutional Parking Recommendations**

- Existing parking spaces in downtown utilized as parking for local businesses should remain.
- As properties along Burlington Avenue redevelop, parking lots located in the rear of the buildings should be reconfigured to provide a more organized and efficient parking layout.
- Connecting walkways from rear parking areas should be incorporated into the design of redeveloped properties to encourage their use for shopping downtown.
- Parking for institutional uses north of downtown, including the Thomas Ford Memorial Library, McClure Jr. High, the Village Club, and the Grand Avenue Center are inadequate to meet parking demand during special events. As a long term solution, additional parking could be constructed along Lawn Avenue (north of Chestnut) or in a new parking lot in the vicinity of the Library.

**Harris Bank Parking Option (between Lawn and Grand Avenues)**

**FIGURE 8**

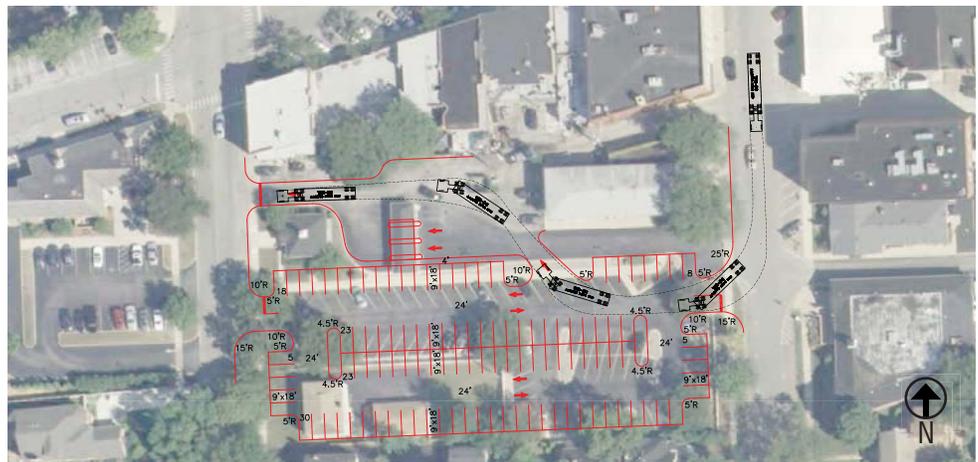
Harris Bank Parking Modifications

Existing = 66 Spaces

Future = 112 Spaces

Difference = +46 Spaces

\* One drive-thru bay is removed



### Employee Parking Recommendations

The Village provides “hang tags” for employees of businesses in the downtown to use in parking spaces normally restricted to two hour and four hour parking. Tags are distributed on a first come first serve basis subject to an interview conducted by the police department; approximately 200 have been issued to-date. Although employee parking is an important component of downtown parking operations, its location isn’t crucial, as parking occupancy counts have indicated that most parking areas reserved for customers have reserve capacity. However, as downtown redevelops, it is important that the prime parking spaces are not slowly overtaken by employees who occupy prime spaces during long portions of the day.

The survey of occupied parking in the downtown performed for this report indicated that on average 18 spaces were occupied by vehicles with employee hang tags during the midday – mostly along Hillgrove Avenue and Walnut Street north of Tower Green. In general, we found that employees were keeping with the police department’s suggestion of leaving prime parking spaces for customers of the Village’s businesses.

### Employee Parking Recommendations

- Employee parking along Walnut Street should be maintained.
- Continue to have the police department monitor employee parking issues as redevelopment occurs.
- If employee parking begins to occupy greater numbers of spaces, institute a more restrictive employee permit program with an annual fee for employee parking permits, similar to the annual commuter parking permit program.
- The Police Department should create a database to track who has been issued permits.

### Pedestrian Access & Circulation

A large percentage of Metra riders and a considerable number of local residents walk to and from the downtown for commuting, shopping and recreation. The existing network of sidewalks and the Village’s existing grid based street system provide the Village with excellent pedestrian mobility that can be reinforced through small short term and larger long term enhancements.

#### Recommendations

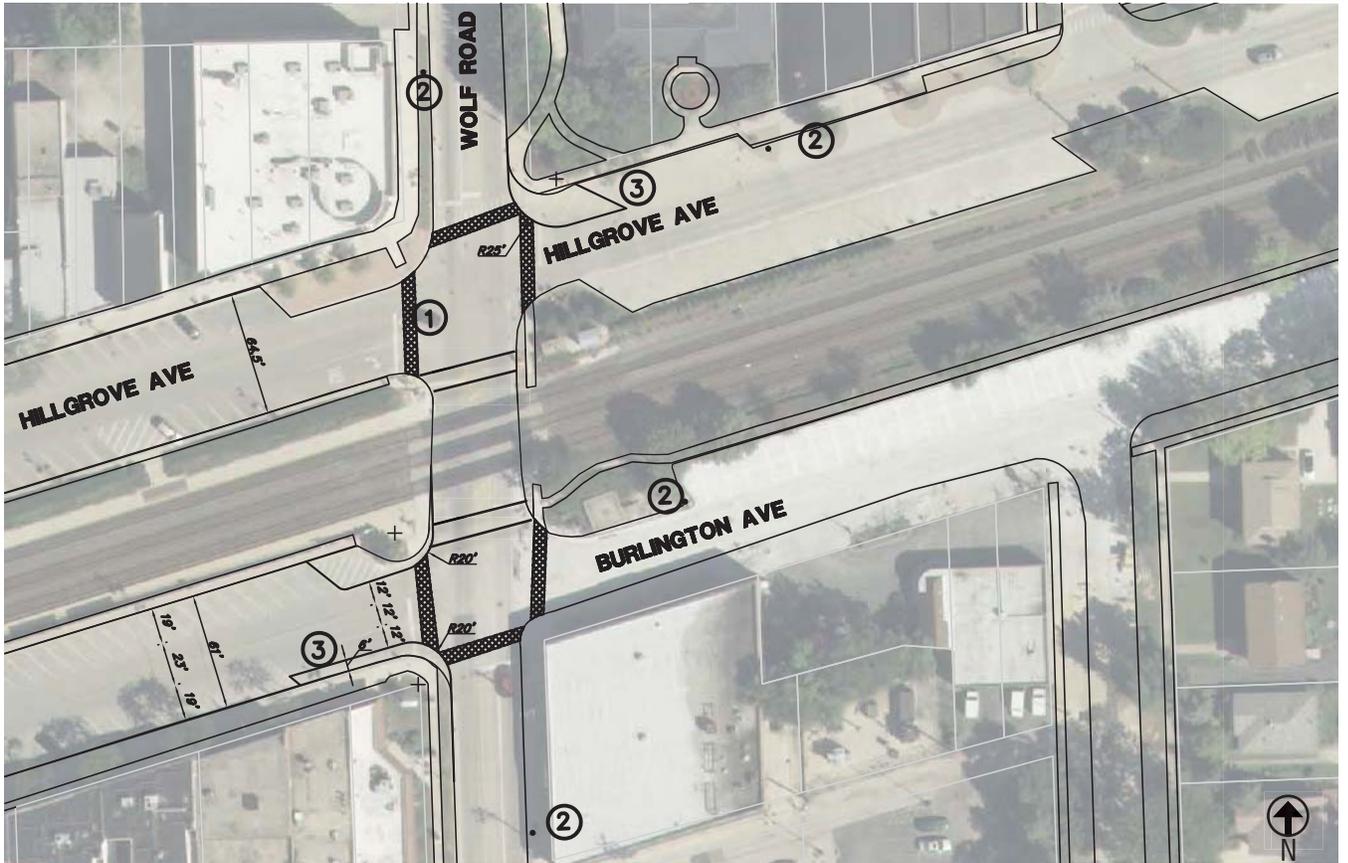
- The traffic signal located at Wolf Road and Chestnut Avenue should be upgraded to include countdown timers at all crossings.
- Two pedestrian crossings, located midblock along Burlington Avenue and Hillgrove Avenues between Lawn Avenue and Wolf Road will provide improved pedestrian crossing opportunities to the Metra Boarding Platforms on either side of the BNSF tracks.



Suggested Pedestrian Crossing using color thermo-plastic inlay into asphalt pavement

**Wolf Road Pedestrian Improvements**

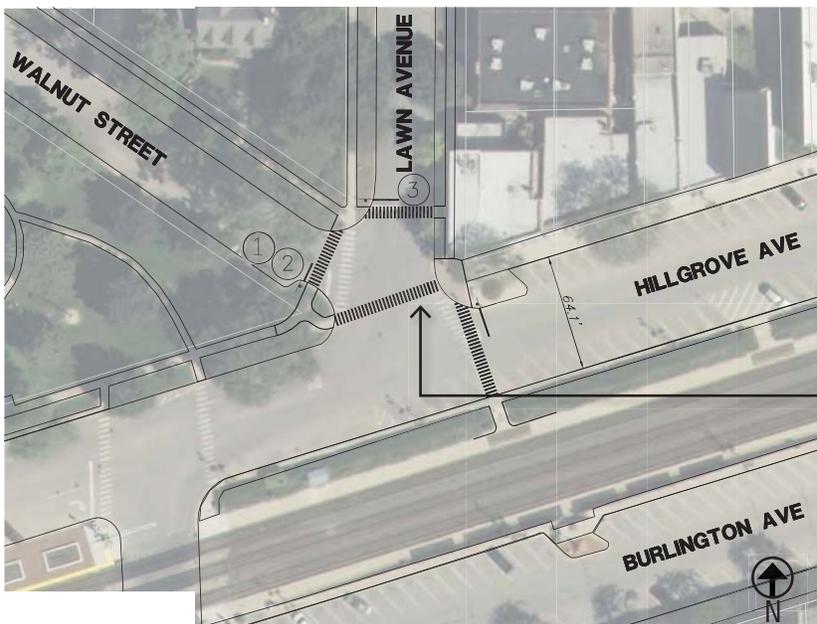
**FIGURE 9**



- 1) Enhanced Pavement Markings
- 2) Advanced Pedestrian Warning Signs
- 3) Expanded Bump Outs

**Hillgrove/Walnut/Lawn Intersection | Suggested Improvements**

**FIGURE 10**

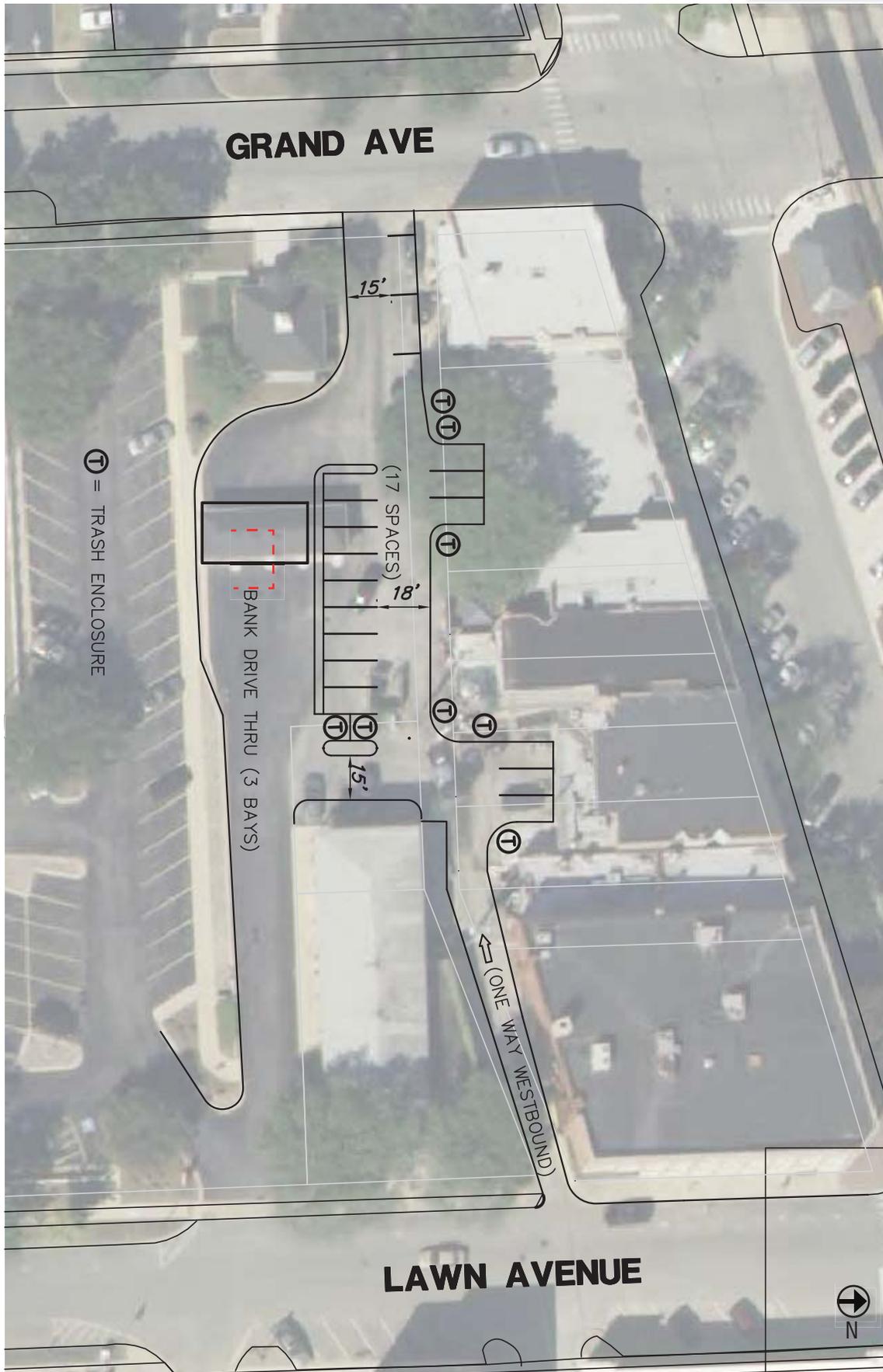


Existing concrete pedestrian crossing

- 1. New Stop Bar Location, crosswalk and stop sign.
- 2. Secondary sign prohibiting left turn movement (to northbound lawn)
- 3. New stop bar location, crosswalk, and stop sign.



Alternative Concept to Improve Parking and Access through Alley – Grand to Lawn **FIGURE 11**



\* Requires removal of one drive-thru bay - - -



- Pedestrian Bump-outs that shorten the crossing distance across the street for pedestrians should be installed at the southwest corner of Wolf Road and Burlington Avenue, as well as at the northeast corner of Wolf Road and Hillgrove Avenue. Due to the skew of both Hillgrove Ave. and Burlington Ave., These designs should be compatible with adequate design vehicle turning movements with special consideration given to the northwest corners of the intersections.
- High visibility crosswalks incorporating retro reflective pavement markings should be installed on all concrete roadways and thermoplastic inlays should be installed at all asphalt pedestrian crossings.
- A new grade separated pedestrian underpass, located at the west end of the village near Burlington Avenue and Central Avenue will be constructed as a long term improvement.

### **Bicycle Access, Circulation & Parking**

Bicycle access to downtown Western Spring is well established. The existing street grid, coupled with low volume roadways that connect downtown to the adjacent neighborhoods provide the Village with excellent bicycling facilities, even if roadways are not signed or striped as preferred bicycle routes.

#### Recommendations

- Bicycle parking should be increased within the downtown to encourage additional bicycling to the Metra Commuter rail station and downtown businesses.
- Amenities for bicyclists, such as covered bicycle parking areas should be considered as components of future streetscape enhancement projects.
- Bicycle parking should utilize “U-shaped” bicycle racks as a standard design to allow for locking of bicycles at two points to prevent theft. Alternatively, signature bicycle racks could be developed for the village that would function as public art and reinforce the special nature of downtown.
- The Village should continue to work with Metra to promote the Bike to Metra program. A brochure outlining preferred bike routes to the Metra Station, and providing tips on bicycle commuting was recently published jointly by the Village of Western Springs and Metra.



Suggested bike rack



### **Transit Access**

The existing transit options for the Village are excellent, and are a major generator of daily foot traffic that gives the Village a unique identity and character and contributes to the use and vitality of downtown. The frequency of Metra service and the location of existing bus stops are acceptable for providing service for the Village and will continue to promote redevelopment of the downtown.

### **Recommendations**

- Support Metra's future efforts to expand service along the BNSF Line with future extensions and more frequent service.
- Support efforts to provide additional commuter parking spaces within downtown to increase ridership on Metra's existing service.
- Support Pace's efforts to maintain existing service to Western Springs, and expand service as opportunities arise.
- Enhance the Metra platform and planting areas by Wolf Road and Lawn Avenue to promote pedestrian comfort and safety.

### **Downtown Redevelopment Traffic Review**

Consistent with a planning level review of existing and potential traffic conditions, detailed traffic engineering studies were not conducted for each specific development option identified in the downtown plan. As various properties within downtown redevelop, traffic engineering studies should be conducted for each site to determine their impact on downtown traffic volumes at the time of their approval.

The ultimate distribution of traffic from redevelopment sites will depend on many factors that will vary depending on whether a site is developed as a commercial, residential or mixed use. In general, residential sites will develop less peak hour traffic than commercial sites, and the proximity to Metra and downtown will further reduce traffic generation. Commercial properties will need to be evaluated based on their uses and operating hours to determine if significant traffic generation is expected to occur.

The Village's existing grid based street network provides downtown Western Springs with adequate access and circulation options for distributing traffic associated with new development. Traffic conditions should be monitored to identify specific issues and evaluate potential improvement options as the plan is implemented.



## SECTION 3 | *Design Guidelines*

### *Introduction*

---

The design guidelines are intended to promote the vitality and economic health of Western Springs' downtown area by providing design direction on the type, character and quality of the built environment that will distinguish Western Springs from other communities. These guidelines were developed based on community input obtained in the Vision Preference Survey (see appendix).

The recommendations described in the Design Guidelines are tools for communicating the design intent for future development and evaluating proposals. The overall goal is to ensure quality development that employs sound planning and design principles. The purpose of such guidelines is not to dictate a specific development plan for the properties located in the downtown area, but rather establish a set of standards and identify elements of building and streetscape design that should be encouraged in the downtown area.

Design guidelines are an important means of building the economic prosperity of the downtown area through the implementation of a unified vision that will continue to promote the themes and characteristics that are unique to Western Springs. These guidelines will be invaluable to the development community, providing them with a clear understanding of community desires before they begin their design process. They should also help to streamline the review process, since both the developer and Village staff and officials will be working from the same guiding document.

Since, like most other suburban communities, the downtown is no longer the sole center for the Village's retailing and service needs, it must be able to compete with other areas in the Village and surrounding communities that also offer such services. This can be most effectively done by conserving and creating a high quality environment, with an inviting image, that has its own unique sense of place.

The Design Guidelines should be part of the design review process to ensure new development, redevelopment, and remodeling enhances the visual quality and identity of downtown Western Springs. It establishes architectural principles and design standards for new construction that respects the traditions of the past, avoiding adherence to a rigid style, and promotes sensitive rehabilitation of older buildings. The goal is to build an attractive, recognizable downtown that is pedestrian-friendly, fosters civic pride and ownership, promotes a sense of place specific to Western Springs, and offers a feeling of security. Good design increases property values when these goals are achieved.

The concept of development review is not new in Western Springs. Existing building and zoning codes regulate the use of property and set standards for building height, setback, landscaping and parking. Design review, however, works to ensure that new construction, and changes to existing buildings in the downtown, are compatible with the character of the community. More details of how to integrate these guidelines will be provided in the implementation section of the plan. The guidelines promote design flexibility through keeping these standards as guidelines rather than converting them to specific code requirements.

The successful implementation of these guidelines will reinforce the downtown area's unique image as a distinct and inviting place to live, work, shop, and gather, which offers a unique appeal not found in other surrounding commercial areas.

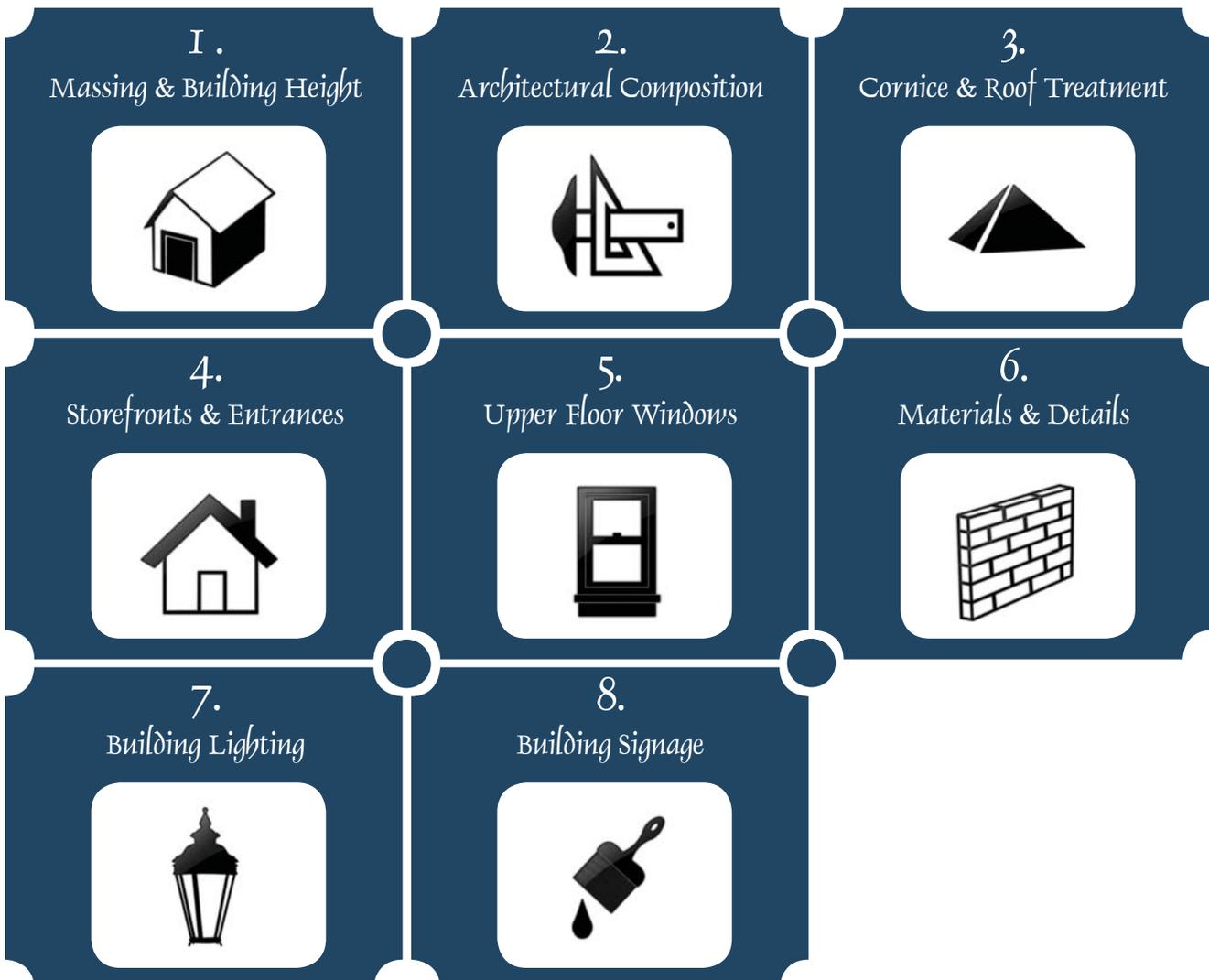


## Architectural Design Guidelines

The purpose of the Architectural Design Guidelines is to assist property owners, developers, architects, contractors, and designers in the renovation or construction of buildings in a manner compatible with the architectural heritage and character of Western Springs.

The directions and examples provided in the Guidelines do not recommend specific architectural styles, nor do they encourage strong departures from the existing architectural context. The Guidelines provide criteria by which buildings can be designed and reviewed, in order to be compatible with and contribute to the quality of the community.

**The Guidelines are organized as follows:**





## 1 | Massing and Building Height

The size and overall height of any new construction will have an impact on the community's character, one's experience, and the activity associated with pedestrian and vehicular uses.

The goal is to provide opportunities for economically viable solutions in a manner that thoughtfully responds to and respects the scale of the immediate and neighboring context.

- New construction should give consideration to the forms and proportions of traditional commercial or residential architecture, rectilinear in nature and oriented towards the street.
- The mass of a building can be minimized through the use of setbacks and projections.
- Where ground floor commercial space is provided, the building should maintain a consistent line along the front setback, except to provide for recessed storefront entrances, open space for outdoor dining, mid-block pedestrian passages, or special corner features. If portions of the perimeter are set back further than the outermost perimeter, consideration should be given to maintaining a consistent front line through the use of garden walls, planters, or railings.
- Buildings should be predominately two (2) stories, consistent with present Downtown Western Springs building stock.
- Three (3) stories will be considered if the third floor facing the street appears to be built into a roof structure or if a majority of the street facing perimeter is further set back from the outermost perimeter.
- One story buildings or split-level buildings in the commercial business district are not encouraged.
- The massing of additions should contribute to the character and hierarchy of the existing structure.
- Standard floor to floor heights should be approximately 14 to 16 feet for ground floor retail space, 12 to 14 feet for upper level commercial space, and 9 to 12 feet for residential spaces.
- Four (4) stories will be considered if the 4th floor is setback from the building's street facing perimeter a minimum of 12 feet to create the appearance of three (3) stories on sites 9 and 10. This additional building height is required to make a new redevelopment economically feasible.



2 Stories w/ Parapet Roof



2 ½ Stories w/ Steep Sloped Roof & Dormers



2 Stories w/ Sloped Roof



2 ½ Stories w/ Occupied 3<sup>rd</sup> Floor in Roof  
4<sup>th</sup> Floor



2 ½ Story w/ Occupied 3<sup>rd</sup> Floor & 4<sup>th</sup> Floor Set Back



## 2 | Architectural Composition

To maintain the established architectural characteristics of Western Springs, the proportions, rhythms, and detailing of traditional building should be incorporated in new and renovated construction.

The goal is to reinforce the community’s pedestrian nature and architectural heritage through combinations of vertical and horizontal compositions, with human-scaled elements.

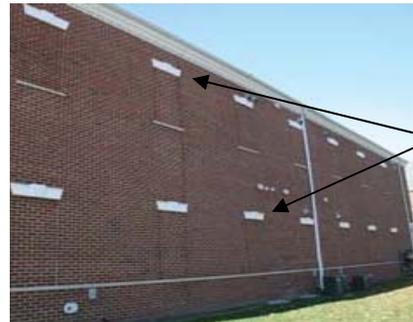
- Tri-partite composition, characterized by a well-defined “Base-Middle-Top”, is encouraged for multi-story buildings.
- The close alignment of horizontal banding among buildings can help unify a street elevation.
- A breakdown of the building façade into a vertical rhythm of bays, typically between 20-30 feet, is encouraged and creates a sense of progression along the façade or street wall.
- A balance of both vertical and horizontal compositions is encouraged, avoiding a monotonous or repetitive arrangement of elements.
- A building façade should be articulated through the use or combination of plane changes, projections, material changes, and details.
- No building façade facing a street or pedestrian open space should have a blank uninterrupted length of wall greater than 20 feet.



Vertical Expression of Bays



Horizontal Expression of “Base-Middle-Top”



Blank wall w/ False Windows is Not Acceptable



## 3 | Cornice and Roof Treatment

Distinctive cornices and roof forms provide visual interest in terminating a building’s façade. These elements greatly contribute to the massing, scale, composition, and detail of buildings in support of the architectural character of Western Springs.

The goal is to encourage a variety of sloped and parapet roof conditions in renovated and new construction, that reflect a level of detail and craftsmanship found in the Village’s traditional architecture, particularly the iconic Water Tower.



- In existing buildings, cornice details, such as stone or brickwork, should be maintained and preserved.
- Repairing or recreating articulation and detail at the top of an existing wall, consistent with the building's style or period, is encouraged. New construction can also incorporate similar elements to create a suitable top to buildings.
- Extended parapets, projecting cornices, or sloped roofs are encouraged as a way to provide appropriate visual weight to the top of buildings.
- Traditional roofs can be flat and hidden behind parapet walls, or sloped with eave lines extending to the perimeter of the building.
- Sloped roofs should be angled no less than 4-in-12 and no greater than 14-in-12.
- The height of the roof should not be greater than the height of the building's wall supporting the roof.
- Mansard roofs are not appropriate.
- Dormers, eyebrow windows, cross gables and hip roofs are encouraged to limit a continuous length of uninterrupted roof.
- Sloped roofs should incorporate brackets, moldings, exposed rafters, or trim beneath the eave to provide appropriate articulation to the top of buildings.
- The roof form should extend to hide mechanical equipment from the street.



#### 4 | Storefronts and Entrances

Storefront design is critical to presenting the function or merchandise within the building, engaging pedestrian activity, and providing a visually pleasing pedestrian environment.

- In existing structures, original storefront configurations and materials should be preserved, repaired, or revived to reflect the original composition, patterns, and materials.
- On the primary façade of first floor commercial buildings, at least 60% of the first floor façade should be storefront windows or entrances.

Parapet Roof w/ Detail



Sloped Roof



Eye Brow Window / Dormer





- Fabric awnings and projecting canopies above storefront windows, proportioned as to not overwhelm the storefront, are encouraged.
- Entrances to upper level floors that appear within the storefront composition should be distinguished from and visually compatible with retail storefront windows and entrances.
- It is encouraged to compose retail storefronts with large horizontal display windows raised above the sidewalk atop a low wall or kick plate, and with divided clerestory windows.
- On the primary façade of first floor residential buildings, at least 35% of the first floor façade should be windows or entrances.
- Display windows should typically be clear glazing.
- Side yard or rear yard/alley facing display windows are encouraged to provide visual interest and identity for new and existing construction.
- Main entrances should face the primary street.
- Recessed entrances at ground floor commercial spaces are encouraged.
- Side yard or rear yard/alley facing business entrances are encouraged to provide additional points of access.



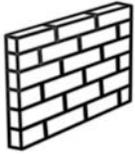
## 5 | Upper Floor Windows

Upper floors in the downtown business area are typically a different use than the ground floor, and consequently the windows should be reflective of that use. They should also be arranged in a manner that, in harmony with the ground floor, helps define the overall character of the building.

- At least 25% and no greater than 65% of the upper floor should be windows.
- Windows should be scaled and spaced in a rhythm and pattern compatible with the building form.
- Shutters, when used, should be of a size and shape that corresponds with the size and shape of the opening.
- In renovations, the original size and shape of openings should be preserved, including those windows previously filled in.



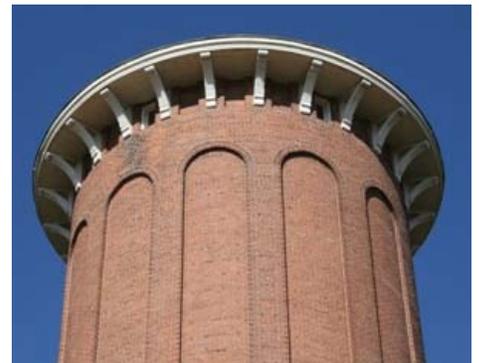
- “Punched windows” should be recessed in their openings and not flush with the exterior wall material.
- Projected bay windows are encouraged.
- Multiple floors of windows can be vertically composed separated by spandrels compatible with the building’s wall materials. Spandrel glass lacking detail is not appropriate.
- Window divisions, scaled and proportioned compatibly with building’s mass and level of detail, is encouraged.



## 6 | Materials and Details

Building materials provide visual appeal and architectural character to the community and can have a remarkable impact on the perception of any building. Western Springs consists of many robust masonry buildings, that incorporate stone, a variety of brick colors, and high level of detail.

- The Village’s architecture consists of a sound palette of materials, colors, and textures from which new materials can be selected. The masonry palette consist of smooth, wire-cut, and textured modular brick and rough-faced and smooth limestone.
- The Water Tower, the visual symbol of the community, reflects the most notable and admired use of brick and stone, sloped roof, and detailed eaves.
- For renovated buildings in general, preserve or revive original façade materials and details and avoid covering or obscuring original facades or materials.
- For existing buildings, it is encouraged to ‘refresh’ the side and rear/alley elevations through masonry preservation, including tuck pointing or paint where appropriate. Upper level windows can include shutters and window planter boxes.
- Durable materials are especially critical at the street level where contact with pedestrians and winter conditions occur.
- Warm, earth tones are appropriate for brick. Limestone or cast stone simulating limestone are appropriate as accent elements, or base material including the entire first floor.





- Exterior grade stucco or EIFS is limited to areas above the ground floor, and used as a secondary or accent material.
- Wood siding is limited to residential structures in areas beyond the commercial business district.
- Sloped roofs should be architectural-grade asphalt, wood, or slate shingles.
- Details reflective of traditional construction methods and craftsmanship which provide visual appeal and character to buildings, including brackets, exposed rafter tails, brick corbelling, relief panels, and cornices are strongly encouraged.



## 7 | Building Lighting

Exterior building lighting is important to illuminate architectural features and detail, signs, public walkways and building entrances for interest, security, and comfort of pedestrians.

- Traditionally styled fixtures in keeping with the character of the building are recommended.
- Lighting can be wall mounted or suspended and should be shielded to prevent glare towards pedestrians and vehicles.
- Fixtures used for enhancing architectural features or details are permitted and should be directed to preclude light projection beyond the immediate feature intended for illumination. Washing the entire building façade is inappropriate.
- Exposed fluorescent or neon lighting, and internally lit awnings are inappropriate.
- Electrical boxes, transformers, conduit, and utilities for lighting should be concealed.



## 8 | Building Signage

Signs are non-permanent elements that can reinforce the character of the building and express individuality.

- Signs should comply with standards set forth in the Village of Western Springs Municipal Code.
- Signs should be subordinate to the building's façade, compatible with the building design.
- Sign bands, if present, should be incorporated into the design of the façade or storefront, located above ground floor and below second floor windows.
- Appropriate types of building signs include surface mounted, pin-mounted, and projecting blade signs.
- Sign color must harmonize with the building upon which it is mounted.
- Lettering can be unique to the image of the retailer/user.
- Projecting blade signs shall be mounted from the building's façade, incorporating fixed hardware, and can be illuminated with projecting fixtures compatible with the sign design.
- Signs are not encouraged above upper floor windows.
- Signs for ground floor commercial tenants are encouraged on alley facades fronting parking.
- Signs can be illuminated by wall mounted fixtures, compatible with the building's design, or individually back-lit letters on a contrasting background.
- Internally illuminated and race-way signs are inappropriate
- Signs are permitted on awnings.
- Building address should be prominently displayed at the main entrance, clearly visible from the street.
- New mixed use, multi-tenant buildings should provide a building signage package to provide for consistency.

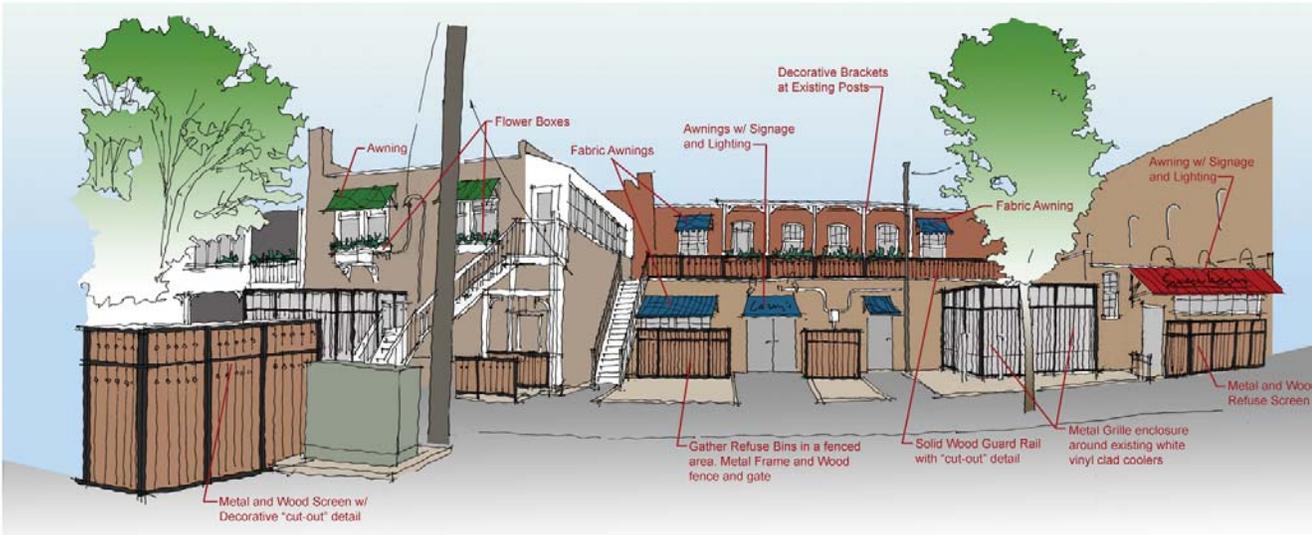




# Facade Renovation Concepts for Existing Buildings

**FIGURE 12**

The following images provide examples of how these design guidelines could be incorporated into renovation of existing structures.



**View Along Alley Behind Burlington Avenue  
FACADE RENOVATION CONCEPTS**





Facade Renovation Concepts for Existing Buildings

FIGURE 12-2



View Along Burlington Avenue at Lawn Avenue

FACADE RENOVATION CONCEPTS

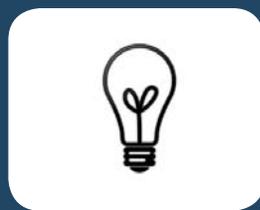
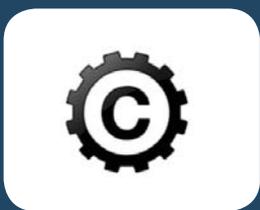
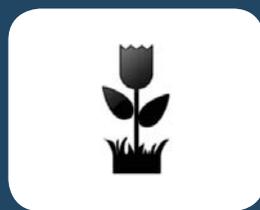
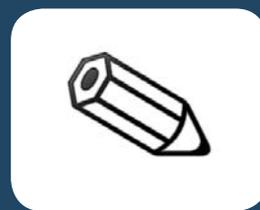




## Streetscape Design Guidelines

The following guidelines and concepts are designed to enhance the living, shopping, working and commuting environment in Downtown Western Springs. As the Western Springs Downtown Plan takes root, these guidelines will support the existing downtown environment oriented towards the needs of commuters, employees, residents and visitors alike. These guidelines are provided to help create and maintain a sustainable, upscale transit oriented community. The streetscape guidelines are organized into the following categories:

### Streetscape improvements within the public right-of-way and publicly owned properties:

<p>I . <i>Paving &amp; Crossing Treatments</i></p> 	<p>2. <i>Lighting, Banners &amp; Furnishings</i></p> 	<p>3. <i>Plazas &amp; Seating Areas</i></p> 
<p>4. <i>Commuter Facilities</i></p> 	<p>5. <i>Landscape Plantings</i></p> 	<p>6. <i>Public Signage</i></p> 
<p>7. <i>Tower Green Enhancements</i></p> 	<p>8. <i>Rear Alleyways</i></p> 	<p>9. <i>Cafe Seating Areas</i></p> 

### Streetscape improvements within privately owned properties which abut the public right-of-way:

<p>IO . <i>Parking Areas</i></p> 	<p>II. <i>Landscape Plantings</i></p> 
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## *Streetscape Design Guidelines Theory and Approach*

The streetscape environment in Downtown Western Springs has been described as “quaint, friendly and charming” by its residents and merchants. Streetscape elements which support this description include the historic Tower Green, walkable sidewalks, inviting storefront facades, and mature trees. The goal of the streetscape plan is to preserve the charm of the downtown while also promoting a welcoming streetscape environment.

Positive elements of the streetscape which are intended to be preserved and referenced in the streetscape plan include the following:

- The historic water tower, namely the stone base coursing, brick veneer, wide eaves and wood bracketing.
- The commuter rail structures at the recently restored Metra station, namely the canopy and roof structures.
- Existing curb bump outs
- Decorative light fixtures
- Painted Village bench program

Negative elements of the streetscape which are intended to be corrected in the streetscape plan include the following:

- Failing stone seatwalls and messy canopy trees
- Unappealing bench placement
- Uninviting pedestrian crossings
- Unsightly commuter platform and landscape area between Wolf Road and Lawn Avenue
- Lack of sidewalk café seating areas
- Lack of unified gateway and wayfinding signage family
- Need for unified paving treatments
- Need for a unified and durable planting program, including replacement of large tub planters



## Streetscape Improvements within the Public Right-of-Way and publicly owned properties:



### 1 | Sidewalk Paving & Crossing Treatments:

The Western Springs Metra station's location in the heart of Downtown, along with the mix of on-street parking, retail storefronts and Tower Green generates a great deal of pedestrian activity throughout downtown. A unified approach to pedestrian pavement treatments is recommended to guide pedestrians into, throughout and out of the downtown area.

A hierarchy of sidewalk paving treatments is recommended as shown in the *Existing Conditions Report, Urban Design Issue Map*.

Downtown Streetscape Paving Treatments occur within the heart of the downtown area and are characterized by the following features:

- Curb bump outs as indicated on the Streetscape Plan.
- The final design of all curb bump-outs shall include an evaluation of turning movements, particularly next to all rail crossings.
- Within curb bump-out areas, specialty unit pavers should be incorporated between the back of curb and building face.
- Between intersection corners, specialty unit pavers should be incorporated as a 3'-0" wide paver band along the back of curb to allow for underground utility maintenance. The remainder of the sidewalks should be broom finish concrete with regularly spaced joints. *See Photo A.*
- Recommended paving material within curb bump out areas:
  - o Paving border: Soldier course precast unit pavers to match size and color of the clay brick pavers used at the Metra station
  - o Paving field: Herringbone pattern precast unit pavers. Color to be complementary to the soldier course.
- Recommended paving material within paving band areas:
  - o Triple soldier course precast unit pavers to match size and color of the clay brick pavers used at the Metra station



**PHOTO A:** Decorative paving band behind back of curb.

Transitional Streetscape Paving Treatments occur between the downtown area and neighborhood areas and are characterized by the following features:

- Curb bump outs as indicated on the Streetscape Plan
- Within curb bump-out areas, specialty unit pavers should be incorporated between the back of curb and building face.
- Between intersection corners, sidewalks should be broom finish concrete with regularly spaced joints.
- Recommended paving material within curb bump out areas:  
*See Photo B.*
  - o Paving border: Soldier course precast unit pavers to match size and color of the clay brick pavers used at the Metra station
  - o Paving field: Herringbone pattern precast unit pavers. Color to be complementary to the soldier course.
- Pedestrian crossings should be treated with a painted or decorative paving treatment, such as thermoplastic inlay at asphalt roadway crossings and jointed concrete walks at concrete roadway crossings.

Neighborhood Streetscape Paving Treatments occur at the perimeter of the downtown area, within the neighborhoods

- Existing sidewalks should remain intact. Sidewalks should be repaired as necessary to promote connectivity between neighborhoods and downtown. *See Photo C.*
- Pedestrian crossings should be painted as needed



**2 | Lighting, banners and site furnishings:**

Lighting

Existing pole mounted lights in the downtown consist of traditional style acorn fixtures in a single or double fixture assembly. *See Photo D.*



**PHOTO B:** Decorative intersection corner paving and concrete sidewalk.



**PHOTO C:** Example of neighborhood sidewalks



**PHOTO D:** Decorative light pole & hanging baskets

Some pole mounted fixtures within the heart of the downtown area also have hanging baskets which are generally maintained in good condition by public works. The hanging baskets are well received by the community.

The Streetscape Plan recommends the addition of banner style signage to existing poles that promote the Downtown area. Key areas that should be considered for banners including the following:

- Wolf Road between 41st Street and 47th Street.
- Hillgrove Avenue between Wolf Road and Central Avenue
- Burlington Avenue between Wolf Road and Central Avenue

### Site Furnishings

Existing site furnishings are prominent throughout the Downtown and include the following products:

- decorative wood painted benches. *See Photo E.*
- metal frame benches with wood seats and back *See Photo F.*
- metal trash receptacles *See Photo F.*
- tube metal bike racks
- fiberglass planter pots *See Photo E.*

With the exception of the planter pots, site furnishing materials appear to be in good condition. The following recommendations should be applied to site furnishings:

- Reorganize site furnishings as indicated on the Streetscape Plan to distinguish welcoming places to sit alone or in groups.
- Replace existing planter pots with new planter pots as indicated on the Streetscape Plan.
- Add new bench without back to be incorporated into new seating areas at the Tower Green.
- Add new lighted bollard product to be incorporated in place of existing pedestrian lights at Tower Green.



**PHOTO E:** Painted wood bench & fiberglass planter pots



**PHOTO F:** Existing Benches and trash receptacle



### 3 | Corner Plazas and Seating Areas

#### Downtown Streetscape Areas Only

The recommended curb bump out areas (See *Photo G*) will provide additional seating areas that can be flexible to accommodate permanent bench seating or movable café seating as appropriate to the adjacent retail uses.

Features of the curb bump out areas include the following:

- Relocated curb ramps
- Enhanced pedestrian crossings
- Perimeter plantings located in curb height planters. See *photo H*.
- Decorative paving as indicated above.
- 4' minimum clear walking zone between existing sidewalks and pedestrian crossings.



**PHOTO G:** Example of curb bump-out



**PHOTO H:** Bench and ornamental railing



### 4 | Commuter Facilities Treatments

The new Metra station and commuter facility is an attractive and functional area within Downtown and should be maintained in good condition (See *Photo I*). The Metra platform and planting area bounded by Wolf Road and Lawn Avenue should be improved to promote pedestrian comfort and safety.

Features of the commuter facility enhancements include the following:

- Replace the concrete platform and yellow tactile strip per Metra standards.
- Replace landscape plantings
- Close easternmost access stair and guide pedestrians to enter platform area from Wolf Road or Lawn Avenue.
- Add new bike parking shelter at north side of platform.
- Signage shall comply with Metra standards and platform lighting should have a minimum two-foot candle area maintained over the entire platform.



**PHOTO I:** Existing Metra Station and platform

**Note:** The I.C.C. has strict requirements for landscape setbacks from grade crossings. All proposed landscape enhancements and lighting will require I.C.C. and B.N.S.F. Railway review and approval prior to installation to ensure a safe environment.



## 5 | Landscape Plantings

### Downtown Streetscape Areas

Existing raised stone planter areas and Honeylocust tree plantings are presenting durability and maintenance challenges to the Village and should be replaced.

Recommended planting structures and plant types follow below:

- Concrete curb height planters (6" ht.) with ornamental metal railing (12" ht) (See *Photo J*).
- Narrow upright deciduous trees strategically located so as not to block business signage. Lowest branch height at installation should be 7' ht. min. as measured from top of grade (See *Photo K*).
- Flowering dwarf shrubs, perennials and groundcovers that do not exceed 30" ht. at maturity (See *Photo K*).
- All plant species should be salt and urban tolerant species.
- A clear zone between 3' ht and 7' ht should provide visual access and be clear of plantings or other visual obstructions.

### Transitional Streetscape Areas

- Where lawn parkways exist, narrow upright canopy tree plantings should be installed to maintain a continuous line of parkway trees.
- Where on-street parking exists, canopy tree plantings should be installed in tree grates to maintain a continuous line of parkway trees (See *Photo L*).
- Tree placement should maximize visibility to business signs.
- Tree plantings should be salt and urban tolerant species.
- A clear zone between grade and 7' ht should provide visual access and be clear of plantings or other visual obstructions.



**PHOTO J:** Curb planter and ornamental railing



**PHOTO K:** Examples of low flowering plantings and upright canopy tree plantings, which provide for a clear vision zone between 3' and 7' in height.



**PHOTO L:** Examples of trees installed in tree grates where sidewalks abut on street

Neighborhood Streetscape Areas

- Wide spreading canopy trees planted in lawn parkways provide a shaded neighborhood environment (See Photo M).
- Tree plantings should be salt and urban tolerant species.
- A clear zone between grade and 7' ht should provide visual access and be clear of plantings or other visual obstructions.



**PHOTO M:** Example of tree lined neighborhood street



**6 | Public Signage**

The downtown area currently lacks a public signage program. Small pole mounted signs located at Village entries are attractive but too small to be recognized along high speed arterial roadways.

A comprehensive signage plan recommends a family of signage features that are designed to reference some of the signature architectural features within the Downtown area, namely the historic Water Tower and Metra facilities.

Each of the sign graphics includes a recommendation for a new tower logo graphic which emphasizes the roof of the Tower.



Proposed signage elements include the following:

- Gateway and wayfinding sign pier:
  - o Stone base with wood post and brackets
  - o Aluminum panel signs mounted to gateway structures
  - o Aluminum panel signs mounted to existing light poles along Wolf Road, north of Hillgrove Avenue
  - o Stylized Tower logo graphic
- Seasonal banner program
  - o High quality fabric banners mounted to existing street lights at the following locations
    - Wolf Road, between Chestnut Street and Hillgrove Ave.
    - Hillgrove Avenue
    - Burlington Avenue
  - o Stylized logo graphic with the assistance of a professional graphic designer (see example of possible design at right)



Develop a stylized logo for Downtown Western Springs with the assistance of a professional graphic designer



- Information kiosk
  - o Stone base
  - o Wood post and brackets with shingle roof
  - o Operable aluminum sign cabinet to allow for temporary paper sign inserts
  - o Stylized Tower logo graphic
- Community events sign
  - o Stone base with wood post and brackets
  - o Aluminum trellis panels for temporary fabric signs

*Refer to Streetscape Concept Plan for public signage graphics.*

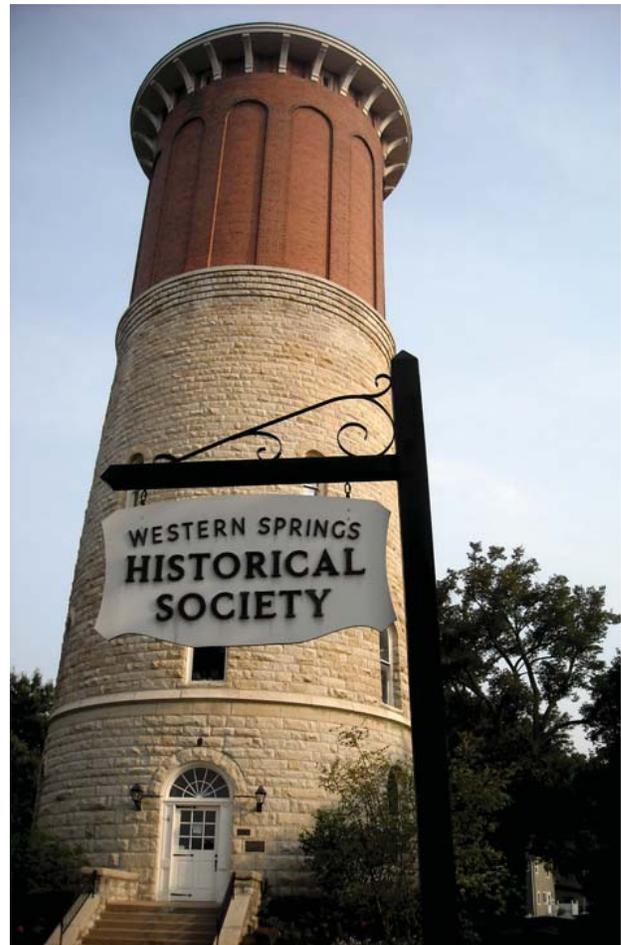


## 7 | Tower Green Enhancements

Tower Green is a treasure within the Downtown area that is well cared for by Public Works, the Historical Society and the Garden Club.

Recommendations for this area include the following:

- Remove dying trees and tree stump; replace tree stump with new evergreen holiday tree – completed by Public Works May 2010
- Fill depressed lawn areas that collect standing water – completed by Public Works May 2010
- Prune low branches of mature canopy trees
- Repair concrete entry steps and stone masonry cheekwall at Historic Society entry
- Replace floodlights with energy efficient Tower lighting
- Replace yews (evergreen shrubs) in poor condition with native flowering shrub groupings.
- Replace pedestrian lights in poor condition with bollard lighting.





## 8 | Rear Alleyways

Critical components of Downtown, rear alleyways provide public access to parking areas, bank drive thru areas, retail service and loading areas and resident parking. Often times, rear alleyways are among the initial impressions visitors will get of Downtown Western Springs. The Village is encouraged to coordinate with private property owners to organize and enhance rear parking and alleyway areas consistent with section 2 below and as illustrated on the plan.

Features of the alleyway enhancement plan include the following and are depicted on *Photo N*:

- Unobstructed travel way through designated alley.
- Coordinated and reorganized parking to serve businesses and residences
- Relocated trash enclosures and utilities
- Landscape plantings
- Outdoor café seating as appropriate to the businesses



**PHOTO N:** Photo example of rear alleyway with organized parking, well marked signage, ornamental lighting and specialty paving



## 9 | Café Seating Areas

Downtown retail businesses with a focus on food and beverage sales should be encouraged to incorporate sidewalk café areas. It is critical that café seating be integrated within the public walkway or public alleyway in a manner that maintains the functionality of the sidewalk while full café operations are underway.

Recommendations include the following and are further illustrated in *Photos O & P*:



**PHOTO O:** Photo example of sidewalk café including ornamental railings, planter boxes and a clear zone between public sidewalk and building entrance.



### Café Layout

- Sidewalk cafes should be located such that a 4' minimum clear sidewalk width is maintained between the café perimeter and back of curb.
- Utilities and roadway structures such as light poles, parkway trees, traffic signals and transformers should be considered when measuring the 4' minimum sidewalk clear zone.
- Between the building entrance and public sidewalk, an unobstructed pedestrian pathway should be provided at 4' min width.

### Site Furnishings

- For any given sidewalk café, the style of tables and chairs should be uniform.
- The style of tables and chairs should resemble metal, wood or other natural products. Plastic furnishings are inappropriate.
- For umbrellas, a consistent style of market umbrella is preferred. Advertising is discouraged on umbrellas.

### Perimeter Definition

- The perimeter of the sidewalk café should be delineated with a perimeter barrier. The barrier must be free standing and may include ornamental fencing, planters or a combination of the two.
- Perimeter barrier treatments should not exceed 42" in height.
- For free-standing segmented barriers, products comprised of or resembling ornamental metal is appropriate.

**Streetscape improvements within privately owned properties which abut the public right-of-way**

The following design guidelines are intended for privately owned properties visible from the public way. As properties redevelop or are renovated, property owners are encouraged to make the following enhancements as appropriate to their properties.



**10 | Parking Areas**

Parking lot landscaping is encouraged to enhance the visual environment, moderate the effects of heat and wind, and minimize the nuisances of noise and glare. In addition to providing visual interest, landscaping can control public perception of a lot by masking unattractive areas, such as mechanical units, or focusing the motorist’s attention to an entry or exit point.

Parking Area Access Landscape Treatments

- The entrances and exits to parking lots should be landscaped to direct motorist access to and from the parking lot.
- Landscape plantings should consist of a combination of canopy trees, understory shrubs, and groundcovers.
- Plantings should be selected such that a visual clear zone is maintained between 30” and 7’-0” height as measured above grade.
- Plantings should be selected and installed such that they form a continuous landscape grouping within the planting bed.
- Landscape plantings should be salt and urban tolerant species.

Perimeter parking area landscape treatments (*See Photo Q*)

Perimeter landscape plantings should consist of a combination of canopy trees, ornamental trees and understory shrubs. Where feasible, evergreen tree plantings are encouraged. All perimeter treatments shall cover 100% of the perimeter of all parking areas.

- Shrub plantings should be selected such that they reach 4’-0” maximum height at maturity.
- Plantings should be selected and installed such that they form a continuous landscape grouping within the planting bed.
- Landscape plantings should be salt and urban tolerant species.



**PHOTO P:** Photo example of shrub hedge along perimeter of parking area

**Note:** Any landscape treatments that are applied to commuter parking should conform with Metra’s Parking Manual, available at: [www.metra.com/techservices/guidelines.html](http://www.metra.com/techservices/guidelines.html)



Interior Parking Lot Treatments (See Photo R)

- Parking lot islands should be provided and distributed throughout the parking area. Islands should be a minimum of 9'-0" wide x 19'-0" deep.
- Islands should consist of a combination of canopy trees and understory shrubs or groundcovers. A standard island (9' x 38') shall provide 2 canopy shade trees (min. 3" cal.).
- Plantings should be selected such that a visual clear zone is maintained between 30" and 7'-0" height as measured above grade.
- Plantings should be selected and installed such that they form a continuous landscape grouping within the planting bed.
- Landscape plantings should be salt and urban tolerant species.
- Proper irrigation and drainage is necessary for landscaped islands. Islands should have an easy method for providing irrigation or have water access within 100' of all parking lot landscaping.



**PHOTO Q:** Photo example of interior parking lot landscape which includes a mix of ornamental trees, shade trees, dwarf shrubs, perennials and groundcover.



**11 | Landscape Plantings**

Landscaping is critical to unify the Downtown Area, define pedestrian / automobile areas, and screen unsightly views.

Foundation Plantings (See Photo S)

Where buildings are set back behind the property line, foundation plantings are encouraged on all sides of the building, without impeding access to stores, sidewalk plazas, pedestrian walkways and service areas.

- A mixture of deciduous and evergreen material should be used with an emphasis on native materials.
- Highly visible areas should also incorporate native perennials and ornamental grasses.
- Foundation plantings should not exceed 4' height.
- Where plantings abut sidewalk areas, they should not exceed 3' height.

Residential buildings should provide generous foundation plantings on all sides of the building. Small ornamental trees, canopy trees, shrubs, and ground covers shall be used. A mixture of deciduous and evergreen material should be used with an emphasis on native materials. All HVAC units shall be properly screened.



**PHOTO R:** Photo example of foundation plantings which include narrow upright trees, a mix of dwarf evergreen and deciduous shrubs, and perennial flowers.

Recommended Plant List

FIGURE 13

**Narrow Upright Parkway Trees for the Downtown Area**

- Pyrus calleryana (Callery Pear cultivars)
- Quercus robur ‘Crimschmidt’ (Crimson Spire English Oak)
- Quercus robur ‘Fastigiata’ (Fastigate English Oak)
- Syringa reticulata ‘Ivory Silk’ (Ivory Silk Japanese Tree Lilac)

**Broad Spreading Parkway Trees for Transitional and Neighborhood Areas**

- Acer x freemanii (Freeman Maple)
- Quercus rubrum (Red Oak)
- Tilia Americana (American Linden)
- Ulmus carpinifolia ‘Homestead’ (Homestead Smoothleaf Elm)

**Shrub Plantings for Parking Area Screening**

- Euonymus alatus ‘Little Moses’ (Dwarf Burning Bush)
- Ribes alpinum ‘Greenmound’ (Greenmound Alpine Currant)
- Viburnum carlesii ‘Compactum’ (Compact Viburnum)
- Taxus x media ‘Densiformis’ (Densiform Yew)

**Ornamental Plantings for Downtown Planters and Building Foundation Areas**

Shrubs

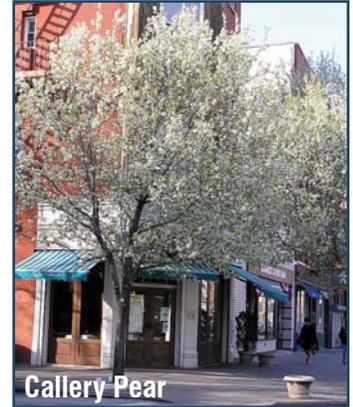
- Cotoneaster apiculatus (Cranberry Cotoneaster)
- Juniperus horizontalis (Creeping Juniper)
- Rhus aromatica ‘Gro Low’ (Gro Low Sumac)
- Ribes alpinum ‘Greenmound’ (Greenmound Alpine Currant)
- Rosa ‘Meidland Meikrotal’ (Scarlet Meidland Shrub Rose)
- Rosa ‘Noaschnee’ (White Flower Carpet Rose)
- Spiraea japonica ‘Little Princess’ (Little Princess Spirea)
- Taxus cuspidata ‘Nana’ (Dwarf Japanese Yew)

Perennials

- Achillea millefolium ‘Apple Blossom’ (Apple Blossom Yarrow)
- Aster novae-angliae (New England Aster)
- Echinacea purpurea ‘Bright Star’ (Purple Coneflower)
- Geranium ‘Johnson’s Blue’ (Hybrid Cranesbill)
- Hemerocallis ‘Stella D’Oro’ (Daylily)
- Heuchera micrantha ‘Palace Purple’ (Palace Purple Coral Bells)
- Hosta spp. (Hosta species)
- Nepeta mussini ‘Blue Wonder’ (Catmint)
- Pennisetum alopecuroides ‘Hameln’ (Dwarf Fountain Grass)
- Salvia x superba (Salvia)

Groundcover

- Euonymus fortuneii ‘Coloratus’ (Purple leaf Wintercreeper)
- Vinca minor (Periwinkle)
- Waldstenia ternate (Barren Strawberry)



Callery Pear



Freeman Maple



Pavement Rose



Catmint



Barren Strawberry



## Streetscape Exhibits

Downtown Western Springs is a unique and important place within the community “offering a charming and vibrant destination to meet daily and destination shopping and dining needs (Downtown Vision Statement).” Streetscape elements such as lighting, landscaping, signage, and paving all play a critical role in setting the stage for downtown activities. Through the planning process, many residents commented on a need to enhance the streetscape. Specific requests included:

- *Provide better directional signs to help visitors find downtown Western Springs and direct them to key shopping areas, parking, and community facilities.*
- *Keep, and enhance, the amount of landscaping in the downtown to provide a garden-like setting.*
- *Provide additional opportunities for seating in and near the Tower Green.*
- *Explore opportunities for better accommodation of pedestrians and bicyclists.*
- *Consider removing existing sidewalk planters that make that confine the pedestrian environment.*

In addition, the Village is in a unique position to enhance the platform area. The Village received a grant to enhance the platform area immediately west of Wolf Road. Given the timing of the grant, additional detail was paid to this area to develop alternative design schemes that could meet community goals and provide a strong short-term implementation project. Two alternatives were created. These alternatives will be reviewed and refined by the Village as they work towards a final design in late 2010-early 2011. The Village has also secured funding for enhancements to the north and south commuter platform areas located between Lawn Avenue and Wolf Road. Target enhancements include platform replacement; stair replacement; improved pavements at rail crossings; enhanced landscaping; and new signage. Two alternative plan concepts were developed for this area.

### **Commuter Platform Area Plan (August 19 2010) includes the following features:**

- *Linear sidewalk along Hillgrove Avenue to remain*
- *Hillgrove Avenue street level plaza seating areas with benches and planters*
- *Stone retaining walls, piers and decorative planter pots*
- *Ornamental metal railings*
- *Lighted bollards*
- *Bike shelter*
- *Upright shade trees*
- *Dwarf evergreen and deciduous shrub groupings*
- *Flowering perennials and groundcover plantings*

### **Commuter Platform Area Plan – Alternative #1 (September 30 2010) includes the following features:**

- *Curvilinear sidewalk along Hillgrove Avenue incorporates benches, sculpture locations and potential fountain features*
- *Stone retaining walls, piers and decorative planter pots*
- *Ornamental metal railings*
- *Lighted bollards*
- *Bike shelter*
- *Upright shade trees*
- *Dwarf evergreen and deciduous shrub groupings*
- *Flowering perennials and groundcover plantings*

### **Specific streetscape recommendations are provided on the following exhibits:**

Overall Streetscape Organization	63	Alternative Platform Concept	71
Streetscape Sections	64	Lawn Ave. to Grand Ave.	72
		Grand Ave. to Woodland Ave.	73
<u>Streetscape Enlargements</u>		<u>Streetscape Enhancements</u>	
Wolf Rd. to Johnson Ave.	65	Bump Out Area-Grand & Burlington	74
Wolf Rd. to Lawn Ave.	66	Bump Out Area-Wolf & Hillgrove	75
Commuter Platform Area Plan	67	Community Signage Details	76
North Platform Elevation	68	Streetscape Materials & Products	77
North Platform Sections	69		
South Platform Elevation/Sections	70		





Insert Overall Streetscape Organization (Exhibit 6)



Insert Typical Streetscape Sections (Exhibit 6A)



Insert Streetscape Enlargement - Wolf to Johnson (Exhibit 7)



Insert Streetscape Enlargement - Wolf to Lawn (Exhibit 8)



Insert Streetscape Enlargement - Commuter Platform Area (Exhibit 8a)



Insert Streetscape Enlargement - North Commuter Platform Elevation (Exhibit 8b)



Insert Streetscape Enlargement - North Commuter Platform Sections (Exhibit 8c)



Insert Streetscape Enlargement - South Commuter Platform Sections (Exhibit 8d)



Alternative Platform Concept (Exhibit 8e)



Insert Streetscape Enlargement - Lawn to Grand (Exhibit 9)



Insert Streetscape Enlargement - Grand to Woodlawn (Exhibit 10)



Insert Streetscape Enlargement - Grand to Burlington (Exhibit 11)



Insert Streetscape Enlargement - Wolf to Hillgrove (Exhibit 12)



Insert Community Signage Details (Exhibit 13)



Insert Streetscape Materials and Products (Exhibit 14)





## *Implementation Plan*

**Peter Drucker once stated that “plans are only good intentions unless they immediately degenerate into hard work.” This chapter is focused on outlining the hard work needed to move this plan for downtown Western Springs from vision to reality.**

### ◆ **PUBLIC/PRIVATE PARTNERSHIP**

If you wanted to sum up the best way to implement this Western Springs Downtown Plan, it comes down to two words – cooperation and partnership. While significant elements of the plan will require direct investment by private property owners and developers, the Village will need to be a partner in those efforts providing expedient review of redevelopment approval and, in some cases, potentially some incentives. This partnership concept also extends to the business community. The Western Springs Business Association (WSBA) has been active for a number of years, and provides a good forum for dialog, coordination, and sharing of information between businesses. The WSBA also organizes and manages many of Western Springs’ community events (see photoboard on page 79). The Village is also an active participant in this organization, providing staff support and assistance and helping to promote events and activities. Partnerships with other downtown organizations such as the Theater of Western Springs, the Thomas Ford Library, and the Western Springs Historical Society can also enhance the vitality of downtown.

This partnership approach will also be critical to determination of the appropriate funding alternatives noted in the following section. For example, creation of a Special Service Area to support downtown will take cooperation (and a positive vote) of downtown property owners. Creation of a Tax Increment Finance District (TIF) will take review and discussions with all local taxing bodies through the Joint Review Board process. To successfully obtain many grants, cooperation and support of multiple agencies and organizations is often essential. If any incentives are provided for private property improvements, joint redevelopment agreements between the developer and the Village will be required to outline specifically what type and when construction will occur and what assistance the Village will provide.

### ◆ **FUNDING & SUPPORT IMPLEMENTATION**

Multiple funding opportunities exist to support implementation of the plan for Western Springs’s TOD area. As this is a long-term transit development opportunity, funding and support sources will be accessible and available throughout the implementation process. Although some of these funding sources are not necessarily useful today, they are included with the thought that, in the future, conditions could change and make them appropriate. Obviously, any programs listed are subject to change or elimination.

#### **Local Municipal Funding Sources**

The nature of Western Springs’s proposed TOD makes the following municipal funding mechanisms appropriate. These mechanisms can supplement Western Springs’s general revenues, capital improvement plans, and other revenue sources, such as Motor Fuel Taxes, that can be partially allocated to TOD implementation over the long-term.



## Implementation Plan

- Special Service Area (SSA) revenues can support bonding or generate a revenue stream for specific projects for the geography included in the SSA. Programs to consider funding with a special service area include: infrastructure improvement, centralized maintenance, or programs to collectively manage and advertise the Downtown Western Springs businesses. Because a SSA is essentially a self imposed tax, the key to successful SSA's is property owner support that results from joining forces to achieve cost efficiencies not possible without the special service area. Highland Park is one community that has created an SSA for their downtown. Information on their program can be obtained at <http://www.downtownhp.com/about>
- Pending eligibility and local acceptance, the development of a Tax Increment Financing District (TIF) can support a variety of implementation programs with an emphasis on land acquisition and infrastructure improvement. Because this revenue source captures any property tax above existing revenue and local schools rely on growing property taxes, community support, including school district acceptance, is very important when this funding source is considered.
- A Business District (BD) can generate potential sales tax revenue for certain purposes by imposing up to 1% additional sales tax. Its utilization and eligibility is similar to the TIF. The challenge to using the BD designation is Western's Springs' location so close to DuPage County where there already is a competitive disadvantage from higher Cook County sales taxes.
- Other tools, such as property or sales tax abatements that support capital projects could be applicable based on the nature of specific redevelopment proposals.

### Community and Economic Development

Illinois' Department of Commerce and Economic Opportunity (DCEO) provides multiple grants and loans to local government for economic and community development purposes. Other state agencies and authorities have certain programs that can potentially support Western Springs's TOD implementation. Visit [http://www.commerce.state.il.us/dceo/Bureaus/Business\\_Development/Grants](http://www.commerce.state.il.us/dceo/Bureaus/Business_Development/Grants) for more information.

- DCEO's Business Development Public Infrastructure Program provides a grant to local governments to improve infrastructure related to projects that directly create jobs.
- Other DCEO programs provide affordable, low interest financing for public infrastructure improvements for economic development purposes.
- DCEO assistance in the form of participation loans is available to community and economic development corporations to serve small businesses within their defined areas.
- The Illinois Finance Authority is a self-financed, state authority with multiple programs for local governments (among other entities). IFA can assist with bond issuance, provide low cost loans, facilitate tax credits, and supply investment capital to encourage economic growth statewide. <http://www.il-fa.com>
- The Illinois Housing Development Authority (IHDA) offers certain similarly structured programs for multi-family housing development. <http://www.ihda.org>



Western Springs Photo Board | Existing Events and Festivals

FIGURE 14



FRENCH MARKET | FLOWERS



FRENCH MARKET | PRODUCE



FRENCH MARKET | SIGNAGE



FRENCH MARKET | STANDS



TOWER TROT



TOWER TROT



GATHERING ON THE GREEN



EASTER EGG HUNT



CHRISTMAS WALK



- As plan implementation proceeds, DCEO, through its Illinois Bureau of Tourism, provides grants to municipal and county governments and local non-profits to market local attractions to increase hotel/motel tax revenues. The Theater of Western Springs could perhaps tap into this funding source.
- DCEO tourism grants are also available to private sector applicants, working with local government, to attract and host events in Illinois that provide direct and indirect economic impact.

### **Transportation**

*Funding for transportation related implementation work is available from federal, state, and regional sources.*

- Illinois Department of Transportation's (IDOT) Illinois Transportation Enhancement Program, or ITEP, is a reimbursement program for local governments applying federal transportation funding. ITEP provides assistance to support local communities achieve and expand travel choices. The program also supports broader aesthetic, cultural and environmental aspects of transportation infrastructure. There are twelve categories of eligible funding, including mitigation for roadway run-off and pedestrian and bicycle facilities. <http://www.dot.state.il.us/opp/itep.html>
- CMAQ (Congestion, Mitigation and Air Quality Improvement) funding is available via the Federal Highway Administration and IDOT. This program is intended to reduce traffic congestion, improve air quality, improve intersections, and increase and enhance multiple travel options, such as biking and walking. Locally, the Chicago Metropolitan Planning Agency (CMAP) reviews all applications. Their web site has a good explanation of the program and a listing of past grant recipients. <http://www.cmap.illinois.gov/cmaq/default.asp>
- The Regional Transportation Authority (RTA) has two inter-related programs available to local government applicants known as JARC/NF, or Job Access and Reverse Commute/New Freedom. The purpose of both programs is to provide innovative transit choices and options to get employees to their jobs throughout the Chicago region. <http://rtachicago.com/jarc-nf/jarc-nf.html>
- RTA offers the Innovation, Coordination and Enhancement program. Known as ICE, this program offers competitive funding for the new transit choices, potential uses by transit riders, and overall transit system enhancements. ICE can be used for engineering, design, and capital projects that can be implemented within one year of agreement. <http://rtachicago.com/i-c-e/innovation-cordination-and-enhancement.html>
- Formerly the Chicagoland Bicycle Federation, the Active Transportation Alliance provides support services for local governments on bicycle and pedestrian programs and issues. <http://www.activetrans.org/>

### **Specific Purpose**

*Two state departments, the Illinois Department of Natural Resources (DNR) and the Illinois Environmental Protection Agency (IEPA), provide multiple programs for specific purposes to local governments.*

- IEPA provides technical assistance and funding support, depending upon the issue. Programs intended to protect watersheds and water quality near developments and roadways utilizing federal Clean Water funds. Municipal governments can also apply for revolving low interest loans for new wastewater facilities, collection systems, and sewers. Upgrades are eligible, too. <http://www.epa.state.il.us/local-government/assistance.html>
- IEPA, as does DCEO, offers programs to improve energy efficiency.



- DNR has two programs for bike and recreational path development or renovation.
  - o The Lois Bicycle Path Grant is a reimbursement program for multiple bike path development activities, including land acquisition, path development and renovation, and the development of support facilities for the path.
  - o The Recreational Trails program funds land acquisition, trail construction, and trail renovation for recreational paths, or trails, that can be used by multiple users.
- DNR has additional programs dedicated to open space preservation and land and water conservation. <http://dnr.state.il.us/grants>

### Private and Foundation Support

*Certain regional and community foundations, private sector entities, and individuals may provide grant funding to support economic development, environmental, and land use activities or study.*

- The Grand Victoria Foundation (GVF) includes land use as a general field of interest for grant making purposes. Taxing bodies are eligible to apply for funding, assuming any proposed program is outside of their normal scope of services. Only proposals invited by GVF are considered. [www.grandvictoriafdn.org](http://www.grandvictoriafdn.org)
- Other potential grantors may be identified through the Donors Forum of Chicago. [www.donorsforum.org](http://www.donorsforum.org).
- Local citizens or businesses may also provide a donation or series of donations to fund a specific local public improvement project. These projects can include funding for subsequent studies, or physical improvements and their maintenance. These activities are usually conducted under the auspices of a local public charity and may be subject to written commitment.

### ★ REGULATORY FRAMEWORK

Title 10 of the Western Springs Municipal Code provides for Development Control regulations, including zoning and subdivision provisions. The Village's existing development regulations are well written and have been updated periodically. However, several clarifications and modifications are recommended below to implement the recommendations of this downtown plan.

- Modify sign regulations (Code section 9-10-1) to allow for blade (projecting) signs consistent with the design guidelines
- Provide a reference to the design guidelines within the sign (9-10-1), planned development (10-8-1), Village Center (10-7-1), Downtown Transitional (10-7-5) and Conditional Use (10-3-14) sections of the code.
- Modify the Village Center Commercial (10-7-1) regulations to require site plan review for both permitted and conditional uses (only required for conditional uses currently).
- Modify the standards sidewalk permits to reference sidewalk dining guidelines.
- Reduce parking requirements (10-4-8) for multi-family dwellings with ¼ mile of the train station to 1.25 spaces per unit (currently 1.5)



- Modify the Planned Development Regulations (10-8-1) to accommodate the complexities and character of the Village's core downtown area. It is recommended that most major redevelopments, such as those suggested near the intersection of Wolf Road and Burlington Avenue, be accommodated as Planned Developments. The suggestion would be to modify the following provisions (noted in *italic*) within the Planned Development regulations, but only for projects within the C-1 Village Center Commercial District:
  - o The area of open space provided in a planned development shall be at least twenty five percent (25%) more than that required in the underlying zoning district. – Given the nature of the existing downtown commercial district, this requirement for additional open space within a planned development does not seem relevant in the existing C-1 District.
  - o Building height shall not exceed thirty five feet (35') except that utilization of a building existing on the site which is taller than thirty five feet (35') shall be permitted. (Ord. 92-1855, 12-14-1992) – For consistency, it is recommended that the provision in the C-1 District which permits conditional uses to have a height of up to 45' be permitted within a Planned Development as well.
  - o Minimum Size of Project/PUD = 5 Acres to be removed along with yard requirements (Sect. 10-8-3)

### ◆ **FUNDING PARTNERSHIP SUMMIT SUMMARY**

To get an early start on plan implementation, a number of local and regional developers, bankers, and leasing professionals were invited to an informal meeting to review preliminary plans and discuss redevelopment opportunities in Western Springs. The event was well attended, providing a good dialog between Village Trustees, potential developers, Village staff and the consulting team. Key issues raised by the development community included:

- There is a clear need for the Village to partner with developers to achieve mutual goals.
- The Village must provide some form of funding assistance (grants, TIF, sales tax rebate, etc.). Developers are generally not looking at communities that do not offer some type of incentive.
- Several developers thought TIF would be a good tool. There was some debate regarding the timing of TIF establishment, with a general thought that it would be best to have an identified project that could begin shortly after TIF establishment rather than creating a TIF now and not having any development for a few years. It was also suggested that, if possible, the TIF should cover all commercial property within the downtown.
- The Village should be flexible with regarding to housing, allowing for condominium, senior housing, or apartments based on market conditions. The Village should not restrict office or other service uses on the ground floor
- The Village should closely review and update parking requirements, particularly for residential uses within downtown. One developer suggested a need for only 1 space per residential based on their experience.
- The need for at least 4 stories for new redevelopment was emphasized as essential to make a new redevelopment project economically viable. It was also noted that underground parking is often problematic from a functional and cost standpoint.
- The façade renovation concepts are realistic and should be promoted through a Village grant program (with or without a TIF).



## ★ PROJECT PHASING

As noted in the introduction, this plan outlines a long range vision for downtown Western Springs. It will take many years, significant investment, and a cooperative spirit to achieve this vision. In fact, the number of suggestions and ideas may seem overwhelming. However, by focusing efforts on key short-term tasks while being mindful of longer-term issues, the Village and downtown business and property owners can move forward together to achieve the desired results of a successful and vibrant downtown Western Springs.

The following phasing plan summarizes the key public and private sector actions recommended to implement this downtown plan. Recommendations are divided into short-term, medium-term, and long-term time frames. The numbering below is provided for convenience of discussion, but is not intended to indicate a specific priority within a particular phase.

### **Phase 1: Short-Term Development and Public Improvement (0-3 years)**

1. Improve the platform area per the concept sketches in this plan, existing grant restrictions, and all applicable ICC, BNSF, IDOT, and Metra regulations. The Village Engineer will be responsible for preparing all plans with the assistance of a landscape architect. Finally designs will be reviewed and approved by the Village Board, along with all other relevant regulating agencies.
2. Refine the wayfinding signage program, identify funding, and implement. This effort should be done jointly between the Village and the WSBA. It will also take close coordination with IDOT, the Western Springs Park District (for a community events sign in Spring Rock Park or Springdale Park), the Historical Society (for a community events sign at the Tower Green), Metra and the BNSF (for signs near the railroad). Specific elements of the wayfinding signage program, along with associated cost estimates, are detailed in the Action Plan.
3. Enhance lighting and landscaping at the Tower Green. This effort will primarily be the responsibility of the Village, but will take coordination with the Historical Society and the Garden Club.
4. Continue the Village's high standards of maintenance within the Tower Green and public right-of-way within downtown Western Springs.
5. Encourage property owner reinvestment to renovate properties as outlined in the Action Plan.
6. Refine and market Western Springs "Brand", primarily by WSBA with assistance by the Village
7. Work with local merchants to expand offerings to address items identified in the community survey as desired.
8. Continuously improve events and promotions to increase their appeal to potential customers.
9. Modify zoning and planned development regulations.
10. Implement at least three (3) of the 'Quick Hit Ideas' on the following page.

### **Phase 2: Medium-Term Development and Public Improvements (3-6 years)**

1. Begin implementation of streetscape recommendations along Burlington Avenue and Hillgrove Avenue as funding becomes available. This effort will require development of more specific construction drawings prior to bidding and construction. This task will be the responsibility of the Village, but will take coordination with WSBA, BNSF, Metra, and with Cook County for areas within the Wolf Road R.O.W. Neither Metra nor BNSF Railway have funding available for streetscape, parking, or other improvements within the railroad R.O.W.



2. Continue the Village's high standards of maintenance within the Tower Green and public right-of-way within downtown Western Springs.
3. Continue to encourage property owner reinvestment to renovate properties as outlined in the Action Plan. During Phase 2, it is hoped that market conditions will allow for some redevelopment, particularly at the Wolf/Burlington intersection.
4. Continue to improve events and promotions to increase their appeal to potential customers.

### **Phase 3: Long-Term Development and Public Improvements (6 + years)**

1. Continue implementation of streetscape recommendations along Burlington Avenue and Hillgrove Avenue as funding becomes available. This effort will require development of more specific construction drawings prior to bidding and construction. This task will be the responsibility of the Village, but will take coordination with WSBA, BNSF, Metra, and with Cook County for areas within the Wolf Road R.O.W. Neither Metra nor the BNSF Railway have funding available for streetscape, parking, or other improvements with the railroad right-of-way.
2. Continue the Village's high standards of maintenance within the Tower Green and public right-of-way within downtown Western Springs.
3. Continue to encourage property owner reinvestment to renovate properties as outlined in the Action Plan.
4. Continue to improve events and promotions to increase their appeal to potential customers.
5. Explore opportunities for additional commuter parking as demand increases.

- See Phasing Diagram on page 86 -

### **QUICK HIT IDEAS**

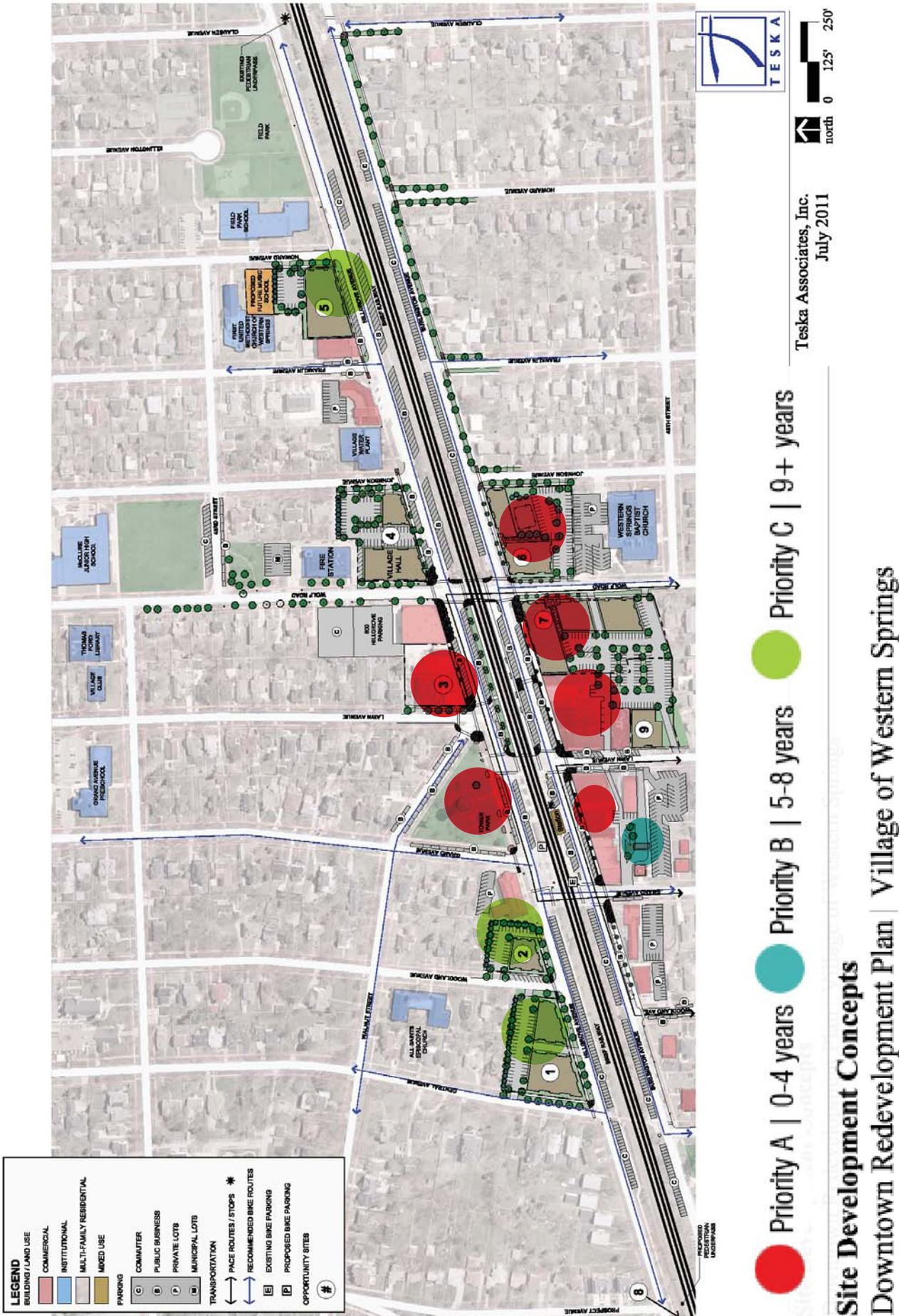
**Residents attending the second Community Meeting on Feb. 10th were invited to vote on their top Quick Hit Ideas – projects that could be accomplished within the next year. Here's the top vote getters (votes in parentheses):**

1. Consider an outdoor café or seating area for Tower Park. (13 votes) (Included in streetscape concepts)
2. Enhance business attraction plans by amending Village ordinances to make them more business friendly (12) (ordinance changes suggested in the regulatory framework section)
3. Promote opportunities/events in vacant store fronts (11) (Discussions at the Steering Committee suggested events may be a little more challenging, but window displays are an excellent idea and should be pursued with property owners)
4. Explore ways to improve the short-term indoor Farmers Market/French Market (8) (unfortunately, no space was identified for this activity to move indoors)
5. Implement a sidewalk cleaning program (5)
6. Promote art in storefront windows, involving community and local organizations as well as kids. (4) (this idea relates to number 3 above)
7. Implement a signage improvement program for local businesses. (4) (addressed in the streetscape program – and is a clear priority of this plan and WSBA)
8. Encourage property owners to improve landscaping and the physical appearance of their businesses. (4)



# Phasing Diagram

FIGURE 15





Action Plan

FIGURE 16

**Public Private Partnership**

Downtown Western Springs is a valued community asset with strong local support and a long standing Western Springs Business Association to provide events and coordinated marketing. In addition to this existing strong public private partnership, implementation of this plan will involve building relationships with property owners charged with improving specific properties. It is anticipated that a series of additional public private partnerships that are project driven and designed to fill specific financing and infrastructure needs will occur as the market justifies specific projects. The action plans that follow are focused on accomplishing these partnering objectives.

- Create public/private partnerships focused on key redevelopment sites
- Encourage property owner reinvestment to renovate properties
- Strengthen relationship between property owners and the Village

**WESTERN SPRINGS**

**DOWNTOWN IMPLEMENTATION PLAN**

**ACTION PLAN: Renovation and Redevelopment**

Task	When	Who	Cost
<b>1) Objective: Create public/private partnerships focused on key redevelopment sites</b>			
1	Make monthly contact with lead property owners flanking Wolf Road a. Document leasing contacts b. Discuss incentives that might improve opportunities for desirable tenants c. Inquire about other projects undertaken by owner/developer that could establish relationships beneficial to Western Springs	Monthly	Staff 2 Hours/Month
2	Monitor general investment environment for signs of renewal	Ongoing	Staff 0
3	Attend ICSC events in tandem with property owners to show strength of Village and property owner relationship; schedule recruitment visits	October 2011 Annually	Staff \$300
<b>2) Objective: Encourage property owner reinvestment to renovate properties</b>			
1	Encourage Western Springs Business Association (WSBA) to form a subcommittee on Property Renovation. Members: a. 2 property owners b. 2 business owners c. Village d. 2 local resident volunteers who are architecture/interior design professionals	November 2011	WSBA 0
2	Using local volunteer resources, accumulate information on local or regional businesses that can support and/or give lower prices for large renovation materials orders a. Awnings b. Paint c. Siding	January 2012	WSBA 0
3	Audit existing properties for compliance with design guidelines	March 2012	Staff 10 hours
4	Investigate how Western Springs could use low interest loans and grant program as incentives for renovation a. Meet with banks to learn of their interest in providing loans b. Consider possibility of Village budget for grants	October 2011	Staff 5 hours
5	Recommend a façade program to be implemented as a partnership between WSBA and Village	December 2011	Staff



Action Plan Continued...

<b>3) Objective: Strengthen relationships between key property owners and the Village</b>				
1	Maintain current contact information on all downtown commercial parcels a. Address and phone number for current tenant(s) b. Property manager responsible for daily property management c. Leasing contact responsible for filling vacancies d. Executive/owner responsible for asset performance	July 2011	Staff	Currently Done (Needs Update)
2	Maintain monthly contact with leasing contact of Village interested tenant contacts	Ongoing	Staff	Minimal
3	Visit target properties at least monthly to note: a. New vacancies or signs of potential vacancies b. Maintenance and cleanliness problems	Ongoing	Staff	1 hour/ month
4	Call appropriate contact immediately to follow-up on monthly visit findings	Ongoing	Staff	Minimal
5	Invite property owners to a one-on-one meetings with Village staff as appropriate to improve leasing/redevelopment progress	As Needed	Staff	

**ACTION PLAN: Streetscape Enhancements**

Task	When	Who	Cost	
<b>1) Objective: Design and Build Consensus for Streetscape Plan</b>				
1	Create a conceptual design vision for streetscape improvements	Summer Fall 2011	Consultant	Included in current assignment
2	Build community consensus on the conceptual design vision	Summer Fall 2011	Consultant	Included in current assignment

<b>2) Objective: Implement Commuter Platform Area landscape enhancements between Wolf Rd &amp; Lawn Ave</b>				
1	Gain preliminary approval from Metra & ICC to enhance the commuter platform area	TBD	Staff/ Consultant	Included in current assignment
2	Design, bid and install platform paving, plantings, retaining walls, signage and lighting along commuter platform areas	TBD	Staff/ Consultant	TBD

<b>3) Objective: Develop Gateway Signage Program</b>				
1	Create a conceptual design vision for gateway and wayfinding signage program	Summer Fall 2011	Consultant	Included in current assignment
2	Finalize and document new Village Tower logo for use on all new sign elements	Fall 2011	Staff/ Consultant	\$800
3	Design, bid and install (5) aluminum wayfinding signage panels to be mounted to existing decorative light poles at entry locations into the Downtown	TBD	Staff/ Consultant	\$7,500
4	Design, bid and install (7) Gateway/ Wayfinding sign structures at Wolf Road entry to Downtown	TBD	Staff/ Consultant	\$59,500
5	Design, bid and install (2) Information Kiosks at Metra station areas (optional)	TBD	Staff/ Consultant	\$30,000
6	Design, bid and install Community Events Signs at Tower Green (and possibly near Spring Rock Park)	TBD	Staff/ Consultant	\$30,000



Action Plan Continued...

<b>4) Objective: Develop Tower Green Landscape Enhancements</b>				
1	Install clustered seating areas along Hillgrove Avenue	TBD	Staff	\$20,000
2	Repair concrete steps and masonry cheekwalls at Tower Museum entry	TBD	Staff	tbd
3	Replace pole mounted lights with lighted bollards	TBD	Staff	\$15,000
4	Replace yews in poor condition with native flowering shrub groupings	TBD	Staff	\$8,500
5	Replace flood lights with energy efficient lighting	Complete	Staff	tbd

<b>5) Objective: Develop Downtown Streetscape Enhancements as Shown in the Concept Plans (Burlington Ave, Wolf Rd to Grand Ave; Hillgrove Ave, Wolf Rd to Lawn Ave)</b>				
1	Discuss and coordinate outdoor café seating concepts with property owners at Snackers, Starbucks and Oberweis Dairy	Summer 2011	Staff	\$0
2	Design, bid and install downtown streetscape enhancements, including pedestrian crossings, curb bump outs, raised planter curbs, specialty pavers, plantings and seating areas	TBD	Staff/ Consultant	\$520,000

<b>6) Objective: Develop Transitional Streetscape Enhancements as Shown in the Concept Plans (Hillgrove Ave; Burlington Ave; Wolf Rd)</b>				
1	Design, bid and install transitional streetscape enhancements, including pedestrian crossings, curb bump outs, specialty pavers, and plantings.	TBD	Staff/ Consultant	\$200,000

<b>7) Objective: Manage Future Implementations of Streetscape Plan</b>				
1	Establish a time frame to install future streetscape elements throughout the Village	Ongoing	Staff	\$0
2	Establish a maintenance plan for existing streetscape and landscape elements	Ongoing	Staff	\$0
3	Make yearly assessments of Village's needs for potential new and modified streetscape elements	Ongoing	Staff	\$0

◆ **MARKETING AND PROMOTION | RECRUITMENT STRATEGY**

The enhancement of downtown Western Springs involves both marketing opportunities to store and restaurant developers and also attracting more customers through consumer marketing and recruitment strategies. The Village has a strong ally in WSBA as it seeks to use marketing and promotion to improve Downtown Western Springs. The action steps that follow guide existing resources as they capitalize on the information obtained from this project by achieving these objectives.

- Create an image for downtown Western Springs that is recognized both in the Village and throughout the Chicago region
- Add the businesses and items most desired by survey respondents
- Continuously improve events and promotions to increase their appeal to potential customers



Action Plan Continued...

**ACTION PLAN: Marketing and Promotion**

Task	When	Who	Cost
<b>1) Objective: Create an image for downtown Western Springs that is recognized both in the Village and throughout the Chicago region. This objective could serve as a logical follow-up to the current WSBA campaign "Think Local, Shop Local, Be Local"</b>			
1	Agree on the Downtown Western Springs "Brand" a. Typeface b. Logo c. Tag "in Downtown Western Springs"	TBD	Staff TBD
2	Ask all Downtown businesses to use the "Brand" in all advertising because it is mutually beneficial	TBD	WSBA 0
3	Consider paying an amount that varies depending on the regional reach for including the "brand" in advertising	TBD	WSBA TBD
4	Create collateral materials that emphasize the "Brand." a. Very simple, inexpensive tri-fold directory b. Parking postcard c. Event postcard	TBD	WSBA \$2,000/ year

<b>2) Objective: Add the businesses and items most desired by survey respondents</b>			
1	Determine where the "Top 5" can already be purchased in Downtown Western Springs a. Books b. Greeting Cards/Gifts c. Specialty Prepared foods d. Shoes e. Home Accessories	July 2011	Staff 2 Hours
2	Meet with store owners to encourage publicizing these items availability	August 2011	Staff TBD
3	Write an article for the Village Newsletter describing where to purchase these items	August 2011	Staff 0
4	Provide property owners with the list of all store and restaurant categories that over 50% of survey respondents "would spend more" if were added to Downtown Western Springs and encourage them to use this information when marketing space.	June 2011	Staff Minimal

**ACTION PLAN: Recruitment and Retention Strategy**

Task	When	Who	Cost
<b>1) Objective: Strengthen relationships between key property owners and the Village</b>			
1	Maintain current contact information on all downtown commercial parcels a. Address and phone number for current tenant(s) b. Property manager responsible for daily property management c. Leasing contact responsible for filling vacancies d. Executive/owner responsible for asset performance b. Logo c. Tag "in Downtown Western Springs"	July 2011	Staff Currently Done (Needs Update)
2	Prepare monthly e-mail to leasing contact of Village interested tenant contacts	Ongoing	Staff Minimal
3	Visit target properties at least monthly to note: a. New vacancies or signs of potential vacancies b. Maintenance and cleanliness problems	Ongoing	Staff 1 Hour/Month
4	Call appropriate contact immediately to follow-up on monthly visit findings	Ongoing	Staff Minimal
5	Invite property owners to a one-on-one meetings with Village staff as appropriate to improve leasing/redevelopment progress	As needed	Staff 10 Hours/Year
6	Encourage property owners to focus recruitment efforts on attracting businesses based on strong service and operating policies rather than categories	As needed	Staff Minimal
7	Continue to maintain available property database on village website	Ongoing	Staff 0
8	Annually conduct focus groups or interviews with residents or local shoppers to gather feedback about Downtown Western Springs	Annually	Staff 0
9	Consider recruitment of appropriate businesses from areas with similar demographics	Ongoing	Staff/EDC 0





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## APPENDIX

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- A. *Visual Preference Survey Summary | pg. 93*
- B. *Community Survey Summary | pg. 98*
- C. *Community Workshops & Open House Posters | pg. 122*
- D. *Alternative Ideas | pg. 127*
- E. *Downtown Streetscape Cost Summary | pg. 135*
- F. *Comparison of 2011 Downtown Redevelopment Plan with 2003 Land Use Plan | pg. 137*



*A | Visual Preference Survey Summary*

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# WESTERN SPRINGS DOWNTOWN REDEVELOPMENT PLAN

## IMAGE PREFERENCE SURVEY SUMMARY

Conducted February 10, 2010

### Massing & Height

#### **+** Positive Responses

2-story buildings similar to present Downtown Western Springs building stock

#### **N** Neutral Responses

1-story buildings

3-story buildings with flat roof and massing variation

4-story buildings with the top story setback, creating appearance of only 3 stories

#### **-** Negative Responses

3- or 4-story buildings with no massing variation but regardless of roof type

5-story buildings

### Architectural Composition

#### **+** Positive Responses

None of the architectural composition was prominent to score positively

#### **N** Neutral Responses

Buildings with varying materials but designed in a contemporary style, similar to some of the newer designed buildings in Downtown Western Springs

Residential buildings with varying materials and prominent front entrances with staircases, but some stated dislike for projecting bay windows and prominent front-loaded garages

Residential buildings with varying materials and prominent front entrances with staircases

#### **-** Negative Responses

Buildings with stark contrast and minimal transition between materials

Multi-story buildings that look like stacked boxes despite varying materials

Buildings with monotonous or repetitive architectural features despite varying materials

Buildings with modern architecture or displaying too much glass despite varying materials

Buildings with visible ground level parking, even if inset into the building

### Cornice & Roof

#### **+** Positive Responses

Varying cornice/roof treatments across adjacent buildings, similar to some of the buildings in Downtown Western Springs

#### **N** Neutral Responses

Cornice/roof treatment with architectural accents, a pitched roof, or treatment with a contemporary design

#### **-** Negative Responses

Lack of any prominent cornice/roof treatment

Evident cornice/roof treatment but lacking interesting design

Cornice/roof treatment in a cottage-like design (perhaps looks too residential)

Cornice/roof treatment with a pitched roof that seems to overwhelm the building top

Cornice/roof treatment that extends too low (Local example: low-slung mansard roof on multi-tenant office building with Prudential, Allstate, and other offices)

Mansard roofs in general

*Consider... Images displaying characteristics worth considering for Downtown Western Springs.*

### Massing & Height



### Architectural Composition



### Cornice & Roof





# WESTERN SPRINGS DOWNTOWN REDEVELOPMENT PLAN

## IMAGE PREFERENCE SURVEY SUMMARY

Conducted February 10, 2010

### Storefronts & Entrances

#### **+** Positive Responses

Large window displays with awnings and signs that do not overwhelm the storefront

Storefronts with front doors propped open to show neatly ordered interior space and displays (Local example: Clever Girl shop)

Residential entrance blends in well with surrounding retail storefronts

#### **N** Neutral Responses

Large window displays without awnings or prominent store signs

Metal awnings might not be as well liked as traditional fabric awnings

Projected bay windows enhance the visibility of displays but may be too obtrusive onto the sidewalk

#### **-** Negative Responses

Advertisements and posters on window are too overwhelming

### Upper Floor Windows

#### **+** Positive Responses

Windows with segmented panels, trim and variance in placement (e.g. projected windows interspersed with windows flush to the building façade)

#### **N** Neutral Responses

Windows with segmented panels, trim, and prominent window sill

Projected windows

Windows with recessed balconies

#### **-** Negative Responses

Imbalance of excessive wall space relative to window size

Excessive variance in building materials can detract from window design

Extraneous elements such as random flower boxes, window bars, and A/C window units can detract from window design

Excessive display of glass windows (floor-to-ceiling or almost 100% façade coverage)

Windows with projected balconies or extraneous architectural accents (such as grates)

### Materials & Details

#### **+** Positive Responses

Mix of brick, stone, and architectural accents, similar to the materials and design of some of the existing buildings in Downtown Western Springs

Materials and details of existing Western Springs Metra Station building

Roof overhang

Projected bay window with accented bottom support bracket

#### **N** Neutral Responses

Mix of brick, stucco, and wood trim with projected upper floor windows but lack of storefront awnings

Mix of brick, stone, and metal accents and columns

Brick façade with projected bay windows and dome combination constructed of copper

Brick façade with stone base

Mix of brick and stone with architectural accents and a visible "roof" overhang between floors

#### **-** Negative Responses

Copper awnings on brick façades

Façades with prominent siding but with brick and stone base and columns

*Consider...* Images displaying characteristics worth considering for Downtown Western Springs.

### Storefronts & Entrances



### Upper Floor Windows



### Materials & Details





# WESTERN SPRINGS DOWNTOWN REDEVELOPMENT PLAN

## IMAGE PREFERENCE SURVEY SUMMARY

Conducted February 10, 2010

### Lighting

#### Positive Responses

- Lantern style lighting affixed to building
- Ornate light fixtures
- Lighting at base of building foundation mixed with ambient interior lighting shone through large storefront windows

#### Neutral Responses

- Various lighting types that illuminate the entire building (may be too excessive)
- Gooseneck lighting

#### Negative Responses

- Overhang lighting with bulb flush with the fixture base and affixed to building
- Overhang lighting with bulb exposed below the fixture base and affixed to building
- Brass or copper light fixtures

### Signs

#### Positive Responses

- Modest sized business name/logo on awning or above a retractable awning
- Sign with single color background, white trim, and simple lettering in an overall contemporary design and accented by gooseneck lighting (Local example: Casey's Market)
- Small corporate logos on the window (or elsewhere on the storefront) with accent lettering on façade to highlight goods/services offered by the business
- Cantilever sign with business name/corporate logo
- Cantilever sign with community/district name in a traditional/classic design and affixed to a light pole

- Corporate logo/lettering placed directly onto the façade with a simple stone base
- Informational sign/directory with a traditional/classic design and affixed to a light pole

#### Negative Responses

- Sign with bright, single color background constructed of wood/siding that occupies a large portion of the storefront (Kirschbaum's Bakery)
- Flat two-dimensional signs with minimal regulation on content or size, particularly when part of a multi-tenant building
- Monument sign with electronic message board

#### Neutral Responses

- Metallic canopy sign with individual lettering on and above the canopy
- Sign with simple white background and vintage-style lettering (Local example: Village Hardware)
- Modest sized corporate logo above a single color awning that matches the logo's primary color
- Cantilever sign with business name/corporate logo and listing of business hours
- Cantilever sign with internal illumination
- Modest sized corporate logo and lettering above storefront window but no awning
- Vertical informational sign with a stylish design but proportioned larger than pedestrian scale
- Banners affixed to a light pole
- Monument sign predominantly comprised of a corporate logo (Local example: 7-Eleven)
- Traffic signs with standard IDOT design
- Informational sign/directory with a modern design, including a metal frame and base
- Corporate logo constructed of materials to match masonry façade (logo is still recognizable without use of customary corporate colors)

### Consider... Images displaying characteristics worth considering for Downtown Western Springs.

#### Lighting



#### Signs





# WESTERN SPRINGS DOWNTOWN REDEVELOPMENT PLAN

## IMAGE PREFERENCE SURVEY SUMMARY

Conducted February 10, 2010

### Streetscape Character

#### Positive Responses

Crosswalk with brick pavers that provide a clear demarcation between road pavement and pedestrian walkway

Wide sidewalk with varying materials, landscaping, and pedestrian amenities (e.g. benches, trash receptacles, and low planters for additional seating)

Reasonable usage of sidewalk for outdoor store displays, balancing the need for store owners to advertise their goods while maintaining an attractive streetscape (i.e. not cluttered with random materials and signs)

Benches and public art pieces

Dedicated bike path running parallel between the street and sidewalk

#### Neutral Responses

Crosswalk with painted stripes in a more residential setting (res side streets)

Wide sidewalk with planters providing a break in the flow of walking area

#### Negative Responses

Wide sidewalk but no pedestrian amenities or trees within the parkway

Crosswalk with painted stripes that lose visibility due to fading over time

Sidewalk without a planted parkway and constructed entirely of concrete

Abrupt transition between varying sidewalk materials (need better transition)

Parked cars with bumpers intruding immediately over the sidewalk

Sidewalks lacking landscaping or a parkway despite pedestrian amenities

### Commuter Rail Facilities

#### Positive Responses

Traditional open-air bike rack

Train station platform constructed with brick pavers and low planters for sitting (like the ones currently installed at the Western Springs station)

Simple pedestrian underpass below railroad tracks with clear visibility to opposite side of underpass (like the one currently installed at the Western Springs station)

#### Neutral Responses

Street corner treated with brick pavers to mark intersection and upcoming crosswalk

#### Negative Responses

Bike rack with individually locked bike covers

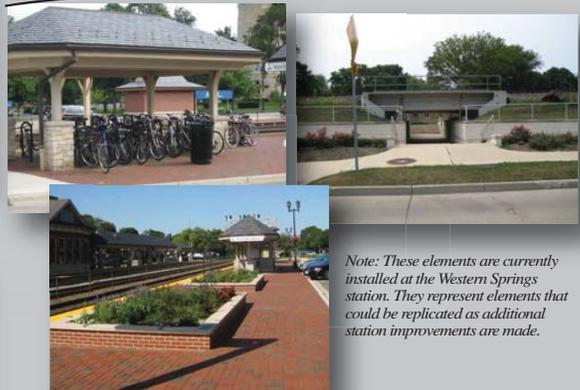
Train station platform constructed with concrete and benches with minimal landscaping

## *Consider...* Images displaying characteristics worth considering for Downtown Western Springs.

### Streetscape Character



### Commuter Rail Facilities



*Note: These elements are currently installed at the Western Springs station. They represent elements that could be replicated as additional station improvements are made.*



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*B | Community Survey Summary*

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### Survey

In an effort to determine what businesses, events, promotional materials, and policies would attract new tenants and a larger share of resident's time and dollars to Western Springs's downtown, BDI developed a survey instrument to poll Western Springs residents and shoppers. The web-based survey was pretested, and question-clarifying adjustments were made between October 20, 2009 and November 1, 2009. On November 5, 2009 the survey link was placed on the Village website and it was announced in a Village press release, sent to the Western Springs Business Association and Village Theater email list and XX. Responses were accepted through January 1, 2010. This report documents the 619 responses to the web-based survey.

### Methodology

To determine whether the response sample is representative, the table below compares the age of survey respondents to the population of Western Springs as a whole.

Age	Adult Population	Survey Response
Under 25	5%	1.3%
Age 25 - 34	10%	6.4%
Age 35 - 44	23%	20.2%
Age 45 - 54	24%	27.1%
Age 55 - 64	18%	27.6%
Age 65 - 74	11%	11.8%
Age 75 +	7%	5.7%

Demographic data © 2008 by Experian/Applied Geographic Solutions

This sample of 619 is 99% accurate within a range of + or - 5%. Although the respondents slightly overrepresented the 55 to 64 age group, that is a high-spending cohort that is critical to the success of Western Springs's commercial areas. With 619 responses, it will be possible to isolate the underrepresented cohorts if a potential tenant is interested in learning more about respondents' answers to specific questions. Consequently, this sample can be used to understand the community's impressions and aspirations for Western Springs's Central Business District.



## Survey

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<b>Age 45 - 54</b>	24%	27.1%
<b>Age 55 - 64</b>	18%	27.6%
<b>Age 65 - 74</b>	11%	11.8%
<b>Age 75 +</b>	7%	5.7%

Demographic data © 2008 by Experian/Applied Geographic Solutions

This sample of 619 is 99% accurate within a range of + or - 5%. Although the respondents slightly overrepresented the 55 to 64 age group, that is a high-spending cohort that is critical to the success of Western Springs's commercial areas. With 619 responses, it will be possible to isolate the underrepresented cohorts if a potential tenant is interested in learning more about respondents' answers to specific questions. Consequently, this sample can be used to understand the community's impressions and aspirations for Western Springs's Central Business District.



**Question 1: In an average month, how many times do you dine in these commercial areas?**

This question details the respondents dining frequency for Downtown Western Springs and alternative commercial districts. The responses were used to create the subgroup, “Never Dines Downtown” to see how responses from that group differ from the survey as a whole. The subgroup response analysis compares the percent of respondents who reported visiting each area at least once per week.

Answer Options	Never	3 or fewer times	Weekly	A few times per week	Daily
Downtown Western Springs	28%	59%	9%	4%	0%
Downtown Hinsdale	60%	36%	4%	1%	0%
Downtown LaGrange	14%	67%	15%	3%	0%
Oakbrook Center	31%	63%	5%	1%	0%
Burr Ridge Village Center	63%	35%	1%	1%	0%
Yorktown/Butterfield Road	54%	43%	3%	0%	0%
				<i>answered question</i>	<b>614</b>
				<i>skipped question</i>	<b>5</b>

*Downtown Western Springs dining frequency*

Never	Full Sample 28%	Never Dine 100%	Shop Frequently 9%	Hi Restaurant Spending 20%	Bicycle Positive 27%	Events Positive 25%	Work from Home 25%	Metra Riders 20%	Empty Nesters 26%	Families with Kids 25%
3 or fewer times	59%	0%	68%	59%	57%	58%	60%	63%	66%	58%
Weekly	9%	0%	13%	15%	11%	10%	11%	11%	5%	12%
A few times per week	4%	0%	9%	6%	5%	7%	4%	5%	3%	4%

*Downtown LaGrange dining frequency*

Never	Full Sample 14%	Never Dine 29%	Shop Frequently 17%	Hi Restaurant Spending 9%	Bicycle Positive 10%	Events Positive 13%	Work from Home 11%	Metra Riders 11%	Empty Nesters 14%	Families with Kids 12%
3 or fewer times	67%	55%	69%	63%	75%	73%	70%	68%	69%	68%
Weekly	15%	13%	13%	24%	12%	11%	14%	16%	14%	16%
A few times per week	3%	3%	1%	5%	3%	2%	5%	5%	3%	4%



### *Observations*

- Because no one dines daily in any location, that row was removed from the subgroup analysis
- The restaurants of downtown Western Springs are attracting less frequent visits than restaurants in Downtown LaGrange;
- With 18% of respondents dining weekly in LaGrange, it seems reasonable to set a 20% weekly usage as a goal for Downtown Western Springs;
- Meeting that challenging goal requires existing businesses to focus marketing on increased visit frequency;
- Only frequent shoppers and empty nesters dine more often than the other subgroups;
- The high restaurant spending subgroup behaves like other subgroups in its Western Springs dining frequency but is significantly more likely to dine in LaGrange



**Question 2: In an average month, how many times do you make a purchase in these commercial areas?**

This question details the respondents shopping frequency for Downtown Western Springs and alternative commercial districts. The responses were used to create the subgroup “Shops Frequently.”

Answer Options	Never	3 or fewer times	Weekly	A few times per week	Daily
Downtown Western Springs	6%	38%	29%	22%	4%
Downtown Hinsdale	49%	45%	5%	1%	0%
Downtown LaGrange	25%	60%	12%	3%	0%
Oakbrook Center	16%	71%	11%	2%	0%
Quarry Shopping Center (LaGrange & Joliet Rd.)	19%	50%	27%	5%	0%
Garden Market Shopping Center (47th St. & Gilbert)	9%	28%	41%	21%	1%
Burr Ridge Village Center	57%	39%	4%	0%	0%
Yorktown/Butterfield Road	44%	52%	3%	1%	0%
The Internet	18%	59%	17%	5%	0%
				<b>answered question</b>	<b>614</b>
				<b>skipped question</b>	<b>5</b>

*Downtown Western Springs purchasing frequency*

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Never	6%	16%	0%	5%	2%	3%	6%	6%	1%	8%
3 or fewer times	38%	45%	0%	34%	33%	32%	33%	35%	37%	34%
Weekly	29%	30%	0%	29%	36%	33%	30%	28%	28%	32%
A few times per week	22%	7%	84%	27%	23%	28%	27%	26%	30%	20%
Daily	4%	2%	16%	6%	6%	4%	5%	5%	4%	6%

*Observations*

- Clearly, with 55% making a purchase at least weekly, Western Springs residents have embraced the shops of Downtown Western Springs;



- LaGrange’s Downtown is only a minor attraction for respondents with only 15% reporting at least weekly visits.
- Except for those who never dine as also being less likely to make a purchase in Downtown Western Springs, there is little subgroup variation.
- Grocery shopping is the most common form of weekly shopping so locations with grocery stores like Garden Market Center have higher weekly utilization rates (63%);
- The high “never” frequency associated with Downtown Hinsdale, Burr Ridge Village Center, and Downtown Hinsdale mean that successful businesses in those locations would not cannibalize an existing location by opening a second store or restaurant in Western Springs.



Question 3: When shopping in Downtown Western Springs, how often do you:

This question seeks to understand how respondent current utilize the businesses in Downtown Western Springs. The results help policy makers determine parking policies and recognize the need to promote multi-stop visits as a way to improve store and restaurant sales and profitability.

Answer Options	Never	A few times each year	Monthly	Weekly	A few times each week	Daily
Quickly enter a store, make a purchase, and end your shopping trip	5%	18%	24%	33%	19%	2%
Visit multiple businesses with a plan to purchase specific items as quickly as possible	19%	26%	22%	22%	10%	1%
Leisurely shop and dine for less than 2 hours	57%	31%	10%	2%	1%	0%
Leisurely shop and dine for more than 2 hours	79%	17%	3%	1%	0%	0%
Visit with guests from another community	58%	33%	7%	1%	1%	0%
					<b>answered question</b>	<b>605</b>
					<b>skipped question</b>	<b>14</b>

*At Least weekly*

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Quickly enter a store, make a purchase, and end your shopping trip	33%	30%	26%	37%	40%	35%	36%	36%	36%	34%
Visit multiple businesses with a plan to purchase specific items as quickly as possible	22%	16%	35%	31%	26%	26%	24%	28%	25%	25%
Leisurely shop and dine for less than 2 hours	2%	0%	3%	2%	2%	3%	4%	3%	2%	1%
Leisurely shop and dine for more than 2 hours	1%	0%	2%	1%	0%	1%	0%	1%	0%	1%
Visit with guests from another community	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%

*Observations*

- The current shopping behavior emphasizes quick trips rather than leisurely enjoyment of a special environment;



- A two hour limit on most parking spaces seems reasonable.
- Other than frequent shoppers being more likely to make multiple purchase per trip, there is little subgroup variation

**Question 4: How would the addition of these stores and services affect the amount that you spend in Downtown Western Springs?**

This question provides information on the most desirable additional merchandise and new tenants. The subgroup analysis examines the categories where respondents indicated that they would spend a little more or a lot more if that business category were added to Downtown Western Springs. Although the graph below sorts the response from the most to least likely to attract a lot more spending, during the survey responses were randomized so the order would not impact the results.

Answer Options	I would spend a lot more	I would spend a little more	No change	I do not know
Organic Green Grocer	20%	34%	45%	7%
Books	17%	50%	33%	4%
Greeting Cards/Gifts	16%	50%	34%	3%
Health Food	14%	29%	57%	6%
Specialty Prepared foods	14%	50%	36%	6%
Pharmacy	13%	38%	49%	5%
Shoes	12%	44%	45%	8%
Gardening Supplies	11%	42%	47%	5%
Women's Apparel	10%	43%	47%	6%
Home Accessories	10%	46%	45%	5%
Fine Wine & Spirits	8%	25%	68%	6%
Sporting Goods	7%	38%	55%	6%
Children's Apparel	7%	27%	67%	7%
Men's Apparel	6%	39%	55%	7%
Craft Supplies	6%	31%	63%	7%
Make-up/Cosmetics	5%	26%	68%	5%
Hardware	5%	26%	69%	4%
Pet Supplies	5%	22%	73%	6%
Furniture	5%	23%	73%	9%
Art Gallery	2%	20%	78%	8%
Florist	2%	24%	74%	6%



Fine Jewelry	1%	10%	89%	6%
	<i>answered question</i>			<b>607</b>
	<i>skipped question</i>			<b>12</b>

*Would spend a lot or a little more*

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Books	67%	56%	68%	65%	71%	60%	65%	71%	63%	69%
Greeting Cards/Gifts	66%	57%	69%	67%	63%	62%	68%	68%	64%	64%
Specialty Prepared foods	64%	52%	62%	75%	64%	58%	65%	69%	58%	69%
Shoes	55%	49%	59%	61%	59%	49%	57%	66%	47%	63%
Home Accessories	55%	45%	57%	51%	55%	51%	58%	61%	48%	58%
Organic Green Grocer	55%	43%	51%	62%	62%	54%	60%	60%	51%	64%
Gardening Supplies	53%	48%	56%	51%	56%	54%	51%	55%	60%	50%
Women's Apparel	53%	45%	61%	46%	48%	50%	52%	51%	47%	56%
Pharmacy	51%	44%	54%	51%	55%	53%	51%	57%	44%	60%
Sporting Goods	45%	34%	43%	54%	52%	42%	47%	52%	32%	64%
Men's Apparel	45%	39%	46%	55%	50%	42%	44%	51%	46%	51%
Health Food	43%	35%	37%	47%	47%	46%	48%	44%	40%	49%
Craft Supplies	37%	32%	38%	31%	44%	39%	44%	35%	30%	48%
Children's Apparel	33%	25%	36%	38%	31%	35%	36%	39%	26%	53%
Fine Wine & Spirits	32%	26%	26%	39%	37%	28%	34%	40%	25%	40%
Make-up/Cosmetics	32%	26%	29%	27%	32%	28%	36%	31%	26%	37%
Hardware	31%	26%	27%	23%	30%	28%	33%	28%	32%	30%
Pet Supplies	27%	28%	29%	34%	30%	24%	20%	29%	21%	30%
Furniture	27%	24%	28%	31%	28%	22%	27%	30%	22%	28%
Florist	26%	17%	21%	27%	26%	24%	22%	26%	27%	22%
Art Gallery	22%	14%	20%	24%	23%	23%	22%	24%	20%	22%
Fine Jewelry	11%	9%	12%	13%	10%	10%	10%	9%	11%	11%

*Observations*



- The best immediate response to this information is for existing stores to improve sales by stocking the requested items or if already in stock, advertising the item's availability;
- Those who never dine are less likely to spend more if new categories are added;
- With all subgroups consistent except for expected lifestyle matches like families with children and children's apparel, no business is key to attracting specific subgroups;
- Although this question did not consider prices the follow-up questions seeking information on current shopping behavior show an emphasis on price points that often are not possible for the businesses operating at the lower volumes common to the smaller spaces available in Downtown Western Springs; however other Western Springs commercial areas could find tenants able to offer a better match of desired price and desired product.



Question 5: In the last month, what have you purchased that you wish you could have bought in Downtown Western Springs?

This question provides information that will be useful in encouraging existing and potential businesses to tailor their offering to the items most desired by survey respondents. There were 658 responses that are categorized and detailed in the appendix.

#	item
82	Groceries
79	Clothing
45	Greeting Cards
44	Shoes
42	Books
29	Drug Store
16	Sporting Goods
14	Crafts

*Observations*

- These answers confirm the previous question results and prepared respondents to answer question six.



**Question 6: Please provide the name and location of the store where you made that purchase.**

This question provides a list of recruitment targets and identifies challenges in providing the sites favored by the residents' current selections. This table lists those stores noted most often by survey respondents. The appendix contains a complete list of the other stores listed by respondents.

#	Store
51	Walgreens
46	Borders
34	Whole Foods
28	Dominicks
28	Traders Joe
25	Nordstrom's
22	Jewel/Osco
22	Target
19	Hallmark store
16	gap

*Observations*

- Both Walgreens and Dominicks are Western Springs stores so adding a competing business downtown would cannibalize existing sales tax not add new Village revenue;
- Target's price points are hard to meet in a lower volume small store illustrating the challenge inherent in competing for the purchases respondents indicated that they would like to make in Downtown Western Springs;
- The less frequently mentioned, unique, independents stores are more viable recruitment targets.



Question 7: In an average week, how much would you estimate that your household spends on meals away from home (full-service restaurants, take-out, drive-through, etc.)?

This question quantifies the amount that could be spent by respondents on various dining options in Downtown Western Springs.

**In an average week, how much would you estimate that your household spends on meals away from home (full-service restaurants, take-out, drive-thru, etc.)?**

Answer Options	Response Percent	Response Count										
Less than \$25	11.1%	66										
\$25 to \$49.99	24.0%	143										
\$50 to \$74.99	21.4%	128										
\$75 to \$99.99	17.9%	107										
\$100 to \$199.99	19.1%	114										
Over \$200	6.5%	39										
			<b>597</b>									
			<i>answered question</i>									
			<b>22</b>									
			<i>skipped question</i>									
Less than \$25	11.1%		Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Children
\$25 to \$49.99	24.0%		11.1%	20.0%	7.7%	0.0%	9.1%	12.2%	8.4%	8.9%	12.1%	6.8%
\$50 to \$74.99	21.4%		24.0%	27.3%	19.2%	0.0%	25.1%	31.0%	25.1%	21.2%	26.9%	22.4%
\$75 to \$99.99	17.9%		21.4%	18.2%	24.4%	0.0%	19.2%	15.2%	27.2%	18.7%	19.8%	25.9%
\$100 to \$199.99	19.1%		17.9%	15.8%	16.7%	0.0%	21.5%	15.2%	13.1%	16.3%	19.8%	16.6%
Over \$200	6.5%		19.1%	15.2%	21.8%	74.5%	19.2%	19.8%	19.9%	24.1%	17.0%	18.5%
			6.5%	3.6%	10.3%	25.5%	5.9%	6.6%	6.3%	10.8%	4.4%	9.8%

*Observations*

- The national economy has impacted the respondents' answer to this question;
- Subgroups are consistent with the exception of those determined by this question and the question specific to Western Springs dining.



**Question 8: How would the addition of these restaurants affect the amount you spend in Downtown Western Springs?**

This question provides information on the most desirable new restaurant categories.

Answer Options	I would spend a lot more	I would spend a little more	No change	I do not know
White table cloth restaurant	9%	42%	49%	4%
Casual dining	38%	46%	16%	3%
Bar or Club	21%	32%	48%	4%
Counter service restaurant	21%	47%	32%	5%
Quick service restaurant	17%	35%	48%	6%
	<i>answered question</i>			<b>596</b>
	<i>skipped question</i>			<b>23</b>

*Would spend a lot or a little more*

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Children
White table cloth restaurant	51%	37%	53%	66%	54%	47%	51%	57%	50%	51%
Casual dining	84%	77%	81%	86%	87%	80%	83%	88%	80%	93%
Bar or Club	52%	44%	48%	63%	58%	52%	53%	59%	41%	68%
Counter service restaurant	68%	64%	65%	68%	72%	64%	68%	69%	62%	79%
Quick service restaurant	52%	50%	48%	52%	54%	45%	50%	53%	43%	62%

*Observations*

- Current restaurants can benefit from promoting casual dining.
- A bar or club appeals to the high restaurant spending and families with children;
- The relatively high inclination to spend more across all categories shows a desire to add more restaurants in general that should be noted not only by owners of Downtown buildings but also the owners of other Western Springs commercial areas.



Question 9: In the past month, what non-Downtown Western Springs restaurants did you patronize that you believe would be good additions to Downtown Western Springs?

This question provides tenant suggestions for multiple dining formats. The restaurants listed most often by respondents are in the table below. The appendix contains list of all restaurants patronized and listed by survey respondents.

#	Restaurant
61	Palmers
50	Panera
32	Corner Bakery
24	The Grapevine
21	Chipotle
19	Mia Francesca Chain
19	Mexican
19	Portillo's
17	Egg Harbor
17	Potbelly's

*Observations*

- Existing restaurants seeking to make changes can use these businesses as models for altering their restaurant in ways that could be more successful;
- Again, frequency of mention is not as important as match to available space so the full list better provides recruitment targets.



**Question 10: Rate your overall satisfaction with these factors as they apply to the Downtown Western Springs:**

This question provides general guidance on elements of the Downtown Western Springs experience. The subgroup summary table compares the ratings of “Excellent” and “Very Good” for each factor except parking and traffic flow. Those factors are compared including average because excellent parking and traffic flow are usually a signs of low utilization.

Answer Options	Excellent	Above Average	Average	Below Average	Awful	I Don't Know	Response Count
<i>Government Controlled Factors</i>							
General safety	35%	46%	17%	2%	0%	1%	588
Cleanliness of streets and sidewalks	30%	51%	17%	2%	1%	1%	591
Attractiveness	20%	40%	31%	7%	3%	1%	590
Pedestrian safety	19%	38%	35%	6%	2%	1%	588
Bicycle access	17%	32%	38%	12%	1%	24%	586
Special events	10%	30%	43%	14%	3%	15%	583
<i>Store Controlled Factors</i>							
Knowledge of employees	27%	47%	24%	1%	0%	8%	588
Merchandise displays	15%	36%	42%	6%	1%	3%	588
Quality of goods available	15%	43%	32%	9%	1%	2%	592
Store hours	8%	20%	51%	16%	4%	2%	587
Variety of goods available	5%	10%	39%	38%	7%	2%	582
<i>Non-Competitive Factors</i>							
Parking convenience	13%	35%	36%	11%	5%	1%	590
Traffic flow	6%	22%	52%	16%	4%	2%	583
						<i>answered question</i>	<b>594</b>
						<i>skipped question</i>	<b>25</b>



	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Children
<i>Government Controlled Factors</i>										
Cleanliness of streets and sidewalks	81%	78%	81%	78%	95%	92%	81%	83%	80%	80%
General safety	80%	76%	80%	79%	93%	87%	81%	80%	77%	82%
Attractiveness	59%	57%	65%	59%	79%	78%	63%	61%	60%	52%
Pedestrian safety	57%	49%	58%	59%	75%	67%	50%	58%	58%	57%
Bicycle access	49%	52%	50%	47%	100%	65%	49%	54%	42%	53%
Special events	40%	39%	48%	42%	54%	100%	41%	37%	41%	40%
<i>Store Controlled Factors</i>										
Friendliness of employees	76%	71%	86%	74%	88%	90%	80%	74%	81%	72%
Knowledge of employees	74%	64%	86%	69%	84%	86%	76%	74%	79%	70%
Quality of goods available	58%	49%	67%	59%	69%	82%	57%	55%	61%	55%
Merchandise displays	51%	47%	58%	51%	65%	68%	53%	52%	46%	49%
Store hours	28%	27%	35%	26%	43%	56%	30%	27%	33%	26%
Variety of goods available	16%	14%	25%	18%	26%	31%	15%	14%	15%	14%
<i>Non-Competitive Factors</i>										
Parking convenience	48%	37%	57%	49%	63%	63%	46%	49%	45%	52%
Traffic flow	28%	22%	35%	28%	42%	51%	26%	23%	32%	29%

**Observations**

- The high ratings associated with cleanliness and safety are very important because those factors are extremely difficult to repair if low rated;
- The comparatively lower rating of “Attractiveness” should be further investigated to determine specific elements of concern;
- The relatively low store ratings of store hours and variety of goods available present a challenge to existing stores and property owners;
- The overall comparatively high ratings by “Bicycle Positive” and “Event Positive” subgroup suggests that this segmentation merely identified people generally positive about Downtown and not specifically positive about bicycle access and events;
- Using the e-mail addresses provided in response to question 18, it would be possible to create a focus group of people who rated elements below average or awful and learn more about their specific concerns.



**Question 11: When is it most convenient for you to shop?**

This question seeks to clarify the optimal operating hours for Downtown Western Springs Businesses

Answer Options	Response Percent	Response Count
Daytime (10AM - 5PM)	62.6%	373
Evening (after 5PM)	64.3%	383
Saturday	80.5%	480
Sunday	65.3%	389
<i>answered question</i>		<b>596</b>
<i>skipped question</i>		<b>23</b>

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Daytime (10AM - 5PM)	62.6%	60.5%	72.7%	55.0%	63.2%	67.8%	77.9%	55.2%	72.7%	58.5%
Evening (after 5PM)	64.3%	60.5%	60.4%	67.5%	67.3%	60.8%	64.1%	70.9%	60.1%	66.2%
Saturday	80.5%	74.3%	86.4%	87.4%	81.8%	79.9%	83.6%	86.2%	77.0%	86.5%
Sunday	65.3%	61.7%	68.2%	72.2%	66.8%	61.3%	66.2%	76.4%	56.3%	76.8%

**Observations**

- Additional question specific analysis determined that Downtown stores that are open weekdays and Saturdays have accesses to 87% of the market;
- Because few stores have significant evening hours it would be worthwhile to conduct a focus group of the evening shoppers to learn whether extending store hours to 7 would be sufficient to reach additional shoppers;
- Stores focused on families with kids should consider Sunday hours;
- Although not directly queried with this question, interviews conducted for this project confirmed that it is most important to be open posted hours.



**Question 12: Evaluate your experience at these Downtown Western Springs events:**

This question seeks a preliminary assessment of the events held in Downtown Western Springs. It is important to note that it reveals what respondents think not why they think that way.

Answer Options	Excellent	Above Average	Average	Below Average	Awful	Never Attended
Gathering on the Green	25%	45%	26%	2%	2%	30%
Christmas Walk	17%	37%	37%	7%	1%	38%
Fall Festival	14%	28%	48%	6%	3%	58%
French Market	11%	28%	42%	14%	5%	23%
Easter Egg Hunt	9%	30%	47%	12%	2%	65%
Craft Show	6%	18%	59%	14%	4%	35%
Sidewalk Sale	4%	17%	59%	15%	5%	33%
					<i>answered question</i>	<b>596</b>
					<i>skipped question</i>	<b>23</b>

*Excellent or Above Average*

Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
Gathering on the Green	56%	77%	66%	78%	85%	73%	69%	68%	78%
Christmas Walk	39%	63%	55%	69%	73%	59%	57%	54%	61%
Fall Festival	32%	50%	38%	56%	61%	45%	41%	36%	47%
Easter Egg Hunt	37%	51%	46%	48%	57%	37%	39%	37%	43%
French Market	33%	37%	38%	48%	51%	35%	42%	37%	39%
Craft Show	24%	22%	19%	32%	36%	17%	24%	25%	20%
Sidewalk Sale	15%	22%	22%	36%	36%	23%	26%	14%	28%



*Never Attended*

	Full Sample	Never Dine	Shop Frequently	Hi Restaurant Spending	Bicycle Positive	Events Positive	Work from Home	Metra Riders	Empty Nesters	Families with Kids
French Market	23%	35%	19%	19%	26%	20%	21%	17%	17%	20%
Gathering on the Green	30%	39%	26%	28%	29%	18%	26%	26%	33%	16%
Sidewalk Sale	33%	42%	22%	33%	34%	27%	29%	32%	27%	37%
Craft Show	35%	38%	31%	38%	40%	29%	34%	34%	28%	38%
Christmas Walk	38%	47%	31%	36%	34%	25%	34%	35%	32%	36%
Fall Festival	58%	65%	54%	56%	55%	46%	52%	55%	69%	41%
Easter Egg Hunt	65%	70%	62%	62%	58%	54%	57%	60%	77%	42%

*Observations*

- Where there is a combination of both low attendance and a relatively low rating, it is worthwhile to engage in additional research on whether investing in the event continues to make sense;
- The email addresses provided by respondents provide a source of focus group participants who could explain the reasons for various evaluations.



Sample Characteristics

Questions 13 through 19 were used to create the subgroups and provide information of may assist in business recruitment.

Q. 13 How long have you lived in Western Springs?		
Answer Options	Response Percent	Response Count
I do not live in Western Springs	14.3%	85
Less than 1 year	2.3%	14
1 to 5 years	10.6%	63
5 to 10 years	9.1%	54
10 or more years	63.8%	380
<i>answered question</i>		<b>596</b>
<i>skipped question</i>		<b>23</b>

Q 14 What is your zip code?	
Answer Options	Response Count
60558	499
60525	26
60527	6
60521	6
60515	4
<i>answered question</i>	<b>581</b>
<i>skipped question</i>	<b>38</b>

Q15 How frequently do you work from home rather than your office?		
Answer Options	Response Percent	Response Count
Never	42.2%	240
Less than 20% of my work week	23.4%	133
Between 20% and 50% of my work week	9.0%	51
Over 50% of my work week	9.5%	54
I have a home based business	16.0%	91
<i>answered question</i>		<b>569</b>



50

*skipped question*

Q16 How often do you utilize Metra Rail Service?		
Answer Options	Response Percent	Response Count
Never	12.1%	72
A few times per year	53.1%	315
A few times per month	14.3%	85
A few times per week	5.6%	33
Weekdays	14.8%	88
<i>answered question</i>		<b>593</b>
<i>skipped question</i>		<b>26</b>

Q 17 Choose the answer that best describes your household.		
Answer Options	Response Percent	Response Count
I live alone	8.4%	50
We are the type of two person family commonly called "empty nester"	31.0%	185
We are the type of two person family commonly called "DINKS" (Double Income No Kids)	5.2%	31
We are a household composed of two or more adults	16.6%	99
We are a family with pre-school or school aged children living in the home	35.0%	209
Other	3.9%	23
<i>answered question</i>		<b>597</b>
<i>skipped question</i>		<b>22</b>

Q 18 Please choose the category that best describes how you usually travel to Downtown Western Springs to shop and dine.		
Answer Options	Response Percent	Response Count
I walk	20.8%	124
I bicycle	1.8%	11
I drive in 5 minutes or less	64.7%	386
I drive but it takes more than 5-minutes	12.7%	76
<i>answered question</i>		<b>597</b>



*skipped question*

**Q 19 Please choose the category that matches your age.**

Answer Options	Response Percent	Response Count
Under 20	0.0%	0
20 to 24	1.3%	8
25 to 34	6.4%	38
35 to 44	20.2%	120
45 to 54	27.1%	161
55 to 64	27.6%	164
65 to 74	11.8%	70
75 or older	5.7%	34
<i>answered question</i>		<b>595</b>
<i>skipped question</i>		<b>24</b>

*Respondent Observations*

- With over half of the respondents working from home some of the week, there is a greater opportunity for daytime business than traditional employment counts suggests;
- Although the predominate mode of access is a 5-minute drive time implying a need to accommodate cars there is significant pedestrian access that should be encouraged and accommodated.



C | *Community Workshops & Open House Posters*

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# BUILDING HEIGHT

Downtown Western Springs is surrounded by wonderful residential neighborhoods, making building scale and height an important planning issue for new construction. At the same time, development economics, combined with relatively small development sites, suggest that increased density may be appropriate on certain sites. This board provides some building height examples, and poses the question: What would be the maximum appropriate height for new development?

Consider...

- building height
- # of stories
- surroundings
- density
- scale

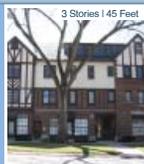
5 Stories | 60 Feet | Park Ridge, IL



4 Stories | 49 Feet | Park Ridge, IL



2 Stories | 36 Feet



3 Stories | 45 Feet



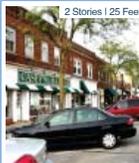
3 Stories | 42 Feet



2 Stories | 32 Feet



4 Stories | 47 Feet | Winnetka, IL



2 Stories | 25 Feet

# ARCHITECTURE

One of the concerns expressed in early planning discussions is the lack of architectural character for some of the newer buildings in downtown. Architectural guidelines will be an important part of this downtown plan to provide the development community with a clear understanding of what the community desires in new construction. This board highlights some of the issues that will be addressed, along with good and bad examples from Western Springs and neighboring communities. What architectural features are important to you?

Consider...

- materials
- roof pitch
- signage
- building form
- lighting



The use of stone materials and smaller lighting gives this building a historic quality. Also note the recessed entries and front facing windows.



This three-story mixed-use building integrates a variety of architectural features to add visual interest including horizontal window bands, arched windows, a recessed central entrance, an inset patio area with surrounding trees, ground-level lighting and awnings.



Ornate, ground-level lighting on the facade casts light onto window awnings and awning signage below.



Large transparent windows for a storefront makes this an inviting place for pedestrians to walk by and look into. Note: Maroon awning and inset entrance.



Defined entrance and use of metal materials at corner helps to diversify building materials while adding visual interest. Note: Arched metal awnings above windows on first floor.



Knechtbaur's Bakery has a rustic style facade on the second story with exposed wood beams and a side sloping roof.



Arched fenestrations with intricate window panelling adds distinction to this two-story brick building.



This signage utilizes broad-based call letters on a green background paired with a striped green and white awning.



Concrete block detailing on the building's corners adds visual interest while the roofline maintains a stately defined eaves.

# STREETSCAPE

Elements such as historic lighting, banners, seasonal planters, benches and business signage reinforce pedestrian atmosphere, creating a unique sense of place, and promoting a positive image year round.

Consider...

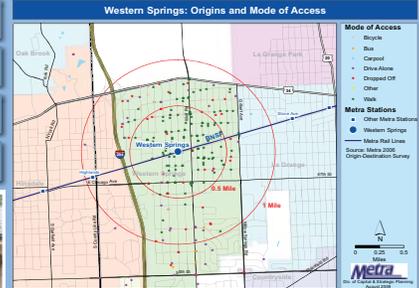
- planters
- benches
- paving
- landscaping
- banners
- fencing
- street signage



# TRANSPORTATION

Downtown Western Springs is blessed with multiple modes of transportation that must be accommodated in an integrated system. This board highlights key elements of the transportation system, and highlights opportunities and challenges to be addressed in the plan.

- metra
- pace
- parking
- walkability



- Is additional bike parking needed? Can downtown bike access/circulation be enhanced?
- The Village has grant to enhance the Metra platform area - what should it look like?
- What can be done to improve pedestrian safety?
- Plan must accommodate business and commuter parking.
- New development must provide additional parking.
- Seek creative ways to add parking.
- How can Pace service be enhanced?
- Should additional crosswalks be incorporated elsewhere?





# DOWNTOWN VITALITY

Downtown commercial districts are not just economic entities but also gathering places that connect a community's past and future and affirm its values and cultural identity. The statements below illustrate values and cultural identities that could be sought for Downtown Western Springs.



## INSTRUCTIONS

- Please place a **BLUE** dot next to the two items you consider most important.
- Place a **RED** dot next to any elements you do not believe should be used to describe the culture of Downtown Western Springs.

## CHARACTERISTIC

## PLACE DOTS HERE

1. There should be a variety of land uses that contribute to a 24-hour downtown experience (residential, retail, entertainment, mixed use).
2. Public art should be distinctive element in Downtown Western Springs in both temporary displays like last year's bench program and in more permanent displays such as sculptures or murals.
3. It should be possible to purchase the convenience items necessary for everyday living in Downtown Western Springs.
4. Downtown Western Springs should attract customers from throughout the Chicago region because it offers better quality in a finer setting than other communities.
5. Fine Dining is an especially important focus of Downtown Western Springs.
6. Activities that attract children are an especially important focus of Downtown Western Springs.
7. Downtown Western Springs should emphasize special events celebrating Holidays and seasons.
8. Downtown Western Springs should be a place of growing diversity where everyone feels welcome and enjoys the small town hospitality.


# WESTERN SPRINGS

## DOWNTOWN REDEVELOPMENT PLAN WORKSHOPS

PRESENTS THE SECOND IN A SERIES OF

*What's your preference?*



**FEB 10<sup>th</sup>**  
**2010**  
**7PM**  
 VILLAGE CLUB  
 4221 LAWN AVENUE

## JOIN US

Join us for the second of three community workshops at the Village Club, where we will be conducting a Visual Preference Survey to gather feedback on desired community character. During the workshop we will show you a variety of images of different types of places and elements of design, which you will be asked to score based on how positive (or negative) you believe it is for the future of Western Springs. Your feedback is an integral part in guiding the creative process and design concepts we develop, so your participation is strongly encouraged.

QUESTIONS | PLEASE CONTACT MARTY SCOTT | MSCOTT@WSPRINGS.COM | 708.246.1800 X 175  
 UNABLE TO ATTEND | SHARE YOUR IDEAS BY VISITING OUR WEBSITE: HTTP://WWW.WSPRINGS.COM

march 10th @ 7pm | village hall

# DESIGN WS

## DOWNTOWN 2010 PLAN

western springs design charrette



## JOIN US FOR WORKSHOP #3

On March 10th at 7pm at the Village Hall we will host a Design Charrette and highlight the findings from the Visual Preference Survey conducted during Workshop #2. Your insightful feedback throughout the last two workshops has been extremely helpful in guiding the Downtown Plan, please join us for our final session!



PLAY PLAN

# BUILD YOUR VISION

CONTACT | MARTY SCOTT | MSCOTT@WSPRINGS.COM | 708.246.1800 X 175  
 SHARE YOUR IDEAS BY VISITING OUR WEBSITE: HTTP://WWW.WSPRINGS.COM

# CHAT LIVE

ABOUT THE WESTERN SPRINGS DOWNTOWN PLAN

STOP IN!

ALL COMMENTS, QUESTIONS AND THOUGHT BUBBLES WELCOME!

Progress...	Streetscape	Business Recruitment	Building Height	Parking
Signage	Metra Tracks	Fencing	Gateways	Landscape
Community Involvement	More Flowers	Wayfinding	Trash Removal	Store Windows
Pedestrian Safety	Incentives	Vacant Storefronts	Economic Development	Window Displays
Focal Points	Traffic	Opportunities	French Market	Architecture

Teska Associates has taken up temporary working residence at 823 Burlington (2 doors west of "A Taste of Vino"). Please stop in anytime between 9:30am to 6:00pm, Wednesday, February 3rd through Saturday, February 6th to chat and share your thoughts and ideas.

CONTACT | MARTY SCOTT | MSCOTT@WSPRINGS.COM | 708.246.1800 X 175  
 SHARE YOUR IDEAS BY VISITING OUR WEBSITE: HTTP://WWW.WSPRINGS.COM





# TRANSIT ORIENTED DEVELOPMENT

IMPROVING TRANSIT STATIONS AND THEIR NEIGHBORHOODS CAN BE A CATALYST FOR ECONOMIC DEVELOPMENT AND URBAN RENEWAL. RAILWAY STATION SURROUNDINGS ARE THE "SHOP WINDOW" OF A TOWN, A PLACE WHERE MANY PEOPLE SEE WHAT THE COMMUNITY HAS TO OFFER.

## FACT

**THE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY SUGGESTS TOD AND SMART GROWTH TO REDUCE AIR POLLUTION.**



NEW ACCESS ROUTES, SIGNAGE, AND SAFETY FEATURES ENCOURAGE GREATER USE OF BIKES AS A TRANSIT OPTION.

## BACKGROUND

Transit-oriented development is popular nation-wide, driven by increasing traffic congestion, changing demographics and a growing desire to live in mixed-use, walkable communities accessible to transit.

Here in northeastern Illinois, dozens of communities have either developed plans or approved TOD projects. Communities realize that these types of development tend to create more diverse, livable communities that allow their residents to limit their auto dependence by being able to walk to work, the grocery store and the transit station.

## TODEVELOPMENT

**"Neighborhoods should be diverse in use and population; communities should be designed for the pedestrian and transit as well as the car; cities and towns should be shaped by physically defined and universally accessible public spaces and community institutions; urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice."**

-CONGRESS FOR NEW URBANISM  
The Congress for New Urbanism (CNU) is the primary organization promoting New Urbanism in the United States. The Congress has met annually since 1993.

## BENEFITS OF..

# TOD

### TRANSITORIENTEDEVELOPMENT

TOD can provide benefits beyond providing a trip or increasing mobility options, many of which are outlined below:

**PLACEMAKING** | Through access improvements transit stations can become focal points and gathering places within the community.

**SAFETY** | TOD development results in active places that are busy through the day and evening. Having such activity and lots of people around provides "eyes on the street" and helps increase safety for pedestrians, transit users, and many others.

**\$AVINGS\$** | Housing and transportation rank as the first and second largest expenses in households, respectively. The access to so many amenities in just a few short blocks can significantly increase a family's disposable income by reducing driving costs and eliminating the need for a second car.

**GREENER** | TOD reduces air pollution and energy consumption rates. Since TODs provide safe and easy pedestrian access to transit, air pollution and energy consumption rates can be lowered. TODs can reduce rates of greenhouse gas emissions by 2.5 to 3.7 tons per year for each household.

**OPEN SPACE CONSERVATION** | TOD can help conserve resource lands and open space. Because TOD consumes less land than low-density, auto-oriented growth, it reduces the need to convert farmland and open spaces to development.

## WHAT IS..

# TOD

### TRANSITORIENTEDEVELOPMENT

## MIXED-USE COMMUNITIES

located within a

## HALF-MILE WALKING RADIUS

of

## RAIL & BUS STATIONS

therefore the

# WALKABILITY

is great, as is the

## TRANSIT ACCESS

TOD is also referred to as

## NEW URBANISM

which is a type of

## SUSTAINABLE DEVELOPMENT

that

## PRESERVES OPEN SPACE

and is known for being

## ACCESSIBLE & DIVERSE

TODs are therefore

## LIVABLE COMMUNITIES

with

## STATION DESTINATIONS

known for

## ENHANCED LIVABILITY

and

## ECONOMIC VITALITY

## TOD

## TRANSIT ORIENTED DEVELOPMENT WESTERN SPRINGS

## TODEVELOPMENT





# PUBLIC OPEN HOUSE

Focusing on the Downtown Redevelopment Plan

WEDNESDAY | JUNE 9TH @ 7PM | VILLAGE HALL

COME ONE COME ALL! Join us on Wednesday, June 9th at 7pm, at the Village Hall for a Public Open House to discuss the Village's Downtown Plan. The tips and feedback you have shared during the past three workshops have provided us with valuable insight, so come out and see what we have drawn up!

TOPICS: Preliminary Concept Plans, including Streetscape Recommendations and Design Guidelines.

QUESTIONS | PLEASE CONTACT MARTY SCOTT | [MSCOTT@WSPRINGS.COM](mailto:MSCOTT@WSPRINGS.COM) | 708.246.1800 X 175  
 UNABLE TO ATTEND | SHARE YOUR IDEAS BY VISITING OUR WEBSITE: [HTTP://WWW.WSPRINGS.COM](http://www.wsprings.com)

WESTERN SPRINGS DOWNTOWN PLAN | JUNE 2010

# WESTERN SPRINGS DOWNTOWN PLAN

AN RTA FUNDED COMMUNITY PLANNING EFFORT LED BY TESKA ASSOCIATES, INC.

## STREETSCAPE & SIGNAGE DESIGN

**Plan**

**Section**

## VILLAGE WORKSHOPS

### STREETSCAPE PLAN GOALS

1. Promote functional and visual connectivity between the north and south halves of Downtown Western Springs.
2. Create opportunities for flexible outdoor active spaces, such as sidewalk cafes and informal seating areas.
3. Provide physical streetscape transitions between the Downtown and surrounding neighborhood areas.
4. Establish a unified signage program that celebrates the Village's upcoming Sesquicentennial with a new Village logo.

QUESTIONS | PLEASE CONTACT MIKE HOFFMAN | [MHOFFMAN@TESKAASSOCIATES.COM](mailto:MHOFFMAN@TESKAASSOCIATES.COM) | 815.436.9485

SHARE YOUR IDEAS BY VISITING OUR WEBSITE: [HTTP://WWW.WSPRINGS.COM](http://www.wsprings.com)

MAY 2010



## D | *Alternative Ideas*

*Note: The table and graphics that follow relate various design concepts that were explored but not included within the final plan.*



**Alternative Ideas**

Through development of the downtown plan, a number of ideas were explored that did not make it into the final plan for various reasons. However, these ideas are documented here for future reference.

Idea	Comments	Reason for Not Including in Plan
Eliminate the Lawn Avenue railroad crossing (but maintain at-grade pedestrian access)	Would provide opportunity for additional business parking and green space	This would be too disruptive to auto circulation in the business district and offered little additional parking.
Create a one-way circulation system through downtown (west bound on Hillgrove and east bound on Burlington – or vice versa)	Would allow a narrower pavement cross section and wider sidewalks.	This would make it more difficult to directly access businesses, and offered little positive benefit
Modify the existing building at the southeast corner of Burlington and Wolf Road (former Tishler’s) to have storefront spaces with entrances onto Burlington	Would enhance appearance of building façade and provide for additional leasing opportunities for building	This idea was rejected as no on-street parking is available and no direct pedestrian access is available from the existing surface lot. In addition, the finished floor of this building is significantly higher than the street grade along Burlington, require steps and causing issues with handicap access.
Redevelop the remaining properties between Lawn Avenue and 800 Hillgrove (Site 3)	Several participants in the community workshops identified this as an important redevelopment site and a property with additional retail opportunities (see sketch)	Given the small size of the parcels and the amount of existing occupied space, development economics suggested that redevelopment was not economically feasible. However, the plan does recommend façade renovation of this site.
Create a business transition district along the west side of Wolf Road between Hillgrove and Chestnut.	The concept would be to give property owners along this busy road with an option to convert their homes into low-impact businesses such as offices or artist studios (see attached flyer)	A meeting with residents in this neighborhood was held, and residents were overwhelmingly opposed to the idea.
Consider parallel parking along Burlington Avenue	This would allow for wider sidewalks in front of existing stores (see sketch)	This would require a significant loss of parking, and that loss would negate any benefit of a wider sidewalk.
Provide canopies on the south side of the platform between Lawn and Wolf	Would protect commuters from inclement weather	Given Metra/ICC requirements for safety, not possible due to limited existing space between tracks and retaining wall. Moving wall back would be very expensive, and would reduce parking along Burlington Avenue.
Provide additional parking on Chestnut Street and Lawn Avenue north of the Library.	Library relies on on-street parking	Concern that right-of-way is too narrow to accommodate additional parking.
Consider senior housing and townhome on the southside of Burlington Ave between Johnson Ave and Clausen Ave.	Would provide maintenance-free housing option.	Residents were concerned about increased density required to make redevelopment financially viable.



# BUSINESS TRANSITION



*Preserving residential character and architectural integrity while enhancing Downtown as a great place to live, shop, work and play.*

## PURPOSE

- Help to link library with rest of downtown;
- Provide additional options for property owners living on a heavily traveled roadway;
- Provide for live/work opportunities and foster entrepreneurship;
- Maintain residential and pedestrian-scale character of the area.



*Photo Examples of Residential-Business Transitions*

## POTENTIAL PERMITTED USES

- Single-family dwelling
- Artist studio
- Office
- Interior designers
- Architects
- Engineers
- Barber/Hair Salon
- Picture framing
- Tailor
- Chiropractor or Massage
- Travel agency

## POTENTIAL SPECIAL USES

- Coffee Shop
- Specialty food/catering
- Bed and breakfast
- Daycare
- Trade, music, or dance school
- Religious institution
- Gift shop
- Florist
- Toy Store
- Apparel shop
- Other similar retail store



*Guiding future property improvements and beautifying the streetscape along Wolf Road.*



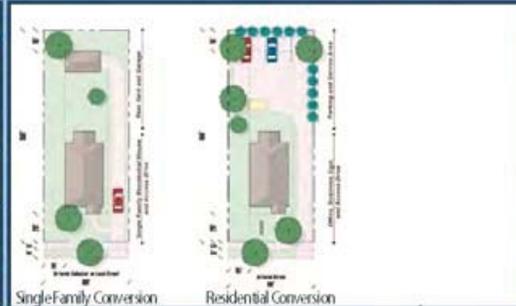


# BUSINESS TRANSITION

## TYPICAL GUIDELINES



- Provide parking in rear, similar to existing homes. Parking should be setback from property line a minimum of 10', except where parking facilities are shared between adjacent properties. All parking areas should be screened or fenced from adjacent residentially zoned property.
- Primary intent is to permit reuse of existing residential structures. Any new commercial construction must maintain residential character, and will require Village review.
- Maximum six square feet for a free-standing sign of wood construction, 3 1/2' maximum height, and non-illuminated.
- Rezoning at request of property owners only.
- Same yard requirements as existing R2 zoning district.
- Site plan approval shall be required for any non-residential use.



## SITE DEVELOPMENT CONCEPTS

01

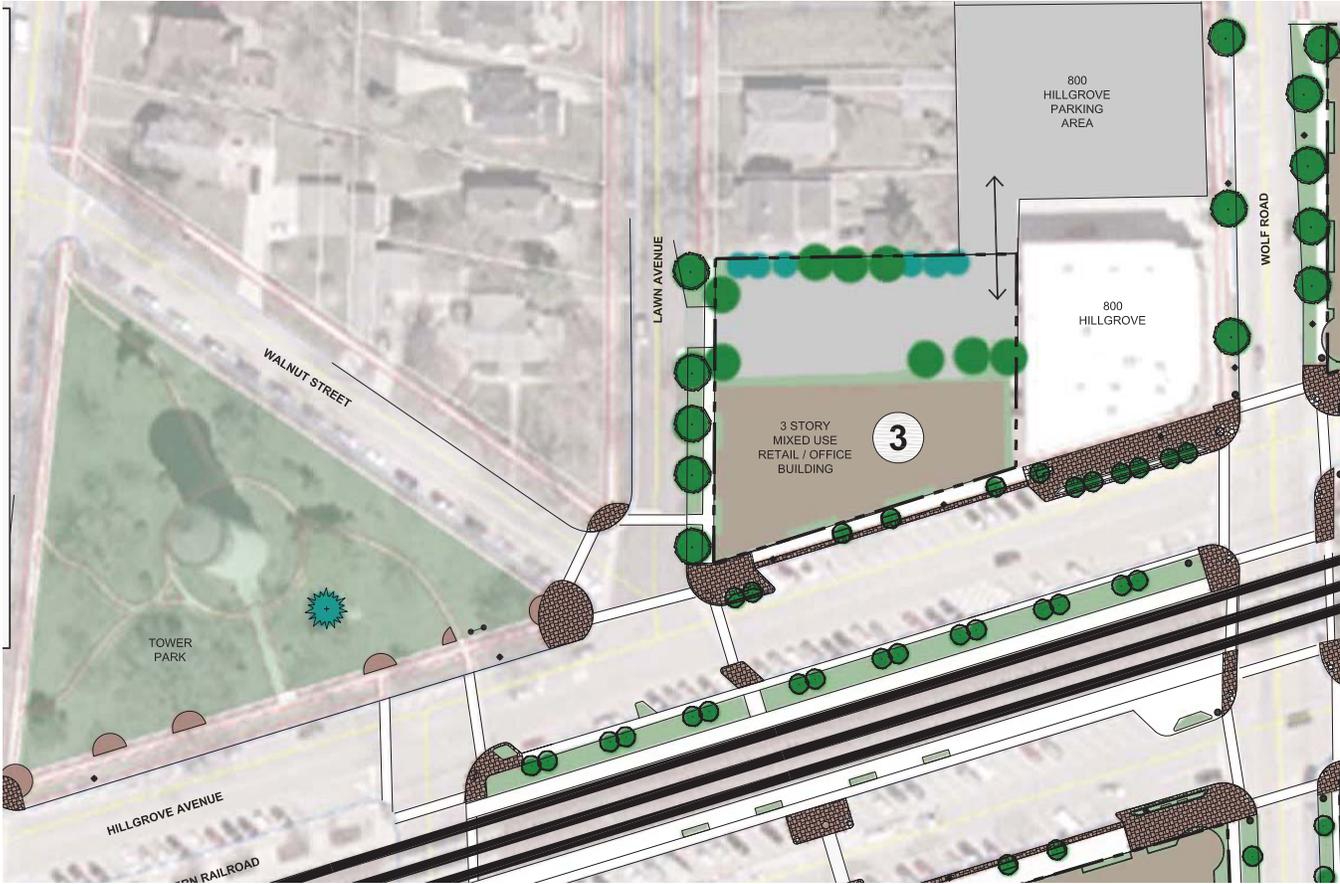




**Parking Graphic** demonstrating that the conversion of parking along Burlington Avenue to parallel parking results in a loss of 27 spaces



<p><b>COMPILED BY</b> GHA GEWALT HAMILTON ASSOCIATES, INC. 850 Forest Edge Drive • Vernon Hills, IL 60061 Tel: 847.478.9700 • Fax: 847.478.9701</p>		<p><b>PARKING LOT MODIFICATIONS</b> BURLINGTON AVENUE WESTERN SPRINGS, ILLINOIS</p>		<p><b>SHEET NUMBER</b> 1 OF 1 SHEETS</p>
<p><b>DATE</b> OCTOBER 2011</p>	<p><b>SCALE</b> 1"=50'</p>	<p><b>DATE</b> OCTOBER 2011</p>	<p><b>PROJECT #</b> 4221-1900</p>	<p><b>DATE</b> 11-20</p>
<p><b>DATE</b> OCTOBER 2011</p>	<p><b>SCALE</b> 1"=50'</p>	<p><b>DATE</b> OCTOBER 2011</p>	<p><b>PROJECT #</b> 4221-1900</p>	<p><b>DATE</b> 11-20</p>
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**SITE #3**

AREA: 0.4 AC.  
 BUILDING: 3 STORY MIXED USE  
 FLOOR 1 RETAIL: 13K S.F. (3 CARS/1K S.F.)  
 FLOORS 2-3 OFFICE: 26DU (2 CARS/1K S.F.)  
 PARKING:  
 BASEMENT: 31 CARS  
 SURFACE PARKING: 29 CARS  
 ON-STREET PARKING: 16 CARS



Former Sites 6 and 7



Existing Photo of Site 6



Existing Photo of Site 7



Existing Photo of Site 7



Sites 6 & 7 Concept Plans

Site 6

Area: 1.3 AC  
Building: 18 Rowhomes  
Parking: 2 Car Garage Attached  
Guest Parking on Residential Streets

Site 7

Area: 1.6 AC  
Building: 22 Rowhomes  
Parking: 2 Car Garage Attached  
Guest Parking on Residential Streets





Former Site 8



Existing Photo of Site 8



Site 8 Concept Plan

**Site 8**

Area: 0.77 AC

Flexible Building Options: 3 to 4 Story Building Residential (Senior, Condo or Rental)

26-48 DU Structured Parking

Library Parking Option

Chestnut Street Parking Modifications

- South Side of Chestnut +7 spaces
- North Side of Chestnut +11 Spaces
- East Side of Lawn Ave +7 Spaces
- New Dedicated Lot +50 Spaces
- Potential New Parking +75 Spaces





## E | Downtown Streetscape Cost Summary

*Note: The opinion of probable cost relates to Streetscape Concept Plans shown in this report and are provided for Village discussion relative to budgeting. Streetscape construction costs are subject to topographic survey and final engineering and design.*



# WESTERN SPRINGS

## DOWNTOWN STREETScape ENHANCEMENTS

Opinion of Probable Cost

Prepared by Teska Associates

### COST SUMMARY

		subtotals
<b>DOWNTOWN STREETScape</b>		
HILLGROVE AVENUE (WOLF RD. TO LAWN AVE.)		\$176,746.78
BURLINGTON AVENUE (WOLF RD. TO LAWN AVE.)		\$226,015.78
BURLINGTON AVENUE (GRAND AVE. TO LAWN AVE.)		\$118,199.89
<b>TOTAL DOWNTOWN STREETScape</b>		<b>\$520,962.45</b>
<b>TOWER GREEN STREETScape</b>		
HILLGROVE AVENUE (LAWN AVE TO GRAND AVE.)		\$42,904.89
<b>TOTAL TOWER GREEN STREETScape</b>		<b>\$42,904.89</b>
<b>COMMUTER PLATFORM AREA</b>		\$477,500.53
<b>TOTAL COMMUTER PLATFORM AREA</b>		<b>\$477,500.53</b>
<b>TRANSITIONAL STREETScape</b>		
HILLGROVE AVENUE (HOWARD AVE. TO WOLF RD.)		\$93,525.00
BURLINGTON AVENUE (WOODLAND AVE. TO GRAND AVE.)		\$34,800.00
BURLINGTON AVENUE (WOLF RD. TO JOHNSON AVE)		\$25,817.00
WOLF ROAD (BURLINGTON AVE TO 45TH ST.)		\$43,500.00
<b>TOTAL TRANSITIONAL STREETScape AREA</b>		<b>\$197,642.00</b>
<b>NEIGHBORHOOD STREETScape</b>		
HILLGROVE AVENUE (HOWARD AVE. TO CLAUSEN AVE.)		\$19,500.00
WOLF ROAD (HILLGROVE AVE TO 43RD ST)		\$19,500.00
HILLGROVE AVENUE (PROSPECT AVE TO GRAND AVE)		\$39,000.00
BURLINGTON AVENUE (WOODLAND AVE TO CENTRAL AVE)		\$10,400.00
BURLINGTON AVENUE (JOHNSON AVE TO CLAUSEN AVE)		\$39,000.00
<b>TOTAL NEIGHBORHOOD STREETScape AREA</b>		<b>\$127,400.00</b>



*F | Comparison of 2011 Downtown Redevelopment Plan with 2003 Land Use Plan*

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Comparison of the 2011 Downtown Redevelopment Plan with the 2003 Land Use Plan

Site	2003 Land Use Plan	2011 Downtown Redevelopment Plan
1	Site bounded by Hillgrove, Central and Woodland Site designated as Central Business District (CBD) with three parcels to the north shown as Downtown Transitional (DT)	Site designated as mixed use (primarily office). Designation includes the existing site and two duplex properties to the north. Recommendation: a) Façade renovation or b) new two story office/retail
2	Northeast corner of Hillgrove and Woodland Site designated as Central Business District (CBD) with one parcel to the north shown as Downtown Transitional (DT)	Site designated as mixed use (primarily office). Designation includes the existing site and two duplex properties to the north. Recommendation: a) Façade renovation or b) new two story office/retail
3	Existing commercial buildings along Hillgrove between Lawn and Wolf. Site designated as Central Business District (CBD)	No changes other than façade rehabilitation recommended
4	Site bounded by Hillgrove, Wolf and Johnson Site designated as Municipal/Government (Village Hall), CBD (existing businesses), and DT (parking lot).	Site designated as mixed use (primarily retail) and institutional (village hall). Designation includes only the existing non-residential properties.
5	Site bounded by Hillgrove, Franklin and Howard Site designated as Central Business District (CBD) with three parcels to the north shown as Downtown Transitional (DT)	Site designated as mixed use (primarily office). Designation includes the existing site and two duplex properties to the north Recommendation: a) Façade renovation or b) new two story mixed use; office on the ground floor and either office or residential above.
6	Site bounded by Burlington, Wolf and Johnson Site designated as CBD and DT.	Site designated as mixed use (primarily retail). Recommendation: a) Façade renovation or b) new three (possibly four) story mixed use with ground floor office/retail and upper story residential or office.
7	Southwest corner of Burlington and Wolf Site designated as CBD with the existing parking lot shown as DT.	Site designated as mixed use (primarily retail). Recommendation: a) Façade renovation or b) new three story mixed use with ground floor office/retail and upper story residential or office, tapering back to two and a half stories towards the south.
8	The former Bannerville site is designated as "office/research/industrial"	Possible future public use for the Village or Theatre. Or, if industrial use occurs the property should be enhanced with façade renovations and improved landscaping/screening.
9	The existing post office property is designated as "municipal/government".	Options provided: a) Continue use as a post office b) Redevelopment with post office/retail or restaurant on ground floor with office above

**2003 Land Use Plan – Land Use Legend**

**Central Business District (CBD):** The historic commercial area of the Village, with first-floor retail and service uses in a pedestrian oriented environment, often relying on shared on-street parking and intermingled with other uses that create an activity center.

**Downtown Transitional (DT):** An area that provides a land use transition between the business district and adjacent single family residential areas, consisting of: parking lots to serves business uses, landscape buffer areas; existing residential uses; and single family attached dwellings (as planned developments).