

TABLE OF CONTENTS

I.	INTRODUCTION	1
A.	Plan Purpose and Process	1
B.	Study Area Boundary	2
C.	Organization of the Memorandum	2
D.	Transit Oriented Development Planning Principles	2
II.	COMMUNITY PREFERENCES	4
A.	Kick-Off Meeting "Issues and Opportunities" Discussion Summary	4
B.	Key Person Interviews Summary	5
C.	Preference Survey Findings	8
D.	Community Needs Assessment Survey- Summary of Selected Responses	15
E.	Commuter Intercept Surveys Summary	15
III.	EXISTING PLANNING POLICIES	19
A.	Comprehensive Plan Update (1997)	19
B.	Comprehensive Plan Supplement (2004)	20
C.	Strategic Plan (2004)	22
IV.	THE PLANNING CONTEXT	23
A.	Locational Framework	23
B.	Demographic Trends and Market Potential	25
C.	Land Use and Physical Features	29
D.	Development Controls Overview	34
E.	Public Transit Facilities and Services	40
F.	Access, Circulation and Parking	45
V.	PLANNING OPPORTUNITIES	51
VII.	PRELIMINARY VISION AND GOALS	53
VIII.	NEXT STEPS	56
	APPENDIX	57

LIST OF FIGURES

1.	Vicinity Map	24
2.	Existing Land Use	30
3.	Environmental Features	33
4.	Existing Zoning	35
5.	Existing Access and Circulation	46
6.	Planning Opportunities	52

LIST OF TABLES

1.	Wood Dale Town Center Redevelopment Potential	28
2.	Wood Dale Station Ridership by Time of Day and Direction (Fall 2002)	40
3.	Mode of Access (Fall 2002 Origin-Destination Survey)	41
4.	Wood Dale Station Origin of Passengers (Fall 2002 Origin-Destination Survey)	42

INVENTORY AND VISION MEMORANDUM

I. INTRODUCTION

In March 2005, the City of Wood Dale began a Station Area Study to comprehensively assess the redevelopment and enhancement opportunities presented by three potential future roadway configurations at the Irving Park Road/Wood Dale Road/Metra Milwaukee District West (MD-W) Line intersection in the center of Wood Dale. These three alternatives, including two potential realignments of Irving Park Road resulting in a grade-separated railroad crossing and a “no-build” alternative, are based upon the preliminary recommendations of an Intersection Feasibility Study prepared in 2003 by CTE Engineers.

Utilizing resources available through the Regional Transportation Authority’s Regional Technical Assistance Program (RTAP), the City is engaging in an open, community-oriented planning process. The Study will be developed with a focus on identifying ways to leverage the opportunities presented by each of the alignment alternatives, while building upon and enhancing the existing public transit asset of the Wood Dale Metra Station and utilizing the planning principles of “Transit Oriented Development” (TOD). HNTB Corporation and Valerie S. Kretchmer Associates are providing planning and real estate market consulting services to the City during the planning process.

A. PLAN PURPOSE AND PROCESS

In particular, the Study will explore the extent to which each of the three alignment alternatives supports the community’s desire to establish a Town Center, utilizing the Wood Dale Metra Station as a focal point. The Station Area Study (the Study) will ultimately include planning recommendations and detailed implementation strategies to enable the City, working collaboratively with other partners where appropriate, to realize a significant revitalization of the area surrounding the Wood Dale Metra Station, based upon the preferred alternative. This revitalization effort will seek to achieve the future “vision” that community stakeholders have articulated, meet the City’s redevelopment and improvement objectives, and better facilitate the use of Metra commuter rail service and other forms of public transit that may serve the community in the future.

A Project Team appointed by the City, and comprised of a variety of community stakeholders representing residents, business owners and City officials, will meet periodically with the consulting team to provide ongoing input and feedback as the Study progresses. In addition, three major community meetings are part of the process, and are designed to garner broad-based input from the community, in particular with regard to TOD opportunities within the future Town Center area. The first of the three meetings was held on July 13, 2005, and included a Preference Survey and small group “visioning” exercise. A second meeting will be held on September 12, 2005 to reach consensus on the Vision and Goals that will serve as a basis for assessment of alternative redevelopment scenarios. A third meeting, yet to be scheduled, will provide an opportunity for the community to view and comment on three alternative redevelopment scenarios before the City determines a preference.

B. STUDY AREA BOUNDARY

The study area boundary for the Station Area Study is highlighted on each figure in this memorandum. It generally encompasses: 1) the area within one-half (1/2) mile of the Wood Dale Metra Station, located just southeast of the intersection of Irving Park and Wood Dale Roads. Planning recommendations will not directly impact all properties within the study area; the focus will be on existing commercial and public use areas. However, for planning purposes it is important to consider the physical characteristics of the entire area, and to assess both the potential impacts that TOD planning recommendations may have on adjacent residential neighborhoods, and whether potential improvements in access to the future Town Center can be identified.

Within this memorandum, and during the course of the planning process, the terms “study area” and “Metra Station area” and “Town Center” may all be used. These terms are all intended to refer to the commercial and public use areas surrounding the Metra Station and roadway intersection, as described above.

C. ORGANIZATION OF THE MEMORANDUM

This memorandum summarizes community input and relevant background material related to the Station Area Study, highlighting "Key Planning Considerations" that will be taken into account as alternative redevelopment scenarios are developed and reviewed by the community. It serves as a record of the research and analysis conducted by the consulting team prior to the development of specific redevelopment alternatives, planning recommendations and strategies. It concludes with a preliminary Vision statement and preliminary Planning Goals. The preliminary Vision and Planning Goals will be subject to further refinement as the planning process continues, and will appear in refined form in the complete Station Area Study.

D. TRANSIT ORIENTED DEVELOPMENT PLANNING PRINCIPLES

It is worthwhile to provide a brief discussion of the key principles of Transit Oriented Development (TOD) as a framework for planning. These principles will provide the overall focus and direction for planning recommendations and implementation strategies that will be specific to the existing conditions and unique opportunities in the Wood Dale Metra Station area. Understanding these principles is especially important in a community like Wood Dale, where despite the existence of a train station in the area since 1890, the presence of major arterial roadways in close proximity to the station has resulted in a predominantly auto-oriented development pattern.

The general principles of TOD can be described succinctly within three broad categories, or the “Three D’s,” of Transit Oriented Development: Design, Diversity and Density. TOD areas are generally considered to be within a ten-minute walk or one-half (1/2) mile of a public transit facility, with the most dense uses concentrated within a five-minute walk or one-quarter (1/4) mile. One-half mile is considered an acceptable walking distance for most people, and therefore encompasses the area in which the physical planning advantages of TOD can be best utilized.

Design

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

Diversity

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

Density

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

II. COMMUNITY PREFERENCES

Community preferences with regard to planning for the future of the Town Center have been collected in three separate venues since the start of the Station Area Study planning process.

- A Kick-Off Meeting was held with members of the Project Team on April 13, 2005, at which a preliminary discussion of “Issues and Opportunities” was facilitated by the consulting team.
- A series of Key Person Interviews were conducted on May 9 and May 16, 2005 by members of the consulting team.
- A Community Workshop was hosted by the City on July 13, 2005. During the Community Workshop a “Preference Survey” was conducted to record responses from the community with regard to various examples of building types and public improvements.

Two additional sources of community feedback are also summarized in this section.

- Early in 2005, the City of Wood Dale undertook a city-wide Community Needs Assessment Survey, with assistance from students at Elmhurst College. Several of the questions posed have relevance to the Station Area Study.
- Selected results from six commuter surveys conducted at Chicago area Metra stations between 1998 and 2002, and from commuter surveys conducted by Metra at six stations for a study completed in 1993, also have relevance for understanding the use patterns of Metra commuters.

Summaries of all five sources of insight on community preferences are presented below. This input will be a primary consideration in the upcoming development and assessment of alternative redevelopment scenarios.

A. KICK-OFF MEETING “ISSUES AND OPPORTUNITIES” DISCUSSION SUMMARY

Issues and opportunities identified by Project Team members at the April 13, 2005 Kick-Off Meeting are summarized below.

Issues

- Location of the Metra Station (hard to access)
- Fear of density
- Fear of change
- Need to educate the community / market to the community
- Long-term uncertainty (existing businesses)
- Need to attract quality businesses
- Irving Park Road aesthetics
- Lack of restaurants
- Low “identity” factor
- Traffic congestion at rush hour on Wood Dale Road
- Floodplain impacts
- Slow development approval process

- Parcel size / depth limitations
- Fragmented District structure (schools, parks, fire)
- Status of Pace Route 601
- Current “chaos” because there is no plan
- Gas price increases will increase demand for Metra and Pace

Opportunities

- Corridor is the “pits” and has a lot of potential
- Tap employees as shoppers in the area
- Create a parking garage for commuters at Central
- Create a “boardwalk” on the north side of the Metra MD-W Line (west of Wood Dale Road)
- Railroad is an asset, not a liability
- Many are interested in “jumping in”
- New residents are coming in (high quality schools in District #7)
- Proximity to the Loop
- Mature trees, nice sized lots
- Close to expressways
- Metra Station has potential, whether relocated or not
- Traffic improvements will benefit residents, employees and visitors
- “Woodland” community
- Sales tax revenue
- Buses on Irving Park Road
- Location (Elk Grove Village and other nearby neighbors don’t have Metra)
- Community circulator (Pace)
- Traffic Signal Priority (TSP) system
- Fixed route service (to replace or adjust Route 601?)
- City rents a Pace bus now and generates 300 trips per month
- Salt Creek is a key amenity

B. KEY PERSON INTERVIEWS SUMMARY

Below is a summary of comments received during Key Person Interviews conducted on May 9 and May 16, 2005. A complete listing of interviewees is included in the Appendix.

Assets and Advantages

- Irving Park Road provides regional visibility
- Drawing in locals and customers from the east now (West Cook County)
- Good incomes locally to support businesses
- Increasing Polish population provides a potential market niche
- Service-oriented businesses are not as location-specific (can locate here)
- Public Library- school kids use it a lot
- Recreation Center- school kids use it a lot
- Salt Creek- not used effectively as an amenity now
- New townhomes- most buyers are empty nesters now
- Tax structure better for commercial in DuPage vs. Cook (but not as good for residential)
- Capitalize on O’Hare proximity- western access at Thorndale

Weaknesses and Challenges

- There is no “downtown” identity, even with local residents
- Wood Dale is not historically a “commuting community”
- Limited lot depths and parcel sizes
- Strong competition from Itasca and Addison
- Wood Dale image is “shabby” (whereas Itasca image is “quaint”)
- No development standards, no “charm”
- Weak sign ordinance
- Most new businesses coming in are services, not retail
- Some businesses are currently here because rents are low
- Danger of over-building (Roselle built stores that are sitting empty)
- Intersection congestion, especially backups on Wood Dale Road
- Potential customers avoid the area because of the traffic
- Parking restrictions
- Hard to access the Library, and the area in general, from the west side of town
- Uncertainty created by study (timing, duration, future access) is causing increased vacancies and deferred maintenance / improvements
- Need to reach out to both building owners and business owners (who lease space), and offer relocation assistance
- Realignment will reduce access to existing businesses, creating isolated areas
- Taxes are lower north of Irving Park Road
- Perception that airplanes are a problem
- Chamber of Commerce is a “watchdog” but has not been proactive
- Lack of coordination between City and other agencies (County Health Dept. for example)
- Lengthy and expensive permit process

Land Use / Facilities

What businesses are needed in the area?

- Retail that generates sales tax revenue
- Businesses that are open later
- Businesses that have longer hours (hardware store is closed on weekends)
- Augment what is already in the area
- An “anchor use” (like the theater in Addison)
- Restaurants (several comments as noted below)
 - Existing restaurants are very busy
 - Hotels to the north don't have restaurants for business people
 - A nice “dinner” restaurant
 - Panera Bread
 - A restaurant / bar (smoke-free, not a tavern)
 - A family restaurant
 - Upscale restaurants
 - Banquet facility (if Giorgio's site is redeveloped)
 - Outdoor dining
- Coffee shop
- Ice cream shop
- Entertainment / family activities
- Movie theater (but probably not enough space, and very close to Addison)

- Bookstore (where kids are welcome)
- Card/gift store
- Home improvement store
- Doctor and dentist offices
- "High quality" office space (not needed but brings prestige and visibility)
- "Touchless" car wash

Is there too much of anything now?

- Banks (there are seven in the area now)
- Offices (there are enough now, including medical)
- "Lunch places" (not enough higher quality restaurants)

What public uses are needed?

- More activity space for youth/children
 - Skate park
 - Teen activities center
- Community event space(s)
 - Farmer's market, "Taste of Wood Dale", etc.
 - Casual walking area
 - Green space
 - Gazebo
 - Fountain
- City services facility (bill payments, information, etc.)
- Plentiful landscaping

What type(s) of housing are needed?

- Affordable senior housing (waiting lists at subsidized housing in Bensenville and Elmhurst)
- Condos that are oriented toward Metra
- Condos built away from the core, but will still generate on-street activity
- Two-bedroom condos
- More townhomes- it is good that the City has been progressive
- Townhomes- not targeted to families
- Rental units near the Metra station
- What is the appropriate price point- empty nester vs. first-time buyer?
- Affordable condos- new ones being built seem too expensive
- Maintain the northeast quadrant- it is existing affordable housing
- Single family on larger lots- many prefer no sidewalks, with the wooded/open atmosphere

Access / Circulation

- Irving Park Road west of Prospect is down to two lanes- not sure how underpass will help
- An underpass "kills the retail frontage" (example cited was Milwaukee Avenue and Dempster Street in Niles)
- Irving Park Road gets signal priority, which causes "road rage" for those on Wood Dale Rd
- Some turn lanes were added, which helped a bit
- Allow a left turn onto Wood Dale Road while the gates are down
- Move the Metra station to the east (to reduce the "gate-down" time)
- Would use Metra more if there were more mid-day and weekend trains

- Crossing guard stationed at Wood Dale Road and Commercial Avenue when pool is open- crossing Wood Dale Road is difficult for kids
- Park District has after-school program for two elementary schools- kids arrive by bus
- Kids have to drive / be driven to all their activities
- Need bicycle parking throughout the area
- Low bicycle usage because protected routes do not exist
- Need to provide easy access to all businesses along Irving Park Road
- Need to provide ample parking

General / Closing Comments

- Need a “hook” to get people to stop as they go by
- Make the area more attractive- but not Arlington Heights or Des Plaines (density, traffic, etc.)
- Wood Dale has an identity crisis- will it be a shopper’s paradise or a residential paradise?
- What has to be sacrificed to achieve a Downtown- is there a willingness to sacrifice? (example cited- Northlake removed 160 homes to make way for big boxes)
- Concern regarding the potential intersection changes is not widespread- the affected “quadrant” encompasses the longest-term residents
- The Glen in Glenview and Downtown Elmhurst are good models
- Roselle is attempting the same thing; Bensenville has already succeeded
- Wood Dale needs to be “modernized” to encourage younger buyers to invest
- Need to actively recruit desired businesses, with an Economic Development staff person
- Work with businesses (quickly issue permits, etc.)
- City does not “fix anything up”
- There are some advantages to being a “sleepy” town
- Consider requiring energy efficient construction

C. PREFERENCE SURVEY FINDINGS

Survey results are summarized below for each section of the Preference Survey conducted during the Community Workshop on July 13, 2005. Images were presented for ranking in the following categories: Commercial and Mixed-Use Buildings, Housing Types, Streetscape and Parking, Open Spaces and Plazas, and Transit Facilities and Amenities.

Images are grouped as follows: *Positive Images* (those that received high ratings overall); *Negative Images* (those that received low ratings overall); and in some categories *Inconclusive Images* (those that received conflicting ratings, several positive and several negative). These results are based upon the twenty-four survey forms that were completed and submitted during the Community Workshop. Each section concludes with a listing of the “lessons learned” from the survey results regarding community preferences.

Commercial and Mixed-Use Buildings

Positive Images



Negative Images



Inconclusive Images



Lessons Learned

Based upon images that were ranked “positive” and written comments, the following are considered desirable by the community:

- Traditional and high quality materials, such as brick, stone and wood.
- Variety in building height and rooflines- images of one to six story buildings were ranked highly. Written responses regarding maximum height varied between two and eight stories, but most indicated a preference for a maximum of three to four stories.
- Awnings and other applied facade elements to break down the scale of buildings.
- Unique styles for signage and lighting, etc. within some overall building uniformity.
- Easy-to-locate entry points and large storefront windows.

Based upon images that were ranked “negative” and written comments, the following are considered undesirable by the community:

- A lack of landscaping and street trees.
- “Boxy” buildings without facade variation.
- Noticeable parking lots (though several respondents noted that parking should be convenient).

Housing Types

Positive Images



Negative Images



Inconclusive Images



Lessons Learned

Based upon images that were ranked “positive” and written comments, the following are considered desirable by the community:

- Traditional and high quality materials, such as brick, stone and wood.
- Front yards with landscaping and fencing.
- Varied rooflines and facade materials.
- Two to three stories in height.
- Low density, single family homes.
- Covered / underground parking.

Based upon images that were ranked “negative” and written comments, the following are considered undesirable by the community:

- Single use multi-family buildings received low rankings; however, well-detailed mixed use buildings with condominiums over retail received high rankings in the previous category.
- “Boxy” or barracks-style buildings.
- A lack of facade detail and variation.
- Noticeable parking areas.

Streetscape and Parking

Positive Images



Negative Images



Lessons Learned

Based upon images that were ranked “positive” and written comments, the following are considered desirable by the community:

- Visible and well maintained landscaping, including street trees and trees in parking lots.
- An open feeling, with attractive pedestrian-scale lighting.
- Sidewalks that are protected from the street by a planted parkway and/or bollards.
- Stone and brick paving and wall elements.
- Seating areas.
- On-street parking.
- Parking lots that are concealed behind a landscape buffer, but that are easy to access, secure and conveniently located.

Based upon images that were ranked “negative” and written comments, the following are considered undesirable by the community:

- Sidewalks directly adjacent to the street.
- A lack of landscaping, and large expanses of pavement.
- Parking areas that are visible from the street.
- An image of a parking structure ranked low, but several respondents indicated a parking structure as a desirable feature in the written comments.

Open Spaces and Plazas

Positive Images



Positive Images, continued



Negative Images



Lessons Learned

Based upon images that were ranked “positive” and written comments, the following are considered desirable by the community:

- Lots of greenery in well-maintained open areas, including trees and seasonal planting beds.
- Seating areas that are clearly visible and secure.
- Naturalistic designs (curves rather than rectilinear edges).
- Walking paths.
- Bicycle parking areas.
- A fountain or other focal point.
- A play area for children, and a common gathering place.

Based upon images that were ranked “negative” and written comments, the following are considered undesirable by the community:

- Lots of “hardscape” paving.
- Small scale, “alley”-like spaces between buildings.
- Open spaces up against flat, blank building walls.

Transit Facilities and Amenities

Positive Images



Negative Images



Lessons Learned

Based upon images that were ranked “positive” and written comments, the following are considered desirable by the community:

- A clean, well-maintained, well-lit and secure environment.
- A Metra Station blended into the surroundings, with good access to nearby shops.
- Upgraded paving at boarding platforms.
- Greenery and trees (*subject to Metra guidelines regarding sight lines, etc.*).
- Benches, and weather shelters with seating.
- Decorative lighting and banners.
- Decorative fencing and/or retaining walls.
- Easy access to commuter parking areas.

Based upon images that were ranked “negative” and written comments, the following are considered undesirable by the community:

- Barren expanses of grass or pavement.
- A lack of landscaping.
- A lack of seating.

D. COMMUNITY NEEDS ASSESSMENT SURVEY- SUMMARY OF SELECTED RESPONSES

The Elmhurst College Student Management Consulting Group assisted the City in conducting a Community Needs Assessment Survey in early 2005, and received 181 responses from Wood Dale residents. While the response rate to the survey was very low, several key community indicators that relate directly to Town Center planning are summarized below.

- 94% of respondents indicated that improvements in traffic flow are needed.
- Respondents also indicated that improvements are needed in the variety and number of new businesses, entertainment options, and youth and family activities (no percentages provided).
- 30.6% of respondents expressed dissatisfaction with the general appearance of the City, and 84.3% of respondents expressed dissatisfaction with the appearance of businesses.
- Respondents expressed overall satisfaction with housing options (no percentage provided).
- Several respondents took the time to add written comments. Comments included the following:
 - Noting displeasure with the appearance and condition of the Town Center area and Metra Station facility, and the lack of variety in businesses and restaurants.
 - Noting that shopping in the area requires “car hopping,” and that the area is very difficult for pedestrians to access.
 - Questioning whether a realignment of Irving Park Road would solve the City’s traffic and redevelopment concerns. Many others, however, complained of the delays caused by the intersection.
 - Comparing Wood Dale to neighboring communities, questioning why Wood Dale is not keeping up with its neighbors’ revitalization efforts.
 - Voicing a concern for tree preservation.

E. COMMUTER INTERCEPT SURVEYS SUMMARY

Commercial Characteristics and Opportunities

The consumer shopping patterns of train commuters have been well documented in planning literature and studies on transit-oriented development and tend to be quite consistent and predictable. In particular, Metra conducted commuter surveys in 1993 at six stations throughout the Metra system for its report entitled *Local Economic Impacts in Commuter Rail Station Areas*. In addition, the RTA conducted six RTAP planning studies that included commuter surveys between 1998 and 2002. A summary of the key findings from the Metra and RTA commuter surveys is provided below, to assist the City of Wood Dale in understanding the likely sentiments of commuters who use the Wood Dale Metra Station.

- Commercial development near train stations typically caters to people running quick errands before and after their daily rush hour commute. According to 1993 Metra survey, the “top ten” types of stores or services most desired by commuters include:
 1. Dry Cleaners
 2. Restaurant
 3. ATM
 4. Grocery
 5. Coffee Stand

6. Newsstand
 7. Bank
 8. Gas Station
 9. Fast Food Restaurant
 10. Drug Store
- In addition, the top ten stores or services listed above also appeared on the top ten lists in at least one of the six RTAP surveys. The RTA surveys produced a few additions to the list above, including: convenience store, card/gift shop, video rental, and bakery/donut/bagel shop.
 - Regarding the time of day that commuters would patronize these businesses, the 1993 Metra survey indicated that 52.7% would shop in the evening and 32.1% would shop in the morning. Furthermore, 62.1% of those surveyed would shop if these businesses were open later in the evening.
 - Regarding the time of day that commuters would shop, the RTA surveys indicate that responses were mixed depending on the survey question. Three of six surveys allowed for a "both" response (morning and evening), and over 60% or more surveyed said both. The other three surveys did not allow a "both" response. Approximately 54% of those surveyed in two surveys said they would shop in the evening, and approximately 54% of those surveyed in one survey indicated that they would shop in the morning.
 - Regarding the farthest distance a commuter would walk to a business, the 1993 Metra survey indicated that most people would walk one block (29.2%) or two blocks (30.4%). Four of the six RTA surveys asked the same question; two surveys showed most people preferred a one-block distance and the other surveys showed a two-block distance. Nevertheless, over 50% or more commuters surveyed through the RTA studies would walk one or two blocks to a business.
 - The 1993 Metra survey also asked additional questions regarding shopping frequency. Regarding the number of days a commuter shopped on the way to or from the station during the last 10 days, 35.6% of commuters answered zero, but 28.4% said five or more. However, when asked how many stops were made within the study area (one-half mile from the station), 41.1% of commuters said five or more days, 22.1% said one day, and 21.7% said two days.
 - Lastly, the 1993 Metra survey asked about the type of advertising that is most effective in attracting commuters to area businesses. The majority of commuters (54.4%) said that seeing the store itself is the most effective, followed by signs near the station (25.6%).

Residential Characteristics and Opportunities

Residential opportunities are also well documented in planning literature and studies on transit-oriented development. In particular, the 2000 *Metra Rail Service and Residential Development Study* prepared for Metra identifies common housing trends near six high-performing stations throughout the Metra system. The stations were selected to ensure a representative sample of Metra stations. The 2000 Metra study provides an analysis of Metra's 1998 Rider Survey to understand residential preferences and opportunities within various distances of a Metra Station, especially within one-half (1/2) mile of a station.

- According to the 2000 Study, approximately 50% of all respondents who walked to a Metra station also lived within one-half mile of the station. For these respondents, the following characteristics prevailed:
 - 55% had an annual household income of \$75,000 or more
 - 35% were between the ages of 30 and 39

- 23% resided in single-person households (within smaller homes)
- In general, the survey found that there is a diverse population base within one-half mile of a station, with a mix of age groups, income levels, and household sizes.
- Overall, the 2000 Metra study indicates that residential areas near the station should accommodate smaller dwelling units and moderate- to high-density multi-family housing, both rental and for sale. Multi-family housing, such as apartments or condominiums, could accommodate the needs of young single and double-income households and empty nesters.

Key Planning Considerations

Key planning considerations resulting from opinions voiced by the Project Team to date, community stakeholders interviewed by the consulting team, City residents who responded to the City of Wood Dale's Community Needs Assessment, and the "typical" Metra users who responded to previous commuter surveys are summarized below.

General

- ✓ The Town Center area creates a negative impression of the City.
- ✓ The area lacks identity and charm.
- ✓ "Modernizing" the area can encourage investment.
- ✓ The City needs a "hook" to draw people into the Town Center and make it unique.
- ✓ Community desire for a revitalized Town Center is strong, but changes and increased density are feared.
- ✓ Uncertainty about the future is negatively impacting existing businesses and property owners, resulting in vacancies and deferred maintenance.

Land Use and Redevelopment

- ✓ Single family residential areas should be stabilized and preserved; they provide relatively affordable housing.
- ✓ The City needs to attract more quality businesses.
- ✓ Area employees can be attracted to the Town Center as shoppers.
- ✓ Limited parcel size and depth create development challenges.
- ✓ Existing businesses should be accommodated within the Town Center.
- ✓ Consider providing a City services facility within the Town Center (information, bill payment, etc.).
- ✓ Activity/event space(s) are needed- such as a skate park or teen center and a more passive green space.
- ✓ Accommodate small-scale convenience oriented retail and service businesses in close proximity to Metra station platforms and parking areas.
- ✓ Businesses are desired that will encourage shoppers to linger in the area- book stores, coffee shops, ice cream parlors, etc.
- ✓ Commuter-oriented businesses should be visible from the Metra station and/or directional signage from the station should be provided.
- ✓ Outdoor dining, family entertainment uses and other ways of generating activity on the street are needed.
- ✓ Accommodate a variety of housing types within one-half mile of the Metra station, including smaller dwelling units in moderate to high densities, both rental and for sale.
- ✓ Apartments, condominiums and townhouses can attract new residents and serve empty nesters.

Key Planning Considerations, continued

Transit, Access, Circulation and Parking

- ✓ Irving Park Road is a very high profile regional corridor.
- ✓ Metra is difficult to access, but provides an asset that other communities lack.
- ✓ Try to “capture” commuting shoppers before they reach their cars with a maximum walk distance of one or two blocks, to reduce the number of short vehicle trips in the area.
- ✓ Locals and visitors alike avoid the Town Center area because of congestion, especially during rush hour.
- ✓ Access to the area is difficult for youth and seniors, and those from the west side of Wood Dale in particular.
- ✓ An underpass removes potential retail frontage, and will significantly alter visibility and access for many existing businesses.
- ✓ When the crossing gates are down, a left turn onto Irving Park Road from northbound Wood Dale Road should be allowed.
- ✓ There is low bicycle usage in the City because protected routes and bike parking are not available.
- ✓ Consider a parking garage accessed from Irving Park Road to serve shoppers and commuters, if well designed and integrated.
- ✓ Traffic signal priority (TSP) and future bus service should be accommodated.
- ✓ Some single family neighborhoods may prefer to have no sidewalks.

Urban Design

- ✓ Aesthetics along Irving Park Road are key.
- ✓ Incorporate significant green space at commercial and residential areas.
- ✓ Landscaping should be a key feature of streetscape and open space improvements, including trees.
- ✓ Attractive and visually coordinated sidewalks and open spaces with ample seating should be provided.
- ✓ Wood Dale is a “woodland” community; mature trees should be preserved as a community asset.
- ✓ Create a focal point with a fountain or other feature.
- ✓ Visually integrate the Metra Station and its platforms into the Town Center, with attractive and comfortable amenities for commuters.
- ✓ Three to four story buildings are acceptable to the community, with the possibility of higher buildings in the core of the Town Center if well designed.
- ✓ Ensure that new buildings use high quality traditional materials, and break up their mass with varied setbacks and rooflines.
- ✓ Provide for a variety of signage and lighting styles at buildings, and for welcoming entries and storefront windows.
- ✓ Conceal parking areas from view, while maintaining convenience.
- ✓ Consider Salt Creek and floodplain areas to be potential public amenities.
- ✓ Consider creating a “boardwalk” north of the Metra MD-W Line.

III. EXISTING PLANNING POLICIES

Several previous plans prepared by the City address the Town Center area, and provide significant insight into community preferences. The 1997 Comprehensive Plan update, a Comprehensive Plan Supplement adopted in 2004, and a Strategic Plan prepared in October 2004 all provide policy direction regarding redevelopment opportunities in the Town Center area.

As they are the adopted policies of the City with regard to the Town Center area, the intent of the policies indicated below are reflected in the Preliminary Planning Goals presented in Chapter VI. The Project Team will review the Preliminary Planning Goals in light of the assessment of physical conditions and extensive community input also presented in this memorandum, and refine them as deemed appropriate, prior to the development of alternative redevelopment scenarios.

A. COMPREHENSIVE PLAN UPDATE (April 1997)

The City of Wood Dale's current Comprehensive Plan dates from April 1997, when an update was prepared. The 1997 Plan anticipated the future creation of a Town Center, and laid the policy groundwork for more detailed planning work now underway. Several policy statements that have relevance for the Town Center area are included, related to commercial land use strategies, street improvements, and bicycle and pedestrian routes. Two "special area plans" were also created, for the Town Center and the Irving Park Road Corridor. Relevant policies from the 1997 Plan include:

Commercial Land Uses

- The Town Center District is the historic retail and civic core, and has the potential to serve as a specialty retail, civic, entertainment and service center. The District encompasses several blocks north of Irving Park Road, east and west of Wood Dale Road.
- The Plan reaffirms the City's commitment to revitalize the Town Center District as the center of civic and social life, with a compliment of retail, service, and multiple family uses.
- Strip commercial along Irving Park Road has become the dominant retail use. The land use strategy for Irving Park Road is to strengthen its function and appearance by identifying distinct districts: Office/Service (no retail); and, General Commercial (focus on retail, mixed-use and office buildings).

Street Improvements

- Since Irving Park Road is a major arterial, full-access driveways should be limited to quarter-mile locations and existing parking lots should be interconnected to function as a "frontage road."
- New development in the Town Center will impact Wood Dale Road north of Irving Park Road, so access to these developments should be located as far north of Irving Park Road as possible.

Bicycle/Pedestrian Routes

- Bikeways include the proposed Salt Creek Greenway, proposed Wood Dale bikeways, and connections to the Itasca bikeways.
- Additional routes are proposed to connect downtown, Metra station, retail areas, public facilities, and residential areas.
- A continuous sidewalk should occur along Irving Park and Wood Dale Roads to provide pedestrian access to major shopping, employment, and civic facilities.

Special Area Plan - Town Center

- The Town Center District is intended as a focal point for redevelopment activities, promotion, potential land acquisition, and revitalization, which should include the following design criteria:
 - Mixed-use Redevelopment - medium-density residential, limited office, small-scale retail and specialty stores, entertainment and restaurants
 - Pedestrian Orientation - attractive streetscape elements, building design, and pedestrian walkways
 - Building Scale and Architectural Design - buildings should range in height from two to four stories, and have a unified design theme with traditional and modern elements
 - Traffic Circulation and Access - any roadway changes should promote safety and reduce congestion; combined access to sites and parking is recommended

Special Area Plan - Irving Park Road

- The creation of separate districts is intended to differentiate the corridor into retail areas, mixed-use retail and office, office/service, and residential near the Town Center.
- Corridor design standards were developed to establish a sense of continuity, and included these elements:
 - Streetscape Theme - unified streetscape with monuments containing the City logo
 - Entry Features - monuments/signs at the City's eastern and western boundaries
 - Pedestrian Orientation - entire corridor should be pedestrian and/or bike accessible
 - Facade and Sign Improvements - new controls to diffuse the cluttered appearance
 - Wood Dale Road/Irving Park/Metra Intersection - symbolic heart of the City should maintain a high quality visual character and landmark architectural quality
 - Traffic Circulation and Parking - minimize and consolidate access points
 - Site Design and Building Orientation - buildings should be placed at the front, with landscaped parking areas to the side or rear

B. COMPREHENSIVE PLAN SUPPLEMENT (January 2004)

The Comprehensive Plan Supplement was adopted in January 2004 as part of the City's broader effort to undertake a feasibility study of the Irving Park Road/Wood Dale Road/Metra MD-W Line intersection, which focuses on road realignments and how the "crossroads" could be developed as a Town Center (and which is summarized in Chapter IV, Section F). The supplement established City policies supporting a proactive approach to redevelopment that directly responds to emerging forces, such as the potential intersection realignment and TOD opportunities near the Wood Dale Metra station.

The 2004 Plan Supplement addresses the East Irving Park Road corridor, between Cedar Avenue and the City limits, because the adjoining properties may be affected by

redevelopment pressure and/or assembled for creation of viable redevelopment sites. It established several redevelopment-oriented planning policies that may also have relevance for the Town Center area:

- Provide flexibility to allow mixed-use development - either residential above ground floor commercial, or medium density residential (such as town homes) for transition
- Permit transit oriented development (TOD) - potential for higher residential densities (30 DU per acre) in five to six story, mixed-use buildings within one-quarter mile of the Metra station
- Facilitate land assembly of larger sites that provide buffering from residential uses - minimum depth of sites should be 300 feet (depth of a City block) with appropriate transition to adjacent single-family residential, such as medium-density housing or landscape buffers
- Encourage redevelopment of incompatible industrial uses - redevelop with single-family residential or townhouses to properly transition to adjoining residential
- Consider vacating a portion of Potter Street - the street could be vacated to provide deep single-family lots that can be buffered from railroad
- Improve circulation - pedestrian connections should be improved, as well as vehicular circulation, through mechanisms such as elimination of curb cuts and provision of cross-access easements
- Require upgrade of private property - new landscaping, parking lots and signage
- Consider blocking off residential streets - create cul-de-sacs on certain residential streets to reduce cut-through traffic

The West Irving Park Corridor and North Wood Dale Road Corridor were also addressed in the Plan. While these areas do not directly overlap with the Town Center area, two planning policies established for these subareas may also have relevance for the Town Center area:

- Improve views to Salt Creek - from Irving Park Road
- Improve pedestrian connections - to public facilities along Wood Dale Road

The 2004 Plan Supplement also recommended a comprehensive economic development strategy for implementation, including the use of the following techniques:

- Create an urban redevelopment district - to encompass the corridor study areas & Town Center
- Promote Wood Dale and its redevelopment sites - market assets like a business
- Facilitate land assembly and annexation - vacate public streets to create deeper lots
- Consider strategic property acquisition - if City chooses to acquire property, issue a request for proposals (RFP) to ensure quality development
- Establish a customized development review process - consider an expedited review process for redevelopment proposals at priority locations
- Provide development incentives - tax increment financing (TIF), sales tax rebates, facade improvement grants, and density bonuses should be considered
- Seek out funding sources and programs - IDOT, RTA, Metra, Illinois Commerce Commission, and Northwest Suburban Mass Transit District may be funding sources or partners

The 2004 Plan Supplement also recommended that zoning be updated where and when appropriate to encourage change, including new zoning districts or overlays. In particular, a Town Center zoning district and subdivision regulations would be appropriate to promote mixed-use, higher residential densities, reduced parking requirements, high quality building design, and pedestrian-oriented site improvements and signage.

C. STRATEGIC PLAN (October 2004)

The City prepared a Strategic Plan in October 2004 that outlines several actions to be undertaken and policies to be established by the City, related to overall redevelopment and enhancement efforts. Action plans and policies included in the Strategic Plan that have a direct relationship to the Town Center planning effort are summarized below:

Action Plans

- Redevelopment - Designate the Redevelopment District or Zone with sub-areas. Identify the specific planning considerations related to the sub-areas including development character, preferred density, design standards, infrastructure requirements and opportunities
- Land Use Conflicts - Identify development opportunities that will eliminate or reduce existing conflict situations; industrial parks near residential, commercial corridors, new residential, etc.
- Streetscape - Adapt the program to beautify land along the Metra Milwaukee District West Line.
- Train Depot - Identify a possible new location, design a new structure, and build it there as a focal point for the Town Center area. Do this in accordance with transit oriented development (TOD).

Policies

- Redevelopment Policy - The City of Wood Dale will adopt transit oriented development (TOD) as the policy for commercial and residential development of moderate to high density in the Town Center.
 - Property Acquisition & Assembly - Initiate proactive redevelopment through property acquisition and property assembly in the Town Center and commercial corridors.
 - Public Green Space - Make sure Town Center redevelopment includes a public commons or green space with amenities.
 - Retaining Existing Businesses in New Town Center - Create and approve a property owner relocation and compensation plan for Town Center and IP-WD-RR intersection.
- Redevelopment Planning - Develop overall planning policy statements consistent with the Comprehensive Plan Supplement policy and implement them (this includes a fiscal policy, growth policy, development standards, and related issues).
- Streetscape - Continue the installation of ornamental lighting and landscaping. Target major parkways.
- Regional Transit Service - Continue to participate in the planning and search for funding of the DuPage Area Transit Plan, which proposes to establish bus and shuttle service on a county-wide basis.

IV. THE PLANNING CONTEXT

This section of the memorandum addresses the following topics related to the physical planning opportunities and constraints present within the study area: locational framework, demographics and market potential, land use and physical features, development controls overview, public transit facilities and services, access and circulation, and parking. Understanding the Key Planning Considerations related to these topics will enable the Station Area Study to be responsive to existing opportunities and constraints while fulfilling community aspirations to the greatest extent feasible.

A. LOCATIONAL FRAMEWORK

Figure 1: Vicinity Map on the following page highlights some of the following important regional features that surround the City of Wood Dale:

- Neighboring communities, which include: Itasca to the west; Elk Grove Village to the north; Bensenville to the east; and Addison and Elmhurst to the south.
- I-290, providing regional access to Wood Dale via an interchange with Thorndale Road to the northwest and an interchange with IL Rte. 83 (Robert Kingery Highway) to the southeast. The interchange at Thorndale Road also provides easy access to I-355 southbound.
- Salt Creek, which forms the western boundary of the City north of Irving Park Road.
- DuPage County Forest Preserve District properties that partially encircle Wood Dale to the south and west, including: Salt Creek Park, Wood Dale Grove, Oak Meadows, Maple Meadows and Songbird Slough.
- O'Hare International Airport, which is located immediately east of Bensenville.

Key Planning Considerations

Key planning considerations with regard to Wood Dale's regional context:

- ✓ Access to Wood Dale is available from nearby expressway interchanges, and auto-oriented corridors through the City have high regional visibility. The Irving Park and Wood Dale Roads intersection is, therefore, a very high profile location with excellent regional exposure.
- ✓ Both neighboring communities with Metra facilities, Bensenville and Itasca, have maintained successful downtown areas with significant public infrastructure enhancements surrounding upgraded public transit facilities. Other communities along the Metra Milwaukee District West Line have also taken steps to leverage their public transportation assets to encourage redevelopment, including Roselle to the west and Franklin Park to the east.

FIGURE 1

B. DEMOGRAPHIC TRENDS AND MARKET POTENTIAL

Valerie S. Kretchmer Associates, Inc. (VSKA) has prepared a market analysis that identifies opportunities for TOD near the Wood Dale Metra Station, to provide a clear understanding of the regional “market position” of the Wood Dale Town Center area. The analysis focused on development opportunities over the next five to ten years for retail, office and multi-family uses. The findings provide a valuable “snapshot” of current market conditions and an understanding of likely future trends, to aid in developing planning recommendations that reflect realistic development expectations.

The following summarizes the salient findings and conclusions of the market analysis prepared by Valerie S. Kretchmer Associates. The complete market analysis is available under separate cover.

Wood Dale and Nearby Communities

Wood Dale’s population is estimated at 13,564 in 2004, a slight (0.2%) increase since 2000. By 2009 the population is projected to grow a modest 0.3%. The number of households in Wood Dale is estimated at 5,308 in 2004, a 3.7% increase since 2000. The number of households is projected to grow by another 4.2% by 2009. The average household size is estimated at 2.56 persons in 2004 and is projected to decrease to 2.46 people by 2009.

Wood Dale’s median age at 40.1 years as of 2004 is higher than its neighboring communities, which range from 33.6 years in Bensenville to 39.8 years in Itasca. By 2009, Wood Dale’s median age is projected to be 42 years, again higher than all of the surrounding communities. Twenty percent of Wood Dale’s residents over age 25 have at least some college education, which is higher than in Bensenville (18%) but lower than Addison (28%), Itasca (31%) and Roselle (32%).

Wood Dale’s population is relatively homogeneous with 87.6% of the population white. The Hispanic share (which can be white or black) is 18.8% of the population. The Hispanic share is lower in Wood Dale than in Bensenville or Addison, but higher than in Itasca or Roselle.

The median household income in Wood Dale is estimated at \$63,417 with almost 40% of all households earning more than \$75,000. Wood Dale’s median income is higher than Addison (\$57,614) and Bensenville (\$57,548) but lower than Itasca (\$77,626) and Roselle (\$69,228).

Town Center Area

An estimated 755 people in 278 households live within a 1/4 mile radius of the intersection of Irving Park Road and Wood Dale Road. Within a 1/2 mile radius of this intersection are an estimated 3,472 people in 1,223 households. Within one mile, the population increases to 11,528 and the number of households increases to 4,331. The map in the preceding section shows the boundaries of these areas. The one mile area extends as far east as Route 83, between Addison Road and Mill Road on the west, north into the business park and south to the Forest Preserve south of Elizabeth Drive.

The median household income within 1/4 mile of the Irving Park and Wood Dale Road intersection is \$68,479 compared to \$66,191 in the area within 1/2 mile and \$64,401 within one mile. All of these are higher than the median income for the City as a whole.

The median age for these three areas ranges from 38.4 years to 39 years, respectively, considerably lower than for Wood Dale overall. This is due in part to the new construction in these areas that has attracted younger and more affluent residents.

Employment and Business Characteristics

Wood Dale has a strong economic base, notably in the industrial and business parks on the north side of the City which cater primarily to large companies. The total number of establishments in the City has been stable since 2000, while the number of employees increased by 15.1% between 2000 and 2002.

Firms in more office-oriented sectors (finance, insurance, real estate, professional services, administrative support, health care and social assistance) accounted for a lower share of all businesses in Wood Dale, compared to Itasca, Addison and Bensenville.

Retail Trends and Opportunities

Wood Dale registered \$307.3 million in retail sales in 2004. Total sales declined since 2000 by 5.6%. However, sales increased during this 5 year period in general merchandise (discount and department stores); eating and drinking establishments; lumber, building and hardware; automotive; and drugs and miscellaneous retail (categories designated by the State of Illinois for sales tax reporting purposes). Sales declined in all of the nearby communities as well, though DuPage County registered increased sales during this time period.

On a per capita basis, Wood Dale has a relatively high level of retail sales when compared to its neighbors and to DuPage County overall, indicating that more people are coming in from other communities to shop in Wood Dale. Wood Dale's per capita sales exceed the countywide average in general merchandise; food; furniture, household and radio; lumber, building and hardware. It falls behind the countywide average in apparel; automotive; and drugs and miscellaneous retail.

Wood Dale's resident-based retail sales potential totals \$146.3 million for all retail categories, less than 1/2 of its total retail sales. This means that Wood Dale is attracting shoppers from outside of the community, particularly in the general merchandise; food; lumber, building and hardware; and furniture, household and radio categories.

The City also generates more sales in the eating and drinking category than its resident-driven store potential due to the large number of day-time employees. However, the City loses a significant volume of sales in the apparel and automotive categories.

The categories with the greatest likelihood of locating in Wood Dale along Irving Park and Wood Dale Roads within 1/2 mile of the Wood Dale Metra Station include restaurants (sit-down and carry-out) and the miscellaneous retail categories (e.g., convenience stores, video, gifts, flowers, photo, hobby etc). Convenience oriented stores and services that benefit from commuter traffic are likely to be successful here.

Some small apparel stores might be willing to locate in a Town Center environment, however, apparel retailers prefer regional or sub-regional locations such as Army Trail Road in

Bloomington. The restaurant potential in the Town Center is enhanced by the lunch business that could be generated by the large number of businesses and their employees in Wood Dale.

While the level of food sales exceeds the resident-based potential, there has been a steady decline in sales since 2000. The Town Center has an opportunity to re-capture some of these lost sales, particularly with ethnic and specialty foods. Increased population among different ethnic groups should fuel demand for additional meat, bakery and specialty food stores.

Office Market Trends and Opportunities

Wood Dale has a two-tiered office market; larger buildings in the business parks on the north side of the City and smaller, older buildings near or along Irving Park Road. The market for the buildings in the business parks is very different from that along Irving Park Road and what would be appropriate in the Town Center area. Wood Dale has approximately 500,000 square feet of non-owner-occupied office space, though a significant portion of this space is in the business park and not directly competitive with potential office development in the Town Center area.

The overall vacancy rate for all office buildings in Wood Dale excluding those currently for sale was 19.4% as of April 2005. The vacancy rate for the City's existing Class B buildings (average quality, older) was a high 22.9%, while the vacancy rate for Class C buildings (lower quality, oldest buildings, including some in strip centers) was 12.4%, with most of the vacant space at Georgetown Square.

Wood Dale has fewer professional services and medical related businesses than many other communities of its size. Typically these businesses are the key tenants in office buildings that would be in a Town Center location. There are few medical professionals with offices in Wood Dale and this is one market that could be tapped for the Town Center. Additional space either in a free-standing or mixed-use building could be supported for other professional and service businesses.

Residential Trends and Opportunities

Since 2000, the City issued permits for an average of 19 single-family and multi-family units per year. Most of the new townhouses are counted as single-family rather than multi-family units since they are owner-occupied rather than rental.

Most of the condominium sales in Wood Dale in 2004 and for the year to date in 2005 were two bedroom units. Three and four bedroom units in the City are more likely to be townhouses. Condominium sales prices ranged from \$142,000 to \$301,000 between January 2004 and May 2005, with a median 2005 price of \$180,500. Single-family detached homes in Wood Dale ranged in price from \$152,000-\$725,000 in 2005.

Three townhouse projects are now under construction in Wood Dale, two of which are within the Town Center area -- Carey Trail (27 units) and Oak Hill II (7 units). Prices range from \$325,000 to \$395,000 for three bedroom units. Georgetown Townhomes, located south of Georgetown Square Shopping Center, have two bedrooms and are less expensive ranging from \$300,000-\$320,000.

Several projects are in the planning stage, the largest of which is a 120-unit condominium complex consisting of three buildings with ground floor retail located on the site of Giorgio's banquet facility. Several smaller condominium and townhouse projects are planned elsewhere in the City that could be competitive with a Town Center development.

Depending on the potential redevelopment sites in the Town Center area, there is strong potential for additional mid-rise condominiums and townhouses in this area. There have not been any new elevator condominium buildings in Wood Dale in a number of years and Wood Dale's age and income profile suggest that a condominium building with garage parking would be attractive to the growing empty nester population. Condominiums elsewhere in Wood Dale and in neighboring communities have been successful if they are priced under \$300,000 in today's dollars. In addition, the proximity to a large employment base nearby and easy access to downtown Chicago will make this an attractive location for townhouses catering to younger and middle aged buyers who would prefer not to live in a mid-rise condominium building.

Supportable Development in the Town Center Area

Depending on the availability and configuration of sites, the Town Center area could attract a significant portion of the demand for new townhouses, condominiums, retail stores, restaurants, as well as office space geared to smaller companies. This demand is in addition to the current inventory of space in the area. The actual pace of development will depend on the number of other developments under construction in the City at the same time.

Price obviously will be a factor in the absorption of any type of new space in the Town Center. This analysis assumes that development in the Town Center area will be priced at levels that are within the range of competitive properties. Initially, Town Center projects may not be able to charge a premium over other space in the City; once improvements to the Irving Park Road-Wood Dale Road intersection are completed, residential, retail and office space should be able to lease or sell for prices at the high end of competitive projects. Table 1 below shows near term (1-3 years), medium term (3-5 years) and long term (5+ years) net additional demand in the Town Center area.

**Table 1:
Wood Dale Town Center Redevelopment Potential**

Development Location	Type and Quantity (Units or Square Feet)	Comments
Townhouses	20 units per year	Near, medium and long term.
Condominiums	20-25 units/year	Near, medium and long term.
Retail and Restaurants	15,000-20,000 SF 20,000-25,000 SF 20,000-25,000 SF	Near term. Medium term. Long term. Could be higher with anchor tenant.
Office	7,500-10,000 SF 7,500-10,000 SF 7,500-10,000 SF	Near term. Medium term. Long term. Assumes no anchor tenant. Could be higher with anchor tenant such as medical office group.

Source: Valerie S. Kretchmer Associates, Inc.

Key Planning Considerations

Key planning considerations with regard to demographic trends and market potential include:

- ✓ Wood Dale is an older community overall than its neighbors, with a stable population but a trend toward more, smaller households in the coming decades.
- ✓ Significant competition exists from other established locations for large scale and “big box” retailing, including developments west of the Town Center area on Irving Park Road within Wood Dale.
- ✓ The Town Center is a more appropriate location for smaller scale convenience and entertainment oriented uses that can benefit from synergies with similar businesses and access to commuters and local employees.
- ✓ Accommodate small-scale office uses, primarily for medical offices.
- ✓ Consider the needs of local residents, commuters and seniors in particular.
- ✓ Consider the potential for fulfilling market needs of the growing Polish population in Wood Dale.
- ✓ There is a strong base of employees in business parks to the north; provide an easy way for employees coming from these businesses to easily get into and out of the Town Center area.
- ✓ Coordinated public realm improvements (sidewalks, streetscape, etc.) will help to create community and developer interest in the Town Center area.
- ✓ Townhouses will continue to fill an important market niche in Wood Dale.
- ✓ Accommodate a growing “empty nester” population with competitively priced condominiums.

C. LAND USE AND PHYSICAL FEATURES

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

Existing Land Use

A land use inventory of the study area was completed in March 2005. Existing land use is graphically depicted in [Figure 2: Existing Land Use](#), and briefly described below. Buildings and site improvements, while in many cases outdated and somewhat worn in appearance, are generally in sound condition.

Commercial-Retail: This category includes businesses selling consumer goods on-site. Retail businesses are scattered along the entire length of Irving Park Road through the study area, in storefronts of varying scales and types fronting along Irving Park Road.

Commercial-Service: Personal, financial or other services provided to customers or clients at the place of business are included in this category, occupying structures designed to provide a visible storefront presence. Service businesses, including free-standing banks, are also scattered along the entire length of Irving Park Road and along Wood Dale Road extending north to the City Hall. One automobile repair business is also located between Potter Street and the Metra Milwaukee District West Line at Center Avenue.

FIGURE 2

Commercial-Entertainment: This category includes Wood Dale Bowl, Giorgio's Banquets and several restaurants along the Irving Park Road corridor, and two restaurants located north along Wood Dale Road.

Office, and Office-Converted: These categories comprise offices in buildings with access from shared lobby spaces instead of storefronts, office uses on the upper floors of buildings, and single family homes converted to office use. Varying in scale, office uses are found along the entire length of Irving Park Road and along Wood Dale Road extending north to City Hall, in one and two story buildings. Two converted residences are located at the western edge of the study area, near Edgebrook Road.

Industrial: Light industrial uses are found along the Metra Milwaukee District West Line, both fronting onto Commercial Street west of Wood Dale Road and fronting onto Potter Street east of Central Avenue. Three light industrial parcels are accessed more directly from Irving Park Road, off the side streets of Ash Avenue and Hemlock Avenue.

Institutional- Public: The Wood Dale Metra Station and commuter parking lots, the Wood Dale City Hall and the U.S. Post Office on Wood Dale Road at Division Street are the three public uses in the study area. The Wood Dale Public Library is located one block north of the study area on Wood Dale Road.

Institutional- Private: This category includes two churches located south along Wood Dale Road, at Division Street and Montrose Avenue, respectively.

Parks and Recreation: The Wood Dale Park District operates three facilities within the study area, a water park accessed off of Commercial Street, Lionwood Park on Edgebrook Road south of Irving Park Road, and the Cabin Nature Center on Wood Dale Road south of Montrose Avenue. The District's Recreation Center is located north of the study area along Wood Dale Road.

Open Space: The City of Wood Dale has developed three small "pocket parks" at the Irving Park Road/Wood Dale Road/Metra MD-W Line intersection. One contains a small clock tower and benches, another contains a monument-style gateway sign, and a third contains a flag pole, memorial monument and benches (and appears to be located within the public right-of-way between Irving Park Road and the Metra MD-W Line). There is also an open grassy area at the northwest corner of Wood Dale Road and Commercial Street.

Single Family Detached Residential: This category includes detached single family homes with dedicated yard space. Within the study area, single family homes are present in all four "quadrants" and are accessed off of side streets with the exception of some homes located south along Wood Dale Road. Homes north of Irving Park Road tend to be older and modest in scale, on small lots. Homes south of Irving Park Road tend to be newer and located on larger lots.

Single Family Attached Residential: This category includes townhouses, which share common side walls but provide dedicated ground level unit entries and garages. Townhouses, some of which are currently under construction, are located in several master planned areas south of the Metra Milwaukee District West Line, accessed either off of Division Street or Potter Street.

Multi Family Residential: This category includes buildings that contain multiple dwelling units, and dwelling units on the upper floors of mixed use buildings. Examples of this land use type are scattered along Irving Park Road, including a multi-building apartment complex adjacent to Salt Creek at the western edge of the study area. Several small-scale apartment buildings, varying from two to three stories in height, can also be found on Division Street just east of Wood Dale Road, along Cedar Avenue just north of Irving Park Road, and in an isolated location interspersed with single family homes at the northeast edge of the study area.

Vacant Land or Building: There are several vacant buildings and some vacant parcels of land scattered throughout the study area. These primarily include several vacant buildings scattered along Irving Park Road, and parcels along Edgebrook Road and Grove Avenue that are within a designated floodplain. The City has purchased several parcels within the floodplain, and has also purchased the vacant corner parcel at Wood Dale Road and Commercial Street (a former “7-Eleven”).

Other Physical Features

- All roadways, sidewalks and other public improvements in the area are in sound to good condition. In recent years, the City has installed some decorative “Prairie style” street lights along Irving Park and Wood Dale Roads, and has attached some decorative fixtures and banner mounts to existing cobra-head streetlights. However, these fixtures compete for attention with the taller cobra-head fixtures, numerous overhead utility poles and wires, and several utility boxes near the Irving Park and Wood Dale Roads intersection. For this reason, they have little visual impact.
- Salt Creek runs north-south through the western edge of the study area, with a bridge crossing at Irving Park Road. No direct public access to the Creek is provided.
- As [Figure 3: Environmental Features](#) on the next page indicates, there are extensive flood-prone areas along Salt Creek in the western third of the study area. Several existing homes and businesses are located within the 100 year floodplain, and significant areas of floodway and wetlands occur along the length of Salt Creek through the study area.
- Other natural features within the study area consist mainly of stands of mature trees in isolated locations, an isolated wetland adjacent to the Metra MD-W Line at Central Avenue, and the large Cabin Nature Center at the south end of the study area along Wood Dale Road.
- The potential impacts to environmental resources and storm water management in the area of the potential future roadway realignments, along with the potential presence of brownfields, are being addressed by CTE Engineers as part of the ongoing Phase I Study.
- There are no designated local, state or national historic landmarks or districts within the study area.

FIGURE 3

Key Planning Considerations

Key planning considerations with regard to land use and physical features include:

- ✓ Land uses are currently mixed haphazardly along the major corridor of Irving Park Road and Wood Dale Road.
- ✓ Land uses consist largely of single-use buildings surrounded by dedicated parking lots, exacerbating traffic congestion and minimizing opportunities for synergies between uses.
- ✓ There is no consistency in building scale or design currently in the Town Center area.
- ✓ There are no effective physical connections between commercial or public uses and adjacent residential areas.
- ✓ A pending mixed use development, combining ground floor retail and upper floor condominiums, has been approved for a site along Irving Park Road opposite Maple and Catalpa Avenues.
- ✓ The Town Center area does not currently provide an area to hold significant community events.
- ✓ The small open spaces that currently exist are not easily accessible, and lack visual impact. Seating is provided, but the locations are generally inhospitable to pedestrians.
- ✓ Streetscape improvements that have recently been installed lack sufficient visual impact.
- ✓ The bridge at Irving Park Road over Salt Creek could serve as a gateway feature.
- ✓ Existing wetlands and floodplain areas are not located within the immediate Town Center area.
- ✓ Future connections between the Town Center area and Salt Creek, nearby community facilities and Forest Preserve District properties should be explored, as the City continues land acquisition within the floodplain and considers the creation of public open space along Salt Creek.

D. DEVELOPMENT CONTROLS OVERVIEW

The study area encompasses all eight residential zoning districts, all three business districts, one manufacturing district, and planned unit developments. These districts are depicted in [Figure 4: Existing Zoning](#) on the following page.

R-1 Single-Family Residence District

- Primary purpose is to accommodate single-family homes on very large lots
- Special uses may include churches, schools, golf courses, parks, or civic facilities
- Minimum lot size is 15,000 square feet, and minimum lot width is 100 feet
- Maximum lot coverage is 35%, and maximum floor area ratio is 0.3
- Maximum height is 30 feet or 2 stories, whichever is less

R-2 Single-Family Residence District

- Primary purpose is to accommodate single-family homes on large lots
- Uses and regulations are virtually identical to the R-1 district, except minimum lot size is 10,000 square feet and minimum lot width is 80 feet

FIGURE 4

R-3 Single-Family Residence District

- Primary purpose is to accommodate single-family homes on small lots
- Permitted uses include those in the R-1 and R-2 districts
- Special uses may include golf courses, parks, or mobile home parks (with additional regulations)
- Minimum lot size is 8,625 square feet, and minimum lot width is 65 feet
- Maximum lot coverage is 35%, and maximum floor area ratio is 0.35
- Maximum height is the same as R-1 district

R-4 Single-Family Residence District

- Primary purpose is to accommodate single-family homes on smaller lots than R-3
- Permitted uses include those in the R-1, R-2, and R-3 districts
- Special uses may include golf courses, parks, public service uses, or retirement homes
- Minimum lot size is 7,500 square feet, and minimum lot width is 50 feet
- Maximum lot coverage is 35% plus 10% for accessory buildings, and maximum floor area ratio is 0.35
- Maximum height is the same as R-1 district

R-5 Two-Family Residence District

- Primary purpose is to allow both single-family and two-family homes, to provide a transition between nonresidential and low density single-family areas
- Permitted uses include those in the R-1, R-2, R-3, and R-4 districts
- Special uses may include cemeteries, colleges, schools, golf courses, parks, or public service uses
- Minimum lot size for single-family homes is 7,500 square feet with a minimum lot width of 60 feet; minimum lot size for two-family homes is 8,620 square feet with a minimum lot width of 75 feet
- Maximum lot coverage is 35%, and maximum floor area ratio is 0.3
- Maximum height is the same as R-1 district

R-6 Town House Residence District

- Primary purpose is for a wider variety of homes and multi-family homes, which provide a transition between nonresidential and low density single-family areas
- Permitted uses include those in the R-1 through R-5 districts, and single-family attached homes with not more than 8 dwellings in a building
- Special uses may include those permitted in R-5 district, schools, parks, or off-street parking areas
- Lot and bulk regulations are similar to the R-5 district, but multi-family dwellings have varying regulations dependent upon number of units
- Maximum lot coverage is 40%, and maximum floor area ratio is 0.6
- Maximum height is 40 feet or 3 stories, whichever is less

R-7 General Residence District

- Primary purpose is for a wider variety of homes with a higher density, which provide a transition between nonresidential and low density single-family areas
- Permitted uses include those in the R-1 through R-6 districts, and multi-family housing and apartments

- Special uses may include those permitted in R-6 district, schools, parks, nursing homes or off-street parking areas
- Lot and bulk regulations are similar to the R-6 district, but multi-family dwellings have varying regulations dependent upon number of units
- Maximum lot coverage is 50%, and maximum floor area ratio is 1.0
- Maximum height is 40 feet or 4 stories, whichever is less

R-8 General Residence District

- Primary purpose is for a wider variety of homes with a higher density, which provide a transition between nonresidential and low density single-family areas
- Permitted uses include those in the R-1 through R-7 districts, and multi-family housing, apartments, and one-family row homes with not more than 8 in a row
- Special uses may include those permitted in R-1 through R-7 districts
- Lot and bulk regulations are similar to the R-7 district, but multi-family dwellings have varying regulations dependent upon number of units
- Maximum lot coverage is 50%, and maximum floor area ratio is 1.5
- Maximum height is 65 feet or 6 stories, whichever is less

B-1 Local Retail Business District

- Primary purpose is for a wide range of retail and professional office services
- Permitted uses and special uses are very extensive
- Minimum lot size is 6,000 square feet and minimum lot width is 50 feet
- Minimum front yard is 25 feet
- Maximum lot coverage and floor area ratios vary, as follows:
 - Lot coverage 90% - 1.0 FAR
 - Lot coverage 80% - 1.5 FAR
 - Lot coverage 70% - 2.0 FAR
 - Lot coverage 60% - 2.5 FAR
 - Lot coverage 50% or less - 3.0 FAR
- Maximum height is 30 feet or 3 stories, whichever is lesser

B-2 Retail and Limited Services Business District

- Primary purpose is to provide additional businesses, not permitted in the B-1 district, with a greater bulk and use intensity
- Permitted uses include those in the B-1 District, as well as large businesses like movie theatres, health clubs, parking garages, etc.
- Minimum lot size, lot width, and front yard are the same as B-1 district
- Maximum lot coverage and floor area ratio varies, as follows:
 - Lot coverage 90% - 1.5 FAR
 - Lot coverage 80% - 2.0 FAR
 - Lot coverage 70% - 2.5 FAR
 - Lot coverage 60% - 3.0 FAR
 - Lot coverage 50% or less - 3.5 FAR
- Maximum height is the same as B-1 district

B-3 Service, Automotive, and Wholesale Business District

- Primary purpose is to provide additional businesses, not permitted in the B-2 district, with a greater bulk and use intensity
- Permitted uses include those in the B-1 and B-2 District, as well as a host of auto-related businesses like gas stations, auto repair, auto sales, car washes, etc.
- Minimum lot size, lot width, and front yard is the same as B-1 and B-2 districts
- Maximum lot coverage and floor area ratios are the same as B-2 district
- Maximum height is the same as B-1 and B-2 districts

M-1 Limited Manufacturing District

- Primary purpose is to establish standards for manufacturing near residential and business districts to minimize potential adverse effects
- Permitted uses include many already permitted in the business districts, and many industrial uses such as limited production, building supplies, metal works, laboratories, pharmaceuticals, plastic products, wood products, etc.
- Use restrictions entail full building enclosure and screening of outdoor storage
- Minimum lot size, lot width, and front yard are the same as B-1 district
- Maximum lot coverage is 70%, and maximum floor area ratio is 0.7
- Performance standards include those for noise, smoke, odor, vibration, toxic matter, heat, and fire and explosive hazards
- Maximum building height is 30 feet, and maximum outdoor storage height is 20 feet

Planned Unit Developments

- Primary purpose is to permit large scale development with mixed land uses, as well as the permanent preservation of open space, recreation areas, and public facilities
- Minimum acreage is two acres
- Maximum height is 150 feet or 16 stories, whichever is less, with restrictions on building spacing based upon height
- Density shall not exceed 10% in excess of density allowed in the underlying zoning district
- Traffic plan is required

Off-Street Parking and Loading

- Primary purpose is to alleviate or prevent the congestion of public streets
- Off-street parking is to be provided for all zoning districts, either on-site or off-site (with provisions for maximum distance from use)
- Under no circumstances shall residential parking be used for business/manufacturing uses
- Parking is permitted in commercial front yards
- Adequate screening and landscaping is required for more than five parking spaces
- Parking requirements vary depending on use; primary land uses need to provide the following spaces:
 - All residential districts must provide two parking spaces per unit
 - All retail uses must provide one parking space per 250 square feet up to 60% of total square feet, and then one space per 500 square feet
 - All professional office uses must provide one parking space per 333 square feet
 - All manufacturing uses must provide two parking spaces per 1,000 square feet
- Mixed uses on the same lot must provide the total required spaces for each use, and no parking space may be used for more than one use
- Off-street loading is required for all uses requiring regular shipping and deliveries

Subdivision Regulations

Redevelopment within the study area is also subject to the City's subdivision regulations, most of which are standard and appropriate. However, some regulations may not be appropriate for a pedestrian-oriented town center, and are highlighted here:

- Minor streets shall be laid out to discourage through traffic
- Sidewalks are not mandatory, but may be required by Council based on Plan Commission's recommendation
- No block shall be longer than six hundred feet in length
- Parkways are not explicitly required, but street trees are required where they do not exist

Key Planning Considerations

Implementation of the Town Center is likely to require a combination of text amendments and the rezoning of key properties. Options for rezoning include a new "mixed use" district for the Town Center area, or an overlay district to address key Town Center issues while keeping the underlying zoning in place. Within specific existing districts, considerations include the following:

B-1 and B-2

- ✓ Drive-in businesses are inappropriate for a pedestrian-friendly Town Center
- ✓ Front yard setbacks are inappropriate for a pedestrian-friendly Town Center
- ✓ Greater height than 3 stories are appropriate for a high-density Town Center
- ✓ FAR and lot coverages will need adjustment to accommodate higher densities
- ✓ Allowable uses could include residential, or a mixed use district could be created

B-3

- ✓ Auto-related uses are generally inappropriate for a pedestrian-friendly Town Center

PUD

- ✓ Currently allows for up to 16 stories, but has a 2 acre minimum size
- ✓ Potentially increase allowable density increase to more than 10% of underlying district
- ✓ Reduce minimum size and clarify that PUD will apply to any proposal in the Town Center

Off-Street Parking and Loading

- ✓ Precludes shared use parking that can result in more efficient land utilization
- ✓ Front yard parking is inappropriate for a pedestrian-friendly Town Center
- ✓ Lower parking standards for residential and commercial uses may be more appropriate within the Town Center

Subdivision Regulations

- ✓ Within a Town Center, discontinuous streets may inhibit vehicle and pedestrian accessibility and discourage use of the area
- ✓ Sidewalks should be mandatory, at least within a 1/2-mile of the train station, to promote pedestrian accessibility
- ✓ Since a traditional and "walkable" commercial district is typically no longer than 1000-1250 feet in length, a smaller block size should be considered for the Town Center area
- ✓ Parkways should be required where they can be accommodated, to promote more landscaped area

E. PUBLIC TRANSIT FACILITIES AND SERVICES

The City of Wood Dale is served by Metra Commuter Rail, from the Wood Dale Metra Station located southeast of the City's major crossroads, Wood Dale Road and Irving Park Boulevard. Metra trains run on the Milwaukee District West Line, an at-grade railroad that crosses Irving Park Boulevard and Wood Dale Road. As of June 2005, there is no Pace bus service within the Wood Dale Metra Station area. The City of Wood Dale and Addison Township both operate "Dial-a-Ride" shuttle services within the City and to limited destinations outside the City.

Key features of the transit facilities and services within the City of Wood Dale are summarized below.

Metra Milwaukee District West Line Commuter Rail Service

- Metra's Milwaukee District West Line terminates in downtown Chicago at Chicago Union Station. The Line travels northwest, ending in Elgin at the Big Timber Road Station.
- The Wood Dale Metra Station is approximately 19 miles from the Chicago terminus. Travel time from Wood Dale to downtown Chicago varies from approximately 35 minutes during rush hour on express trains to approximately 50 minutes on off-peak trains that make all intermediate stops. Off-peak trains can include between three and five potential "flag stops" at stops other than Wood Dale Station, which can impact total travel time.
- The Wood Dale Metra Station is located adjacent to the Metra commuter parking lot off Division Street, one block east of Wood Dale Road and one block south of Irving Park Road. The station also may be accessed by pedestrians from Irving Park Road, via a public sidewalk northwest of the station that connects to the south (inbound) platform. The station building is an enclosed brick structure with a heated waiting area. There is no agent on duty at the station.
- As at most stations in the Metra system, the vast majority of passengers use Metra for travel to and from Chicago during the morning and evening "rush hour" periods. [Table 2](#) summarizes the results of ridership counts conducted by Metra in the Fall of 2002, indicating a total of 551 boardings and 568 alightings on the day of the survey.

Table 2:
Wood Dale Station Ridership by the Time of Day and Direction (Fall 2002)

Time of Weekday	Inbound (to Chicago)		Outbound (from Chicago)	
	On	Off	On	Off
AM Peak	389	18	4	55
Midday	44	7	4	75
PM Peak	65	6	18	367
Evening	21	1	6	39
Total	519	32	32	536

(Source: Metra)

- The number of boardings at the Wood Dale Metra station is considerably lower on weekends than on weekdays. Based on Metra's ridership count in October 1999, the Wood Dale Metra station had 98 total boardings on Saturday and 67 total boardings on Sunday.
- According to Metra, Wood Dale's train ridership grew by 11% between 1983 and 2002, from 497 to 551 passengers, while the overall ridership on the Milwaukee District West Line grew by 48%, largely due to significant residential growth near the end of the line. However, and likely due to the economic recession, Wood Dale's ridership decreased by 23% overall between 1999 and 2002, from 719 to 551 passengers. During this same period, the Milwaukee District West Line has experienced a ridership decrease of 8% overall.
- According to Metra's Fall 2002 Origin-Destination Survey, the majority of passengers (71%) reached the Wood Dale Metra Station by driving alone, as indicated in [Table 3](#). A larger percentage of commuters access the station by driving than on the Metra system overall, and a smaller percentage walk to the station.

**Table 3:
Mode of Access (Fall 2002 Origin-Destination Survey)**

Travel Mode	Wood Dale	Metra
Walk	11%	21%
Pace Bus	0%	2%
Drive Alone	71%	54%
Car Pool	3%	4%
Dropped Off	13%	14%
Bike	1%	1%
Taxi	1%	1%
Other (CTA, Metra)	0%	3%

(Source: Metra)

- According to Metra's 2002 Origin-Destination Survey, a significant number of passengers using Wood Dale Station arrive from Wood Dale (41.7%), followed by Addison (26%) and Elk Grove Village (20%). [Table 4](#) on the following page provides a complete breakdown of the origins of commuters.
- Commuter parking for the Wood Dale Metra Station has a total capacity of 470 regular spaces and 11 handicapped accessible spaces. The 470 regular spaces include 240 permit spaces and 132 daily fee spaces in a City-owned lot south of the railroad, and an additional 98 daily fee spaces in a parking area located along the tracks east of the parking lot, within Metra's right-of-way. Overall, these regular spaces were 79% utilized, according to a June 15, 2005 parking count (permit spaces are assumed to be used, even if not occupied on the day the count is conducted).

Table 4:
Wood Dale Station Origin of Passengers (Fall 2002 Origin-Destination Survey)

Origin	Frequency	Percent
Wood Dale	176	41.7%
Addison	109	26.0%
Elk Grove Village	84	20.0%
Bensenville	9	2.1%
Hanover Park	2	0.4%
Itasca	2	0.4%
Villa Park	2	0.4%
Unincorporated/Unknown	38	8.9%
TOTAL	421	100.0%

(Source: Metra)

- At this time, Metra has not projected any additional commuter parking needs through 2030. However, Metra has acknowledged that some additional commuter parking that is located on the north side of the railroad would be beneficial. Parking that is shared with other uses could be considered. As redevelopment occurs, it will be important to ensure that available commuter parking remains at or above current levels, with no net loss in commuter parking capacity.
- The City of Wood Dale owns and maintains the 383-space parking lot south of the Metra station. Metra owns the 98 newer parking spaces along the tracks east of the station, while All Right Parking is responsible for operations and maintenance.
- The City of Wood Dale may have received IDOT funding for City-owned parking lot improvements at the Wood Dale Metra station. Grants acquired by the City through IDOT will need to be researched further for additional funding information. Past IDOT and federal grants for construction of commuter parking generally expire in 20 years, and more recent IDOT and federal grants expire in 40 years. However, there are still obligations with these funds even after the grant expires. The financial obligations for any commuter parking lots proposed for redevelopment on land purchased with state and/or federal funds will need to be discussed with IDOT. Federal and state interest in the land remains in perpetuity, since the value of the land virtually always appreciates, maintaining a continuing federal and state interest. Therefore, if the land is no longer used for commuter parking, then either the current value of the land is returned to the federal and/or state governments, or the interests are transferred to a replacement asset funded by the City.

Pace Suburban Bus Service

- As of June 2005, Pace bus service is no longer provided to the Wood Dale Metra station. The former Route 601 provided rush hour reverse commuting service to major employers in the business parks north of the Town Center area. However, as discussed in the summary of the DuPage Area Transit Plan 2020 to follow, bus service will likely be

resumed in the Town Center area in the future, as part of a regional initiative to improve public transit access in the western suburbs.

- Pace data indicate that, prior to the elimination of Route 601, approximately 15 riders daily were riding Metra to Wood Dale in the morning and boarding the Route 601 bus to access local employers, then returning to the station in the evening to take a Metra train home. Pace reports that some of these riders are still using the Metra service, and are now using employee shuttles or carpool arrangements to get from the Metra Station to their workplaces.
- Current Pace service within Wood Dale consists of Route 637- Wood Dale Rosemont CTA. Route 637 provides morning and evening rush hour service only. Major destinations along the route include: Chancellory Business Park, Household Finance, Rockwell, United Airlines, Videojet. The route terminates at the Rosemont CTA station (Blue Line), providing a connection to destinations in the City of Chicago. In 2004, ridership averaged 131 passengers per month, fluctuating from 119 to 137 passengers each month. Route 637 also provides connections to eleven other Pace bus routes.

Para-Transit Service

- The City of Wood Dale operates a curb-to-curb "Dial-a-Ride" van service from 9:00 am to 4:00 pm, Monday through Friday. Service must be reserved at least one day in advance, and riders are charged \$2.00 per trip (each way). Travel is within a limited area beyond the City's boundaries. The City utilizes a vanpool vehicle that is leased from Pace to provide the service. Pace reports that the service generates approximately 300 trips per month (or about 14 trips per weekday).
- Addison Township also provides a transit service for senior citizens and persons with disabilities that also serves Wood Dale, from 10:00 am to 3:00 pm, Monday through Friday. Service can be reserved up to one week in advance, and riders are charged \$3.00 per trip (each way). Service is available throughout the Township, and to limited destinations outside the Township, including area hospitals and Stratford Square Mall.

DuPage Area Transit Plan 2020

The DuPage Area Transit Plan 2020 was developed in 2002 to address mobility issues, analyze potential transit services, and develop recommendations for viable transit service options throughout DuPage County. It builds upon the major elements of the Vision 2020 Plan for the entire Chicagoland region prepared by Pace. Highlights are summarized below:

- One of the plan's six mobility objectives is to "utilize public transit and transit-oriented development (TOD) strategies to sustain the economic vitality of mature downtowns and regional retail/commercial centers."
- The recommended system in 2020 was developed to offer a viable mobility alternative to the automobile in DuPage County.
 - The Plan presumes that existing Pace service will continue or expand in the near-term future (2007).
 - Para-transit services (curb-to-curb "dial-a-ride" shuttles) which are currently provided by various municipalities, townships and agencies will be coordinated in the future under the name "Ride DuPage."
 - The Plan proposes a major bus rapid transit (BRT) route to connect the following primary destinations- the potential future 95th Street Metra Station on the potential STAR Line rail corridor on the EJ&E Railway, downtown Naperville, Oak Brook, and

- O'Hare/Schaumburg (via IL Rte. 83). This service may be implemented in the future, if funding is available and demand warrants it.
- In addition, the Plan states that Wood Dale is to be served in the near-term (2007) by both flexible and demand-responsive community circulator routes - the building blocks of the recommended County-wide system - utilizing smaller, shuttle-type buses.
- By 2012, the near-term system should have enough demand to warrant expansion, such as fixed community circulator routes (upgraded from flexible routes).
- Wood Dale is to be served in the mid-term (2012) by a cross-county connector route - Irving Park/York/IL 83 South Corridor (Pace) - that will function in concert with Metra. The route will serve the Roselle, Itasca, Wood Dale, Bensenville, Elmhurst and Hinsdale Metra Stations, linking them to the major BRT route at Oak Brook and the Burr Ridge Park-n-Ride facility at I-55.
- Regarding Transit Centers and Stations, the Plan recommends providing convenient, pleasant and safe waiting areas and amenities. In addition, the Plan states that land use and development must be supportive of transit, bicycles and pedestrians if transit is to be viable.
- Key implementation challenges include: sustaining momentum; finding appropriate funding; improving the pedestrian/roadway environment; and, marketing to shift perceptions and create awareness.

KEY PLANNING CONSIDERATIONS

Key planning considerations with regard to public transit include:

- ✓ Poor pedestrian and vehicular access is provided to the Wood Dale Metra Station area (an incomplete sidewalk network, one entrance to commuter parking lot).
- ✓ The existing Metra Station building is not very visible from the surrounding area, and architecturally "bland."
- ✓ Commuter amenities at the station and platforms could be enhanced with additional seating areas, enhanced paving and lighting, etc.
- ✓ Most commuters are currently driving to the station, exacerbating traffic congestion issues.
- ✓ Driving commuters are primarily coming from the north and south, and therefore likely entering the Town Center area via Wood Dale Road.
- ✓ Current daily fee parking spaces at the Metra Station are not fully utilized. Available permit spaces are sold out.
- ✓ Future bus service should be accommodated in physical planning for the area, including both local para-transit vehicles and the proposed cross-county connector bus route that would operate on Irving Park Road and connect to the Metra Station.
- ✓ Bus and shuttle drop-off areas, along with traditional "kiss-n-ride" areas, should be provided at the Metra Station.
- ✓ Traffic signal priority (TSP) should be accommodated on Irving Park Road, a proposed future fixed community circulator route.

F. ACCESS, CIRCULATION AND PARKING

Figure 5: Existing Access and Circulation on the following page highlights several key aspects of the existing conditions within the study area. Highlights of the Intersection Feasibility Study completed in 2003 are also summarized below, including an assessment of current traffic conditions and a description of the two potential alternative alignments currently being considered by the City.

Existing Conditions

- The Metra Milwaukee District West Line travels through the study area from northwest to southeast, with at-grade crossings at Wood Dale Road, Irving Park Road and Ash Avenue. Except for drivers who are turning from Irving Park Road westbound to Wood Dale Road northbound, traffic is halted in all directions when the railroad crossing gates are lowered.
- Irving Park Road, also designated as Illinois Rte. 19, also traverses the study area from east to west. Irving Park Road is a key regional arterial route, carrying approximately 30,000 vehicles per day (vpd) both east and west of Wood Dale Road, according to 2001 figures from IDOT. Traffic volumes drop to approximately 25,000 vpd west of Addison Road, per IDOT's 2001 figures.
- By the year 2020, traffic volumes on Irving Park Road are projected to rise to approximately 33,700 vehicles per day (vpd) west of Wood Dale Road and 29,900 vpd east of Wood Dale Road.
- Wood Dale Road, the only continuous north-south route in the City, is a county road that was accommodating approximately 17,000 vehicles per day (vpd) in 2001, according to IDOT. Projections of traffic volumes to 2020 indicate 12,800 vpd south of Irving Park Road and 16,400 vpd north of Irving Park Road.
- Collector routes that carry local traffic to arterials in the area include Commercial Street and Central Avenue in the northeast quadrant, and Potter Street and Montrose, Central and Ash Avenues in the southeast quadrant.
- Driving commuters accessing the Metra Station to park or drop off passengers must use Division Street, accessed from Wood Dale Road. Wood Dale Road is also a key connector the major employment providers on the north side of Wood Dale.
- Walking commuters access the boarding platforms from the west via a public sidewalk along Irving Park Road that dead ends into the west end of the south (inbound) platform, and from the north and east by crossing through the parking lot of the adjacent Christy's Restaurant, which provides a direct connection to the north platform. There are two at-grade pedestrian crossings designated at the Metra Station.
- The public sidewalk network in the area is not complete. Sidewalks separated from the roadway by parkways are provided along Wood Dale and Irving Park Roads, but because of numerous and often wide curb cuts the pedestrian environment is continually interrupted. Sidewalks also have been installed along Central Avenue in the first block north of Irving Park Road. In most other locations, sidewalks do not exist.
- The high traffic intersection of Irving Park and Wood Dale Roads, and other intersections with these roads within the study area, are very difficult for pedestrians to traverse. Crossings are not well delineated, and most of the secondary intersections are not signalized.

FIGURE 5

- Proposed bike routes throughout the City were identified in the 1997 Comprehensive Plan Update, and are reflected on [Figure 5](#). The routes primarily follow arterials and collectors, and also suggest ways to connect to public facilities in the northwest quadrant and through Salt Creek Park. The routes were proposed prior to the development of intersection improvement alternatives, which will impact the proposed routes in the immediate intersection area.
- A large bicycle/pedestrian overpass bridge was constructed over Irving Park Road in recent years, adjacent to the large Target shopping center west of the study area (it is located too far west to appear on [Figure 5](#)). It is presumably intended to provide safe access across the roadway for users of a future off-street path running north-south within the overhead utility right-of-way, but is currently seldom used. However, it does not make effective connections for potential local users seeking to access the bridge from Irving Park Road.
- On-street parking with varying restrictions is generally allowed on side streets within adjacent residential areas, but is not allowed on arterials in the study area.
- The City has created a small municipal parking lot within the existing public right-of-way north of the Metra MD-W Line in the two blocks just east of Wood Dale Road. This lot is accessible only from westbound Irving Park Road and is not convenient to business areas; as a result it is not well utilized.
- Commuter parking is provided in off-street lots south of the Metra MD-W Line and accessed only from Division Street, as described in the previous section.
- Off-street parking is generally provided by businesses and institutional facilities in dedicated off-street parking lots accessed from arterials or adjacent side streets in the study area. Multiple curb cuts from these numerous parking lots are one source of driver confusion and traffic congestion in the area. Parking appears to be sufficient, and in several situations lots were observed to be nearly empty.
- Residential uses within the study area appear to provide adequate off-street parking on site.

Irving Park Road / Wood Dale Road / Metra Railroad Feasibility Study (December 2003)

This report, completed by CTE Engineers, developed alternative strategies to decrease traffic accidents and relieve congestion at the intersection of Irving Park Road (IL Rte. 19), Wood Dale Road and the Metra Milwaukee District West Line. Thirteen alternates were developed, and seven of them are being considered in an ongoing Phase I engineering study. Two of the seven alternatives (referred to as "2" and "2A") are described below, as they are the two alternatives under serious consideration by the City of Wood Dale, and will form the basis of the alternative redevelopment scenarios to be developed as part of the Station Area Study.

Highlights of the Feasibility Study are provided below:

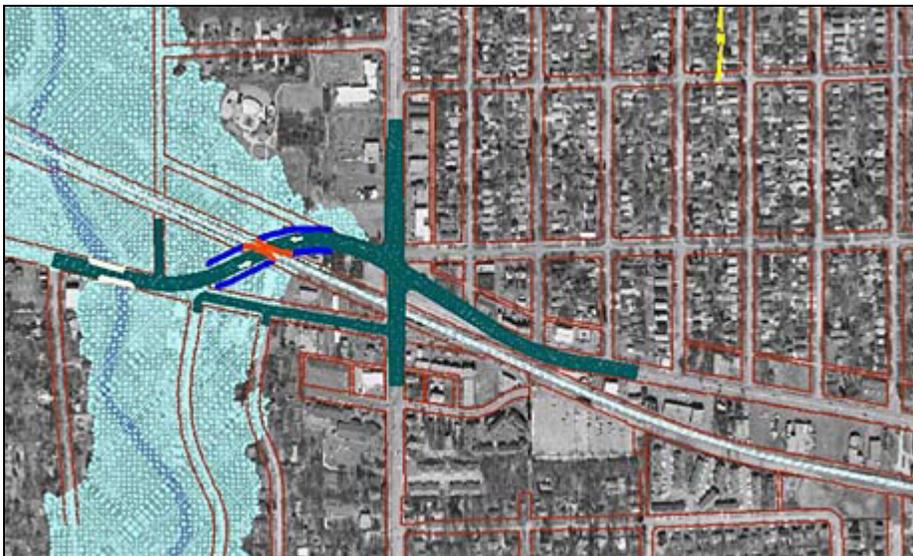
- According to the study's purpose and need, the proposed grade separation(s) will provide "a safe transportation system that will serve and enhance existing developed land uses in and around the downtown business area."
- The center of Wood Dale is considered to be the intersection of Irving Park Road, the only continuous east-west road, and Wood Dale Road, the only continuous north-south road. Significantly, the City's entire road network stops when trains block the crossroads intersection, causing significant congestion during peak travel periods.

- The intersection is considered a “high accident location” by engineering standards. Between 1997 and 2000, there were a total of 302 accidents in the vicinity of this intersection.
- In any given year, there is an 11% chance of an accident on Irving Park Road and a 5% chance on Wood Dale Road.
- On a scale from A (free flow) to F (gridlock), the intersection operates at level of service “F” in the am rush hour and “E” in the pm rush hour, according to engineering standards (“D” is considered acceptable and “C” is considered adequate).
- About 26 emergency vehicles are delayed each month at the intersection.
- As part of the study’s approach, the engineers assisted in “the development of planning and urban design criteria to help evaluate design alternatives from the view point of community cohesion and the principles of Context Sensitive Design.” The evaluation criteria for the alternatives included:
 - Right-of-way required
 - Stormwater storage requirements, and floodplain encroachment
 - Aesthetics related to the physical setting and future identity of the City
 - Community cohesion and Town Center development potential

Based on engineering and environmental analyses and considerable public feedback, a “no-build” alternative and the following two alternatives are being seriously considered and further evaluated in an ongoing Phase 1 Preliminary Engineering Study.

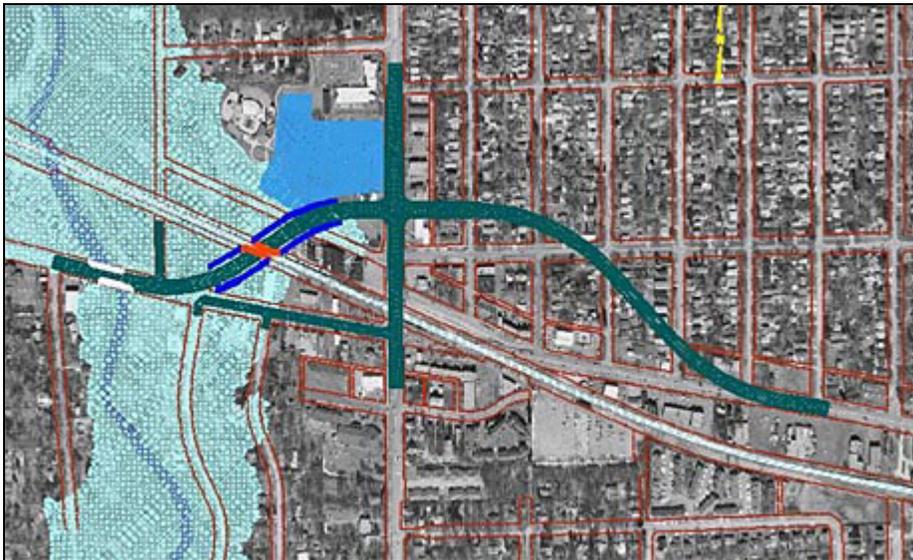
Alternate 2: Realign Irving Park Road north of the Metra Milwaukee District West Line with a tight arc and an underpass west of Wood Dale Road. The alternate requires: one creek bridge, eight acres of right-of-way, seven acres for storm water storage, and about \$34 million for construction. One at-grade railroad crossing would remain.

Based on its aesthetics and community cohesion evaluation, the Feasibility Study indicated that Alternate 2 “provides no redevelopment opportunity for a Town Center and no increase in community cohesion. However, the underpass would be located 750 feet west of the intersection, minimizing barriers created by lowered roadways.”



Alternate 2A: Realign Irving Park Road north of the Metra Milwaukee District West Line with a wide arc and an underpass west of Wood Dale Road. The alternate requires: 22 direct and 5 indirect property impacts, one creek bridge, 12 acres of right-of-way, seven acres for storm water storage, and about \$41 million for construction. One at-grade railroad crossing would remain.

Based on its aesthetics and community cohesion evaluation, The Feasibility Study indicated that Alternate 2A “provides 26.2 acres land adjacent to the improvement for redevelopment of a town center. This alternate provides excellent visual exposure of the potential redevelopment zone from Irving Park Road and Wood Dale Road. The potential redevelopment zone is adjacent and across the tracks from the Metra Station allowing potential businesses to capitalize on increased Metra ridership. The space is ideal to redevelop a Town Center with safe vehicle and pedestrian access.”



Key Planning Considerations

Key Planning Considerations with regard to access, circulation and parking include:

- ✓ The Feasibility Study considers the Town Center to be a stand-alone development that will exist within the existing framework of isolated land uses. The City should consider the concept of a Town Center more broadly, to ensure a potentially more seamless integration of existing and new developments in the area.
- ✓ Balance pedestrian and automobile access needs, including the many commuters who arrive by driving.
- ✓ There are several sources of traffic within the area: Metra commuters, patrons of commercial businesses and institutions, and significant regional through-traffic. While serving local shopping needs is critical, ensuring visibility of and easy access to the Town Center businesses to passersby will be a critical element of the success of businesses.

Key Planning Considerations, continued

- ✓ Adequate parking exists in the study area now, and in some cases parking spaces sit empty; greater efficiencies can likely be achieved in the future through shared parking arrangements, while maintaining adequate parking capacity.
- ✓ Current commercial parking is provided primarily in dedicated off-street lots with many curb cuts; this arrangement does not support the desired movement pattern in a TOD area of parking once and visiting multiple destinations.
- ✓ Consider structured parking as a potential solution to meet Town Center parking needs.
- ✓ Intermodal conflicts currently occur primarily in the immediate vicinity of the Irving Park Road and Wood Dale Road intersection, when the crossing gates are lowered and when pedestrians attempt to cross the roadways both at and away from the main intersection.
- ✓ Conflicts between vehicles and pedestrians also occur beyond the immediate intersection as pedestrians attempt to cross Irving Park and Wood Dale Roads at other, non-signalized intersections, including numerous children crossing Wood Dale Road north of the Metra MD-W Line to access the water park.
- ✓ Overall, the visual consistency to Town Center area roadways should be improved, and the "cluttered" effect reduced. Streetscape elements currently must compete with many other distracting features.
- ✓ Look for opportunities to create linkages for pedestrian and bicycles to key recreational and institutional destinations outside the study area.

V. PLANNING OPPORTUNITIES

Figure 6: Planning Opportunities on the following page graphically highlights several key physical attributes of the study area that will serve as “building blocks” of a successful Wood Dale Town Center redevelopment. These positive features, many of which have been discussed at length in previous sections of this memorandum, are summarized below. Two of the three potential future roadway alignments (Alternative 2 and Alternative 2A) are also overlaid over the existing street network for ease of reference (the third being the “no-build” alternative).

- The Metra Milwaukee District West Line, and the commuter activity that it generates, will serve as the “backbone” of the Town Center.
- Salt Creek, and the Irving Park Road bridge over it, provide a strong gateway element as one enters the Town Center area.
- Gateway opportunity locations also exist at the eastern end of Irving Park Road, and north and south along Wood Dale Road.
- City-owned property within the study area, and continued City acquisition of key properties as they become available, will provide the opportunity for the City to have a strong positive influence on future redevelopment patterns in the area.
- Vacant land, if utilized effectively to create marketable redevelopment sites in high profile and accessible locations, can positively influence future redevelopment patterns.
- Community facilities and open spaces, whether public or private, are key activity generators that will make the Town Center a truly multi-functional area.

FIGURE 6

VI. PRELIMINARY VISION AND GOALS

A vision describes the community's aspirations for an "end state" condition it seeks to achieve in the future. *A Vision for Wood Dale Town Center* has been written to describe what will occur within the Wood Dale Town Center area over a period of approximately the next 20 years as a result of the implementation of potential roadway improvements and related redevelopment initiatives.

Planning Goals transform collective community values into operational guidelines; they describe a desired end state toward which planning efforts should be directed. They are broad based and long range in focus, representing a desired outcome.

The preliminary *Vision* and *Goals* will be subject to further refinement, and will appear in their final form in the complete Station Area Study.

A Vision for Wood Dale Town Center

The *Vision* below summarizes the guiding elements to be utilized by the Project Team and consulting team as alternative scenarios are assessed, planning recommendations are prepared and implementation strategies are developed. The Vision is based upon input received during the small group "visioning" exercise conducted during the July 13, 2005 Community Workshop.

Over the next ten to twenty years, the Town Center will become the true "center" of the City of Wood Dale, and a source of community pride for all residents. Building upon existing public transit assets, and benefiting from roadway improvements to ease traffic congestion and improve safety, the Town Center will provide a cohesive and positive identity for the City. The development of the Town Center will be accomplished with minimal displacement of existing homes, and existing businesses will be retained or relocated within the area.

The Town Center will offer an attractive and well-maintained environment for a variety of activities. Significant landscaping will bring the "woods" back to Wood Dale. Pedestrian-friendly streetscape treatments will make walking and bicycling to and through the Town Center from adjacent residential neighborhoods and public facilities safe and easy, and encourage window shopping and leisurely strolling. Gateway features will announce arrival to the Town Center, and encourage passersby to visit.

An integrated mix of uses will create a vibrant atmosphere. New mixed use and commercial buildings will house a variety of high quality businesses, services and small offices that meet the shopping and service needs of City residents, local employees, commuters and visitors. A major public plaza in the heart of Town Center will provide a year-round venue for community events and informal gathering, and smaller scale outdoor seating areas will provide for pedestrian comfort throughout the Town Center.

The Wood Dale Metra Station will be well integrated into the Town Center, with commuters able to conveniently patronize local businesses. The station facility will be redesigned and potentially relocated to improve commuter access and visibility. Shared

parking facilities will provide commuter parking on weekdays, and be available for local restaurants, businesses and civic facilities on evenings and weekends.

Varied housing types in the Town Center will provide new housing options for residents and additional support for local businesses. Condominiums over commercial space will be developed in the core of the Town Center, surrounded by medium density townhouses that provide a buffer to adjacent single family neighborhoods.

Preliminary Town Center Planning Goals

This section presents a list of preliminary Town Center Planning Goals for Project Team and community consideration. The list is structured around key existing City policies regarding the Town Center area that appear in planning documents dating from 1997 and 2004 (summarized in Chapter III of this memorandum). Ideas resulting from more recent community input and conditions assessments are also reflected.

These Planning Goals will establish the parameters against which the three alternative scenarios to be developed in the next phase of the planning process will be assessed.

Community Cohesion

1. Utilize Town Center redevelopment efforts to promote a consistent and positive community identity.
2. Weave Town Center improvements into the area in a “seamless” way, so as to create beneficial impacts for existing adjacent properties to remain.
3. Increase the level of pride and commitment among City residents and business owners.
4. Increase awareness, both locally and regionally, of the City’s Town Center revitalization efforts.

Land Use and Redevelopment

1. Revitalize the Town Center as the center of civic and social life for Wood Dale.
2. Provide a mix of high quality and complimentary uses- small scale and specialty retail, services, entertainment, restaurants, multi-family residential and limited office.
3. Locate commercial uses to generate synergy and encourage walking between businesses.
4. Encourage a variety of businesses, to serve the needs of residents, seniors, commuters, area employees and passersby.
5. Accommodate public and institutional uses to create a truly multi-functional area.
6. Provide the flexibility to allow mixed use development- including residential over commercial and medium density residential as a buffer use.
7. Create distinct districts along Irving Park Road, limiting retail to specific areas.
8. Retain existing businesses, through a relocation and compensation program.
9. Eliminate or reduce land use conflicts, including the redevelopment of industrial areas.
10. Accommodate new residential development of varying types within the Town Center.
11. Maintain and enhance adjacent single family neighborhoods.
12. Provide a site depth of up to 300’ where feasible, with an appropriate transition to single family residential.
13. Consider vacating public rights-of-way where feasible to create deeper lots for redevelopment.

14. Undertake improvements to the Wood Dale Metra Station, potentially including a new facility that will serve as a focal point for the Town Center. Consider relocation of the station and platforms if community benefits can be realized.

Transit, Access, Circulation and Parking

1. Implement improvements that will increase safety and reduce congestion.
2. Provide good access and visibility for all businesses from Irving Park Road.
3. Provide ample and well-located parking to serve all uses in the Town Center, including shared parking serving multiple commercial uses.
4. Improve pedestrian and bicycle connections, including to public facilities along Wood Dale Road.
5. Strengthen the functional and visual connection between the Wood Dale Metra Station and its surroundings, to encourage increased ridership and increased patronage of local businesses by commuters.
6. Provide limited access points along Irving Park Road, combined where feasible, with parking areas serving as a “frontage road” through the use of cross-easements.
7. Limit curb cuts on Wood Dale Road near the intersection with Irving Park Road.
8. Consider blocking off residential streets to reduce cut-through traffic.
9. Provide continuous sidewalks along Irving Park and Wood Dale Roads and on side streets to connect adjacent neighborhoods to the Town Center.
10. Provide bikeways throughout Wood Dale, along Salt Creek and connecting west to Itasca’s system.
11. Accommodate potential future bus and shuttle service, including traffic signal priority and drop-off areas at the Metra Station.

Urban Design

1. Encourage a high quality visual character.
2. Buildings should be placed forward, with parking located to the sides and rear.
3. Provide an attractive, consistent streetscape.
4. Incorporate entry gateways and monuments with the City logo into the streetscape.
5. Beautify the land along the Metra MD-W Line, subject to Metra guidelines.
6. Provide a public commons or green space within the Town Center.
7. Encourage unified design and a height of two to four stories at new buildings.
8. Allow five to six stories (up to 30 dwelling units per acre) within one-quarter mile of the Wood Dale Metra Station.
9. Encourage facade and site improvements at existing buildings.
10. Enforce stricter signage controls.
11. Enforce stricter landscaping requirements at parking areas.
12. Improve views to Salt Creek.

VII. NEXT STEPS

After review and discussion of the contents of this memorandum by the Project Team and the community on September 12, 2005, the consulting team will undertake the following tasks as the planning process move into the next phase:

- The Vision and Planning Goals will be refined as appropriate to reflect comments and new ideas expressed by the Project Team and the community.
- A minimum “development program” for the Town Center will be prepared to include:
 - Desired public facilities and open spaces
 - Commercial and office areas sufficient to accommodate existing business activity and projected new square footage demand
 - New residential opportunities, in line with expected market trends
- The development of three alternative redevelopment scenarios, based upon Alternates 2 and 2A and the “no-build” alternative, to address:
 - Areas subject to change
 - Redevelopment opportunity sites
 - Land use
 - Transportation
 - Transit facilities
 - Urban design
 - Implementation implications
- An analysis of each scenario, determining the extent to which each scenario achieves the City’s Vision and Planning Goals and meets or exceeds the desired minimum development program, will be prepared.

APPENDIX

LIST OF KEY PERSON INTERVIEW PARTICIPANTS

1. Dr. Eliot Becker, Wood Dale Dental, Ltd.
2. Yvonne Bergendorf, Wood Dale Public Library
3. John Binneboese, Itasca Bank and Trust Co.
4. Winnie Byrne, H&R Block / resident
5. Mary DeLucca, resident
6. Judi DeMilio, Mathisen Realty
7. Brant Faber, resident
8. Judy Faber, resident
9. Joe Ferlita, Depot Center
10. Pete Franconi, resident
11. Gus Frentzos, Christy's Restaurant
12. Kenneth Johnson, Mayor of Wood Dale
13. Scott Klabacha, resident
14. Sammy Lewitan, Samco Agency, Ltd. / resident
15. Frank Logioco, developer
16. Jim Mathisen, Mathisen Realty
17. Jeanna Matuszewski, Wood Dale Library trustee / resident
18. Barb McCauley, Rooster Express / resident
19. Mike Melone, Wood Dale Bowl / Chamber
20. Pat Morey, resident
21. Steve Muenz, Wood Dale Park District
22. Dean Pappas, Depot Center
23. Valerie Perrault, Suburban Bank and Trust Co.
24. Nunzio Pulice, resident
25. Cynthia Robertson, resident
26. Scott Schneider, Wood Dale Fire Department
27. Shirley Siebert, Village Clerk / resident
28. Leslie Slavik, Chamber
29. Julie Sullinger, Wood Dale Park District
30. Anthony Trotto, Anthony J. Trotto Real Estate / attorney / resident
31. David Weiss, Ready Electric
32. Craig Weldon, ReMax East-West
33. Carol Whitlock, resident
34. Diana Wrona, Parkway Bank