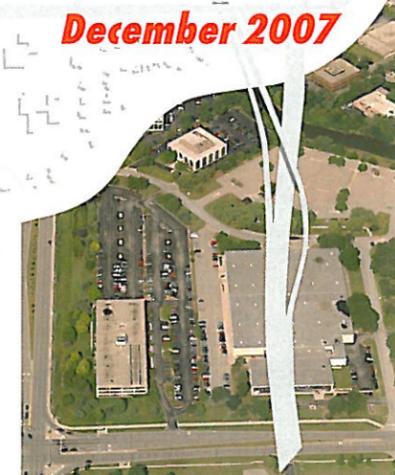


Village of Oak Brook Commercial Areas Revitalization Plan

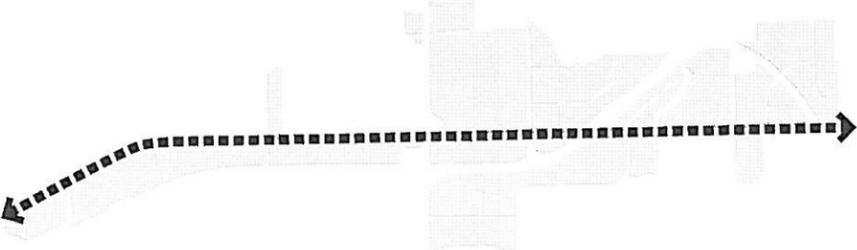
December 2007



prepared by Houseal Lavigne Associates
McDonough Associates, S.B. Friedman & Company, Hitchcock Design Group



1 ***INTRODUCTION***



Introduction

The Village of Oak Brook is located in eastern DuPage County, Illinois, approximately 17 miles from Downtown Chicago. The Village was incorporated in 1958. The Village's corporate limits consist of an area approximately 8.2 square miles in size. In 1898, Frank Butler purchased a large area of land along Salt Creek, which would eventually be planned and developed by his son, Paul.

Today, in terms of developed land, the Village of Oak Brook is comprised primarily of large lot single-family homes, located in residential subdivisions, many of which are gated, and a commercial/office corridor along 22nd Street. The Village of Oak Brook is an established community rich in history and community values. The Village has 9,000 residents and a daytime population that exceeds 90,000. The Village of Oak Brook is very unique in that its property owners pay no property tax to the Village, as Village services are funded primarily by sales tax receipts.

Oak Brook is the headquarters of many national and international companies and organizations, including McDonald's Corporation, Ace Hardware, Federal Signal Corporation, Inland Real Estate, Blistex and Lion's Clubs International.

The Oakbrook Center continues to be the centerpiece of Oak Brook. The Center is a 1.5 million square foot open air regional shopping center (the largest in the country) and is the second largest mall in the Chicagoland area. Located at the intersection of IL Route 83 and 22nd Street, the Center is the home of many national retailers including Nordstrom's, Neiman-Marcus, Macy's, Bloomingdale's and Sears as well as many other high-end shops and restaurants. Occupancy rates in the Center remain strong.

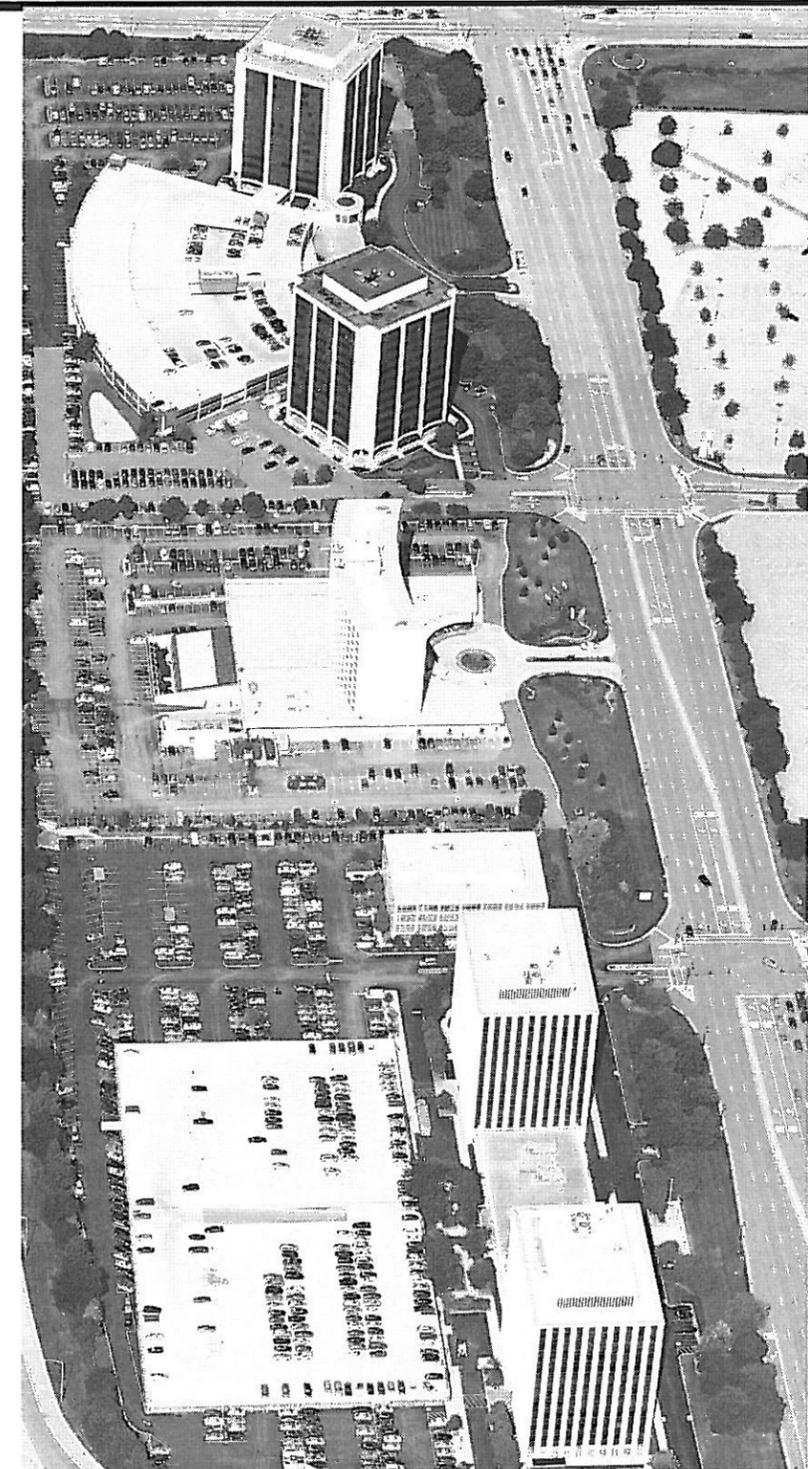
Study Area Background

The Commercial Areas Revitalization Plan Study Area runs east-west for approximately 4.5 miles and contains approximately 9 million square feet of office and retail space (Figure 1). Key to this Study Area is its direct access to I-88 and IL Route 83 as well as its close proximity to I-294. Much of the area was developed over 30 years ago. Developers continue to target the area for redevelopment; however, there are limited opportunities due to the lack of available land. Many of the properties have already been developed to the maximum densities allowed. Despite these obstacles, some recent limited retail redevelopment has occurred. Redevelopment opportunities are likely to continue as Oak Brook's strong market characteristics attract new business and resident interests.

Purpose of the Study

The Village's primary commercial and office development area is located along and adjacent to 22nd Street and Butterfield Road, and is the economic engine of the community. Over the past thirty years the area has been fully developed. Over the past 10 years, the area has seen limited growth and reinvestment while the areas outside of the Village, particularly in the communities to the west, primarily along the I-88 and I-355 corridors, have seen considerable office and retail growth. For these reasons, a Commercial Areas Revitalization Plan is needed to provide strategies and vision to accommodate the revitalization of the area.

Oak Brook has been subject to considerable study in the past, including its current Comprehensive Plan (updated in 1990), and the Lohan Study (1995). The Lohan Study primarily analyzed and recommended changes to certain non-residential areas as well as substantial changes and improvements to the



OVER THE PAST THIRTY YEARS THE AREA HAS BEEN FULLY DEVELOPED. OVER THE PAST 10 YEARS, THE AREA HAS SEEN LIMITED GROWTH AND REINVESTMENT WHILE THE AREAS OUTSIDE OF THE VILLAGE, PARTICULARLY IN THE COMMUNITIES TO THE WEST, PRIMARILY ALONG THE I-88 AND I-355 CORRIDORS, HAVE SEEN CONSIDERABLE OFFICE AND RETAIL GROWTH. FOR THESE REASONS, A COMMERCIAL AREAS REVITALIZATION PLAN IS NEEDED TO PROVIDE STRATEGIES AND VISION TO ACCOMMODATE THE REVITALIZATION OF THE AREA.

area's road network. Because of its complexities, the Lohan Study and its recommendations were never adopted. These plans are outdated and their recommendations no longer reflect current marketplace demand or the current vision for the Corridor. Therefore, the purpose of this Plan is to move beyond past planning efforts and develop a dynamic and proactive framework for considering future development and redevelopments in the commercial areas of the Village. Furthermore, the Commercial Areas Revitalization Plan should be adopted as an official addendum to the Village's Comprehensive Plan, and serve as a foundation for future Village planning and capital improvement efforts.

Planning Process

The Oak Brook Commercial Areas Revitalization Plan is the product of an eight-step process that entailed: analyzing existing conditions; determining strengths, weaknesses, issues and opportunities; preparing a detailed demographic and market assessment; establishing a "vision" for the corridor along with detailed goals and objectives; developing plans and policies for land use, transportation and beautification; developing detailed Subarea Plans; developing implementation strategies and actions necessary to transform the Plan from vision to reality, and, preparing this final Commercial Areas Revitalization Plan report.

Our approach to Corridor Planning emphasized community participation. Our approach required that residents, business persons, and Village officials get involved in every step of the planning process and be active participants, helping to define issues, establish a vision, formulate ideas, and shape solutions.

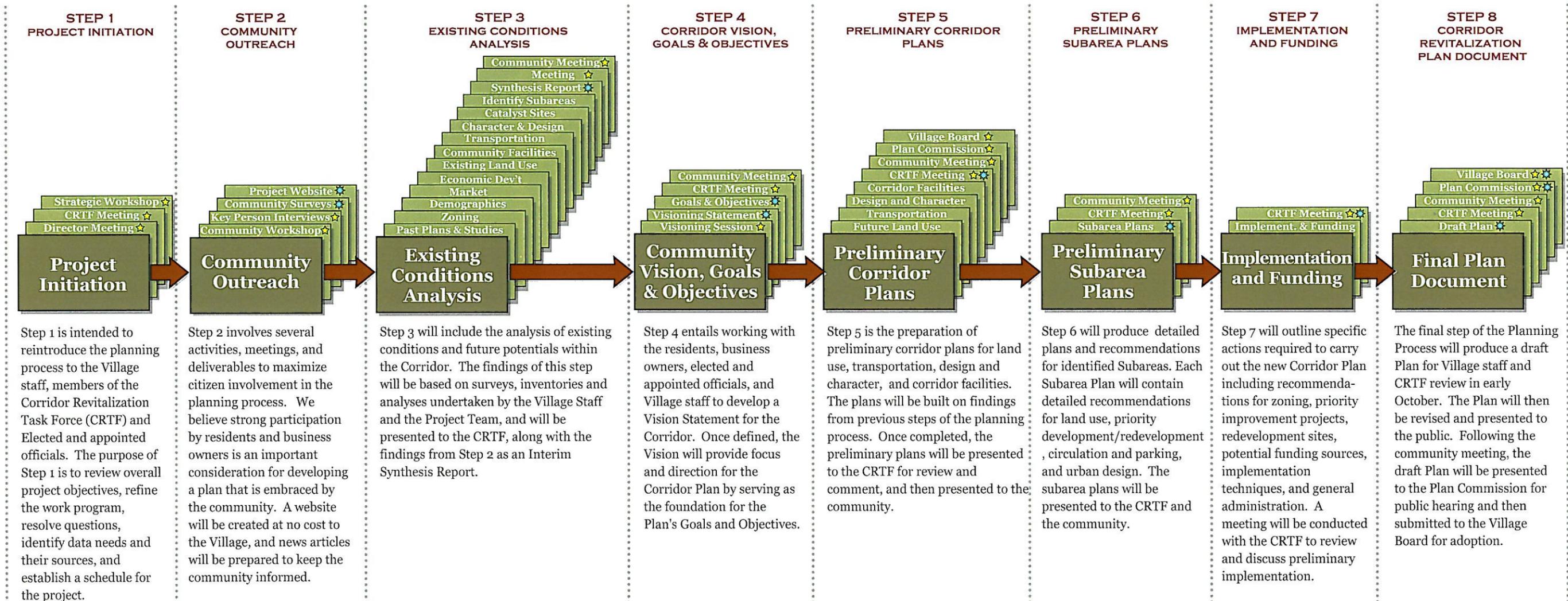
A flow chart detailing the process which was followed is presented in Figure 2.

Organization of the Report

This report is organized with an introduction and nine sections:

- Section 1: Introduction
- Section 2: Vision
- Section 3: Goals and Objectives
- Section 4: Land Use Plan
- Section 5: Commercial Areas Plan
- Section 6: Residential Areas Plan & Policies
- Section 7: Transportation & Circulation Plan & Policies
- Section 8: Streetscape & Beautification Plan & Policies
- Section 9: Subarea Plans
- Section 10: Implementation

Figure 2
Planning Process



Step 1 is intended to reintroduce the planning process to the Village staff, members of the Corridor Revitalization Task Force (CRTF) and Elected and appointed officials. The purpose of Step 1 is to review overall project objectives, refine the work program, resolve questions, identify data needs and their sources, and establish a schedule for the project.

Step 2 involves several activities, meetings, and deliverables to maximize citizen involvement in the planning process. We believe strong participation by residents and business owners is an important consideration for developing a plan that is embraced by the community. A website will be created at no cost to the Village, and news articles will be prepared to keep the community informed.

Step 3 will include the analysis of existing conditions and future potentials within the Corridor. The findings of this step will be based on surveys, inventories and analyses undertaken by the Village Staff and the Project Team, and will be presented to the CRTF, along with the findings from Step 2 as an Interim Synthesis Report.

Step 4 entails working with the residents, business owners, elected and appointed officials, and Village staff to develop a Vision Statement for the Corridor. Once defined, the Vision will provide focus and direction for the Corridor Plan by serving as the foundation for the Plan's Goals and Objectives.

Step 5 is the preparation of preliminary corridor plans for land use, transportation, design and character, and corridor facilities. The plans will be built on findings from previous steps of the planning process. Once completed, the preliminary plans will be presented to the CRTF for review and comment, and then presented to the community.

Step 6 will produce detailed plans and recommendations for identified Subareas. Each Subarea Plan will contain detailed recommendations for land use, priority development/redevelopment, circulation and parking, and urban design. The subarea plans will be presented to the CRTF and the community.

Step 7 will outline specific actions required to carry out the new Corridor Plan including recommendations for zoning, priority improvement projects, redevelopment sites, potential funding sources, implementation techniques, and general administration. A meeting will be conducted with the CRTF to review and discuss preliminary implementation.

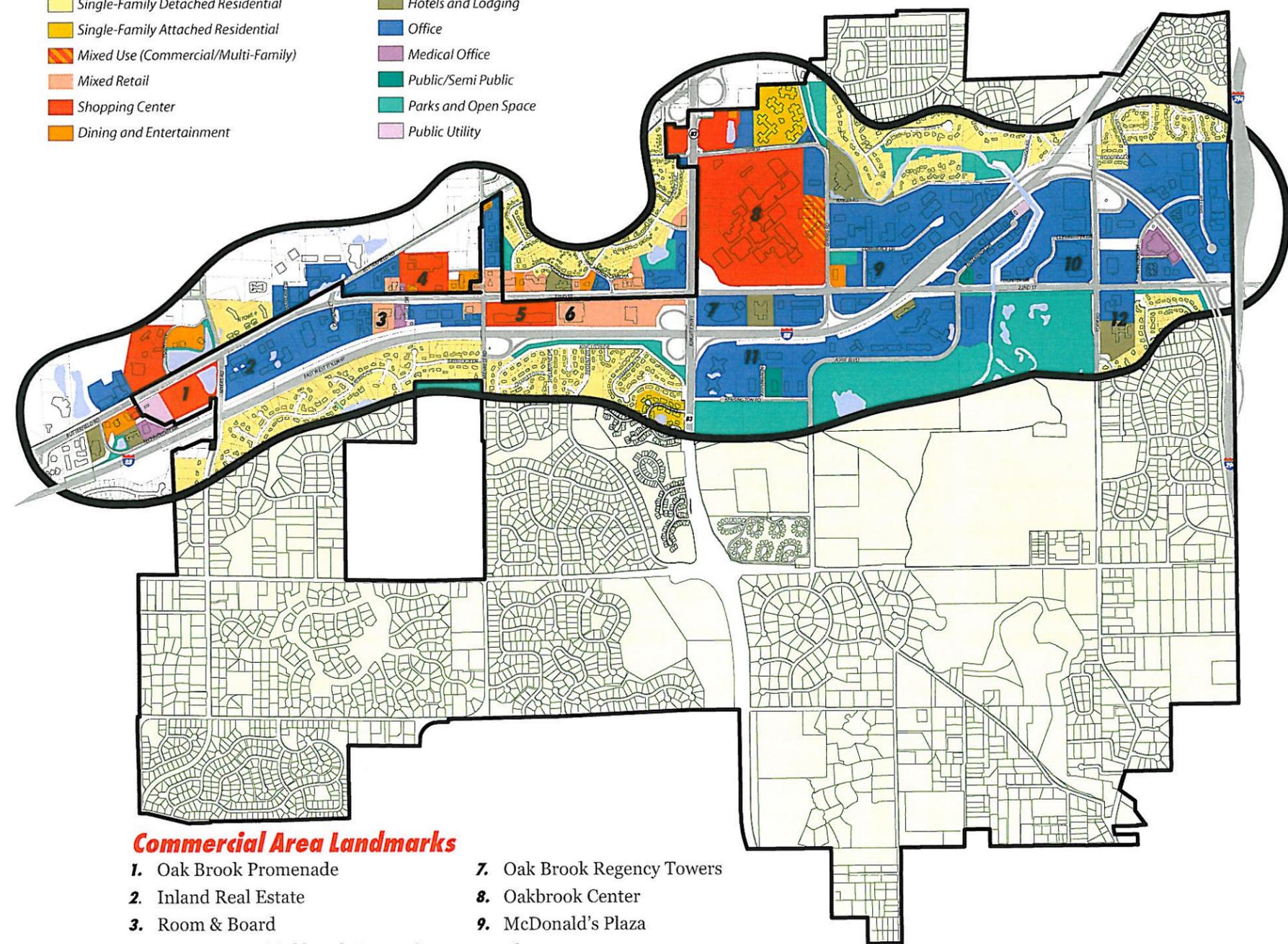
The final step of the Planning Process will produce a draft Plan for Village staff and CRTF review in early October. The Plan will then be revised and presented to the public. Following the community meeting, the draft Plan will be presented to the Plan Commission for public hearing and then submitted to the Village Board for adoption.

★ Meeting/Workshop
 ☆ Deliverable

Figure 1
Village of Oak Brook and Study Area Setting

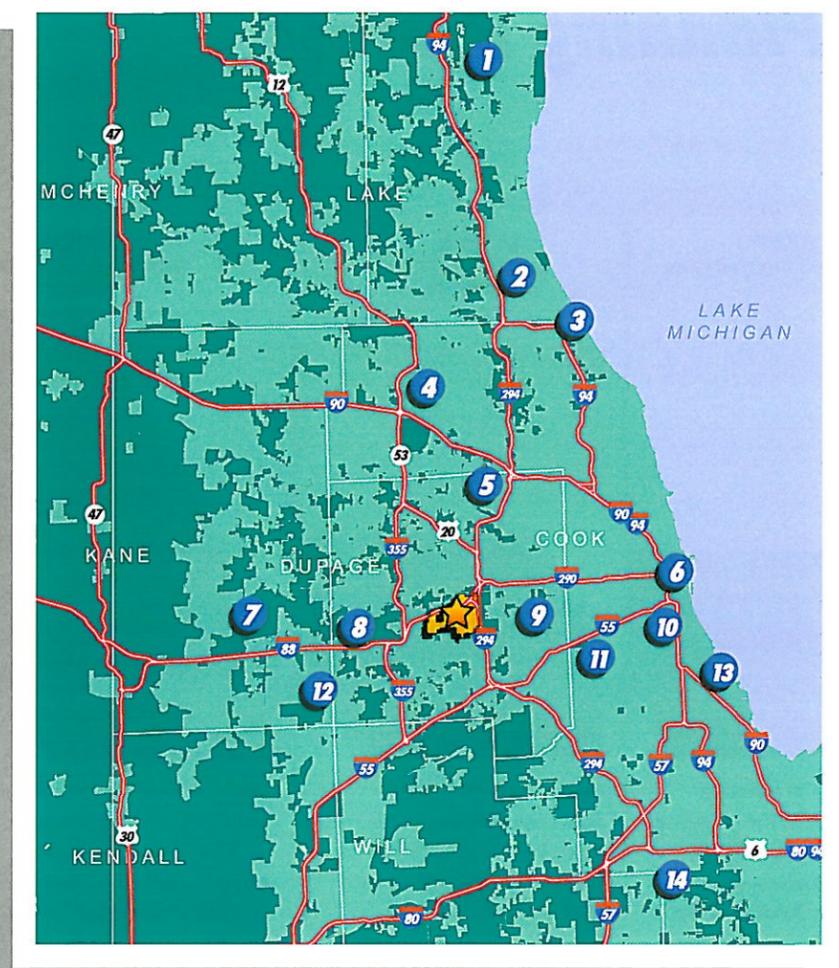
Existing Land Use Legend

- Single-Family Detached Residential
- Single-Family Attached Residential
- Mixed Use (Commercial/Multi-Family)
- Mixed Retail
- Shopping Center
- Dining and Entertainment
- Hotels and Lodging
- Office
- Medical Office
- Public/Semi Public
- Parks and Open Space
- Public Utility



Commercial Area Landmarks

- | | |
|----------------------------------|----------------------------------|
| 1. Oak Brook Promenade | 7. Oak Brook Regency Towers |
| 2. Inland Real Estate | 8. Oakbrook Center |
| 3. Room & Board | 9. McDonald's Plaza |
| 4. Home Depot (Oakbrook Terrace) | 10. Clearwater |
| 5. Shops at Oak Brook Place | 11. Ace Hardware |
| 6. Costco | 12. Wyndham Drake Hotel & Office |



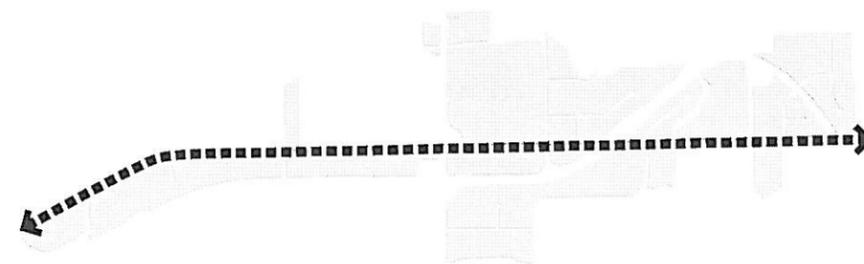
Six County Greater Chicagoland Area

★ **Village of Oak Brook, Illinois**

- | | |
|--|---|
| 1. Six Flags Great America
Gurnee | 8. Morton Arboretum
Lisle |
| 2. Ravinia
Highland Park | 9. Brookfield Zoo
Brookfield |
| 3. Chicago Botanical Gardens
Glencoe | 10. McCormick Place
Chicago |
| 4. Arlington Park
Arlington Heights | 11. Midway International Airport
Chicago |
| 5. O'Hare International Airport
Chicago | 12. Downtown Naperville
Naperville |
| 6. Downtown Chicago
Chicago | 13. Museum of Science and Industry
Chicago |
| 7. Fermilab
Batavia | 14. Tweeter Center
Tinley Park |

2

VISION STATEMENT



Vision Statement

This section presents the Commercial Areas Revitalization Plan's Vision Statement – a detailed description of the desired future for Oak Brook's commercial areas. The Vision Statement describes an "ideal form and function" for Oak Brook's commercial areas in the Year 2017.

The Vision Statement is a "retrospective" which chronicles the accomplishments and achievements that have been undertaken in the Village and its commercial areas since the Commercial Areas Revitalization Plan was completed in the year 2007. The Vision Statement provides important focus and direction for the new Commercial Areas Revitalization Plan.



Shortly after the adoption of the 22nd Street/Butterfield Road Commercial Areas Revitalization Plan, 22nd Street was widened to accommodate three lanes of traffic in each direction. While this helped alleviate some of the issues traveling within the Corridor, the real solution to the local grid lock was the new grade separated intersection of Illinois 83 and 22nd Street. As one of the busiest intersections in the entire county, the new grade separation allows traffic traveling along Illinois 83 to pass over 22nd Street. Funded with money received from the Non-Home Rule Municipal Service Occupation Tax levy, along with County and State assistance, the improvement has allowed the Village to permit redevelopment and the intensification of properties within the Corridor to remain competitive in the office and retail markets.



The redevelopment of key opportunity sites has turned many under utilized parcels into exciting redevelopments. The Oak Brook Promenade, Clearwater, the Inland Campus, and the Oakbrook Center are examples of signature developments that have once again elevated Oak Brook's image. To maintain its prominence and competitiveness, Oakbrook Center has undergone expansion and modifications. Similarly, Inland has consolidated its holdings into Oak Brook's true class A office space, a type of office development that has not been developed in a long while in this community. Resulting from the development of these key sites has been a stimulated economic interest in the Corridor which has created a "domino effect" for reinvestment and redevelopment within the Village of Oak Brook and its commercial areas.



Improved access to Interstate 88 and Interstate 294 has assisted with local traffic as well. A slip ramp provides access to south bound I-294 and a new access point onto I-88 allows traffic to enter westbound at Tower Drive. The improved Tollway access provides a

THE VISION STATEMENT IS A "RETROSPECTIVE" WHICH CHRONICLES THE ACCOMPLISHMENTS AND ACHIEVEMENTS THAT HAVE BEEN UNDERTAKEN IN THE VILLAGE AND ITS COMMERCIAL AREAS SINCE THE COMMERCIAL AREAS REVITALIZATION PLAN WAS COMPLETED IN THE YEAR 2007.



IT IS THE VISION FOR OAK BROOK'S COMMERCIAL AREAS THAT THE THE OAK BROOK PROMENADE, CLEARWATER, THE INLAND CAMPUS, AND THE OAKBROOK CENTER ARE EXAMPLES OF SIGNATURE DEVELOPMENTS THAT CONTINUE TO ELEVATE OAK BROOK'S IMAGE AND PRESTIGE



convenience to office tenants and shoppers. The Tollway access has also reduced traffic on the roads in the Village.

The improved coordination and timing of traffic signals has also played a key role in reducing traffic congestion in the Corridor. The coordinated signalized intersections have also improved safety, minimized stops and delays, and lowered vehicle idling times thereby reducing air pollution. Traffic flow moves through the Corridor more efficiently especially during peak travel times.

A way-finding system now assists motorists and pedestrians with finding various destinations, office buildings, and Tollway access within the Corridor. The signs, designed to complement other streetscape elements including new streetlights, bus shelters, trash cans, park benches, and other amenities, create a more unified theme.

A landscaped median has been established throughout much of the Corridor. In addition to adding some green to the roadway, the landscape median has improved safety and efficiency by limiting the left hand turning movements within the Corridor. The number of curb cuts within the Corridor has also been reduced and cross access between uses has been achieved. The improved cross access has created an informal service road and has eliminated unnecessary trips onto 22nd Street. This cross access has provided for traffic to travel within a network of service drives and parking lots to access signalized access points, and more importantly fosters synergy among adjacent uses. The cumulative result of these improvements is a safer, more efficient, and more economically healthy 22nd Street.

Numerous public improvements have taken place within the right-of-way, dramatically improving the appearance of the

Corridor. Following through with the implementation of the Village's Beautification Master Plan, street trees, gateway features, pedestrian amenities now decorate the Corridor. Primarily financed through the Non-Home Rule Municipal Service Occupation Tax, the improvements have significantly altered the appearance of the Village's commercial areas which now better reflect the Oak Brook name and prestige. As an added benefit to the improvements, the Village is now easily distinguished from its adjacent neighbors, further assisting with the desire to brand "Oak Brook" as a world class office, retail and dining destination.

Complimenting the public beautification has been the landscaping installation by private property owners. Newer redevelopments have adhered to stricter requirement and review process designed to ensure an attractively landscaped Corridor. The Village's Design and Development Guidelines are an excellent tool used by private property owners in their redevelopment efforts. The Guidelines establish the framework for redevelopment that enhances and promotes the Corridor's character.

As part of new development and redevelopment within the Corridor the Village's public utilities have also been improved, upgraded and enhanced. The once inadequate water mains and waster water system that served the Village have been replaced and expanded by the appropriate agencies. The upgrades have been financed through cost sharing with other governmental bodies, developer impact fees, and grants. The new water main capacity now provides the required service to handle existing and future development.

The Village's Fire Station #2 has been relocated further west, to better serve the western and southwestern portions of the village, while providing prompt response time to Oakbrook Center. This relocation

results in an improvement in efficiency, fire protection and emergency response services.

*I*mproved communication between the Village of Oak Brook, its adjacent municipalities, and other local and State agencies, such as the Illinois Department of Transportation (IDOT) and Illinois Toll Authority, has also assisted in improving the Corridor. Through its strong relationships and open and effective communication with IDOT and others, many of the Commercial Areas Revitalization Plan's recommendations have been realized. Improved project coordination and opportunities for cost sharing between the Village, adjacent municipalities and IDOT are all a direct result of the improved communication. This has resulted in a cost savings to all parties, and reduced duplicative efforts and services.

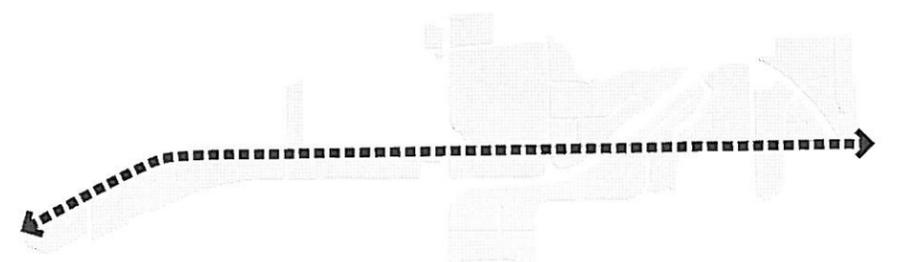
*U*pdated zoning requirements and development controls have allowed the growth and development, but not at the sacrifice of the Oak Brook quality and character. New setback and height requirements, improved signage requirements, additional landscaping requirements, and other planning tools and techniques, such as Planned Unit Developments, have cumulatively fostered new, attractive and exciting developments. While stricter, these new requirements have ensured that all development is of high quality and consistent with Village goals, and have contributed to the reinvigorated economic interest in the Corridor, including better coordination among uses, and more synergy within the Corridor.

*T*he effects of the Plan and its recommendations can also be found in the Village's residential areas. The existing residential areas around the Village's commercial areas have been better connected to the numerous shopping and dining destinations, and new residential units have been added to the Corridor as part of mixed-use

developments. Since the approval of the Clearwater Development, mixed-use developments consisting of high quality residential units above the ground floor are in high demand and have been extremely successful. Mixed use developments have provided a popular housing alternative to residents looking to stay within Oak Brook, who no longer desire to, or can no longer maintain their large lot single-family home. Not long ago, the Village's long time residents, including seniors and empty nesters, were almost forced to move out of the Village when they decided to downsize.

*F*inally, new and existing residential areas and the Village's commercial areas are now connected with pedestrian sidewalks, paths, and off-street multi-use trails. Residents can now walk and bike to go shop and dine, as well as recreate in the Village's parks and recreation system. The interconnected pathway system has alleviated some of the vehicle trips within the Corridor, but more importantly, has provided the Community and its residents with a wonderful community amenity that has positively contributed to the safety and desirability of the Village of Oak Brook.

3 ***GOALS & OBJECTIVES***



Goals and Objectives

Oak Brook's Commercial Areas Revitalization Plan is an expression of what the Village desires its commercial areas to become in the future. Through recommendations and established goals and objectives, the Plan provides a reliable policy guide for decision-making and Village action.

This section presents the Commercial Areas Revitalization Plan's goals and objectives, which provide the framework for planning recommendations, policies and future projects and actions:

- Goals describe desired end situations toward which planning efforts should be directed. They are broad and long-range. They represent an end to be sought, although they may never actually be fully attained.
- Objectives describe more specific actions that should be undertaken in order to advance toward the overall goals. They provide more precise and measurable guidelines for planning action.

Together, the goals and objectives provide specific direction and establish the broad picture of what a community wants to accomplish within its Commercial Areas Revitalization Plan, and with other development tools and ordinances. They provide direction, and serve as a guide for evaluating specific projects and land use alternatives.

The goals and objectives presented below are based on: a) input from Village staff, the Plan Commission, and Zoning Board of Appeals; b) the community workshops; c) the key person interviews; d) feedback from various public meetings and discussions; and e) feedback from the community-wide and business surveys.

The Goals and Objectives for Oak Brook's Commercial Areas Revitalization Plan are separated into the following categories:

- Administrative
- Transportation
- Beautification
- Village Services, Infrastructure and Utilities

GOALS DESCRIBE DESIRED END SITUATIONS TOWARD WHICH PLANNING EFFORTS SHOULD BE DIRECTED. THEY ARE BROAD AND LONG-RANGE. OBJECTIVES DESCRIBE MORE SPECIFIC ACTIONS THAT SHOULD BE UNDERTAKEN IN ORDER TO ADVANCE TOWARD THE OVERALL GOALS. THEY PROVIDE MORE PRECISE AND MEASURABLE GUIDELINES FOR PLANNING ACTION.

Administrative

Goal #1

Improve communications and coordination of projects within the commercial areas with other governmental bodies and support organizations including the Chamber of Commerce, IDOT, Illinois Toll Authority, and neighboring communities.

Objectives

1. Maintain a positive channel of communication with the Illinois Department of Transportation (IDOT), Illinois Toll Authority, and DuPage County for better coordination regarding Corridor projects within their jurisdictions.
2. Continue to work with the Chamber of Commerce to promote existing Corridor businesses and market the commercial areas and the Village of Oak Brook to attract new businesses and retain existing businesses.
3. Coordinate with adjacent communities, including Oakbrook Terrace, Elmhurst, Hinsdale, and Lombard to assist in realizing mutual objectives and addressing issues that transcend municipal boundaries such as traffic.
4. Continue to seek grants, loans and other sources of intergovernmental funding to assist with capital improvements and projects to minimize the financial impact on the Village.
5. Continue to seek private participation from developers and businesses to achieve infrastructure improvements.

Goal #2

Provide a regulatory development environment that fosters high quality, appropriate, and contemporary redevelopment that sustains the economic vitality of the Village's business areas and provides alternative housing options for residents.

Objectives

1. Update the Village's Zoning Ordinance and other development controls to allow the types of development desired by the community and key to the commercial area's economic vitality including mixed-use developments.
2. Adopt a Planned Unit Development (PUD) Ordinance to provide the Village with better control over larger redevelopments within the community.
3. Update the Village's Sign Ordinance to accommodate appropriate signage necessary to the Village's Commercial Areas.
4. Promote and administer the Design and Development Guidelines for the Village's Commercial Areas.
5. Create a more efficient and streamlined administrative and regulatory review process by establishing work/process flows and eliminating redundancies among staff departments and between appointed and elected boards and commissions.

Transportation

Goal # 1

Improve the safety and efficiency of vehicular movement to, through and within Oak Brook's commercial areas through system improvements and travel demand reduction strategies.

Objectives

1. Work with Illinois State Toll Highway Authority (ISTHA) to explore the feasibility of providing Tollway access to South Bound I-294 at 22nd Street or 31st Street.
2. Work with ISTHA to explore the feasibility of providing Tollway access to West Bound I-88 at Tower Drive.
3. Continue to work with Illinois Department of Transportation (IDOT) to ensure 22nd Street is widened through its entire length, eliminating the current choke points and lane reductions.
4. Work with DuPage County, the State of Illinois and adjacent property owners to design and construct a grade separated intersection at IL Route 83 and 22nd Street in the event that other transportation improvements do not adequately improve circulation through the commercial areas.
5. Review, recommend, and partially finance revisions to the existing synchronization system between all traffic signals within the commercial areas and other arterial streets to provide the most efficient movement of vehicles within and through the commercial areas.
6. Work with IDOT, the City of Oakbrook Terrace, and Costco to install a traffic signal at 22nd Street and MacArthur Drive.
7. Work with IDOT, the City of Oakbrook Terrace, Home Depot, and other adjacent property owners to install a traffic signal at 22nd Street and Tower Drive.
8. Promote cross access among adjacent compatible uses to eliminate unnecessary trips onto the street system and to provide an informal road network consisting of access roads, driveways and parking areas.
9. Eliminate unnecessary and dangerous curb cuts throughout all of the commercial areas to improve the safety and efficiency of vehicular movement within the commercial areas.
10. Establish a wayfinding signage system that directs motorists to key retail and office destinations, and interstate access points within the commercial areas.
11. Work with the IDOT and the City of Oakbrook Terrace to relocate the Butterfield Road/22nd Street directional sign further west to minimize accidental trips onto 22nd Street.
12. Budget for on-going maintenance and repairs of Village-owned streets as part of the Village's Capital Improvement Plan.
13. Promote Pace Bus routes within the commercial areas and their ability to connect the commercial area's office uses to shopping areas and nearby train stations.
14. Encourage employers within the commercial areas to promote and implement traffic demand management and reduction techniques including staggered work hours, telecommuting, carpooling, and walking and bicycling.
15. Promote Pace's Vanpool Incentive Program (VIP), including traditional vanpooling, employer shuttles and Metra feeders as an economical, convenient, and environmentally-friendly alternative to driving alone.



Goal #2

Provide a safe and coordinated pedestrian transportation network that connects Village residents to the commercial areas and beyond.

Objectives

1. Establish a program to implement sidewalks along 22nd Street and all other roads in the commercial areas to provide a connection between uses within the commercial areas as well as the Village as a whole including residential areas.
2. Require sidewalks along all public right-of-way for all new development in the corridor.
3. Budget for on-going maintenance and repairs of Village-owned sidewalks as part of the Village's Capital Improvement Plan.
4. Establish a wayfinding signage system that directs pedestrians to key retail and office destinations within the commercial areas.
5. Explore opportunities to expand the Village's comprehensive trail network into the business areas and provide better connections between the Village's residential neighborhoods and its shopping areas.
6. Seek to provide stronger connections to Oakbrook Center, Oak Brook Promenade, Clearwater and other retail areas from nearby office buildings, hotels, and residential areas.
7. Promote the use of public transit, such as Metra and Pace, as a means of accessing and traveling within Oak Brook's business areas.
8. Establish a program to connect all bus shelters to existing and proposed sidewalks.
9. Implement more formalized Pace bus routes with attractive bus shelters visually compatible with other themed improvements which indicate the bus schedule and route.

Beautification

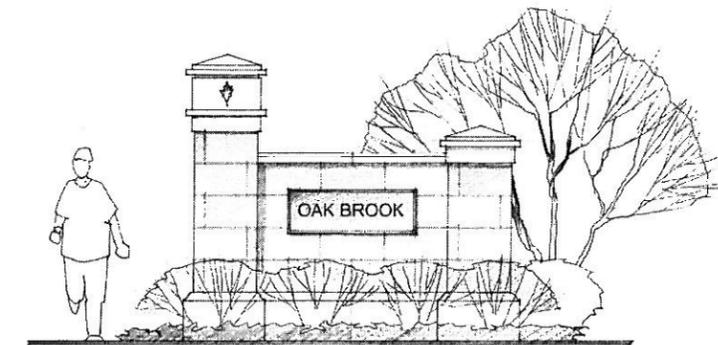
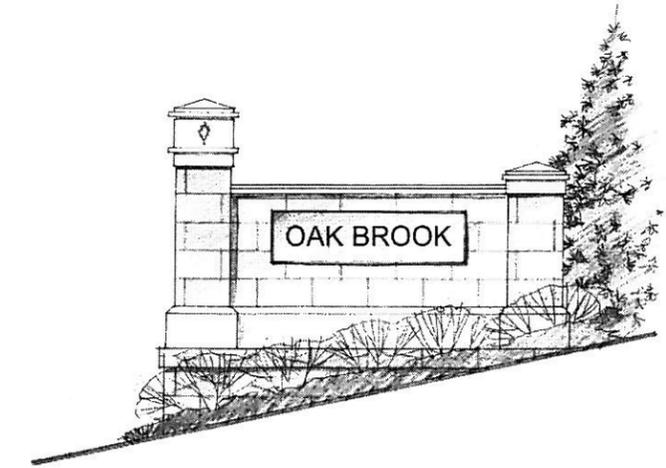
Goal

Enhance the appeal and image of both the Village and Corridor through new construction, landscaping and street trees within the right-of-way, and other proposed visual improvements and design standards that create an attractive and unified appearance.

Objectives

1. Implement the recommendations of the Beautification Master Plan.
2. Where feasible, consider installing a landscaped median along 22nd Street and other major roads to provide additional green space and street trees and improve the visual experience of traveling through Oak Brook.
3. Create gateway features consisting of signage, walls, sculptures, pylons, fountains, lighting, monuments, or landscaping at key locations within the commercial areas to announce entry into Oak Brook and to distinguish the Village from adjacent municipalities.
4. Install streetscape elements that strengthen the unified theme of the commercial areas such as benches, bus shelters, trash cans, streetlights, way finding signage and other amenities.
5. Update the Village's sign ordinance to better regulate the location, placement, type, style, and size of signs that contribute to a more unified theme and orderly appearance throughout the commercial areas.
6. Establish an incentive program to encourage private property owners to implement landscaping, façade and signage improvements to their sites, buildings and businesses.
7. Strictly enforce landscaping, screening and signage requirements.
8. Establish an amortization schedule for non-compliant signs.

9. Establish an architectural review process to ensure new buildings are attractive and consistent with the design and development guidelines as presented in the Plan.
10. Update developmental controls to require the appropriate screening of public utilities, dumpsters, rooftop mechanical systems and bury overhead utility wires where possible.
11. Require all planned unit developments to be generally consistent with the design and development guidelines presented in the Plan.
12. Review and update the landscape ordinance to ensure new development includes attractive and abundant landscaping on-site, as well as perimeter buffers, parking lot screening, foundation plantings, and street trees and landscaping within the right-of-way.



Illustrations of Primary and Secondary Gateways as presented in the Streetscape and Beautification Plan (Page 51)



Occupying a prominent parcel in Oak Brook's Commercial areas, the location of Fire Station #2 along 22nd Street severely impacts its response time to other areas in the Village.

Village Services, Infrastructure and Utilities

Goal

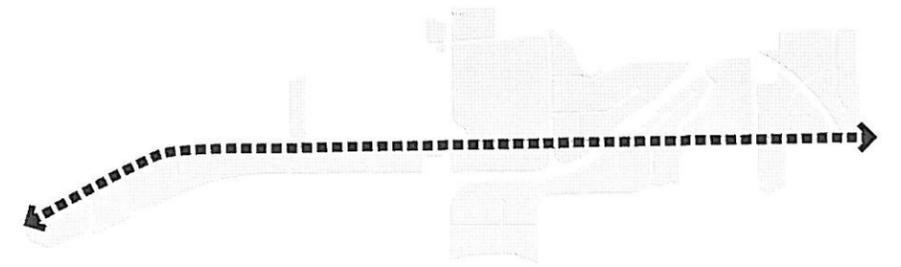
Continue to provide high-quality Village services and maintain appropriate infrastructure and utilities within the commercial areas.

Objectives

1. Ensure water mains and sewer lines provide adequate service for current and future development and explore potential funding options and coordination with other agencies and the use of developer impact fees.
2. Work cooperatively with the Flagg Creek Water Reclamation District to improve capacity and service for the sanitary sewers that service the Village's commercial areas and encourage a revision to their fee structure to better reflect the true impact of new development on their system.
3. Promote the coordination of infrastructure and utility projects with other agencies to reduce Village costs through economies of scale.
4. Explore the relocation of Fire Station #2 to allow the Fire Department to operate efficiently while providing effective fire protection and emergency response services to the commercial areas and throughout the village.
5. Encourage redevelopment adjacent to Salt Creek to provide open space along the creek and explore the potential of amenities and walkways in these areas.
6. Encourage burial and use of conduit in underground installation of overhead electrical and communication lines.

4

LAND USE PLAN & POLICIES



Land Use & Policies

Building on the Plan’s Vision Statement and Goals and Objectives, the Land Use Plan establishes the desired uses and development pattern and serves as the foundation for the Transportation Plan, Beautification Plan, and Subarea Plans, which all combine to facilitate the reinvestment, redevelopment, improvement and revitalization of Oak Brook’s commercial areas.

This Section presents a brief overview of the existing land use and development patterns, followed by the Land Use Plan for the commercial areas. The Land Use Plan is supported and strengthened by the following sections of this report which provide more specific plans and policies.

Existing Land Use

The existing land use within Oak Brook’s commercial areas is predominately a mixture of retail and office uses which have coexisted since the community’s early beginnings. Early development of this area of the Village was largely influenced by excellent roads and airports, and the proximity to the City of Chicago. Today, the uses sustain one another – office uses providing a daytime population to patronize restaurants and businesses, and the proximity to businesses attracting office tenants. Figure 1 (Page5) illustrates the existing land uses within the Study Area, based upon field surveys undertaken during the 4th quarter of 2006 and 1st quarter of 2007.

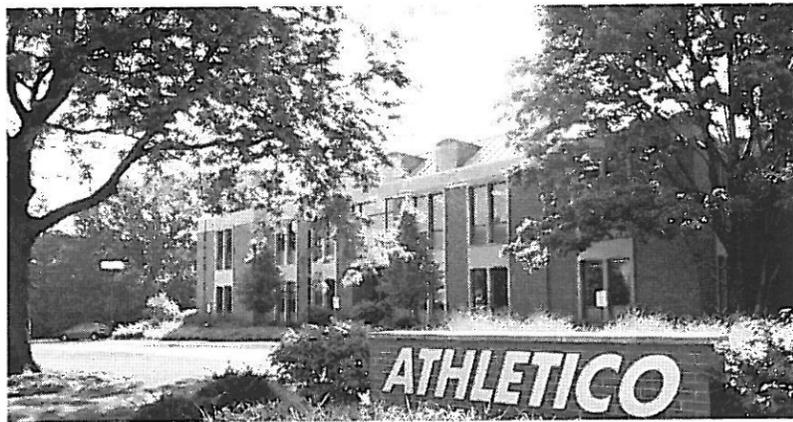
Land Use Plan

The Land Use Plan for Oak Brook’s commercial area serves as a general guide for desired location for uses along Butterfield Road, 22nd Street and surrounding areas. The Land Use Plan reflects the Village’s long term vision and direction for uses in its Commercial Areas. The Land Use Plan reflects community input, market realities, and sound planning principles.

The Land Use Plan contributes to maintaining the economic vitality of the commercial areas by:

- Maximizing the location and access of properties fronting 22nd Street, Butterfield Road, York Road and other commercial streets.
- Clustering compatible uses.
- Concentrating commercial land uses in primarily three locations: Oakbrook Center and surrounding areas; at the intersection of 22nd Street, Midwest Road, and at the intersection of 22nd Street and York Road.
- Maximizing the value of visibility and exposure to the adjacent Interstates.
- Promoting parcel consolidation and redevelopment to provide larger sites capable of accommodating contemporary office development and corporate campuses.
- Promoting mixed-use development as a means of providing housing options for residents in all stages of life while at the same time contributing to the critical mass of dining and shopping establishments in the community.
- Encouraging continued vitality and expansion of Oakbrook Center, including stronger orientation to 22nd Street and IL Route 83 and incorporation of a residential component.
- Reinforcing the existing general land use patterns within Oak Brook’s commercial areas.
- Reestablishing the desire to provide hotel and lodging options within the community.
- Respecting adjacent uses and the physical features, both natural and man made.
- Maintaining a wide array of office types capable of providing incubator spaces for small businesses and large campuses for international corporations.
- Identifying “gateway” redevelopments at key intersections.

THE LAND USE PLAN ESTABLISHES THE DESIRED USES AND DEVELOPMENT PATTERN AND SERVES AS THE FOUNDATION FOR THE TRANSPORTATION PLAN, BEAUTIFICATION PLAN, AND SUBAREA PLANS, WHICH ALL COMBINE TO FACILITATE THE REINVESTMENT, REDEVELOPMENT, IMPROVEMENT AND REVITALIZATION OF OAK BROOK’S COMMERCIAL AREAS



An example of Class A (top) and Class B (below) office space that exist within Oak Brook's Commercial Areas

- Better connecting access from Oak Brook's residential areas to its commercial areas.

The Land Use Plan, illustrated on Figure 3 identifies land uses for commercial, office, residential and public, each described below and presented in greater detail in the following chapters.

Commercial

Commercial land uses consist of retail, service, restaurants and lodging uses. Commercial land uses fund most of the Village's operation, proving valuable sales tax revenue which provides the Village with the luxury of not levying a property tax on parcels within the Village. Commercial uses within the Village are primarily located around Oakbrook Center and at the intersection of 22nd Street and Midwest Road.

The Land Use Plan identifies 6 different types of commercial uses:

- Neighborhood Commercial
- Regional Retail
- Oakbrook Center
- Dining/Entertainment
- Hotels and Lodging
- Mixed-Use

Office

Strategically located along Interstates 88 and 294, and only minutes away from the City of Chicago, O'Hare International Airport and Midway Airport, Oak Brook provides a prime location for office users large and small. Boasting a daytime population of more than 90,000, Oak Brook's office tenants are largely responsible for sustaining the commercial land uses in the community of only 9,000 residents. However, since the area

is mostly built out and in configurations not suitable for current tenet needs, prospective tenants are often forced to other communities which can more easily accommodate their office space needs.

The Land Use Plan for office uses identifies those areas in the community that are most ripe for redevelopment and reinvestment as a means of accommodating new office tenants in Oak Brook to maintain a vital and healthy office and commercial market.

The following three types of office uses are identified in the Land Use Plan:

- Class A Office
- Class B Office
- Medical Office

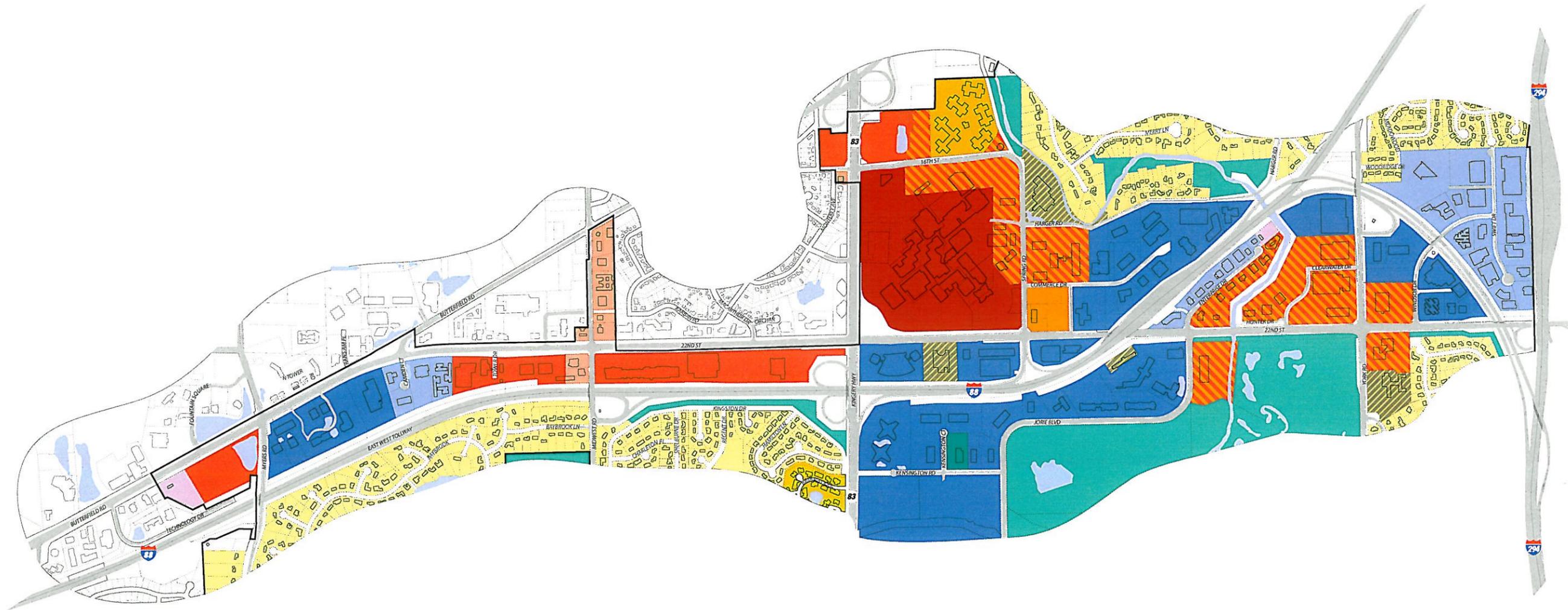
Residential

Residential uses represent the neighborhoods and living areas for Oak Brook residents. Until recently, Oak Brook's residential areas were largely located south of Interstate 88, separated from commercial uses. While done intentionally (the separation of commercial and business uses represents a trend in early suburban development), there is a shift in attitudes and principles that stresses the importance and benefits of connecting residential areas to commercial uses provided they are buffered from any negative impacts. The Land Use Plan strives to protect and reinforce Oak Brook's single family areas, while providing alternative housing options for all stages of life in the form of owner-occupied condominiums as part of mixed use developments.

The following two types of residential uses are identified in the Land Use Plan for Oak Brook's Commercial Areas:

- Single-Family Residential

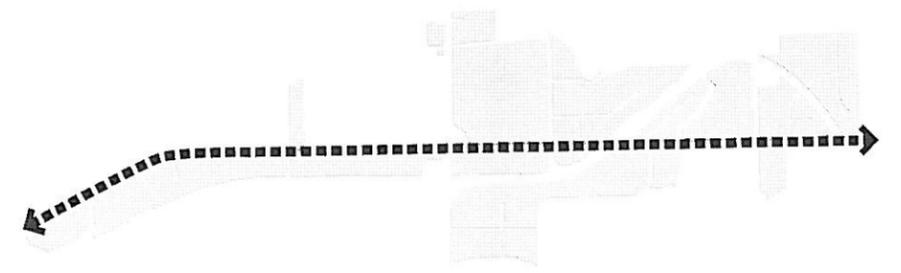
Figure 3
Land Use Plan



Land Use Legend

- | | |
|---|--|
|  Single-Family Detached Residential |  Dining and Entertainment |
|  Single-Family Attached Residential |  Hotels and Lodging |
|  Multi-Family Residential (Owner Occupied) |  Class A Office |
|  Mixed Use (Commercial/Multi-Family) |  Class B Office |
|  Neighborhood Commercial |  Public/Semi Public |
|  Regional Commercial |  Parks and Open Space |
|  Oak Brook Center |  Public Utility |

5 **COMMERCIAL & OFFICE PLAN**



Commercial and Office Plan & Policies

The Commercial & Office Plan & Policies strive to strengthen and reinforce the role and function of Oak Brook's commercial and business areas within the community and Chicago Region. This Section of Oak Brook's Commercial Areas Revitalization Plan builds on the Land Use Plan, Goals and Objectives and Vision Statement, providing recommendations and policies specific to office and retail uses. More specific recommendations for commercial and office area and site improvements, including redevelopment options are contained in Section 9 – Subarea Plans of this report.

The Commercial & Office Plan & Policies establish recommendations for improving, upgrading, and maintaining Oak Brook's prominence in the commercial and office markets and promoting compatible redevelopment and reinvestment within Oak Brook's commercial areas.

The Commercial & Office Plan and Policies contribute to maintaining the economic vitality of the commercial areas by:

- Reserving highly visible and accessible properties for commercial and office uses.
- Capitalizing on the proximity of destinations and traffic generators such as Oakbrook Center.
- Guiding redevelopment within the commercial areas using updated and uniform site planning to improve individual parcels as well as the functional efficiency, cross access, and appearance of the overall area.
- Ensuring high-quality architecture that creates quality retail, office, and mixed-use space that attracts quality tenants.
- Providing for the safe and efficient movement of vehicles and pedestrians.

- Protecting the Village's residential neighborhoods with buffering and screening, and maintaining adequate levels of illumination.
- Permitting appropriate signage that provides adequate identification for businesses while taking into account the visual impacts on the overall area.
- Minimizing the amount of surface parking which consumes valuable real-estate in Oak Brook's Commercial Area.

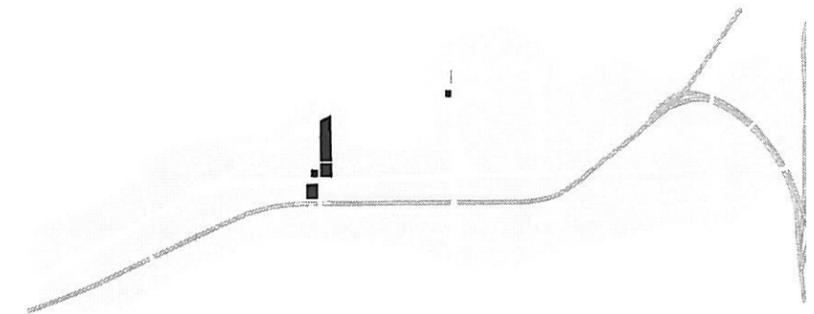
Commercial Uses

The Land Use Plan designated 6 types of commercial areas within the Study Area. A description of the type, role and character of each use is presented below.

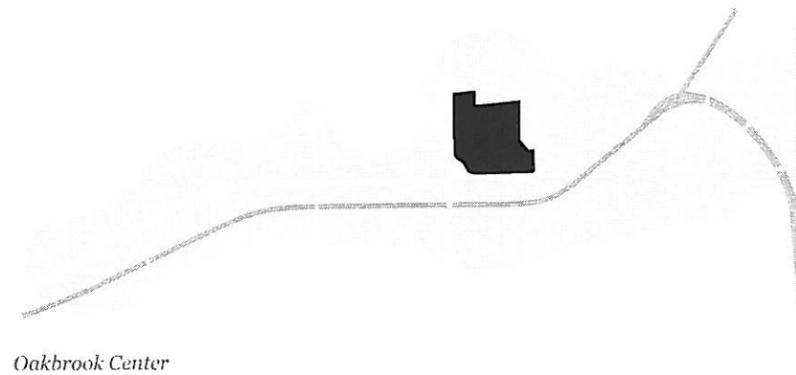
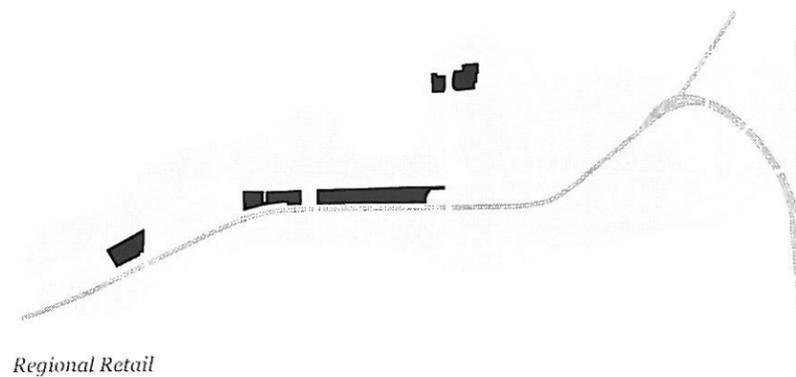
Neighborhood Commercial

Neighborhood Commercial uses serve the day-to-day convenience needs of nearby residents, (including residents of anticipated mixed-use developments), area employees and visitors to the community. Neighborhood commercial areas should consist of both retail and service uses. As residential development expands within Oak Brook's commercial areas, including mixed-use developments, there will be a demand for convenient commercial uses. Currently, few, if any of these types of uses exist. The Land Use Plan designates Neighborhood Commercial along Midwest Road north of 22nd Street, where the parcel sizes and depths along with their location limit their ability to accommodate larger scale office and retail developments.

Neighborhood Commercial uses should develop similarly to the Shell service station and Walgreen's that currently exist at the intersection of Midwest Road and 22nd Street. Neighborhood Commercial uses should also be considered appropriate with mixed use developments where commercial on the ground floor could provide convenient shopping and services to residents above and residential areas nearby.



Neighborhood Commercial



Regional Retail

Regional Retail areas consist of stores and shops that serve a larger regional market. Regional Retail uses attract shoppers and visitors to the community and provide valuable retail sales tax to the Village to fund its operation and pay for capital improvements. Regional Retail uses are located along 22nd Street and Illinois Route 83 with their location influenced by (a) existing retail uses that are well established; (b) close proximity to Oakbrook Center; and, (c) proximity to major retail centers in neighboring communities. As a general principal this type of retail use should be clustered to create synergy and contribute to an area’s ability to serve and function as a destination.

According to a 2007 market analysis completed as part of this planning process, the presence of Oakbrook Center and Yorktown limits the number of national retailers that might otherwise locate in Oak Brook’s commercial areas, as most have a presence within one of the super regional shopping centers or in adjacent community retail centers. Furthermore, extensive competition exists for day-to-day and larger-ticket shopping, from other retailing nodes within and those just outside of the regional market area, including Stratford Square, Danada/Wheaton Town Square, Bolingbrook’s Promenade, and Woodfield Mall.

Given the saturation of retailing and the location of opportunity sites, the types of new retailers likely to locate in the 22nd Street corridor are more likely to appeal to the local market and serve as secondary retailers to the larger Oakbrook Center and Yorktown “anchors”. Competition exists for these retailers as well from established downtowns in communities such as Naperville, Wheaton, Glen Ellyn, Elmhurst, Downers Grove, and Hinsdale.

Oakbrook Center

Oakbrook Center is a form of Regional Retail that attracts visitors from other communities, but is further distinguished due to its unique nature and function within the Village’s

commercial areas.

Oakbrook Center is the largest commercial shopping center within the community, and region. It is surrounded by other retail and office uses, which capitalize on proximity to the center, through visibility to drive by traffic, and/or as an amenity to nearby office workers.

General Growth Properties (GGP), owner of Oakbrook Center, boasts the center as the largest open air mall in the United States. The mall is currently anchored by 6 department stores, and contains 160 shops and restaurants. GGP has been in the shopping center business for over fifty years and owns, develops, operates, and/or manages shopping malls in 44 states. As of January, 2007, GGP had ownership interests in and/or management responsibility for more than 200 regional shopping malls totaling approximately 200 million square feet of retail space. Headquartered in Chicago, GGP has expressed a desire to establish Oakbrook Center as a flagship mall within its portfolio, close to its corporate headquarters.

As a regional shopping destination, Oakbrook Center is vital to the economic sustainability of the Village’s commercial base. Similar to how its six anchor stores support 160 shops, Oakbrook Center anchors the entire area. Consequently, it is recommended that the Village maintain a positive relationship with GGP, and work closely with them to accommodate appropriate improvements in operation and expansion.

Oakbrook Center’s primary opportunity for expansion is within its parking areas. These areas consist of large spans of surface parking which perpetuate the pedestrian hostility and automobile dependency of the area. Lacking a strong presence on its two major frontages, 22nd Street and Illinois Route 83, the center’s parking lots could be redeveloped with a mix of uses that could buffer adjacent residential uses, expand shopping and dining opportunities and enhance the synergy of the center. These improvements would also serve to improve its appearance from bordering streets and facilitate new pedestrian connections.

Dining and Entertainment

A wide variety of regional and national restaurants are located within Oak Brook. Many of the restaurants are destinations, not only for residents and local businesses, but also for visitors to the Chicago metro area. The restaurants benefit from the large office /daytime population of the area, and the overall role of this area as a regional shopping and business destination. Not only is Oak Brook a relatively short distance to downtown Chicago, corporate offices, hotels, and conference centers, but it draws people from locations outside the metropolitan area.

Restaurants and other entertainment uses are an excellent complement to retail and office draws in the community and can have the ability to attract visitors as well. The Land Use Plan for Oak Brook's commercial area designates a cluster of offices at the intersection of 22nd Street and York Road; however restaurants should be permitted within all other commercial areas. This includes mixed-use developments, regional retail areas, Oakbrook Center and Class A Office buildings provided they are part of, and integrated into, a larger development effort.

Hotels and Lodging

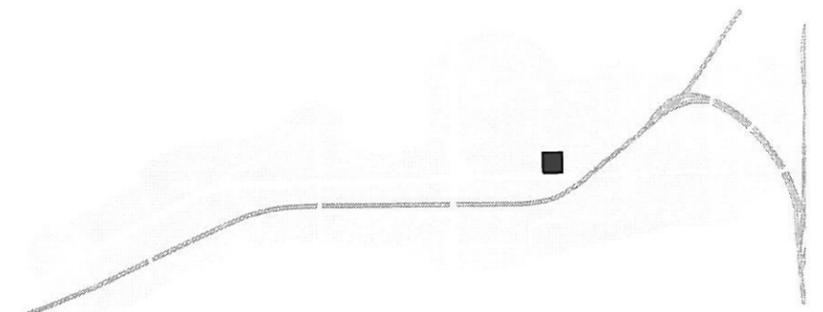
The commercial areas contain six hotels, mostly clustered around Oakbrook Center. In addition, there are plans to construct a hotel as part of the mixed-use Clearwater development, at the intersection of York Road and 22nd Street.

The hotels play an important role in the area, providing nearby lodging options for the office users. Generally, the hotels in the area include many guest amenities including conference rooms and transportation to O'Hare Airport.

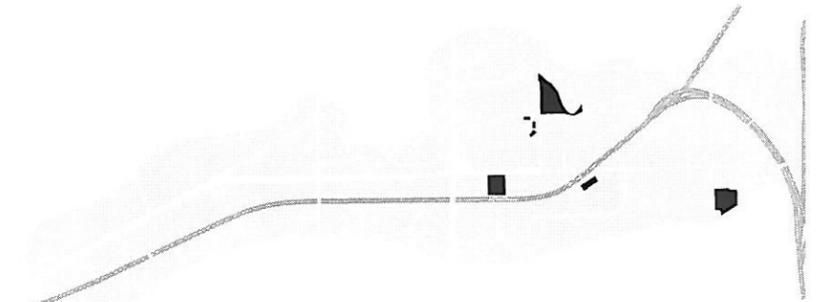
Hotels contribute to the overall synergy of Oak Brook's commercial areas. They provide tourists visiting the regionally and nationally renowned shopping areas and also provide offices in the area with nearby lodging for out of town workers and corporate guests. Similar to other land uses, hotels should be clustered, near or around Oakbrook Center, close to shopping and dining areas. When located away from Oakbrook Center, such as the planned hotel within the Clearwater development, restaurants and other commercial uses should be within close proximity.

Mixed-Use

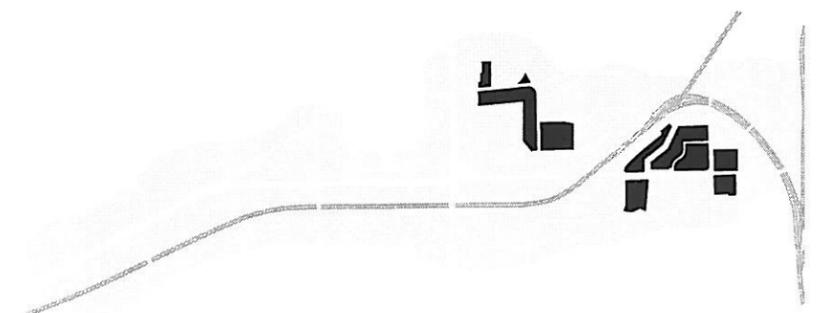
The Clearwater Development at York Road and 22nd Street will be the Village's first significant mixed-use development. The building and site feature ground floor stores and restaurants, a hotel, health club and a 15-story condominium tower. As residents in the community move into different stages of their lives, mixed-use developments can address their desire or need to downsize, while continuing to live within the Oak Brook community. Providing both shopping and residential opportunities, accommodating additional mixed-used development should be a priority of the Village in the interest of the long-term vitality of Oak Brook's commercial areas.



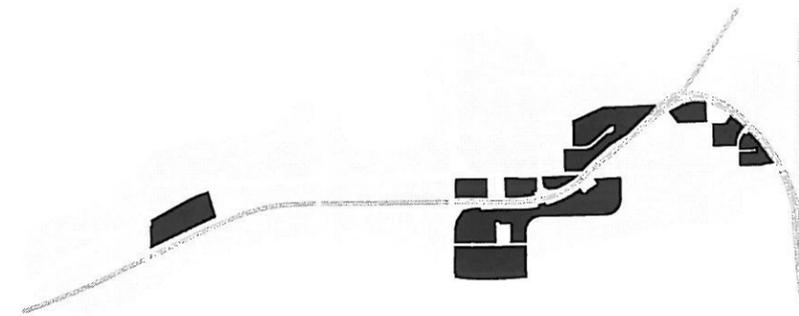
Dining and Entertainment



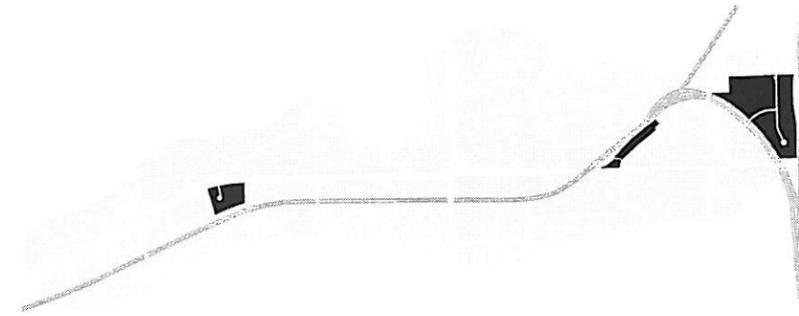
Hotels and Lodging



Mixed Use



Class A Office



Class B Office

Office Uses

The Land Use Plan designated three types of office areas within the Study Area. A description of the type, role and character of each use is presented below.

Class A & B Office

Office uses are the predominant land use in Oak Brook's commercial areas, and should continue to be so. Office uses of all types and tenants are located throughout the entire area, in a variety of sites and buildings. Oak Brook is home to numerous small businesses occupying smaller buildings and parcels in business park like enclaves along Commerce Drive, Windsor Drive, and Swift Drive. It also serves as the regional, national and international headquarters for several high profile businesses including McDonald's Corporation, Ace Hardware, Federal Signal Corporation, Inland Real Estate, Blistex and Lion's Clubs International which occupy sites with high visibility and excellent access to adjacent Tollways.

In recent years, Oak Brook has been unable to accommodate high-profile companies seeking to locate or relocate their corporate headquarters within the region. Taking advantage of readily available land, TIF and other incentives, Warrenville, Lisle, Naperville and Downers Grove have been able to accommodate national and regional offices for BP, Calamos Investments, Microsoft, Tellabs Inc., International Truck & Engine, Inc., Exelon Nuclear, Office Max, among others.

Strategically located along Interstates 88 and 294, and only minutes away from the City of Chicago, O'Hare International Airport, and Midway Airport, Oak Brook provides a prime location for office users large and small. However, the lack of available land and the prevalence of older functionally obsolete office buildings, significantly limits the Village's ability to attract businesses to the community, particularly those seeking large Class A office space. Office uses in the land use plan are divided into Class A and Class B spaces, as defined by National

Association of Building Owners and Managers (BOMA),

Class A office consists of the most prestigious buildings competing for premier office users with rents above average for the area. Class A buildings have high quality standard finishes, state of the art systems, exceptional accessibility, amenities, and a definite market presence.

Class B office consists of buildings competing for a wide range of users with rents in the average range for the area. Building finishes are fair to good for the area and systems are adequate, but the building does not compete with Class A at the same price.

While many property owners could provide the amenities and finishes required to classify their property as Class A, the parcel sizes, geometries, and location do not always allow. In addition the economic feasibility of the investment in upgrades may not yield the same rate of return as does the existing building conditions/amenities. Furthermore, the market realities suggest that secondary and tertiary office markets are necessary to support a variety of business types as well as providing increased activity in commercial areas. While substantial Class A space is desirable for the Village of Oak Brook in terms of prestige and ability to compete with other communities, it is necessary to maintain a mix of office buildings and types. Equally important is that space is well occupied and that buildings complement adjoining uses.

Medical Office

Medical Office uses are not designated specifically within the Commercial Areas Revitalization Plan. However, medical offices should be considered appropriate in areas designated for Neighborhood Commercial and in Class B Office buildings and districts, provided parking can be adequately accommodated.

There is anticipation that the planned expansion of the Elmhurst Memorial Healthcare (EMHC) hospital in neighboring

Elmhurst will result in demand for medical offices within Oak Brook's commercial areas. EMHC has plans for a new, integrated hospital campus in south Elmhurst. The new acute care hospital is scheduled for completion in 2011. The integrated campus will include an acute care hospital facility, outpatient services and physician offices. For the new facility, EMHC has acquired 27 additional acres of land adjacent to the Elmhurst Memorial Center for Health, which sits on 15 acres at 1200 South York Road, north of the Village of Oak Brook.

There are several existing medical uses located within Oak Brook's commercial areas. According to field investigation, each of these existing medical uses had insufficient parking to accommodate their staff and visitors. In light of the larger parking requirements for medical uses, they may not be fully compatible with all office development. Should an existing office building seek to accommodate a medical office tenant, an existing surplus of parking would be required, or parts of the building taken off-line to reduce the building's overall square footage. Despite the potential need for the aforementioned modifications, new medical office development should comply with the current parking requirements. Additionally, the Village should examine its parking requirements for medical office uses to ensure future medical uses provide sufficient parking.

General Improvement & Development Guidelines

As redevelopment and reinvestment occurs within Oak Brook's Commercial Areas, it is important that it is in keeping with the Village's vision. Listed below are improvement and development guidelines divided into 6 categories: (1) Sites and Buildings; (2) Access and Circulation; (3) Parking; (4) Lighting; (5) Open Space, Landscaping and Streetscaping; and, (6) Signage.

Sites & Buildings

- High-quality architecture should be encouraged and promoted within all of Oak Brook's commercial areas. Buildings should be designed with attractive "four-sided" architecture consisting of high-quality materials. New developments are encouraged to go beyond typical prototype designs. In general, architecture should establish common themes for each site that enrich the overall character of the community and contribute to its reputation and prestige.
- The formation of larger unified developments through parcel assembly is encouraged. Larger developments are preferred since they (1) are more cohesive than several individually developed parcels (2) have the ability to attract and accommodate high profile tenants and (3) can facilitate better planned and coordinated development.
- The modernization of Oak Brook's office building inventory is encouraged. Obsolete floor plates, aging infrastructure and dated appearance impact the Village's ability to attract larger, high-profile office tenants to its commercial areas. Although complete redevelopment is preferred, any reinvestment into Oak Brook's aging office inventory is encouraged. As discussed in the previous section, however, this does not mean entirely Class A space. Instead, a mix of quality building types and uses should be the objective.

HIGH-QUALITY ARCHITECTURE SHOULD BE ENCOURAGED AND PROMOTED WITHIN ALL OF OAK BROOK'S COMMERCIAL AREAS. BUILDINGS SHOULD BE DESIGNED WITH ATTRACTIVE "FOUR-SIDED" ARCHITECTURE CONSISTING OF HIGH-QUALITY MATERIALS

BUILDINGS SHOULD HAVE A STRONG VISUAL
AND PHYSICAL RELATIONSHIP TO THE 22ND
STREET, BUTTERFIELD ROAD, AND OTHER
FRONTING STREETS TO ENHANCE THE IDENTITY
AND PEDESTRIAN ORIENTATION OF THE
VILLAGE AND ITS COMMERCIAL AREAS.

- Building placement and orientation is an important consideration that will vary depending on the size and location of the parcel. Overall, buildings should be developed in a manner that does not make the site appear overcrowded or overdeveloped. Buildings should maintain a presence along 22nd Street and other major streets within the commercial areas.
- Consideration should be given to the location of loading docks and service areas. The separation of customer parking from loading/service areas is encouraged. Loading and service areas should be positioned away from residential areas. Where appropriate, loading and service areas should be located together even in larger developments with multiple tenants.
- The location of front entrances should be appropriate for the type of use. Entrances for stand-alone or single building retail uses and restaurants should orient their main entrances to face the primary frontage street. Office uses should orient their main entrance in a manner that provides the safest and most attractive linkage from parking areas.
- Building entrances should be designed to contribute to the character of the building and to easily convey access points to visitors and customers. Changes in building color, materials, awnings, and rooflines should be used to easily convey entrance locations. Arcades in larger developments should be encouraged to provide pedestrian connections through buildings and to provide visual interest.
- Outlot buildings should complement the primary building on the site in terms of architecture, style and building materials. All sides of outlot buildings should be attractive due to their prominent location near the street and within the larger parcel.
- Outlot buildings should be located along the front and side setback lines to create a strong presence from the street and sidewalk network and to screen views of large surface parking areas. Careful consideration should be given to the location and placement of outlot buildings so that they do not negatively impact views to the primary building.
- Drive-thrus should not be prominent features as viewed from public streets and should be located and designed to allow for safe vehicular and pedestrian movements. Drive-thrus should be oriented on the sides or rear of buildings.
- To improve the efficiency and safety of drive-thru establishments, landscaped areas should be installed to separate drive-through lanes from parking areas and pedestrian entrance points should not be located in drive-thru lanes or in stacking areas. When possible, drive-thrus should be separated from primary parking areas.
- To improve the visual appearance of drive-thrus, landscaping should be used to screen vehicle stacking areas. Drive-thru roofs and structure should be consistent with the building design and architecture.
- Buildings should be positioned at, or near, the front yard setback to establish a consistent rhythm of placement. Buildings should have a strong visual and physical relationship to the 22nd Street, Butterfield Road, and other fronting streets to enhance the identity and pedestrian orientation of the Village and its commercial areas. Buildings should be attractive at both a pedestrian and vehicular scale.
- Uninterrupted, blank facades are not in keeping with the architectural detail encouraged in the commercial areas and should not be permitted. Variation in building heights, rooflines, articulation, windows, awnings, trim and other architectural features and techniques should be employed to create more interesting building façades through the commercial areas. Landscaping should also be installed to break up the monotony of all facades. Well-designed awnings that are compatible with building colors can enhance the design of buildings and attract attention.
- Distinguishing architectural features are encouraged, such as decorative cornices, columns, reliefs, and other façade ornamentation and detailing.

- Windows should be compatible and appropriate for the architectural style of the building. Window glazing shall be clear or slightly tinted. Dark, mirrored, or reflective glass is appropriate for office buildings only. Large ground-floor display windows and bays are strongly encouraged for retail and entertainment uses within the commercial areas.
- Rooftop-mounted equipment and vents shall be screened from views along all sides of a building. Rooftop screening shall be incorporated into the overall design of the building and be an integral part of the architecture.

Access and Circulation

- Traffic generated from commercial and office developments should be directed away from residential areas. Streets should be designed to reduce cut-through traffic into residential areas.
- Where possible, access points and drives into a development should create views and direct visitors towards the main building entrance.
- All developments should provide adequate pedestrian circulation between buildings on the same site. Although the commercial areas are generally auto-oriented, safe and attractive pedestrian circulation should be provided on every site.
- Access from 22nd Street and Butterfield Road should be limited. Wherever possible, redundant and unnecessary curb cuts should be eliminated to improve safety and efficiency.
- Cross access between properties should be created to reduce the dependence on 22nd Street, Butterfield Road and other Village streets for trips between adjacent sites. Shared driveways and parking areas should be encouraged and cross-access between parcels should be implemented wherever possible and be a requirement for all new development. Cross access should accommodate both pedestrian and vehicles wherever possible.
- Public transportation should be improved and promoted along 22nd Street and to nearby offices and shopping areas. Pace bus stops should be located near main office, retail, and mixed-use developments. Pace bus stops should include pedestrian amenities such as shelters and benches.
- Pedestrian and bicycle circulation should be improved and promoted within Oak Brook's commercial areas. Pedestrian and bicycle routes should be created to link with the larger regional path system. Adequate bicycle parking should be provided near the main entrances to buildings.
- Internal pedestrian walkways should be linked to the sidewalk network, Pace bus stops, and the Village's bike trail system.
- The pedestrian experience within large surface parking lots should be enhanced. Well-defined pedestrian walkways should be created through parking lots especially at Oakbrook Center and where outlot buildings are connected with anchor stores and inline retailers.
- To encourage pedestrian movement and the use of trails and sidewalks by residents, employees and others, all pedestrian systems should be designed to feel safe and be well-lit and attractively designed.

DUE TO THE AREA'S OVERALL BUILT OUT NATURE AND THE INCREASING REAL ESTATE VALUES, SURFACE PARKING SHOULD BE DISCOURAGED. FURTHERMORE, WHERE FEASIBLE, LARGE SURFACE LOTS SHOULD BE PROMOTED AS POTENTIAL OPPORTUNITY SITES WITHIN THE COMMUNITY

Parking

- Large expansive and unattractive parking areas should be discouraged. Instead, parking should consist of a series of smaller parking lots separated by landscaping, pedestrian walkways, and buildings. In addition, shade trees and landscaped islands should be located in parking areas.
- Where feasible, shared parking areas and facilities should be encouraged and promoted.
- All surface parking lots should be screened from view, especially from 22nd Street, Butterfield Road and other primary roadways. Hedgerows, low masonry walls, and small berms are landscaping techniques that can be promoted and utilized to screen parking.
- Structured parking is preferred for all development within Oak Brook's commercial areas. Due to the area's overall built out nature and the increasing real estate values, surface parking should be discouraged. Furthermore, where feasible, large surface lots should be promoted as potential opportunity sites within the community.
- Parking structures should be designed with similar architectural style, materials, and colors as the primary building on the site. Architectural treatment should vary depending on its location and visibility. Structures should also be designed without repetitive or long blank facades.
- Parking lot lighting on the top deck of a parking structure should be limited in height to twelve feet and should be setback from the sides of the structure as to not cast light down onto the ground below. Light fixtures should be designed so that the direct light source is not visible from ground level or from adjacent properties.
- Buildings with at grade parking located beneath the structure should be screened with limited openings. Walls, fencing and landscaping should be considered to improve the appearance of these parking areas. Parking areas below buildings on stilts, or "floating" above, should not be permitted.

Lighting

- Wherever possible, external lighting should consist of concealed source light fixtures. Concealed source light fixtures are designed to shield the light source while preventing glare.
- Parking lot lighting, service area lighting, and safety lighting, should be of high-quality throughout the Corridor. All light fixtures, including poles, and other hardware, should complement the building's architecture.
- Parking lots should be illuminated from light fixtures fastened to light poles located within the parking areas. The practice of illuminating parking areas from building rooftops with flood lights or halogen spot lights should not be permitted.
- Exterior lighting of buildings should be limited to only building entrances and unique focal points and other areas necessary for pedestrian and vehicular safety. Main entrances should be illuminated with additional lighting to easily convey their location. Focal points or unique architectural elements should be lit if appropriate. Exterior lighting of entire buildings or facades should be prohibited.

Open Space, Landscaping and Streetscaping

- Additional coordinated landscaping throughout the Corridor should be encouraged to improve visual unity and on-going maintenance should be planned for. New developments should create landscape plans that reflect the character of the area and adhere to any themes as required from Beautification Master Plan the Village adopted in 2006. All plant palettes should consist of native and traditional plantings.
- The addition of a unified streetscape treatment will improve the appearance of Oak Brook's commercial areas. These improvements should create a visually appealing boulevard effect that distinguishes the area from other neighboring municipalities. These improvements create a sense of place that is also inviting and attractive. Private landscaping should compliment streetscape treatments in the public rights-of-way. A common theme between the public and private properties should create a greater sense that the area is visually organized.
- Where possible, developments should contain public areas for outdoor gathering and potential shopping and eating opportunities. The Village should encourage open space, plazas or gathering places within new developments. Pedestrian areas, especially walkways and gathering areas should be well landscaped and include shade trees, and street furniture.
- Unsightly views, activity areas or features should be screened from direct view. Unsightly views or features include rooftop utilities, loading docks, dumpsters, and other utility boxes. Screening may include one of, or a combination of fencing, berms, or landscaping.
- Dumpster enclosures shall be of masonry construction and shall compliment overall building design. Dumpster enclosures shall be well landscaped and located at the rear or sides of buildings.

- Dumpster screening should include both a gate for the loading and unloading of the dumpster as well as a separate pedestrian door. Often the service gate is left open, which lessens the effectiveness of the dumpster screening. The addition of a pedestrian door should eliminate the need to open the larger gate and improve the usefulness of the screening.
- Developers and the Village should work with utility companies to locate above grade utility boxes in functionally appropriate, but more attractive and fitting locations on a site. These utility boxes should be located in areas that do not affect appearance, sightlines, safety, or pedestrian movements.
- In addition to overall site landscaping, foundation landscaping is encouraged on all sides of buildings to soften the appearance of the building.
- Outside gathering places are encouraged. Gathering places should be designed for employees, customers and visitors. If located near natural features, such as Salt Creek, buildings should acknowledge the natural features and use the creek as a benefit in its overall site design and building positioning. Outdoor gathering areas should be located facing natural features.
- Commercial and office uses should be buffered sufficiently when adjacent to residential properties. A variety of vertical and horizontal buffering and screening techniques are encouraged including, fencing, berming, spacing, and landscaping. If fences are to be utilized for screening or buffering, a combination of fencing with landscaping should be required. High-quality materials should be used for fencing and landscaping to decrease maintenance costs. Streets and wide right-of-ways may also be appropriate boundaries separating residential and non-residential uses.



Examples within the Commercial Areas of how landscaping can improve and soften the appearance of a large buildings

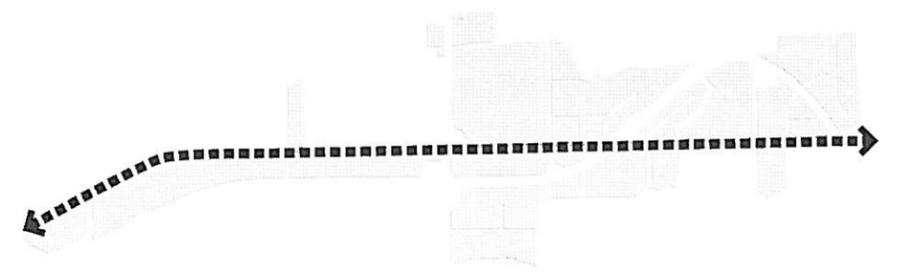
ALL SIGNS SHOULD BE COMPATIBLE AND
COMPLEMENT BUILDING ARCHITECTURE,
COLORS, AND MATERIALS. SIGNS SHOULD
BE DESIGNED TO APPEAR AS PART OF
THE BUILDING'S ARCHITECTURE

Signage

- All signs should be compatible and complement building architecture, colors, and materials. Signs should be designed to appear as part of the building's architecture. Limits should be placed on the number of letter styles, colors, and amount of text to increase legibility.
- Exterior building signs shall be limited to business identification and description; exterior advertising signs are not permitted. The size, material, color, and shape of building signs should complement the architectural style and scale of the building.
- Signs should be located in an appropriate location that suits the size of the building, the site, and its location from 22nd Street, Butterfield Road, Tollways, or other fronting street.
- Signs should be appropriately scaled based on the viewing speed, for example larger signs for vehicles and smaller signs for pedestrians.
- Buildings of three stories or more and those with frontage on the Tollway should have additional or varied sign restrictions than others in the Corridor. Signage should be required in a similar location at the highest floor of all buildings to increase visibility, but maintain uniformity. Signs should be designed in proportion to the height of the horizontal band on which it is mounted. Signage shall not project above the cornice line or be mounted on the roof of a building.
- Raised, individual letters mounted directly on the building, as well as signs that use light colors for lettering and darker colors for backgrounds, are preferred. Box signs are not permitted. The design and color of the sign shall compliment the architectural style of the building, and be integrated as a component of the building's facade.
- When a building contains multiple ground-floor tenants, signage for all businesses shall be compatible in design and consistent in placement.
- Street numbers shall be prominently displayed at the main entrance to every business and be clearly visible from the street.
- Free-standing signage within the commercial areas is limited to low-profile monument signs for multi-tenant commercial properties. Monument signs shall be attractively landscaped and constructed of traditional building materials similar to the primary building on the site. Pole signs, pylon signs, and billboards should not be permitted within Oak Brook's commercial areas.
- The letters of a monument sign shall be internally illuminated with a white light source. External illumination may be appropriate for a natural metal or engraved stone monument sign. Excessive light and light pollution shall be avoided.
- Internal illumination is preferred for building mounted signs. Externally lighted signs may also be acceptable if they are compatible with other architectural components.

6

RESIDENTIAL AREAS PLAN



Residential Plan & Policies

This plan does not address the Village's existing Residential Subdivisions or Zoning. Instead, the Residential Areas Plan is the Village's long range plan and policies for adding residential uses into its commercial areas. Historically, Oak Brook's commercial areas have consisted of office and retail uses that have been separated by Interstate 88, Interstate 294, along with other roads and natural/man made features from Oak Brook's residential areas. The Residential Plan identifies areas suitable for residential uses which will primarily be comprised of mixed use buildings consisting of ground floor commercial uses with owner occupied units above.

The public outreach activities undertaken as part of the planning process identified a desire by Village residents to be able to remain within the Village of Oak Brook throughout their entire lives. The current residential development pattern of the Oak Brook community consists of residential enclaves comprised of large-lot single-family homes. As the residents of Oak Brook age and move into different stages of life (i.e. empty nesting), their options to remain within the community are limited should they choose, or be unable, to maintain a large lot and home.

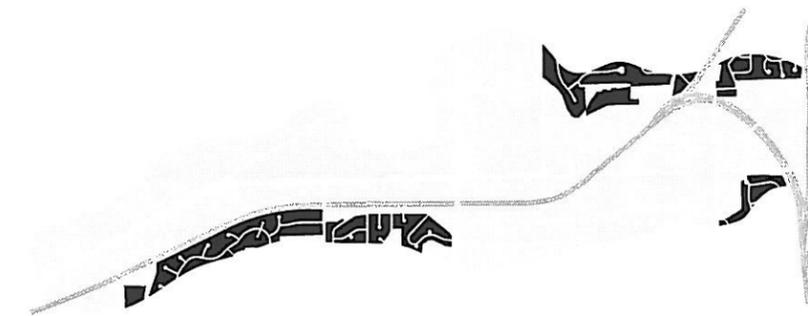
The desire to provide residential uses within Oak Brook's commercial areas is supported by the market study conducted as part of this planning assignment, which concluded that there is a strong market for condominiums and multi-family type uses, and that there is a lack of supply within the marketplace.

The Residential Areas Plan and Policies responds to the market indicators and achieves the Village's desires by:

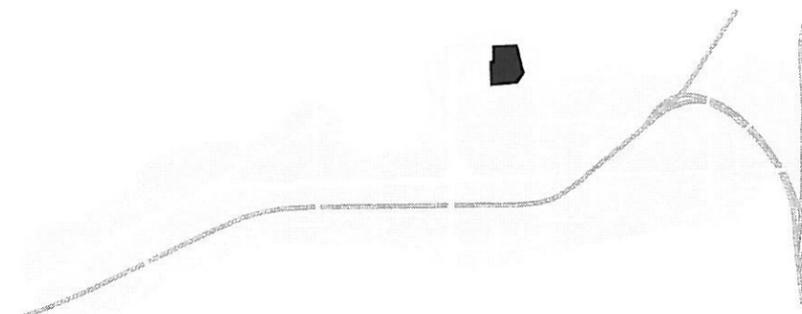
- Maximizing opportunities for mixed-use development for areas less suited for purely office or retail development.
- Strengthening connections to natural features and community destinations.
- Separating residential and mixed use developments from highway and other uses considered less desirable for a residential environment.
- Establishing development guidelines to ensure high quality development that contributes and furthers Oak Brook's prestige and reputation.
- Locating residential uses adjacent to more environmentally sensitive or scenic areas.
- Utilizing mixed use development as a means of buffering existing residential development.
- Clustering compatible land uses to reduce dependency on the automobile and to foster a synergy among uses.

Detached Single-Family Residential

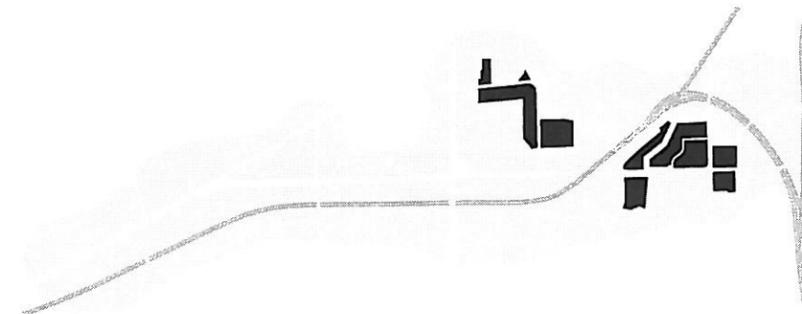
The residential areas plan introduces no new single family development into Oak Brook's commercial areas. Single family areas designated on the Land Use Plan are existing developments that should remain protected and buffered from the negative impacts associated with business operations. Wherever possible, existing single family neighborhoods should be furthered buffered and screened to maintain and improve the existing quality of life. Additionally, the Village should identify opportunities to better connect its residential areas with its commercial areas through public transportation, sidewalks and trails.



Detached Single-Family Residential



Attached Single-Family Residential



Mixed-Use

Attached Single-Family Residential

The Land Use Plan identifies no additional attached single-family uses, however they should be considered appropriate components of a larger mixed-use development if desired by the developer. Oak Brook Club is an attractive gated attached single-family development north of Oakbrook Center. Should redevelopment occur within close proximity to the development, it should be mindful of impacts to the existing residential development. This is reflected within the Land Use Plan which identifies mixed use development around the development as a means of providing a better transition from regional commercial uses.

Mixed Use Development

The Land Use Plan clusters mixed use developments around the intersection of York Road and 22nd Street; Salt Creek; and, Oakbrook Center. Mixed use development will play an important role in assisting Oak Brook in realizing its vision for its commercial areas. Mixed use developments will afford the community with a place to live, along with providing shops, restaurants and experiences as part of a single development. Mixed use developments also contribute to the reduction of vehicle trips and assist in creating a more pedestrian friendly environment. By nature, mixed use development will diversify the land use mix within Oak Brook’s commercial areas, and strengthening the economic vitality of the community.

The Clearwater Development at York Road and 22nd Street will be the Village’s first significant mixed-use development. The buildings and site feature ground floor stores and restaurants, a hotel, health club and a 15-story condominium tower. Additional mixed use development should be similar in nature, and strive to provide a wide range of uses and experiences to its residents and visitors.

Residential Development Policies

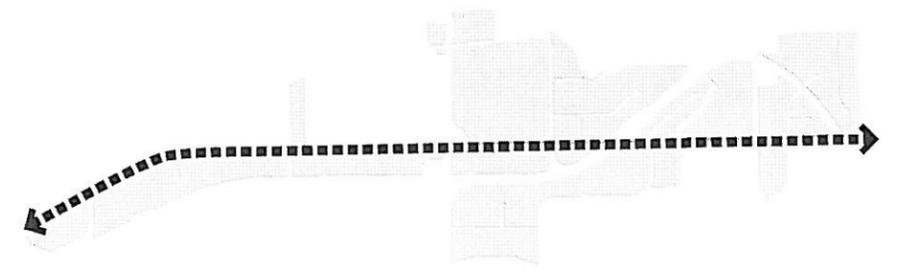
In addition to conforming with the other appropriate development policies identified in the previous section, residential and mixed use development should adhere to the following residential development policies:

- High-quality architecture should be encouraged and promoted for residential and mixed use developments. Buildings should be designed with attractive “four-sided” architecture consisting of high-quality materials. New developments are encouraged to go beyond typical prototype designs. In general, architecture should establish common themes for each site that also enriches the overall character of the community and contributes to its reputation and prestige.
- All multi-story mixed use and multi-family developments within Oak Brook’s commercial areas should provide covered parking for residents. Parking can be provided in an attached parking structure, at-grade (completely enclosed) or below grade. Parking for guests and commercial uses of the development can be provided for with at-grade surface parking.
- Parking for residential units should be provided at a ratio of 2.25-2.5 spaces per unit, with two spaces allocated for each dwelling unit, and the remainder reserved for guest parking. When supported by a detailed parking and traffic study, mixed-use developments should reduce the amount of parking in-lieu of opportunities for shared parking arrangements between active daytime uses (office, commercial service) and evening uses (residential, restaurants).
- Mixed use and multi-family developments should be located adjacent to natural features and take advantage of prominent views to natural areas, including Salt Creek, Butler National Golf Course, and other open space and park areas.

- Residential developments should have strong pedestrian connections to adjacent development and nearby destinations. Connections to the sidewalk system, regional trail network and to adjacent commercial areas will assist in reducing overall trip generation.
- Mixed use and residential projects should include amenities associated with high end residential developments, including common gardens and open space, recreation amenities, meeting rooms, etc. Common open space should be attractively landscaped and provide amenities for passive recreation.
- Mixed use developments should consider the day-to-day shopping and service needs of their residents. Convenience retail and service uses, including grocery, laundry, personal care, dry cleaning etc. should be incorporated appropriately.
- Multi-story residential buildings should contain a mix of dwelling units, with varying types, sizes and floor plans to accommodate residents in all stages of life.
- Lighting within mixed use and residential development should be kept to a minimum. Commercial uses should respect the residential nature of the floors above, and minimize lighting, noise and other impacts that could negatively affect residential living.
- All mixed use and residential developments should consider providing shuttle services to nearby Metra stations in the morning and evening. Shuttle service connecting to the Hinsdale and Elmhurst Metra Stations could reduce trips onto the Village's street system and assist with parking problems at nearby stations.



TRANSPORTATION & CIRCULATION PLAN



Transportation & Circulation Plan

Oak Brook's Commercial Areas are served by an established roadway system that handles a very large volume of traffic and is suffering from capacity issues. The daytime office and workforce population, coupled with the regional traffic passing through the community and the thousands of shoppers attracted to the area daily from throughout the region, all combine to create a traffic intensity that overwhelms the existing street system at different times during the day and week.

The sheer volume of traffic and the ability to accommodate its efficient movement through the corridor area has created challenges throughout the commercial planning area. Certain intersections need to be improved, highway access is in need of improvement, insufficient commercial parking cross access is problematic, and lack of a pedestrian circulation system are issues that currently face the area.

The Transportation Plan and Policies focus on the coordination and optimization of all modes of travel within Oak Brook's Commercial Areas, including vehicular, bicycle, walking and transit services. The Transportation Plan includes specific recommendations for motorized and non-motorized travel, parking, access, circulation and linkages between key areas of the Corridor and surrounding areas. The Plan identifies how linkages can be created between various land uses and properties in and around the Commercial Areas, which do not create additional burdens on the existing traffic infrastructure.

When considering transportation recommendations, short term and long term improvements need to be identified. Typically, large scale transportation improvement projects (long term) take years to be designed and implemented. Many times, the design is completed, but the implementation is delayed due to funding or right-of-way acquisition. This can sometimes leave a gap of 5-10 years before any improvements to the study area are seen. This is why both short term and long term strategies need to be developed.

Short Term Recommendations

Short term improvements are typically less expensive, less obtrusive, and more quickly achieved. The analysis of the existing transportation system identified five areas of concern that can be addressed with some short term improvements which are discussed below.

Pedestrian Connectivity

Although sufficient right-of-way exists, there is no sidewalk or bicycle path system that ties the entire corridor together or to the surrounding residential areas. Sidewalks and bicycle paths really only exist east of IL Route 83. The Village should provide sidewalks along all streets to improve overall pedestrian connectivity including pedestrian connections to Oakbrook Center from the surrounding businesses and residential areas.

Pavement

The section of pavement of 22nd Street between Butterfield Road and Illinois Route 83 is severely deteriorated. This section of 22nd Street is currently programmed to be resurfaced and repaired by IDOT in the 2008-2013 IDOT Proposed Highway Improvement Program. In addition to resurfacing and repairing the road, IDOT is considering widening 22nd Street through the Village. If the widening of 22nd Street is not seen as a priority by IDOT and scheduled in the near future, then the Village should ensure that resurfacing occurs as currently planned. However if IDOT moves up its plans to widen 22nd Street through the Village, resurfacing this section should be completed as part of the widening effort.

Cross Access

A lack of cross access between adjacent uses is problematic throughout the Study Area, resulting in more vehicular activity on 22nd Street than is necessary. The Village should work with existing land/business owners and encourage the installation of cross access and cross access agreements.

THE SHEER VOLUME OF TRAFFIC AND THE ABILITY TO ACCOMMODATE ITS EFFICIENT MOVEMENT THROUGH THE CORRIDOR AREA HAS CREATED CHALLENGES THROUGHOUT THE COMMERCIAL PLANNING AREA

Access Points/Curb Cuts

There are a large number of curb cuts along both sides of 22nd Street west of Illinois Route 83 on both the Village and City of Oakbrook Terrace sides of the street. Curb cuts decrease capacity and increase the opportunity for accidents by creating more turning movements of vehicles. Until 22nd Street is ultimately widened, the Village needs to work closely with Oakbrook Terrace and existing land/business owners to consolidate curb cuts by either providing cross access or dual access entrances into adjacent businesses. An additional short term improvement could be the installation of a right turn only lane on the north side of 22nd Street from Illinois Route 83 to Butterfield Road.

Intelligent Transportation Systems

There are more than 20 traffic signals within the Study Area, some of which operate independently of one another, with no consideration to the overall movement of vehicles through and within Oak Brook's Commercial Areas. The Village should work with IDOT to implement "intelligent" traffic signals where necessary and conduct traffic studies to better synchronize traffic signals optimizing traffic flow and circulation through and within the Study Area.

Long Term Recommendations

Long term improvements are typically more expensive and require more land acquisition. However, long term solutions are meaningful improvements that will improve roadway capacity and safety for many years to come. The analysis of the existing transportation system identified six major improvement projects that will improve the overall traffic flow and access along the 22nd Street corridor.

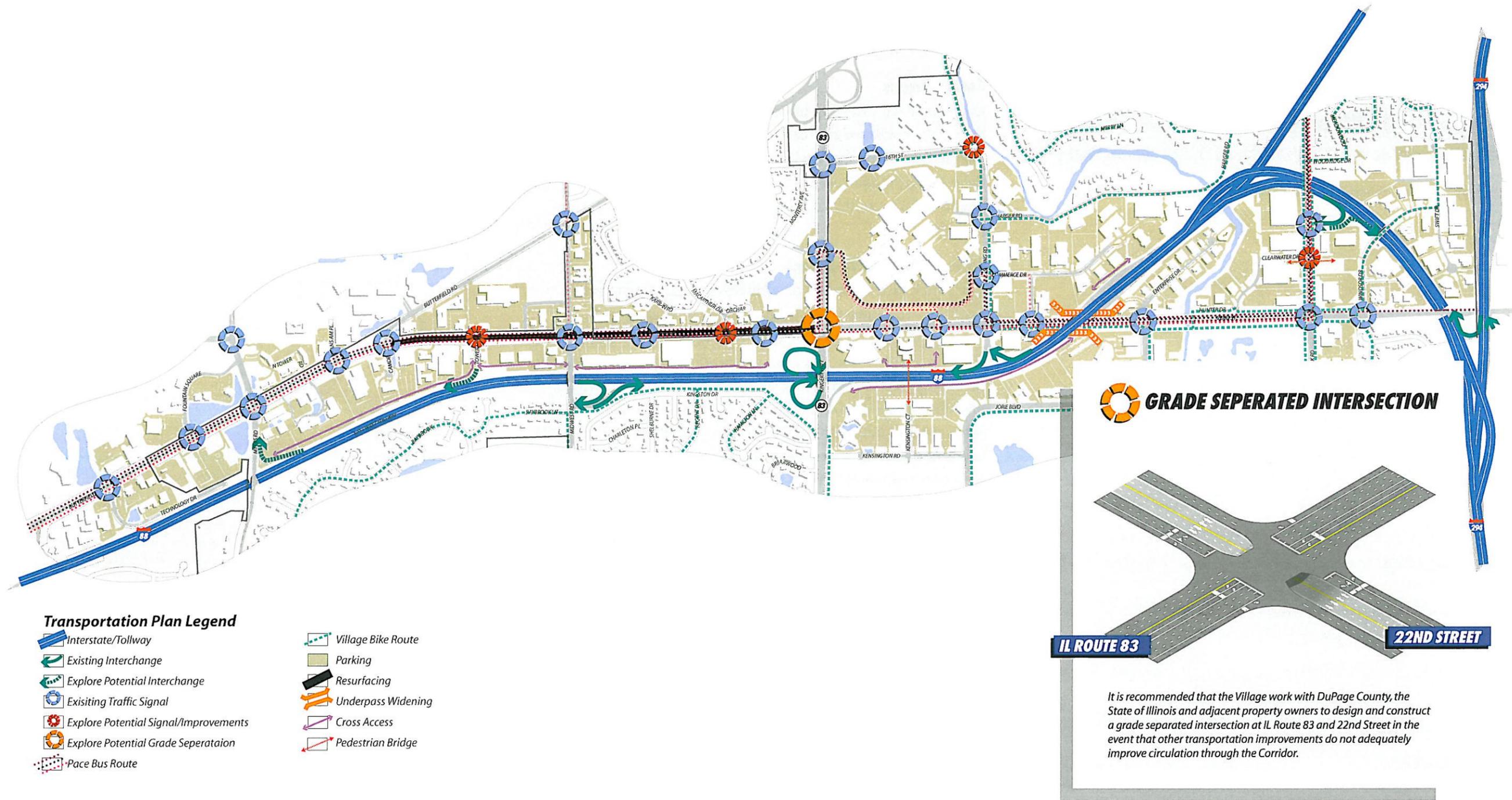
Widening 22nd Street

The number one priority of the Village of Oak Brook should be to aggressively pursue the widening of 22nd Street from Butterfield Road to Illinois Route 83. As was mentioned earlier, this section of roadway is the only section of 22nd Street through the corridor that has only two through lanes. The widening will improve the capacity of the roadway by greatly decreasing the delays at signalized intersections, which are currently operating at unacceptable levels of service.

Illinois Route 83 & 22nd Street Intersection Improvements

The intersection of Illinois Route 83 and 22nd Street is one of the most heavily traveled and accident prone intersections in the state of Illinois. Approximately 120,000 vehicles enter into this intersection every day. The Village of Oak Brook should pursue a grade separation to improve the capacity of this intersection. A grade separation improvement would be completed by reconstructing 22nd Street and routing it under Illinois Route 83. Side ramps would be used for traffic to access both streets. The down side of a grade separation is the loss of visibility and access to passing vehicles in all four quadrants from the re-alignment of 22nd Street underneath Illinois Route 83.

Figure 4
Transportation Plan



Transportation Plan Legend

- Interstate/Tollway
- Existing Interchange
- Explore Potential Interchange
- Existing Traffic Signal
- Explore Potential Signal/Improvements
- Explore Potential Grade Seperation
- Pace Bus Route
- Village Bike Route
- Parking
- Resurfacing
- Underpass Widening
- Cross Access
- Pedestrian Bridge



The existing Costco entrance at 22nd Street and Macarthur Drive

Rear Access Road

A rear access roadway could be configured behind the businesses from Myers Road to IL Route 83, and also from from IL Route 83 and Spring Road. This new roadway would provide ingress and egress to all businesses south of 22nd Street, thus removing a large amount of traffic from ever using 22nd Street.

Costco Access

Coordinate with the City of Oak Brook Terrace for relocating the existing traffic signal east of Macarthur Drive to the intersection of Macarthur Drive and 22nd Street. Included in these improvements would be the required realignment/storage length addition to the south leg of this intersection on Costco property.

Tower Drive Traffic Signal

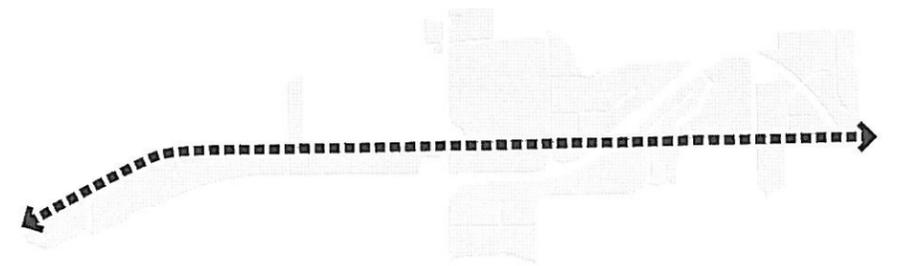
The anticipated widening of 22nd Street, including barrier medians, will concentrate traffic to limited access points throughout the Corridor, including Tower Drive. A traffic signal at Tower Drive will meet signal warrants, and its location (evenly spaced between the two signals east and west) would provide safe access to and from the businesses on the north and south sides of 22nd Street. Tower Drive could also extend south to the new rear access roadway discussed above and potentially an access ramp onto the East-West Tollway.

Tollway Access

Several opportunities exist to establish better connection onto, and off of, the adjacent Tollways. Providing additional ways to leave the community and access destinations within the Village more directly will favorably affect traffic volume on 22nd Street. Adding an interchange into an existing highway system is an expensive capital project, however its benefits can be worthwhile. In any regard, exploring the feasibility of additional Tollway access should be a long-term objective for the Village of Oak Brook.

8

STREETSCAPE & BEAUTIFICATION PLAN



Streetscape and Beautification Plan & Policies

For the most part, the public rights-of-way throughout the commercial corridor are surrounded by corporate and retail properties characterized by wide setbacks, manicured turf grass, and ornamental landscaping. Improvements within the right-of-way will do a lot to improve the public image of the commercial areas, but will have limited effect on the adjacent property conditions, unless properties redevelop over time and incorporate the ideas as outlined in the revitalization plan. The Village of Oak Brook has recently approved a Beautification Master Plan for the Village. This section of the Commercial Areas Revitalization Plan expands on the recently adopted Beautification Plan and establishes a design concept that has been developed for the character and streetscape that will work with, not against the existing private conditions that may remain as-is for some time.

The concept is to establish an ornamental style landscape organized in a flowing, organic pattern consistently along the commercial corridors. The organic pattern is preferred over a regimented arrangement so new public improvements will blend together and appear intentional related to the variety of existing and potential new private conditions. The majority of the commercial corridors will ultimately have a planted center median which will have a significant impact on the character of the corridor. The section of 22nd Street between Route 83 and Spring Road, adjacent to OakBrook Center Mall, is the exception. Due to the many turn lanes, center medians will not be possible in this area. For this reason, it is recommended that a higher level of landscape treatment be incorporated in the parkways, including the setbacks of the adjacent properties. Continuous sidewalks are recommended along both sides of the commercial corridors along with new ornamental street light poles, attractive street furnishings, specialty accent paving, and gateway signage that clearly represents the character of Oak Brook. Key intersections and bus stop locations will be treated with a high level of amenity to further enhance the image of

the corridor. It is expected that the commercial areas will be maintained to a level of quality consistent with the expectations of village residents, visitors and business patrons.

Landscape

The recommended landscape includes shade trees, flowering ornamental trees, shrubs, perennials and turf grass. Annual plantings and spring bulbs are included in limited, highly visible areas to achieve maximum impact while keeping maintenance expectations within reason.

Medians

Planted center medians will have a significant impact on the character of the commercial corridors. Ultimately, 22nd Street will have continuous center medians between Butterfield Road and the eastern Village limits (with the exception of the area between Route 83 and Spring Road as described above). IDOT has completed phase 1 engineering for the 22nd Street corridor from Butterfield Road to Route 83 incorporating planted center medians.

The center medians will include shade trees, ornamental trees, shrubs, perennials, and raised pre-cast planters, annuals/spring bulbs in key accent areas. The medians will be irrigated and may incorporate accent lighting and power for holiday lighting.

Street Lighting

The Village has recently selected an ornamental street light pole and fixture as part of the Illinois State Toll Highway Authority (ISTHA) project to reconstruct the I-88 bridge over 22nd Street. This ornamental street light will be incorporated consistently throughout the Village commercial corridors over time.

THE CONCEPT IS TO ESTABLISH AN ORNAMENTAL
STYLE LANDSCAPE ORGANIZED IN A
FLOWING, ORGANIC PATTERN CONSISTENTLY
ALONG THE COMMERCIAL CORRIDORS

Sidewalks / Multi-use Paths

Currently sidewalks and/or multi-use paths exist in some areas but are not continuous. It is recommended that sidewalks/ multi-use paths ultimately will be continuous along both sides of the commercial corridors. Short term emphasis should focus on completing gaps in the existing Village-wide circulation system.

Gateway Signage

Gateway signage concepts were developed as part of the Village Streetscape Beautification Plan including the identification of specific, highly visible locations along the commercial corridors. The gateway signs will significantly contribute to the character of Oak Brook by incorporating quality materials in a contemporary style with a simple message.

Way Finding Signage

A way-finding signage system should be implemented to compliment community gateway signage and business signage within the commercial areas. Way-finding signage should be easily legible, clear, concise and direct pedestrians and motorists to major destinations such as Oakbrook Center, local hotels, and major office and mixed-use developments.

Careful placement is critical to the successful implementation of way-finding signage. Consideration should be given to the speed of traffic, traffic patterns, turn lane locations, pavement tapering, business signage, pedestrian facilities, bus shelters, among other considerations. Way-finding signage should stand out (different color scheme) from other signs in the Corridor and be consistent throughout the commercial areas.

Street Furnishings

It is expected that the commercial corridors will remain drive-to destinations. However, including street furnishings such as benches, way-finding signage, and refuse receptacles in strategic locations remains important not only for user hospitality, but to contribute to the community character. Street furnishings will likely be somewhat limited to areas such as enhanced intersections, bus stops, and important public/ private interface areas.

Accent Paving

The majority of the sidewalks/ multi-use paths can be constructed from concrete or asphalt, but including accent brick paving at enhanced intersections, bus stops, and important public/ private interface areas will also contribute to development of the desired community character.

Intersection Improvements

Key intersections along the corridor should be improved with ornamental plantings, street furnishings and accent paving. Not only will these improvements contribute to the user hospitality along the corridors, but will also be highly visible from vehicular traffic that will often stop and/or slow down at these locations. The visibility of these improvements will also contribute to the community character.

Bus Stops

Currently amenities and/or shelters at bus stops along the commercial corridors are very limited. It is recommended that bus stops be improved with shelters, street furnishings, and accent paving. Sidewalks and/or multi-use paths should connect to the bus stop locations.

Tollway Bridge Enhancements

The Illinois State Toll Highway Authority (ISTHA) is currently in the process of reconstructing the I-88 bridge over 22nd Street. This bridge is a highly visible element along the corridor and the Village has been working with the Tollway to include aesthetic enhancements on the structure. Enhancements will include concrete coloring, a simulated stone formliner treatment and accent lighting. As part of the bridge reconstruction, 22nd Street is being improved between McDonald's Drive and Jorie Boulevard. The Tollway has agreed to include multi-use paths under the bridge and along both sides of the roadway, decorative railings, a center landscape median, and decorative street lighting. The Village intends to include plantings as described above within the center median and parkways once the Tollway is completed with their work.

Maintenance

A significant consideration for the commercial areas is to improve the level of maintenance to be more consistent with resident, visitor and business patron expectations. Currently maintenance within the right-of-way is shared between the Illinois Department of Transportation (IDOT) who owns the property, and the Village, which has maintenance agreements for certain areas. In the future, once new improvements are installed, it is expected that IDOT will require the Village to maintain the improvements. The Village will need to budget an appropriate level of funding on an annual basis. Often this type of maintenance is contracted through a landscape management company that can keep up with the expected level of maintenance throughout the growing season.

Private Property Improvements

In addition to the public items described above, private property improvements will have a significant effect on the character and streetscape environment. It is important to carefully consider numerous factors such as building scale and location, parking lot layout and buffering, driveway curb cut locations, landscape selection and placement, signage materials and location, and on-site circulation that all contribute to the character of the corridor streetscape. These items are discussed and illustrated in more detail throughout the commercial areas revitalization plan.

A SIGNIFICANT CONSIDERATION FOR
THE COMMERCIAL AREAS IS TO IMPROVE
THE LEVEL OF MAINTENANCE TO BE MORE
CONSISTENT WITH RESIDENT, VISITOR
AND BUSINESS PATRON EXPECTATIONS

Figure 5
Character And Streetscape Improvement Plan

The concept for the 22nd Street Corridor is to establish an ornamental style landscape organized in a flowing, organic pattern consistently along the commercial corridors. The organic pattern will blend together and appear intentionally related to the variety of existing and potentially new private conditions. The Type A prototypical improvements include a planted center median which will have a significant positive impact on the character of the corridor. The Type B prototypical improvements recommend coordination with adjacent private properties to include a higher level of landscape treatments in the parkways and setback areas to offset the fact that there is not enough space for center medians.

Continuous sidewalks are recommended along both sides of the commercial corridors along with new ornamental street light poles, attractive street furnishings, specialty accent paving, and gateway signage that clearly represents the character of Oak Brook. Key intersections and bus stop locations will be treated with a high level of amenity to further enhance the image of the corridor.

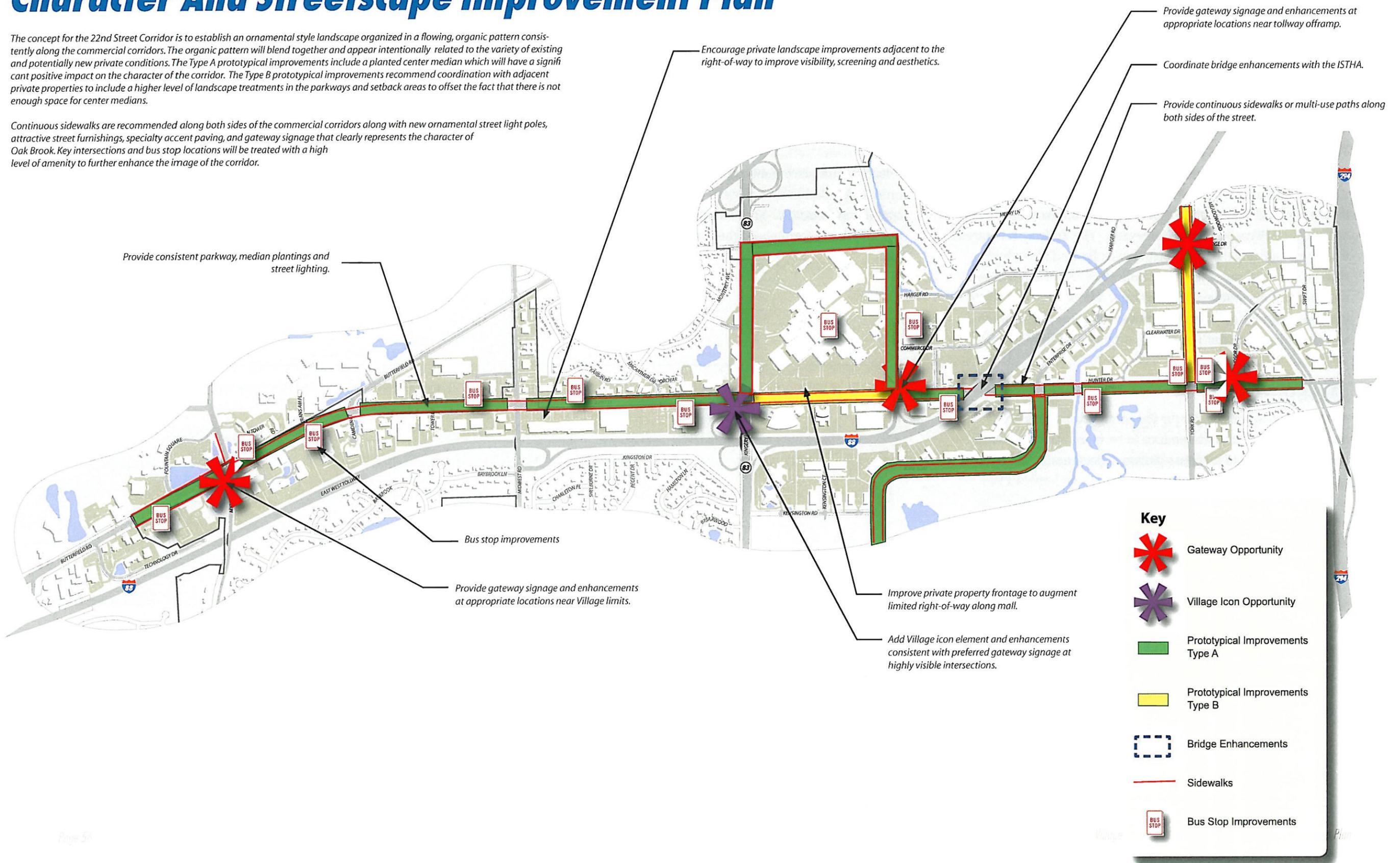
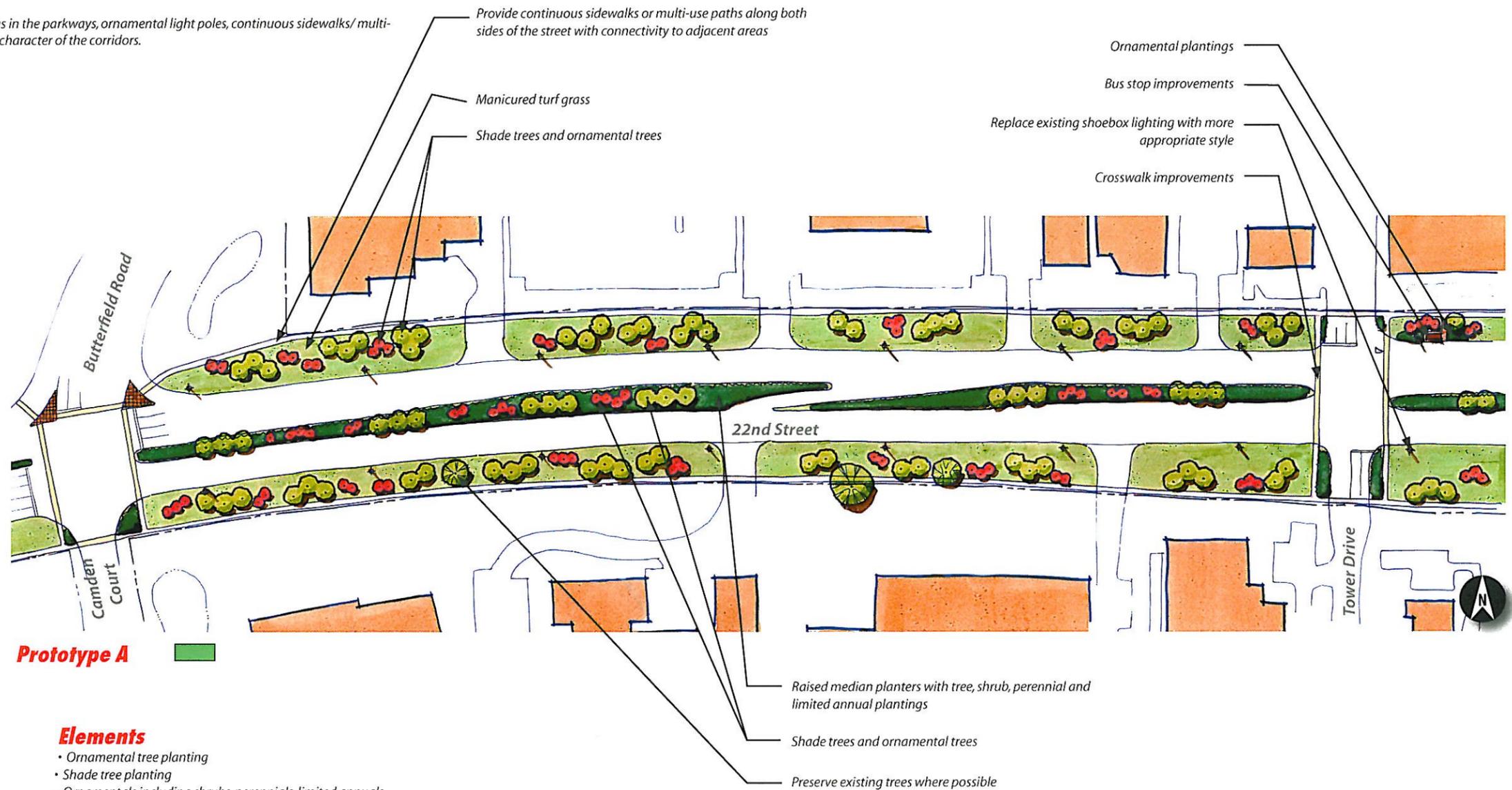


Figure 6
Prototypical Improvements - Type A

The Type A treatment includes planted center medians that will have a significant positive impact on the character of the commercial corridors. IDOT has completed phase 1 engineering for the 22nd Street corridor from Butterfield Road to Route 83 incorporating planted center medians. The medians include shade tree, ornamental tree, shrub and perennial plantings, raised pre-cast planters, under drains, irrigation and holiday/ accent lighting.

The median plantings along with flowing ornamental plantings in the parkways, ornamental light poles, continuous sidewalks/ multi-use paths and increased maintenance will greatly improve the character of the corridors.



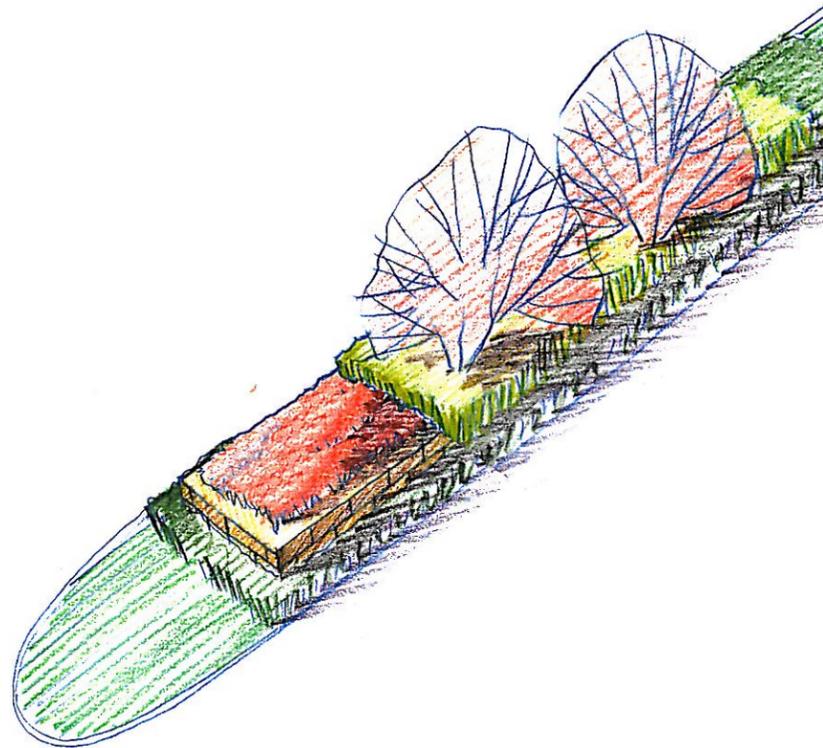
Prototype A

Elements

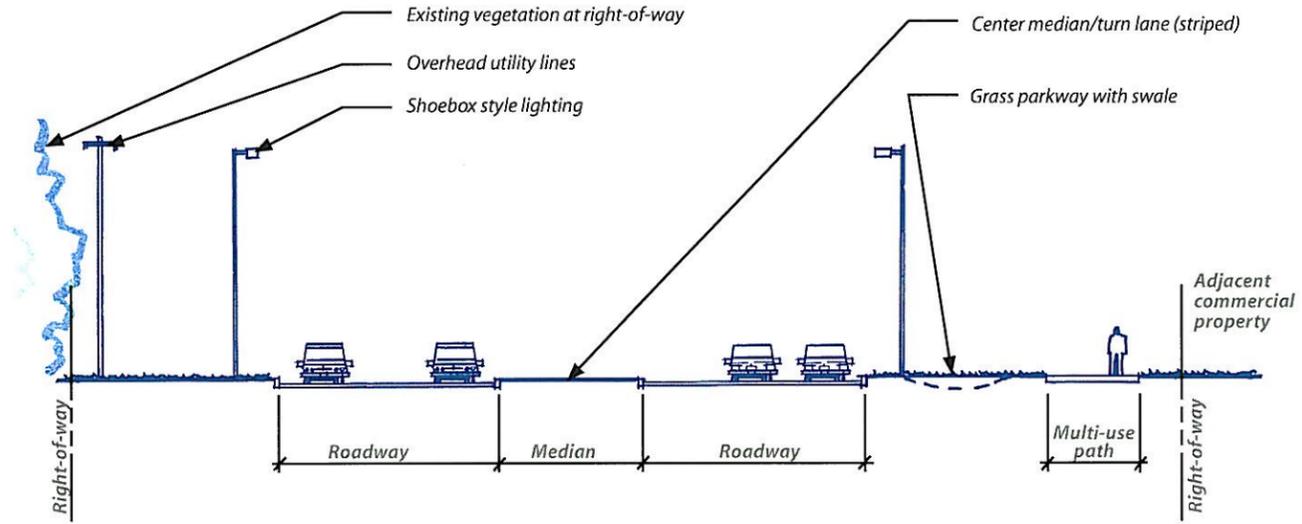
- Ornamental tree planting
- Shade tree planting
- Ornamentals including shrubs, perennials, limited annuals
- Manicured turf grass
- Raised pre-cast medians
- Ornamental street lighting
- Sidewalk/multi-use paths
- Higher level of maintenance

Figure 7

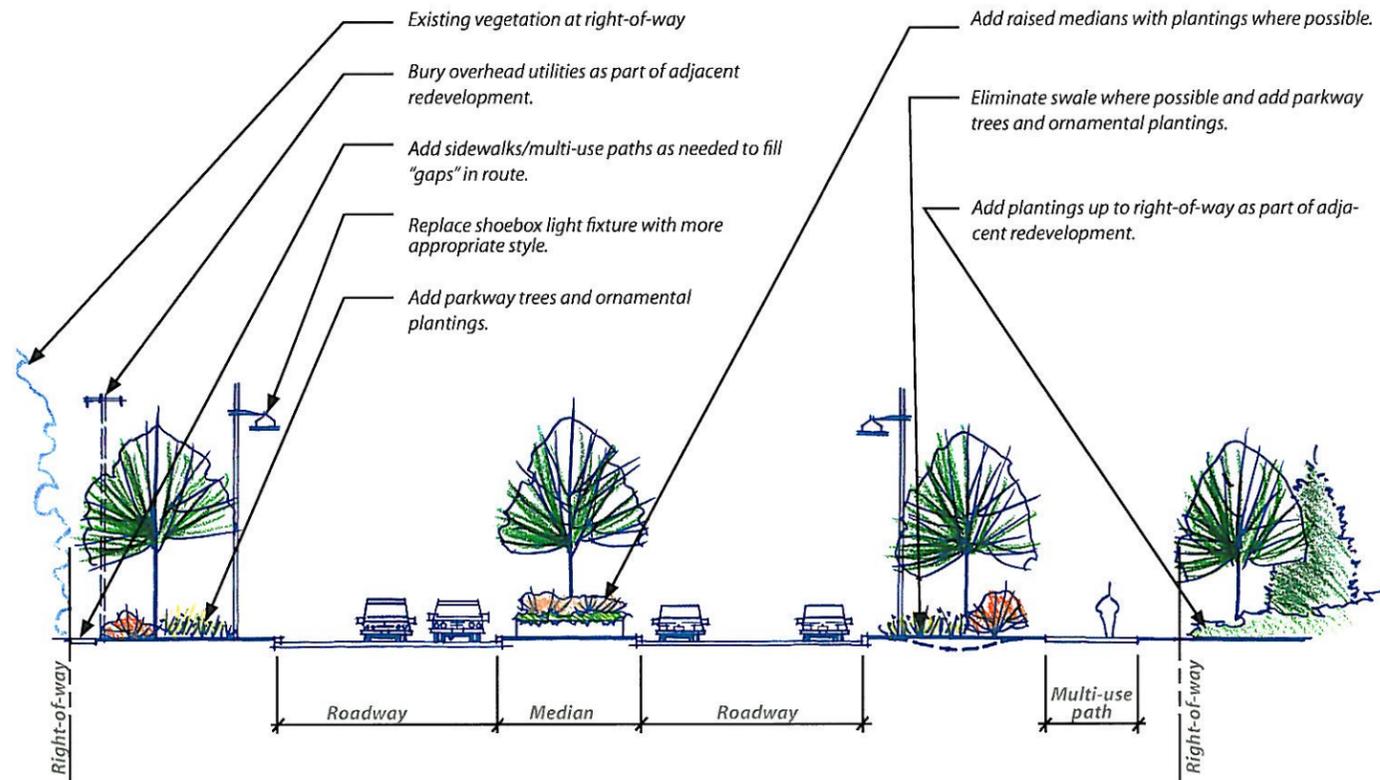
Prototypical Improvements - Type A (continued)



Character Sketch: Median Treatment



Existing Street Section



Street Section Prototype A

Recommended Plant List

- Deciduous shade trees 2 1/2"-4"**
 Freeman Maple
 Red Maple
 Ginkgo
 Thornless Honey locust
 Ornamental Pear
 Littleleaf Linden
 Swamp White Oak
 Red Oak
 Hackberry
 Disease resistant American Elm

- Evergreen trees 6'-10' (Limit use)**
 Austrian Pine
 Scotch Pine
 White Fir
 Douglas Fir
 Colorado Spruce

- Ornamental trees 6'-8'**
 Crabapple Species
 Pagoda Dogwood
 Apple Serviceberry
 Eastern Redbud
 Japanese Tree Lilac
 Star Magnolia
 Saucer Magnolia

- Deciduous shrubs 18"-36"**
 Shrub Rose
 Red Chokeberry
 Black Chokeberry
 Dwarf Winged Eunonymus
 Dwarf Forsythia
 Hydrangea
 Redtwig Dogwood
 Green Mound Alpine Currant
 Gro-low Fragrant Sumac
 Dwarf Lilac
 Viburnum varieties

- Evergreen shrubs 18"-36"**
 Dwarf Juniper varieties
 Mugo Pine
 Japanese Yew varieties

Perennials

- Yarrow
 Yarrow
 Aster
 Coreopsis
 Purple Coneflower
 Cranesbill Geranium
 Daylily
 Coral Bells
 Lupine
 Catmint
 Russian Sage
 Obedient Plant
 Black Eyed Susan
 Salvia
 Sedum
 Daisy
 Bulbs, Tulips, Daffodils

Annuals

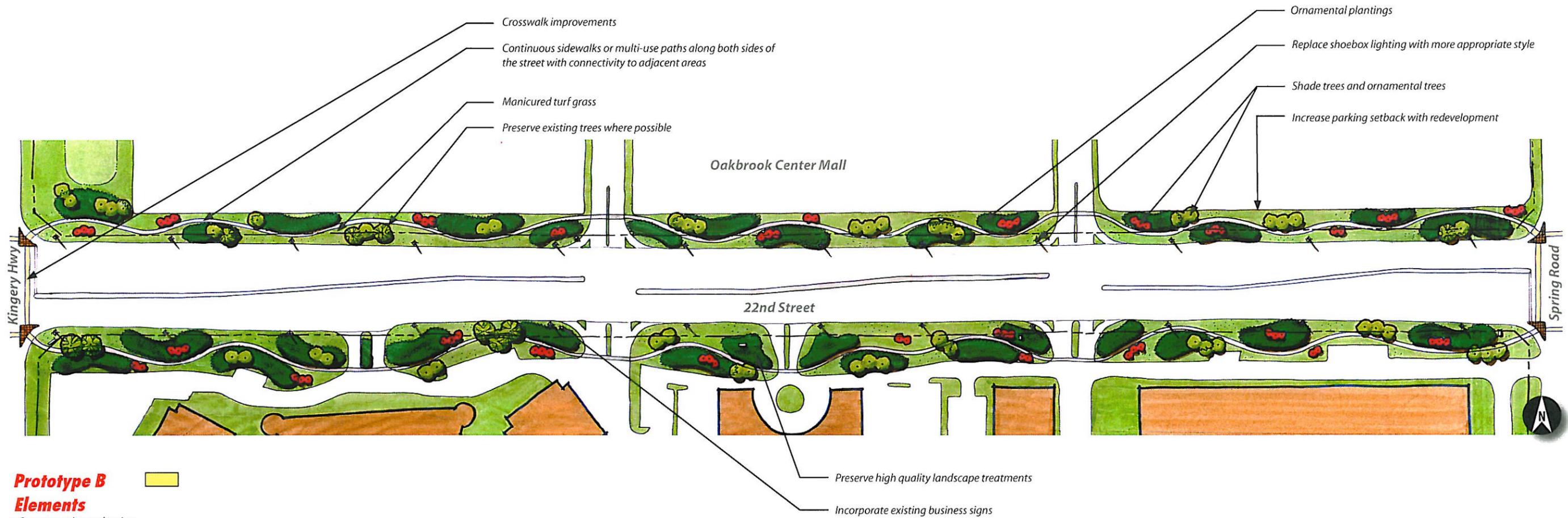
- Petunia
 Marigold
 Impatiens
 Begonia
 *Limited use

Figure 8

Prototypical Improvements - Type B

The section of 22nd Street between Route 83 and Spring Road (adjacent to Oakbrook Center Mall) is different from the balance of the corridor. There is no opportunity to create a planted center median in this area because of the numerous drive entries and turn lanes within the limited public right-of-way. For this reason, an alternative approach must be taken in order to create a level of landscape consistent with the balance of the corridor, but without a center median.

Prototype B shows how this can be accomplished. By combining the public right-of-way with the setbacks of the adjacent properties, a generous area is available to create a high impact landscape consistent with the balance of the corridor. Ornamental plantings arranged in a flowing curvilinear design will create a dramatic impact. Continuous sidewalks also arranged in a curvilinear fashion will further enhance the design and provide opportunities for pedestrian circulation throughout the area. Other elements such as new ornamental street light poles, attractive street furnishings and specialty accent paving will be consistent with the balance of the corridor to further enhance the consistent character of the corridor.

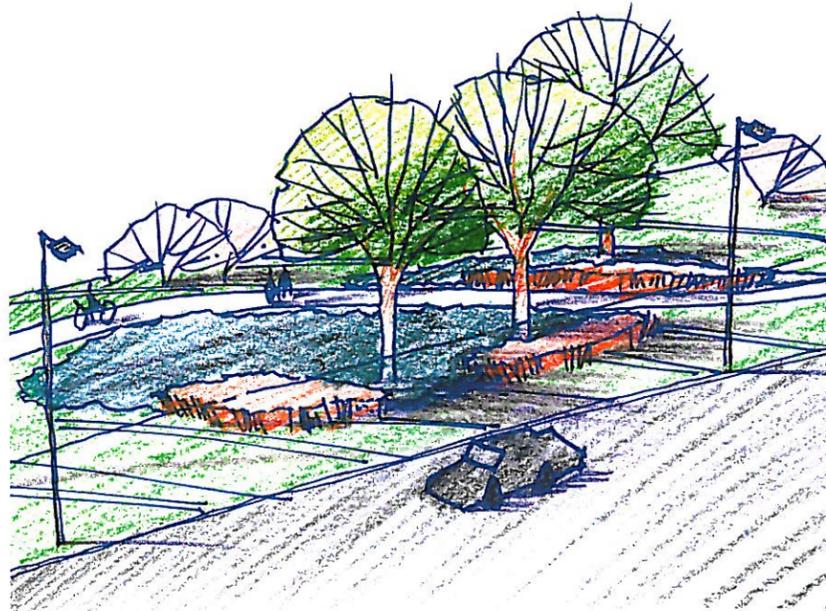


Prototype B Elements

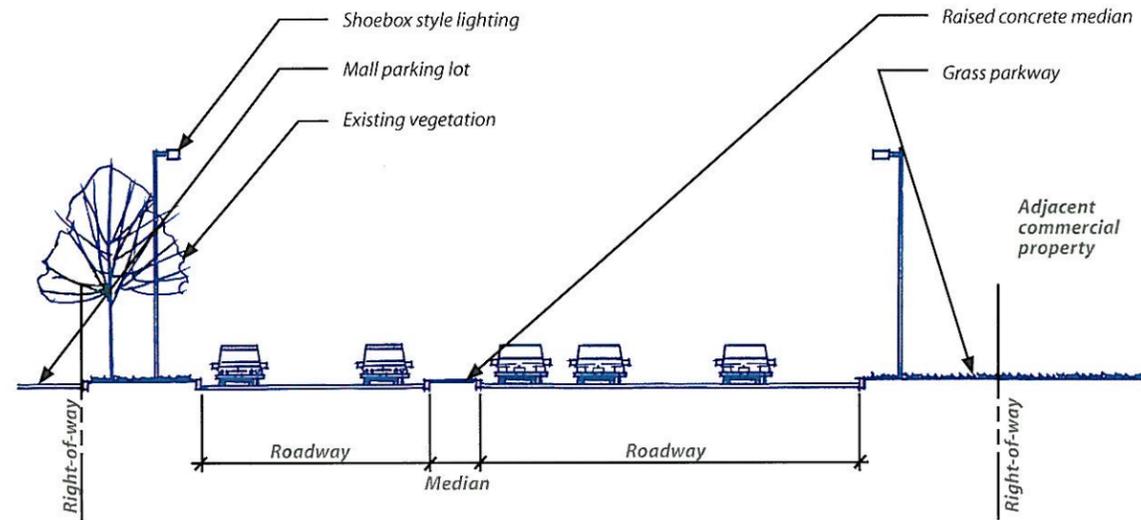
- Ornamental tree planting
- Shade tree planting
- Ornamentals including shrubs, perennials, limited annuals
- Manicured turf grass
- Raised pre-cast medians
- Ornamental street lighting
- Sidewalk/multi-use paths
- Higher level of maintenance

Figure 9

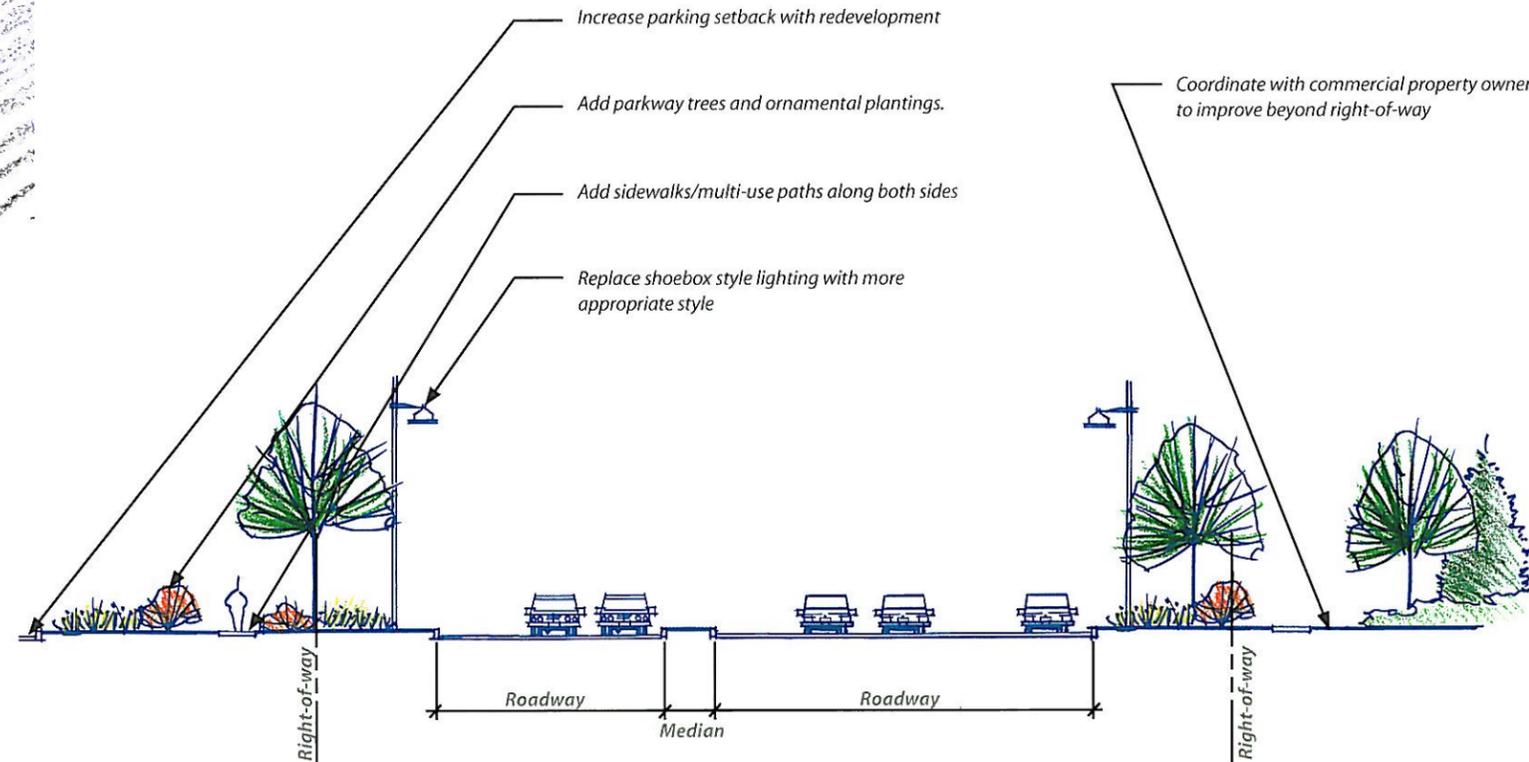
Prototypical Improvements - Type B (continued)



Character Sketch: Parkway Treatment



Existing Street Section



Street Section Prototype B

Recommended Plant List

- Deciduous shade trees 2 1/2"-4"**
 Freeman Maple
 Red Maple
 Ginkgo
 Thornless Honey locust
 Ornamental Pear
 Littleleaf Linden
 Swamp White Oak
 Red Oak
 Hackberry
 Disease resistant American Elm

- Evergreen trees 6'-10' (Limit use)**
 Austrian Pine
 Scotch Pine
 White Fir
 Douglas Fir
 Colorado Spruce

- Ornamental trees 6'-8'**
 Crabapple Species
 Pagoda Dogwood
 Apple Serviceberry
 Eastern Redbud
 Japanese Tree Lilac
 Star Magnolia
 Saucer Magnolia

- Deciduous shrubs 18"-36"**
 Shrub Rose
 Red Chokeberry
 Black Chokeberry
 Dwarf Winged Eunonymus
 Dwarf Forsythia
 Hydrangea
 Redtwig Dogwood
 Green Mound Alpine Currant
 Gro-low Fragrant Sumac
 Dwarf Lilac
 Viburnum varieties

- Evergreen shrubs 18"-36"**
 Dwarf Juniper varieties
 Mugo Pine
 Japanese Yew varieties

Perennials

- Yarrow
 Yarrow
 Aster
 Coreopsis
 Purple Coneflower
 Cranesbill Geranium
 Daylily
 Coral Bells
 Lupine
 Catmint
 Russian Sage
 Obedient Plant
 Black Eyed Susan
 Salvia
 Sedum
 Daisy
 Bulbs, Tulips, Daffodils

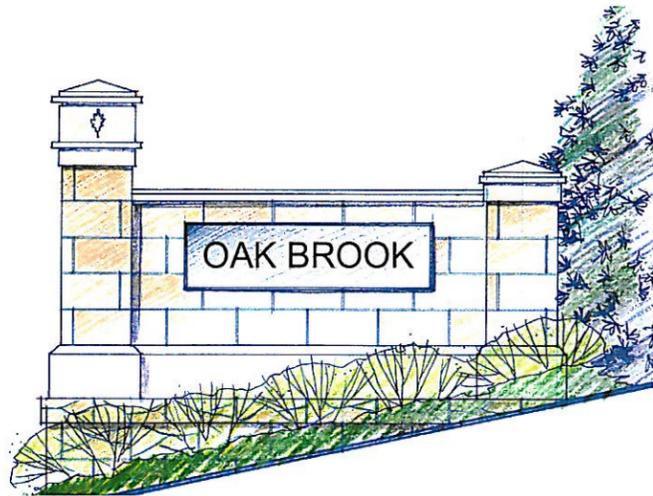
Annuals

- Petunia
 Marigold
 Impatiens
 Begonia
 *Limited use

Figure 10

Gateway & Streetscape Elements

In addition to the landscape treatment and continuous sidewalks/ multi-use paths, a number of streetscape elements will combine to create a character that accurately represents the Village of Oak Brook. Elements have been designed and products selected to emphasize a contemporary understated elegance. High quality materials applied consistently throughout the commercial corridors will clearly establish a sense of place for the Village of Oak Brook.



Primary Gateway



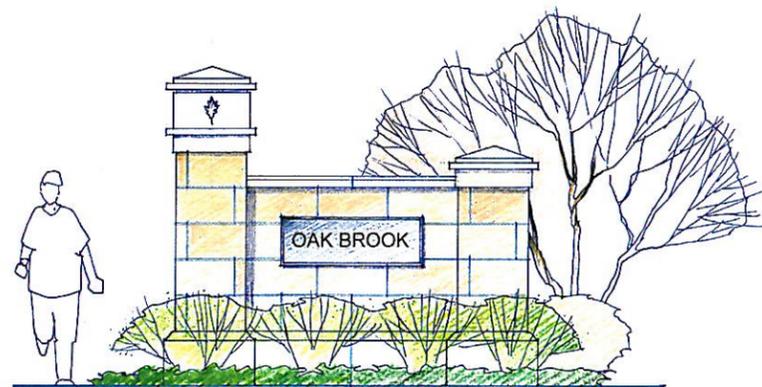
Typical Trash Receptacle
Landscape Forms Presidio



Paving Materials



Typical Bus Stop
Landscape Forms Kaleidoscope



Secondary Gateway



Tertiary Gateway



Typical Bench
Landscape Forms Presidio



Typical Street Light
Lumec Transit Series

Figure 11

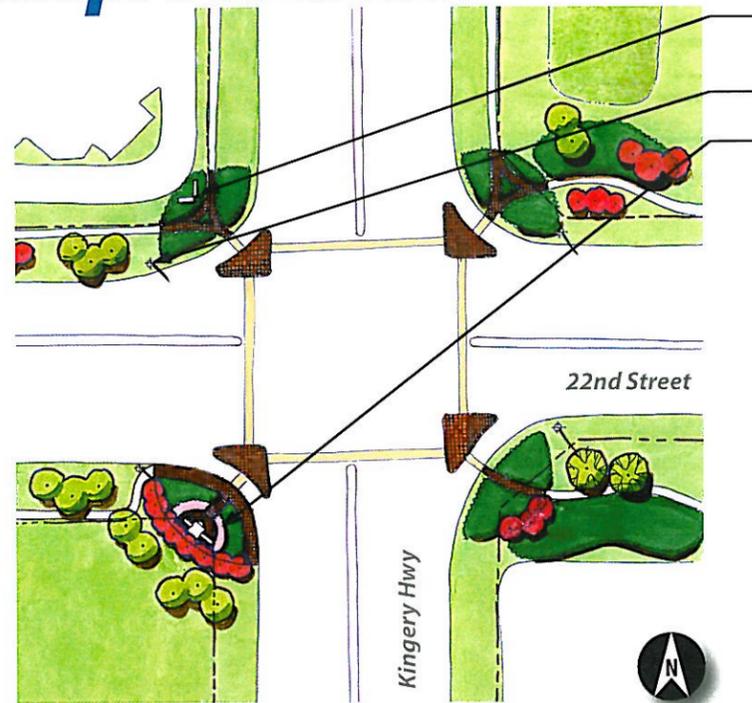
Intersection & Gateway Improvements

A number of intersections have been identified along the corridor that are important areas to improve, not only for user hospitality, but also because they are highly visible from vehicular traffic. Gateway signs, streetscape amenities, crosswalks, paving treatments and landscape all contribute to the development of the Village character along the corridor.

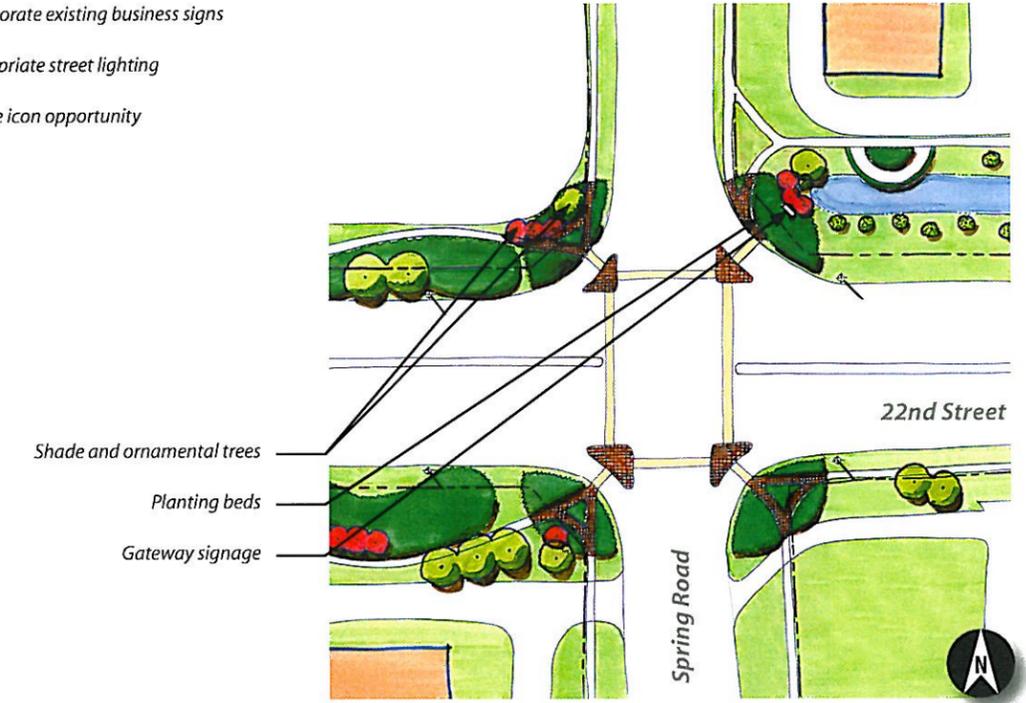
Although the Village of Oak Brook does not have a traditional downtown, the intersection of Route 83 and 22nd Street is arguably the geographic center of the Community. A large volume of traffic passes through this area on a daily basis and highly visible improvements could further emphasise the Village character. A large sculptural element, consistent with the style of the Gateway signage, could act as a Village icon in this location. There is a significant amount of open space at the southwest corner of the intersection, owned by ISTHA, that could potentially be utilized for the village icon element.

It is expected that construction of a Village Icon element would be a long term initiative that would require considerable thought and coordination relative to property ownership, style, budget and maintenance.

Character Sketch: Parkway Treatment



Kingery Highway/22nd Street Village Icon Plan



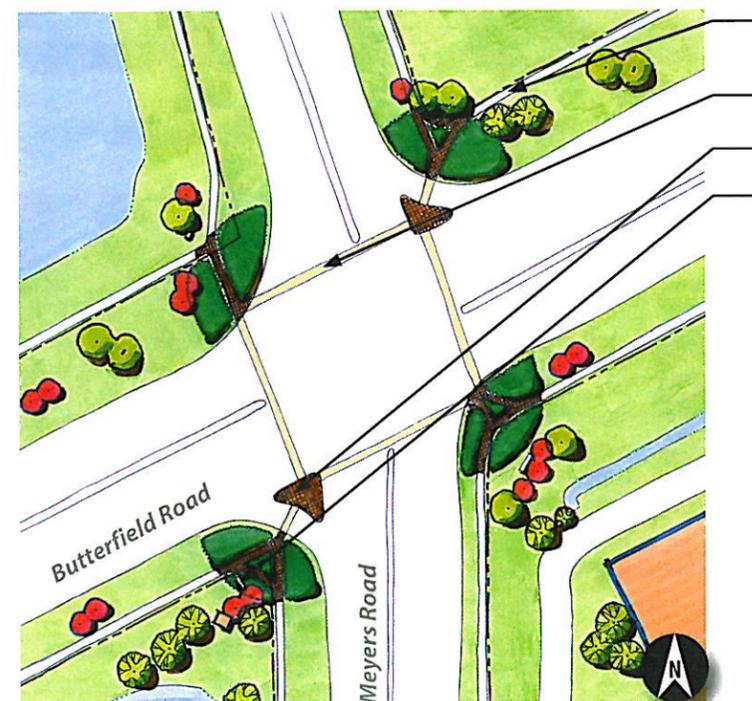
Spring Road/22nd Street Gateway Plan

Village icon intersection elements:

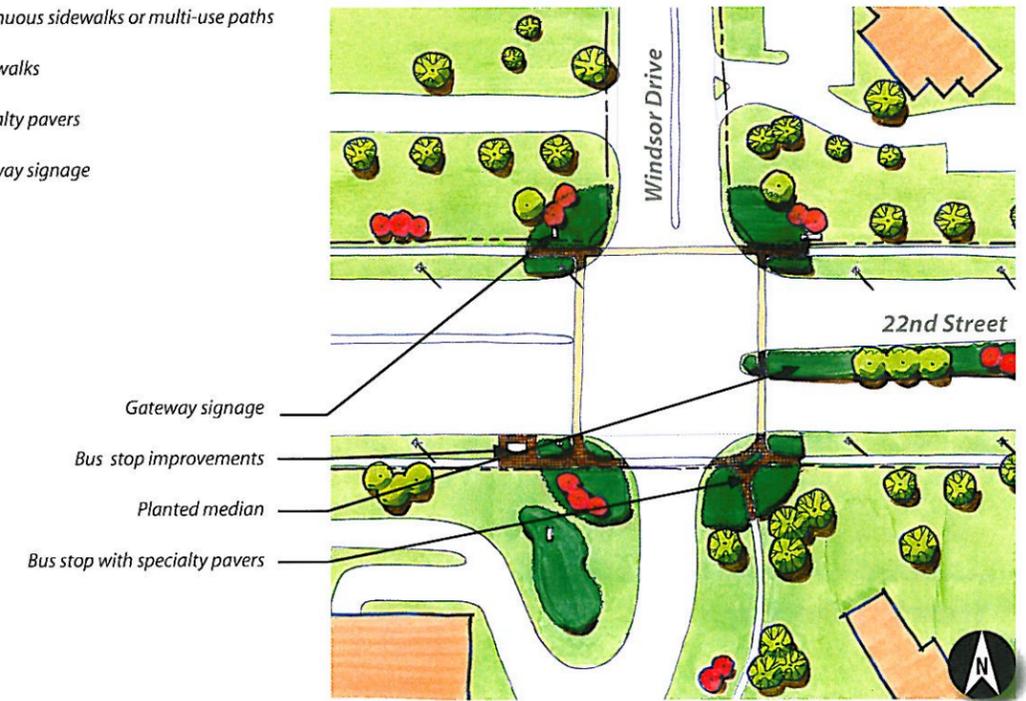
- Large sculptural element
- Accent lighting
- Landscape consistent with overall corridor enhancements
- Higher level of maintenance

Gateway intersection elements:

- Simple message identifying the Village of Oak Brook
- Quality materials and craftsmanship
- Size appropriate to the context
- Accent lighting
- Landscape consistent with overall corridor enhancements



Meyers Road/Butterfield Road Gateway Plan

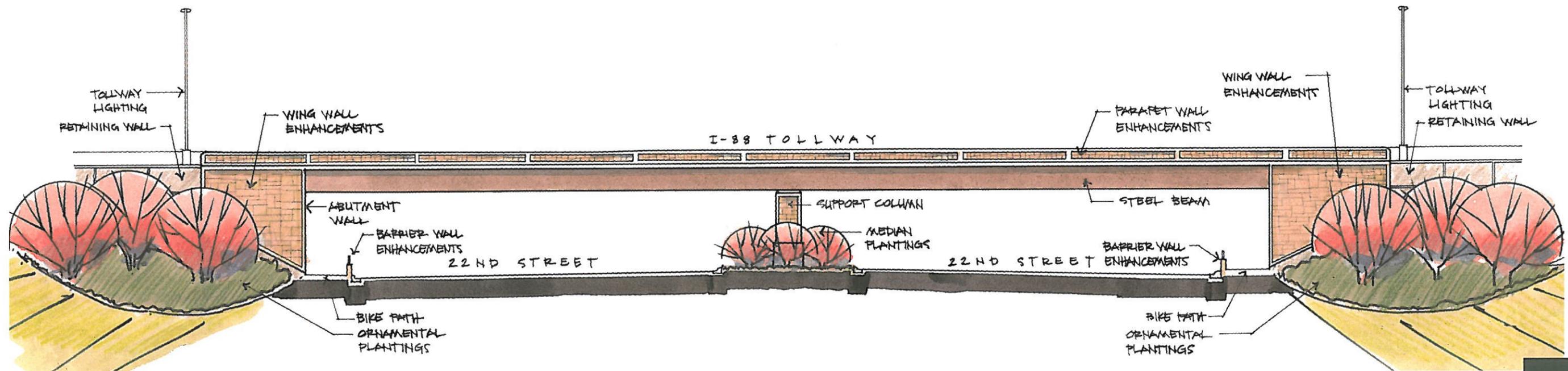


Windsor Drive/22nd Street Gateway Plan

Figure 12

Tollway Bridge Enhancements

The Illinois State Toll Highway Authority (ISTHA) is currently in the process of reconstructing the I-88 bridge over 22nd Street. This bridge is a highly visible element along the corridor and the Village has essentially agreed with the Tollway to include aesthetic enhancements on the structure. ISTHA will be placing white lights on the underside of the overpass to light 22nd Street and the Bike Path.



Elevation View of Potential Bridge Enhancements

Elements:

- Concrete coloring
- Simulated stone formliner treatment
- Pedestrian and accent lighting
- Decorative railings
- Multi-use paths
- Landscape median

9 ***SUBAREA PLANS***

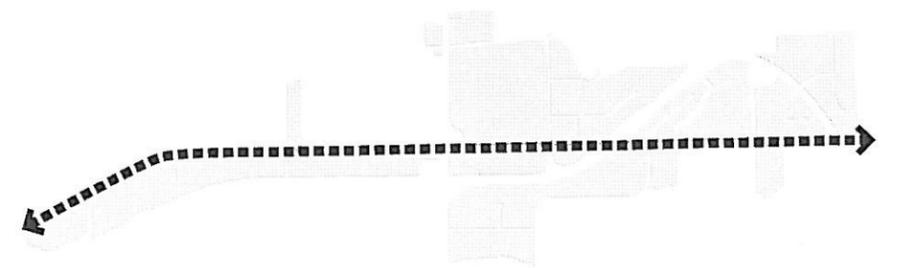
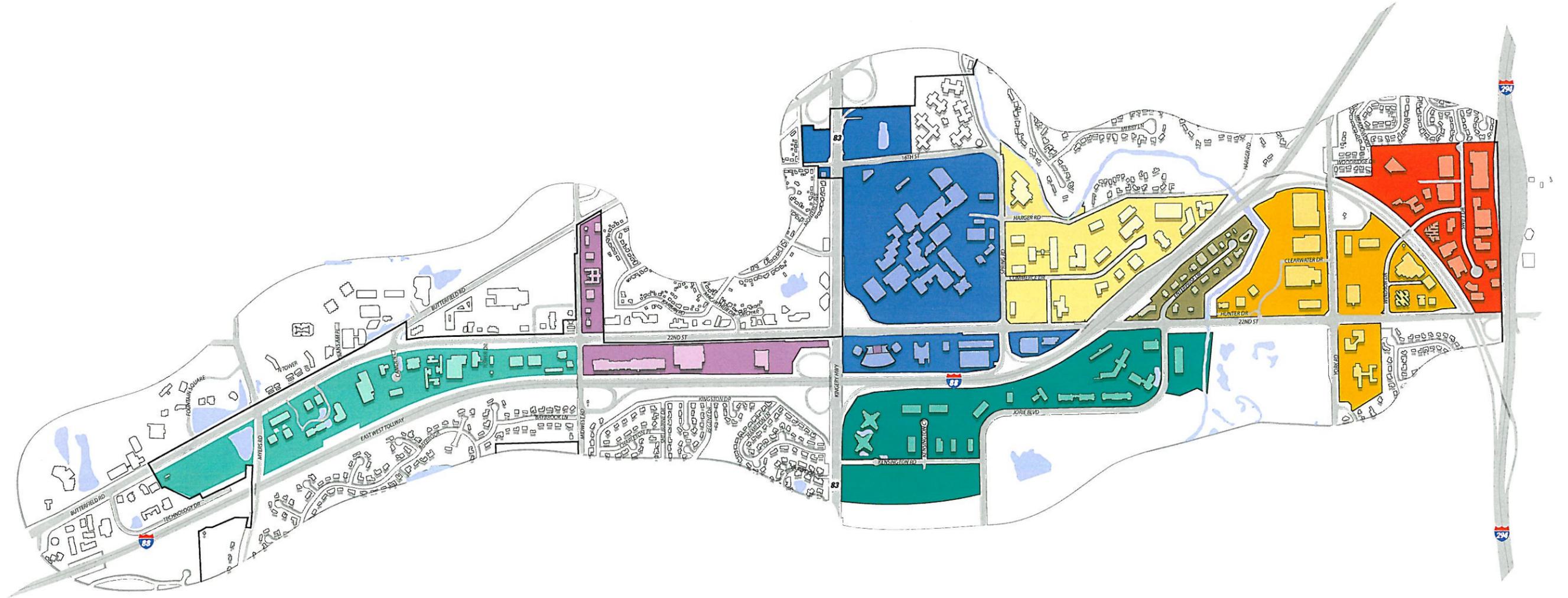


Figure 13

Subareas within Oak Brook's Commercial Areas



Subarea Legend

- | | |
|----------------------------|--------------------------|
| West End Subarea | Enterprise Drive Subarea |
| Midwest to Kingery Subarea | York Road Subarea |
| Oak Brook Center Subarea | Swift Drive Subarea |
| Commerce Drive Subarea | Jorie Boulevard Subarea |

Figure 14

West End Subarea Plan

Opportunity Sites

- A** The Inland Real Estate property represents a significant opportunity for redevelopment. Inland has expressed a desire to redevelop their site, which would have a catalytic affect on other sites within the Subarea and commercial areas. The Village should work cooperatively with Inland to develop a plan that is mutually beneficial to Inland and the Village.
- B** A small older building occupies this site with visibility and signalized access onto 22nd Street.
- C** The Room and Board site along with the dated office complex to the west provides an excellent opportunity for a mid-rise office development that could benefit from convenient access to 22nd Street and exposure from the Tollway.
- D** Two aging buildings occupy a visible and accessible site south of the existing Walgreens. The irregular shape of the parcel however, may limit its ability to foster significant redevelopment. Redevelopment could include completing cross access all the way to Midwest Road.

The **Oak Brook Promenade** is a small "lifestyle" center that benefits from great visibility and access. As a gateway to the community, the economic livelihood of the center is important to the Village. Where possible the Village should continue to assist the developer (NAI Hiffman) with improving the site's long term ability to attract shoppers and serve as an amenity to the commercial areas

Streetscaping improvements including landscaped medians and right-of-way trees would dramatically improve the appearance of the corridor and screen surface parking areas

Permitting **taller buildings** and allowing business signage to be on the building's topmost floor would allow business to take advantage of their visibility from I-88

22nd Street should be widened to provide three through lanes in each direction and **coordination with the City of Oakbrook Terrace** on setbacks, curb cuts, cross access, streetscape and landscape design standards

Explore **signalizing this intersection** as commercial redevelopment comes online to provide better connections to the Home Depot and commercial shopping areas to the north and south

Encourage upgraded **dumpster screening** to improve the appearance of this site

Explore a **slip ramp onto I-88** to improve access to the Tollway and eliminate traffic on 22nd Street and Butterfield Road to the west

Chain link fencing should be prohibited in Oak Brook's commercial areas. Where it exists, it should be replaced with wrought iron fencing

Encourage upgraded **dumpster screening** to improve the appearance of this site

The Village should require adequate **screening and landscaping** between properties and the Tollway

The ComEd power lines and easement(s) provide an excellent opportunity for a **rear access road** connecting Myers Road with Midwest Road

The **pedestrian connection** along Myers Road over the Tollway should better connect to pedestrian network of Oak Brook's commercial areas

Map Legend

- Community Gateway
- Intersection Improvements
- Streetscaping/Beautification
- Sidewalks & Paths
- Landscaping and/or Site Improvements
- Cross Access
- Tollway Access
- Taller Buildings & Improved Signage/Visibility
- Oak Brook Promenade

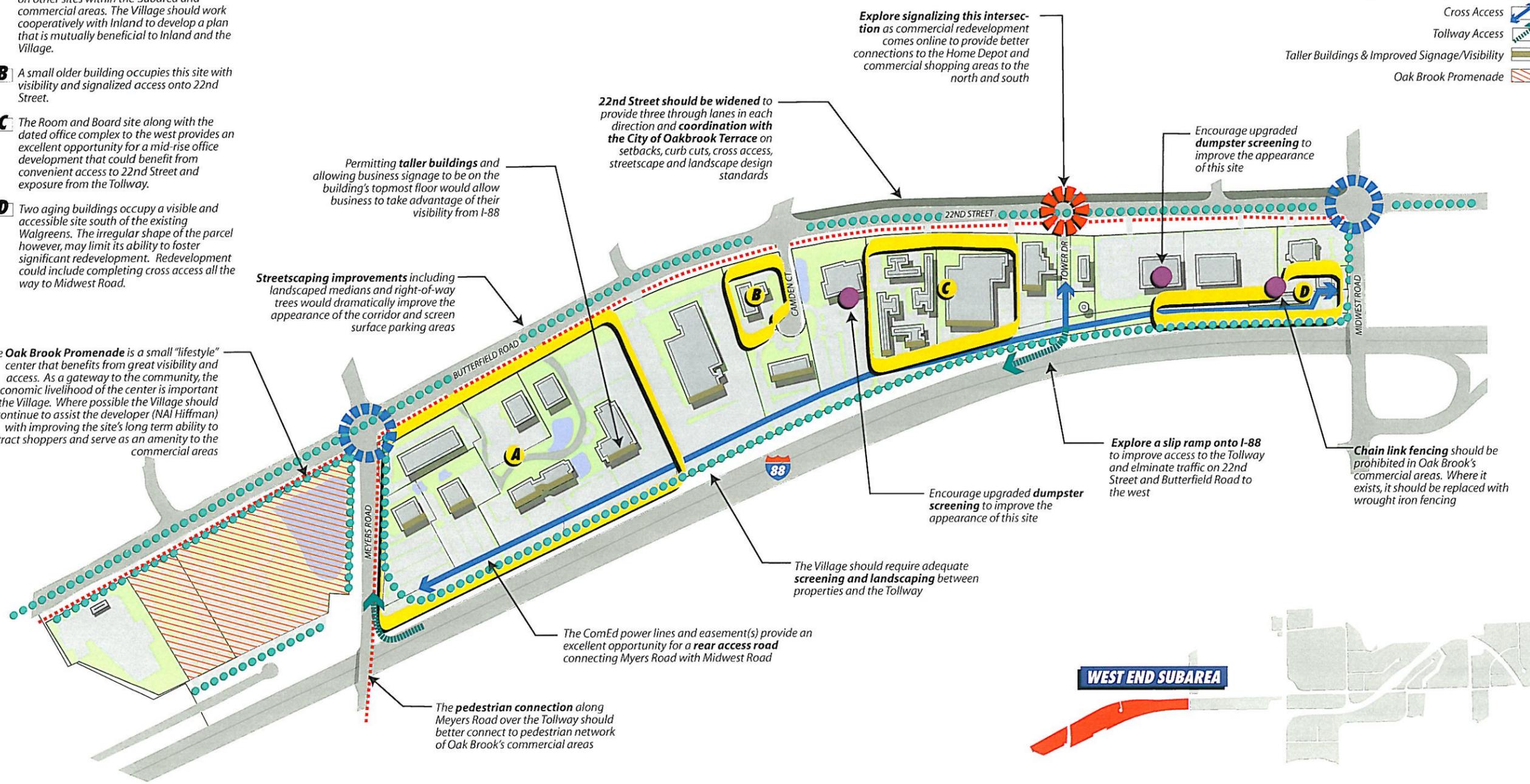


Figure 15
Midwest to Kingery Subarea Plan

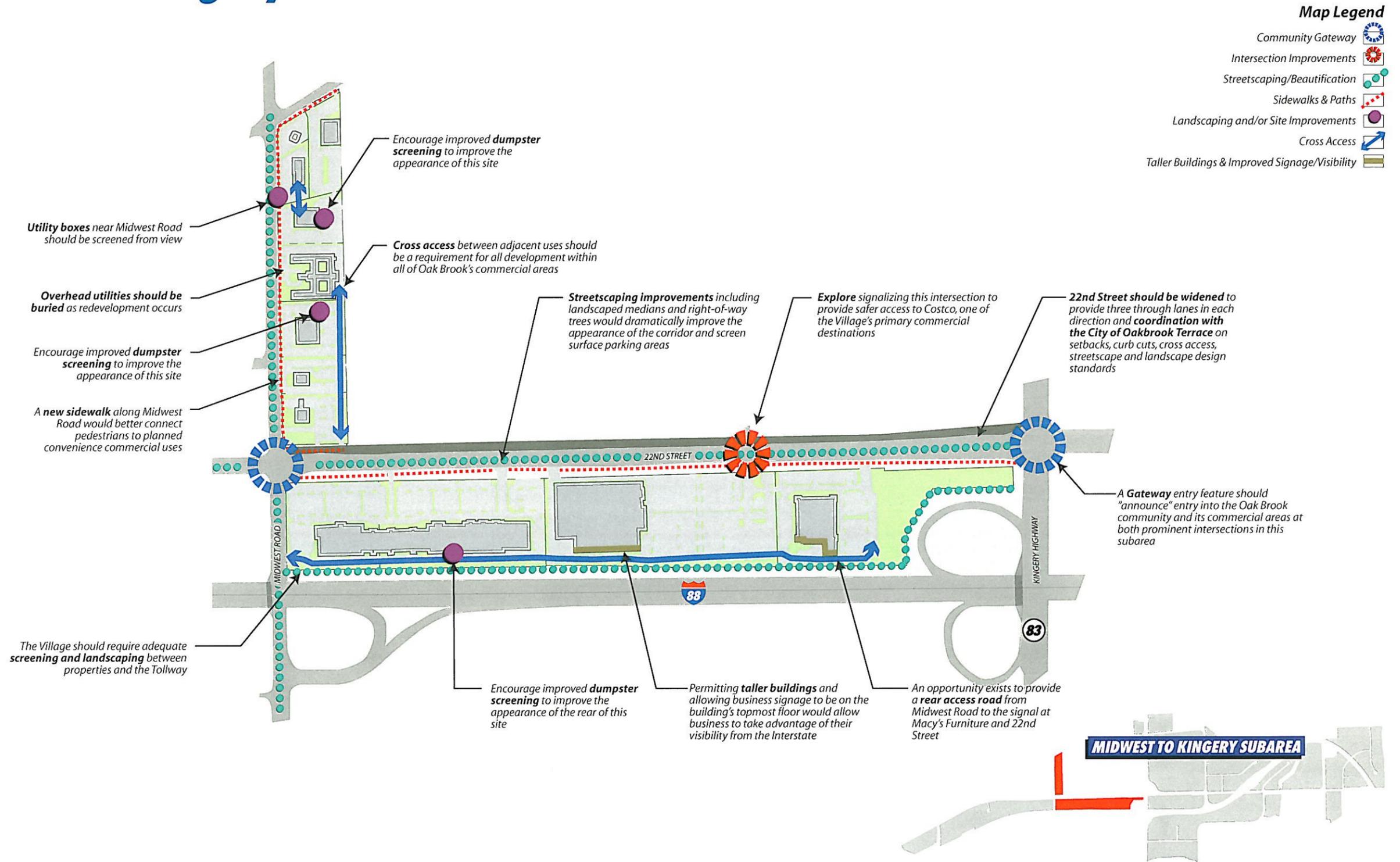
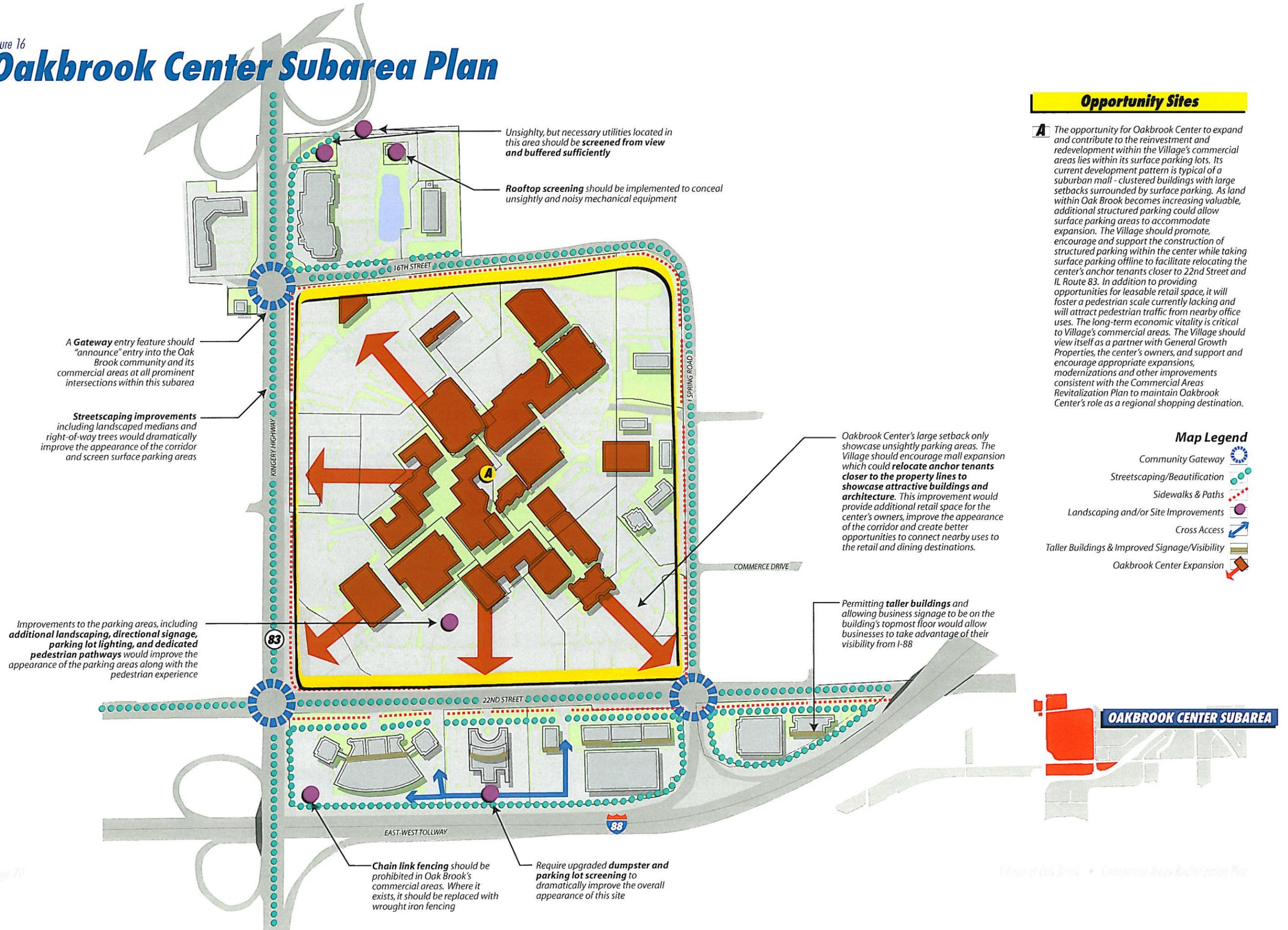


Figure 16

Oakbrook Center Subarea Plan



Unightly, but necessary utilities located in this area should be **screened from view and buffered sufficiently**

Rooftop screening should be implemented to conceal unsightly and noisy mechanical equipment

A **Gateway** entry feature should "announce" entry into the Oak Brook community and its commercial areas at all prominent intersections within this subarea

Streetscaping improvements including landscaped medians and right-of-way trees would dramatically improve the appearance of the corridor and screen surface parking areas

Improvements to the parking areas, including **additional landscaping, directional signage, parking lot lighting, and dedicated pedestrian pathways** would improve the appearance of the parking areas along with the pedestrian experience

Oakbrook Center's large setback only showcase unsightly parking areas. The Village should encourage mall expansion which could **relocate anchor tenants closer to the property lines to showcase attractive buildings and architecture**. This improvement would provide additional retail space for the center's owners, improve the appearance of the corridor and create better opportunities to connect nearby uses to the retail and dining destinations.

Permitting **taller buildings** and allowing business signage to be on the building's topmost floor would allow businesses to take advantage of their visibility from I-88

Chain link fencing should be prohibited in Oak Brook's commercial areas. Where it exists, it should be replaced with wrought iron fencing

Require upgraded **dumpster and parking lot screening** to dramatically improve the overall appearance of this site

Opportunity Sites

A The opportunity for Oakbrook Center to expand and contribute to the reinvestment and redevelopment within the Village's commercial areas lies within its surface parking lots. Its current development pattern is typical of a suburban mall - clustered buildings with large setbacks surrounded by surface parking. As land within Oak Brook becomes increasingly valuable, additional structured parking could allow surface parking areas to accommodate expansion. The Village should promote, encourage and support the construction of structured parking within the center while taking surface parking offline to facilitate relocating the center's anchor tenants closer to 22nd Street and IL Route 83. In addition to providing opportunities for leasable retail space, it will foster a pedestrian scale currently lacking and will attract pedestrian traffic from nearby office uses. The long-term economic vitality is critical to Village's commercial areas. The Village should view itself as a partner with General Growth Properties, the center's owners, and support and encourage appropriate expansions, modernizations and other improvements consistent with the Commercial Areas Revitalization Plan to maintain Oakbrook Center's role as a regional shopping destination.

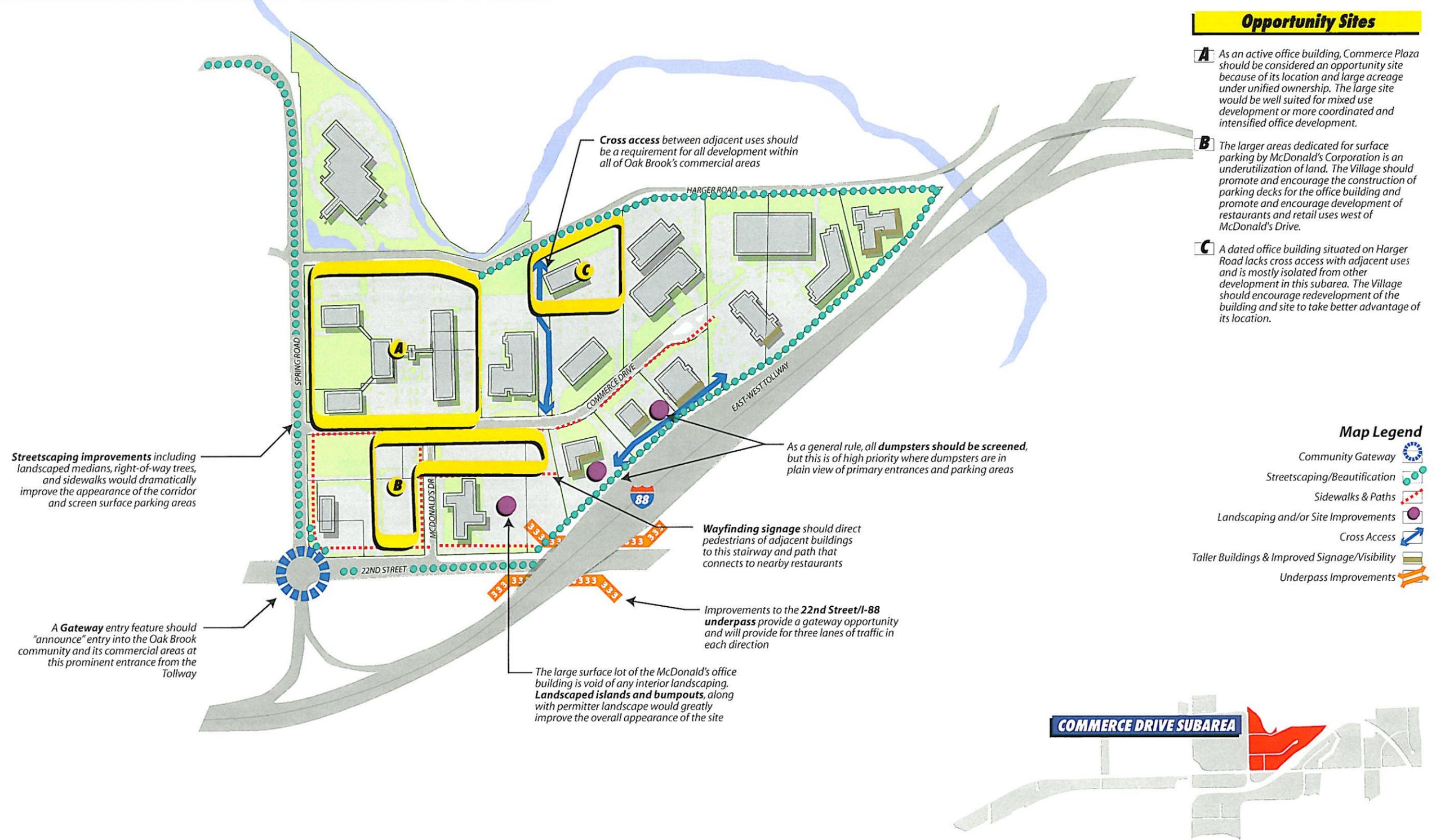
Map Legend

- Community Gateway
- Streetscaping/Beautification
- Sidewalks & Paths
- Landscaping and/or Site Improvements
- Cross Access
- Taller Buildings & Improved Signage/Visibility
- Oakbrook Center Expansion

OAKBROOK CENTER SUBAREA

Figure 17

Commerce Drive Subarea Plan



Opportunity Sites

- A** As an active office building, Commerce Plaza should be considered an opportunity site because of its location and large acreage under unified ownership. The large site would be well suited for mixed use development or more coordinated and intensified office development.
- B** The larger areas dedicated for surface parking by McDonald's Corporation is an underutilization of land. The Village should promote and encourage the construction of parking decks for the office building and promote and encourage development of restaurants and retail uses west of McDonald's Drive.
- C** A dated office building situated on Harger Road lacks cross access with adjacent uses and is mostly isolated from other development in this subarea. The Village should encourage redevelopment of the building and site to take better advantage of its location.

Map Legend

- Community Gateway
- Streetscaping/Beautification
- Sidewalks & Paths
- Landscaping and/or Site Improvements
- Cross Access
- Taller Buildings & Improved Signage/Visibility
- Underpass Improvements

Streetscaping improvements including landscaped medians, right-of-way trees, and sidewalks would dramatically improve the appearance of the corridor and screen surface parking areas

A Gateway entry feature should "announce" entry into the Oak Brook community and its commercial areas at this prominent entrance from the Tollway

Cross access between adjacent uses should be a requirement for all development within all of Oak Brook's commercial areas

As a general rule, all dumpsters should be screened, but this is of high priority where dumpsters are in plain view of primary entrances and parking areas

Wayfinding signage should direct pedestrians of adjacent buildings to this stairway and path that connects to nearby restaurants

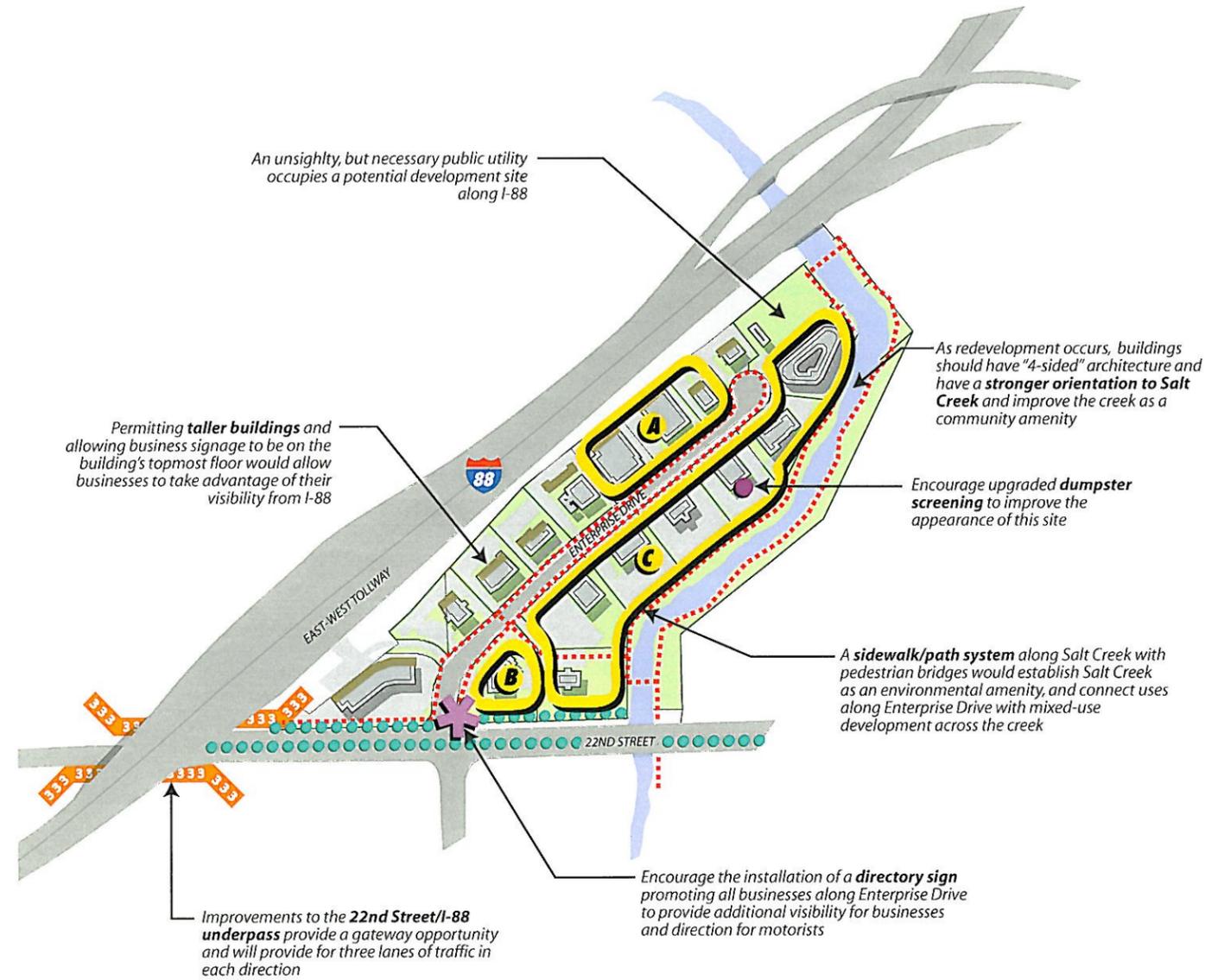
Improvements to the 22nd Street/I-88 underpass provide a gateway opportunity and will provide for three lanes of traffic in each direction

The large surface lot of the McDonald's office building is void of any interior landscaping. Landscaped islands and bumpouts, along with permitter landscape would greatly improve the overall appearance of the site

COMMERCE DRIVE SUBAREA

Figure 18

Enterprise Drive Subarea Plan



Map Legend

- Streetscaping/Beautification
- Sidewalks & Paths
- Landscaping and/or Site Improvements
- Business Directory Signage
- Taller Buildings & Improved Signage/Visibility
- Underpass Improvements

Opportunity Sites

- A** Three adjacent 1-story buildings with Tollway visibility may be a significant redevelopment opportunity either as a unified development or on a parcel by parcel basis.
- B** The Fire Department's location along the congested 22nd Street severely impacts its response time. Its location is less than ideal for this use and once relocated the site presents an excellent opportunity for a mixed-use development with orientation to Salt Creek and connections to Clearwater.
- C** The office uses on the east side of Enterprise Drive do not benefit from Tollway visibility and mostly neglect Salt Creek. The Village should encourage parcel assembly and redevelopment for mixed use/attached single family development that could complement Clearwater and transform Salt Creek into a community amenity.

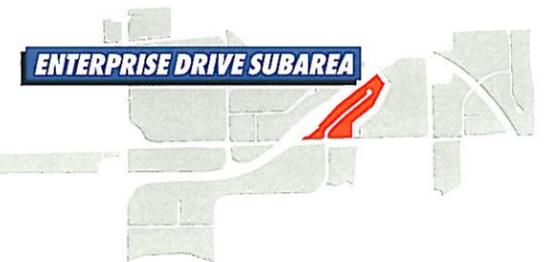


Figure 20

Swift Drive Subarea Plan



Opportunity Sites

- A** A small one-story office building occupies this site. In comparison with adjacent development, it should be considered underutilized, presenting an opportunity for Blistex expansion, or other redevelopment.
- B** An outdated, multi-tenant office building occupies this site. The building is a form of an "incubator" type space, providing smaller offices for small startup companies. Despite its favorable location, the building is not fully occupied. This site provides an excellent opportunity for a multi-story office building with visibility to the I-294 southbound ramp.
- C** A recently vacated building presents an opportunity for redevelopment on the east side of Swift Drive. The site has Tollway visibility and could be combined with the site to the south to yield a larger development.
- D** Custom Culinary occupies an older building in the southeast corner of the subarea. The low development intensity of the site should consider it as underutilized, given its location. In addition, at one story in height, the building misses a tremendous opportunity for Tollway exposure.

Map Legend

- Intersection Improvements
- Streetscaping/Beautification
- Sidewalks & Paths
- Landscaping and/or Site Improvements
- Cross Access
- Taller Buildings & Improved Signage/Visibility

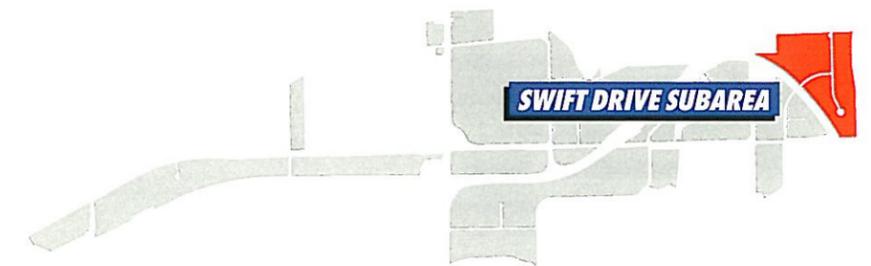
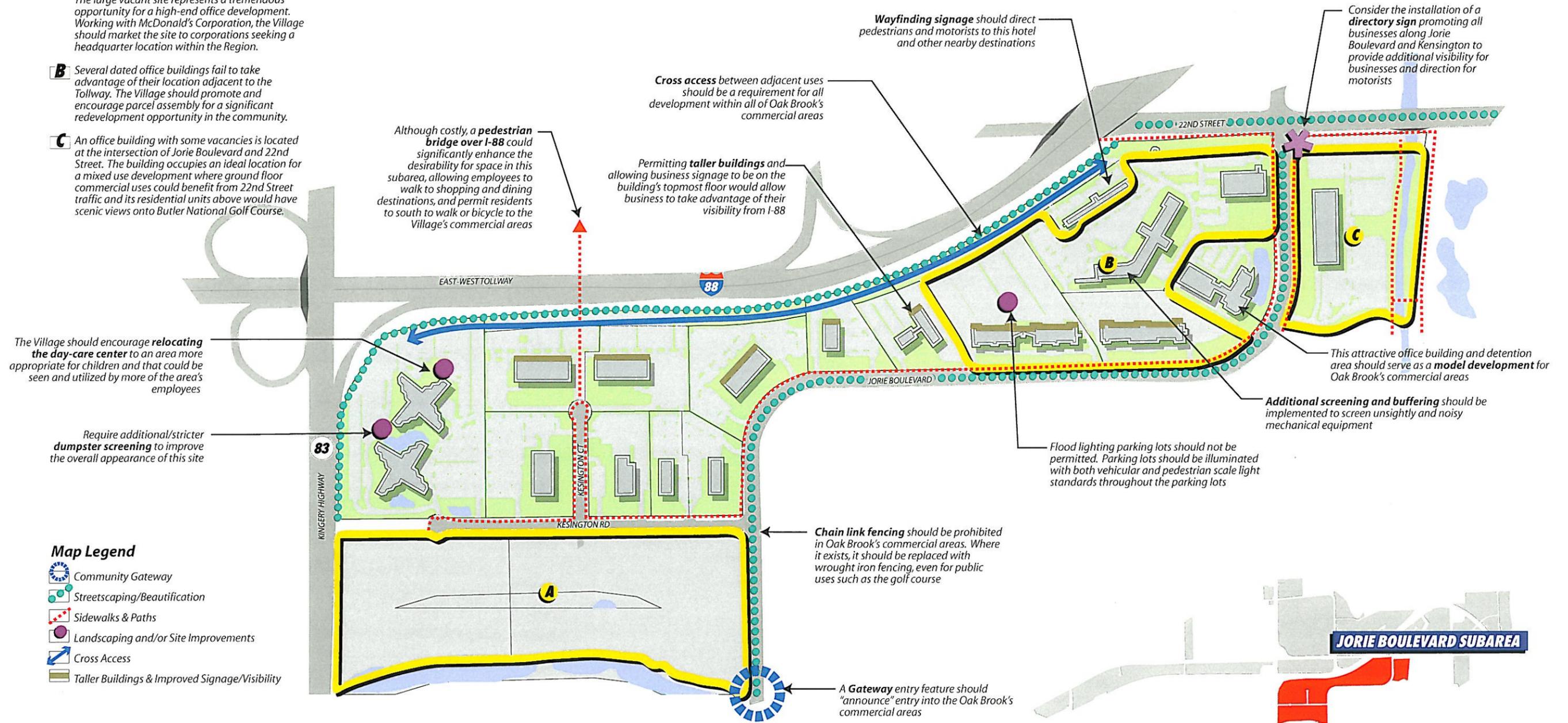


Figure 21

Jorie Boulevard Subarea Plan

Opportunity Sites

- A** McDonald's Corporation owns the largest vacant site within the commercial areas. Once reserved for its corporate headquarters, they have indicated they no longer intend to relocate to this location. The large vacant site represents a tremendous opportunity for a high-end office development. Working with McDonald's Corporation, the Village should market the site to corporations seeking a headquarter location within the Region.
- B** Several dated office buildings fail to take advantage of their location adjacent to the Tollway. The Village should promote and encourage parcel assembly for a significant redevelopment opportunity in the community.
- C** An office building with some vacancies is located at the intersection of Jorie Boulevard and 22nd Street. The building occupies an ideal location for a mixed use development where ground floor commercial uses could benefit from 22nd Street traffic and its residential units above would have scenic views onto Butler National Golf Course.



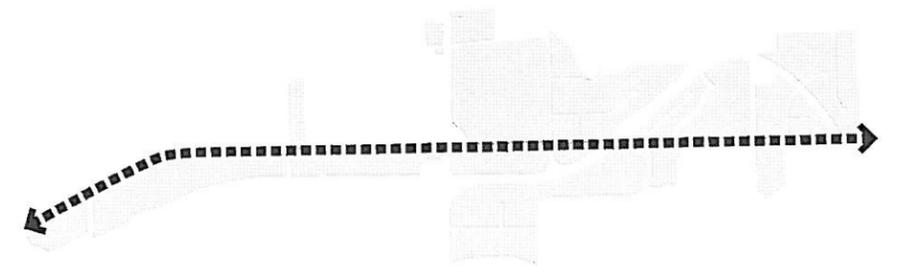
Map Legend

- Community Gateway
- Streetscaping/Beautification
- Sidewalks & Paths
- Landscaping and/or Site Improvements
- Cross Access
- Taller Buildings & Improved Signage/Visibility

JORIE BOULEVARD SUBAREA

10

IMPLEMENTATION



Implementation

Completion of Oak Brook's new Commercial Areas Revitalization Plan is only the first step, not the last. The Revitalization Plan sets forth an agreed-upon action plan for the next ten to twenty-five years. It is the product of considerable effort on the part of the Commercial Revitalization Task Force, Village staff, Plan Commission, Zoning Board of Appeals, and Village Board, with substantial inputs from residents and the business community. The final Revitalization Plan represents the consensus of all involved. The Village and its leaders have expressed a commitment to implement the Plan to promote economic development and revitalization within the study area. A major, sustained effort will be necessary to take this Revitalization Plan from ideas to reality. Significant Village involvement will be required to implement the Plan because of the size of the study area, the diversity of the planning opportunities, the proposed mix of uses, the amount of supporting infrastructure needed, and the multiple property owners involved.

There are several requirements for effective implementation of the Commercial Areas Revitalization Plan. This section highlights the implementation tools available for the Village to work towards fulfilling the recommendations of the Plan.

Strategies, actions and policies to implement the plan are described on the following pages organized in the categories listed below:

- Administrative Actions
- Regulatory Actions
- Capital Improvements
- Economic Development
- Review and Update Actions
- Potential Funding Sources

Administrative Actions

The following components require administrative action and/or public policy decisions to implement. While these actions do not require a significant allocation of funds, the Village should include funding as part of its annual budgeting process to undertake these administrative actions which can each be completed in a fairly short time frame.

Plan Related

- 1. Adopt the Plan.** The Commercial Areas Revitalization Plan should become the Village of Oak Brook's official policy guide for improvement and development within the commercial areas of the Village. It is essential that the Plan be adopted by the Village Board and then used on a regular basis by Village staff, boards, and commissions to review and evaluate all proposals for improvement and development within the community.
- 2. Use the Plan on a Daily Basis.** The Plan has been designed with a great deal of emphasis on the use of graphics with the intent of more easily illustrating specific ideas and recommendations. The purpose of this graphic approach is to help to ensure that the Plan is easily understood and able to be used on a daily basis.

Communication Related

- 1. Meet with residents and businesses owners.** Meet with residents, business owners, and others to review the recommendations of the Revitalization Plan. Meet specifically with representatives of Oakbrook Center to review the plan, and begin discussions about future improvements to begin to work together for a shared future.
- 2. Make the Plan available.** The Village should post a copy of the Revitalization Plan on the Village's web site for download. A hardcopy of the Plan should also be kept at Village Hall and Library for review.
- 3. Promote Communication and Cooperation.** The Village of Oak Brook should assume the leadership role in implementing the new Commercial Areas Revitalization

COMPLETION OF OAK BROOK'S NEW COMMERCIAL AREAS REVITALIZATION PLAN IS ONLY THE FIRST STEP, NOT THE LAST. THE REVITALIZATION PLAN SETS FORTH AN AGREED-UPON ACTION PLAN FOR THE NEXT TEN TO TWENTY-FIVE YEARS

THE EXISTING OAK BROOK ZONING
ORDINANCE FOR COMMERCIAL DISTRICTS IS NOT
EFFECTIVELY ACCOMMODATING CONTEMPORARY
DEVELOPMENT PRACTICES AND MAY NOT BE
DELIVERING THE LEVEL OF CONTROL NEEDED
TO OBTAIN MORE DESIRABLE DEVELOPMENT.

Plan. In addition to carrying out the administrative actions and many of the public improvement projects recommended in the Plan, the Village may choose to administer a variety of programs available to local residents, businesses and property owners. In order for the Commercial Areas Revitalization Plan to be a success, it must be based on a strong partnership between the Village, other public agencies, utility companies, IDOT, various neighborhood groups, local business owners, and residents.

Development Related

Ensure that specific Development Plans work with Revitalization Plan. Review plans and proposals from the development community, adjacent municipalities and utility companies against the recommendations and Plans of this document.

Regulatory Actions

Zoning is one of the most powerful tools municipalities have to control, guide, and regulate land use and development. In addition to designating what uses are permitted in what locations, zoning also sets the standards for the physical form and certain aesthetic components of the built environment – height, setbacks, lot coverage, floor area, parking requirements, signage, landscaping, and more. The existing Oak Brook Zoning Ordinance for commercial areas, while addressing all of the above components, is not effectively accommodating contemporary development practices and may not be delivering the level of control needed to obtain more desirable development.

Existing Zoning Ordinance & Map

The existing Oak Brook Zoning Ordinance for commercial areas, or at least certain parts of it, are outdated, unnecessarily complicated, inadequate, and overall not very user friendly. This section provides an initial overview and assessment of the existing Zoning Ordinance. As the planning process continues and as plans, concepts and recommendations are developed, specific zoning recommendations will be introduced that will better equip the Village with the zoning tools needed to realize community objectives for the commercial areas.

The existing Zoning Ordinance is not an easy document to use and understand. The definition section includes several definitions that are either not necessary or are outdated. The definition section alone is a good indication that the ordinance is in need of a complete overhaul. Definitions such as helicopter, pyrophoric dust, ringlemann chart, smoke, vibration, octave band, particulate matter, three component measuring system sound level meter, and others, may no longer be necessary or relevant. Other definitions, such as floor area for determining off- street parking loading requirements should be re-examined to determine if the ordinance definitions

are adequately accommodating contemporary development practices. The lists of permitted and special uses should also be comprehensively updated, as uses such as telegraph office, typewriter and adding machine sales and service are still identified. Listed uses such as these are a strong indication that the code may be outdated and in need of a comprehensive update.

Some uses do not seem to be permitted in any district. Multi-family residential, mixed-use development, and other uses are not currently accommodated in the zoning ordinance, but may be desirable in the future. The Plan should identify appropriate locations and intensities for such uses and the zoning ordinance should be amended to accommodate these uses in an appropriate manner.

The Zoning Map itself appears to be a copy of a “created by hand” mylar original. Chapter 4 of the ordinance, Zoning Districts and Map, seems to have an atypical section labeled “Interpretation of Boundaries.” This seems to be necessary because of the manner in which the official zoning map is prepared and reproduced. Other zoning ordinances do not typically have this language. It is a bit confusing and would likely not be necessary if the Zoning Map were generated, maintained, and updated in a CAD or GIS format. Consideration should be given to transitioning the Official Zoning Map to a more precise, legible, and accurate production format.

Planned Unit Development Ordinance

The Village’s Zoning Ordinance is also very complicated and difficult to understand in certain sections as a result of the practice of using text amendments to accommodate more complex development proposals. Because the Village does not have a Planned Unit Development ordinance, text amendments are routinely used in a manner they are not intended for. The result is an overly complicated zoning ordinance that is

supposed to have general applicability, but which is written to specifically singular properties and developments. This practice should change in the future.

As the complexity of development increases, as more mixed-use development are considered, and as multiple buildings are considered for individual properties, the need for a planned unit development (PUD) ordinance becomes even more evident. In fact, the single biggest problem, although there are many, with the Village’s Zoning Ordinance, is that it does not contain a PUD ordinance. Even beyond zoning issues, adopting a PUD may be one of the most important and impacting things the Village can do to improve the quality and potential of the commercial areas.

Existing Floor Area Ratio, Setbacks, and Height

All of the regulatory standards should be examined and assessed. Currently, floor area ratios (FAR) standards are lower than most similarly zoned uses in other communities. Building height standards for different districts will also need to be examined, as recent developments have been allowed to be taller than established district standards, via text amendments. Other districts have height restrictions that seem to be arbitrarily placed. For instance, the B-1 district limits buildings to fifty feet or two stories. These two limits do not relate. Setbacks should also be examined. Is a 300’ setback from 22nd Street appropriate or desirable for B-2? Does the Village want OakBrook Center to be able to have buildings closer to the street, instead of showcasing large parking lots? Is a 100’ front setback appropriate for the ORA-1 district? While established setbacks may be appropriate in some locations, the development potential of other properties may be negatively impacted and may actually prevent the Village from realizing some development objectives. If parking is permitted within these large setbacks, but buildings are not, what impact will this have on the overall appearance and character of the commercial areas?

THE SINGLE BIGGEST PROBLEM, ALTHOUGH THERE ARE MANY, WITH THE VILLAGE’S ZONING ORDINANCE, IS THAT IT DOES NOT CONTAIN A PUD ORDINANCE. EVEN BEYOND ZONING ISSUES, ADOPTING A PUD MAY BE ONE OF THE MOST IMPORTANT AND IMPACTING THINGS THE VILLAGE CAN DO TO IMPROVE THE QUALITY AND POTENTIAL OF THE COMMERCIAL AREAS

WHILE ESTABLISHED SETBACKS MAY BE APPROPRIATE IN SOME LOCATIONS, THE DEVELOPMENT POTENTIAL OF OTHER PROPERTIES MAY BE NEGATIVELY IMPACTED AND MAY ACTUALLY PREVENT THE VILLAGE FROM REALIZING SOME DEVELOPMENT OBJECTIVES.

Signage

As we progress through the planning process, the Village should consider changes to its sign ordinance. If the Village wishes to attract Class A office space, new corporate headquarters, or simply better accommodate existing office buildings, commercial uses, and tenants, changes should be made to the sign code. For example, signage on office buildings is restricted to no higher than the third floor. For an office building that is taller than 3-stories, this is awkward placement and signs are often difficult to see from the road due to landscaping. Corporate identity can be appropriately displayed at the top floor of an office building. The Village may not want signage on all buildings, but it may be advantageous to permit a prominent corporate tenant or building owner to tastefully display their name near the top of their building. Should sign standards be different for elevations facing the highway versus elevations facing 22nd Street? What are the limitations to the size, color, and type of building signage? These and other questions should be addressed in the Plan as part of the overall package of recommendations.

Regulatory Strategies

- 1. Adopt the Plan.** Adoption of the new Commercial Areas Revitalization Plan should be followed by a review and update of the Village's current development controls including zoning, subdivision regulations, and other related codes and ordinances such as the signage ordinance. It is essential that all development controls are consistent with and complement the new Commercial Areas Revitalization Plan.
- 2. Use the Plan.** The Commercial Areas Revitalization Plan sets forth policies regarding the use of land within the commercial areas and establishes design guidelines for the quality, character, and intensity of new development and redevelopment. The Plan's policies and guidelines should greatly assist the Village in creating new zoning and development code regulations that can better reflect the needs and aspirations of the community for this important part of the Village.

- 3. Update the Village's Land Use Plan.** The Village needs to update its zoning map to reflect the new land use designations including the new commercial area designations such as Mixed Use (Commercial/Multi-Family, and Business Park/Commercial).
- 4. Update the Village's Zoning Ordinance.** Together with the Land Use Plan, the Village's Zoning Ordinance needs to reflect the recommendations of this Plan. Revise existing zoning regulations to ensure the protection of sound existing development, to reduce adverse influences, and to establish setback, height, and density requirements for new residential development within the commercial areas.
- 5. Draft and adopt a Planned Unit Development (PUD) Ordinance** The ability to develop and redevelop with a planned unit development would foster creative mixed-use and office developments which meet the goals and objectives of the Revitalization Plan.
- 6. Review and Update the Signage Ordinance.** The Village needs to examine and update its commercial sign regulations. An overall examination of the Village's Sign Ordinance is needed to improve the appearance, character, and consistency of signage in the commercial area of the Village.
- 7. Update Transportation Policies.** Consider the development of access control policies and standards to be integrated into an updated Zoning Ordinance. The policies should reflect the Village's desire to reduce the number of individual curb cuts along 22nd Street/Butterfield Road in favor of shared access.
- 8. Streetscape & Beautification.** Promote the streetscape and beautification improvements recommended in this Plan as well as those outlined in the Village's Streetscape and Beautification Plan. Ensure design guidelines are in place to ensure the image and appearance desired by the community.

Capital Improvements

The Village should create a Capital Improvements Program (CIP) to plan and budget for future actions as outlined in this Revitalization Plan. An important part of the Revitalization Plan is to integrate planning projects into the Village's CIP. The Village of Oak Brook's financial resources will always be limited and public dollars must be spent wisely. The CIP would allow the Village to provide the most desirable public improvements, yet stay within budget constraints. The following is a list of potential, major capital improvements identified in the Plan:

Transportation and Circulation

- 1. Intersection improvements.** Secure funds for the new signalized intersections at Costco and 22nd Street and at Tower Drive and 22nd Street. Work with IDOT and DuPage County to improve signalized intersections, including their timing, lane configurations, and work toward a practical solution that improves the intersection of Butterfield Road and IL Route 83.
- 2. Cross-access.** The Village should begin to work with private landowners to create improved cross-access between parcels, as identified in the Revitalization Plan.
- 3. Pedestrian and Bicycle Improvements.** Work with the Park District to secure funds for additional trail connections to the Village's Bike Path System. The Village should also examine the costs and engineering required for pedestrian bridges identified in the Revitalization Plan.

Streetscape and Beautification

- 1. 22nd Street/Butterfield Road Improvements.** Work with IDOT to improve the appearance of this area, including replacement of street lighting, improved landscaping, lighting, and gateway signage consistent with the Master Beautification Plan.

Utilities and Community Facilities

- 1. Relocate Fire Station#2.** Attempt to secure a new location for the Village's Fire Station #2, and secure funds

to construct the new station. If a new location cannot be secured, the existing fire station should be updated and expanded.

- 2. Burying of overhead utility lines.** The Village should work with utility companies to bury existing overhead utility lines. The Village should also work with utility companies on the placement of future utilities to ensure that they are located in areas that do not deter from the desired appearance and character outlined in the Plan.

Land Acquisition and Assembly

Potential Land Acquisition. The Village may wish to acquire key parcels within the Study Area. Doing so allows for the Village to better control and dictate development of key sites. This strategy would involve issuing an RFP to developers and then negotiating the terms of a development agreement. Terms could include land cost write downs, donation of the land or other public subsidies as deemed necessary to attract the desired development. In other cases the Village may provide incentives to facilitate property assemblage. Incentives can include the relaxing of setback requirements, assistance with infrastructure upgrades, or increased height and/or FAR (Floor Area Ratio). Assemblage allows for increased development opportunity through the creation of larger sites and/or the more efficient use of space. This in turn facilitates enhanced development that may otherwise not occur.

THE VILLAGE SHOULD CREATE A CAPITAL
IMPROVEMENTS PROGRAM (CIP) TO PLAN
AND BUDGET FOR FUTURE ACTIONS AS
OUTLINED IN THIS REVITALIZATION PLAN

Economic Development

New development and redevelopment in the 22nd Street/ Butterfield Road Study area will provide the Village with the opportunity of enhanced revenue sources. Throughout the planning process, the community has expressed the desire to redevelop and improve many areas within the Study Area. Given the importance of the commercial and office uses located within the Study Area, it is important that the Village continue to support existing businesses, while actively pursuing new businesses to locate within the Study Area. A number of strategies to begin to realize improved economic and fiscal conditions for the Village, consistent with the recommendations of this Revitalization Plan include:

- 1. *Marketing.*** Hold regular meetings with the business, real estate, and development communities to apprise them of active changes and improvements in the Village. Providing up-to-date site inventories on properties available for development and participating in economic development organizations in the area, including the Chamber of Commerce, can be useful in making business contacts.
- 2. *Business Retention.*** Along with promoting new development, the retention of existing businesses should be a priority. The Village is aware of the importance of maintaining contact with retail and employment businesses in the community to stay informed of business needs. Much of the Village's future economic development will result from improved performance of local retailers and businesses, as well as the expansion of these businesses in the community.
- 3. *Business Community Involvement.*** It will be important to continue to build a strong relationship with the business community. The Village places a high priority on working with the development community, businesses and landowners to realize economic change and physical improvement, as recommended under this Plan. Many recommendations of the Plan involve business interests, and strong partnerships between the Village and business community will greatly help to facilitate success in these efforts in the future.

Review and Update Actions

In order for the Revitalization Plan to remain as up-to-date as possible, the document needs to be used and reviewed on a constant basis. The Plan is not a static document and as changes in the community occur, especially new or different opinions or ideas, they should be part of the review and update process. These changes can be brought forth to the Village at any time, and should be part of the Revitalization Plan's review process. The following procedures should be used in reviewing and updated the Revitalization Plan.

Day-Day Monitoring and Administration

To ensure that the Village is not alone in the monitoring and review of the Plan, it is important for the document to be made available to the public, other agencies, and adjacent municipalities. While the Plan Commission, Board of Zoning Appeals, and Village Board are ultimately responsible for implementing the Plan, the Village's Director of Community Development is the most appropriate to carry out the day-to-day plan administration.

Responsibilities would include:

- Day-to-day administration, and interpretation of the Plan
- Maintain a list of future amendments, issues or needs which may be added, changed, or removed from the Plan
- Undertake any additional studies recommended in the Revitalization Plan
- Recommend policy revisions and changes to the Plan Commission and Board of Zoning Appeals.
- Revitalization Plan Review and Progress Report

Although a proposal to amend the Revitalization Plan can be brought forth by petition at any time, the Village should regularly undertake a systematic review of the Plan. The Village should initiate a full review of the Plan every 3 to 5 years

and ideally should undertake an annual review of the Plan to monitor accomplishments, successes, outstanding steps, and new issues or opportunities. This annual review should coincide with the preparation of the annual budget and the capital improvement program. Routine examination of the Plan will help to ensure that the document remains relevant and on the Village's radar.

OAK BROOK'S COMMERCIAL AREAS
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THE REVIEW AND UPDATE PROCESS TO THE PLAN

Potential Funding Sources

Several potential funding sources are available for assisting the Village in implementing many of the recommendations of this Plan. Local financing tools are necessary for addressing several of the principal recommendations of the Commercial Areas Revitalization Plan. Listed below are basic descriptions of programs that the Village may want to consider for accomplishing the Commercial Areas Revitalization Plan goals.

Redevelopment and Finance Tools

The Village should consider the use of redevelopment and finance tools to encourage appropriate and desirable redevelopment in the Study Area. The use of these tools can assist in both attracting the strongest mix of uses, as well as provide additional control over the scale and physical design of development.

Transportation and Infrastructure Improvements

A number of state and federal funding sources are potentially available to assist the Village in implementing the transportation and infrastructure improvements detailed in the Plan. Several of the funding sources may be committed until the next funding cycle.

Below is a list of possible funding sources that the Village should aggressively pursue to be able to fund some of the improvements listed in this plan. The sources listed below have many sub-categories that allow communities to apply for funding for many different types of projects:

1. Congestion Mitigation and Air Quality (CMAQ) Improvement Program. CMAQ is a federally-funded program of surface transportation improvements designed to improve air quality and mitigate congestion. The CMAQ Program was created in 1991 as part of the Intermodal Surface Transportation Efficiency Act (ISTEA). Continuation of the program was authorized by the Transportation Equity Act for the 21st Century (TEA-21) in June 1998 and the Safe,

Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) in August 2005. Each year, the Chicago Metropolitan Agency for Planning (CMAP) solicits applications for CMAQ funding projects. Applicants need to show that the proposed improvements increase the air quality within the project corridor by decreasing the amount of vehicle emissions. CMAQ funds are 80% federal and require a 20% local match. The widening of 22nd Street is a prime candidate for CMAQ funds due to the fact that it is a very heavily traveled roadway, thus making any improvements to traffic flow more significant. The current deficient traffic capacity creates a large amount of vehicle emissions. However, it is very important that the application highlight the emission improvements to improve the overall project ranking in order to be selected for funding. The installation of bicycle paths along 22nd Street could also be another application for CMAQ funding.

2. Enhancement Funds. The Illinois Transportation Enhancement Program (ITEP) is a reimbursable program that is funded by a 10% set aside of the Federal Surface Transportation Program. The ITEP provides funding for community based projects that expand travel choices and enhance the transportation experience by improving the cultural, historic, aesthetic and environmental aspects of our transportation infrastructure. Project sponsors may receive up to 80% reimbursement for project costs. The remaining 20% is the responsibility of the project sponsor. In order to qualify for funding, a project must qualify as one of the 12 eligible activities listed below and it must relate to surface transportation.

- Pedestrian and bicycle facilities
- Historic Preservation
- Rehabilitation of historic transportation facilities
- Landscaping and scenic beautification
- Scenic and historic highways scenic easements
- Transportation museums
- Outdoor advertising control
- Safety education for pedestrians and bicyclists
- Rails-to-trails corridor preservation
- Archeological planning and research

- Mitigation for roadway runoff and wildlife connectivity
- Scenic or historic highway programs

3. TCSP Funds. The Transportation, Community, and System Preservation (TCSP) Program is a comprehensive initiative of research and grants to investigate the relationships between transportation, community, and system preservation plans and practices and identify and provide sector-based initiatives to improve such relationships. States, metropolitan planning organizations, local governments, and tribal governments are eligible for discretionary grants to carry out eligible projects to integrate transportation, community, and system preservation plans and practices that improve the efficiency of the transportation system of the United States, reduce environmental impacts of transportation, reduce the need for costly future public infrastructure investments, ensure efficient access to jobs, services, and centers of trade, examine community development patterns and identify strategies to encourage private sector development patterns and investments that support these goals. TCSP funds do not typically require a local match. TCSP funds for the 22nd Street corridor will need to be coordinated and lobbied for by the Village’s local representatives in Congress.

4. Legislative “Set-Asides”. The Village of Oak Brook should aggressively lobby their local State Representatives to get 22nd Street funding via the State Legislature.

5. Surface Transportation Program. The Surface Transportation Program is a federal program for roadway improvements that is managed by regional Councils throughout Illinois. The DuPage Mayors and Manager Conference (DMMC) is in charge of programming monies for any STP project in Oak Brook. Applications for STP projects are submitted to the DMMC and are then ranked and programmed for a 5 year period. The DMMC funds projects at 75% (25% local match) for Phase I and Phase II Engineering and Construction. Roadway improvements to 22nd Street could be funded by the STP program.

6. Operation GreenLight. This program is administered through the Illinois Department of Transportation Public Transit Division and provides comprehensive efforts to control and reduce urban congestion. Examples of eligible projects include: traffic signal preemption for transit vehicles, improved vehicular and bicycle access to commuter rail stations, expanded parking at commuter rail stations, pedestrian access enhancements, and commuter rail grade crossing improvements.

7. Illinois Tomorrow. This initiative utilizes a variety of state programs to promote the efficient use of transportation facilities and an improved quality of life. It funds activities that promote the integration of land use, transportation, and infrastructure improvements along major transportation corridors. Eligible projects include bus, rail, and mass transit infrastructure needs; improvements to the state’s highways and bridges; inner Village passenger service, local rail freight operations and high speed rail; bike paths and pedestrian facilities; and local infrastructure projects.

Bike Trails, Open Space, and Natural Resources

The Village and Park District should coordinate the pursuit of grant opportunities for the acquisition and development of parkland along Salt Creek, and for constructing a multi-purpose trail at specific locations within the 22nd Street/Butterfield Road commercial area that connects to the Village’s Bike Path System. A brief description of the most relevant open space, natural resources, and bike trail programs are given below.

1. Illinois Department of Natural Resources (IDNR). The Illinois Department of Natural Resources (IDNR) administers seven grants-in-aid programs to help municipalities and other local agencies provide a number of public outdoor recreation areas and facilities. The programs operate on a cost reimbursement basis to local agencies (government or not-for-profit organization) and are awarded on an annual basis. Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location. IDNR grants are organized into three major

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UNIQUE FINANCING TOOL THAT ALLOWS
LOCAL GOVERNMENTS TO TAX FOR AND
DELIVER SERVICES TO LIMITED GEOGRAPHIC
AREAS WITHIN THEIR JURISDICTIONS

categories: Open Space Lands Acquisition and Development (OSLAD); Boat Access Area Development (BAAD); and Illinois Trails Grant Programs.

- 2. *Open Space Lands Acquisition and Development (OSLAD).*** The OSLAD program awards up to fifty percent of project costs up to a maximum of \$400,000 for acquisition and \$200,000 for development/renovation of such recreation facilities as playgrounds, outdoor nature interpretive areas, campgrounds and fishing piers, park roads and paths, and beaches. IDNR administers five grant programs to provide financial assistance for the acquisition, development, and maintenance of trails that are used for public recreation uses (bike paths, snowmobile, off-highway vehicles, motorized and non-motorized recreational trails, etc.).
- 3. *Recreational Trails Program.*** Another program is the federal “Recreational Trails Program” (RTP), created through the National Recreational Trail Fund Act (NRTFA) as part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and reauthorized by the SAFETEA-LU. This program provides funding assistance for acquisition, development, rehabilitation and maintenance of both motorized and non-motorized recreation trails. By law, 30% of each States’ RTP funding must be earmarked for motorized trail projects, 30% for non-motorized trail projects and the remaining 40% for multi-use (diversified) motorized and non-motorized trails or a combination of either. The RTP program can provide up to 80% federal funding on approved projects and requires a minimum 20% non-federal funding match.

Special Service Areas (SSA)

A special service area (SSA) is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements in a defined geographic area within a municipality or jurisdiction. This type of district allows local governments to establish such areas without incurring debt or levying a tax on the entire municipality. In short, an SSA allows local governments to tax for and deliver services to limited geographic areas within their jurisdictions. SSAs are a unique financing tool that can be used to support and implement a wide-array of services, physical improvements and other activities. The steps in creating an SSA are not overly complex. However, success depends largely in obtaining the support of property owners and tax payers in the SSA. Among the list of common services and activities provided by SSAs are the following:

1. *Infrastructure Improvements*

- Streetscaping/Landscaping
- Lighting
- Benches
- Trash Receptacles
- Alley Repaving
- Curbs
- Sidewalk Paving
- Street Improvements
- Storm Sewers
- Sanitary Sewers
- Parking Lots or Garages

2. *Land and Building Improvements*

- Redevelopment
- Store Front Improvements, Grants or Loans
- Interior Rehab/Build-out Assistance

3. Support Services

- Marketing
- Special Events
- Seasonal Decorations
- Promotion/Advertising
- Tenant Search/Leasing Support
- Transportation (e.g., Trolley)
- Improved Snow and Trash Removal Services
- Security Improvements/Services
- Improved Parking Enforcement Services
- Maintenance Staff/Activities
- Planning/Marketing Consulting
- Program Administration
- Membership Services
- Public Relations Activities
- Store Window Display Assistance
- Stormwater Detention Maintenance

Illinois Business District Development Act

Illinois Business District Development Act provides a source of revenue for municipalities, in the form of a 1% sales tax and a 1% hotel tax. These taxes are in addition to all existing retail occupation and service taxes and home rule sales taxes. In order to implement the tax, a municipality must determine that the proposed Business Development District is “blighted.” The definition of “blight” is similar to that used for TIF. The municipality must also determine that, unless the Business Development District is established, the area will not experience adequate economic development. Stipulations include a development plan that describes boundaries, estimated project costs, tax rate, and other issues. A public hearing needs to be held.

Community Development Corporations

Many communities use Special Service Areas or Tax Increment Financing (as appropriate) to fund the start up and/or operation of a Community Development Corporation (CDC) to oversee a range of redevelopment activities for a specific geographic area, particularly commercial areas and central business districts. A Central Business District (CBC) is typically an independently chartered organization, often times with not-for-profit status, that is governed by a board of directors. The directors typically bring expertise in real estate or business development along with a demonstrated commitment to the community. CDCs are often funded through public-private partnerships with financial commitments from local financial institutions or businesses and a public funding source (TIF, SSA, etc.) to provide for both operating expenses and programs, as appropriate. CDCs may undertake traditional chamber of commerce-like activities such as marketing, promotion, workforce development, information management, and technical assistance to small businesses, but may also administer loan programs or acquire and redevelop property in the community. Many communities create CDCs under the umbrella structure of an established chamber of commerce in the community so that missions are complementary and do not overlap. An example of a distinctive CDC activity is the facilitation or administration of a revolving loan fund or a community lending pool capitalized by commitments from local financial institutions to provide low-interest/low-cost loans. Such funds typically target both new and expanding businesses for such redevelopment activities as interior improvements, façade and exterior improvements, building additions, site improvements, etc. Some state and federal small business assistance programs are structured to work in combination with CDC-administered loan programs. Another distinctive activity of a CDC is property acquisition and redevelopment, which is most successful when the organization is mature in both expertise and capacity (particularly if the CDC intends to manage property after redevelopment).

TIF IS ONE OF THE FEW FUNDING MECHANISMS
AVAILABLE TO LOCAL GOVERNMENTS AND
HAS PROVEN TO BE VERY EFFECTIVE IN
SPURRING REDEVELOPMENT AND PUBLIC
IMPROVEMENTS WITHIN COMMUNITIES

Tax Increment Financing

Tax Increment Financing (TIF). Tax Increment Financing (TIF) is a program that allocates future increases in property taxes from a designated area to pay for improvements only within that area. Under TIF, the increases in taxes from new development and redevelopment of existing structures, or increases in taxes due to equalization or rate changes are all allocated to the Village. The other districts continue to share the taxes that were being paid prior to creation of the district. All properties in the district are assessed in the same manner as all other properties and are taxed at the same rate. TIF is not an increase in taxes; it is only a re-allocation of how they are used. Increases in property taxes are due to reassessment and rate increases, not TIF. TIF is one of the few funding mechanisms available to local governments and has proven to be very effective in spurring redevelopment and public improvements within communities. There are three general categories of activities that may be supported by tax increment funds under the provisions of the Act:

1. Public Improvements

- Provision or Rehabilitation of Public Improvements and Facilities
- Streets
- Streetscaping
- Other Infrastructure
- Parking

2. Development/Redevelopment/Rehabilitation Activities

- Assembly and Acquisition of Sites, Demolition, and Site Preparation Including Engineered Barriers Addressing Ground Level (or Below) Contamination
- Rehabilitation, Reconstruction or Repair or Remodeling of Existing Public or Private Buildings or Fixtures.

- Relocation Costs to the Extent That a Municipality Determines That Relocation Costs Shall Be Paid or Is Required to Make Payment of Relocation Costs by Federal or State Law.
- Environmental Remediation
- Interest Costs Incurred Related to the Construction, Renovation or Rehabilitation of a Redevelopment project (generally up to 30% of interest, but up to 75% of interest costs incurred for rehabilitated or new housing units for
- new housing units for low- and very low-income households)
- Costs of the Construction of Low Income Housing (up to 50%)

3. Administrative Support and Financing

- Job Training, "Welfare to Work," and Related Educational Programs
- Costs of Studies, Surveys, Development of Plans and Specifications, Implementation and Administration of the Redevelopment Plan
- Financing Costs Related to the Issuance of Obligations
- Payments in Lieu of Taxes