



# Village of Oak Park Madison Street Corridor Plan



Adopted by the Village Board of Trustees on June 5, 2006

Planning Assistance By:

 **VANDEWALLE & ASSOCIATES**  
120 East Lakeside Street Madison WI 53715  
611 North Broadway Suite 410 Milwaukee WI 53202

In Association With:

Kenig, Lindgren, O'Hara, Aboona, Inc.  
Goodman-Williams Group  
Wiss, Janney, Elstner Associates  
Nancy Seeger Associates, Ltd.



# Village of Oak Park Madison Street Corridor Plan

Inventory Report and Opportunity Analysis

Vision Alternatives

Preferred Vision

Development and Implementation Strategy

Development Guidelines

Appendices

Market Assessment  
Goodman Williams Group

Architectural Historical Survey  
Wiss, Janney, Elstner Associates, Inc.

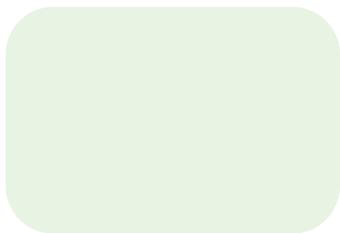
Key Sites Report  
Vandewalle & Associates / Kenig, Lindgren, O'Hara, Aboona, Inc. / Goodman Williams Group

Response to Comments from Village Commissions  
Vandewalle & Associates

# Inventory Report and Opportunity Analysis



## Village of Oak Park Madison Street Corridor



Planning Assistance By:



VANDEWALLE & ASSOCIATES  
MADISON & MILWAUKEE WISCONSIN

KENIG, LINDGREN, O'HARA, ABOONA, INC.

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## INTRODUCTION

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In the fall of 2005, the Village of Oak Park sought a planning consultant to develop a focused vision and implementation plan for the Madison Street Corridor. The resulting Plan will include land use recommendations, design principles and implementation tools that are intended to drive planning and development activities that are occurring in the corridor, bounded by Harlem Avenue on the west, Austin Boulevard on the east, Washington Street on the north, and Adams Street/Monroe Street on the south.

This portion of the plan, the Inventory Report and Opportunity Analysis, will describe the existing conditions in the corridor, including demographics trends, physical analysis, and community input, and will begin to identify development opportunities based on regional location and corridor-specific parameters.

The Inventory Report and Opportunity Analysis is the first part of five documents that together create the Madison Street Corridor Plan:

- Inventory Report and Opportunity Analysis
- Vision Alternatives
- Preferred Vision
- Development and Implementation Strategy
- Development Guidelines

Two companion documents will accompany this set of documents: the Architectural Historical Survey completed by Wiss Janney Elstner Associates, Inc. and the Market Analysis completed by Goodman Williams Group. Information from both has been incorporated into the content of this plan.

### **Purpose of this Plan**

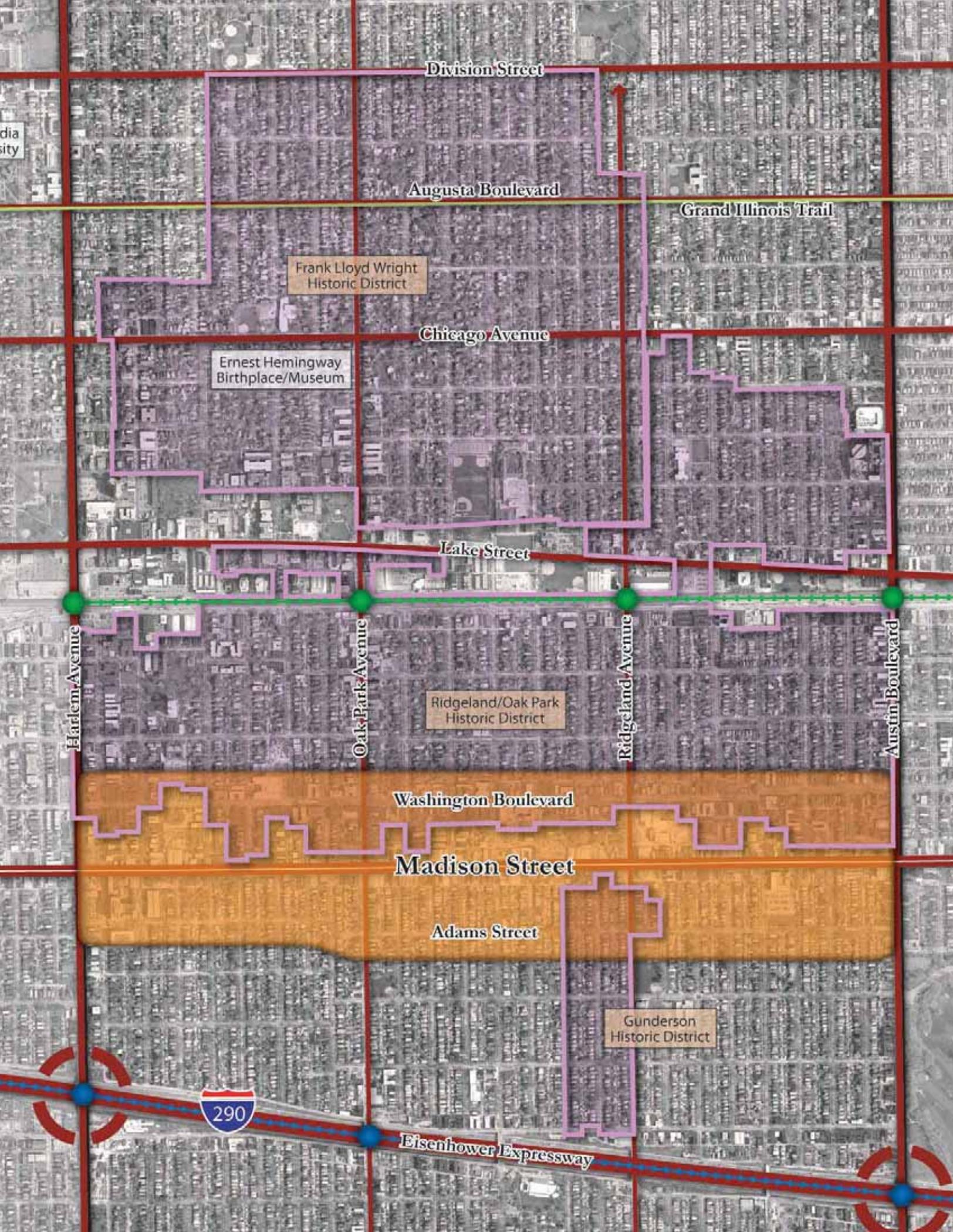
The Madison Street corridor has a very different development pattern from other corridors within Oak Park, such as Lake Street. Madison Street is an auto-intensive corridor, as evidenced in its long history as the auto-dealer row. As the number of car dealerships has reduced over the years, new uses have assumed the role of economic anchor. The RUSH Oak Park Hospital, the banking institutions, the Jewel, the education institutions, and the Village Hall have complemented the strong residential neighborhood surrounding the corridor.

These changes in land use and the resulting concurrence of residential and retail/service uses has motivated numerous entities, including the Village of Oak Park, neighborhood groups, private developers, and business associations, to develop plans and visions for the future of Madison Street. These plans and visions include mixed-use development, residential development, aesthetic improvements, gateway enhancements, and business retention and recruitment strategies for the Madison Street corridor.

These considerations led the Village to hire a consultant team and appoint an official Madison Street Corridor Plan Steering Committee. These two groups are charged with working closely with the Village, residents, and the business community to develop a corridor plan, design principles, and implementation strategies.

**Study Area**

The Study Area for the Madison Street Corridor Plan includes the portion of the Madison Street corridor and the adjacent block between Harlem Avenue to the west and Austin Boulevard to the east. Map 1 illustrates the Study Area and its relationship within the Village of Oak Park.



Division Street

Augusta Boulevard

Grand Illinois Trail

Frank Lloyd Wright  
Historic District

Chicago Avenue

Ernest Hemingway  
Birthplace/Museum

Lake Street

Madison Avenue

Oak Park Avenue

Ridgeland/Oak Park  
Historic District

Ridgeland Avenue

Austin Boulevard

Washington Boulevard

Madison Street

Adams Street

Gunderson  
Historic District

290

Eisenhower Expressway

## DEMOGRAPHIC AND HOUSING TRENDS

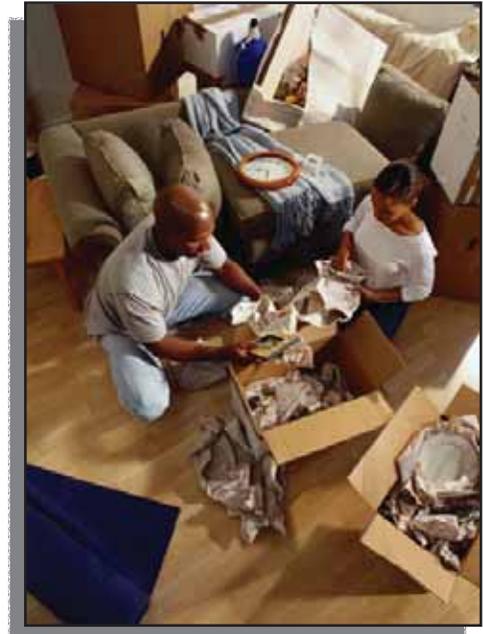
Good planning relies on an understanding of the current demographic characteristics of the planning area, the relationships between different types of characteristics, and how those characteristics have been changing over time. The characteristics discussed below for the Madison Street Corridor Study Area include demographics, housing, and population segmentation.

For the purpose of gathering Census Data, the project boundaries are slightly different than the Study Area boundaries identified on Map 1. All references to the Study Area for Census related data are referring to Census Tracts 8126, 8127, 8128, 8129, 8130, as shown on Map 2. This area extends from South Boulevard to the north, Austin Boulevard to the east, Harrison Street to the south, and Harlem Avenue to the west. Please see the appendix for detailed data tables.

### Population Trends and Characteristics

Demographic data show that the Study Area has the following characteristics compared to the Village as a whole.

- **A more rapidly decreasing population.** The Study Area experienced a 7% decrease in population from 1990-2000 compared to the Village of Oak Park as a whole, which only had a 0.21% population decrease.
- **A higher share of young persons.** The median age within the Study Area was 34.0 in 2000 and 36.0 for the Village as a whole.
- **Slightly more diversity than the rest of the Village.** In 2000, 66.9% of the residents in the Study Area were white, as compared to 68.8% for the Village.
- **A higher percentage of rental housing.** Over 54% of occupied housing units were rentals in 2000, as compared to 45% rental in the Village of Oak Park.
- **A higher percentage of multi-family housing.** Over 71% of the housing in the Study Area was two-family or multi-family in 2000 compared to 59% in the Village of Oak Park.
- **Slightly more affordable rents.** Rental units in the Study Area were slightly more affordable than the Village as a whole in 2000, with the average rents of \$668 per month, compared to \$674 for the Village of Oak Park.



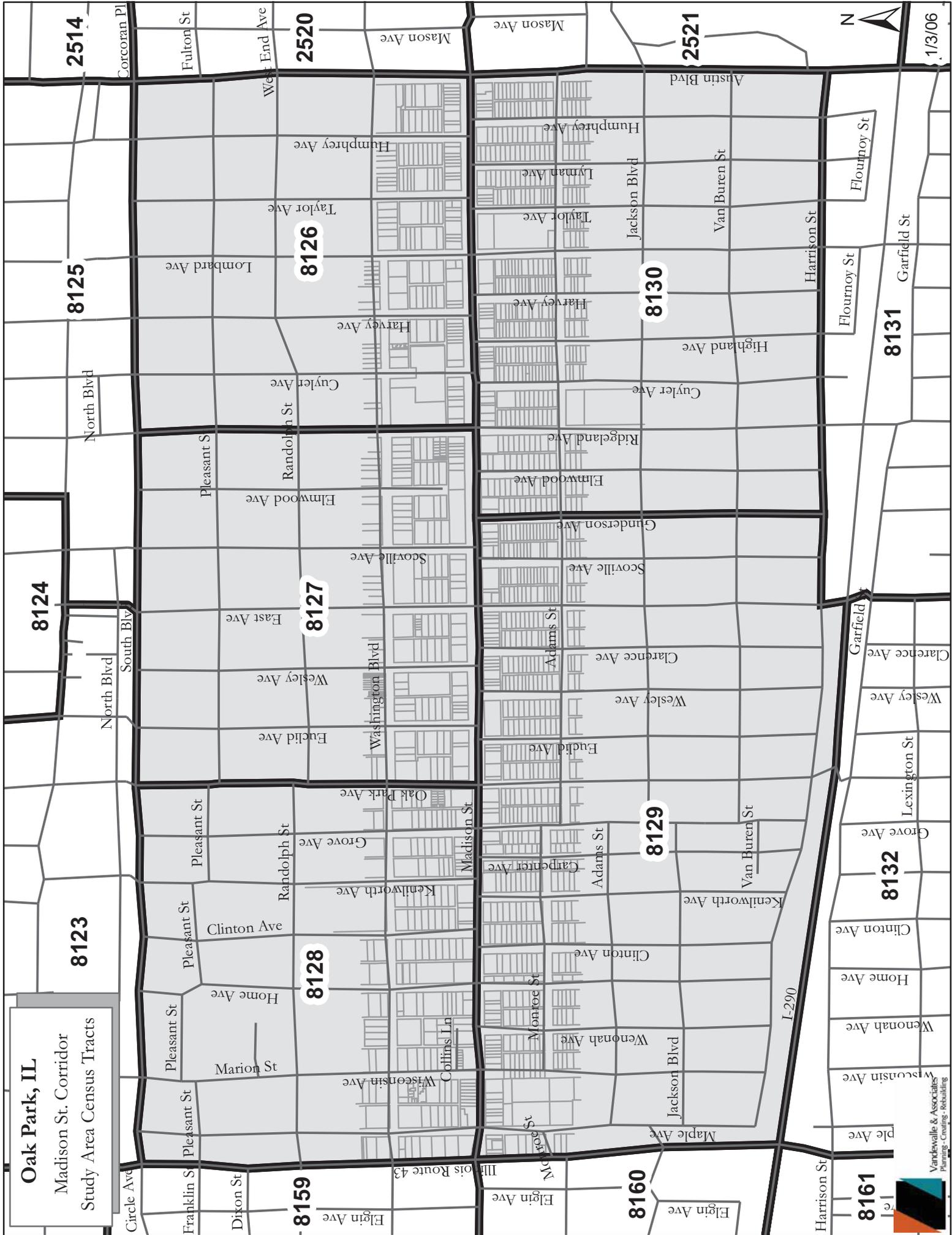
Demographic data show the following differences within the Study Area:

- **More single family homes to the south.** Over 60% of the households were owner occupied in the southern two Census Tracts in 2000 compared to the northern three Census Tracts, which each had under 20% owner occupied housing.
- **More diversity to the east.** Over 90% of population in the two Census Tracts to the west was white in 2000, compared to the three census tracts to the east which were each under 70% white.
- **Higher income to the west.** The median household income in the Census Tracts to the west of the corridor was over \$70,000 in 2000 compared to the three Census Tracts to the east which ranged from \$45,000 - \$50,000.



# Oak Park, IL

Madison St. Corridor  
Study Area Census Tracts



Vandewalle & Associates  
Planning - Creating - Rebuilding

## PHYSICAL ANALYSIS

The following analysis of the Madison Street Corridor identifies existing conditions and patterns that will influence future urban design alternatives and recommendations. They include:

- Land Use Patterns
- Traffic, Transportation, and Parking
- Development Pattern
- Streetscape and Open Space

### Land Use Patterns

The Village's consultant conducted an inventory of the Study Area's existing land uses using data from the Village, aerial photography, corridor site visits, and consultation with Village and local representatives. The land use survey was not an inventory of existing zoning, which in some cases is different from the actual use of the land. Map 3 depicts the existing (2005) land use pattern in the Study Area.

Key findings related to the existing land use pattern include the following:

- The Madison Street frontage is predominately characterized by commercial uses: automotive, mixed-use development, general commercial services, and office.
- Automotive uses are scattered throughout the corridor with a cluster between Oak Park Avenue and Ridgeland Avenue.
- Housing styles are typically single-family south of Madison Street and two-family and multi-family dwellings north of Madison Street, with some pockets of single-family homes.
- Multi-family housing on the corridor frontage is being introduced at the west end of the corridor in recent developments.



The table below breaks down the land uses by acreage and percentage of the corridor for the corridor frontage and the Study Area as a whole.

Existing Land Use	Corridor Frontage Acres	Corridor Frontage % of Total	Study Area Acres	Study Area % of Total
Automotive	5.08	14.5%	5.08	2.6%
Commercial Services	4.79	13.6%	4.94	2.6%
Educational	0.58	1.7%	12.16	6.3%
Institutional	3.07	8.7%	15.61	8.1%
Mixed Commercial	0.53	1.5%	0.53	0.3%
Multi Family	2.33	6.6%	61.71	32.1%
Office	4.55	13.0%	4.66	2.4%
Parking	1.98	5.6%	3.71	1.9%
Park	0.00	0.0%	0.85	0.4%
Industrial	0.15	0.4%	0.15	0.1%
Mixed-Use Commercial/Residential	5.02	14.3%	5.02	2.6%
Restaurant	1.96	5.6%	2.74	1.4%
Retail	3.90	11.1%	4.54	2.4%
Single Family Residential	0.48	1.4%	66.67	34.7%
Two Family	0.00	0.0%	2.70	1.4%
Vacant/Under Construction	0.66	1.9%	1.04	0.5%

**Traffic, Transportation, and Parking**

A detailed analysis of traffic and parking provided by Kenig, Lindgren, O'Hara, Aboona, Inc is provided in appendix.

The Study Area contains a gridded street network. The street network is comprised of a hierarchy of street types as described below. A detailed transportation assessment has been conducted for the Study Area, as described in the section that follows.

- Madison Street, a four lane arterial through the Village of Oak Park, connects the City of Chicago from the east and the Village of Forest Park on the west.
- Harlem Avenue and Austin Boulevard are arterial roadways, marking the eastern and western termini of the study area, respectively.
- Wisconsin Avenue, Home Avenue, Grove Avenue, Oak Park Avenue, East Avenue, Lombard Avenue, and Ridgeland Avenue are collector or minor arterial streets that cross Madison Street. These streets are important north-south streets connecting Madison Street to adjacent residential neighborhoods and downtown Oak Park.
- Washington Boulevard, Adams Street, and Monroe Street run parallel to Madison Street and may be affected by future redevelopment in the study area.



- The remaining streets are secondary streets currently carrying light vehicular and pedestrian traffic.

Parking is in short supply for the entire length of the corridor. Parking is currently provided in privately-owned surface lots, some Village-owned parking lots, and on-street parking.

The Chicago Transit Authority (CTA) operates a bus route that terminates at the bus transfer station at the northeast corner of Austin Boulevard and Madison Street, in the City of Chicago. Pace, the commuter bus system, meets the CTA line at the Austin transfer station and continues a route down Madison Street. Additionally, the Village of Oak Park operates a shuttle that serves Madison Street.

Pedestrian use the sidewalks along Madison Street, but are limited in opportunities to cross the street due to the few through intersections. Augusta Boulevard has been marked as the continuation of the Grand Illinois Trail, a bike route east and west through the Village. Several alternative cycling routes are being considered by the Village, including Jackson Boulevard to the south of Madison Street. Although bike routes are not currently being planned for Madison Street, the opportunity exists to explore a bike/transit route on Madison Street with the reduction of a lane of traffic on Madison Street.

### Development Pattern

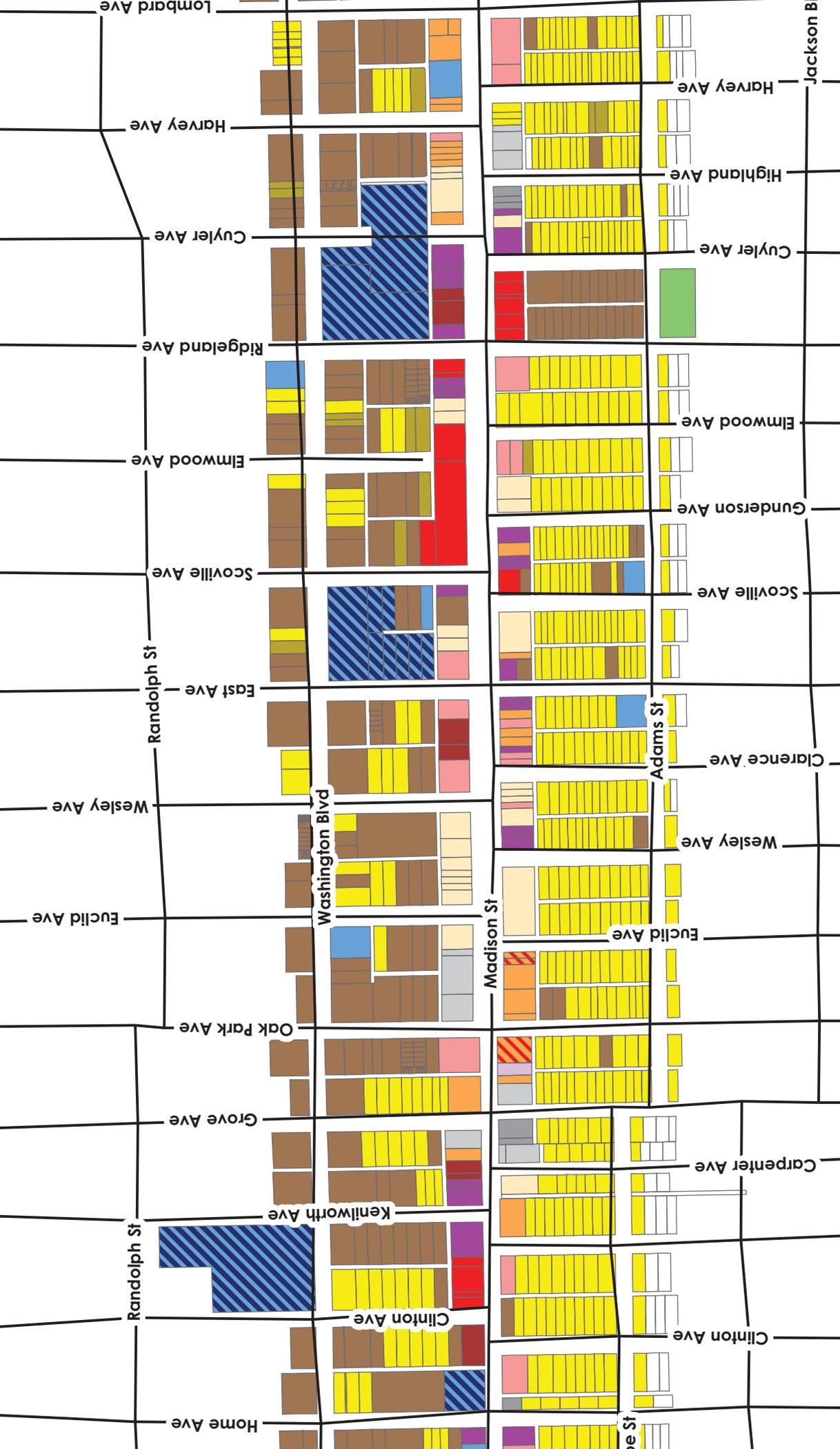
The development pattern on Madison Street is primarily linear, but interrupted by several key sites that occupy deeper lot depths. Nearly the entire length of the corridor is configured around shallow lot depths and therefore is challenged by limited space for parking. This development pattern is perpetuated by the fragmented ownership on the corridor.

### Streetscape and Open Space

The Madison Street corridor is currently void of much open space. The park located on Adams Street between Ridgeland and Cuyler Avenue is the largest green space in the Study Area, in addition to the park located south of the Village Hall parking lot.

A recent streetscape plan for Madison Street is currently being implemented on the eastern edge of the corridor. A planted median begins at the east end of the corridor and is continued to Oak Park Avenue. This pattern cannot continue further west with the roadway's current configuration due to the narrowed right-of-way west of Oak Park Avenue. The Village of Forest Park has implemented an urban streetscape program on Madison Street using the same right-of-way constraints as the west end of the corridor in Oak Park.





### Existing Land Use Categories

	<b>Retail</b> A commercial use area where the focus is the selling of goods. Included in this classification are shops, galleries, and groceries.
	<b>Restaurant</b> Any dining establishment; both sit-down and fast-food restaurant are included in this classification.
	<b>Automotive</b> A commercial use area where the primary focus is the selling or servicing of Automobiles. Included in this classification are dealership, repair shops, and auto rental agencies.
	<b>Office</b>
	<b>Public/Institutional</b> An area containing community facilities or public buildings such as hospital, churches, municipal buildings, libraries, and cultural facilities.
	<b>Parks/Recreation</b> An area maintained as a park or recreation site including open space, athletic fields, tot lots and swimming pools.
	<b>Light Industrial</b> Includes light manufacturing, assembly, production, storage, distribution, wood working, and other related land-uses.
	<b>Parking</b>

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## RELATED PLANNING ACTIVITIES

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Several community planning efforts have identified Madison Street for future revitalization efforts. As such, the business community and the neighborhoods have undertaken the following initiatives to guide the future of the corridor. The following previous planning activities are efforts that are providing the foundation for this plan and future corridor revitalization efforts.

- **Economic and Market Analysis, Madison Street Commercial Corridor. (Arthur Anderson LLP, 1999)** This market analysis recommended a redevelopment strategy for Madison Street focusing on public/private actions to create multiple redevelopment nodes. Recommended uses to attract included auto sales and services, casual dining and fast food, smaller appliance retailers, bookstore, office supply and service, and complimentary residential development.
- **Madison Street Corridor Landscape Improvements (Schreiber/Anderson Associates, 2004)** This landscape improvement plan made recommendations for median landscaping and other landscape elements for the Madison Street corridor in order to unify the areas between Harlem and Austin. The recommendations also included a Master Plan for the corridor.

Additional plans consulted include:

- Village of Oak Park Community Survey (2004)
- Village of Oak Park Zoning Ordinance (2002)
- Village of Oak Park Comprehensive Plan (1990)
- Chicago Avenue Neighborhood Plan (Soloman Cordwell Buenz & Associates. Inc., 2005)
- Cap the IKE Feasibility Study (URS Corporation, 2005)
- Greater Downtown Master Plan and Development Guidelines (Crandall Arambula PC, 2005)
- Redevelopment Plan for Roosevelt Road (Farr Associates, 2003)

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## INITIAL PUBLIC PARTICIPATION

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Encouraging public participation is a key goal of this planning effort to shape Madison Street. The Village believes that public participation will help ensure the resulting plan accurately reflects the vision, goals, and values of residents and business owners and will ensure that the plan is implemented by creating a sense of “ownership” among the participants. For this reason, the Village embarked on several public participation events to involve and inform the public during this initial planning stage. The following is a summary of these endeavors, which will be used to guide the recommendations of this plan.



### Activities

Four main activities were implemented to gather public opinion and understanding regarding the corridor study:

- Steering Committee Kick-off Meeting
- Stakeholder Interviews
- Public Assets and Opportunities Forum
- Public Visioning Forum

Together these four components have provided a framework for the development of corridor alternatives.



### Facilitators

Vandewalle & Associates and Nancy Seeger Associates were responsible for facilitating, analyzing, and summarizing the public forums and stakeholder interviews. This included an initial analysis of data and current corridor activities in order to develop the programs through which public concerns could effectively be communicated. Vandewalle & Associates developed each of the public participation activities, as well as collected and summarized the results. Village Staff was responsible for program review, scheduling, and marketing.

### Marketing and Advertising

Village staff advertised the public participation events individually using the following methods. The marketing materials for each forum are included in the appendix of this report.

- Flyers mailed to homes in the Study Area
- Press Releases
- Internet Postings

### Steering Committee Meeting

The Madison Street Corridor Plan Steering Committee, the Village Board, and Village Staff attended a Kick-off Meeting on the evening of December 1, 2005 at the Village Hall. The consultant team initiated the meeting by reviewing the project approach, project schedule, and the project management structure. Meeting participants were asked to answer a series of questions regarding their perceptions of existing conditions and their visions for the Madison Street corridor. Participants were also asked to comment on the factors leading to a successful corridor plan.

In general, responses to the questions indicated the need for more pedestrian-oriented development, aesthetic improvements, vibrant independently-owned businesses, and additional parking. The plan will be considered a success if it achieves consensus, includes representative participation, and outlines a clear plan for implementation.

The full meeting materials and summaries are included in the appendix of this report.

### Stakeholder Interviews

Interviews with key corridor stakeholders were conducted in December of 2005. Thirty interviews with approximately seventy individuals were conducted. The input from these interviews will be included in the development of corridor alternatives and implementation plans.

Participants were interested in:

- Pedestrian-friendly development
- Small independently-owned businesses
- Hotel and meeting space in Oak Park
- Additional parking
- Detailed strategy for plan implementation
- Distinguished gateway to Chicago
- Pursuing the reduction of a lane of traffic to create transit/bike lane
- Green space and “green” architecture
- National chain stores to anchor smaller stores
- Transportation improvements to increase pedestrian safety

The list of interviewed groups or individuals is included in the appendix of this report.

### **Assets and Opportunities Forum**

A corridor-wide forum was conducted to identify the common perceptions and concerns along the corridor. The community at-large, property owners, business owners, and key community leaders were invited. The forum was held on the evening of December 7, 2005 at RUSH Oak Park Hospital. Approximately 80 people attended the forum.

The forum addressed quality of life issues in the general project area by identifying individual and group likes and dislikes, threats and challenges, trends and opportunities, defining features, and the corridor’s role in the community and region. In addition to these questions, participants were asked to identify specific places on a map: preservation sites, revitalization sites, redevelopment sites, traffic hot spots, public amenities, and important places.

The forum identified three main concerns in the corridor: aesthetics, economic development, and transportation/pedestrian safety. Specific key points recorded from the forum were a need for pedestrian friendly development, mixed-use development, greenspace, and more parking. In addition to these concerns, residents communicated that they value the Madison Street corridor due to the strong residential communities, the Village Hall, traffic mobility, transportation accessibility, and commercial potential.

The full meeting materials and summaries are included in the appendix of this report.

### **Visioning Forum**

A corridor-wide Visioning Forum was conducted to allow residents, business owners, and community leaders to express their visions for the future of Madison Street. The forum was held on the evening of December 14, 2005 at RUSH Oak Park Hospital. Approximately 90 people attended the forum.

The forum first asked participants to consider the future role and identity of Madison Street; as a mixed-use district, employment district, traffic artery, etc. Next participants were asked to “build” a model segment of the corridor – given a prototypical intersection participants annotated a map with words and sample photographs to express the type and scale of development appropriate for different parts of the corridor.

The forum identified the following future roles and identities for Madison Street: mixed-use district, regional destination shopping, and neighborhood service center. The mapping exercise identified visions for mixed-use development at key intersections, greenspace in the public right-of-ways and

near schools, more dense development north of the corridor, a buffer between commercial and residential to the south of the corridor, creative parking solutions, and more public art.

The full meeting materials and summaries are included in the appendix of this report.

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## OPPORTUNITY ANALYSIS

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The purpose of the Opportunity Analysis is to conceptualize “big picture” ideas inspired from the community’s given assets and unrealized potentials. The purpose of this activity is to identify the relationships and combinations of community attributes that can serve as catalysts for positive change along the corridor.

These larger opportunities will be translated into alternative visions for the future growth and development of the corridor including the generalized land uses, type and scale of development, transportation needs, and extent of Village participation in implementation activities such as the provision public improvements, regulatory changes, and marketing.

### Regional Context

The Village of Oak Park is situated directly to the west of the City of Chicago along the Eisenhower Expressway. Map 4 shows the relationship of the Study Area to the surrounding region. As an inner-ring suburb, the Village maintains the gridded street network and dense residential atmosphere that characterizes its urban neighbor. Two CTA transit lines serve Oak Park, one through downtown Oak Park and the other along the Eisenhower Expressway. This proximity to Chicago, and downtown Chicago’s employment and cultural center, in addition to excellent transportation accessibility gives the Village special market advantages and opportunities for residential living and retail development. In addition to its location, the Village’s cultural amenities give it a superior advantage in the region.

Oak Park’s commitment to cultural acceptance, its depth of architectural character, and its proximity to jobs and transportation create a living atmosphere that rivals the most upscale neighborhoods in the City of Chicago, but with a sense of community that is unparalleled in these neighborhoods. These advantages have set the Village apart from the region and should be capitalized on within the Madison Street Corridor Plan.

### Role of Madison Street in Oak Park

Within Oak Park, Madison Street serves as the primary east/west arterial, moving traffic efficiently from one edge of the community to the other. This accessibility is what drove the corridor’s former identity as an auto-dealer row. Today the corridor has attracted several businesses wishing to capitalize on these high traffic volumes, as well as businesses attracted to the corridor’s low rents relative to other areas in the Village. In addition to these businesses the following uses serve as key anchors along the corridor:

- Village Hall
- Fenwick High School
- Public Schools
- RUSH Oak Park Hospital
- Park District Building and Gymnastics Center
- Village Players Theater

### Corridor Opportunities

The following primary opportunities have been identified based on Oak Park's regional location and Madison Street's role in the community.

- **Accessible Corridor:** This opportunity capitalizes on the high traffic volumes and existing cluster of auto-oriented uses and seeks to attract national and local retailers and service users with a desire for visibility.
- **Regional Destination:** This opportunity capitalizes on the strength of the Village's position in the region and seeks to create regional destinations on the Madison Street corridor.
- **Linear Greenway:** This opportunity capitalizes on the strength and proximity of the neighboring residential neighborhoods and seeks to create a neighborhood-based retail corridor with emphasized green space and unique neighborhood retail.

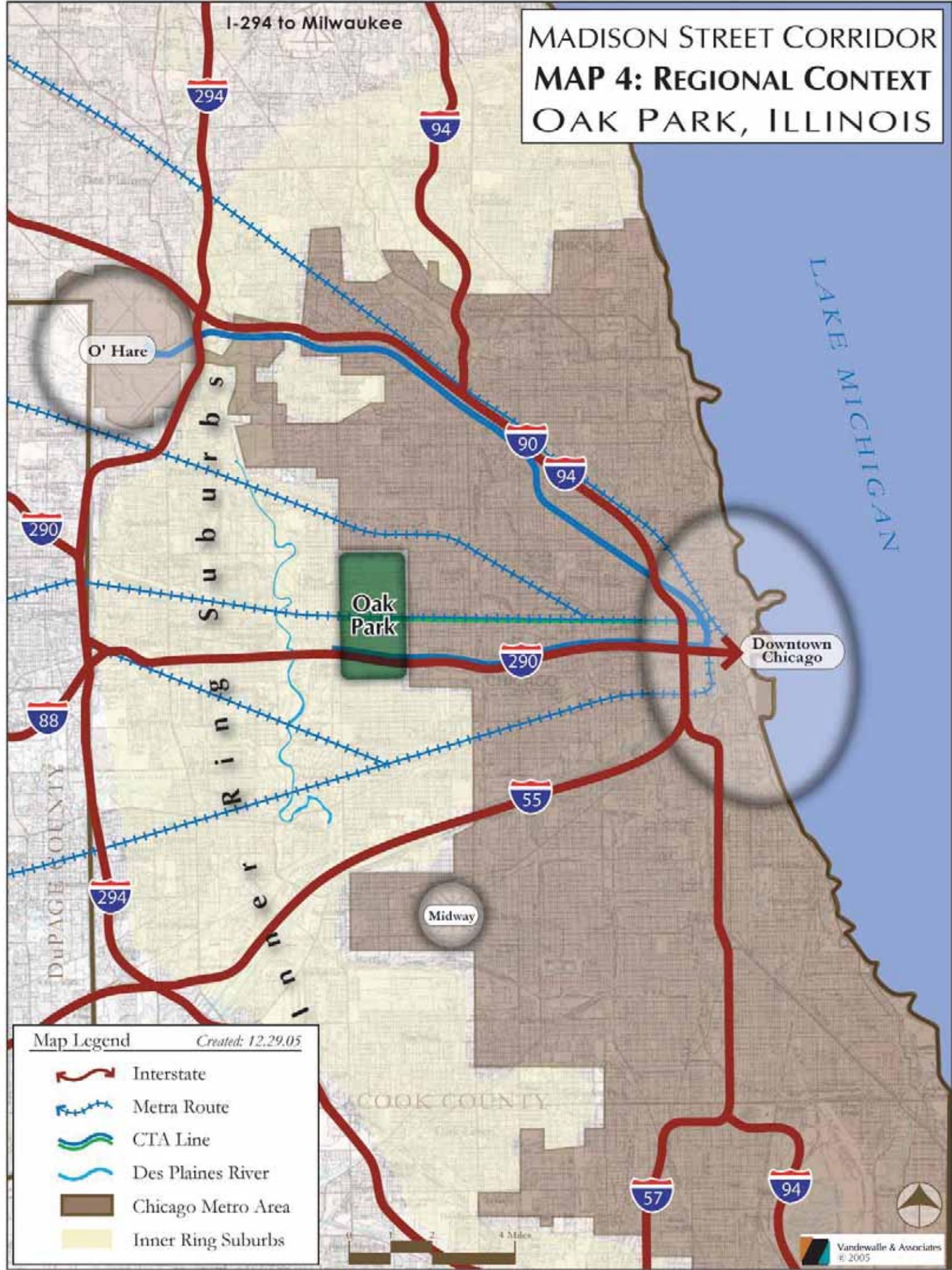
### Redevelopment Area and Sites

The Vision Alternatives presented later in the planning process will address each of these recognized opportunities and create a corridor-wide vision from them. Each of these visions will be accompanied by an implementation strategy that identifies catalytic projects for plan implementation. The potential redevelopment sites for these catalytic projects will be chosen from sites that are currently available for development, under common ownership, or under the control of the Village.

These potential redevelopment sites may include the following:

- The Village-owned property at the northeast corner of Oak Park Avenue and Madison Street
- The Village-owned former Volvo dealership at the northern side of the Madison Street and Highland Avenue intersection
- The Village-owned former funeral home site at Highland Avenue and Madison Street
- The Village Hall at Lombard and Madison Street
- The potential private development site at the southeast corner of Oak Park Avenue
- The potential private development site on the north side of Madison Street at the Humphrey intersection

MADISON STREET CORRIDOR  
**MAP 4: REGIONAL CONTEXT**  
 OAK PARK, ILLINOIS



Map Legend

Created: 12.29.05

-  Interstate
-  Metra Route
-  CTA Line
-  Des Plaines River
-  Chicago Metro Area
-  Inner Ring Suburbs

0 1 2 4 Miles

## APPENDIX A: DEMOGRAPHIC DATA

### Population Characteristics

	% Female		% Under 18		% 65 and over		Median Age	
	1990	2000	1990	2000	1990	2000	1990	2000
Census Tract 8126	54.3%	55.1%	22.4%	20.4%	6.5%	5.6%	30.6	33.0
Census Tract 8127	54.2%	48.3%	18.4%	17.3%	14.7%	10.2%	34.0	37.5
Census Tract 8128	55.0%	78.1%	14%	18.0%	14.4%	14.8%	33.6	35.3
Census Tract 8129	52.7%	64.8%	25.3%	35.0%	10.9%	9.6%	34.0	35.4
Census Tract 8130	52.7%	56.6%	29.4%	31.8%	6.4%	6.2%	31.5	34.2
Study Area	<b>53.8%</b>	<b>53.8%</b>	<b>21.7%</b>	<b>21.7%</b>	<b>10.7%</b>	<b>8.5%</b>	<b>32.8</b>	<b>34.9</b>
Village of Oak Park	<b>53.4%</b>	<b>53.5%</b>	<b>23.2%</b>	<b>24.2%</b>	<b>11.5%</b>	<b>9.5%</b>	<b>33.8</b>	<b>36.0</b>

Source: U.S. Census of Population and Housing, 1990, 2000

### Race

	Census Tract 8126	Census Tract 8127	Census Tract 8128	Census Tract 8129	Census Tract 8130	Study Area	Village of Oak Park
% White	55.8%	56.9%	95.4%	98.9%	70.1%	<b>66.9%</b>	<b>68.8%</b>
% Black or African American	38.8%	21.2%	32.0%	15.2%	29.8%	<b>23.8%</b>	<b>22.4%</b>
% American Indian/Alaska Native	0.2%	0.2%	0.3%	0.2%	0.3%	<b>0.2%</b>	<b>0.2%</b>
% Asian	3.7%	4.2%	9.0%	5.2%	2.6%	<b>4.4%</b>	<b>4.1%</b>
% Native Hawaiian or Pacific Islander	0.0%	0.0%	0.1%	0.1%	0.0%	<b>0.0%</b>	<b>0.0%</b>
% Hispanic or Latino	4.7%	4.4%	6.7%	6%	5.9%	<b>4.9%</b>	<b>4.5%</b>
% Other	2.0%	1.9%	2.2%	2.5%	2.4%	<b>1.7%</b>	<b>1.6%</b>

Source: U.S. Census of Population and Housing, 1990, 2000

### Housing Stock

	1-unit detached		2 to 4 units		5 to 9 units		10 or more units		Mobile Home, Trailer, or other	
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000
	Census Tract 8126	18.9%	17.0%	10.1%	12.1%	12.2%	10.4%	58.3%	60.0%	0.5%
Census Tract 8127	15.9%	19.4%	11.3%	10.8%	15.0%	16.0%	50.9%	51.5%	4.9%	0.0%
Census Tract 8128	4.8%	5.9%	12.6%	13.7%	13.4%	12.2%	65.9%	65.6%	1.2%	0.0%
Census Tract 8129	59.9%	62.9%	14.7%	15.3%	6.3%	5.5%	14.7%	14.5%	4.1%	0.0%
Census Tract 8130	62.4%	60.9%	17.8%	18.5%	7.3%	7.8%	11.7%	12.0%	0.3%	0.9%
Study Area	<b>28.1%</b>	<b>28.7%</b>	<b>13.1%</b>	<b>13.9%</b>	<b>11.2%</b>	<b>10.6%</b>	<b>44.4%</b>	<b>44.9%</b>	<b>2.1%</b>	<b>0.1%</b>
Village of Oak Park	<b>40.7%</b>	<b>40.9%</b>	<b>12.1%</b>	<b>11.9%</b>	<b>9.0%</b>	<b>8.6%</b>	<b>35.1%</b>	<b>36.0%</b>	<b>1.3%</b>	<b>0.1%</b>

*Source: U.S. Census of Population and Housing, 1990, 2000*

### Housing Characteristics

	Census Tract 8126	Census Tract 8127	Census Tract 8128	Census Tract 8129	Census Tract 8130	Study Area	Village of Oak Park
Total Housing Units	1,948	1,746	3,270	1,858	1,548	<b>10,098</b>	<b>23,723</b>
% Vacant	2.9%	2.0%	3.1%	2.5%	2.6%	<b>2.7%</b>	<b>2.7%</b>
% Owner Occupied	31.9%	45.9%	33.8%	70.0%	68.7%	<b>45.9%</b>	<b>54.7%</b>
Median Value of Specified Owner-occupied housing units	\$260,300	\$356,300	\$337,200	\$220,800	\$198,500	<b>\$234,195</b>	<b>\$231,308</b>
Median Household Income	\$45,580	\$50,644	\$44,069	\$73,843	\$73,816	<b>\$52,104</b>	<b>\$59,214</b>
Median Monthly Contract Rent (USD)	\$670	\$684	\$672	\$646	\$630	<b>\$668</b>	<b>\$674</b>

*Source: U.S. Census of Population and Housing, 1990, 2000*

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## **APPENDIX B: TRAFFIC AND PARKING PROGRESS REPORT**

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**Madison Street Corridor  
Oak Park, Illinois**

**Traffic and Parking Progress Report**

**March 25, 2006  
KLOA, Inc.**



## Scope of Study

In November of 2005, Vandewalle & Associates was retained as the prime consultant to lead a team whose mission was to collect data and evaluate land uses, traffic, public opinion, historic preservation and redevelopment opportunities in the Madison Street Corridor. The corridor spans 1.5 miles from Austin Avenue on the east to Harlem Avenue on the west. Kenig, Lindgren, O'Hara, Aboona, Inc. (KLOA, Inc.) was part of the team directed to study traffic and parking issues. Specifically, KLOA, Inc. was to evaluate or identify:

### Part I

- Existing traffic operations and volumes
- Intersection Levels of Service (LOS)
- The reality of the "Preferred Vision" for street operations
- Areas of special interest as articulated by the community
- Operational changes to the street
- Existing parking capacity and use
- Pedestrian activity

### Part II

- Redevelopment sites
- Future roadway operations with redevelopment sites
- Future parking demand of redevelopment

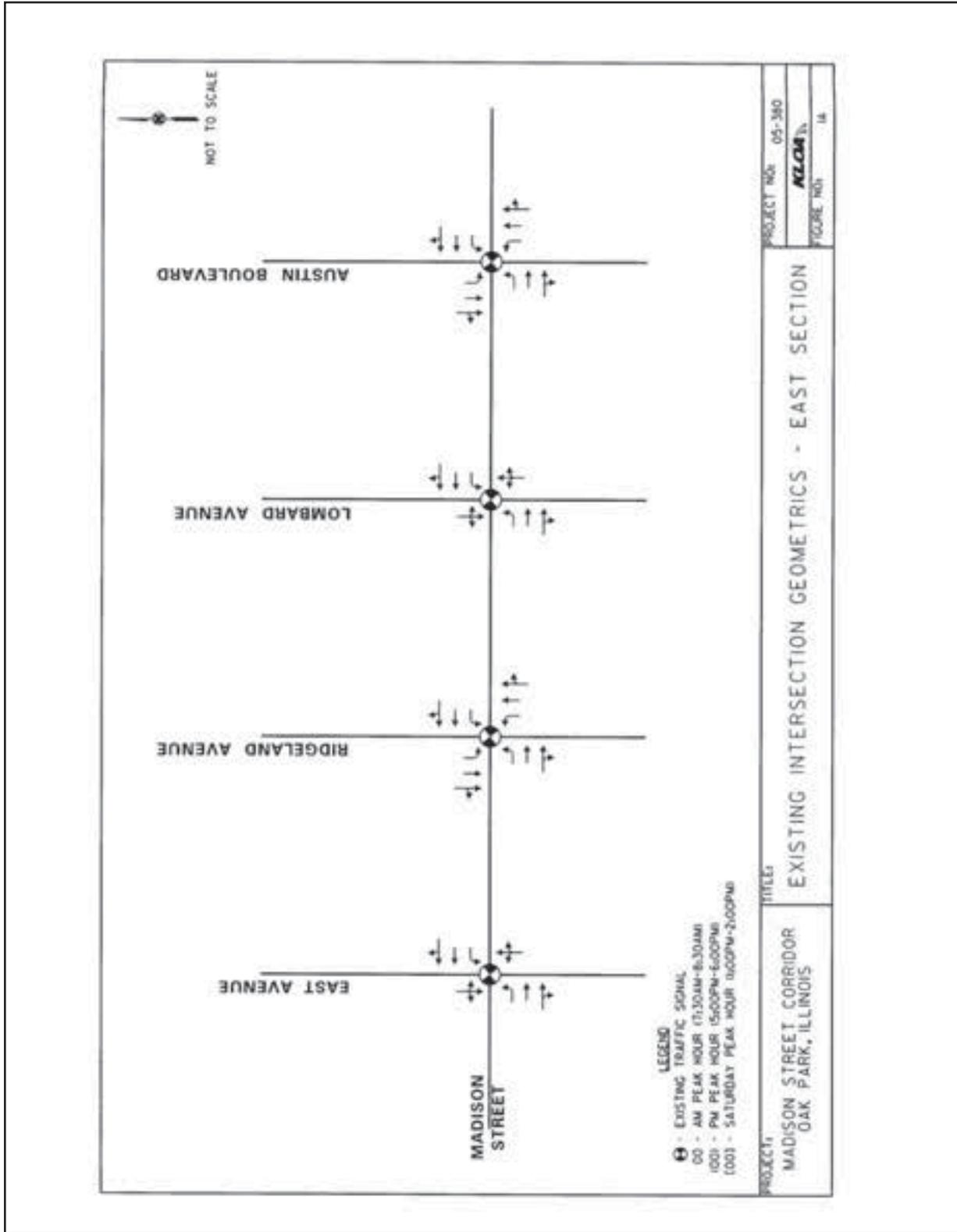
## Field Work

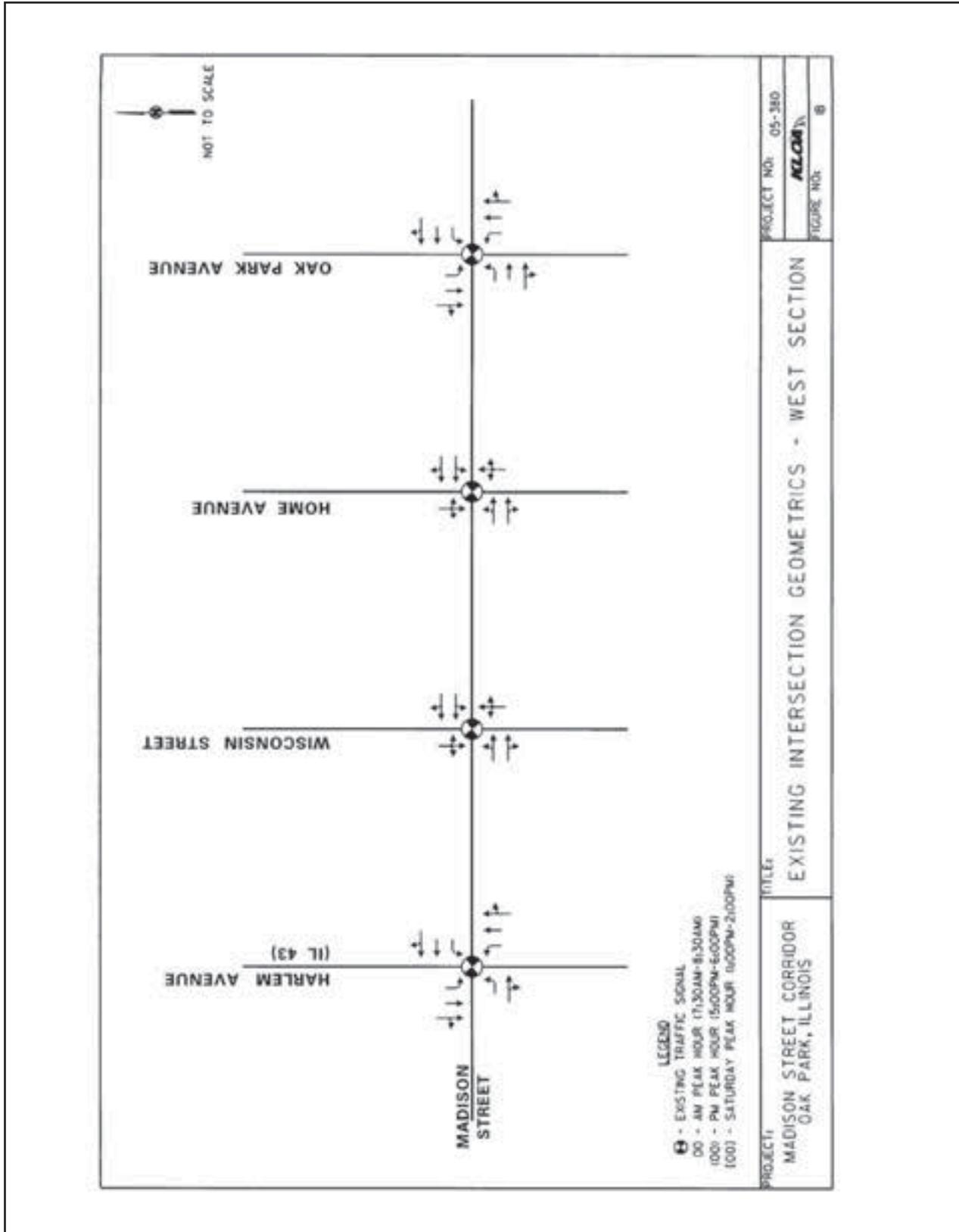
A detailed field review of roadway lanes and geometry was performed for the entire corridor. This is shown on **Figures 1A** and **1B**.

## Traffic and Pedestrians

KLOA, Inc. identified eight key signalized intersections for evaluation as well as certain pedestrian and 24-hour count locations. The intersections are:

- Austin Avenue
- Lombard Avenue
- Ridgeland Avenue
- East Avenue
- Oak Park Avenue
- Home Avenue
- Wisconsin Street
- Harlem Avenue





All traffic movements were counted at each intersection from 7:00 A.M. to 9:00 A.M. and from 4:00 P.M. to 6:00 P.M. with the following exceptions: Ridgeland Avenue—because of the Percy Julian Middle School north of the intersection, the afternoon count started earlier at 2:30 P.M. The same is true for East Avenue and its relationship to Fenwick High School.

Pedestrian movements were recorded during the same peak periods at all the aforementioned intersections and at marked crosswalks located at Kenilworth Avenue (Gwendolyn Brooks Middle School) and at Humphrey Avenue (St. Catherine's School). In addition, automatic machine counters recorded traffic for 48 hours at three locations in the corridor to determine daily traffic volumes. Traffic counts are shown on **Figures 2A and 2B** and pedestrian counts are shown on **Figures 3A and 3B**.

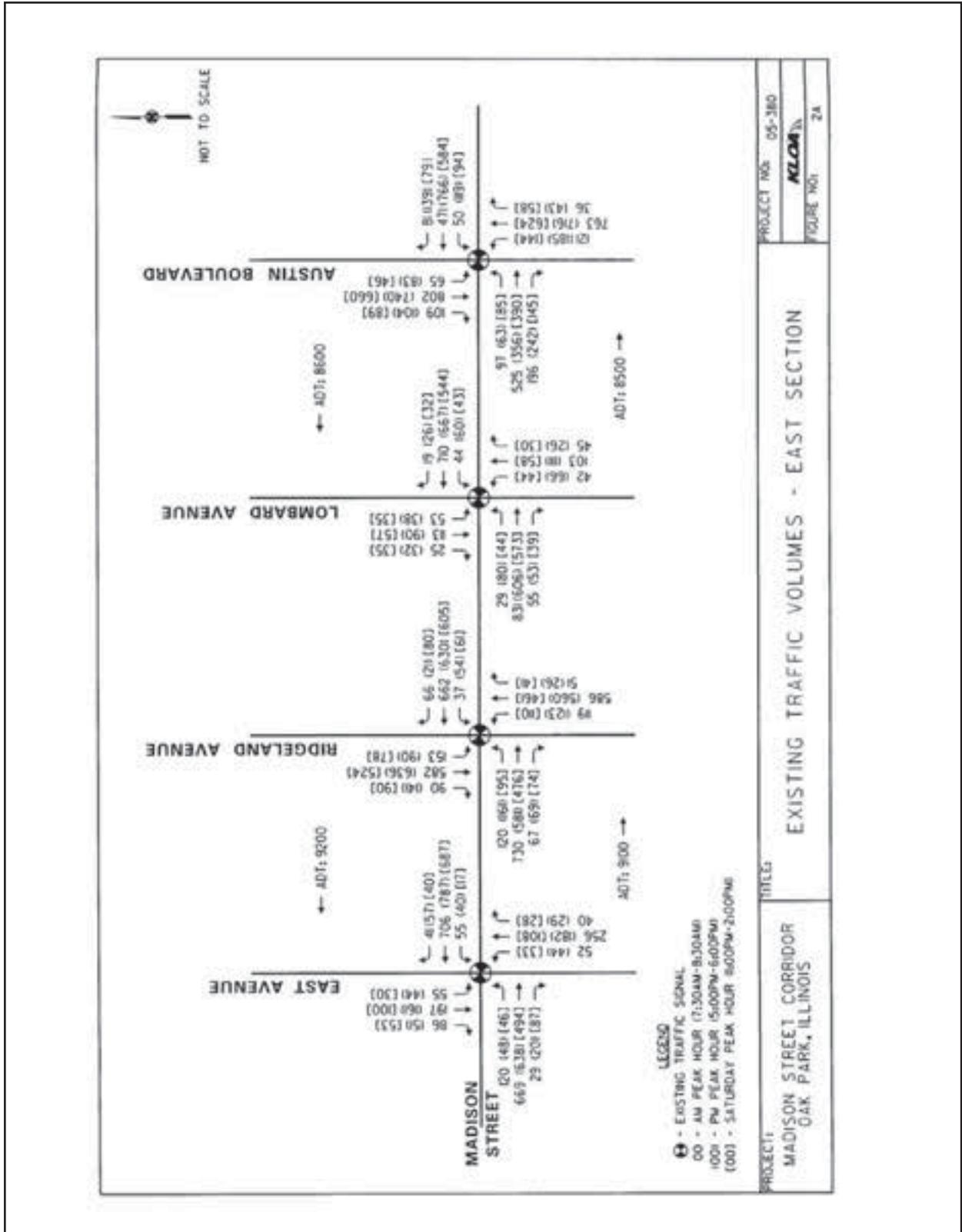
#### Parking

KLOA, Inc. inventoried and counted all on-street spaces in the corridor as well as municipal permit areas and lots from 9:00 A.M. to 5:00 P.M. on a weekday (Friday, January 20, 2006). The peak period for parking was found to be between 11:00 A.M. and 2:00 P.M. The peak hour was 2:00 P.M. for on-street parking and 11:00 A.M. for parking lots. The areas were classified as follows: Below 80 percent occupied, 80-90 percent occupied and above 90 percent. Parking results are shown on **Figures 4A and 4B**.

#### **Special Study Requests from Community**

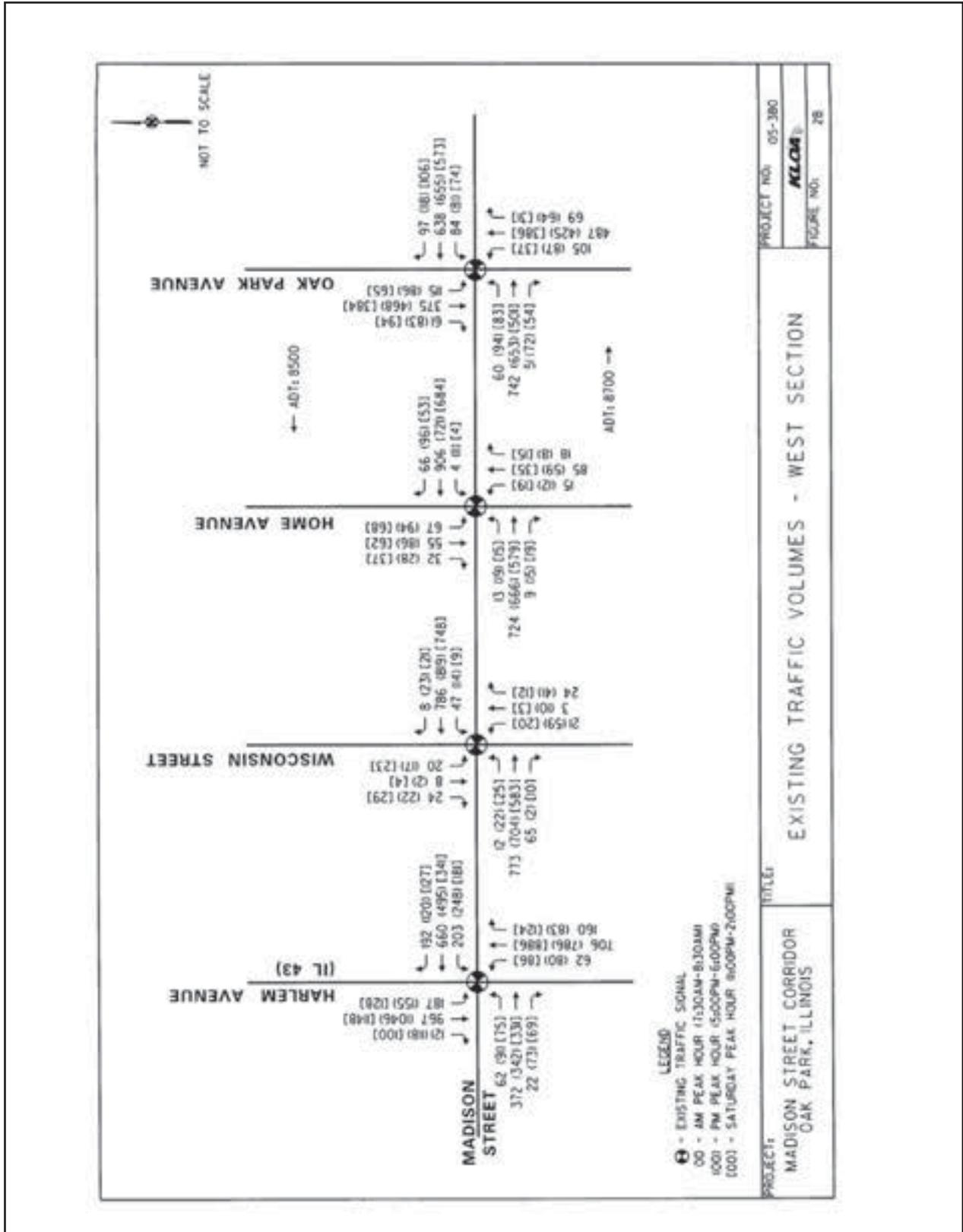
As part of the overall public process, the community had significant input into the plan. Accordingly, the following issues were identified as problems or ideas that should be considered. If not part of this scope, they are identified for future study. (Note: Most comments relate to areas west of Oak Park Avenue.)

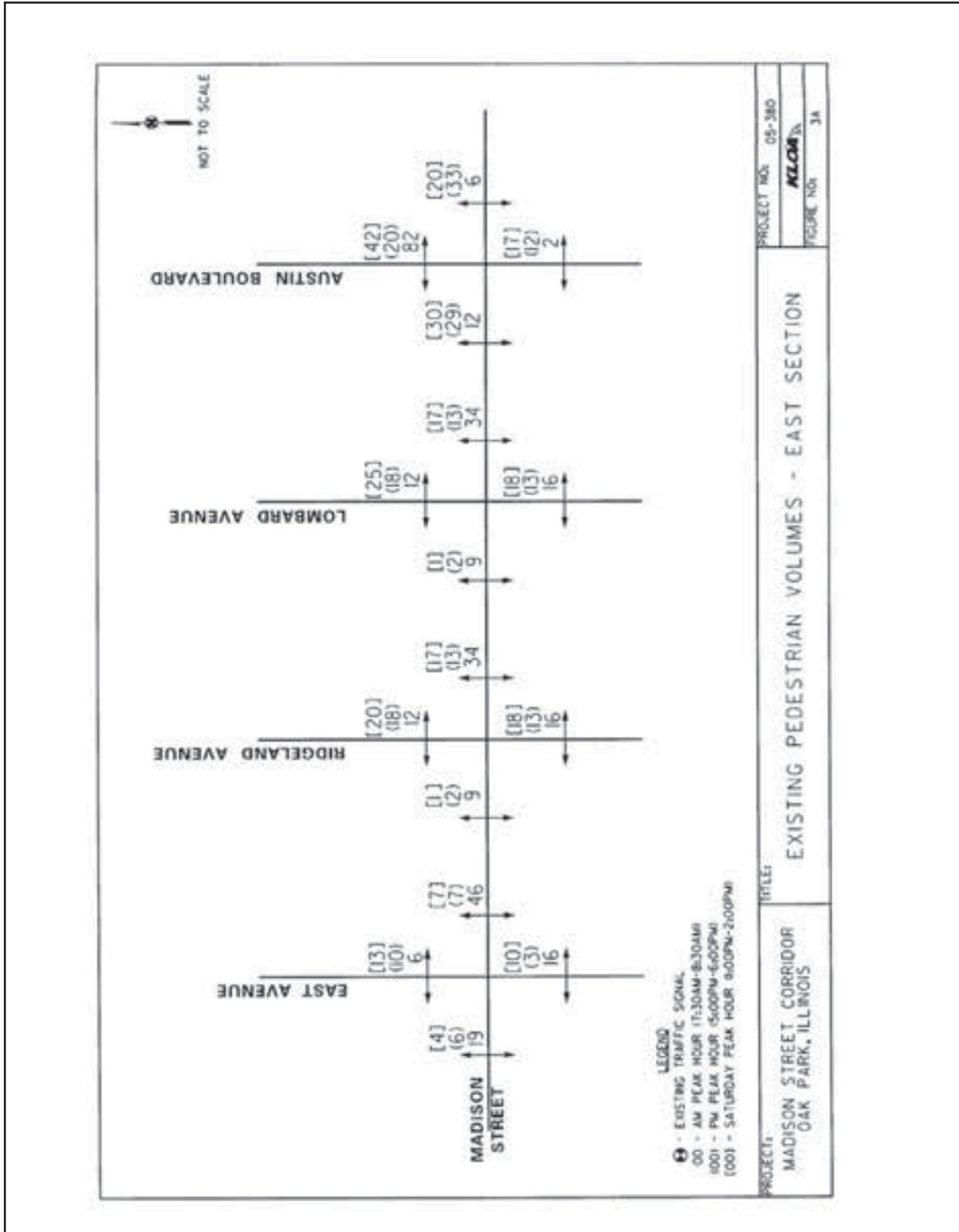
- Neighborhood Cut-Through Traffic—Most concerns came from neighbors located west of Oak Park Avenue and south of Madison Street. Specific mention was made of Kenilworth, Carpenter and Grace Avenues. Possible causes are peak hour backups for eastbound on Madison Street at Oak Park Avenue, and also northbound on Oak Park Avenue at Madison Street. These backups cause motorists to “shortcut” through the neighborhoods. Although counts were not performed, visual observations on only two occasions did not reveal significant activity. Intersection improvements for eastbound Madison Street at Oak Park Avenue such as a right-turn lane do not appear possible due to geometric restrictions and existing land uses on the site.
- Absence of good pedestrian crossing areas specifically west of Oak Park Avenue. This could include road texture changes and signage.
- Streetscape and bump outs recommended as pedestrian improvements.

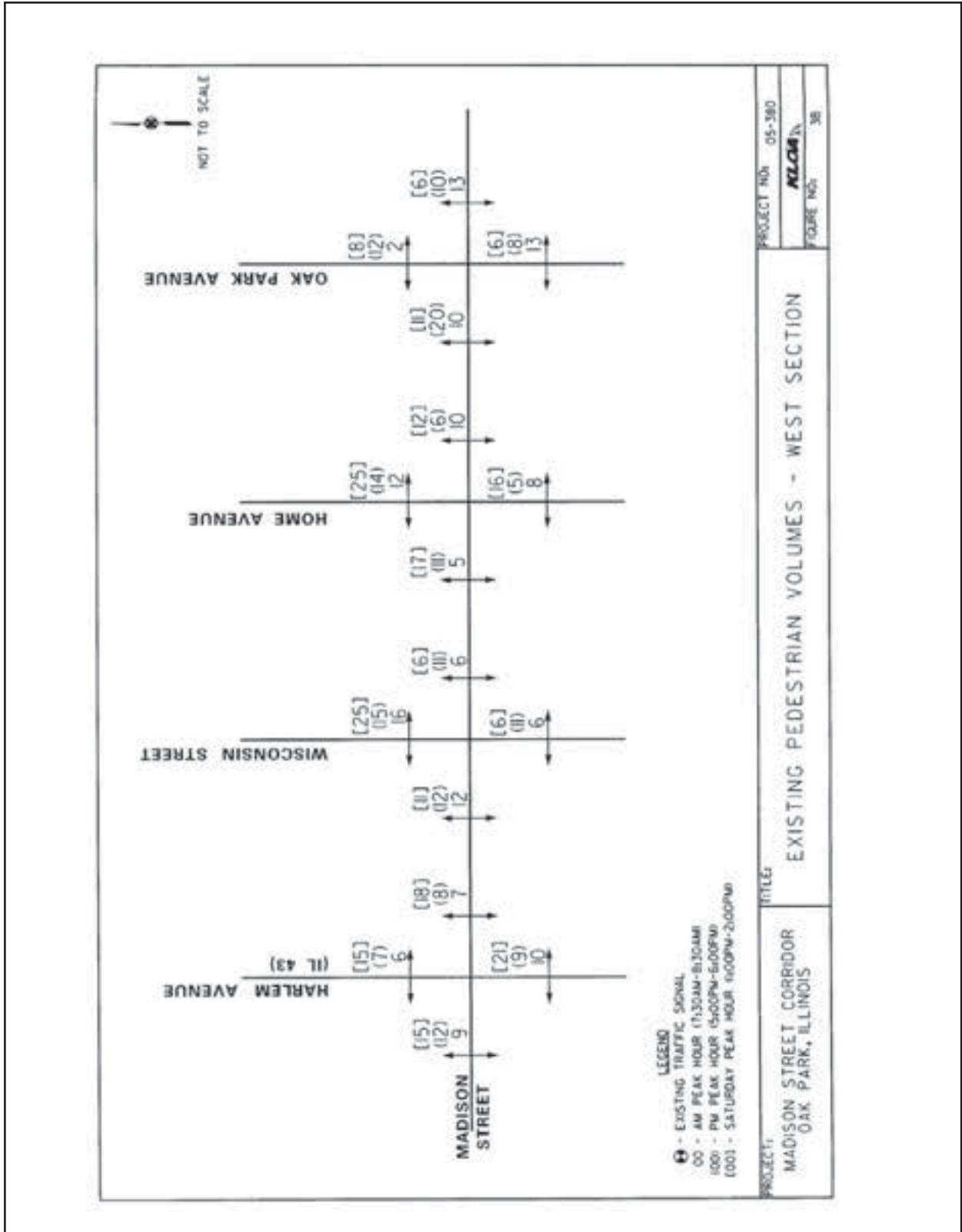


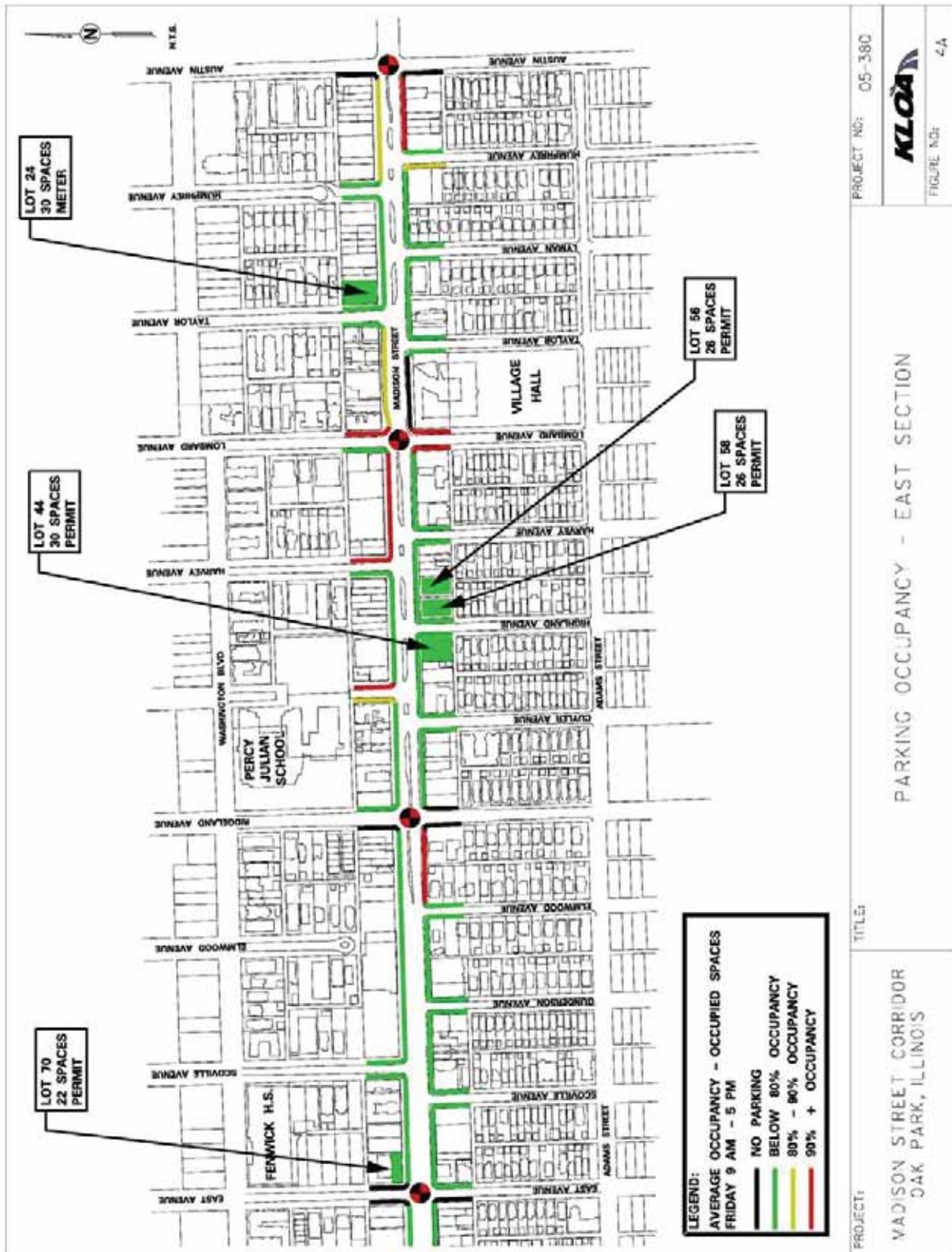
PROJECT:	MADISON STREET CORRIDOR OAK PARK, ILLINOIS
TITLE:	EXISTING TRAFFIC VOLUMES - EAST SECTION
PROJECT NO.:	05-380
FIGURE NO.:	2A













- Consolidate curb cuts and utilize alleys for loading and access where possible. Future developments dedicated alley right-of-way.
- Create strategic pocket parking lots where possible.
- Numerous site specific suggestions.
- Generally look at ways to improve traffic on Madison Street to avoid intrusion onto other parallel east-west streets.
- Review the possibility of introducing a bicycle lane in the corridor.
- Reduction of travel lanes from four to two (one in each direction) west of Oak Park Avenue while increasing lane width, parking areas and pedestrian improvements.

**Preliminary Evaluation and Findings**

**Roadway Operations**

Intersection levels of service were performed at all eight signalized intersections. Most, with the exception of Harlem Avenue (P.M. peak hour) perform well. **Table I** below shows the results

Table I  
**INTERSECTION LEVEL OF SERVICE—EXISTING CONDITIONS**

Intersection	Weekday A.M. Peak Hour	Weekday P.M. Peak Hour
Harlem Avenue	D	E
Wisconsin Avenue	A	A
Home Avenue	B	B
Oak Park Avenue	C	C
East Avenue	C	C
Ridgeland Avenue	C	C
Lombard Avenue	B	B
Austin Boulevard	B	C



The Village has undertaken a traffic signal interconnect and coordination project. This will assist in progressing traffic and improve operations. However, the operations along Harlem Avenue operate on a separate system. Without significant capacity or geometric improvements at Harlem Avenue, the LOS will not improve significantly.

An arterial LOS evaluation was performed for the roadway west of Oak Park Avenue to determine the possibility of reducing lanes and introducing other design features such as bike lanes or expanded parking lanes. It was determined that roadway operations would significantly suffer specifically in terms of queuing at intersections. Because of the close spacing of intersections, it is unreasonable to design a continuous widening and narrowing for this limited portion. East of Oak Park Avenue, any changes would require a reduction in existing pavement. Consequently, these changes to the street operations are not recommended.

#### **Parking**

The results of the inventory and recording of occupied spaces indicate that in most block faces plentiful parking exists. The exceptions are near the Village Hall, the Park District Headquarters, and the block immediately west of Ridgeland Avenue (south side).

New or redevelopment areas should provide adequate parking for residential while some opportunity exists for commercial to share on-street and in lots.

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## **APPENDIX C: STEERING COMMITTEE MEETING MATERIALS**

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- Meeting Agenda
- Meeting Survey
- Survey Summary

## Meeting Agenda



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PLAN KICK-OFF MEETING AGENDA**  
 December 1, 2005

### Date, Time and Place

Thursday, December 1, 2005  
 7:00 p.m.  
 Village Hall

### Participants

#### Village of Oak Park:

Steering Committee  
 Village Board of Trustees  
 Village Staff

#### Consultant Team:

Vandewalle & Associates  
 Kenig, Lindgren, O'Hara, Aboona, Inc.  
 Goodman-Williams Group  
 Nancy Seeger Associates  
 Wiss, Janney, Eisner Associates, Inc.

### I. Introductions

- A. Welcome
- B. Participants (name and board)  
 Consultant Team – project staff, general firm background

### II. Project Overview

- A. Objectives and Final Products
- B. General Project Schedule
- C. Role of:
  - Project Steering Committee
  - Village Board of Trustees
  - Village Staff
  - Citizens
  - Consultant Team
- D. Public Participation Events
  - Stakeholder Interviews
  - Public SWOT (Strengths, Weaknesses, Opportunities, and Threats) Forum
  - Public Visioning Forum
  - Public Presentation of Vision Alternatives
  - Public Presentation of Preferred Vision
  - Visual Preference Survey
  - Public Presentation of Draft Plan
  - Final Plan Presentation

### III. Surveys on Critical Issues and Project Goals

### IV. Discussion of Survey Results

### V. Final Thoughts and Wrap-Up

**Meeting Survey**



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PLAN KICK-OFF MEETING SURVEY**  
December 1, 2005

I am a:  
Village Board Member  
Steering Committee Member:  
Village Staff Member:

What absolutely **should not** change on the corridor?

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What absolutely **should** change on the corridor?

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PLAN KICK-OFF MEETING SURVEY**  
December 1, 2005

I am a:  
Village Board Member  
Steering Committee Member:  
Village Staff Member:

The Madison Street Corridor is missing ...

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The Madison Street Corridor has too much ...

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PLAN KICK-OFF MEETING SURVEY**  
December 1, 2005

I am a:  
Village Board Member  
Steering Committee Member:  
Village Staff Member:

This project will be a success if it ...

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This project will be a failure if it ...

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**Survey Summary**

**What Absolutely Should Not Change on the Corridor?**

# of Responses	Responses
<b>Village Staff:</b>	
1	Center median
1	Historic feel
1	Location of Village Hall
<b>Village Board:</b>	
3	Keep a mix of retail/commercial/residential
2	Medians
1	Safe from crime
1	Use as a major arterial street
1	Wide parking
1	Green space
1	Hometown ma & pa business flavor
<b>Steering Committee:</b>	
5	Keep unique/independent/small businesses
2	Full service bank
2	New streetscaping
2	Historic feel and buildings
2	Village Hall should stay
2	Hospital
1	Low cost restaurants (Al's, Rebozo, Mamathai)
1	Restaurant mix
1	Variety of building style and type
1	Commercial and economic vitality
1	Easy access which relates to strong customer potential
1	Reduce lanes of traffic
1	“Big box” retailers (congest traffic)
1	No more multi-unit residential (already depressed residential market)
1	Park District
1	Residential sense of place (small buildings and housing stock)
1	Boulevard feel
1	Greenspace

**What Absolutely Should Change on the Corridor?**

# of Responses	Responses
<b>Village Staff:</b>	
1	Land uses – need more vibrant businesses
1	Design elements – need upgrading of buildings and work areas
1	Create less auto-oriented; need more pedestrian-oriented
1	Enhance appearance
1	Enhance retail



# of Responses	Responses
<b>Village Board:</b>	
2	Should be pedestrian friendly
2	Streetscape upgrade (building on recent work)
1	Revitalized retail/residential/mixed-use
1	Strengthened links on the entire east-west corridor; quick, clean, extended Oak Park
1	Consolidation of government/institutional uses
1	Should be a place people want to be
1	Too many fast food restaurants
1	Empty buildings
1	District 97 buildings should be sold for private development; office/public work space relocated
<b>Steering Committee:</b>	
6	More pedestrian-friendly environment
3	Better parking
2	Fewer gas stations
2	Traffic patterns
2	Bike/ped transportation routes
1	Jewel Osco should be redone or removed
1	Better stores (businesses)
1	Appearance of storefront should be improved
1	More consistent scale of auto-oriented commercial uses
1	Garish national chain signage and fast food restaurants
1	Bunker buildings like Village Players and District 97
1	Fewer car rentals
1	Fewer auto body shops
1	Entry from Forest Park (currently Currency Exchange & Wendy's)
1	Building styles should be uniform and cleaned up
1	Need higher end retail
1	Development of "market place" which gives future development direction
1	Street should be narrowed to one lane each direction with one parking lane
1	Better landscaping
1	Improved signage/visual consistency
1	Reduce chain retail and parking lots
1	Need parking for retail
1	Slow down traffic
1	New planters are too big, dangerous sight lines for turns
1	Business code violations
1	More businesses for neighbors to shop; community businesses



**The Madison Street Corridor is Missing...**

# of Responses	Responses
<b>Village Staff:</b>	
1	Vibrancy at major intersection/residential/commercial uses
1	Identification
1	Key retail anchor development at Oak Park/Madison
1	Plan to guide Village's development efforts on cohesive basis
<b>Village Board:</b>	
1	Pedestrian friendliness
1	Upscale retail
1	Health food store (Trader Joe)
1	Ethnic restaurants
1	Set back on building
1	Entryway marker uniting Oak Park and Chicago
1	Mixed-use at key nodes
1	Reason to be there
1	21 <sup>st</sup> century retail
1	East/west gateway development
1	Restaurant/night club opportunities
<b>Steering Committee:</b>	
4	Pedestrian ease
3	Parking
2	Green space
2	Unifying characteristic/visual/design coherence
2	Coffee shop
1	Major retail (Starbucks, Linen N Things)
1	Jewel
1	Higher end retail
1	Updated retail for neighborhood
1	Places for students to go/shop/bars with music
1	Commerce/business vitality
1	Well-defined master plan
1	Professional office space
1	Unique building design
1	hotel
1	Better access
1	West end needs a gathering place
1	Easy biking
1	New development
1	Bakery
1	Book store
1	Veggie/organic restaurant/supermarket
1	10,000 Villages
1	Pet store
1	Infill construction/development



# of Responses	Responses
1	Pedestrians
1	Rehab historic commercial building stretch

**The Madison Street Corridor Has Too Much...**

# of Responses	Responses
<b>Village Staff:</b>	
1	Land uses that don't cater to abutting residents
1	Out of date buildings
1	Check cashing businesses
1	Pizza places between Ridgeland and Lombard
<b>Village Board:</b>	
2	Underutilized space
1	Hair/nail salons
1	Fast food restaurants
1	Empty buildings
1	Too many cookie cutter projects
1	Auto-oriented uses (drive to or drive through – no pedestrian)
1	Automotive uses (focus on cars themselves)
1	Stretches of uninviting businesses
1	Marginal retail/commercial uses
1	Taxing body properties which are not on the tax rolls (i.e. VOP, Parks, D97)
<b>Steering Committee:</b>	
2	Underutilized commercial property
2	Unattractive storefronts
2	Hair salons and supply
2	Gas stations
2	Fast food
2	Dilapidated buildings
2	Auto body shops
1	Car dealerships
1	Auto-oriented construction/development
1	Film noire scene settings
1	Cars
1	Village owned parking lots
1	Street front parking lots (not street parking)
1	Non-tax paying properties
1	Non-commercial clusters
1	National chains
1	Laundromats
1	Currency exchanges
1	Condominium development
1	Cement buildings
1	Architectural design – especially more newer development



**This Project will be a Success if it . . .**

# of Responses	Responses
Village Staff:	
1	Achieves a consensus on how to move forward in revitalizing Madison Street
1	Satisfies the needs of the community
1	Is implemented
1	Has design review for new buildings and renovation
Village Board:	
2	Provides plan with clear implementation, steps, timeframes, catalyst projects
1	Does not allow the steering committee to control the public process
1	If there is a cross section of the community (demographics, location)
1	Is implemented and acted upon
1	If there is true participation from area residents on both sides of Madison Street
1	If new development is brought throughout the corridor
1	People are proud of it
Steering Committee:	
3	Is supported by stakeholders, residents
2	Creates a realistic and implementable vision
2	Adds small local business
2	Obtains input from many community sources and stakeholders
2	Revitalizes the district
2	Stimulates businesses
2	More green spaces (sustainability issues are followed)
2	Improves visual impact of street
1	Density is balanced with surrounding residential area
1	Keeps an open mind
1	Creates a more pedestrian and bike friendly corridor
1	Removes some of the gas stations with green space
1	Economic development for historic preservation
1	Provides sensible design improvement solutions for infrastructure and development
1	Balances new development and maintaining small businesses
1	Parking for the future demand
1	Brings coffee house and book store
1	Meets goals and objectives
1	Is supported by Village Board
1	Generates practical, creative ideas to be assembled into a master plan

**This Project will be a Failure if it . . .**

# of Responses	Responses
Village Staff:	
2	Doesn't have support from stakeholders
1	Sites on a shelf
1	Doesn't have a clear implementation plan and resources



Village Board:	
3	Is not implemented
2	Is viewed as a closed process (general public cannot contribute equally)
1	Committee does not have minority participation
1	Board does not give good direction
1	Viewed as not bringing deep planning expertise
1	Stakeholders are not heard
1	It won't be a failure!
1	Does not have clearly identified implementation steps
Steering Committee:	
2	Isn't supported by stakeholders
1	Isn't supported by Village Board
1	Does not revitalize the district
1	Does not achieve a consensus plan to be adopted by Village Board
1	Does not provide guidelines, rules and regulations to shape future development
1	If it appears quality of life of residents is not a top priority
1	Raises tax base
1	Attracts "big box" chain stores
1	Becomes political
1	Isn't implemented
1	If money is wasted
1	Replaces tax independent local businesses with national franchises
1	Adds congestion
1	Only changes land use from residential to commercial
1	Fails to provide parking
1	Fails to increase green space
1	Fails to increase pedestrian crossings
1	Is completely retail
1	Incorporates ugly, flat development like Artists' Square, Belmont Village & Sheiss townhomes
1	Does not meet goals and objectives

## APPENDIX D: STAKEHOLDER INTERVIEW PARTICIPANTS



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**STAKEHOLDER INTERVIEWS**  
 December 2005

The following groups or individuals were interviewed as a part of the Madison Street Corridor Plan process:

- Balance
- Belmont Village
- Business Associations Council
- Chamber of Commerce
- Chicagoland Bicycle Federation
- CTA
- Deputy Village Manager
- East Madison Neighborhood Association
- Fellowship Church
- Fenwick High School
- First Bank of Oak Park
- Foley-Rice Auto
- Forum Oak Park
- Local Developer/Architect
- Madison Square Townhome Association
- Madison Street Business Association
- Neighbors for Madison Renewal
- Neighbors United
- New Leadership Party
- Oak Park Cycle Club
- Oak Park Development Corporation
- Oak Park Regional Housing Center
- PACE
- Park District Staff
- Percy Julian Middle School
- REDCOOP
- St. Catherine/St. Lucy Catholic Church
- Village Clerk
- Village Hall Staff
- Village Managers Association
- Village President
- Village Trustees (in separate meetings)
- Visitors Bureau

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## **APPENDIX E: PUBLIC ASSETS AND OPPORTUNITIES MATERIALS**

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- Forum Invitation
- Forum Press Release
- Forum Agenda
- Exercise One, Small Group Questions, Instructions and Summary
- Exercise Two, Mapping Exercise, Instructions and Result
- Individual Questionnaire and Summary

## Forum Invitation



The Village of Oak Park Madison Street Corridor Plan

# ASSETS AND OPPORTUNITIES FORUM

Wednesday, December 7, 2005

7:00 p.m.

RUSH- OAK PARK HOSPITAL  
Medical Arts Building-Gymnasium  
Located at 500 S. Maple

The Village Board of Trustees and the Madison Street Corridor Plan Project Steering Committee have committed to creating a corridor plan for Madison Street reflective of the community vision. The Madison Street corridor and neighboring residential areas are an important part of the existing community, and a major event is being held to begin the planning effort for this area.

In order to create an effective plan, the Village of Oak Park invites all property owners, business owners, and residents of the area to participate in an Assets and Opportunities Forum. At the Forum, we will discuss the opportunities and issues facing this area and possible directions for the future.

The Forum will be an initial meeting for the creation of a Corridor Plan for Madison Street. The new plan will help guide the growth, development, and redevelopment of the corridor. The Plan will spell out the way the public would like to see this area improved, and inform decision-makers on how that translates to improving the quality of life for residents, as well as improving the business climate and area aesthetics.

Your input early in the planning process is extremely important to help the Village prepare a Plan that reflects the vision, goals, and values of its citizens and businesses.

At the Forum, participants will be asked to express their opinions about current opportunities and future issues, and identify goals to help manage changes in the Madison Street area. This is your chance to give voice your opinions about the character of this important corridor. This is a fun and entertaining experience. **Please plan to attend!**

**\*SEE REVERSE SIDE FOR PROJECT SCHEDULE**

**We look forward to  
seeing you on December  
7th!**

*Questions?* Please contact  
Planning and Community  
Development at  
(708)358-5418



**Forum Press Release**

From: David Powers  
Communications Director  
708.358.5781

**For Immediate Release: 12.01.05**

Contact: Craig Failor  
Village Planner  
708.358.5418

**First Madison Street Corridor Public Planning Forum Scheduled**

The first in a series of public forums to gather community input to help create a plan for the future redevelopment of the Madison Street Corridor from Austin Boulevard to Harlem Avenue is scheduled for 7 p.m., Wed., Dec. 7, in the Medical Arts Building gymnasium at Rush-Oak Park Hospital, 500 S. Maple Ave.

All area property owners, business owners and residents are urged to participate in this initial discussion of the assets and opportunities along the vital east-west Madison Street Corridor, the first step toward forging guidelines for its future redevelopment and growth.

"This forum is an opportunity for all stakeholders to have a voice and play an active role in a vital planning process," said Village Planner Craig Failor, who added that the forum should be a fun and entertaining experience.

"The new plan will not only help guide the future growth, development and redevelopment of the corridor, but also will spell out how the public would like to see this area improved," he said. "Public participation in the creation of the plan will help decision makers articulate a community vision for how best to improve the quality of life for area residents, while also improving the business climate and general aesthetics of the corridor."

Early community input is extremely important, Failor said, to ensure that the Madison Street Corridor plan reflects the collective vision, goals and values of the area's residents and business operators.

The project, which is expected to take about six months, will be led by Wisconsin-based Vandewalle & Associates, which was selected through a Request for Qualifications (RFQ) issued in September and after presentations by the top three firms to the Village Board at a study session in October.

A steering committee has been selected to work closely with the consultant throughout the process. Committee members include citizen representatives from several Village commissions, including the Historic Preservation Commission, Plan Commission, Community Design Commission, Environmental & Energy Advisory commission, Universal Access Commission and Transportation Commission, as well as Madison Street businesses and property owners and neighborhood residents.

-more-

Madison Street Planning  
2-2-2

Additional public forums are planned, and the community will be kept up to date through a special project website expected to go on-line before the end of the year.

For more information call 358.5425 or email [comsvcs@oak-park.us](mailto:comsvcs@oak-park.us). Information also will be posted at [www.oak-park.us](http://www.oak-park.us).

###

A project schedule is attached.



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PROJECT SCHEDULE**

**Project Steering Committee Meeting #1 (with Village Board), Kick-off Meeting:** Thursday, December 1st (7:00)

**Public Assets and Opportunities Forum:** Wednesday, December 7<sup>th</sup> (7:00)

**Public Visioning Forum:** Wednesday, December 14th (7:00)

**Project Steering Committee Meeting #2, Discuss Inventory Report, Vision Alternatives, and Opportunity Analysis:** Wednesday, January 11<sup>th</sup> (6:30)

*Wiss, Janney, Elstner Associates, Inc. Presentation to Historic Preservation Commission: Thursday, January 12<sup>th</sup> (at regular meeting)*

*Plan Commission to review Inventory Report and Vision Alternatives (no consultants present): Thursday, January 19<sup>th</sup> (at regular meeting)*

**Public Meeting to Present Vision Alternatives:** Thursday, January 26<sup>th</sup> (7:00)

**Project Steering Committee Meeting #3 (with Village Board), Discuss Preferred Vision:** Wednesday, February 8<sup>th</sup> (7:00)

*Plan Commission to review Preferred Vision (no consultants present): Thursday, February 16<sup>th</sup> (at regular meeting)*

**Public Presentation of Preferred Vision:** Thursday, February 23<sup>rd</sup> (7:00)

**Public Visual Preference Survey:** Wednesday, March 8<sup>th</sup> (7:00)

*Discuss Draft Corridor Plan with Village Board: Thursday, March 30<sup>th</sup> (7:00)*

**Project Steering Committee Meeting #4, Discuss Draft Corridor Plan:** Wednesday, April 5th (6:30)

**Public Meeting to Present Draft Corridor Plan:** Wednesday, April 19<sup>th</sup> (7:00)

*Plan Commission to review Draft Corridor Plan (no consultants present): Thursday, April 20<sup>th</sup> (at regular meeting)*

**Project Steering Committee #5, Discuss Final Corridor Plan:** Thursday, April 27<sup>th</sup> (6:30)

**Final Plan Presentation to Plan Commission and Village Board (with Project Steering Committee):** Thursday, May 11<sup>th</sup> (7:00)



Forum Agenda

	<p>Village of Oak Park  <b>MADISON STREET CORRIDOR</b>  <b>ASSETS AND OPPORTUNITIES FORUM</b>                  December 7, 2005</p>
<p><b>Agenda</b></p>	
<p><b>1. Introduction</b></p>	<p><b>7:00 – 7:10 p.m.</b></p>
<ul style="list-style-type: none"> <li>▪ Welcoming comments</li> <li>▪ Orientation to Forum objectives and schedule</li> <li>▪ Questionnaire instructions</li> </ul>	<p>5 min. 5 min.</p>
<p><b>2. Identification of Community Assets and Opportunities</b></p>	<p><b>7:10 – 8:05 p.m.</b></p>
<ul style="list-style-type: none"> <li>▪ Select Facilitator, Recorder &amp; Reporter for each group</li> <li>▪ Individuals fill out the small group questionnaire</li> <li>▪ Small groups record each person’s top responses on large sheets</li> <li>▪ Small group prioritizes top 5 responses to each question on fresh large sheets</li> <li>▪ Small groups report on responses to large group</li> </ul>	<p>5 min. 10 min. 15 min. 10 min. 15 min.</p>
<p><b>Break</b></p>	<p><b>8:05 – 8:15 p.m.</b></p>
<p><b>3. Mapping Exercise: Targeting</b></p>	<p><b>8:15 – 8:55 p.m.</b></p>
<ul style="list-style-type: none"> <li>▪ Oral instructions</li> <li>▪ Mapping exercise</li> <li>▪ Summary of Results</li> </ul>	<p>5 min. 20 min. 15 min.</p>
<p><b>4. Wrap-up</b></p>	<p><b>8:55 – 9:00 pm.</b></p>
<ul style="list-style-type: none"> <li>▪ Describe next steps in the planning process</li> <li>▪ Open Forum for comments, questions and discussion</li> <li>▪ Collect questionnaires</li> </ul>	



**Exercise One, Small Group Questions, Instructions and Summary**



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**ASSETS AND OPPORTUNITIES FORUM**  
**SMALL GROUP QUESTIONS**  
December 7, 2005

This exercise is intended to get your perspective on the future of Madison Street. Please think broadly about existing conditions and the future of the corridor.

After you read the following questions, please write a brief response to the question. At the end of this meeting, we will ask that you return this sheet, so please write as neatly as possible.

Please take 10 minutes to write down your responses to both of the following questions. After everyone completes this sheet, we will ask you to share and discuss your thoughts with your table group.

What **DON'T YOU LIKE** about Madison Street – what would you most like to change?

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What **DO YOU LIKE** about Madison Street – what absolutely must stay the same?

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**ASSETS AND OPPORTUNITIES FORUM**  
**SMALL GROUP QUESTIONS**  
December 7, 2005

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Please take 10 minutes to write down your responses to both of the following questions. After everyone completes this sheet, we will ask you to share and discuss your thoughts with your table group.

What are some of the **THREATS/CHALLENGES** facing Madison Street both today and in the future?

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What are potential **POSITIVE TRENDS/OPPORTUNITIES** for Madison Street both today and in the future?

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**ASSETS AND OPPORTUNITIES FORUM**  
**SMALL GROUP QUESTIONS**  
December 7, 2005

This exercise is intended to get your perspective on the future of Madison Street. Please think broadly about existing conditions and the future of the corridor.

After you read the following questions, please write a brief response to the question. At the end of this meeting, we will ask that you return this sheet, so please write as neatly as possible.

Please take 10 minutes to write down your responses to both of the following questions. After everyone completes this sheet, we will ask you to share and discuss your thoughts with your table group.

**What defining features would you describe about Madison Street to someone outside of the community – what is Madison Street’s image to YOU AND OTHER RESIDENTS?**

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**What would YOU LIKE the image of Madison Street to be?**

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**ASSETS AND OPPORTUNITIES FORUM**  
**SMALL GROUP QUESTIONS**  
 December 7, 2005

This exercise is intended to get your perspective on the future of Madison Street. Please think broadly about existing conditions and the future of the corridor.

After you read the following questions, please write a brief response to the question. At the end of this meeting, we will ask that you return this sheet, so please write as neatly as possible.

Please take 10 minutes to write down your responses to both of the following questions. After everyone completes this sheet, we will ask you to share and discuss your thoughts with your table group.

**What defining features would people who do not live in Oak Park use to describe Madison Street – what is THEIR image of the corridor?**

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**What do you think their image SHOULD BE?**

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**ASSETS AND OPPORTUNITIES FORUM**  
**SMALL GROUP QUESTIONS**  
 December 7, 2005

This exercise is intended to get your perspective on the future of Madison Street. Please think broadly about existing conditions and the future of the corridor.

After you read the following questions, please write a brief response to the question. At the end of this meeting, we will ask that you return this sheet, so please write as neatly as possible.

Please take 10 minutes to write down your responses to both of the following questions. After everyone completes this sheet, we will ask you to share and discuss your thoughts with your table group.

**What should the role of Madison Street be for the OAK PARK COMMUNITY – what function(s) should it serve?**

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**What should the role of Madison Street be for the CHICAGO REGION – what function(s) should it serve?**

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**What DON'T YOU LIKE about Madison Street – what would you most like to change?**

Table 3	Table 8
<ul style="list-style-type: none"> <li>▪ No gathering places</li> <li>▪ Uninviting appearance</li> <li>▪ Underutilized land</li> <li>▪ Lack of independent businesses</li> <li>▪ Uninteresting businesses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of pedestrian traffic</li> <li>▪ No continuity</li> <li>▪ Needs mixed use/heights</li> <li>▪ Old, poor buildings</li> <li>▪ Lack of community respect</li> </ul>

**What DO YOU LIKE about Madison Street – what absolutely must stay the same?**

Table 3	Table 8
<ul style="list-style-type: none"> <li>▪ Wealth of surrounding neighborhood</li> <li>▪ Open traffic corridors</li> <li>▪ Present building heights</li> <li>▪ Medians</li> <li>▪ Small, individually owned businesses</li> </ul>	<ul style="list-style-type: none"> <li>▪ Potential</li> <li>▪ Boulevard feel</li> <li>▪ Small, individually owned businesses</li> <li>▪ Location; easy access</li> <li>▪ Village Hall</li> </ul>

**What are some of the THREATS/CHALLENGES facing Madison Street both today and in the future?**

Table 1	Table 6
<ul style="list-style-type: none"> <li>▪ Stagnation</li> <li>▪ Traffic</li> <li>▪ Safety &amp; security</li> <li>▪ Pedestrian-unfriendly</li> <li>▪ No more residential density</li> <li>▪ Need business incentive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of retail business</li> <li>▪ Type of retail isn't attractive</li> <li>▪ Old buildings condition and size</li> <li>▪ Traffic; too much, too fast, safety at crossing</li> <li>▪ Post rush hour sparse</li> <li>▪ Lack of parking</li> </ul>

**What are potential POSITIVE TRENDS/OPPORTUNITIES facing Madison Street both today and in the future?**

Table 1	Table 6
<ul style="list-style-type: none"> <li>▪ Family/ped-friendly</li> <li>▪ Revitalized retail</li> <li>▪ Unite business/residential/commercial</li> <li>▪ More green</li> <li>▪ More architecturally significant legacy</li> <li>▪ Revitalize corridor from blue to green line</li> </ul>	<ul style="list-style-type: none"> <li>▪ Townhomes &amp; Belmont &amp; Village Hall good anchors</li> <li>▪ Village has property &amp; good availability</li> <li>▪ Great access to Eisenhower &amp; public transportation</li> <li>▪ Investments by larger businesses</li> <li>▪ Streetscape just redone east of Oak Park</li> <li>▪ Village services</li> </ul>



**What defining features would you describe about Madison Street to someone outside of the community – what is Madison’s Street image to YOU AND OTHER RESIDENTS?**

Table 2	Table 7
<ul style="list-style-type: none"> <li>▪ Not part of Oak Park atmosphere</li> <li>▪ Pass through</li> <li>▪ Not appealing</li> <li>▪ No personality</li> <li>▪ Narrow with less greenspace</li> </ul>	<ul style="list-style-type: none"> <li>▪ Uninviting thoroughfare</li> <li>▪ Odd mix of businesses</li> <li>▪ Not pedestrian-friendly</li> <li>▪ Dark and unsafe in some areas</li> <li>▪ Tired buildings</li> </ul>

**What would YOU LIKE the image of Madison Street to be?**

Table 2	Table 7
<ul style="list-style-type: none"> <li>▪ Destination for the neighborhood</li> <li>▪ Small town experience</li> <li>▪ Focused retail plan</li> <li>▪ Landscaping, beautification</li> <li>▪ Slow traffic &amp; add parking</li> </ul>	<ul style="list-style-type: none"> <li>▪ Friendly neighborhood business districts</li> <li>▪ Pleasant metropolitan thoroughfare</li> <li>▪ Good place to live</li> <li>▪ Good place to work</li> </ul>

**What defining features would people who do not live in Oak Park use to describe Madison Street – what is THEIR image of the corridor?**

Table 5	Table 10
<ul style="list-style-type: none"> <li>▪ Major E/W passageway</li> <li>▪ Unwelcoming</li> <li>▪ Not ped-friendly</li> <li>▪ Too many of same kinds of retail</li> <li>▪ Village institutions (First Bank, Village Hall, Park District)</li> <li>▪ Change to more residential development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Buildings not oriented to street and sidewalk</li> <li>▪ Too many public buildings (school, City Hall)</li> <li>▪ More office buildings</li> <li>▪ Dark</li> <li>▪ Underutilized</li> </ul>

**What do you think their image SHOULD BE?**

Table 5	Table 10
<ul style="list-style-type: none"> <li>▪ Ped-friendly access</li> <li>▪ More vital, affluent appearance</li> <li>▪ Less parking congestion</li> <li>▪ Planned residential development</li> <li>▪ Balanced mix of retail so people want to stop and shop</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ped-friendly access</li> <li>▪ Boutiques/cafes/restaurants</li> <li>▪ Gathering places</li> <li>▪ Mixed-use</li> <li>▪ More parking</li> </ul>



**What should the role of Madison Street be for the OAK PARK COMMUNITY – what function(s) should it serve?**

Table 4	Table 9
<ul style="list-style-type: none"> <li>▪ Mixed-use</li> <li>▪ Greenspace</li> <li>▪ Ped/bike friendly</li> <li>▪ Cohesive development plan</li> <li>▪ Consistent architectural theme</li> </ul>	<ul style="list-style-type: none"> <li>▪ Major corridor of Oak Park; “showcase”</li> <li>▪ Ped-friendly</li> <li>▪ Mixed-use commercial/residential</li> <li>▪ Village buildings to stay or go?</li> <li>▪ Community center; convention parking</li> </ul>

**What should the role of Madison Street be for the CHICAGO REGION – what function(s) should it serve?**

Table 4	Table 9
<ul style="list-style-type: none"> <li>▪ Supporting destination – Lake Street, Frank Lloyd Wright</li> <li>▪ Theme destination – Art, antique</li> <li>▪ Architectural design standards</li> <li>▪ Model for linear development (rather than block by block)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Magnet for people traveling to and from city</li> <li>▪ Magnet for Chicago business for expansion</li> <li>▪ Integration of East/West</li> </ul>



## Exercise Two, Mapping Exercise, Instructions and Result



Village of Oak Park

# MADISON STREET CORRIDOR ASSETS AND OPPORTUNITIES FORUM MAPPING EXERCISE INSTRUCTIONS

December 7, 2005

The purpose of this exercise is to identify areas in the community that should be singled out for special focus in the plan. Each of you will receive 6 colored dots in any color combination of their choosing. The dots will be distributed by the “Dot Dealer” assigned to your table. Place your dots on the area of the map where you believe the special or problem or conditions, corresponding to the color code below, exist. Feel free to add comments on the margins to describe the issue, drawing a line connecting the dot to the comment.

### DOT COLOR CODE:

**BLUE:** Preservation sites. Sites of high cultural or historic value that should be preserved or restored.

**YELLOW:** Revitalization sites. These are problem sites and/or buildings that have value and should be maintained (both the structures and the underlying land use) but that currently present problems related to crime or poor property maintenance.

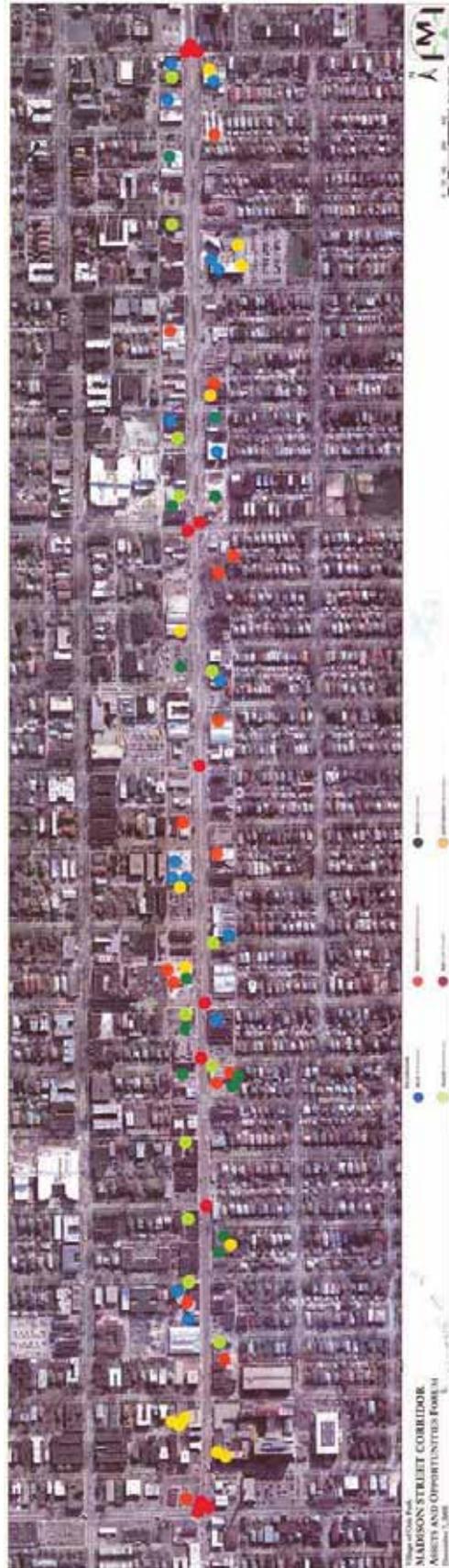
**BRIGHT ORANGE:** Redevelopment sites: These are sites and/or buildings that that are functionally obsolete, vacant, or blighted or where major conflicts with adjoining properties dictate that they be cleared for some other building or use.

**RED:** Traffic “hot spots”: These are specific places where the transportation network system is overloaded, failing, or simply dangerous – typically, sites with a high incidence of collisions, vehicle-pedestrian conflicts, poor pedestrian connections/crossings to adjoining neighborhoods, speed zones, or poor sightlines.

**GREEN:** Public amenities: Areas where public facilities are currently lacking and should be introduced. Public facilities include such things as parks, pedestrian connections, outdoor markets, landscaping and recreation facilities.

**LIGHT ORANGE:** Important places: Places that define Madison Street or Oak Park or important community gathering places – places that are important to the community and should remain in that role.

Note: The purpose of the exercise is to reveal *consistency* of feeling, thought or opinion among participants as measured by the clustering of dots at specific points on the map. Therefore do not assume that if someone has already marked your target area(s) that you have a “freebie” to use someplace else. Also, if one of your target areas is larger than two adjacent sites, please use two dots of the same color to mark the beginning and end points of the target area and then “fill in” the area between them with a similarly colored marker.



**Individual Questionnaire**



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**ASSETS AND OPPORTUNITIES FORUM**  
 December 7, 2005

**Assets and Opportunities Individual Questionnaire**

**1. What should be the primary focus of this plan? (Choose two)**

- Improving corridor aesthetics. (e.g. streetscape, landscaping, signage, design controls, blight removal etc.)
- Improving the functionality of the corridor. (e.g. access controls, signalization, reducing traffic/land use conflicts, traffic-calming, etc.)
- Small/local business development
- Selective redevelopment of small areas within the corridor
- Improving the residential areas adjoining the corridor
- Increased retail and services (large and small)
- Greater employment opportunities
- Housing on Madison Street
- Mixed-use development (residential and commercial in the same building)
- Enhanced tax base (property and sales tax)
- Improving pedestrian connections along and across Madison Street

**2. What is missing on the Madison Street Corridor?**

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**3. What absolutely should change on the Madison Street Corridor?**

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**4. What absolutely should not change on the Madison Street Corridor?**

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**5. Please comment on other aspects of the project**

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**Individual Questionnaire Results**

**1. What should be the primary focus of this plan (Choose 2)**

# of Responses	Responses
16	Improving corridor aesthetics (e.g. streetscape, landscaping, signage, design controls, blight removal, etc.)
13	Mixed-use development (residential and commercial in the same building)
7	Increased retail and services (large and small)
6	Enhanced tax base (property and sales tax)
6	Improving the functionality of the corridor (e.g. access controls, signalization, reducing traffic/land use conflicts, traffic-calming, etc.)
6	Small/local business development
6	Improving pedestrian connections along and across Main Street
3	Selective redevelopment of small areas within the corridor
1	Greater employment opportunities
1	Housing on Madison Street
0	Improving the residential areas adjoining the corridor

**2. What is missing on the Madison Street Corridor?**

# of Responses	Responses	# of Responses	Responses
11	Greenspace	2	Sit-down restaurants
7	Pedestrian-friendly	1	Hotel
7	Small neighborhood stores/shops	1	Bike-friendly
7	Landscaping/streetscaping	1	Theaters
5	Cohesion	1	Speed zones
5	Business/retail development	1	Vision
5	Restaurants	1	Winter garden
4	Well-designed parking	1	Uniqueness
4	Public gathering space	1	Setbacks
4	Inviting atmosphere	1	Sense of place
3	Destination feel	1	Municipal animal control facility with adoption shelter
2	Charm/character	1	Defined nodes at Oak Park Avenue, Ridgeland, Harlem, Austin
2	Good mix of residential/commercial development	1	Development does not interrelate
2	Pedestrians	1	Chaotic
2	Beauty	1	Too many hair salons, beauty supply
2	Sense of community	1	Civic
2	The Oak Park feeling	1	Live music
2	Coffee shops	1	Life
2	Outdoor cafes	1	Rec center
2	Arts Center	1	Trolley cars



**3. What absolutely should change on the Madison Street corridor?**

# of Responses	Responses	# of Responses	Responses
5	Parking	1	Car washes
4	Redevelop non-taxpaying properties	1	Need businesses consistent with neighborhood
3	Traffic is much too fast	1	Run down properties
3	Pedestrian access	1	National fast food chains
3	Underutilized	1	Wind tunnel
3	Aesthetics	1	Small town feel
2	Need good mix of businesses	1	Revitalize west end
2	Traffic	1	Coziness
2	Redevelop vacant land	1	Combine District 97 and Park District & move to less commercial area
2	Streetscapes	1	Unify
2	More retail	1	Move with mall from Lombard to Madison & Oak Park
2	Lit areas to attract pedestrians	1	Reduce currency exchange
2	Improve storefronts	1	Dark areas
2	More restaurants	1	Avoid big box
2	Only function as Eisenhower alternative	1	Zoning prevents larger retail development
1	No new 6 story buildings	1	Reduce beauty shop
1	Less secondary retail usage	1	New mixed use
1	Get rid of “drive-through” tendencies	1	Development approach restricted by Village
1	Rash thinking	1	Encourage independent businesses
1	Greed of developers	1	setbacks

**4. What absolutely should not change on the Madison Street corridor?**

# of Responses	Responses	# of Responses	Responses
4	Family businesses	1	Low-rise buildings
4	Zoning height maximum	1	CTA
4	Landscaping	1	Jewel
3	Historic areas & buildings	1	Cash traverse
3	Diversity of businesses	1	Feeling of neighborhood
3	Village Hall	1	Car dealerships
2	Pocket Park at Home (SE Corner) where homeless visit	1	Village Players should stay on Madison Street
2	Cadillac showroom	1	Sidewalks
2	Number of lanes (though width can change)	1	Auto repair
2	Commercial character	1	Medians



2	Traffic access	1	Holiday decorations
2	Parkway	1	New planters
2	Foley Rice	1	Carriage walks
1	Setback requirements	1	Link to Forest Park
1	Free flow of large traffic volume	1	Residential
1	Restaurants	1	Boulevard feel
1	First Bank	1	Increase pedestrian traffic

**5. Please comment on other aspects of the project**

# of Responses	Responses
4	More pedestrian-friendly
3	More destination retail
2	More landscaping
2	Implementation strategy is very important
2	Bring restaurants
1	Stronger development guidelines
1	Controlled development theme
1	Would like green buildings
1	Reflect architectural significance of town
1	Realistic about possible retail
1	Residential development stabilizes neighborhoods
1	Keep a small town atmosphere
1	Absorb ideas that have been expressed
1	Zero lot lines please
1	Less left turns allowed
1	Change the image and character
1	Do not become a street of large apartment buildings
1	Our opportunity to grow our economy
1	Grow tax base
1	Bring national retailers
1	Mix with boutique shops
1	Traffic calming needed
1	Beautification
1	No strip malls
1	Renovation of facades
1	Meetings need better sound system or less background noise
1	Blow up Jewel and improve it
1	Gathering places
1	Focus on Oak Park Avenue
1	Village owned properties
1	Good luck, hope to continue to be part of the process



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## **APPENDIX F: PUBLIC VISIONING FORUM MATERIALS**

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- Forum Invitation
- Forum Press Release
- Forum Agenda
- Exercise One, Small Group Questions, Instructions and Summary
- Exercise Two, Mapping Exercise, Instructions and Results

## Forum Invitation

**The Village of Oak Park Madison Street Corridor Plan**  
**VISIONING FORUM**  
**Wednesday, December 14, 2005**  
**7:00 p.m.**  
**RUSH- OAK PARK HOSPITAL**  
**Medical Arts Building-Gymnasium**  
**Located at 500 S. Maple**



The Village of Oak Park and the Madison Street Corridor Plan Project Steering Committee invite you to a second community forum to share your vision for the Madison Street Corridor.

The Visioning Forum will present the conclusions drawn from the initial Assets and Opportunities Forum, held on December 7<sup>th</sup>. These conclusions will include your opinions regarding development opportunities and challenges, the corridor image, and the role of Madison Street in the community.

At the Visioning Forum you will be asked to communicate your visions through a series of interactive and entertaining exercises regarding:

- specific land uses
- ideal mix of businesses
- transportation/traffic
- potential redevelopment sites
- the relationship between Madison Street and the adjacent neighborhoods
- ideal size and types of new development

Your input will guide the development of vision alternatives which will be presented on January 26<sup>th</sup>.

Your input in the planning process is extremely important to help the Village prepare a Plan that reflects the vision, goals, and values of its citizens and businesses. This is your chance to give voice your opinions about the character of this important corridor. This is a fun and entertaining experience. **Please plan to attend!**

**We look forward to  
seeing you on December  
14<sup>th</sup>!**

*Questions?* Please contact  
Planning and Community  
Development at  
(708)358-5418



**Oak Park**

**Forum Press Release**

From: David Powers  
Communications Director  
708.358.5781

**For Immediate Release:** 12.07.05

Contact: Craig Failor  
Village Planner  
708.358. 5418

**Madison Street Planning Effort Seeking Residents' Visions**

A community planning effort to help create a plan for the future redevelopment of Madison Street from Austin Boulevard to Harlem Avenue moves into high gear with a *visioning forum*, scheduled for 7 p.m., Wed. Dec. 14, in the Medical Arts Building gymnasium at Rush-Oak Park Hospital, 500 S. Maple Ave.

Conclusions drawn from the initial public forum held last week will be presented, including opinions voiced about development opportunities and challenges, the corridor's image and the role of Madison Street in the community. Participants will then be invited to share their visions through a series of interactive exercises regarding land uses, business mixes, transportation and traffic, potential redevelopment sites and the ideal size and types of new developments.

Wisconsin-based Vandewalle & Associates is leading the project, which is expected to take about six months to complete. A steering committee of citizen representatives from several Village commissions, including the Historic Preservation Commission, Plan Commission, Community Design Commission, Environmental & Energy Advisory commission, Universal Access Commission and Transportation Commission, as well as Madison Street businesses and property owners and neighborhood residents, will be working closely with the consultant throughout the process.

Additional public forums are planned, and the community will be kept up to date through a special project website accessible at [www.oak-park.us](http://www.oak-park.us). For more information call 358.5425 or email [comsvcs@oak-park.us](mailto:comsvcs@oak-park.us).

###

**Forum Agenda**



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**VISION FORUM**  
 December 14, 2005

**Agenda**

- |   |                         |
|---|-------------------------|
| <b>1. Introduction</b>  | <b>7:00 – 7:15 p.m.</b> |
| ▪ Session Goals   | 5 min.                  |
| ▪ Agenda Review   | 5 min.                  |
| ▪ Summary of December 7 <sup>th</sup> Session                             | 5 min.                  |
| <br>  |                         |
| <b>2. Identifying the Role of Madison Street</b>                          | <b>7:15– 7:45 p.m.</b>  |
| ▪ Select Facilitator & Recorder for each group                            | 5 min.                  |
| ▪ Individual exercise: Participants identify key roles for the corridor   | 5 min.                  |
| ▪ Individuals report their top 2 roles to their group on large sheets     | 10 min.                 |
| ▪ Each table consolidates and ranks top three roles on fresh large sheets | 10 min.                 |
| <br>  |                         |
| <b>Break</b>  | <b>7:45 – 7:55 p.m.</b> |
| <br>  |                         |
| <b>3. Corridor Analysis</b>   | <b>7:55 – 8:05 p.m.</b> |
| ▪ Development/Use Patterns  |                         |
| ▪ Key Issues  |                         |
| <br>  |                         |
| <b>4. Planning a Model Section of Madison Street</b>                      | <b>8:05 – 9:00 p.m.</b> |
| ▪ Typical Street Segment  |                         |
| ▪ Group Exercise: Participants record recommendations on base map         |                         |
| ▪ Groups report highlights (as time allows)                               |                         |
| <br>  |                         |
| <b>5. Concluding Comments</b>   |                         |
| ▪ Next Steps  |                         |





### Neighborhood Role and Identity Results

# of Responses	Responses
8	Mixed-use
5	Live, work, shop area
3	Theme district
3	Add to design of Oak Park
2	Curb appeal
2	Regional destination
1	International/ethnic theme
1	Period architecture
1	Architectural branding/consistency
1	Entertainment/nightlife/theatre
1	Greenspace
1	Civic promenade
1	Good business mix
1	Commercial corridor
1	Small, independent shops and restaurants
1	Welcoming gateway
1	Slow down traffic
1	Increased density
1	Village center
1	Environmental springboard
1	Urban boulevard
1	Shopping destination
1	International/ethnic theme
1	Mixed use
1	Civic promenade
1	Service-oriented functions
1	Pedestrian-friendly
1	Enhanced image
1	West end 4 lanes down to 3
1	No junior Eisenhower
1	Curb appeal like other neighborhoods
1	Daytime retail and nighttime activities
1	Regional retail
1	Retail history
1	Gateway
1	Traffic
1	Functional pockets: civic, car care, retail, restaurants
1	Commercial corridor
1	Magnet for local and family businesses
1	Regional theme districts
1	Neighborhood-useful retail; grocery, deli, drug store

**Exercise Two, Mapping Exercise, Instructions and Results**

Village of Oak Park  
**MADISON STREET CORRIDOR**  
**VISION FORUM**  
December 14, 2005

### Instructions

Each table has been provided a map of a model segment of the Madison Street Corridor. Working as a team, each group should develop a “plan” for this segment of the corridor that considers the following variables:

- Transitions between corridor and residential neighborhoods
- Circulation
- Activity/Use Mix
- Density/Intensity
- Public Amenities
- Development/Street Character
- Parking

The maps should be annotated with descriptive text using Post-It notes. The maps may be illustrated with thumbnail images of various building types/uses. The Post-Its and pictures should be placed in the shaded boxes on each map. (Note: when selecting pictures, think primarily about scale, character, and general use that the picture conveys. Do not select based on “brand association” or specific store type.)

Each team will have 40 minutes to complete this exercise.



Village of Oak Park  
**MADISON STREET CORRIDOR**  
**VISION FORUM**  
 December 14, 2005

**Patterns: Constraints and Opportunities**

A. General

- Narrow lot depth
  - Close proximity to residential
  - Alleys
  - Historic building stock
  - Large, open span structures
1. Primary Street Intersection
    - Commercial exposure to two busy streets
  2. Typical Block Near School
    - Proximity to school and activities
    - Nearer higher density residential
  3. Typical Block, Northside
    - Larger blocks
    - Proximity of higher density residential
    - Southern exposure
  4. Typical Block, Southside
    - Smaller blocks
    - Proximity of lower density residential
    - Northern exposure
  5. Public Amenities of Madison Street
    - Medians, terraces, lighting and furnishings
  6. Alley/Side Street
    - Transition between neighborhood and Madison Street
    - Proximity to residential
    - Important functions

**Questions**

1. What are appropriate uses?
2. What is the appropriate scale (height/density)?
3. What is the appropriate architectural character?
4. How will pedestrians circulate?
5. Where should structures be located?
6. Where should parking be located?
7. Should public amenities be incorporated? Where?
8. How do you handle the transition between commercial and residential blocks?

**Mapping Exercise Results**

Responses
<b>Desired Uses</b>
Retail/commercial/residential above 3 to 4 story Northside
Retail/professional on ground floor or 1 to 3 story on Southside
Open space
Professional offices
No 100% residential
Residential (commercial is overrated)
Balance of commercial uses
Small businesses
Balance between residential and mixed-use
Variety of businesses active at different times
All mixed-use
<b>Scale</b>
4 story, 50 foot maximum
60 foot major corners (particularly North side)
3 story scale
10 story throughout whole corridor
3 to 4 stories throughout corridor
5 stories at sidewalk
Stepback to 8 stories
<b>Architectural Character</b>
Masonry
Setback large buildings from street
Cobblestone
Taller buildings than in pictures
Maintain significant architectural/historic value
New architecture attractive and interesting
Mimic Oak Park’s vintage style
No particular style
Historic preservation
Signage rules
Repeating architectural elements
Good fit for Oak Park
Contextual design
<b>Pedestrian Circulation</b>
Pedestrian walkways and plazas
Pedestrian-friendly
Bump outs
<b>Structure Location</b>
Relocate government services
<b>Parking Location</b>
Parking garage
More dedicated parking adjacent to retail

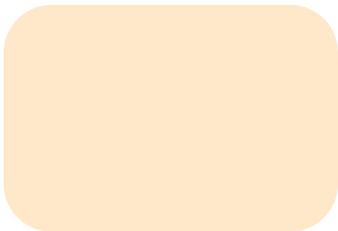


Central parking
Public parking
One underground parking structure per area
Employee parking
No parking structure on Madison Street
More parking for Village Hall
<b>Public Amenities</b>
Public art
Strategically placed Oak Park artwork
<b>Transition Between Commercial and Residential</b>
Buffer zones between commercial and residential
Cul-de-sacs and diverters for one-way streets
One-way streets
Shuttle service
Reanalysis of Madison Street right-of-way
<b>Streets, Circulation</b>
Slow traffic
Prevent Madison Street from being a motor speedway
Widen intersection at Madison Street
Widen street (even if need to demolish buildings)
Expand route of shuttle
One-way street system
One-way side streets, alley as diverter

# Vision Alternatives



Village of Oak Park Madison Street Corridor



 Planning Assistance By:  
VANDEWALLE & ASSOCIATES  
MADISON & MILWAUKEE WISCONSIN

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## INTRODUCTION

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### **It's About Vision, Not Precision**

As detailed in the *Inventory Report and Opportunity Analysis*, the Madison Street corridor through Oak Park is a large and complex amalgam of uses with a varying appearance and character throughout its length. Accordingly, creating a single theme and redevelopment strategy applicable to the entire one and half-mile length is unrealistic. Rather, a more realistic approach is to create highly identifiable nodes or segments, each with a strong sense of place, along with unifying elements that tie the nodes and segments together. However, at this stage of the process, the focus needs to be on larger goals, objectives and themes that define the general character and function of the corridor and some key concepts around which a more detailed plan and redevelopment strategy can be built.

The Vision Alternatives presented here, and the Preferred Vision that ultimately will be constructed, are intended to establish a *direction* not a *destination*. With a corridor of this length and complexity, change will be incremental and take place over a very long period of time. The focus at this point, then, should not be on specific properties or uses but more at a thematic level. At this level, existing sites, buildings and businesses certainly should be considered; however, it is unrealistic to expect that every property will perfectly fit the chosen vision, even over the long term. Given the eclectic nature of the corridor, such inconsistencies will be impossible to avoid. Therefore, this should not be viewed as a limiting factor in selecting a vision but rather one to be addressed as part of the overall implementation strategy of the final plan. Thus, in no way should such an inconsistency be interpreted to mean that an existing use/business is automatically inappropriate, unwanted or targeted for removal/relocation simply because it does not fit the chosen theme for the area.

### **Alternative Visions**

The Vision Alternatives presented here are intended to represent a realistic, yet broad spectrum of possibilities for the Madison Street corridor. These were prepared to initiate discussion with the community on a wide variety of issues and options as a starting point for crafting a Preferred Vision that a majority of the community can support. The three alternatives presented here are by no means the only alternatives, nor does the consultant team expect that any one of them will receive widespread support without some refinements. However, the consultant team believes they are the best method by which to introduce an expansive range of issues and solutions in an understandable form such that members of the Steering Committee and public can provide the feedback and direction necessary to construct a Preferred Alternative.

The history, location and configuration of the corridor enable a wide range of redevelopment options, providing almost an infinite number of combinations of uses, themes, streetscape improvements, and transportation alternatives. To accommodate this diversity in a manageable and understandable manner, the Vision Alternatives consist of two primary variable parts – Character Districts and Transportation Options. As shown on the Vision Alternatives, the locations of Character Districts can be arranged in any number of combinations that may, or may not, be altered depending on the Transportation Option chosen for the corridor.

### ***Character Districts***

Based on an analysis of existing conditions and potential market opportunities, three distinct Character Districts have been developed. While others are certainly possible, the consultant team believes these capture the most realistic options, although additional refinements are certainly

expected. Obviously, each of these Districts will be easier to apply to some areas of the corridor than others, but all three have some potential to work at almost any location or segment of Madison Street.

### *Transportation Options*

The three Transportation Options are intended to apply to the entire length of Madison Street through Oak Park and are, therefore, intended to be mutually exclusive. Further, while the Thoroughfare and Boulevard Options can be implemented incrementally over time, the Multimodal Option would have to be fully constructed from one end to the other before it would be operational.

### *Putting It All Together*

The three Vision Alternatives presented are not random options but rather are predicated on accomplishing a broader set of goals. A short narrative accompanies each alternative that describes the goals and generally how the particular option accomplishes them.

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## CHARACTER DISTRICTS

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### **Character District #1: Accessible Commercial Retail District**

The character of this District is a highly accessible corridor providing a wide variety of retail, service and restaurant uses for a large trade area. Attracted by the existing high traffic volumes and easy access from the surrounding market area, smaller national retailers are drawn to the District, which in turn draws more customers who patronize the local retailers and restaurants in the area as well. The overall character and pattern of development is linear and consists of an eclectic mix of old and new buildings with some unique identity/concentrated activity provided at key intersections as part of new development projects. Redevelopment is focused on infill and adaptive reuse where possible, but also property consolidation and demolition where necessary to achieve adequate sites, particularly for parking. The design quality of new buildings is generally high and an improvement over the standard “corporate” or trademark designs of most national retailers. Modest streetscape features, such as large trees and decorative light poles with banners, contribute to a sense of visual unity through the District.

#### *Targeted Uses*

- Retail, restaurants and services
  - auto parts and service
  - gasoline sales
  - antique car dealers and restoration
  - motorcycle dealers
  - casual dining chains
  - smaller national/regional chain retail (discount stores, drug stores, convenience, electronics)
  - dry cleaning
  - banking and financial services
- Back office operations, both large and small, that require Class B or C office space
- Business services, contractor shops and show rooms that require larger, inexpensive space with good proximity/accessibility to their service areas

#### *Development Pattern*

- Primary pattern is linear along Madison with focus/greater intensity at primary intersections
- New development is primarily within existing commercial zoning district, but some modest encroachments (1 to 3 lots deep) into adjoining residential areas may be required to obtain adequate parcels sizes, particularly for parking

#### *Historic Preservation, Building Form, and Architectural Design*

- Mix of old and new buildings
- Building reuse is encouraged but not required (except for the most significant landmarks) as sites will have to be assembled to accommodate new commercial uses
- Design controls mitigate corporate architecture and provide an overall higher quality of materials and signage
- Buildings and stores are well-lit
- Buildings pulled up to the sidewalk with parking off to the side
- Buildings are one to four floors in height

***Streetscape and Open Space***

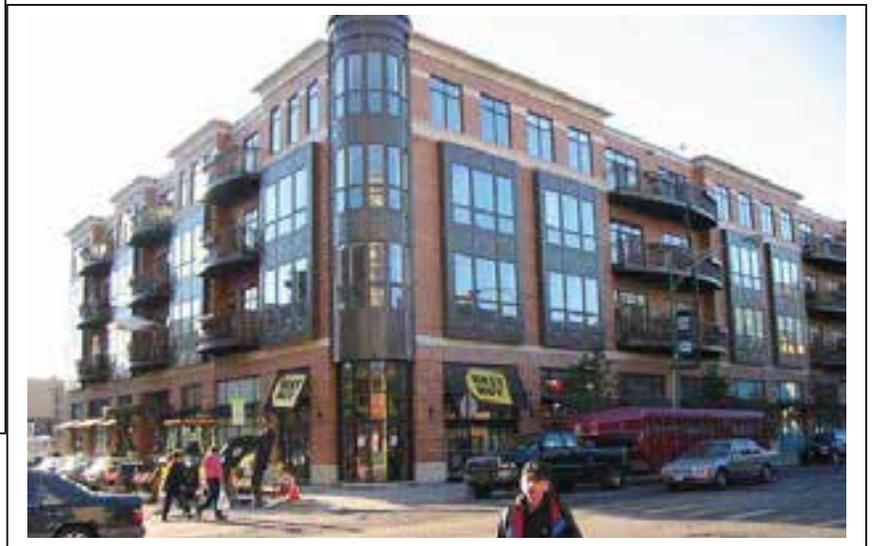
- Streetscape improvements within existing right-of-way of Madison Street to enhance general appearance, including street trees, decorative light poles and banners
- Building entry plazas encouraged, but few significant public or private open space/gathering areas are provided

***Implementation Requirements***

- Incremental approach is used but started with redevelopment of sites already under Village control
- Overall moderate level of effort, primarily by Village, with some partnerships with retail/business development groups to recruit developers/tenants and provide modest incentives
- Moderate initial public investment (primarily streetscape and some traffic flow improvements), with more significant investment possible as tax increment is created
- Moderate return investment/increase in tax base over a 5 to 10 year period of time

### Character District #1: Accessible Commercial Retail District

- Mix of Old and New Buildings
- High-quality Design
- Modest Streetscape Features
- Mitigated Corporate Architecture
- Buildings at Sidewalk
- One-to-Four Stories
- Building Reuse
- Mixed-use



**Character District #1: Accessible Commercial Retail District**



MADISON STREET CORRIDOR  
CHARACTER DISTRICT #1  
ASSEMBLY  
OAK PARK, ILLINOIS

Modest encroachment into  
adjoining residential areas

New development is primarily  
within existing zoning districts

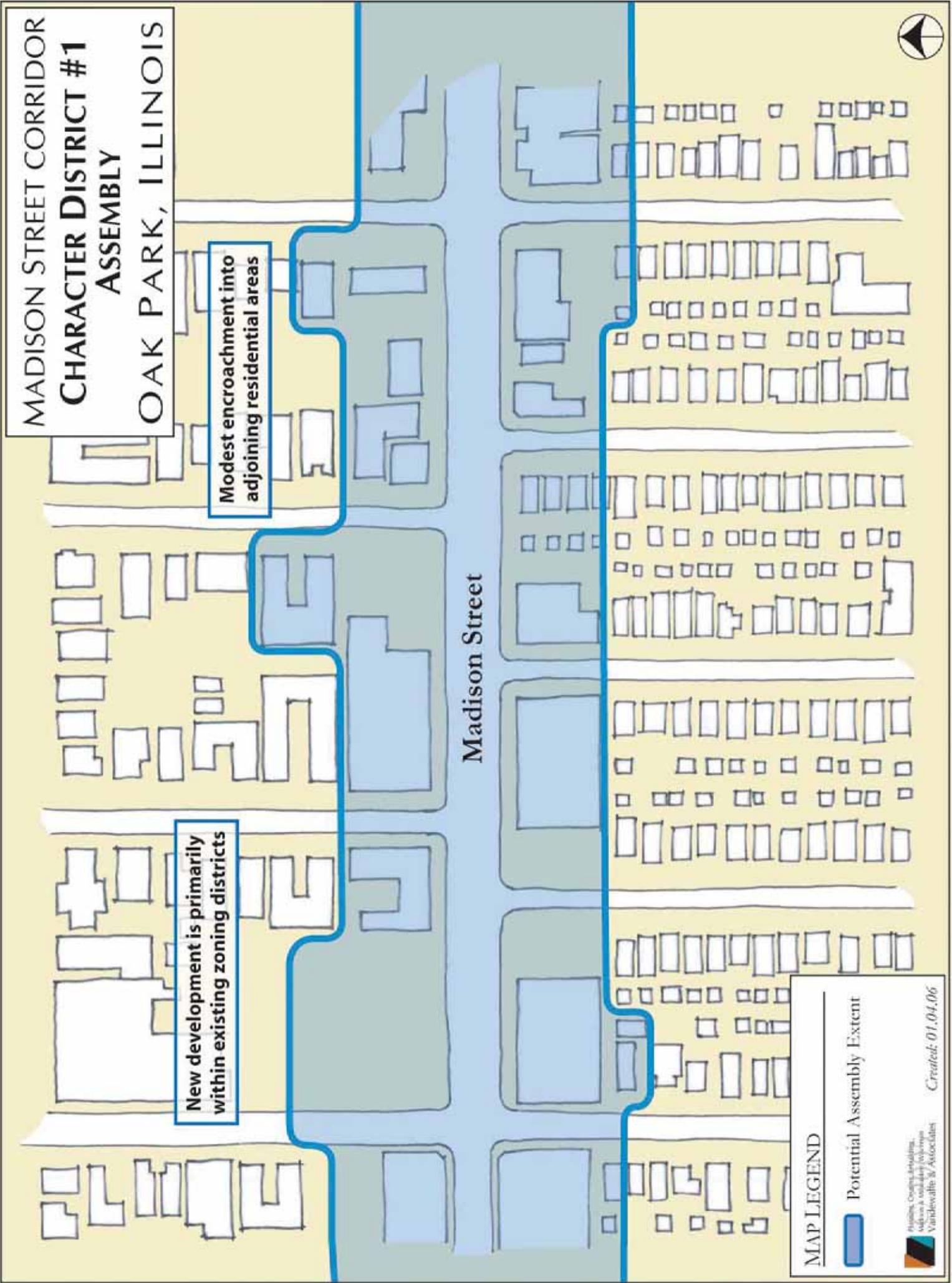
Madison Street

MAP LEGEND

- Potential Assembly Extent

Planning, Grants, Landmarks, and Historic Preservation  
Vanderkalle & Associates

Created: 01.04.06



MADISON STREET CORRIDOR  
CHARACTER DISTRICT #1  
OPEN SPACE PATTERN  
OAK PARK, ILLINOIS

Basic streetscape improvements  
within R.O.W.

Few or no significant public or  
private open space gathering areas

Building entry plazas  
encouraged

Madison Street

**MAP LEGEND**

- Landscape Improvements/  
Public Open Space

Maples Creative Architecture  
Urban & Landscapes  
Vandalia & Associates

*Created: 01.04.06*



**Character District #2: Linear Park & Mixed-Use District**

Within this District, the character of the Madison Street corridor is transformed to a greenway with a focus on landscaping and open space, historic preservation, small-scale neighborhood commercial uses, and residential units. Capitalizing on both Oak Park's past and future as a leader in innovative architecture and historic preservation, a key anchor on the corridor is a "green" building restoration demonstration center operated by a non-profit organization and/or university. The center serves as an anchor in a regionally-recognized "design center" that includes a variety of specialty building materials, building furnishings, contractors and craftsmen, and design service uses located in rehabilitated buildings. Also included are a variety of commercial uses serving the adjoining neighborhoods, including those that provide services to residents who work from their homes. The Madison Street right-of-way is heavily landscaped as a "linear park" with wide sidewalks and a series of small and large public open spaces. Portions of the District that have a narrower right-of-way have larger building setbacks to comfortably accommodate pedestrians and the continuity of the greenway.

***Targeted Uses***

- Retail, restaurant and personal services draw from adjoining neighborhoods
- Retail and services aimed at those working from home including:
  - copy centers
  - office supply stores
  - computer sales and service
  - cell phone stores
  - mailing services
  - stationary stores
  - graphic design service
  - web site design services
  - accounting services
  - legal services
- Mixed-use with ground floor retail and upper floor office and/or residential
- In selected areas, residential uses are located on Madison Street, including courtyard flats and/or urban townhomes
- Niche focus on "green" adaptive reuse and historic preservation, including:
  - green building demonstration center
  - architectural salvage retail and wholesale
  - green design center with contractor showrooms
  - specialty hardware and building materials
  - green/rehabilitation cluster of design professionals (architects, landscape architects, engineers, interior design, etc.)

***Development Pattern***

- Primary pattern is linear with highly visible and active open spaces and gathering areas added at key points
- New development is contained within existing commercial zoning district with minimal encroachment into adjoining residential areas

### *Historic Preservation, Building Form, and Architectural Design*

- Focus is on historic preservation, adaptive reuse and infill with demolitions generally limited to only non-contributing/minimally contributing structures
- Secretary of the Interior standards enforced for historic preservation, but rehabilitation and reuse employ cutting-edge “green” restoration techniques to obtain LEED EB certification
- New building design is of high quality and significantly driven by context of the surrounding area but also includes “green” features as necessary to obtain LEED NC certification

### *Streetscape and Open Space*

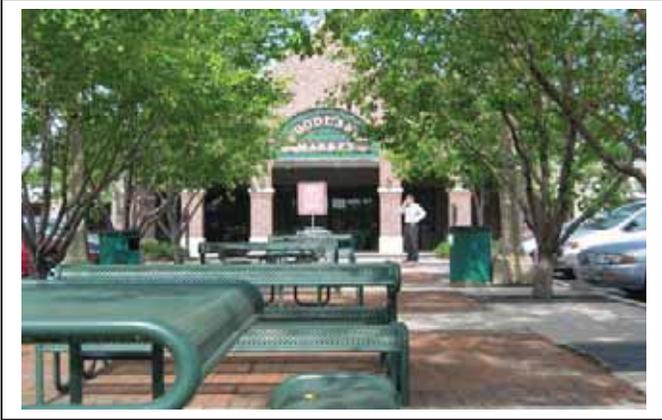
- Significant streetscape features incorporated within existing right-of-way to create a “linear park”
- Public pocket parks and plazas provided throughout the District to provide people-watching and rest areas for pedestrians
- Significant public gathering areas provided that include interactive amenities, such as pop-jet fountains, and/or facilities to host small festivals and other special events
- Display areas incorporated throughout the District (such as every corner) for permanent and revolving art exhibitions run by public/non-profit arts association
- Development regulations require open spaces, gathering areas, entry plazas, and/or site amenities like fountains and sculpture for redevelopment projects
- Along areas with narrow right-of-way, building setbacks are required to provide for wider sidewalks and landscaped areas

### *Implementation Requirements*

- Significant front end effort needed to establish necessary partnerships between Village and other governmental and non-profit organizations
- Significant initial investment needed for streetscape improvements and property acquisition for open space
- Significant incentives needed to encourage building reuse and rehabilitation
- Public acquisition of additional property will result in initial loss of tax increment that would then grow modestly, but steadily, over time

## Character District #2: Neighborhood-Oriented & Mixed-Use District

- Mixed-use Development
- Green Building
- Adaptive Reuse and Historic Preservation
- Active Open Spaces
- High-quality Design
- Vertical mixed-use



## Character District #2: Neighborhood-Oriented & Mixed-Use District



MADISON STREET CORRIDOR  
CHARACTER DISTRICT #2  
ASSEMBLY  
OAK PARK, ILLINOIS



New development contained within  
the existing commercial zoning district

Existing homes on Madison St.  
may be preserved / reused

Madison Street

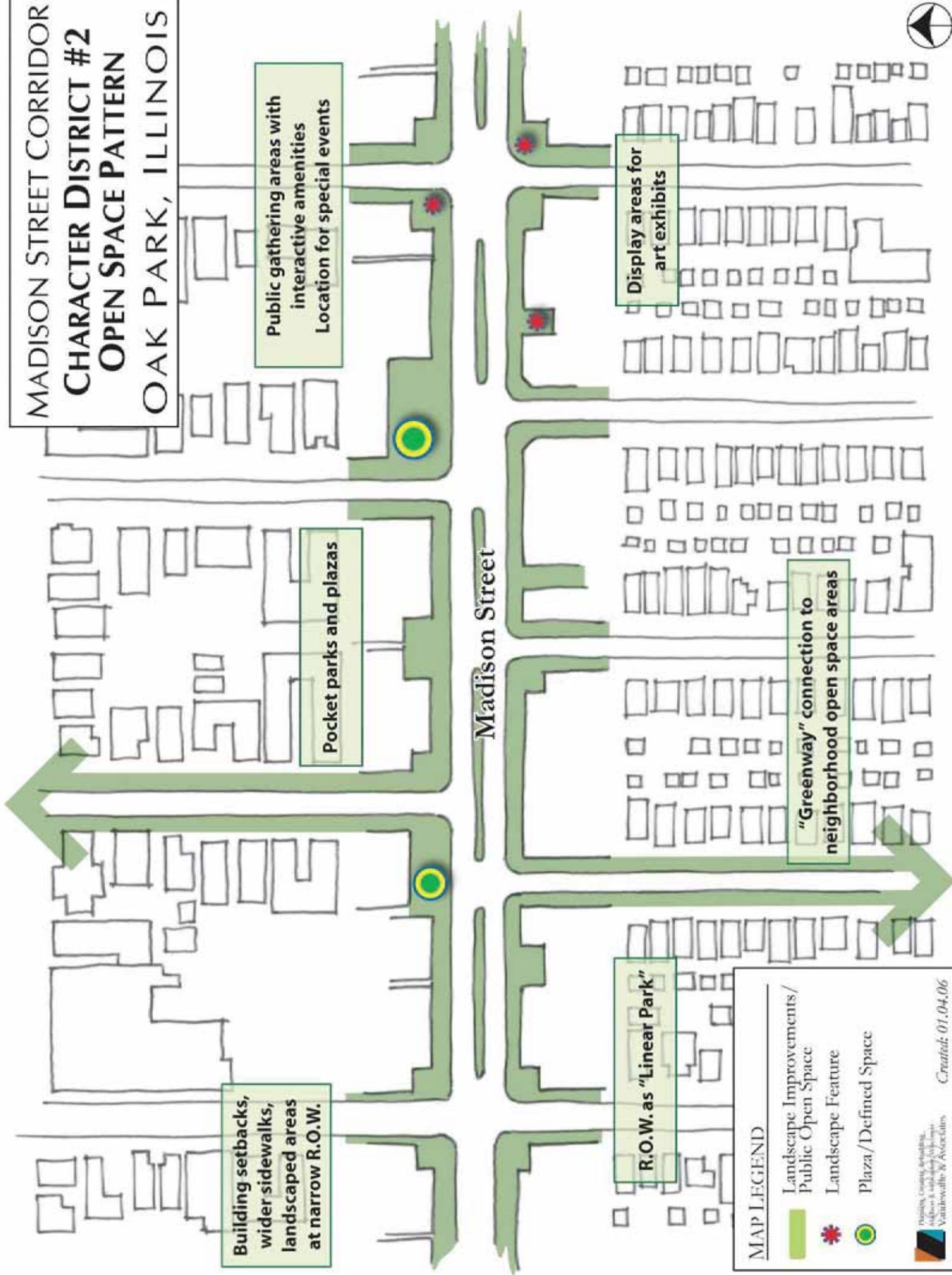
MAP LEGEND

- Potential Assembly Extent

Maple, Collins, Kellogg,  
Madison & Wabash / Oak Park  
Vandaliaville W/ Associates

Created: 01.01.06

**MADISON STREET CORRIDOR  
CHARACTER DISTRICT #2  
OPEN SPACE PATTERN**  
OAK PARK, ILLINOIS



Building setbacks,  
wider sidewalks,  
landscaped areas  
at narrow R.O.W.

Pocket parks and plazas

Public gathering areas with  
interactive amenities  
Location for special events

R.O.W. as "Linear Park"

"Greenway" connection to  
neighborhood open space areas

Display areas for  
art exhibits

**MAP LEGEND**

-  Landscape Improvements/  
Public Open Space
-  Landscape Feature
-  Plaza/Defined Space

Planning, Consulting, Architecture,  
Landscape & Urban Design  
Vintnersville & Associates

*Created: 01.04.06*

### **Character District #3: Destination Commercial and Institutional District**

The uses in this District include at least one recognized regional destination, providing a variety of attractions, sports and entertainment uses. Existing destinations include the Park District gymnastics facility, Fenwick gym and natatorium, and Oak Park Hospital. Potential new destinations could include a conference hotel, museum, health and wellness center, and entertainment complex. Within the District, the visibility and accessibility to the existing and/or new destination uses is enhanced and supported by a host of ancillary uses, including restaurants and specialty retail, which serve the destination use visitors. Parking is consolidated in structures, and streetscape enhancements are provided to facilitate moving visitors within the District. New destination uses are in high quality buildings exhibiting innovative designs consistent with Oak Park's history of architectural excellence. Ancillary uses occupy restored historic buildings, contributing to an authentic sense of place.

#### *Targeted Uses*

- Small conference hotel with national reservations system
- A museum (architecture, history, transportation, ethnic/racial diversity)
- Health and wellness uses including:
  - health and fitness club
  - health food stores
  - organic food stores and restaurants
  - acupuncture
  - chiropractic
  - yoga and meditation
  - massage therapy
  - physical rehabilitation
  - sports injury rehabilitation
- Recreation/entertainment uses including
  - pool hall
  - arcade
  - bowling alley
  - laser tag
  - paintball
  - archery
  - art/foreign movie theatre
  - performing arts theatre/black box
  - coffee house with performance stage
  - Antique/classic car showrooms
- Ancillary uses that serve visitors of destination uses

#### *Development Pattern*

- Some existing destination uses increase their visibility and accessibility through additional land acquisition around the existing site or relocation, either of which may result in encroachments into adjoining residential areas
- New destination uses will likely require larger land areas resulting in significant encroachments (5+ lots deep) into adjoining residential areas

- Ancillary uses will reuse existing buildings or consist of smaller infill projects with minimal encroachments into residential areas

### *Historic Preservation, Building Form, and Architectural Design*

- New destination uses are of the highest design quality that respect their surroundings but also express the architectural innovation for which Oak Park is known
- Site assembly for destination uses may result in the loss of some historic structures
- Ancillary uses are showcased in the restoration of prominent historic buildings
- Design controls ensure that all new structures contribute an overall high quality appearance and are consistent with the uses and context of each activity area
- Most buildings are 2 to 4 stories, with destination uses having larger footprints and heights up to 6 stories

### *Streetscape and Open Space*

- Streetscape improvements within existing right-of-way of Madison Street (including street streets, decorative light poles and banners) that create a unique identity for the district while maintaining unity with the remainder of the corridor
- New public gathering and open space areas are co-located with destination uses
- Sidewalk widths and amenities are enhanced along Madison Street to provide attractive connection between centralized parking areas and uses within an activity area

### *Implementation Requirements*

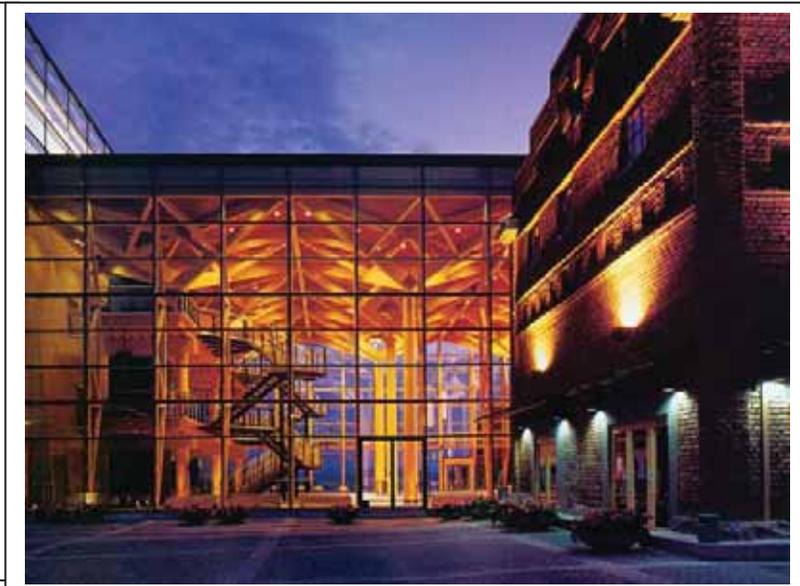
- Requires significant partnerships with other governments, non-profits and businesses
- Can be started immediately with redevelopment of key sites already under Village control
- High level of effort to identify, select and locate destination uses
- Generally modest upfront investment in public improvements, except for structured parking which could be significant
- Significant incentives likely required to attract key uses
- Increment from initial projects can be used to fund additional land acquisition and parking facilities
- High returns possible with initial projects, with substantial property and sales tax base growth over time

### Character District #3: Destination Commercial & Institutional District

- Museum
- Entertainment Complex
- Large Footprint
- Regional Destinations
- Consolidated Parking
- Architectural Innovation and Quality



**Character District #3: Destination Commercial & Institutional District**



MADISON STREET CORRIDOR  
**CHARACTER DISTRICT #3**  
ASSEMBLY  
OAK PARK, ILLINOIS

Expansion of existing destination uses  
may encroach into adjacent residential uses

New destinations may require  
significant encroachments into  
adjoining residential areas

Madison Street

MAP LEGEND

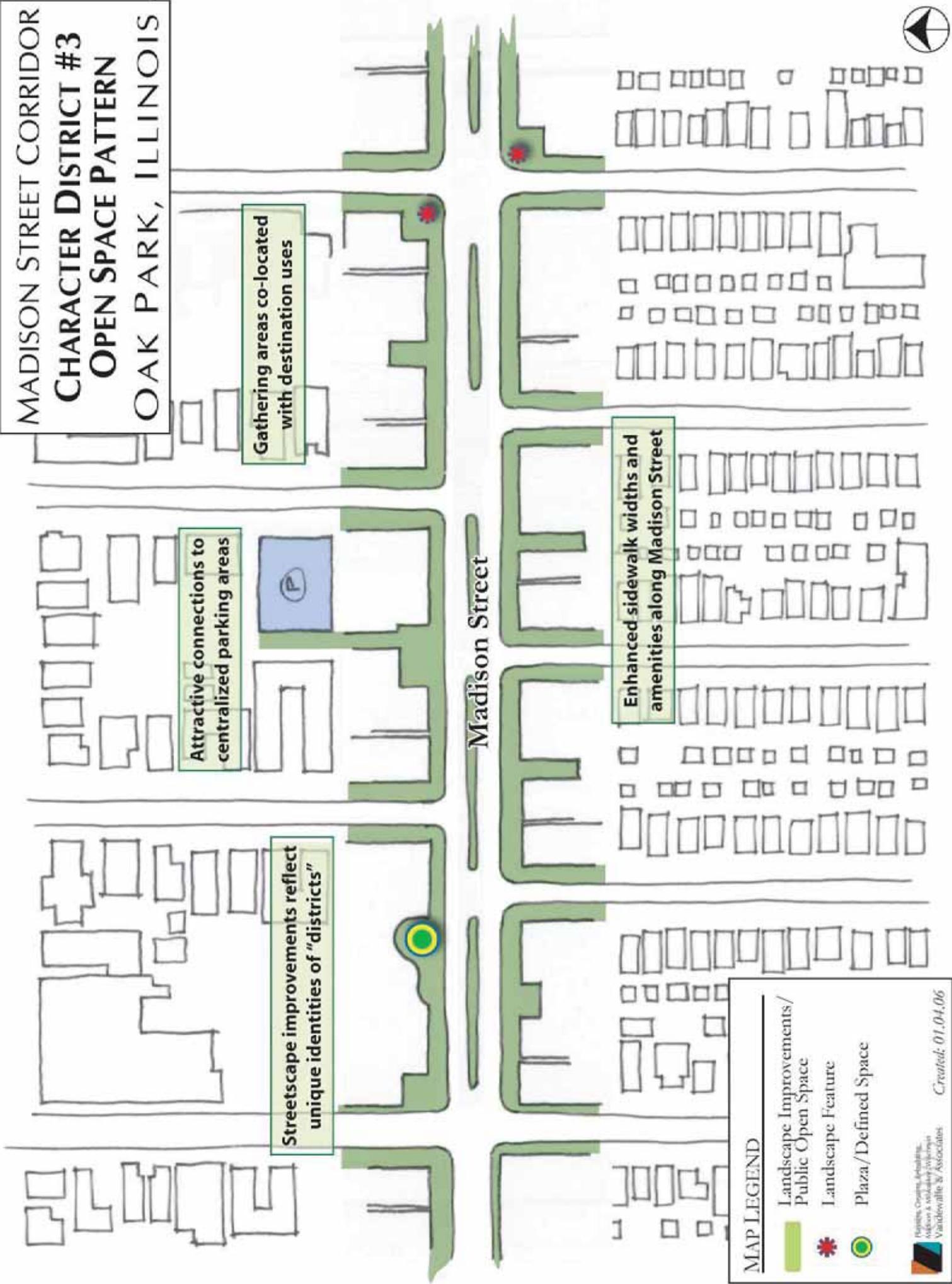
Potential Assembly Extent



Created: 01.01.06



**MADISON STREET CORRIDOR  
CHARACTER DISTRICT #3  
OPEN SPACE PATTERN**  
OAK PARK, ILLINOIS



**MAP LEGEND**

- Landscape Improvements / Public Open Space
- Landscape Feature
- Plaza / Defined Space

Ruppel's Creative Solutions, Architects and Urban Planners, Vanderaville & Associates

*Created: 01.04.06*



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## TRANSPORTATION OPTIONS

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### **Thoroughfare**

The Thoroughfare option is designed primarily to maintain and improve traffic flows through the corridor. No new significant transit options are included, but existing transit is coordinated with traffic and uses as redevelopment takes place. Parking is generally on surface lots on individual lots (as opposed to public or private parking structures), although new projects may include sub-surface parking for residential or office tenants.

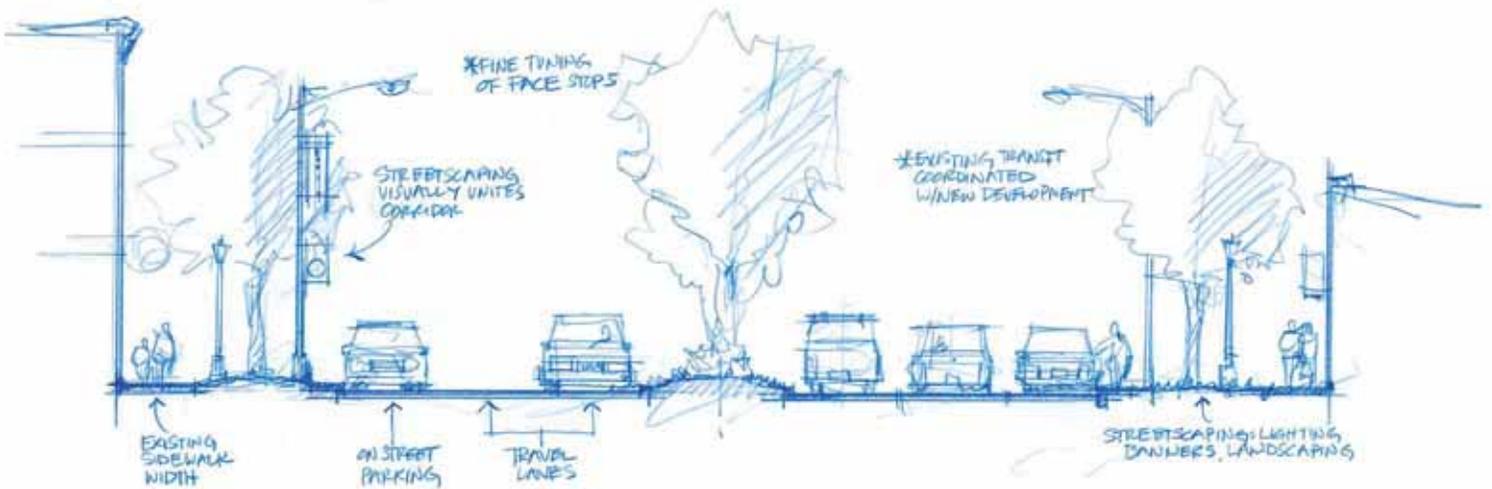
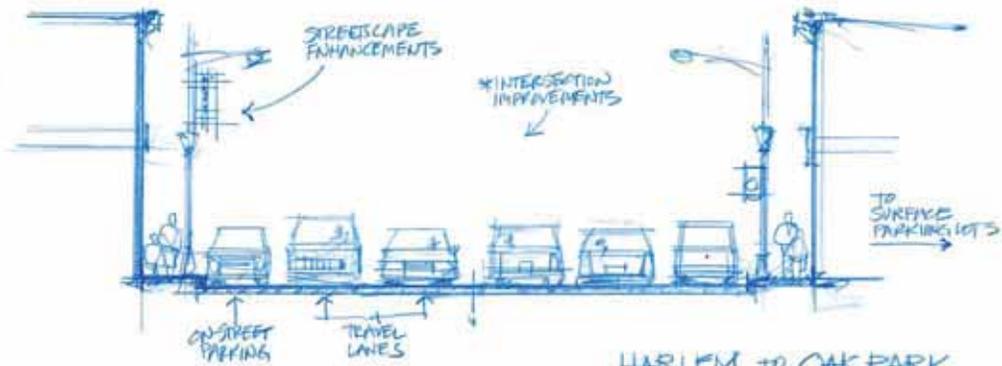
### *General Components*

- Existing geometry (four travel lanes, two parking lanes) of Madison Street is unchanged to maintain traffic flows and accommodate anticipated increase in traffic from new development
- Intersection improvements and signal timing fine-tuned to minimize congestion on Madison while also maintaining good traffic flow between Madison and primary north-south arterials (Harlem, Austin, Ridgeland, Oak Park) to improve auto accessibility to and from the corridor
- Fine tuning of Pace bus stops along Madison to coincide with more significant uses/primary activity areas
- Parking provided on each site, primarily in privately-owned surface lots, although a few key projects may have structured parking
- Streetscaping (trees/lighting/banners) primarily used to improve the appearance of the corridor and provide visual sense of unity along the entire corridor

### *Implementation Requirements*

- Can be started immediately and constructed incrementally (in segments) with modest initial and future improvement costs
- Directed mostly by Village with modest level of coordination with other agencies
- Funding sources include TIF, MFT and state enhancement grants

# THOROUGHFARE





**Boulevard**

Under the Boulevard option, the existing lane geometry of Madison Street is unchanged to accommodate existing and increased traffic flows. However, the right-of-way is significantly enhanced with a full palette of streetscape amenities including trees, lighting, wayfinding signage, benches and gathering areas to improve appearance and to accommodate pedestrians. Further, shared structured parking is provided at key activity areas. In addition, the Pace buses and the Village shuttle are rerouted and better coordinated to provide efficient transit options between Madison Street and other activity centers within Oak Park and the region.

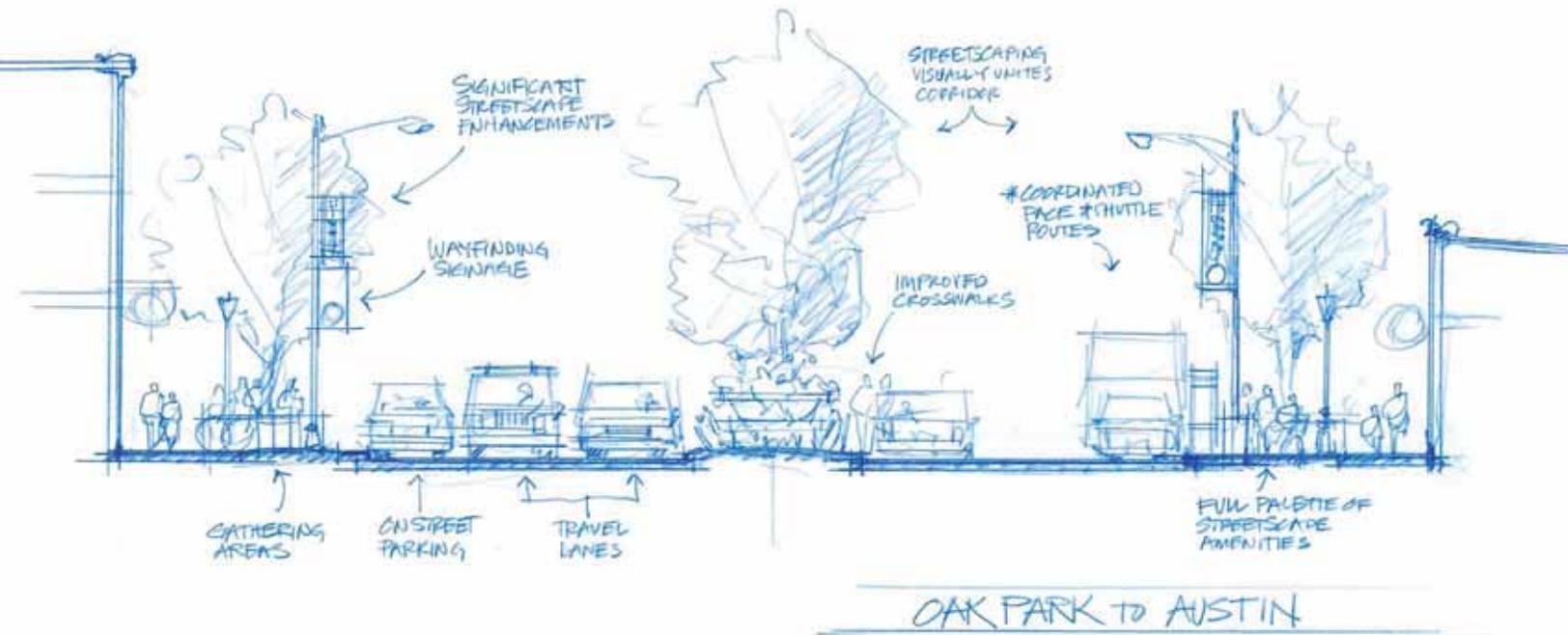
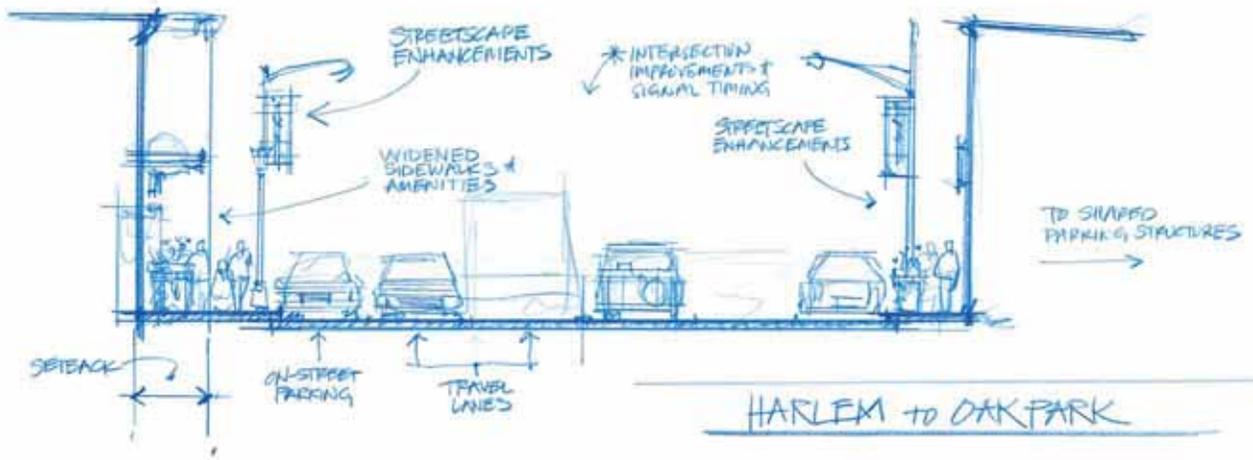
***General Components***

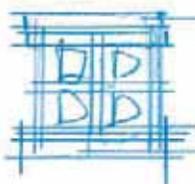
- Existing geometry is unchanged to accommodate existing and increased traffic volumes
- Pace bus stops and schedules adjusted to transport people between primary uses/activity areas on Madison Street and other major activity areas within the region
- Village shuttle stops and schedules adjusted to transport people between primary uses/activity areas on Madison Street and other activity areas within the Village, including regional transit stations
- Public/shared parking lots and structures provided in concert with primary uses/major activity areas
- Streetscaping visually unifies the corridor while also including amenities for pedestrians

***Implementation Requirements***

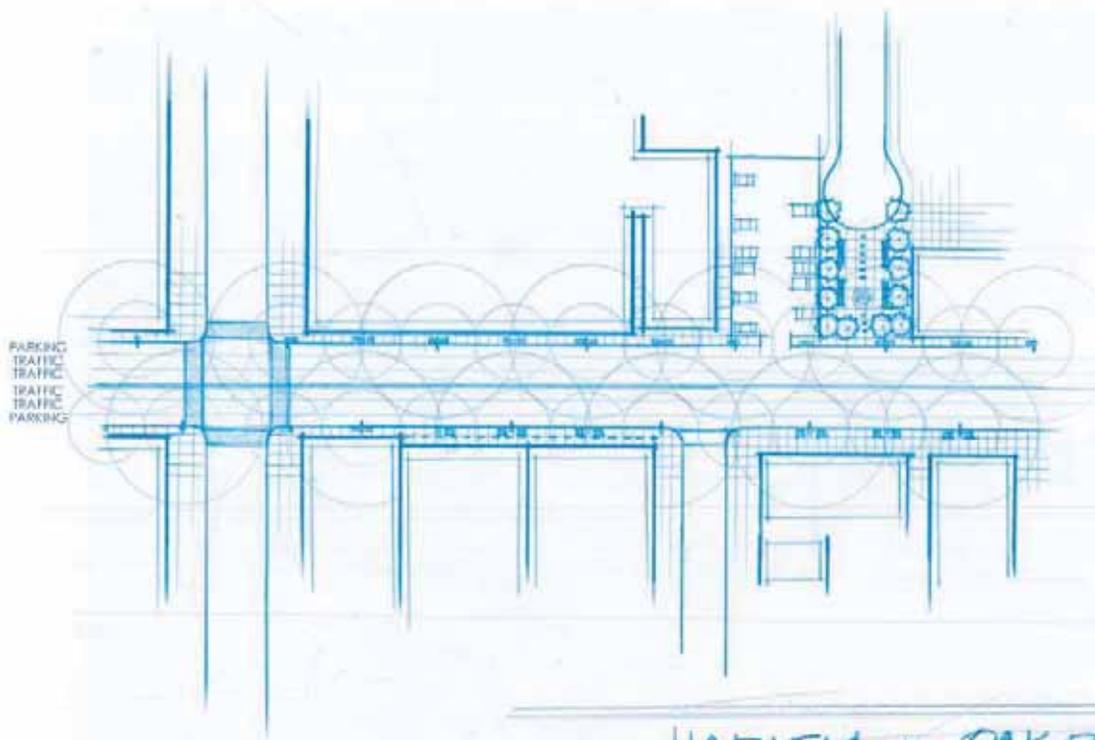
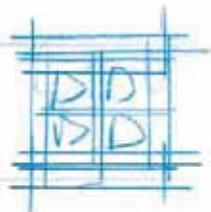
- Requires significant initial investment in streetscaping but can be constructed incrementally
- May require additional vehicles and employees for Village shuttle service
- Requires increased coordination with Pace
- Funding sources include TIF, MFT, state enhancement grants, parking revenues and state transit funds

# BOULEVARD





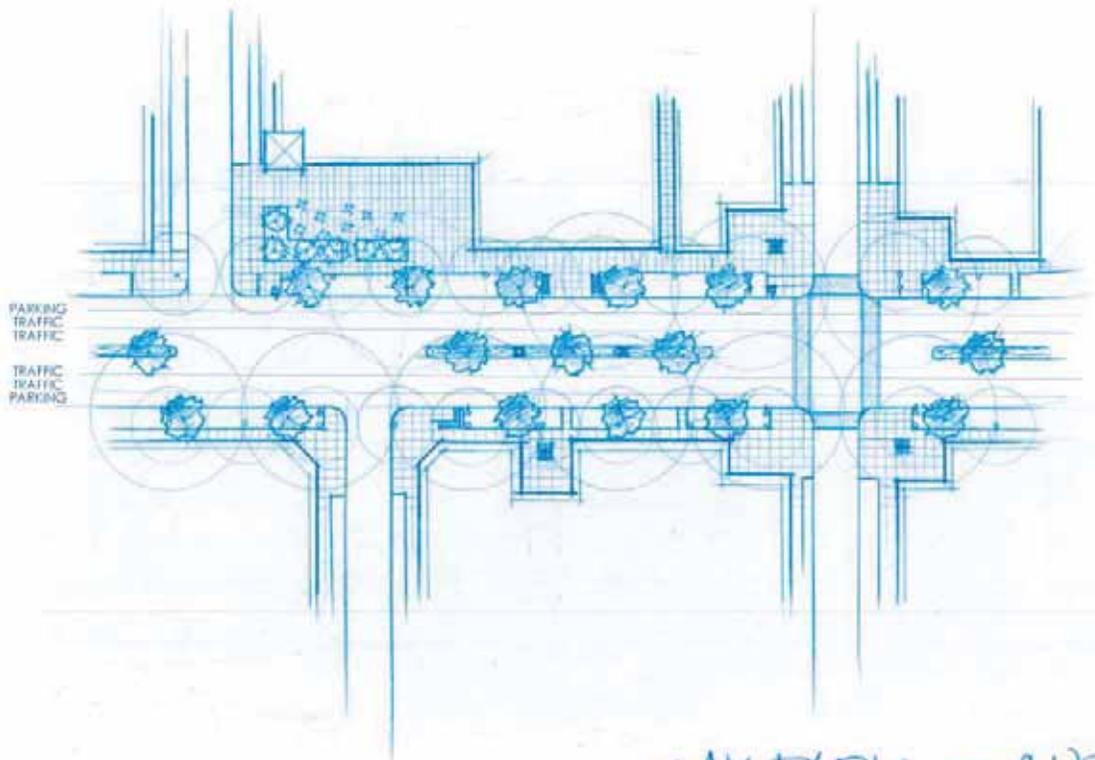
# BOULEVARD



## STREETSCAPE ENHANCEMENTS

- UNIFIED LIGHTING
- BANNERS
- INTERSECTION IMPROVEMENTS
- WIDENED SIDEWALKS
- PLANTERS
- POCKET PARKS
- ACCESS TO SHARED PARKING STRUCTURES

HARLEM TO OAK PARK



## STREETSCAPE ENHANCEMENTS

- UNIFIED LIGHTING
- BANNERS
- INTERSECTION IMPROVEMENTS
- WIDENED SIDEWALKS
- PLANTERS
- POCKET PARKS
- OUTDOOR SEATING
- MEDIAN PLANTING
- ACCESS TO SHARED PARKING STRUCTURES
- MONUMENT FEATURES
- SHARED BUILDING ENTRIES/GATHERING AREAS

OAK PARK TO AUSTIN

**Multi-modal**

Under this option, the Madison Street corridor offers a full range of transportation options. Cars continue to move through the corridor but are less dominant and share the right-of-way with enhanced service from Pace buses, the Village shuttle, bicycles and pedestrians. Bus routes and connections are better coordinated to connect the corridor to other regional activity centers and service could be tied to a new mixed-use, transit-oriented project that incorporates a relocated CTA/Pace bus transfer facility. The Village shuttle is re-routed to serve as a “streetcar” in moving passengers up and down Madison Street, and a bicycle lane is added in both directions, possibly in lieu of one of the existing through traffic lanes. Streetscape enhancements are significant and similar to those described under the Boulevard option to improve pedestrian movement down and across the corridor.

***General Components***

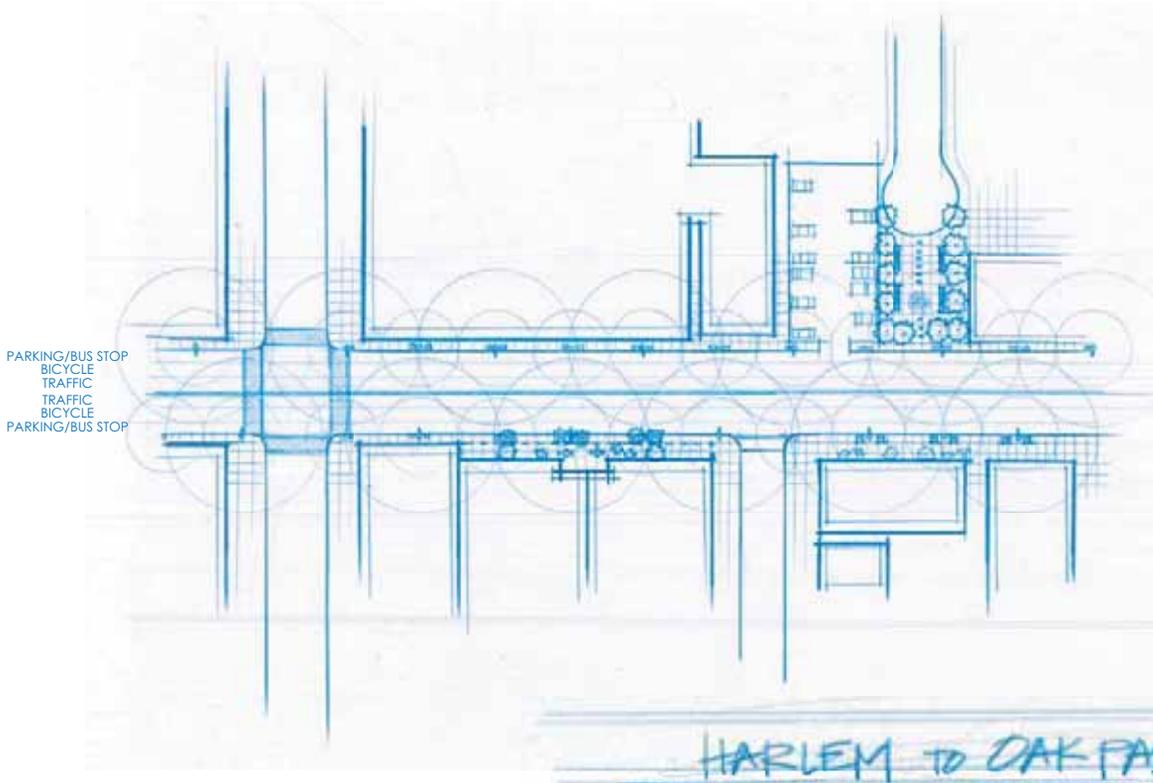
- Pace provides improved service down Madison Street that includes traffic signal pre-emption to enhance efficiency in transporting people to other major destinations within the region
- Existing CTA/Pace bus transfer site at Austin relocated into Oak Park as part of mixed/transit-oriented development
- Village shuttle rerouted to serve as “streetcar” along entire length of corridor to transport people within the corridor
- Sidewalk widths and amenities enhanced along Madison Street to increase pedestrian use along the full length of the corridor
- Sidewalk widths and amenities enhanced along side streets to improve pedestrian access to Madison Street
- Significant crosswalks constructed on Madison to improve safety and access across the street
- One travel lane removed in both directions of Madison Street and replaced with bicycle lane, resulting in decreased traffic volumes

***Implementation Requirements***

- Requires significant initial investment in streetscaping and right-of-way/intersection improvements to accommodate bicycle lane throughout entire length of the corridor – cannot be constructed incrementally
- Requires additional vehicles and employees for Village shuttle service
- Requires significant coordination with Pace, CTA and IDOT
- Requires significant coordination with private developer for transit-oriented development incorporating the bus transit center
- Funding sources include TIF, MFT, state enhancement grants, state transit funds, RTA



# MULTI-MODAL

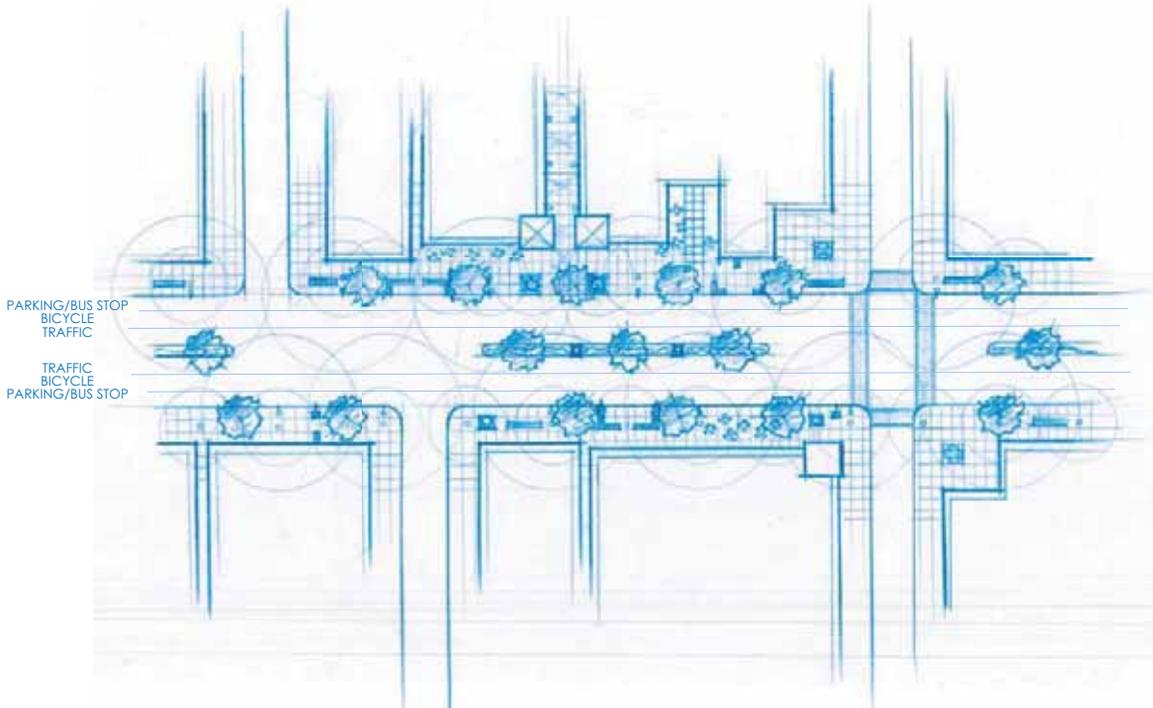


PARKING/BUS STOP  
BICYCLE  
TRAFFIC  
BICYCLE  
PARKING/BUS STOP

## STREETSCAPE ENHANCEMENTS

- UNIFIED LIGHTING
- BANNERS
- INTERSECTION IMPROVEMENTS
- WIDENED SIDEWALK WITH AMENITIES/ OUT-DOOR SEATING
- PLANTERS
- POCKET PARKS
- ACCESS TO SHARED PARKING STRUCTURES
- PACE/SHUTTLE STOPS
- BICYCLE LANE
- WAYFINDING SIGNAGE

HARLEM TO OAK PARK



PARKING/BUS STOP  
BICYCLE  
TRAFFIC  
BICYCLE  
PARKING/BUS STOP

## STREETSCAPE ENHANCEMENTS

- UNIFIED LIGHTING
- BANNERS
- INTERSECTION IMPROVEMENTS
- WIDENED SIDEWALKS
- PLANTERS
- POCKET PARKS
- OUTDOOR SEATING
- MEDIAN PLANTING
- ACCESS TO SHARED PARKING STRUCTURES
- MONUMENT FEATURES
- SHARED BUILDING ENTRIES/GATHERING AREAS
- PACE/SHUTTLE STOPS
- BICYCLE LANE
- BICYCLE PARKING
- WAYFINDING SIGNAGE

OAK PARK TO AUSTIN

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## VISION ALTERNATIVES

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### Alternative A

Alternative A capitalizes on the high level of accessibility to the corridor from a larger trade area, with a focus on uses and a development pattern similar to that described in the Arthur Anderson study. Most of the segments in the corridor reflect Character District #1, with some pockets of neighborhood-oriented uses/Character District #2. The Transportation Option is the Thoroughfare, which helps facilitate a high volume of vehicular traffic along the entire length of the corridor while also providing a modest level of beautification to unify the appearance from one end to the other.

The Hospital and related uses anchor the far west end, while the intersection with Oak Park Avenue is developed as a primary commercial node with a large commercial or mixed use development located on the Village-owned property on the northeast corner. The intersection at Ridgeland also is developed as a distinctive node, but with less prominence than the Oak Park intersection.

On the east end, the Village Hall is the center of a small neighborhood district, while the proposed bank redevelopment and drive-thru facilities drive a more regionally-oriented commercial area at the far east end.



Villa Ha

Ridgeland Avenue

Washington Boulevard

Madison Street

Adams Street

Oak Park Avenue

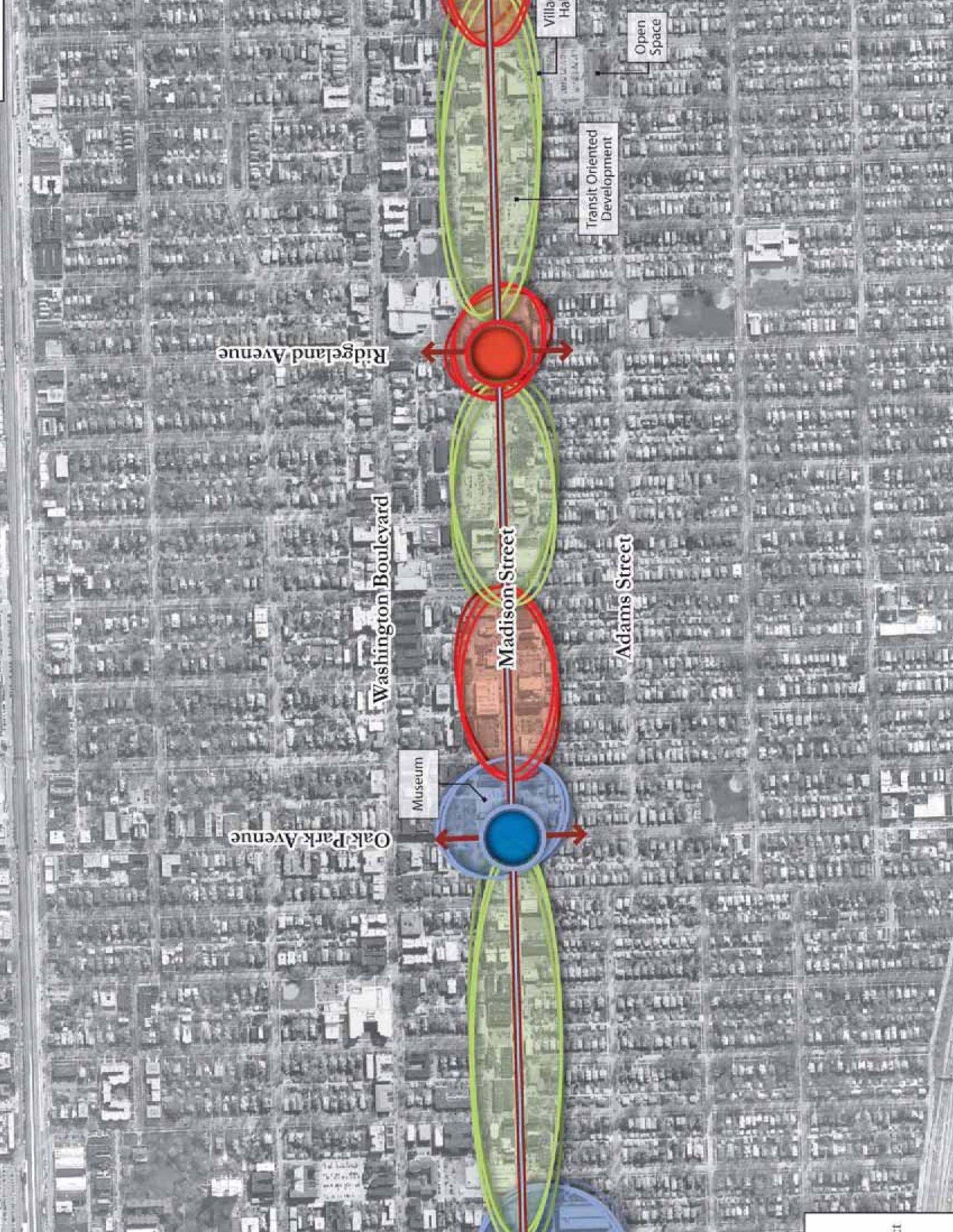
**Alternative B**

The Multi-Modal Transportation Option drives this dynamic transformation of the corridor. Most segments of the corridor incorporate the Linear Park/Mixed-Use Character District #2, with some destination uses and small areas of more regionally/auto-oriented commercial areas included as well. However, the defining feature is the offering of a wide variety of transportation options (including the possible replacement of one lane of traffic in each direction with a bicycle lane) and extensive streetscape and open space features added along the entire length of the corridor.

The Hospital anchors the far west end, and a new museum located on the Village-owned property at Oak Park Avenue anchors that intersection. In between, a neighborhood-oriented district links these two destinations in mixed use buildings as well as residential uses located directly on Madison.

A small node of larger/national retailers and restaurants is created at the intersection with Ridgeland. Between Oak Park and Ridgeland, Character Districts #1 and #2 are created around clusters of existing uses that reflect the character of these districts respectively.

On the Village-owned properties on the south side of Madison west of the Village Hall, a transit-oriented development incorporates a relocated bus transfer facility with residential development and small-scale commercial uses. The area behind the Village Hall is further enhanced as a more useable open space to serve existing and new residents in the area. The far east end provides a transition from the more auto-oriented character of Madison Street in Chicago and includes a prominent gateway feature.



Ridgeland Avenue

Washington Boulevard

Madison Street

Adams Street

Oak Park Avenue

Museum

Villa Ha

Transit Oriented Development

Open Space

**Alternative C**

A series of destination uses define the Madison Street corridor in Alternative C. These destinations are linked together with general commercial districts, but the use of the Boulevard Transportation Option visually and functionally ties the various activity areas and the corridor together.

On the far west end, the Hospital anchors a cluster of wellness and fitness uses, while a new conference hotel serves as the center point of activity at the intersection with Oak Park Avenue. In between are commercial uses that serve visitors to both destinations, including, possibly, additional entertainment uses that compliment the existing theater.

In the center of the corridor, Fenwick School obtains frontage on Madison Street to increase its visibility and connectedness to surrounding commercial uses that are patronized by the many athletes and spectators that are drawn to its outstanding gymnasium and natatorium facilities. Similarly, the high usage of the Parks District gymnastics program drives its relocation to a new multi-purpose community/recreation building located on the Village Hall property, creating a destination of civic and recreational uses that drive neighboring ancillary uses.



Villa Ha

Multi-pc Recr

Ridgeland Avenue

Fenwick School  
Gymnasium/Natorium

Washington Boulevard

Madison Street

Adams Street

Oak Park Avenue

Conference  
Hotel

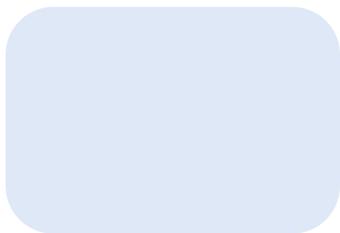
Entertainment

Wellness  
and fitness

# Preferred Vision



Village of Oak Park Madison Street Corridor



Planning Assistance By:  
VANDEWALLE & ASSOCIATES  
MADISON & MILWAUKEE WISCONSIN

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## BACKGROUND

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In January 2006, the Consultant Team for the Madison Street Corridor Plan presented to the Project Steering Committee and Oak Park residents and business owners three Vision Alternatives for Madison Street. The Vision Alternatives were intended to represent a realistic, yet broad spectrum of possibilities for the Madison Street corridor. To accommodate this diversity in a manageable and understandable manner, the Vision Alternatives consisted of two primary variable parts – Character Districts and Transportation Options. The locations of Character Districts were arranged in different combinations which when paired with a Transportation Option created an Alternative Vision for the corridor. These were prepared to initiate discussion with the community on a wide variety of issues and options in order to craft a Preferred Vision that a majority of the community could support.

To fully understand the Character Districts, Transportation Options and Vision Alternatives please reference the Vision Alternatives document dated January 2006.

### Public Forum

On January 26, 2006 the Village of Oak Park, the Project Steering Committee, and the consultant team hosted a public forum on the Vision Alternatives. With the assistance of the Northeastern Illinois Planning Commission, input at the forum was collected primarily through the use of key-pad polling. The use of key-pad polling allowed each participant access to a handheld remote key-pad which was used to weigh in on multiple choice responses to the questions posed to the public. The results to each question were instantly tallied for the public to view. After the session the results were stratified by different attendant groups.

The following is a brief summary of some of the key results of the key-pad polling conducted at the public meeting. A full summary is included in the appendix of this report. Results for each question were stratified by the following groups: business owners, residents, and resident business owners.

### *Character District Assembly*

Participants were asked to prepare individual alternatives for the entire corridor that assigned one of the three Character Districts to six corridor segments and four nodes. The results are reflected on the Composite Selections map below. Although the participants could position the character districts any way they liked across six segments of the corridor and four nodes, the Composite Selections map closely resembles Vision Alternative B as prepared by the consultants. (Vision B was also the most preferred Vision when participants were asked to choose between the three Vision Alternatives). There were two segments where the business owners and residents differed, but there were five segments/nodes where the business owners themselves were evenly divided.

### *Transportation Options*

The “Boulevard” option was selected as being the most preferred across all responder groups. In regard to various modes of transportation, there was a very high level of agreement that maintenance of automobile traffic and the need to address pedestrian traffic were highly important to all responders. However, the importance of additional public transportation was very unclear with 17% of all responders and 23% of residents “Not Sure” at all and only 50% of all responders indicating some level of importance.

The importance of accommodating bicycles on Madison Street also was mixed, with 55% overall indicating it was not important. In addition, 100% of business owners and 52% of all responders were unwilling to consider the replacement of a lane of traffic with a bicycle lane, although 60% of residents were willing to consider it under some circumstances.

There was a high level of agreement among all responder groups for maintaining on-street parking with 69% of all responders unwilling to give up a lane of parking in lieu of a bike lane. In terms of the best method to address parking along Madison Street, 60% of business owners preferred the use of on-street parking for most businesses with on-site parking lots for larger businesses. A slight majority (52%) of residents, on the other hand, preferred the Village provide consolidated parking as well as on-street parking.

### ***Streetscape and Open Space Patterns***

The results from the question regarding streetscape and open space was inconclusive as to a particular streetscape/open space pattern; however, there was an overall very strong level of support by all responder groups for enhancements of some type beyond “Basic Streetscape Improvements”. This support is consistent with the feedback received in previous public forums and stakeholder meetings.

### ***Land Assembly Options***

Three questions addressed the extent to which, if any, development may extend into adjoining residential areas. At the meeting, there was a concern raised by some participants that the wording of these questions was unclear and the results may not have been accurate. However, when examined together, the results from all three questions consistently indicate that there is support from all responder groups for some modest encroachments by commercial development into adjoining residential areas. Obviously, exactly where and how these encroachments occur will be critical; however, most responders are open to considering this and did not want to have it precluded.

### **Project Steering Committee and Village Board of Trustees Meeting**

With the input from the public meeting on January 26<sup>th</sup>, the Project Steering Committee and the Village Board of Trustees met in an open meeting on February 8, 2006 to craft a Preferred Vision that not only reflected the public input, but also created a combination of corridor elements that is grounded in physical and market realities.

In reviewing the segments and nodes in which the public input was split, the meeting attendants discussed the different elements of the Character Districts and Transportation Options that could be altered in order to select an option that better reflected the intent of the public and realities of the marketplace. These changes are incorporated in the Character District section of this document, and the following points summarize those changes:

- Incorporate more multi-modal transit options into the Boulevard Transportation Option without removing a lane of traffic
- Incorporate an emphasis on mitigating corporate architecture (ensuring that commercial development, particularly large chain establishments, on the corridor are consistent with the desired scale and design for Madison Street) into Character District #1, Accessible Commercial and Retail District
- Incorporate more mixed-use and residential building designs into Character District #1, Accessible Commercial and Retail District

- Incorporate an emphasis on gateway features into Character District #3, Destination Commercial and Institutional District as it relates to the nodes at Harlem and Austin
- Character District #2, formerly known as “Linear Park and Mixed-Use District”, has been changed to the “Neighborhood-Oriented and Mixed-Use District” in order to better reflect the elements of the district and avoid further confusion regarding the terminology

OAK



LOMBARD AVENUE

RIDGELAND AVENUE

EAST AVENUE

OAK PARK AVENUE

HOME AVENUE

MADISON ST

Adams Street

Washington Boulevard



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## PREFERRED VISION

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The Preferred Vision that had been recommended through public input and the input from the Project Steering Committee and Board of Trustees is described in this section. The Preferred Vision incorporates all three of the Character Districts at different segments and nodes along the corridor, one Transportation Option, one Streetscape and Open Space option, and one Land Assembly Option.

### **Character District Assembly**

#### *Node A: Harlem Avenue*

The node at Harlem Avenue has been identified as Destination Commercial and Institutional Districts. Building off of the patronage to the RUSH Oak Park Hospital, ancillary uses will be incorporated into the area that surrounds it. These uses may be, and some currently are, restaurants and retailers geared toward hospital visitors. A prominent gateway feature may be incorporated into the intersection at Harlem.

#### *Segment 1: Harlem to Home*

Adjacent to the destination node at Harlem, the segment between Harlem and Home will be designated Accessible Commercial and Retail – but with a heavy emphasis on incorporating many of the elements of the Neighborhood-Oriented and Mixed-Use District. An emphasis will be placed on maintaining the existing mixed-use and residential buildings in this segment, but including national and predominant local retailers that can capitalize on the high traffic counts. A focus on ancillary uses to the hospital will also be included.

#### *Segment 2: Home to Oak Park*

The segment from Home to Oak Park will be designated Neighborhood-Oriented and Mixed-Use. This neighborhood-oriented district will incorporate mixed-use buildings with ground floor retail and upper floor residential or office. The uses in this segment will be oriented towards the adjacent neighborhoods with small retailers that create a very pedestrian atmosphere.

#### *Node B: Oak Park Avenue*

The node at Oak Park Avenue includes a potential redevelopment site that is currently owned by the Village. By designating the node a Destination Commercial and Institutional District and incorporating a new destination use located on this site, the node will create an important mid-corridor attraction. Other land uses/corners in the node may include ancillary uses to these primary destinations.

#### *Segments 3 and 4: Oak Park to Ridgeland*

Between Oak Park and Ridgeland, the Accessible Commercial and Retail District will be created around clusters of existing uses that exemplify this Character District. These uses include the auto-oriented uses and national chain restaurants and retailers. New development will be regulated to mitigate corporate architecture and maintain a pedestrian-friendly environment through this auto-intensive segment.

***Node C: Ridgeland***

The node at Ridgeland will incorporate the type of commercial development reflected in the Accessible Commercial and Retail District. This new development will be regulated to maintain a sense of pedestrian-friendliness and aesthetic appeal.

***Segment 5: Ridgeland to Lombard***

The segment between Ridgeland and Lombard will incorporate the characteristics of the Neighborhood-Oriented and Mixed-Use District. Existing uses, existing historic buildings, and new land uses will contribute to the segment's orientation to the adjacent neighborhood. Existing land uses will be enhanced through streetscape amenities to accommodate for pedestrians.

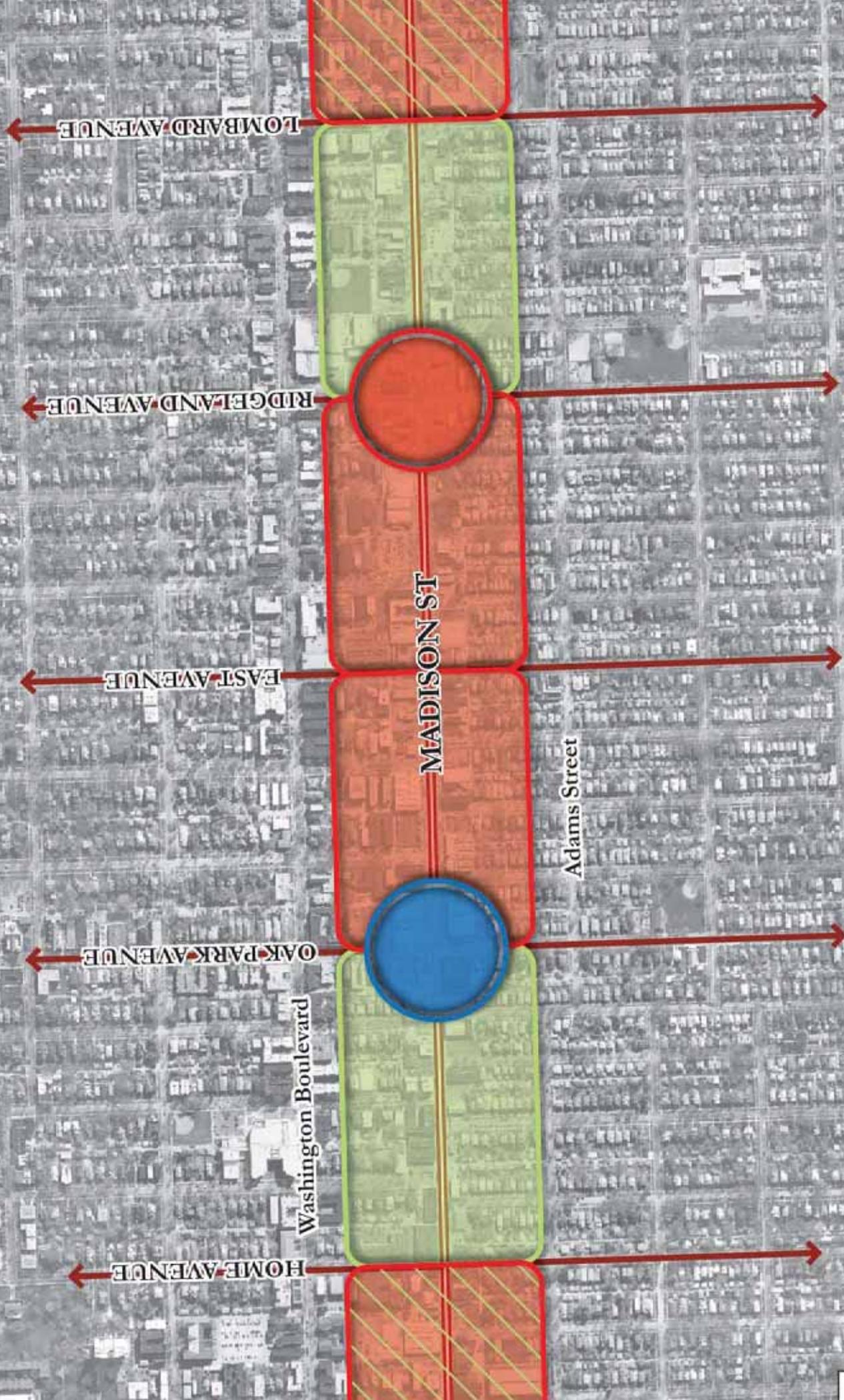
***Segment 6: Lombard to Austin***

Many of the land uses currently located in the segment between Lombard and Austin can be characterized by the Accessible Commercial and Retail District, such as the bank and fast-food restaurant. The segment will maintain this designation in the corridor plan, but an emphasis will be placed on mitigating corporate architecture and accommodating for pedestrian traffic in future developments.

***Node D: Austin***

The far east end of the corridor, the node at Austin Boulevard, will be characterized by the Accessible Commercial and Retail District. A prominent gateway feature will accompany the land uses reflected in the Character District. Although the node will be designated an Accessible Commercial and Retail District, an emphasis on the mixed-use elements of the Neighborhood-Oriented and Mixed-Use District will be incorporated in the recommended land uses for the node.

OAK



LOMBARD AVENUE

RIDGELAND AVENUE

EAST AVENUE

OAK PARK AVENUE

HOME AVENUE

MADISON ST

Adams Street

Washington Boulevard

## **Transportation Options**

The Boulevard Option was supported very heavily by the public and the Project Steering Committee. This option has been incorporated into the Preferred Vision for the entire length of the corridor.

Under the Boulevard option, the existing lane geometry of Madison Street is unchanged to accommodate existing and increased traffic flows. However, the right-of-way is significantly enhanced with a full palette of streetscape amenities including trees, lighting, wayfinding signage, benches and gathering areas to improve appearance and to accommodate pedestrians. Further, shared structured parking is provided at key activity areas. In addition, the Pace buses and the Village shuttle are rerouted and better coordinated to provide efficient transit options between Madison Street and other activity centers within Oak Park and the region.

### *General Components*

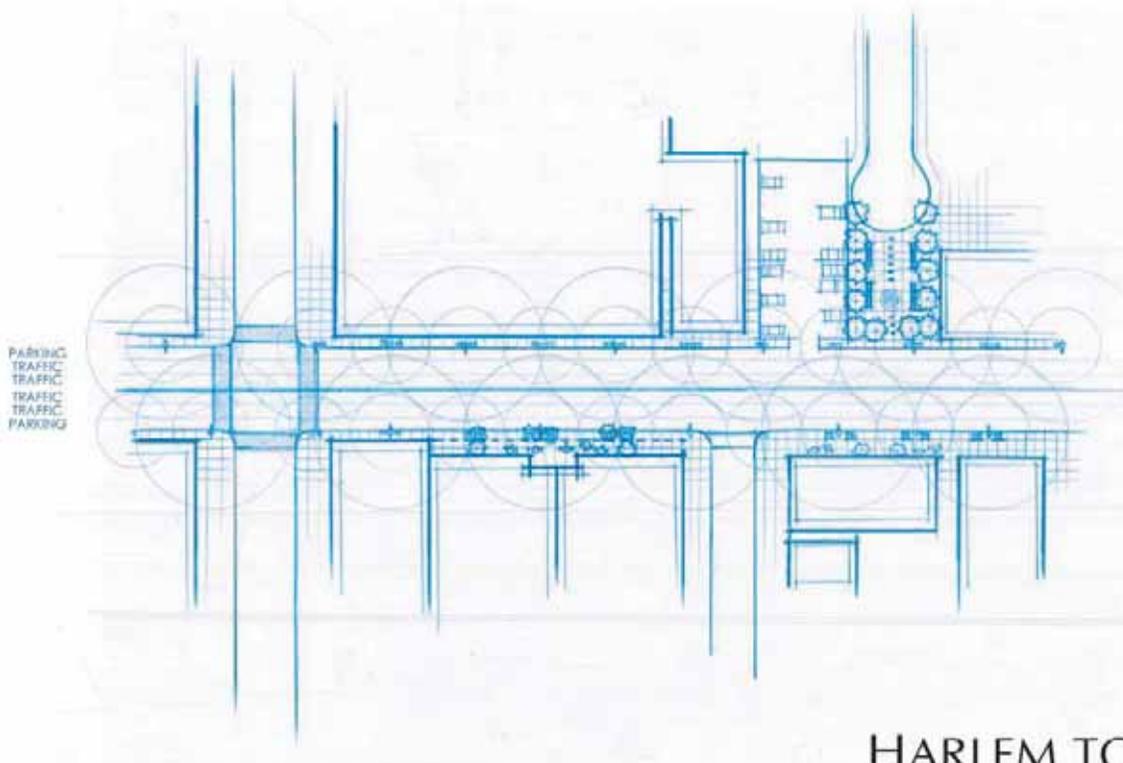
- Existing geometry is unchanged to accommodate existing and increased traffic volumes
- Pace provides improved service down Madison Street that includes traffic signal pre-emption to enhance efficiency in transporting people to other major destinations within the region
- Village shuttle stops and schedules adjusted to transport people between primary uses/activity areas on Madison Street and other activity areas within the Village, including regional transit stations
- Public/shared parking lots and structures provided in concert with primary uses/major activity areas
- Streetscaping visually unifies the corridor while also including amenities for pedestrians
- Plans for new development on the corridor will be encouraged to incorporate pedestrian enhancements

### *Implementation Requirements*

- Requires significant initial investment in streetscaping but can be constructed incrementally
- May require additional vehicles and employees for Village shuttle service
- Requires increased coordination with Pace
- Funding sources include tax increment financing, motor fuel tax, state enhancement grants, state transit funds, RTA

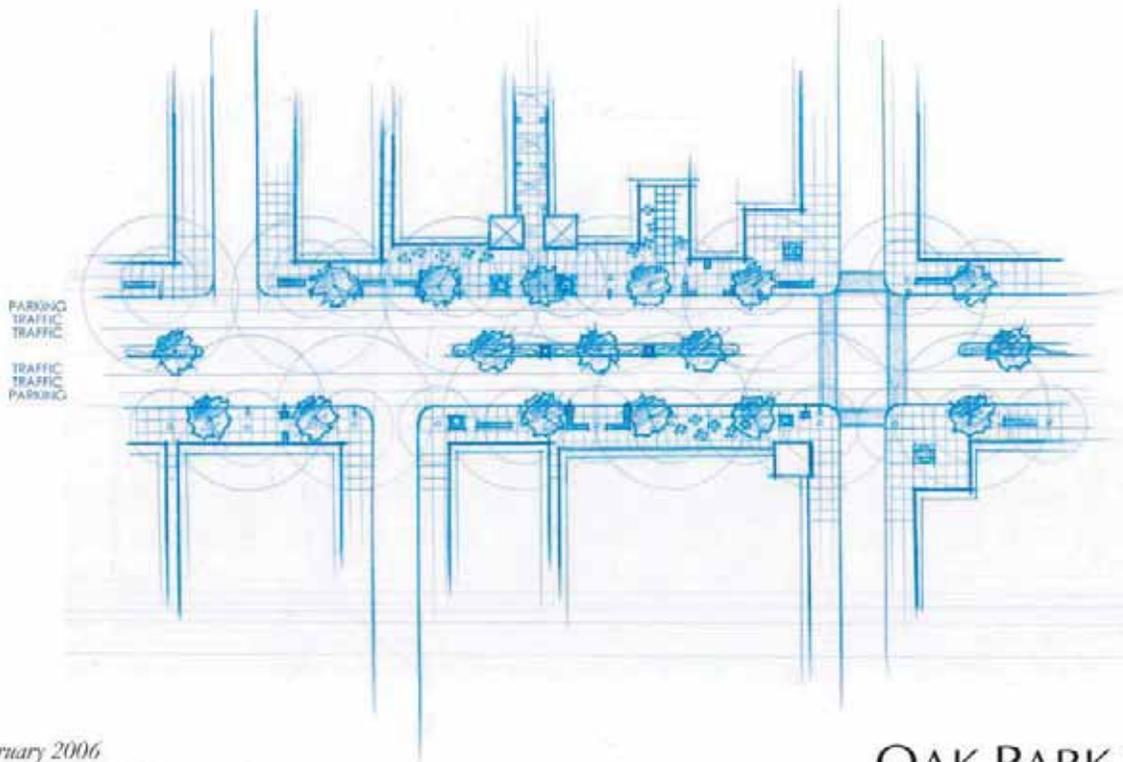


# MADISON STREET CORRIDOR PREFERRED VISION STREETScape CONCEPT OAK PARK, ILLINOIS



- STREETScape ENHANCEMENTS**
- UNIFIED LIGHTING
  - BANNERS
  - INTERSECTION IMPROVEMENTS
  - WIDENED SIDEWALK WITH AMENITIES/OUTDOOR SEATING
  - PLANTERS
  - POCKET PARKS
  - ACCESS TO SHARED PARKING STRUCTURES
  - PACE/SHUTTLE STOPS
  - WAYFINDING SIGNAGE

HARLEM TO OAK PARK



- STREETScape ENHANCEMENTS**
- UNIFIED LIGHTING
  - BANNERS
  - INTERSECTION IMPROVEMENTS
  - ENHANCED SIDEWALKS
  - PLANTERS
  - POCKET PARKS
  - OUTDOOR SEATING
  - ENHANCED MEDIANS
  - ACCESS TO SHARED PARKING STRUCTURES
  - MONUMENT FEATURES
  - SHARED BUILDING ENTRIES/GATHERING AREAS
  - PACE/SHUTTLE STOPS
  - WAYFINDING SIGNAGE

OAK PARK TO AUSTIN

February 2006

**Open Space Options**

The results from the public meeting and the input from the Project Steering Committee indicated support for a Streetscape and Open Space pattern that enhanced the existing right-of-way without significant modification of the existing development pattern to create additional green space.

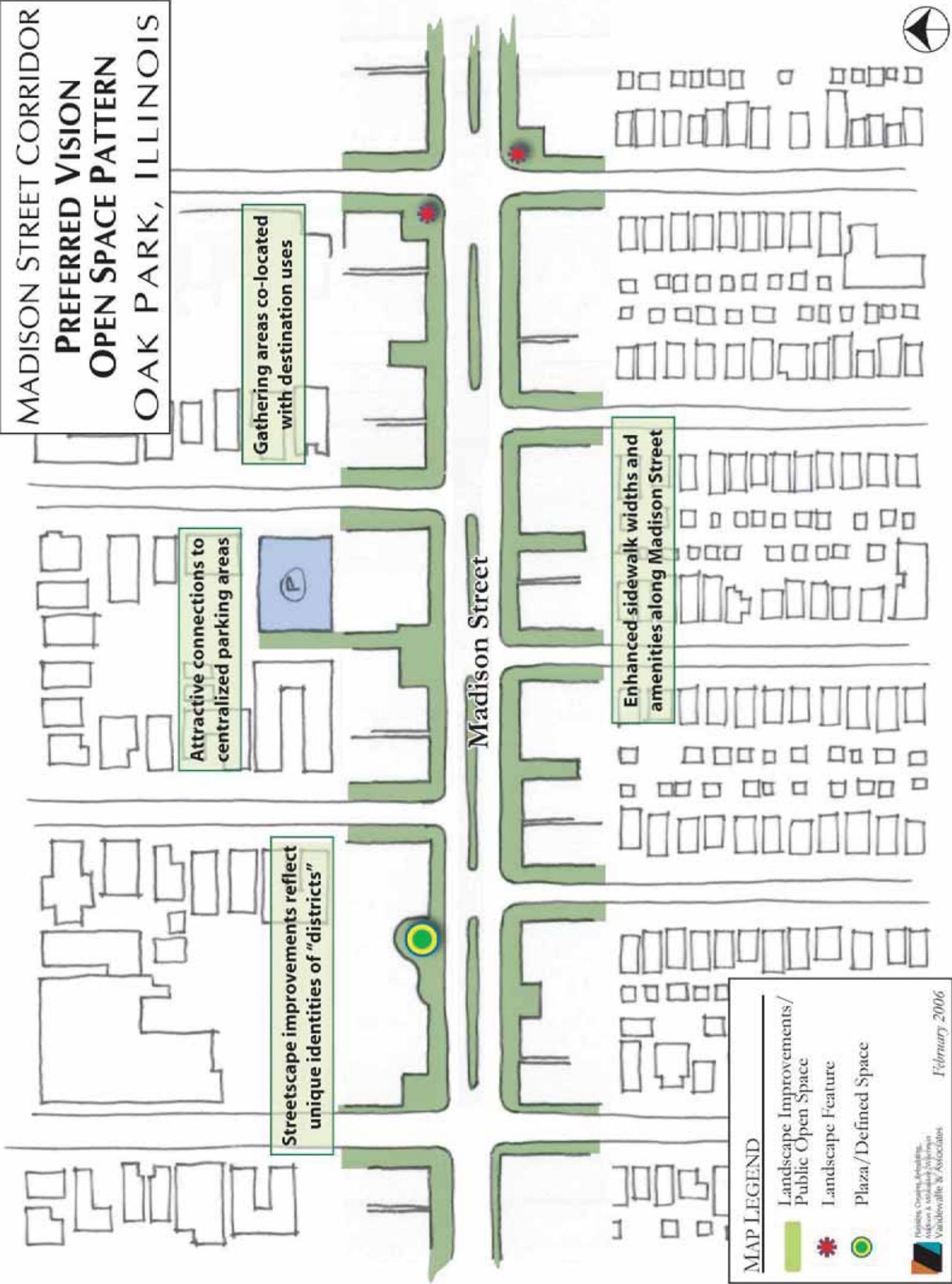
Although, support existed to encourage additional green space in the right-of-way as new projects develop and/or land is assembled.

**Land Assembly Options**

The results from the public meeting and the input from the Project Steering Committee indicated that support was great for a Land Assembly Option that respected the current linear pattern of development, but modest encroachments into residential areas would be supported given the right use in the right location.

- Primary pattern is linear along Madison with focus/greater intensity at primary intersections
- New development is primarily within existing commercial zoning district, but some modest encroachments (1 to 3 lots deep) into adjoining residential areas may be required to obtain adequate parcels sizes

**MADISON STREET CORRIDOR  
PREFERRED VISION  
OPEN SPACE PATTERN  
OAK PARK, ILLINOIS**



Attractive connections to centralized parking areas



Gathering areas co-located with destination uses

Streetscape improvements reflect unique identities of "districts"



Enhanced sidewalk widths and amenities along Madison Street

**MAP LEGEND**

-  Landscape Improvements / Public Open Space
-  Landscape Feature
-  Plaza / Defined Space

 **Robert Corbin Architects**  
 Architects and Urban Planners  
 1000 North Dearborn Street  
 Chicago, Illinois 60610  
 www.rca-architects.com

February 2006



MADISON STREET CORRIDOR  
**PREFERRED VISION**  
ASSEMBLY  
OAK PARK, ILLINOIS



New development is primarily within existing zoning districts

Modest encroachment into adjoining residential areas

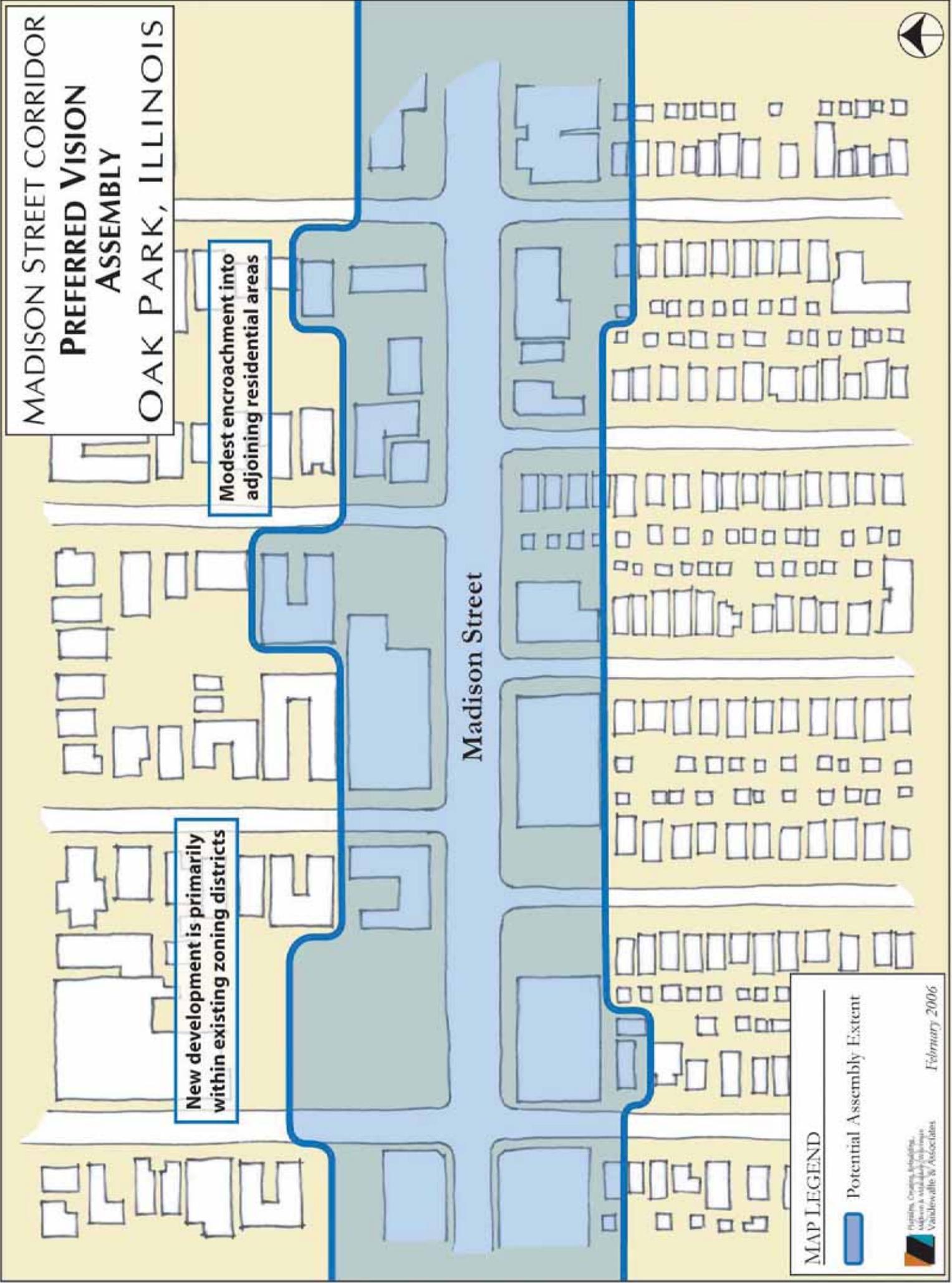
Madison Street

**MAP LEGEND**

- Potential Assembly Extent

Planning, Creative, Inspiring, Solutions & Collaborative Solutions  
Vandaliaville W/ Associates

*February 2006*



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## CHARACTER DISTRICTS

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### **Character District #1: Accessible Commercial Retail District**

The character of this District is a highly accessible corridor providing a wide variety of retail, service and restaurant uses for a large trade area. Attracted by the existing high traffic volumes and easy access from the surrounding market area, smaller national retailers are drawn to the District, which in turn draws more customers who patronize the local retailers and restaurants in the area as well.

The design quality of new buildings is generally high and an improvement over the standard “corporate” or trademark designs of most national retailers. Regulations to mitigate corporate architecture are included in this District in order to maintain the pedestrian friendliness and aesthetics from adjoining districts. Developers are encouraged to incorporate upper story residential and/or office to maintain the existing development pattern in some areas.

The overall character and pattern of development is linear and consists of an eclectic mix of old and new buildings with some unique identity/concentrated activity provided at key intersections as part of new development projects. Redevelopment is focused on infill and adaptive reuse where possible, but also property consolidation and demolition where necessary to achieve adequate sites.

#### *Targeted Uses*

- Retail, restaurants, and services
- Smaller national/regional chain retail (discount stores, drug stores, convenience, electronics)
- Casual family-oriented restaurants
- Auto parts and service
- Gasoline sales
- Antique car dealers and restoration
- Motorcycle dealers
- Dry cleaning
- Banking and financial services
- Back office operations, both large and small, that require Class B or C office space
- Business services, contractor shops and show rooms that require larger, inexpensive space with good proximity/accessibility to their service areas

#### *Historic Preservation, Building Form, and Architectural Design*

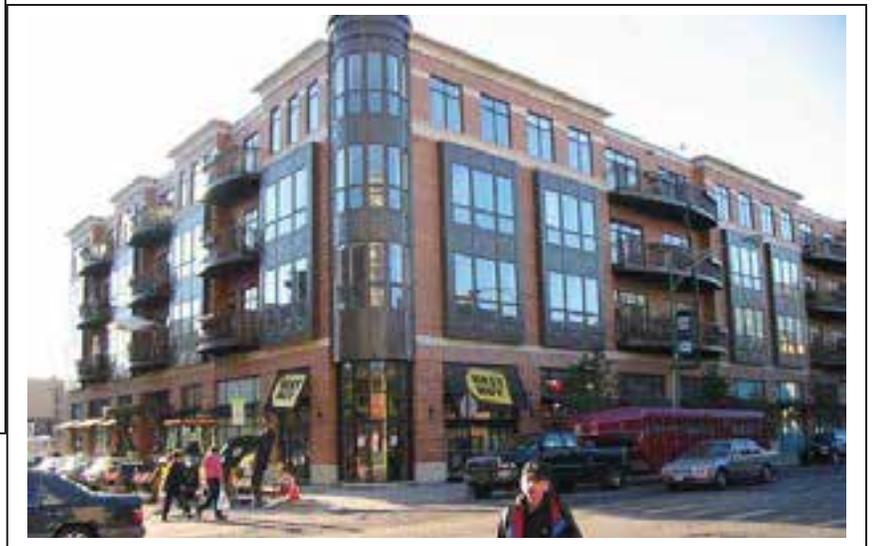
- Mix of old and new buildings
- Building reuse is encouraged but not required (except for the most significant landmarks) as sites will have to be assembled to accommodate new commercial uses
- Design controls mitigate corporate architecture and provide an overall higher quality of materials and signage
- Buildings and stores are well-lit
- Buildings pulled up to the sidewalk with parking off to the side or behind
- Buildings are one to four floors in height

*Implementation Requirements*

- Incremental approach is used but started with redevelopment of sites already under Village control
- Overall moderate level of effort, primarily by Village, with some partnerships with retail/business development groups to recruit developers/tenants and provide modest incentives
- Moderate initial public investment (primarily streetscape and some traffic flow improvements), with more significant investment possible as tax increment is created
- Moderate return investment/increase in tax base over a 5 to 10 year period of time

### Character District #1: Accessible Commercial Retail District

- Mix of Old and New Buildings
- High-quality Design
- Modest Streetscape Features
- Mitigated Corporate Architecture
- Buildings at Sidewalk
- One-to-Four Stories
- Building Reuse
- Mixed-use



**Character District #1: Accessible Commercial Retail District**



### **Character District #2: Neighborhood-Oriented & Mixed-Use District**

Within this District, the character of the Madison Street corridor is focuses on landscaping and open space, historic preservation, small-scale neighborhood commercial uses, and residential units. Capitalizing on both Oak Park's past and future as a leader in innovative architecture and historic preservation, a key anchor on the corridor is a "green" building restoration demonstration center which may be operated by a non-profit organization and/or university. The center serves as an anchor in a regionally-recognized "design center" that includes a variety of specialty building materials, building furnishings, contractors and craftsmen, and design service uses located in rehabilitated buildings. Also included are a variety of commercial uses serving the adjoining neighborhoods, including those that provide services to residents who work from their homes.

#### *Targeted Uses*

- Retail, restaurant and personal services draw from adjoining neighborhoods
- Retail and services aimed at those working from home including:
  - Copy centers
  - Office supply stores
  - Computer sales and service
  - Cell phone stores
  - Mailing services
  - Stationary stores
  - Graphic design service
  - Web site design services
  - Accounting services
  - Legal services
- Mixed-use with ground floor retail and upper floor office and/or residential
- In selected areas, residential uses are located on Madison Street, including courtyard flats and/or urban townhomes
- Niche focus on "green" adaptive reuse and historic preservation, including:
  - Green building demonstration center
  - Architectural salvage retail and wholesale
  - Green design center with contractor showrooms
  - Specialty hardware and building materials
  - Green/rehabilitation cluster of design professionals (architects, landscape architects, engineers, interior design, etc.)

#### *Historic Preservation, Building Form, and Architectural Design*

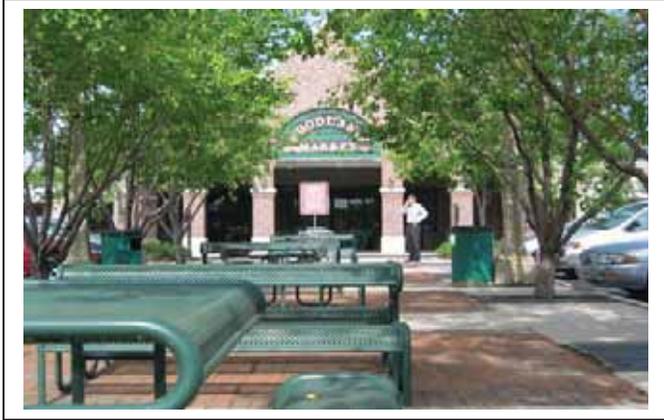
- Focus is on historic preservation, adaptive reuse and infill with demolitions generally limited to only non-contributing/minimally contributing structures
- Secretary of the Interior standards enforced for historic preservation, but rehabilitation and reuse employ cutting-edge "green" restoration techniques to obtain LEED EB certification
- New building design is of high quality and significantly driven by context of the surrounding area but also includes "green" features as necessary to obtain LEED NC certification

***Implementation Requirements***

- Significant front end effort needed to establish necessary partnerships between Village and other governmental and non-profit organizations
- Significant initial investment needed for streetscape improvements and property acquisition for open space
- Significant incentives needed to encourage building reuse and rehabilitation
- Public acquisition of additional property will result in initial loss of tax increment that would then grow modestly, but steadily, over time

## Character District #2: Neighborhood-Oriented & Mixed-Use District

- Mixed-use Development
- Green Building
- Adaptive Reuse and Historic Preservation
- Active Open Spaces
- High-quality Design
- Vertical mixed-use



## Character District #2: Neighborhood-Oriented & Mixed-Use District



### **Character District #3: Destination Commercial and Institutional District**

The uses in this District include at least one recognized regional destination, consisting of commercial attractions, sports and entertainment uses. Existing destinations include the Park District gymnastics facility, Fenwick gym and natatorium, and Oak Park Hospital. Potential new destinations could include a conference hotel, museum, health and wellness center, and entertainment complex. Within the District, the visibility and accessibility to the existing and/or new destination uses is enhanced and supported by a host of ancillary uses, including restaurants and specialty retail, which serve the destination use visitors. Gateway features are emphasized at the corridor nodes. Parking is consolidated in structures, and streetscape enhancements are provided to facilitate moving visitors within the District. New destination uses are in high quality buildings exhibiting innovative designs consistent with Oak Park's history of architectural excellence. Ancillary uses occupy restored historic buildings, contributing to an authentic sense of place.

#### *Targeted Uses*

- Small conference hotel with national reservations system
- A museum (architecture, children's, history, transportation, ethnic/racial diversity)
- Health and wellness uses including:
  - Health and fitness club
  - Indoor pool and recreation center
  - Health food stores
  - Organic food stores and restaurants
  - Acupuncture
  - Chiropractic
  - Yoga and meditation
  - Massage therapy
  - Physical rehabilitation
  - Sports injury rehabilitation
- Recreation/entertainment uses including
  - Pool hall
  - Arcade
  - Bowling alley
  - Laser tag
  - Paintball
  - Archery
  - Art/foreign movie theatre
  - Performing arts theatre/black box
  - Coffee house with performance stage
- Antique/classic car showrooms
- Ancillary uses that serve visitors of destination uses

*Historic Preservation, Building Form, and Architectural Design*

- New destination uses are of the highest design quality that respect their surroundings but also express the architectural innovation for which Oak Park is known
- Site assembly for destination uses may result in the loss of some historic structures
- Ancillary uses are showcased in the restoration of prominent historic buildings

*Implementation Requirements*

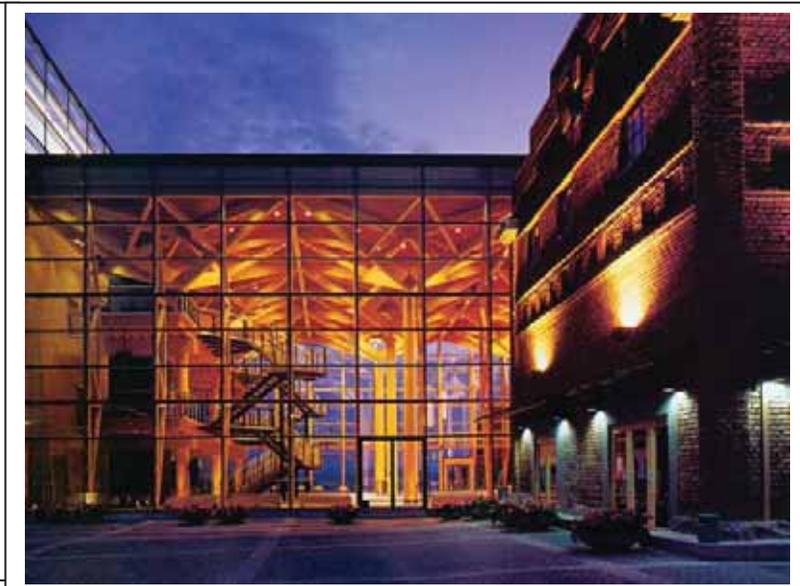
- Requires significant partnerships with other governments, non-profits and businesses
- Can be started immediately with redevelopment of key sites already under Village control
- High level of effort to identify, select and locate destination uses
- Generally modest upfront investment in public improvements, except for structured parking which could be significant
- Significant incentives likely required to attract key uses
- Increment from initial projects can be used to fund additional land acquisition and parking facilities
- High returns possible with initial projects, with substantial property and sales tax base growth over time

### Character District #3: Destination Commercial & Institutional District

- Museum
- Entertainment Complex
- Large Footprint
- Regional Destinations
- Consolidated Parking
- Architectural Innovation and Quality



**Character District #3: Destination Commercial & Institutional District**



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## **APPENDIX: KEY-PAD POLLING RESULTS**

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**Vision Alternatives**



Village of Oak Park Madison Street Corridor





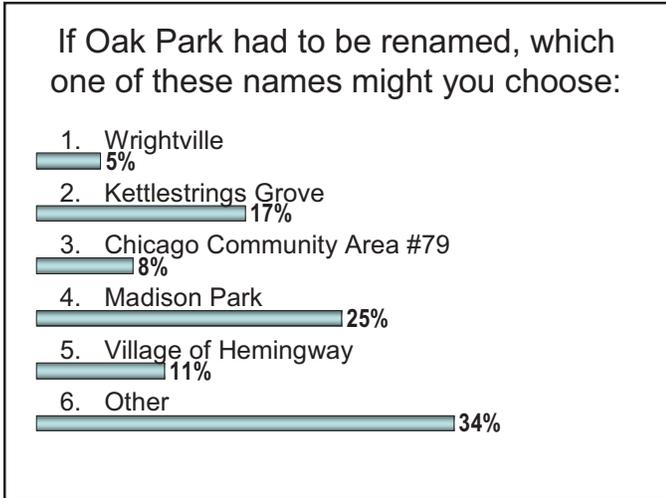




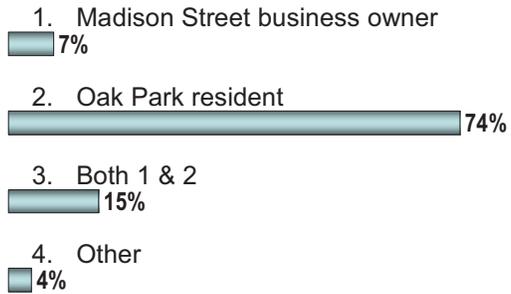
DRAFT: JANUARY 26, 2006

Planning Assistance By:  
Vandewalle & Associates

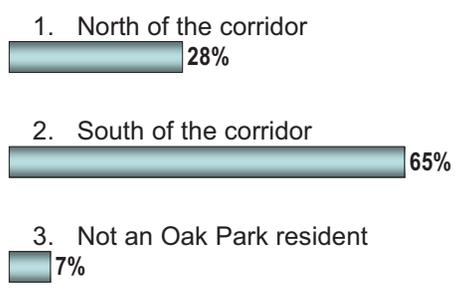
Who is in the room?



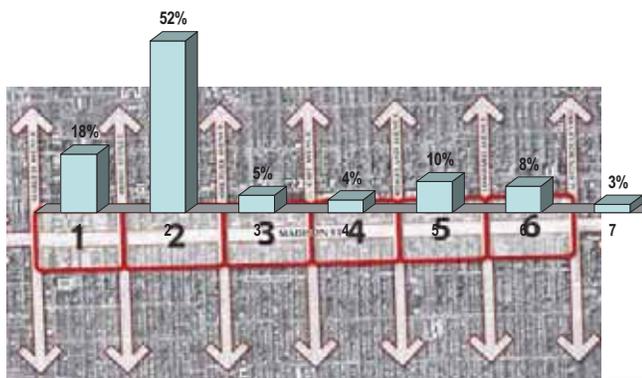
What is your connection to Madison Street?



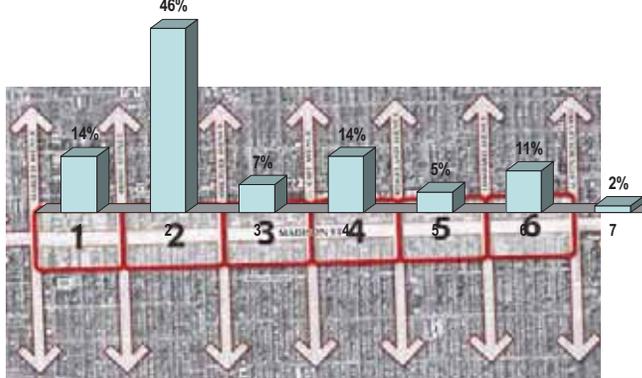
Do you live north or south of the corridor?



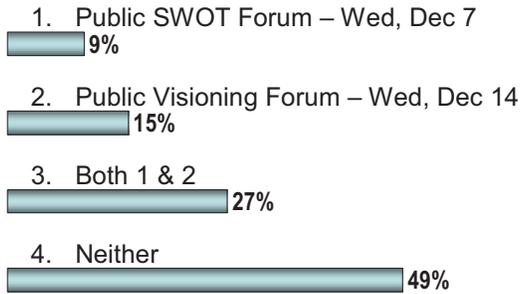
To which segment of Madison are you most connected?  
 (own business, work or live near, shop or visit frequently)  
 Press 7 if you are unable to choose



To which segment of Madison are you most connected?  
 (own business, work or live near, shop or visit frequently)  
 Press 7 if you are unable to choose

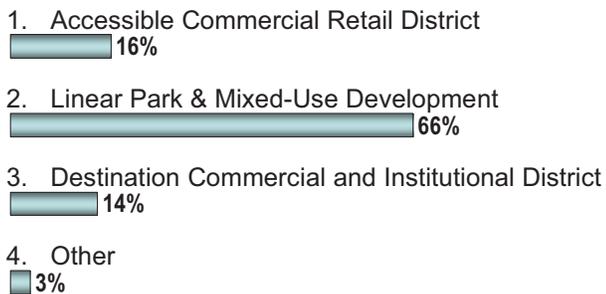


Have you attended any of the previous workshops directly related to this project?

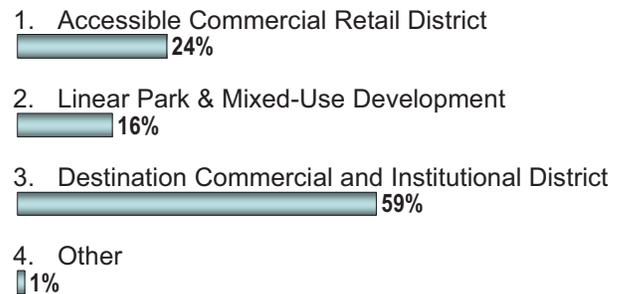


## Character Districts

Which of these character districts would you like to see the most of on Madison?

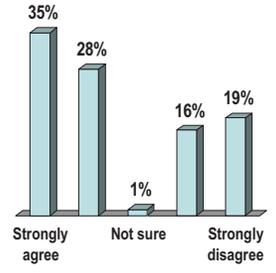


Which of these character districts would you like to see the least of on Madison?



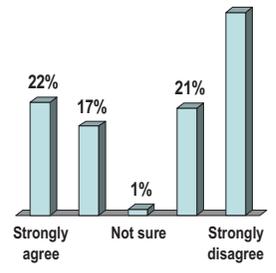
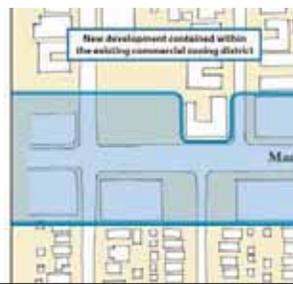
New development should be contained primarily within the existing commercial zoning district, but it is OK for there to be some modest encroachments into adjacent residential areas.

1. Strongly agree
2. Somewhat agree
3. Not sure
4. Somewhat disagree
5. Strongly disagree



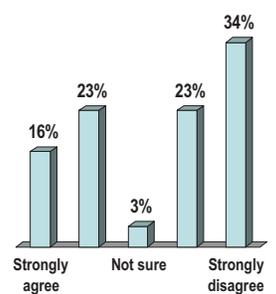
New development should be contained entirely within the existing commercial zoning district with no encroachment into adjacent residential areas.

1. Strongly agree
2. Somewhat agree
3. Not sure
4. Somewhat disagree
5. Strongly disagree



It is OK for new development to expand beyond the existing commercial zoning district with significant encroachments into adjacent residential areas, if there is broad support for the new uses.

1. Strongly agree
2. Somewhat agree
3. Not sure
4. Somewhat disagree
5. Strongly disagree



Which of these three "Open Space Patterns" do you feel is most appropriate for Madison Street?

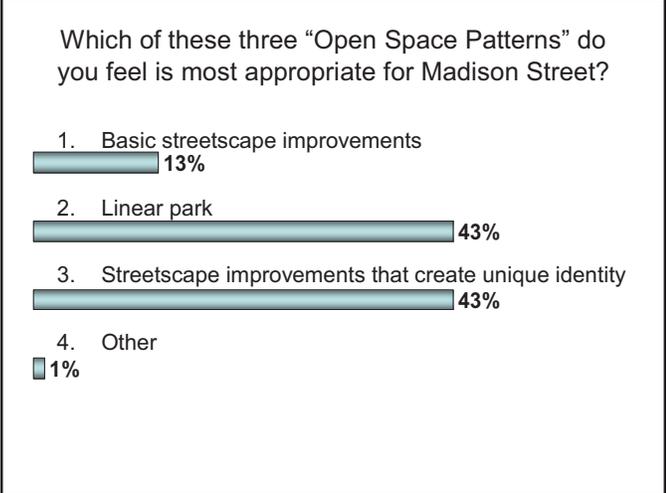
Press 1 for "basic streetscape improvements, but few significant public or private open space areas provided"



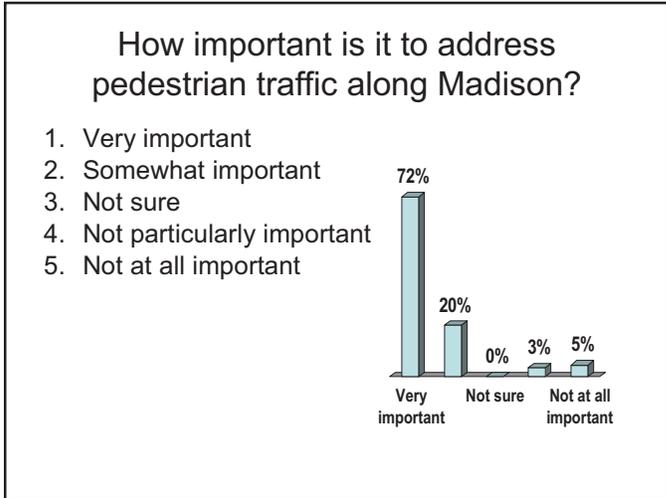
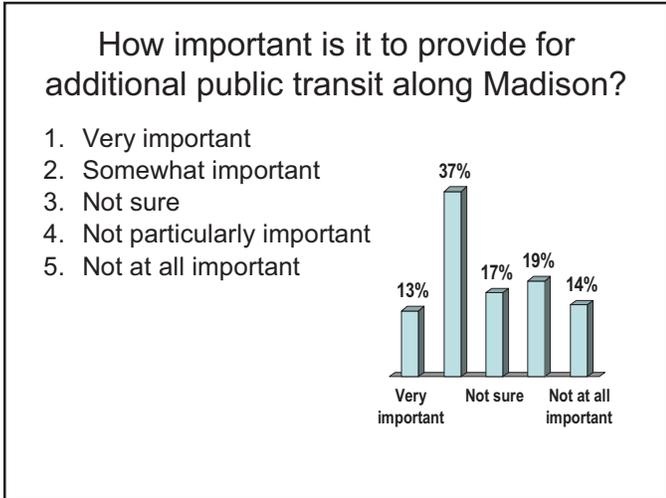
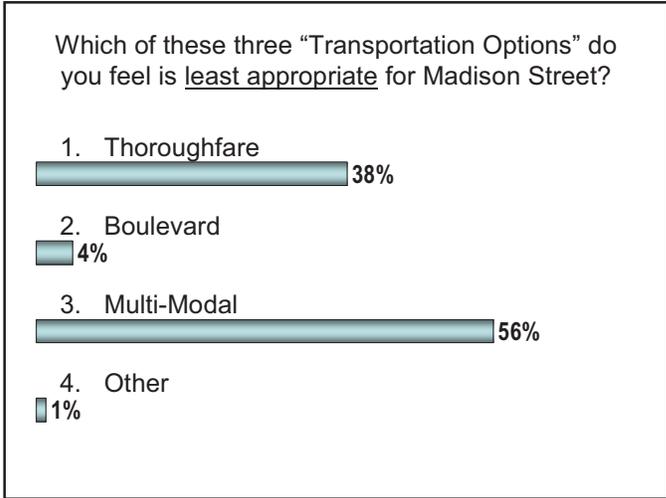
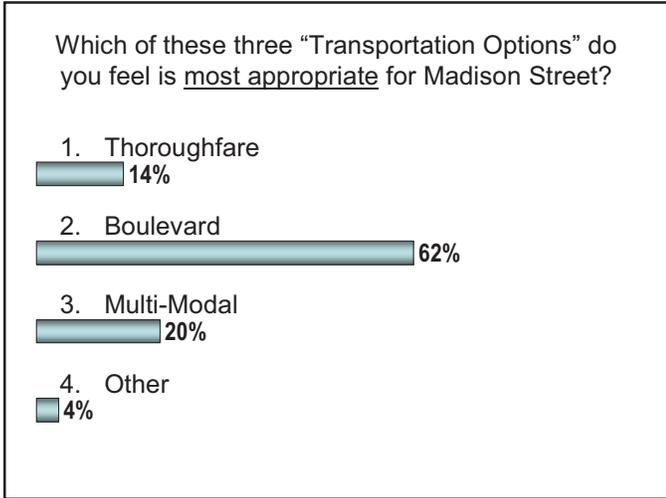
Which of these three "Open Space Patterns" do you feel is most appropriate for Madison Street?  
 Press 2 for "significant streetscape features to create a linear park, with pocket parks and plazas throughout, interactive amenities such as fountains, facilities for special events and display areas for art exhibitions"



Which of these three "Open Space Patterns" do you feel is most appropriate for Madison Street?  
 Press 3 for "streetscape improvements within existing right-of-way, create a unique identity for the district, new public gathering and open space areas"

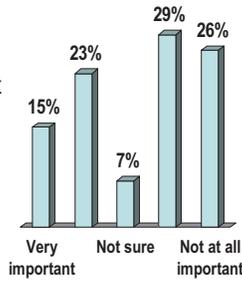


Transportation Options



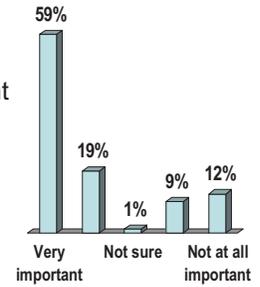
How important is it to provide for bicycles along Madison?

1. Very important
2. Somewhat important
3. Not sure
4. Not particularly important
5. Not at all important



How important is it to maintain automobile traffic flow along Madison?

1. Very important
2. Somewhat important
3. Not sure
4. Not particularly important
5. Not at all important



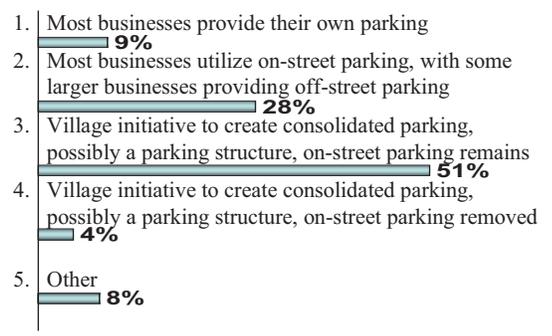
Under what circumstances would you be willing to give up a lane of traffic in each direction for a bicycle lane?

1. Under no circumstances **53%**
2. No significant impact on traffic flow **14%**
3. Under minimal impact on traffic flow **16%**
4. Even with significant impact on traffic flow **16%**

Under what circumstances would you be willing to give up on-street parking for a bicycle lane?

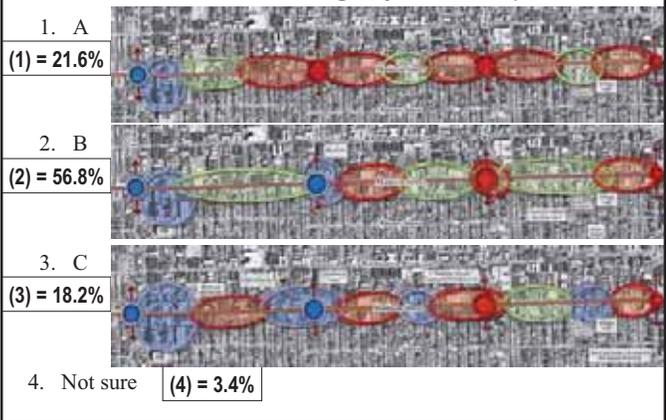
1. Under no circumstances **69%**
2. Village constructs a consolidated parking structure/lot **12%**
3. Larger businesses required to provide off-street parking **13%**
4. Under any circumstances **7%**

Which option do you think is best to handle parking issues related to new and existing development?

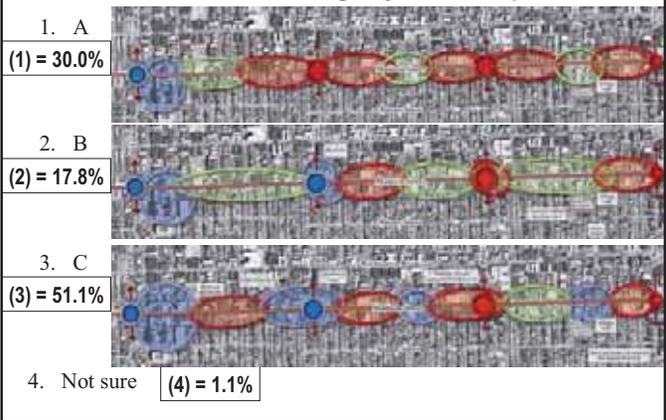


## Vision Alternatives

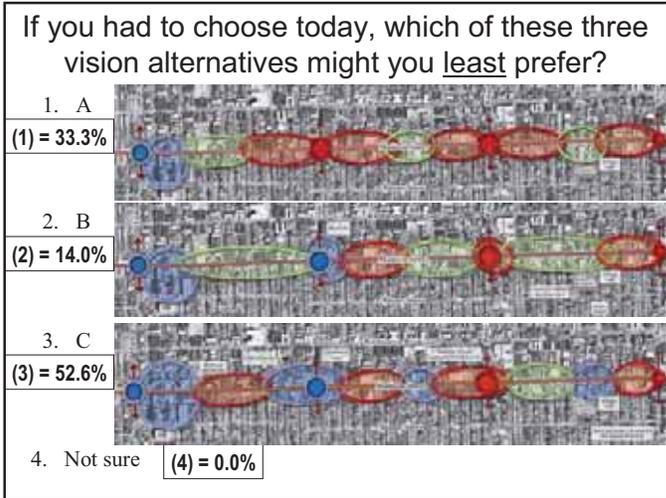
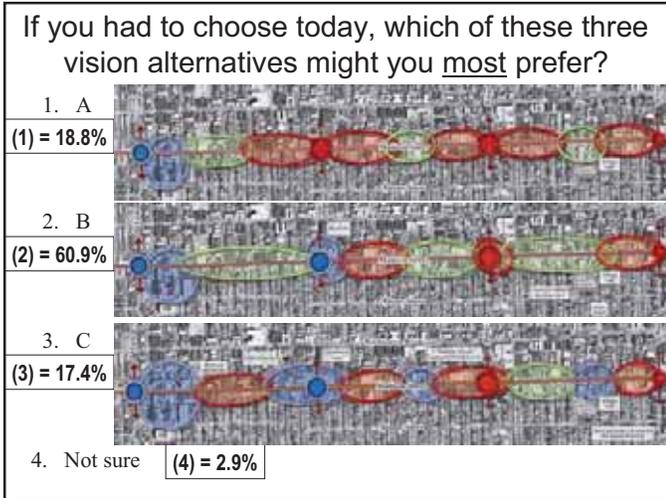
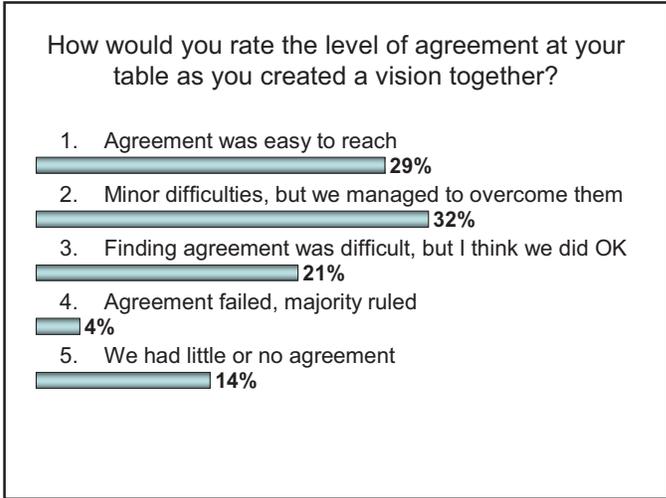
If you had to choose today, which of these three vision alternatives might you most prefer?



If you had to choose today, which of these three vision alternatives might you least prefer?



# Your Visions



Let's build a vision together...

Which character district would you choose for Node A: Intersection with Harlem

- 1. Accessible Commercial Retail District 21%
- 2. Linear Park & Mixed-Use Development 5%
- 3. Destination Commercial and Institutional District 70%
- 4. Other 3%



Which character district would you choose for Segment 1: Harlem to Home

- 1. Accessible Commercial Retail District 39%
- 2. Linear Park & Mixed-Use Development 41%
- 3. Destination Commercial and Institutional District 17%
- 4. Other 3%



Which character district would you choose for Segment 2: Home to Oak Park

- 1. Accessible Commercial Retail District 27%
- 2. Linear Park & Mixed-Use Development 73%
- 3. Destination Commercial and Institutional District 0%
- 4. Other 0%



Which character district would you choose for Node B: Intersection with Oak Park

- 1. Accessible Commercial Retail District 30%
- 2. Linear Park & Mixed-Use Development 17%
- 3. Destination Commercial and Institutional District 51%
- 4. Other 2%



Which character district would you choose for Segment 3: Oak Park to East

- 1. Accessible Commercial Retail District 43%
- 2. Linear Park & Mixed-Use Development 43%
- 3. Destination Commercial and Institutional District 14%
- 4. Other 0%



Which character district would you choose for Segment 4: East to Ridgeland

- 1. Accessible Commercial Retail District 41%
- 2. Linear Park & Mixed-Use Development 49%
- 3. Destination Commercial and Institutional District 10%
- 4. Other 0%



Which character district would you choose for Node C: Intersection with Ridgeland

- 1. Accessible Commercial Retail District 59%
- 2. Linear Park & Mixed-Use Development 23%
- 3. Destination Commercial and Institutional District 18%
- 4. Other 0%



Which character district would you choose for Segment 5: Ridgeland to Lombard

- 1. Accessible Commercial Retail District 33%
- 2. Linear Park & Mixed-Use Development 58%
- 3. Destination Commercial and Institutional District 9%
- 4. Other 0%



Which character district would you choose for Segment 6: Lombard to Austin

- 1. Accessible Commercial Retail District 54%
- 2. Linear Park & Mixed-Use Development 24%
- 3. Destination Commercial and Institutional District 21%
- 4. Other 0%



Which character district would you choose for Node D: Intersection with Austin

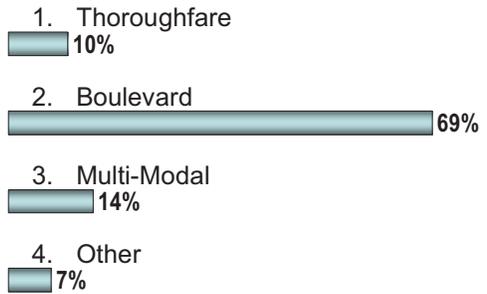
- 1. Accessible Commercial Retail District 45%
- 2. Linear Park & Mixed-Use Development 10%
- 3. Destination Commercial and Institutional District 39%
- 4. Other 6%



Which of these three "Open Space Patterns" would you choose for the Madison Street vision you constructed at your table, either individually or as a group?

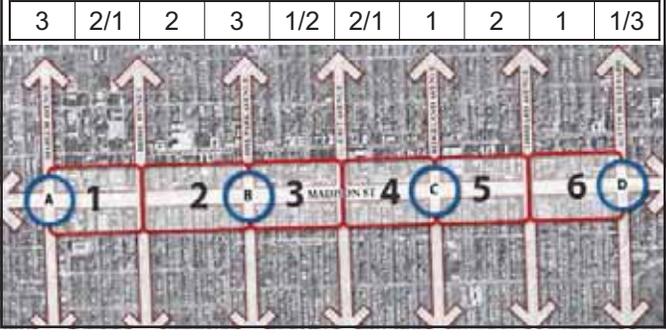
- 1. Basic streetscape improvements 10%
- 2. Linear park 52%
- 3. Streetscape improvements that create unique identity 37%
- 4. Other 1%

Which of the three "Transportation Options" would you choose for the Madison Street vision you constructed at your table, either individually or as a group?



### What did we just build?

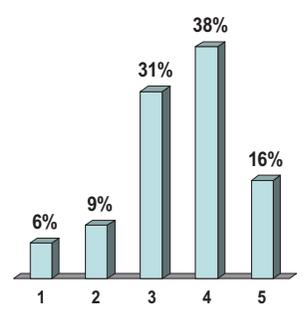
1. Accessible Commercial Retail District
2. Linear Park & Mixed-Use Development
3. Destination Commercial and Institutional District



How did this go?

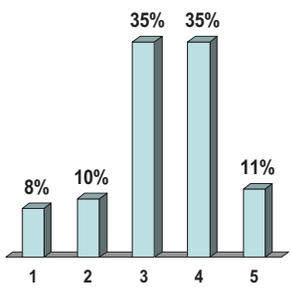
### How would you rate the information presented to you tonight?

1. Poor
2. Fair
3. OK
4. Good
5. Excellent



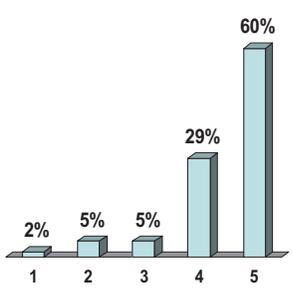
### How would you rate the discussion at your table tonight?

- 1. Poor
- 2. Fair
- 3. OK
- 4. Good
- 5. Excellent



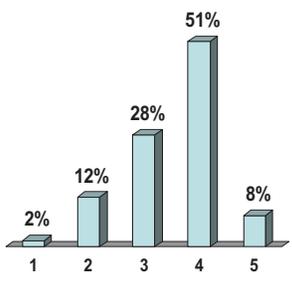
### How would you rate the use of keypad polling tonight?

- 1. Poor
- 2. Fair
- 3. OK
- 4. Good
- 5. Excellent



### How would you rate tonight's meeting overall?

- 1. Poor
- 2. Fair
- 3. OK
- 4. Good
- 5. Excellent

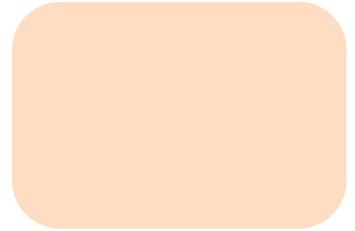
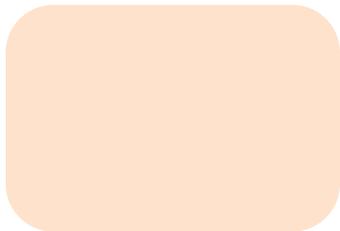


Thank You!

# Development and Implementation Strategy



## Village of Oak Park Madison Street Corridor



Planning Assistance By:  
VANDEWALLE & ASSOCIATES  
MADISON & MILWAUKEE WISCONSIN  
KENIG, LINDGREN, O'HARA, ABOONA, INC.

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## BACKGROUND

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The Development and Implementation Strategy is the fourth component of a five component plan for the Madison Street Corridor. Together these five documents create the Madison Street Corridor Plan.

- Inventory Report and Opportunity Analysis
- Vision Alternatives
- Preferred Vision
- Development and Implementation Strategy
- Development Guidelines

Two companion documents accompany this set of documents: the Architectural Historical Survey completed by Wiss Janney Elstner Associates, Inc. and the Market Analysis completed by Goodman Williams Group. Information from both has been incorporated into the content of this plan.

### Preferred Vision

In February 2006, the Oak Park Village Board, the Madison Street Plan Project Steering Committee and the public chose between several Vision Alternatives to create the Preferred Vision. The Preferred Vision assigned one of three Character Districts to six segments and four nodes along the corridor, one Transportation Option, one Streetscape and Open Space option, and one Land Assembly Option. To fully understand the Preferred Vision, please reference the Preferred Vision document dated February 2006.

### Preferred Vision Public Forum

On February 23, 2006 the Preferred Vision was presented to the public in a forum that attracted approximately 80 residents and business owners. After the presentation, the participants were asked to choose one of the six segments from the Preferred Vision to further refine, and all six segments were refined. The input from the meeting has been incorporated into the plan for each segment to create this Draft Development and Implementation Strategy. The specific results from the meeting are included in the appendix of this report.

### Project Steering Committee and Village Board of Trustees Meeting

On April 4 and 5, 2006 the Madison Street Project Steering Committee and the Village Board met to review and discuss the draft Development and Implementation Strategy document. The changes from both meetings have been incorporated into this document.

### Draft Corridor Plan Public Forum

On April 19, 2006 all components of the Draft Corridor Plan were presented to the public in a forum that attracted approximately 65 participants. After the presentation, participants were asked to discuss their concerns about the corridor plan. The feedback from the meeting is included in the appendix of this report.

### Project Steering Committee Meeting

On April 27, 2006 the feedback from the April 19<sup>th</sup> Public Forum was presented to the Madison Street Project Steering Committee. The feedback from the meeting was used to revise the Development and Implementation Strategy and Development Guidelines documents.

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## DEVELOPMENT STRATEGY

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This Development Strategy has been crafted with input from the public, the Project Steering Committee, and Board of Trustees. The strategy builds off of the Preferred Vision and adds detail to each segment detail regarding specific desired land uses and business mixes and development concerns. The strategy also provides detailed designs for three key development sites that are currently owned by the Village.

### **Summary of the Preferred Vision**

The Preferred Vision that had been recommended through public input and the input from the Project Steering Committee and Board of Trustees is reviewed in this section. The Preferred Vision incorporates all three of the Character Districts at different segments and nodes along the corridor, one Transportation Option, one Streetscape and Open Space option, and one Land Assembly Option. For a full understanding of the Preferred Vision, please reference the Preferred Vision document.

### *Character Districts*

#### Character District #1: Accessible Commercial Retail District

The character of this District is a highly accessible corridor providing a wide variety of retail, service and restaurant uses for a large trade area. Attracted by the existing high traffic volumes and easy access from the surrounding market area, smaller national retailers are drawn to the District, which in turn draws more customers who patronize the local retailers and restaurants in the area as well.

The design quality of new buildings is generally high and an improvement over the standard “corporate” or trademark designs of most national retailers. Regulations to mitigate corporate architecture are included in this District in order to maintain the pedestrian friendliness and aesthetics from adjoining districts. Developers are encouraged to incorporate upper story residential and/or office to maintain the existing development pattern in some areas.

The overall character and pattern of development is linear and consists of an eclectic mix of old and new buildings with some unique identity/concentrated activity provided at key intersections as part of new development projects. Redevelopment is focused on infill and adaptive reuse where possible, but also property consolidation and demolition where necessary to achieve adequate sites.

#### Character District #2: Neighborhood-Oriented & Mixed-Use District

Within this District, the character of the Madison Street corridor is focuses on landscaping and open space, historic preservation, small-scale neighborhood commercial uses, and residential units. Capitalizing on both Oak Park’s past and future as a leader in innovative architecture and historic preservation, a key anchor on the corridor is a “green” building restoration demonstration center which may be operated by a non-profit organization and/or university. The center serves as an anchor in a regionally-recognized “design center” that includes a variety of specialty building materials, building furnishings, contractors and craftsmen, and design service uses located in rehabilitated buildings. Also included are a variety of commercial uses serving the adjoining neighborhoods, including those that provide services to residents who work from their homes.

#### Character District #3: Destination Commercial and Institutional District

The uses in this District include at least one recognized regional destination, consisting of commercial attractions, sports and entertainment uses. Existing destinations include the Park

District gymnastics facility, Fenwick gym and natatorium, and Oak Park Hospital. Potential new destinations could include a conference hotel, museum, health and wellness center, and entertainment complex. Within the District, the visibility and accessibility to the existing and/or new destination uses is enhanced and supported by a host of ancillary uses, including restaurants and specialty retail, which serve the destination use visitors. Gateway features are emphasized at the corridor nodes. Parking is consolidated in structures, and streetscape enhancements are provided to facilitate moving visitors within the District. New destination uses are in high quality buildings exhibiting innovative designs consistent with Oak Park's history of architectural excellence. Ancillary uses occupy restored historic buildings, contributing to an authentic sense of place.

### ***Transportation Options***

Under the Boulevard option, the existing lane geometry of Madison Street is unchanged to accommodate existing and increased traffic flows. However, the right-of-way is significantly enhanced with a full palette of streetscape amenities including trees, lighting, wayfinding signage, benches and gathering areas to improve appearance and to accommodate pedestrians. Further, shared structured parking is provided at key activity areas. In addition, the Pace buses and the Village shuttle are rerouted and better coordinated to provide efficient transit options between Madison Street and other activity centers within Oak Park and the region.

### ***Open Space Options***

The preferred Streetscape and Open Space pattern enhances the existing right-of-way without significant modification of the existing development pattern to create additional green space. Additional green space in the right-of-way will be encouraged as new projects develop and/or land is assembled.

### ***Land Assembly Options***

The Land Assembly Option respects the current linear pattern of development, but supports modest encroachments into residential areas given the right use in the right location.

- Primary pattern is linear along Madison with focus/greater intensity at primary intersections
- New development is primarily within existing commercial zoning district, but some modest encroachments (1 to 3 lots deep) into adjoining residential areas may be required to obtain adequate parcels sizes

### **Segment Development Strategies**

The Segment Development Strategies for the Madison Street Corridor below reference the three annotated maps located after this section (Figures 1, 2, and 3). The annotations on the map fall into these general categories (in addition to the Historic Survey references that are explained in more detail below):

### ***General Recommendations***

General recommendations for the corridor are those that would be necessary to realize the vision set forth in the Preferred Vision, but are not directly related to specific development sites. Examples include screening of parking lots, open space enhancements, façade improvements, and roadway improvements.

### ***Potential Redevelopment***

Potential redevelopment sites are those sites identified through the planning process with the potential for future redevelopment. The designation as “potential redevelopment” does not imply that existing uses should leave their current location or leave the Madison Street corridor entirely. Future redevelopment could include the existing uses in a reconfigured development site; such as ground floor uses moving to an upper level.

### ***Proposed Redevelopment***

Proposed redevelopment sites are existing projects that are being pursued on the Madison Street Corridor.

### ***Key Sites***

The Key Sites are the three sites identified by the Village for detail planning and design as a part of the Madison Street Corridor Plan. The Key Sites will be presented in a separate document.

### **Integration of Architectural Historic Survey**

Wiss Janney Elstner Associates completed an Architectural Historical Survey under the guidance of the Village Historic Preservation Commission in December 2005. The full historic inventory report classifies structures into four categories. For a full understanding of the four categories and the individual structures, reference the Architectural Historical Survey dated February 1, 2006.

This Development Strategy addresses only the three most significant categories for structures and recommends Village advisory review for proposals to demolish or significantly alter structures in any of the three categories, except for those properties with a mandatory review requirement (properties listed on the National Register or locally as a landmark or within a designated local district). The Village of Oak Park should be prepared to assist property owners to retain structures in these categories whenever possible. These categories and their relationship to the Development Strategy are listed below.

- **Significant (National Register):** A significant property that has the potential to be eligible for listing on the National Register of Historic Places. Generally, National Register Criterion C, relating to architectural design or character, has been considered in making this designation. Other properties may be eligible for the National Register under other criteria; however, more detailed research on the individual property would be required. All properties in this category are also eligible for listing as Oak Park landmarks. ***For purposes of this plan, “Significant (National Register)” structures are strongly recommended to generally not be demolished or significantly altered. Proposals to redevelop should be reviewed by the Village Historic Preservation Commission.***
- **Significant:** A property or structure that has a special character or significant historical, cultural, architectural, archaeological, community, or aesthetic value worthy of preservation. The property has potential to be eligible for listing as an Oak Park landmark under one or more criteria defined in the Historic Preservation Ordinance. The building has a high level of integrity, with minimal changes to major historic features. One exception is alterations to storefronts; replacement of the storefront does not necessarily disqualify a property, as long as the original pattern of openings has been maintained. ***For purposes of this plan, “Significant” structures are strongly recommended to be preserved whenever possible. Proposals to remove or***

*significantly alter significant buildings should be reviewed by the Village Historic Preservation Commission. The Village should consider removal or significant alternation to the structures only with proper economic justification or in cases where consolidating land presents a significant barrier to development.*

- **Structure of Merit:** A property or structure which has historic or aesthetic character, but to a lesser degree than a “Significant” building, or that has alterations which affect its historic integrity. Such a building may contribute to a broader historic character or provide historic context to a larger group of buildings and is therefore worthy of preservation. Oftentimes, a building designated Structure of Merit could be raised to the Significant level by the removal of inappropriate later alterations, such as remodeling or filling in of storefronts. *For purposes of this plan, proposals to remove or significantly alter “Structures of Merit” are recommended to be reviewed by the Village Historic Preservation Commission.*

### ***Node A: Harlem Avenue***

The node at Harlem Avenue is an important gateway to the Village. The node has been identified in the Preferred Vision as Destination Commercial and Institutional District due to the opportunity to attract destination users associated with the RUSH Oak Park Hospital. In addition to destination land uses, a prominent gateway feature should be incorporated into the property adjoining the intersection of Harlem and Madison.

Building off of the patronage to the RUSH Oak Park Hospital, ancillary land uses and businesses should be incorporated into the area that surrounds it. Specific land uses for the node include commercial, institutional, and mixed-use office/commercial. Businesses may include hospitality-oriented services, such as national and prominent local restaurants and retailers geared towards hospital visitors.

#### Specific development considerations:

- Consider a gateway feature at the intersection with Harlem. Gateway features are addressed in the Development Guidelines component of this plan.
- Encourage Wendy’s to screen their parking lot, located at the northeast corner of the intersection.
- Consider the future redevelopment of the Wendy’s site and the area to the north for commercial or mixed-use use development.
- RUSH Oak Park Hospital has recently acquired the southeast corner of the intersection. Encourage the hospital to redevelop the corner in accordance with the hospital master plan, and give special attention to the architectural features that define the intersection and the community gateway.

### ***Segment 1: Harlem to Home***

Adjacent to the destination node at Harlem, the segment between Harlem and Home has been designated an Accessible Commercial and Retail District as defined in the Preferred Vision – but with a heavy emphasis on incorporating many of the elements of the Neighborhood-Oriented and Mixed-Use District. An emphasis should be placed on maintaining the existing mixed-use and existing residential buildings in this segment, as well as incorporating new national and predominant local retailers that can capitalize on the high traffic counts.

These uses may include restaurants, retailers, specialty retailers, and home office services. A focus on ancillary uses to the hospital should also be included. Mixed-use development, either commercial/office or commercial/residential, is encouraged in lieu of solely residential development.

Specific development considerations:

- Work with RUSH Oak Park Hospital to explore the efficient shared use of the hospital's parking deck during off-peak hours.
- Investigate other opportunities for shared parking, particularly to the north of the corridor.
- Require increased setbacks for future redevelopment in the segment in order to create additional space for sidewalks and streetscaping.
- Encourage façade improvements that accommodate pedestrian traffic.

***Segment 2: Home to Oak Park***

The Preferred Vision designates the segment from Home to Oak Park as a Neighborhood-Oriented and Mixed-Use District. This segment will incorporate mixed-use buildings with ground floor retail and upper floor residential or office. This type of mixed-use development is encouraged in lieu of solely residential development.

The uses in this segment should be geared to the adjacent neighborhoods with small retailers that create a pedestrian atmosphere. These uses may include restaurants, coffee shops, small specialty retailers, home office services, professional services, museums, home renovation retailers, or a small local grocery store.

Specific development considerations:

- Enhance the Village-owned green space located at the southeast corner of the Home and Madison intersection.
- Consider the School District 97 building located on the north side of the corridor for future redevelopment should the District decide to relocate.
- Consider the current Robinson Ribs building located on the north side of the corridor for future redevelopment should the user decide to relocate.
- Explore the opportunity to develop the site as one master planned development should both District 97 and Robinson Ribs decide to relocate.
- Encourage the landowner to screen the parking lot located east of Robinson Ribs to create a more pedestrian-friendly environment to the north of the corridor.
- Consider moving the cul-de-sac on Kenilworth to the south of the corridor one lot south in order to create more street frontage on Madison Street for parking or open space.
- Encourage the developer of the proposed mixed-use project to the south of the corridor and east of Oak Park Avenue to remain consistent with the character of the Neighborhood-Oriented Mixed-Use District and this Development Plan's recommendations.

***Node B: Oak Park Avenue***

The node at Oak Park Avenue includes a potential redevelopment site that is currently owned by the Village (Key Site #1). With the Preferred Vision's designation of the node as a Destination Commercial and Institutional District, the incorporation of a new destination use on this site will create an important mid-corridor attraction. Other uses may include ancillary uses to the primary destination, such as a restaurant or larger local or national retailers.

Specific development considerations:

- Redevelop Key Site #1 to include a hotel, a mixed-use development, an urban big-box development, an athletic facility, a museum, or some other destination use consistent with the Character District.
- Consider the southeast corner of the intersection for future redevelopment should the existing use relocate.
- Consider the northwest corner of the intersection for future redevelopment should the existing use relocate.

***Segments 3 and 4: Oak Park to Ridgeland***

Between Oak Park and Ridgeland, the Accessible Commercial and Retail District identified in the Preferred Vision will be created around clusters of existing uses that exemplify this Character District. These existing uses include the automobile dealer, automobile services, the grocery store, pharmacy, and fast-food restaurants.

Future uses may include auto-oriented uses, national chain restaurants, and retailers. New development should be regulated to mitigate corporate architecture and maintain a pedestrian-friendly environment through this auto-intensive segment.

Specific development considerations:

- Encourage Fenwick High School to consider establishing a direct presence on Madison Street in order to create better visibility and access.
- Encourage Fenwick to consider using their existing surface parking for use in a shared-parking facility relationship with adjacent uses.
- Consider the future redevelopment of the storage facility located south of the corridor between East and Scoville for retail and services uses.
- Encourage Jewel to screen their parking lot in order to accommodate pedestrians, particularly for Fenwick students as they commute to and from school.

***Node C: Ridgeland***

The node at Ridgeland should incorporate the type of commercial development reflected in the Accessible Commercial and Retail District as described in the Preferred Vision. Land uses may include commercial or mixed-use development. This new development should be regulated to maintain a sense of pedestrian-friendliness and aesthetic appeal.

Specific development considerations:

- Consider the northwest corner of the intersection for future redevelopment that includes Billy's market. In the mean time, encourage the owners to screen the parking lot to accommodate for pedestrians.
- Consider the southeast corner of the intersection for future redevelopment.
- Encourage Julian Middle School to consider an opportunity to create a shared parking facility with adjacent uses.

***Segment 5: Ridgeland to Lombard***

The segment between Ridgeland and Lombard should incorporate the characteristics of the Neighborhood-Oriented and Mixed-Use District as described in the Preferred Vision. Existing uses, existing historic buildings, and new land uses will contribute to the segment's orientation to the

adjacent neighborhood. Land uses may include commercial, office, or mixed-use development. Businesses may include local retailers and business services.

Specific development considerations:

- Encourage CVS to screen their parking lot to accommodate for pedestrians.
- Convert the alley south of the CVS to one-way north in order to redirect the CVS traffic that is currently entering the adjacent neighborhood.
- Redevelop Key Sites #2 and #3 consistent with the Character District for the segment, which may include mixed-use development.
- Consider the potential redevelopment of the area south of the corridor and east of Lombard for private uses that accompany the adjacent Village Hall or future civic campus.

***Segment 6: Lombard to Austin***

Many of the land uses currently located in the segment between Lombard and Austin can be characterized by the Accessible Commercial and Retail District, such as the bank and fast-food restaurant. Consistent with the Preferred Vision, this segment should maintain this designation, but an emphasis should be placed on mitigating corporate architecture and accommodating for pedestrian traffic in future developments. Land uses may include commercial, office, or mixed-use development. Businesses may include local retailers and business services.

Specific development considerations:

- Integrate the Village Hall into a civic campus by using the existing surface parking lot and open space. Potential uses include the Park District facilities and District 97 in some type of mixed-use development.
- Encourage landowners to consider façade improvements for the storefronts to the north of the corridor, across from the Village Hall.
- Encourage the landowner/developer of the proposed redevelopment site located to the north of the corridor, on either side of Humphrey Avenue, to redevelop consistent with the Character District, but maintain the pedestrian environment of the adjacent buildings to the east.

***Node D: Austin***

The far east end of the corridor, the node at Austin Boulevard, should be characterized by the Accessible Commercial and Retail District as recommended in the Preferred Vision. A prominent gateway feature should accompany the land uses reflected in the Character District. Although the node will be designated an Accessible Commercial and Retail District, an emphasis on the mixed-use elements of the Neighborhood-Oriented and Mixed-Use District should be incorporated in the recommended land uses for the node. Future land uses may include commercial or mixed-use development with larger local or national retailers.

Specific development considerations:

- Encourage Park National Bank, located at the southeast corner of the intersection, to create expansion plans that accommodate pedestrian traffic on Madison and respect the traffic pattern in the adjacent residential neighborhood.
- Encourage façade improvements to the storefronts on the north side of the corridor.
- Work with transportation authorities to coordinate transit facilities at the transfer station at the northeast quadrant, in the City of Chicago.

BROOKS MIDDLE SCHOOL

# SEGMENT 2

# SEGMENT 1

Potential redevelopment site

Proposed mixed-use redevelopment

Investigate relocation of cul-de-sac

Proposed redevelopment site

Improve screening of parking

Potential for enhanced green space

Consider relocation of District 97 offices and potential integration with site to the east

Improve facades to be more pedestrian-oriented

Look for opportunities to increase/share parking

Encourage efficient shared use of hospital parking deck

MADISON STREET

HOME AVENUE

HOSPITAL

# SEGMENT 3

# SEGMENT 4

FENWICK HIGH SCHOOL

Explore opportunity for shared parking deck in place of surface parking

Screen parking and improve R.O.W.

Potential redevelopment screen parking the mean t

Establish Madison Street frontage for Fenwick H.S.

Key Site #1

MADISON STREET

Explore relocation use to another site and investigate conversion to commercial use

Potential redevelopment site

Potential redevelopment site

EAST AVENUE

# SEGMENT 6

# SEGMENT 5

JULIAN MIDDLESCHOOL

Explore opportunity for shared parking facility

Investigate relocation of Park District use

Key Site #3

MADISON STREET

Improve screening

Change alley to one-way, north

Potential redevelopment site serving as private ancillary uses to civic campus

**Integrate Village Hall site into an improved civic campus**

- Shared parking/structure
- Village facilities
- Park District/School District
- Improved green space

Key Site #2

Facade improvements

Potential redevelopment: ground floor retail, office above

Coordinate transit facility

Facade improvements

VILLAGE HALL

Proposed expanded bank facilities

Austin improve

LOMBARD AVENUE

## Zoning Recommendations

With only a few exceptions, the entire frontage on both sides of Madison Street is zoned “C”, Commercial. In light of the recommendations of the Preferred Vision and the Segment Development Strategies as described above, consideration should be given to fine-tuning the following zoning regulations.

### *Building Setbacks*

Required building setbacks (the distance between the building and the property lines) in the “C” District currently vary depending upon the use of the property. In general, most commercial uses have no required setbacks on any side, while those that contain residential uses have setbacks similar to those required in the R-7 Multiple-family Residential District. Figure 4 provides a list of recommended setbacks for consideration along the Madison Street Corridor. In addition to these dimensional recommendations, the Building Orientation section of the Madison Street Corridor Development Guidelines provides recommendations that further define how buildings should be located and designed to further enhance the character of development along the Corridor.

Front setbacks help create a sense of enclosure for the streetscape and a positive relationship between a building’s entries, inside activities, service areas, parking areas, and fenestrated facades with the street and neighboring properties. On Madison Street in particular, appropriate setbacks create both a pedestrian-friendly streetscape and maintain the desired urban quality of the Corridor. Figure 5 provides typical cross sections for the eastern and western portions of Madison Street with the setbacks shown in Figure 4.

East of Oak Park Avenue, most existing buildings are built right to the front property line creating a consistent “street wall” down both sides of the street. In addition, the right-of-way is quite wide in this area providing for wide sidewalks and plenty of room for streetscape amenities such trees, lights, benches, signs etc. Accordingly, a five-foot maximum is recommended in order to maintain the consistent street wall. As noted on Figure 4, up to 20% of a building face may have a greater setback as necessary to accommodate building entries and active amenities such as art displays, water features, outdoor dining, etc.

West of Oak Park Avenue, the right-of-way narrows considerably. While many of the existing buildings in this area also are built right up to the property line, some are set back. However, in front of properties with no setback the very narrow sidewalks create an unpleasant pedestrian environment and leave very little room for amenities. Accordingly, a three- to five-foot setback is recommended. This range helps accommodate a wider sidewalk and room for amenities while also preserving the consistent street wall in this area. Further, this range also gives flexibility to building designers in providing relief to the building facades. Here to, up to 20% of a building façade may have a greater setback as necessary to accommodate entries and active amenity areas.

Figure 4 also lists recommended setbacks along the north-south side streets. As with Madison Street, it is important to maintain a consistent relationship between buildings and the street, while also providing for pedestrian comfort. On the primary cross streets (Harlem, Oak Park, Ridgeland, and Austin) the setbacks have been increased slightly to further emphasize the importance of these thoroughfares through the Madison Street Corridor and the Village.

# SETBACK STANDARDS

## MADISON STREET CORRIDOR

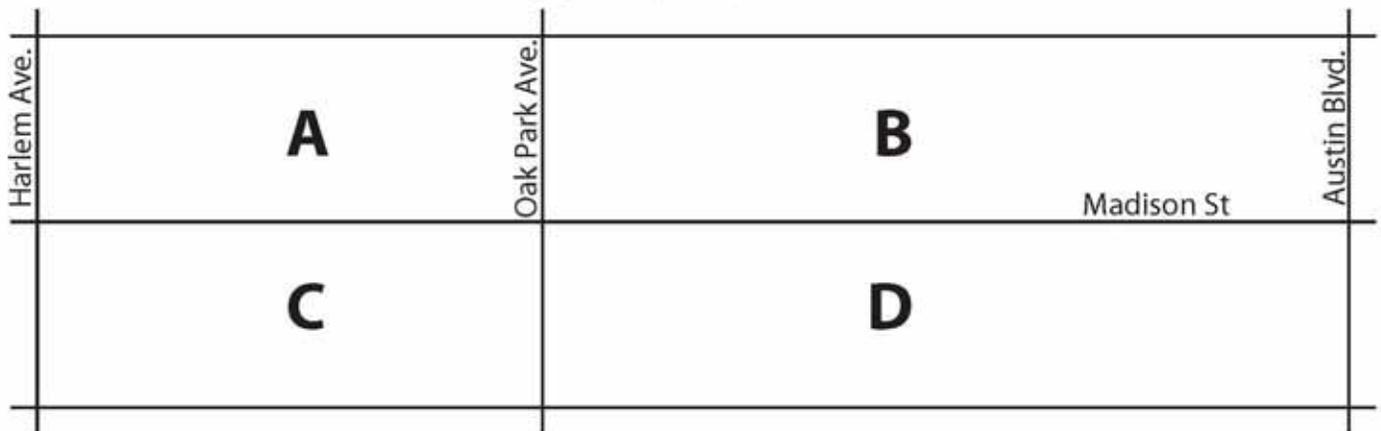
### OAK PARK, ILLINOIS

Figure 4

	Madison Street (1)	Primary Side Street (1)(2)	Secondary Side Street (1)(2)	Rear Parcel (3)
<b>A</b>	3 - 5	5 - 15	0 - 15	25
<b>B</b>	0 - 5	5 - 15	0 - 15	25
<b>C</b>	3 - 5	5 - 15	0 - 15	25
<b>D</b>	0 - 5	5 - 15	0 - 15	25

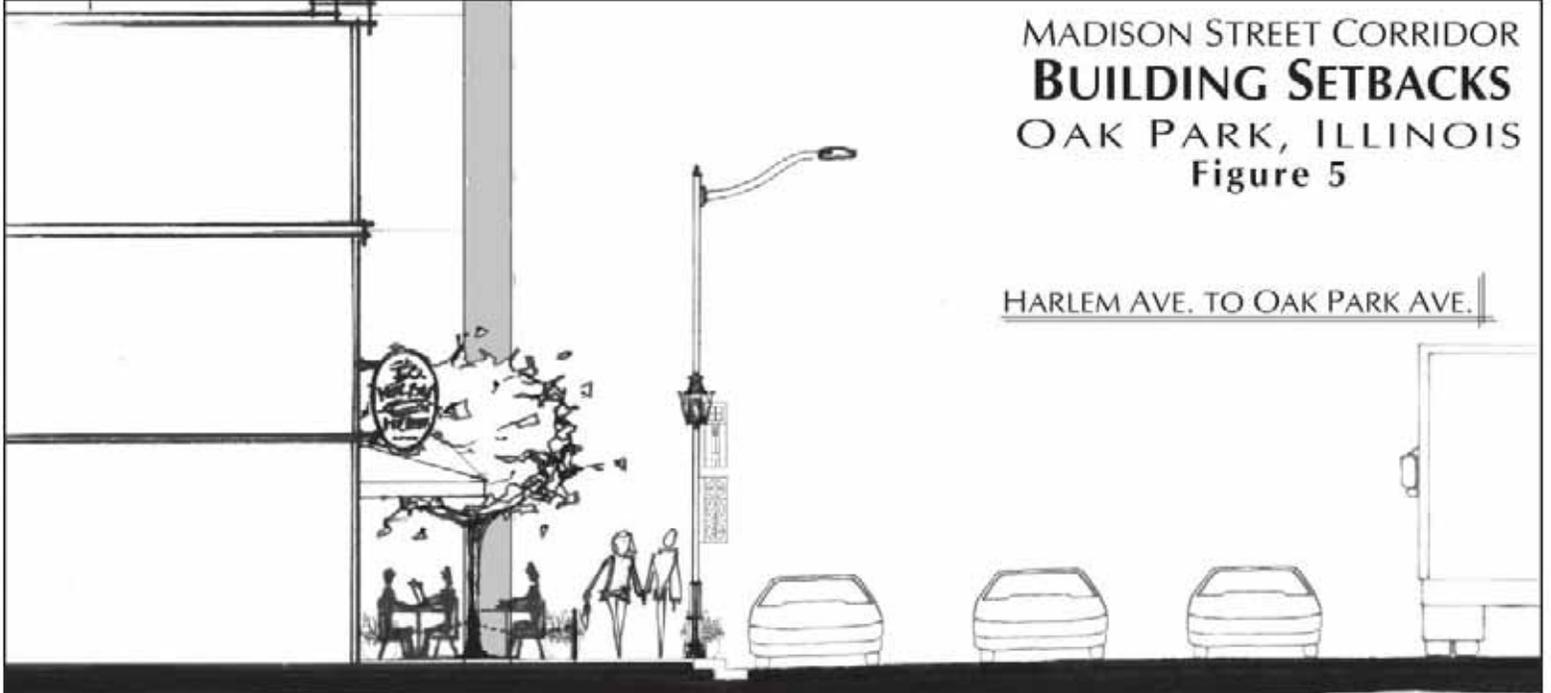
Note: All dimensions in feet

- (1) Up to 20% of a building face may have a greater setback as necessary to accommodate building entries and active amenities such as art displays, water features, outdoor dining, etc.  
 (2) Primary cross streets include Harlem Ave., Oak Park Ave., Ridgeland Ave., and Austin Blvd. All other intersecting streets are classified as secondary streets.  
 (3) Measured from the property line of the adjoining parcel to the rear; therefore, the setback is inclusive of the width of alley right-of-way where present.

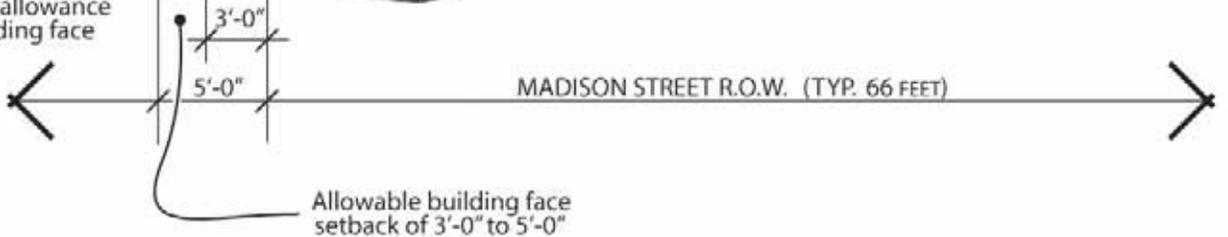


MADISON STREET CORRIDOR  
**BUILDING SETBACKS**  
OAK PARK, ILLINOIS  
Figure 5

HARLEM AVE. TO OAK PARK AVE.



Additional setback allowance  
up to 20% of building face



Allowable building face  
setback of 3'-0" to 5'-0"

OAK PARK AVE. TO AUSTIN BLVD.



Additional setback  
allowance up to  
20% of building face



Allowable building face  
setback of 0'-0" to 5'-0"

Finally, properties directly on Madison Street are backed by residential zoning districts and uses, with single-family homes and districts being predominate to the south and multiple-family buildings and districts being predominate on the north. Given the larger and taller buildings permitted along Madison Street and more intensive uses within them, rear yard setbacks are recommended as indicated on Figure 4 to help buffer the adjoining, less-intensive residential uses.

### ***Building Height***

The Madison Street corridor consists of three zoning classifications; H Hospital District, C Commercial District, and B-1/B-2 General Business District. Within the “C” District, the existing maximum building height is a uniform 50 feet, with a few exceptions. Within the “B1/B2” District, existing maximum building height is 45 feet, with a few exceptions. Within the “H” district, existing maximum height is 125 feet or a maximum floor-area ratio of 4, whichever is less. Most existing buildings are well under this height, but rising land costs are likely to drive developers to desire building heights at or above this limit. In these cases in which developers request a variance or Planned Unit Development zoning, the following factors should be considered as they relate to height relief:

- Character District identified in the Preferred Vision
- Location of the development site in relation to key nodes
- Design of the development
- Surrounding development context
- Proximity to residential structures
- Other compensating benefits, such as open space or density requirements

### ***Vehicular Access and Parking Locations***

As noted in the Segment Development Strategies, several properties on Madison Street have large, unscreened parking lots that detract from the desired character of the Corridor. The following recommendations are intended to guide the configuration of vehicular access drives and parking areas relative to streets, alleys and neighboring properties. In general, access drives and parking areas along Madison Street should be configured to maximize the ease of use and convenience for business operations and customers while minimizing the negative impacts of vehicular conflicts with pedestrians and neighboring properties.

Figure 8 indicates the preferred parking area locations for properties along Madison Street. Section 6.2 of the Zoning Code provides standards for off-street parking and loading but does not contain detailed standards on the location of parking relative to adjoining streets. The Madison Street Corridor Development Guidelines document includes techniques to orient and screen parking to minimize its impact on the Corridor, but consideration should be given to adding additional parking standards in the Zoning Code or including them as part of a Madison Street zoning overlay district. The following parking area location standards are listed in order of preference.

- All parcels:
  - Behind buildings with minimal or no exposure to Madison Street or side streets (*most preferred*)
  - Behind buildings with minimal or no exposure to Madison Street, but some exposure to side streets
  - Adjacent to buildings on Madison Street, but limited to sixty feet in width or 25% of Madison Street frontage (*least preferred*)

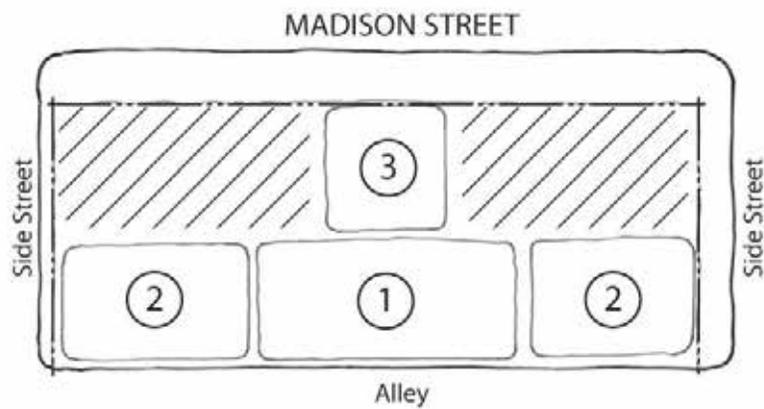
- At corners on Madison Street regardless of amount of exposure (*prohibited*)
- In front of buildings on Madison Street (*prohibited*)

Like parking areas, the number and location of vehicular access points directly impact the visual quality of the Corridor and pedestrian safety and comfort. Accordingly, consideration should be given to incorporating standards similar to those recommended below for inclusion into the parking section of the Zoning Code or as part of a Madison Street overlay district.

Consistent with Figure 9, the following provides the order of preference for access locations for each type of parcel location. Each set of options begins with the most preferred and ends with the least preferred. Those in between are generally of equal preference and should be considered on a case-by-case basis only if the most preferred option proves to be infeasible.

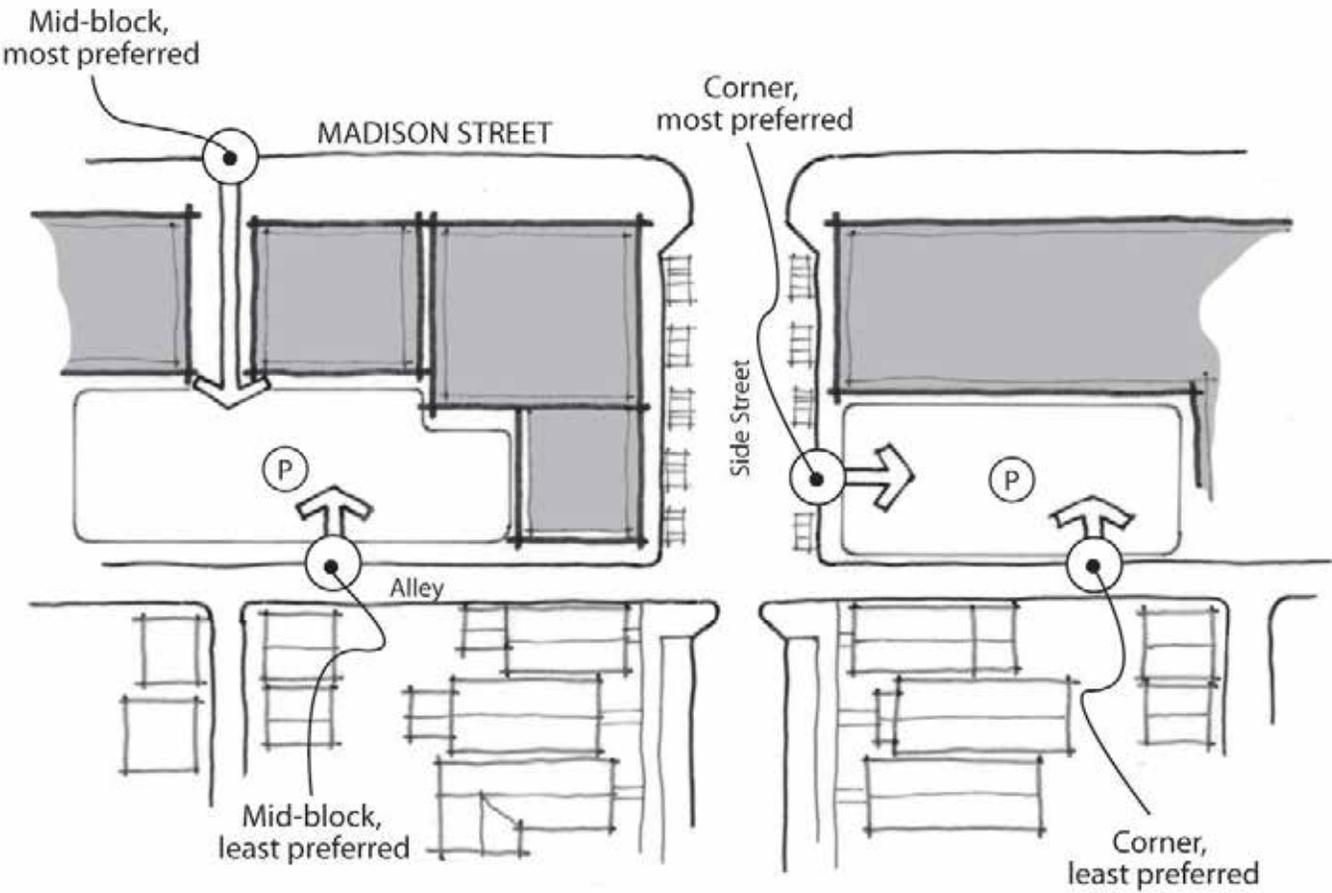
- For mid-block parcels:
  - Shared access from Madison Street serving two or more parcels (*most preferred*)
  - Individual access along Madison Street in combination with access to the rear alley
  - Access only from the rear alley, provided a “free-flow” traffic condition can be maintained in the alley, which may require widening the alley as per Section 6.2C. of the Zoning Code (*least preferred*)
  - Individual access only from Madison Street (*least preferred*)
  - Access from the rear alley in which a “free-flow” traffic condition cannot be maintained, e.g. the alley will be blocked or obstructed (*prohibited*)
- For corner parcels:
  - Access only from the side street (*most preferred*)
  - Access from the side street in combination with the rear alley
  - Access only from the rear alley, provided a “free-flow” traffic condition can be maintained in the alley, which may require widening the alley as per Section 6.2C. of the Zoning Code (*least preferred*)
  - Access from the rear alley in which a “free-flow” traffic condition cannot be maintained, e.g. the alley will be blocked or obstructed (*prohibited*)
- For all parcels,
  - Service activities conducted in marketed loading zones adjacent to, but not within, the rear alley (*most preferred*)
  - Service activities conducted in marked loading zones located on a side street
  - Service activities conducted in marked loading zones on Madison Street
  - Service activities conducted from parking areas on a side street or Madison Street (*least preferred*)
  - Service activities conducted directly from the rear alley (*prohibited*)
  - Service activities conducted from travel lanes on any street, e.g. double-parked vehicles (*prohibited*)

MADISON STREET CORRIDOR  
**RECOMMENDED PARKING  
LOCATIONS**  
OAK PARK, ILLINOIS  
Figure 6



KEY	
①	Order of Preference

MADISON STREET CORRIDOR  
**RECOMMENDED ACCESS  
LOCATIONS**  
OAK PARK, ILLINOIS  
Figure 7



### *Permitted Uses*

The Preferred Vision incorporates three character districts that define the general uses and intensity of development along the corridor. Within all character districts, the Preferred Vision and Segment Development Strategies strongly favor ground floor commercial uses with residential uses (if present) located above. Accordingly, consideration should be given to prohibiting the following residential uses (as permitted in the “C” District in the Summary Use Matrix of the Zoning Code, Section 3.1) along both sides of Madison Street for its entire length:

- Single family homes
- Residential dwelling units on the ground floor

Other than residential uses, the uses currently permitted in the “C” District are consistent with the Accessible Commercial and Destination Commercial and Institutional character districts. However, within the Neighborhood-Oriented Mixed-Use character district, consideration should be given to prohibiting or reclassifying the following highly-intensive uses that are currently permitted in the “C” District:

- Drive-through service window
- Restaurant with drive-in or drive-through
- Auto service and fueling station
- Car wash
- All resale, distribution & storage uses
- All vehicle & equipment sales, service & rental uses

### **Traffic and Parking Analysis**

The following recommendations are a result of the culmination of significant amounts of traffic, parking and pedestrian data collection along with a thorough evaluation of corridor operations. These evaluations were performed by Kenig, Lindgren, O’Hara, Aboona, Inc. in concert with the community “Preferred Vision” and with sensitivity towards the neighboring land uses.

In general, the corridor works well from a transportation perspective. Most intersections perform at very good levels of service by generally accepted engineering standards and criteria. The four moving lanes of traffic are, during most times, more than sufficient to handle the nearly 18,000 vehicles per day. On street parking is available in most areas during weekdays and on Saturday. With some exceptions, primarily near public buildings, most block faces and public parking areas have spaces available. In most areas, on street spaces are only at 70% -80% of capacity, leaving 2-4 parking spaces available per block face. Pedestrian volumes are somewhat increased during school dismissal hours but are not extraordinarily high.

The street has two distinct cross sections. East of Oak Park Avenue, it is a “boulevard” divided by a planted median. The right-of-way is generally 120 feet wide. West of Oak Park Avenue, the right-of-way narrows to approximately 73 feet and the travel lanes are undivided. On-street parking is provided throughout the entire corridor on both the north and south sides of the street. Because of these dynamics and features, major geometric changes are not feasible. The roadway design west of Oak Park Ave. is substandard offering only 10 ft. wide travel lanes. However, due to the right of way limitations, changes cannot occur without eliminating some of the other features such as parking. Consequently, the following report and figures suggest changes and improvements that will generally work within the corridor parameters and have low cost yet high impacts on operations.

For purposes of evaluation, the corridor is divided into three sections. The first is from Harlem Avenue to Oak Park Avenue and represents the narrower right-of-way. The second section is from Oak Park Avenue to Ridgeland Avenue. The third section is from Ridgeland Avenue to Austin Avenue.

### ***Review Criteria and Standards***

Each section and key development site was reviewed and evaluated with respect to roadway operations, pedestrian areas, and neighborhood issues such as “cut through” traffic. Standards used for review are as follows:

Access: New sites should have one primary point of access along the roadway and preferably be aligned with a street or median break. When possible, corner sites should have their primary access from the minor street.

Use of Alleys: Alleys should be used for secondary access as well as loading when possible.

Neighborhood Traffic: Cut-through traffic to local streets from arterials should be mitigated when possible. New development sites should be designed to prohibit these movements.

Parking: Use of public parking is encouraged as a secondary means. To the extent possible, new development sites should have adequate parking on site.

Pedestrian: Pedestrian safety should be maximized by sheltered sidewalks, bump outs at intersections, and other means as necessary.

Street Operations: Street closures should be avoided unless absolutely necessary as previously described. When necessary, signage or peak hour turn restrictions should be used to reduce unwanted vehicular movements. On street parking should be located at least 60 feet from signalized intersections to allow for separate right turn movements.

Transit: Transit plays an important role in traffic reduction and should be accommodated on the street with appropriate signage, shelters and lay-bys as possible. When possible, bus stop locations should be located at the far side of signalized intersections.

### ***Evaluation and Recommended Street Improvements***

#### Section 1 (Reference Figure 8)

- Move the Pace bus stop at the northeast corner of Harlem Ave. and Madison St. to far (west) side of Harlem Ave.
- Create a westbound to northbound right turn lane at Harlem Ave (striping).
- Create bump outs at intersections as depicted on figure.
- Further study of cut-through traffic from/to Madison Street-Oak Park Avenue, along Carpenter-Grove Avenues and Monroe-Adams Streets. Possible peak hour turn restrictions using signage should be studied.

#### Section 2 (Reference Figure 9)

- Prohibit parking at least 60-80 feet from the corners of Oak Park Avenue and also Ridgeland Avenue.
- Move Pace bus stop at the southwest corner of Madison Street and Oak Park Avenue to the far side (east of Oak Park Avenue). Remove three parking spaces and create bus lay - by.

- Create bump outs at intersections.

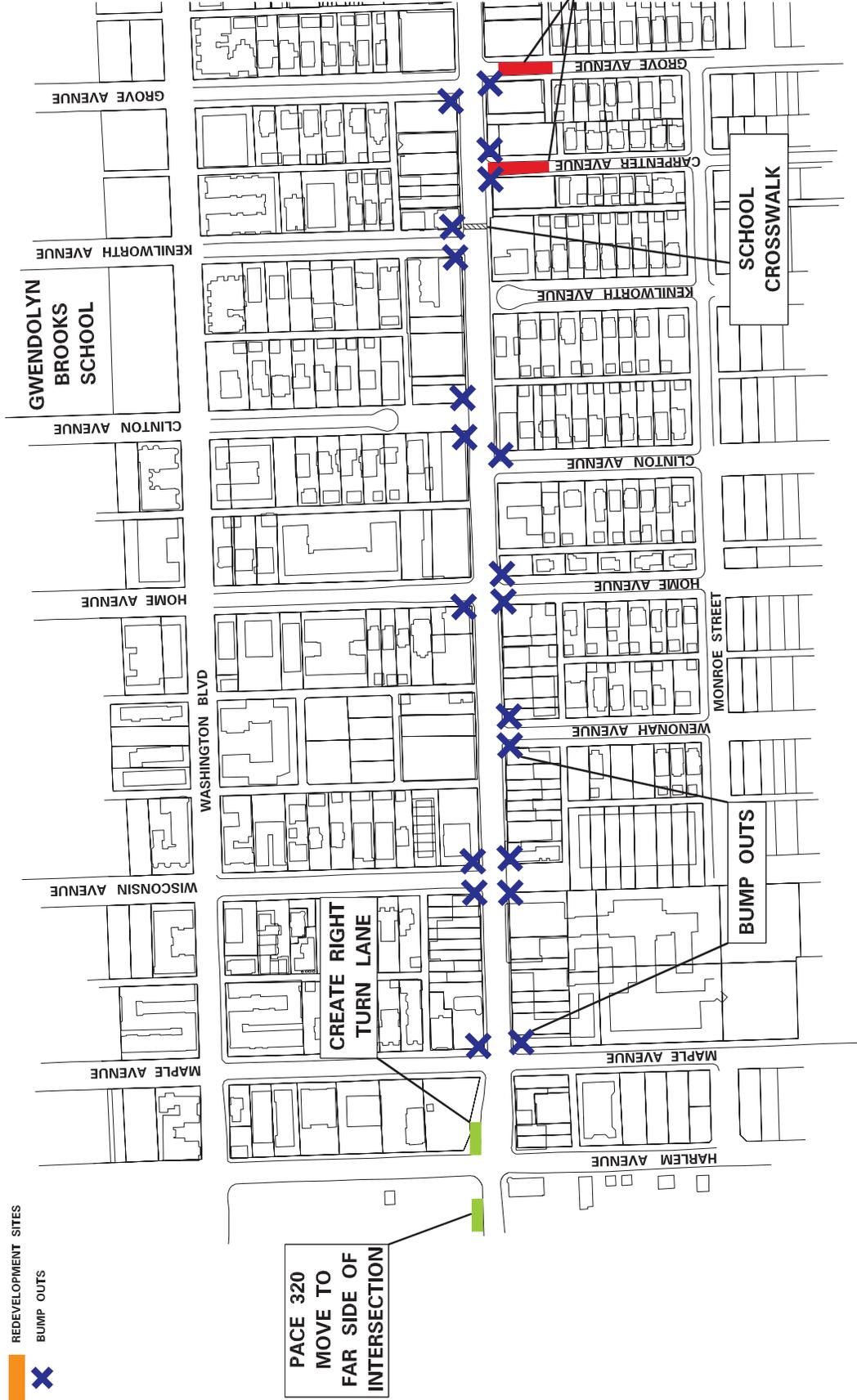
#### Section 3 (Reference Figure 10)

- Prohibit parking at least 60-80 feet from Austin Ave.
- Create bump outs at intersections as noted on Figure 3.
- Install/construct diverter on Highland, Lyman, and Humphrey Avenues in conjunction with redevelopment sites. Two-way operations south of diverters should be allowed with access to east-west alley by local residents. Access to alley should be allowed for redevelopment sites, but no southbound movements into neighborhoods.

#### ***General Recommendations***

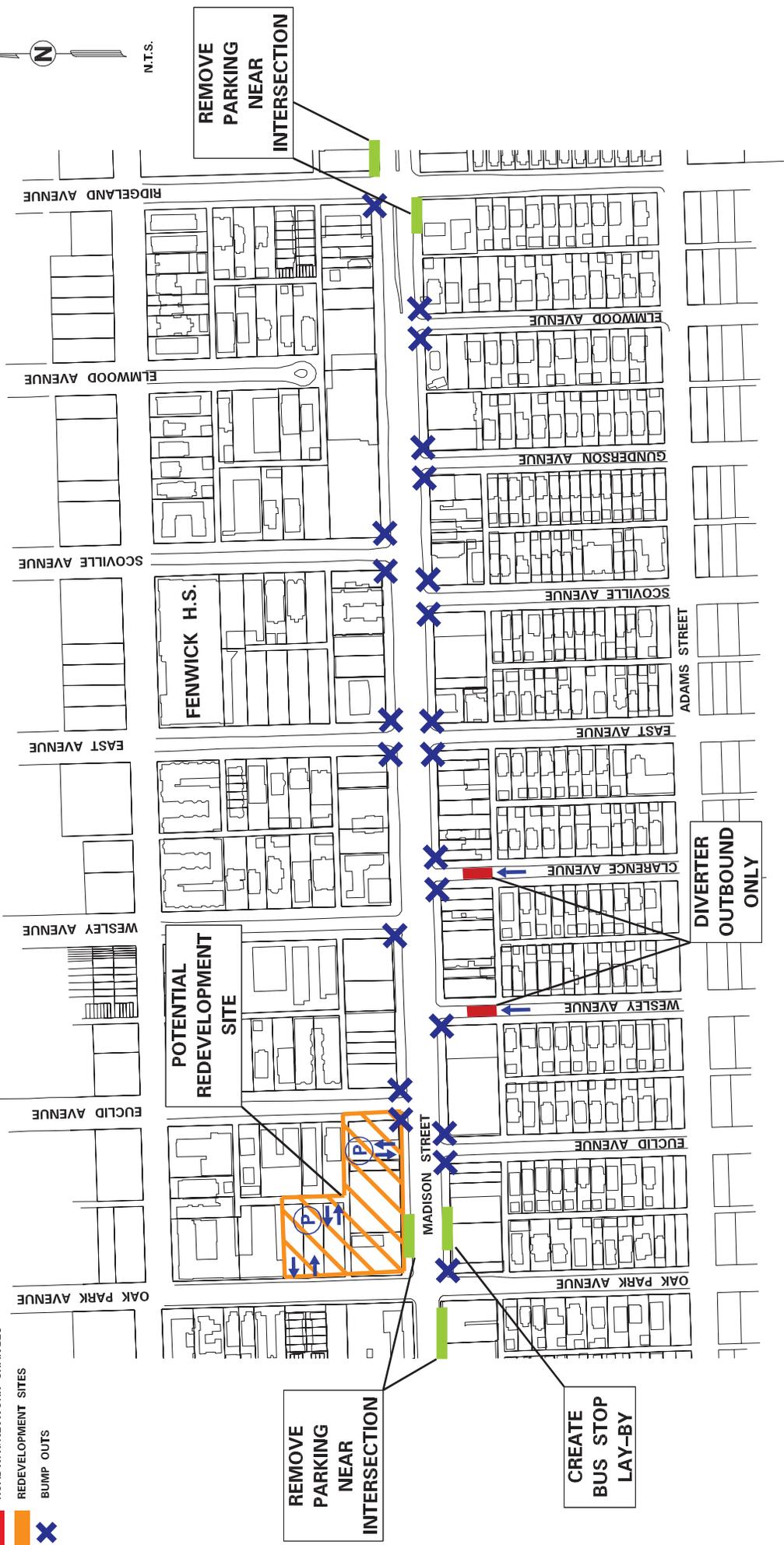
Street operations are generally very good. Improvements can be made to support further pedestrian activity on the street. Neighborhood cut through issues should be studied further before imposing restrictions. Sufficient capacity exists to support new redevelopment. This redevelopment should occur with sensitivity to the guidelines presented.

- CAPACITY IMPROVEMENTS
- PEDESTRIAN SAFETY IMPROVEMENTS
- ROADWAY/NETWORK CHANGES
- REDEVELOPMENT SITES
- BUMP OUTS



PROJECT: MADISON STREET CORRIDOR OAK PARK, ILLINOIS	TITLE: HARLEM TO OAK PARK AVENUE
PROJECT NO: 05-380	
FIGURE NO: 8	

- CAPACITY IMPROVEMENTS
- PEDESTRIAN SAFETY IMPROVEMENTS
- ROADWAY NETWORK CHANGES
- REDEVELOPMENT SITES
- BUMP OUTS



REMOVE  
PARKING  
NEAR  
INTERSECTION

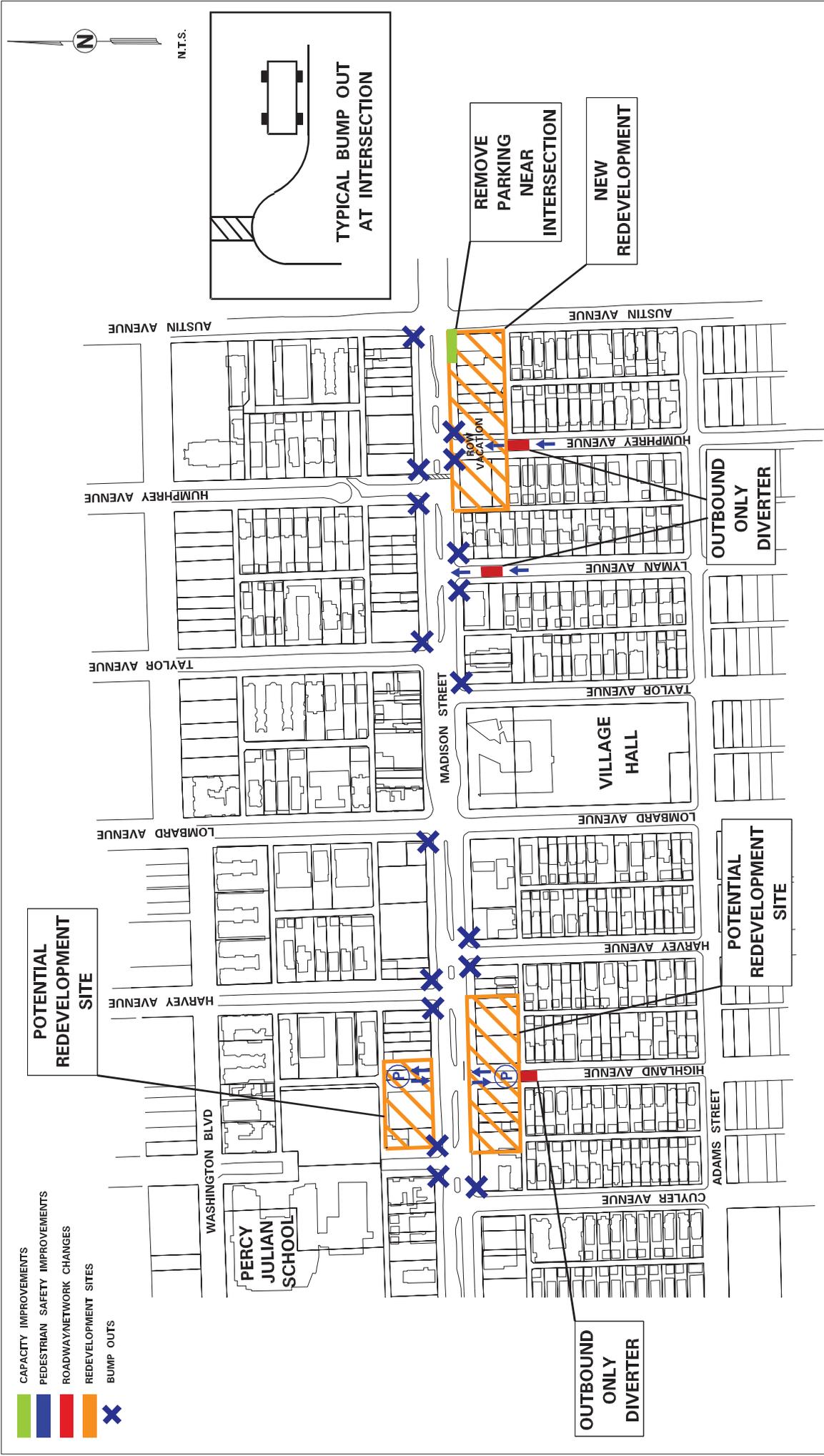
CREATE  
BUS STOP  
LAY-BY

DIVERTER  
OUTBOUND  
ONLY

PROJECT NO: 05-380  
  
 FIGURE NO: 9

PROJECT: MADISON STREET CORRIDOR  
 OAK PARK, ILLINOIS

TITLE: OAK PARK AVE TO RIDGELAND AVE



- CAPACITY IMPROVEMENTS
- PEDESTRIAN SAFETY IMPROVEMENTS
- ROADWAY/NETWORK CHANGES
- REDEVELOPMENT SITES
- BUMP OUTS



PROJECT: MADISON STREET CORRIDOR OAK PARK, ILLINOIS	TITLE: RIDGELAND AVE TO AUSTIN AVE
PROJECT NO: 05-380	FIGURE NO: 10



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## IMPLEMENTATION STRATEGY

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Implementation of the Madison Street Plan will involve a wide range of activities including everything from developer selection for key sites owned by the Village, to additional streetscape enhancements, to transportation/parking improvements, to business recruitment. Accordingly, a wide range of skills and resources are needed, as well as a consistent and coordinated effort among several different and independent entities.

Oak Park is extremely fortunate to have several highly skilled and resource rich implementation organizations already operating in the community. Unfortunately, these assets are not well coordinated leading to inefficiencies, redundancies and even competition between the various entities. What is needed is a collaborative initiative with a single, shared mission in which the skills and resources of several individually important and valuable organizations can be brought to bear to ensure the goals and recommendations of the Madison Street Plan are brought to fruition.

The proposed Madison Street Implementation Coalition seeks to include a broad base of individuals and organizations that have the critical skills and resources necessary to execute the Madison Street Plan. The following is an outline of the Coalition's mission and its general organization and responsibilities.

### **Mission**

To realize the goals of the Madison Street Plan by leading all implementation activities through a collaborative of organizations and individuals with key skills and resources while providing for a maximum of transparency and input by the public.

### **Members**

Members should consist of the individuals and organizations providing the key skills and resources necessary to achieve full implementation of the Plan. Members are in no way expected to act as a surrogate for direct input by the public but rather are responsible for gathering input from the community and then crafting appropriate recommendations concerning all implementation activities. To remain effective and focused, membership should be limited to no more than 11 members, such as the following:

- Village Staff
- Business Associations
- Private, non-profit community/economic development entities
- Financial Institutions
- Private, non-profit housing organizations
- Neighborhood Associations

### **Responsibilities and Activities**

The Coalition would be an advisory body to the Village Board, as well as the organizations that have representatives serving as members. Property and business development projects are often complex and involve complex funding and marketing strategies requiring the participation and resources of the organizations represented on the Coalition. Consistent with the mission of the Coalition, the responsibility of the members is to craft an approach to all implementation projects that best utilizes

all of the skills and resources the members and their organizations have to offer in a comprehensive, cohesive and collaborative manner.

One of the first tasks of the Coalitions will be to prepare a detailed work plan to focus its initial efforts based on the top priorities identified in this Plan. The following, then, list is intended only to illustrate the full breadth of responsibilities and activities that the Coalition may undertake over time, and as will be needed, to fully achieve the goals of the Madison Street Plan.

1. Advise the Village Board and member organizations on all matters concerning the implementation of the Madison Street Plan.
  - Identify potential redevelopment projects covered by the Madison Street Plan and recommend specific implementation strategies for them.
  - Coordinate the activities of the member organizations, business organizations, and developers in connection with implementation of the Madison Street Plan.
  - Establish committees for the functional tasks and activities related to the implementation of the Madison Street Plan.
  - Update and maintain the Madison Street Plan.
  - Provide regular implementation status reports to the Village Board, related Village advisory boards, and member organizations.
  - Prepare and execute annual work plans.
2. Coordinate the developer recruitment and selection process for Village-owned properties following the adopted public planning process for the disposition of Village-owned sites, as well as the recruitment and selection of developers for other key redevelopment sites made available by member organizations.
  - Prepare draft RFP's consistent with recommendations in the Madison Street Plan.
  - Conduct public meetings to gain citizen and business community input on RFP's consistent with the adopted public planning process for Village-owned sites.
  - Prepare and advertise final RFP.
  - Evaluate developer proposals and recommend one or more qualified developers to the Village Board or member property owner for selection.
  - Negotiate the scope and terms of proposed development agreements and make recommendations on same to the Village Board and member organizations offering assistance.
  - Identify key redevelopment sites for acquisition by the Village or other member organization.
3. Coordinate all business and property development recruitment activities for Madison Street.
  - Maintain an up-to-date database of all business and property development assistance programs available in the community and on Madison Street.
  - Develop processes and strategies to maximize the availability of the skills and resources offered by the members and their organizations while eliminating redundancy and competition between them.
  - Serve as a clearinghouse for those seeking property or business development assistance on Madison Street.
  - Assist property owners and interested businesses in accessing all available business and property development assistance programs.

- Identify needed/desired businesses for Madison Street and develop and implement recruitment strategies.
  - Develop and implement an overall Madison Street marketing strategy.
4. Advise the Village Board on needed public improvements along Madison Street.
    - Identify needed public improvements on Madison Street and recommend schedules and financing strategies to the Village Board.
  5. Provide on-going forums for two-way communications with all interested parties concerning all Madison Street implementation activities and needs.
    - Conduct regular public meetings and opportunities for input concerning implementation activities and needs.
    - Provide regular written communications to all interested parties concerning implementation activities.
    - Ensure that all implementation activities are transparent and open for review and comment by the public, while ensuring that truly propriety information of property and business owners is adequately protected.

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## **APPENDIX A: PREFERRED VISION FORUM PLANNING EXERCISE INSTRUCTIONS**

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PREFERRED VISION**  
February 23, 2006

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**GROUP PLANNING EXERCISE**

Each table has been provided a map of a segment of the Madison Street Corridor. Working as a *team*, each group should develop a “plan” for the future of the corridor – think about how new development should look as it is introduced. The maps should be annotated with descriptive text using the markers provided. Ideas may also be conveyed on the flip-chart boards. Please use whichever method best communicates your team’s vision for the segment.

Additionally, we invite you to share you individual thoughts on this worksheet and leave it with us.

**Please identify your table number and the segment on which you are working:**

---

**Land Uses**

Please answer the questions below that relate to land use. Some land uses and specifics that you may want to address include:

- Residential – multi-family or single-family, rental or condominium, etc.
- Commercial (as a general land use, not specific businesses – you will have an opportunity to define business mix below)- office, retail, or service
- Mixed-use – commercial below and office above, commercial below and residential above, some other use mix
- Institutional – government, schools, hospitals, recreation, churches
- Parking lots/parking structures

Within your segment of the corridor, what land uses would you prefer?

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Where in your segment should they be located? *Please annotate the map if helpful.*

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
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February 23, 2006

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What land uses would you definitely not like to have?

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**Business Mix**

Please answer the following questions regarding the business mix in your segment.

The following list of businesses may help you to choose, but is not an exhaustive list of options: retail (national or local retailers), entertainment, personal services, business services, hotel, professional offices (attorneys, architects, accountants), medical offices, corporate businesses offices and support, wholesale/warehousing, etc.

What types of businesses are desired in this segment of the corridor?

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Where in your segment should they be located? *Please annotate the map if helpful.*

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What businesses would you definitely not like to have?

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PREFERRED VISION**  
February 23, 2006

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**Building Configuration and Orientation**

How should buildings relate to Madison Street – are they built right up to the sidewalk or are they setback from the sidewalk to allow wider sidewalks, parking or landscaping? *Please annotate the map if helpful.*

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Should the development be pedestrian-oriented or automobile-oriented? How is this established through site design? *Please annotate the map if helpful.*

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**Circulation and Access**

Should automobile access be from Madison Street, side streets or the alley? *Please annotate the map if helpful.*

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Where should the pedestrian entrances to development be located? *Please annotate the map if helpful.*

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
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February 23, 2006

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**Parking**

According to the Village Zoning Ordinance, new development sites must accommodate the required parking directly on site. Within these sites, where should parking generally be located? Behind the building structures, in front, on the side? *Please annotate the map if helpful.*

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If there were to be shared parking structures along the corridor, where should the structures be located – directly on Madison Street, behind the land uses on Madison Street, consolidated with the development, or all of the above? *Please annotate the map if helpful.*

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**Building Height**

The current Village Zoning Ordinance limits building height to 50 feet. Is this appropriate? Should it be modified? How high should the limit be? Feel free to answer in number of feet or number of stories.

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Does your vision for building heights change throughout your segment – is it different for the north side of street from the south side? *Please annotate the map if helpful.*

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## **APPENDIX B: PREFERRED VISION FORUM GROUP PLANNING SUMMARY**

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## GROUP PLANNING EXERCISE

### Group Mapping Summary

#### Section 1 – Harlem Avenue to Home Avenue

##### SE Corner of Harlem

- Future hospital development
- Gateway friendly

##### NE Corner of Harlem (1)

- Change angled parking to street-oriented – right now parking is inefficient

##### NE Corner of Harlem (2)

- Too much parking
- Ask Wendy's to do something nice here

##### Hospital Street Frontage

- Upgrade athletic facility for better community use
- Community Art Project
- Windows
- Lesson impact of wall
- Façade upgrade across Madison Street

##### NW Corner of Wisconsin Ave

- Al's needs parking solution
- Need parking for restaurant and church

##### SW Corner of Wisconsin Ave

- Residential across Madison Street

##### South side of Madison Street-From Wisconsin to Home Avenue

- Keep historical structures
- Continue mixed-use
- Strip mall can go
- Business: Coffee shop, used bookstore, cooking utensils & culinary
- Max 4 stories height
- Improve façade across the street

##### Between Wisconsin and Home Avenues

- Ugly gas meters
- Keep historical facades

##### NE Corner of Home Avenue (1)

- Move 97 to Village Hall
- Redevelop with parking



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NE Corner of Home Avenue (2)

- Mixed-use
- Commercial 1st Floor
- Residential above
- 3 parcel (north & south side of Madison) possible big statement redevelopment

SE Corner of Home and Neighboring Site

- Enhance green space
- Redevelop i.e. remove bank
- Keep green space
- Plaza with restaurant
- Max 2-3 stories
- Keep setback

Additional Notes

- Sufficient gas stations
- Need sewer upgrade (sewers a problem on Madison St. – home flooding)
- How can hospital garage be utilized for Madison St.?
- FLW building about 1 block north of Madison St. on Home Ave.
- Need existing parking lot signage & direction one block east of Home Ave.
- No big box housing

**Section 2 – Home Avenue to Oak Park Avenue**

Streetscape Issues

- Pedestrian lights
- Planters-hanging baskets
- Wider setbacks
- Benches/seating areas
- Interesting lighting
- Fountains
- Pocket parks
- Public art
- Curb bump-outs

Redevelopment Sites

- Restaurants, cafes
- Grocery-high end
- Professional offices
- Home decorating retail
- Home renovation supplies
- Performing arts center
- 50 foot max height both sides
- Heights should/could vary between buildings





Village of Oak Park  
**MADISON STREET CORRIDOR**  
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- 
- Parking garage behind building on NE corner near Oak Park Arms entrance on Oak Park Avenue

NE Corner of Home Avenue

- District 97 office building does not fit with Character District #2
- Redevelop with Character District #2

NW Corner of Grove Avenue

- Public parking to support retail

NW Corner of Oak Park Ave (1)

- Commercial/retail, office

NW Corner of Oak Park Ave (2)

- Fountain

SW Corner of Oak Park Ave (1)

- Retail ground
- Offices above

SW Corner of Oak Park Ave (2)

- Trader Joe's
- Corner bakery

NE Corner of Oak Park Ave (1)

- Multiple level parking garage to support commercial
- Institutional or commercial

NE Corner of Oak Park Ave (2)

- Fitness/Children's Recreation Center with outdoor paths
- Garage like OPRF behind building
- Fountain on corner

Carpenter Ave to Oak Park Ave

- Wide setbacks
- Mixed use
- Commercial
- Lake Theater Annex
- Art Films

Clinton Ave Intersection

- Traffic Control





Village of Oak Park  
**MADISON STREET CORRIDOR**  
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Additional Notes

- Improved Streetscape
- Pedestrian Friendly
- No more townhome development on Madison – condos (low rise) 40' max above commercial/retail
- Slow traffic on side streets using: speed bumps and other features to slow down traffic
- Move cul-de-sac on Kenilworth on south side of Madison Street
- Like this park! (on SE corner of Home Ave)

**Section 3 - Oak Park Avenue to East Avenue**

Oak Park Avenue Corner

- REI on first floor with café
- 3 upper floors
  - International short term apartment
  - Graduate/intern student housing

Euclid Avenue Corner

- Youth athletic facility and climbing

Mid-Block between East Avenue and Scoville Avenue

- Trage brother annex

**Section 4 – East Avenue to Ridgeland Avenue**

Scoville Avenue to Ridgeland Avenue

- Dangerous crossings especially Saturday due to delivery
- Better use next to Jewel

Additional Notes

- More like this apartment building on Corner of Scoville Avenue

**Section 5 – Ridgeland Avenue to Lombard Avenue**

Ridgeland Avenue NW Corner

- Dist. 97 office and parking structure
- Keep Billy's
- Create garage here and move in car rental
- Redevelop buildings on north side of Madison Street

Cuyler Ave to Harvey Ave

- Relocate Car-X and Amoco Transmission to Volvo
- Pedestrian scale
- Mixed-use
- Surface parking
- Home center nursery





Village of Oak Park  
**MADISON STREET CORRIDOR**  
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- Friendly
- Bill P.

Harvey Ave to Lombard Ave

- Move white roof building on north side of street to better location

Additional Notes

- Preserve or encourage small start-up retail and office space
- All district 97 buildings off Madison

**Section 6 – Lombard Avenue to Austin Boulevard**

Behind Village Hall

- 2-level lot
- Police on 2nd Floor

Behind Village Hall

- 2-story Police Department (architecture to “fit”, jail & holding areas)
- 2-story/parking
- Redesign basement of Village Hall for storage; offices, etc.

NW Corner of Austin Blvd

- Retail/Office with parking

Additional Notes

- Office, retail, & commercial with parking decks along Madison Street
- Bank owns first four houses on east side of Lyman Ave, and the two buildings on corner of Humphrey Ave
- Strong lighting/street directed along Madison Street

Long Term Proposal

- Create Program:
  - Purchase as they become available, 1 lot on N of alley & 1 lot on S. of alley, the length of Madison (to deeper lots on Madison)
  - Deeper lots = larger retail space; parking space



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## **APPENDIX C: PREFERRED VISION FORUM INDIVIDUAL PLANNING SUMMARY**

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Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PREFERRED VISION**  
 February 23, 2006

**GROUP PLANNING EXERCISE**

Please identify your table number and the segment on which you are working:

**SEGMENT 5 – RIDGELAND TO LOMBARD**

**Land Uses**

Within your segment of the corridor, what land uses would you prefer?

3	Mixed-use
2	Parking lots
2	Commercial
1	Locally owned retail
1	Retail
1	Small business
1	Institutional
1	Relocate District 97 to parking structure behind Percy Julian Jr. High

Where in your segment should they be located? *Please annotate the map if helpful.*

1	Pedestrian-friendly pockets
1	Ridgeland & Lombard destination commercial
1	Major north-south thoroughfares destination commercial
1	Mixed-use in between

What land uses would you definitely not like to have?

2	Condos
1	Institutional
1	Parking structures
1	Residential

**Business Mix**

What types of businesses are desired in this segment of the corridor?

3	Business services
2	Personal services
2	Local, independent business
2	Retail
1	Office space
1	Auto services





Village of Oak Park  
**MADISON STREET CORRIDOR**  
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Where in your segment should they be located? *Please annotate the map if helpful.*

1	Not just at major intersections
1	Retail at light and balance in between
	See map

What businesses would you definitely not like to have?

1	Brothel
1	Multi-unit residential

**Building Configuration and Orientation**

How should buildings relate to Madison Street – are they built right up to the sidewalk or are they setback from the sidewalk to allow wider sidewalks, parking or landscaping? *Please annotate the map if helpful.*

2	Varied setbacks
1	Don't crowd sidewalks
1	Greater setback toward light
1	Setback please!
	See map

Should the development be pedestrian-oriented or automobile-oriented? How is this established through site design? *Please annotate the map if helpful.*

1	Automobile-oriented
1	Adequate sidewalk
1	Variation in setback
	See map

**Circulation and Access**

Should automobile access be from Madison Street, side streets or the alley? *Please annotate the map if helpful.*

1	From Madison Street
1	Residents don't want overflow of traffic in neighborhoods, especially south side or Madison
	See map

Where should the pedestrian entrances to development be located? *Please annotate the map if helpful.*

1	Madison Street
1	Major intersections
	See map





Village of Oak Park  
**MADISON STREET CORRIDOR**  
**PREFERRED VISION**  
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**Parking**

According to the Village Zoning Ordinance, new development sites must accommodate the required parking directly on site. Within these sites, where should parking generally be located? Behind the building structures, in front, on the side? *Please annotate the map if helpful.*

2	Variation
1	Front
1	Side
1	Back
1	No parking structures

If there were to be shared parking structures along the corridor, where should the structures be located – directly on Madison Street, behind the land uses on Madison Street, consolidated with the development, or all of the above? *Please annotate the map if helpful.*

2	Madison Street
1	Behind the land uses on Madison Street
1	Consolidated with the development
1	Residents don't want overflow in their neighborhoods

**Building Height**

The current Village Zoning Ordinance limits building height to 50 feet. Is this appropriate? Should it be modified? How high should the limit be? Feel free to answer in number of feet or number of stories.

2	50 feet is appropriate
1	3-4 stories maximum
1	Maybe higher than 4 stories for a major destination
1	No towers!

Does your vision for building heights change throughout your segment – is it different for the north side of street from the south side? *Please annotate the map if helpful.*

1	Same north and south side
	See map



# Development Guidelines



Village of Oak Park Madison Street Corridor



Planning Assistance By:  
VANDEWALLE & ASSOCIATES  
MADISON & MILWAUKEE WISCONSIN

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# INTRODUCTION

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## Development Guidelines

The following Development Guidelines are intended to help protect and enhance current and future investment in the Madison Street Corridor, ensure a degree of order, harmony and quality within the built environment, and to encourage the development of attractive individual buildings and projects that together contribute to a unified and distinct Madison Street Corridor.

Guidelines give developers an understanding of the Village's expectations and provide the Village a framework for reviewing proposed projects. They are not rigid requirements without flexibility. They are a flexible review tool aiding in the design of buildings and sites with the intent to foster quality and innovation.

The guidelines recognize and support Madison Street's "urban fabric." The historic urban character of Madison Street is maintained and strengthened by the guidelines. Moreover, the guidelines reinforce the nature and quality of Madison Street by calling for new development and rehabilitation to complement and respect the character of Madison Street's existing historic buildings. Older buildings are treated with respect and as a part of today's opportunities.

The Development Guidelines provide a descriptive template for maintaining and improving the urban character of Madison Street. The guidelines also provide opportunities for new and innovative designs. Creativity and flexibility are encouraged within the parameters of the guidelines, which reflect the community's vision for the Madison Street Corridor.

## How to Use this Document

Use this document and the other components of the *Madison Street Corridor Plan* to plan, design, and review development proposals. This document provides "guidelines" for specific facets of site and building design. In this document, references to the "Plan" refer to the *Madison Street Corridor Plan (2006)*.

## Development Guidelines

The guidelines are organized into two major groups that address "site design" and "architectural" design elements. Within these two groups there are numerous more specific design element recommendations each with a definition, an overall statement of purpose for the design element, and a list of appropriate and inappropriate applications. Often the text is supported with several example photographs.

These lists of applications are not comprehensive (i.e. identifying every potential design solution) but are intended to communicate "appropriate" and "inappropriate" approaches to design issues. "Appropriateness" is based on how design solutions will support or detract from the goals, objectives, and the desired design character identified in the *Plan* and in the Core Principles of these Development Guidelines.

Proposed design solutions matching those listed under "appropriate," or not listed under "appropriate" but similar in spirit and performance, will strengthen the case of design proposals. Design solutions contrary in spirit and impact will weaken the case of design proposals and may be prohibited.

Design solutions listed under "inappropriate," or similar in spirit and impact, will weaken the case of design proposals and will not be permitted without acceptable rationale for alternatives that support the goals, objectives, and desired design character identified in the *Plan* and in the Core Principles of these Development Guidelines.

Visual examples included in each guideline are not intended to be specific examples that should be replicated. Instead, they are intended to clarify appropriate and inappropriate design criteria to designers, developers and the Community Design Commission.

## Development Guidelines Checklist

The Oak Park process for design review ensures that quality projects get built in the Madison Street Corridor. The Development Guidelines Checklist is to be used in this design review process.

## Design Review

All new development, additions, remodels and renovations within the Madison Street Corridor are subject to design review to determine the project's compliance with the following Core Principles and Development Guidelines and with the other components of the *Madison Street Corridor Plan*.

The process for design review is based on the extent of work proposed and whether it falls under one of the following three categories:

- Exterior maintenance and repair
- Minor exterior modifications
- Major exterior modifications

Projects will be evaluated for consistency with the other components of the *Madison Street Corridor Plan*, the Village of Oak Park Zoning Ordinance, and these Development Guidelines.

The Development Guidelines are applied during Village staff review of development applications. Decisions will be made by staff or the Community Design Commission to approve, approve with conditions, or deny a proposal.

Where a project is found to be inconsistent with the Development Guidelines, staff or the Community Design Commission may impose conditions of approval. It may also be determined that design details or other site factors warrant project approval without observance of the Development Guidelines.

For those applications that are substantially inconsistent with the guidelines, staff or the Community Design Commission also have the option to deny the development request.

## The Madison Street Corridor

The Madison Street Corridor Development Guidelines support and complement the goals, objectives, principles, frameworks and strategies described in the other components of the *Madison Street Corridor Plan*.

## Core Principles

The following “Core Principles” reflect the most significant goals to be achieved within the Madison Street Corridor and are supported by the Development Guidelines. Planning, design and review of future projects should comply with the intentions of the following “Core Principles.”

### Madison Street “Spirit”

Maintain and strengthen the “spirit” of Madison Street by building on its vital history, playing a role as a major commercial community thoroughfare, and serving its surrounding neighborhoods.

### Context and Tradition

Utilize the traditional patterns, scale, materials, and architectural character of Madison Street as well as a project's immediate context to inform the character of new public improvements and site and architectural design.

### Scale

Maintain a scale on Madison Street which is comfortable to pedestrians, compatible with its residential neighbors, and with buildings that have a comfortable presence on the street. Refer to the Plan and its “preferred vision” for additional recommendations for appropriate scale.

### Pedestrian Friendliness

Protect and strengthen the quality of pedestrian environments including accessibility, safety, comfort, aesthetics, public spaces and support of desired activities.

### Sustainability and Historic Preservation

Encourage environmentally-friendly site and building design and management practices throughout the corridor including the preservation and reuse of existing historic structures.

### Green Space

Encourage the preservation and creation of public “green space” as well as the interaction of interior uses with these outdoor spaces.

# DEVELOPMENT GUIDELINES

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# DEVELOPMENT GUIDELINES

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## SITE DESIGN

Site Design guidelines address the following issues:

- Location and treatment of vehicular access
- Pedestrian access
- Parking location and treatment
- Treatment of parking structures
- Location and treatment of service areas and utility equipment
- Landscaping
- Other landscape treatments
- Site lighting
- Type and character of site-located signage
- Type and character of site furnishings

## Vehicular Access and Parking

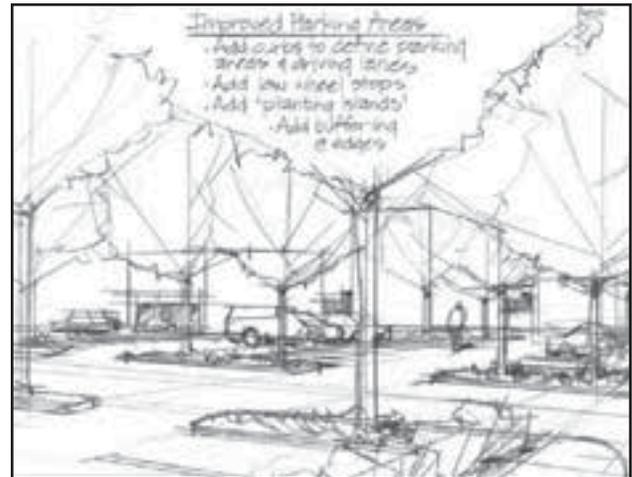
The following vehicular access and parking location guidelines are intended to be used in conjunction with zoning recommendations specified in the Development and Implementation Strategies Component of the *Plan*. They guide the configuration of vehicular access drives and parking areas relative to streets, alleys and neighboring properties.

### Guideline

Configure access drives and parking areas in the Madison Street corridor to maximize the ease of use and convenience for business operations and their users while minimizing the negative impacts of vehicular conflicts with pedestrians, neighbors, and the experiential quality of these new places.

### Appropriate

- For existing properties, where the site area permits, relocate surface parking currently located in the front to the side and/or rear of the building. When this is not possible, provide screening, walkways, landscaping, architectural features and lighting to make these areas more attractive and inviting.
- Share parking areas between businesses and property owners. Link adjoining parking lots to provide internal traffic circulation.
- In large parking areas, create walkways connecting to the street and/or facility entry.
- Set back any parking area located on Madison Street frontage at least five feet from front of the parcel boundary. This setback should include improvements such as significant parking lot screening and/or amenities.
- Where parking ramps are built, face them with habitable building area along Madison Street. Complement the exterior design of parking ramps with the quality and design of the buildings they serve. In all cases, obscure the parking ramp and present an attractive building face through appropriate façade design.
- Locate access points to minimize effort and distance traveled for users of businesses.
- Provide access for the adequate servicing of businesses.



*Appropriate*



*Inappropriate*

- Minimize the number and size of access drives from Madison Street and side streets in order to reduce conflicts with pedestrian walkways.
- Include design features that increase the safety for the pedestrian at these points of conflict.
- Consolidate and share access drives.
- Utilize side streets and alleys for access drives, especially for corner parcels.
- Create “parking courts” that accommodate on-street parking on secondary side streets between Madison Street and the alleys to the rear.

- Narrow the width of street surface between curbs and utilize other “traffic calming” techniques at secondary side streets where the public use area of Madison Street changes to the residential access use of the adjoining residential neighborhood. Provide clear indications that through traffic on side streets is discouraged.
- Incorporate bicycle parking areas and bike racks at convenient locations on-site.
- Provide pathway connections for bicycles between streets and pathways and bicycle parking areas.

### **Inappropriate**

- New parking access points off of Madison Street should not be permitted, and existing access points should be eliminated or consolidated where ever possible.
- No street face of a block should be dominated by exposed surface or structured parking.
- Surface parking areas are prohibited at corners unless no other alternative is available.
- New surface parking areas in front of buildings and with frontage on Madison Street are prohibited.



*Inappropriate*



*Inappropriate*

## Service Areas and Site Utilities

These guidelines describe appropriate locations, character and treatments of service and utility areas. (See the Zoning Recommendations section of the Development and Implementation document for vehicular access and parking location requirements).

### Guideline

Locate service areas to conveniently serve Madison Street facilities while minimizing the negative visual, sensory and functional impacts, as well as conflicts with pedestrian walkways and areas.

### Appropriate

- Locate service areas to minimize impact on views from streets, public/customer users, seating, and adjacent residential users.
- Separate pedestrian areas and customer parking areas from delivery, service and drive-through areas.
- Screen parking and service areas from view of Madison Street, side streets, sidewalks and adjacent residential properties with decorative fences, walls and/or landscaped edges.
- Conceal waste containers with enclosures that complement the colors and materials of the building it serves.
- Separate mechanical and utility equipment from customer parking and pedestrian areas.
- Screen roof top and ground mounted mechanical and utility equipment.

### Inappropriate

- Service areas on street-side of site and building.
- Utility equipment on street-side of site and building.
- Unscreened waste containers.
- Unscreened utility equipment within view of customer parking and building entry areas.
- Prefabricated storage sheds.



*Appropriate*



*Appropriate*

## Landscaping and Other Site Treatments

These guidelines refer to open spaces between buildings and their treatment including plantings, earthwork, landscape structures and paving.

### Guideline

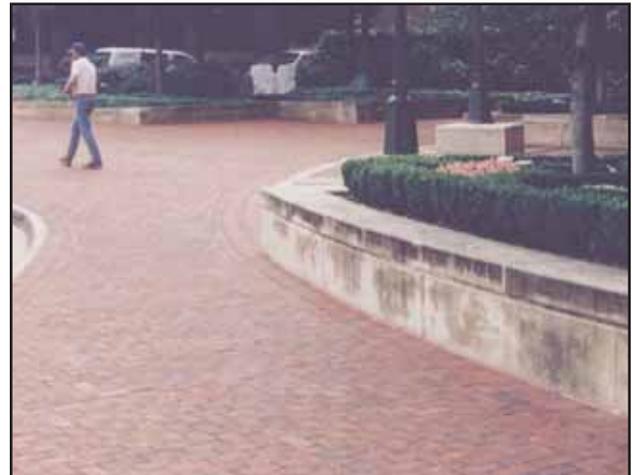
Create pedestrian-friendly open spaces that are functional, visually appealing, and relate well to building functions. Create attractive landscapes and screen undesirable views with landscape elements and treatments.

### Appropriate

- Provide amenities in the front yard setback that will enhance the visual and pedestrian-friendly character of the street.
- Include walkways in all parking areas to allow safe pedestrian access to the building entrance.
- Incorporate outdoor gathering and activity areas consistent with primary building entry points and ground floor uses.
- Provide access to buildings for persons with disabilities including ramps, special walkways or entries. Integrate these facilities with the site and building.
- Use high-quality paving and structural materials, especially in pedestrian areas.
- Incorporate landscape elements that complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- Use appropriate landscape elements to establish continuity between buildings and to define the block face where there are no buildings.
- Utilize decorative fences, walls and/or landscaped edges to screen surface parking and service areas from sidewalks and streets.
- Use decorative materials (such as wrought iron, brick or stone).
- Plant shade trees in surface parking lots. One tree per twelve spaces is preferred. Mid-level plantings and ground cover may also be incorporated.
- Use plantings to help define walkways and entryways.



*Appropriate*



*Appropriate*



*Appropriate*

- Use a limited and consistent palette of plantings.
- Use plantings to add desirable color, texture, smells and sounds to a site's experience.
- Use plant materials that, together, provide year round interest, are compatible with urban environments and will maintain their health with the expected amount of care.
- Efficiently lay out parking lots, walkways and other paved areas to minimize the amount of impervious surfaces and run off, and maximize storm water infiltration.
- Construct storm water site treatments and structures that maximize storm water infiltration and filter run off.
- Incorporate rain gardens and bio-retention basins to collect runoff and filter pollutants.

*Appropriate*

### **Inappropriate**

- Exposed wire fencing (with or without coatings and slats).
- Plant monocultures.
- Inefficient parking layouts and hardscape areas with excessive surface area.
- Vegetation that hides signage.
- Unpaved walkways.

*Inappropriate*

## Site Lighting and Signage

These guidelines describe appropriate use of outdoor lighting (not attached to buildings) and signage located on the site.

### Guideline

Lighting and signage should serve the needs of users and owners of the site as well as create a consistent and appealing visual experience for the Madison Street Corridor. These standards are in addition to those contained in the sign ordinance.

### Appropriate

- Adequately, but not excessively, light pedestrian walkways, stairs and gathering areas.
- Incorporate low-level building and landscape accent lighting.
- Select and locate lighting to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- Select a style of lighting fixture that is compatible with other site design features.
- Use cut-off light fixtures that direct light downward and minimize spillage onto adjoining properties.
- Use only one primary freestanding business sign per site.
- Encourage the use of monument signs for all freestanding signs.
- Coordinate the design and location of freestanding signs with adjoining properties and regulatory signage to avoid visual clutter.
- Utilize signage material and designs that are compatible with architectural design character.
- Utilize historic interpretive signage and markers.
- Utilize pedestrian-scaled signage.

### Inappropriate

- High mast lighting.
- More lighting than needed for safety and accent purposes.
- Large-scale signage, overwhelming to pedestrian scale.
- LED, animated, flashing, scrolling, and video signs.



*Appropriate*



*Inappropriate*



*Inappropriate*

## Site Furnishings

These guidelines describe appropriate use of site furniture such as benches, trash receptacles, railings, etc.

### Guideline

Site furniture should serve the needs of users of the site and create a unified and appealing experience.

### Appropriate

- Match furnishings to be added to the rights-of-way to those already in use and approved by the Village.
- Select and locate site furnishings (benches, trash receptacles, bicycle racks, etc.) to complement the character of the building and provide a pleasing relationship with adjoining properties and the public sidewalk.
- Provide seating for retail establishments and to take advantage of nearby public places.
- Provide adequate bicycle and moped storage facilities and locate them near building entrances in a manner that does not obstruct pedestrians.
- Incorporate artwork specifically designed for, and integrated within a site.

### Inappropriate

- Residential style and quality furnishings.
- Temporary lighting.
- Residential style lawn ornamentation.
- Furnishings that are not compatible with those already in use and approved by the Village.



*Appropriate*



*Appropriate*

# DEVELOPMENT GUIDELINES

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# ARCHITECTURE

Architecture guidelines address the following issues:

- Orientation of buildings on the site
- Overall architectural form of buildings and roofs
- Building massing
- Articulation of façades
- Selection of exterior materials and colors
- Building details
- Character of fenestration and storefronts
- Character of building mounted signage
- Lighting and equipment mounted on building
- Treatment of historic structures

## Building Orientation

These guidelines describe the appropriate orientation of buildings and their entries and activity areas to the street, service areas and neighbors.

### Guideline

Orient buildings to create a positive relationship to the street. Present the “front face” of the building to the street and relate the activities of the building to street activities.

### Appropriate

- For sites with frontage on Madison Street, orient main building entries to Madison Street.
- For sites with frontage on Madison Street, incorporate entry plazas and other ground level activity areas and features.
- Incorporate recessed entries to allow for pedestrian movement where entrances to new buildings or additions are located close to the sidewalk.
- For sites with little or no frontage on Madison Street, orient the front façade of the building and the primary entrance to the side street. If the primary entrance is allowed on the side of the building, position it close to the primary street and preferably as a corner feature of the building.
- For sites with frontage on more than one street, provide at least one public entry on every street frontage.
- In buildings without ground floor retail uses, locate uses on the street side of the ground floor that are compatible with a high percentage of transparent windows such as customer lobbies, waiting rooms, offices and employee lounges.
- Locate additions to existing buildings in order to bring the building closer to the required setbacks and minimize gaps in the street wall.
- Locate drive-up facilities so as not to dominate Madison Street frontage.
- Orient service areas to avoid visibility from Madison Street and side streets.
- Modify franchise corporate/trademark building designs to orient appropriate building functions and façades to streets.



*Appropriate*



*Inappropriate*

### Inappropriate

- Orientation of service areas to Madison Street or intersections.
- Madison Street façade without entry.
- Location of uses on the lower level of Madison Street buildings that are incompatible with transparent windows.
- Entries flush with street façade adjacent to narrow Madison Street R.O.W. on the west end of the corridor.
- Drive-up facilities that dominate Madison Street or intersection.

## Building and Roof Form

These guidelines refer to the overall building form including that of the roof.

### Guideline

Shape building forms to “fit in” with Madison Street’s existing urban form and character.

### Appropriate

- Use rectangular shape for primary building form.
- Build “flat” roof forms with articulated parapets.
- Articulate the top of façades with cornices.
- Integrate mechanical equipment, so as not to detract from building form.
- Modify franchise corporate/trademark building designs to fit the desired character of the Madison Street Corridor.

### Inappropriate

- Bold geometric façades.
- Sloped roof forms including mansard, shed, gable and hipped.
- Complex building forms.
- Corporate “trademark” architecture.
- Monolithic building form.



*Appropriate*



*Inappropriate*

## Massing and Articulation

These guidelines refer to how the exterior of a building is massed and articulated once its overall form is established and before it is detailed.

### Guideline

Build appropriately scaled massing and suitably articulated façades. If necessary, break down a building's massing to an satisfactory scale with articulation. Create a visually appealing façade and balance simplicity with visual interest.

### Appropriate

- Differentiate the upper and lower stories of buildings, especially on Madison Street. Utilize transparent façades that are interactive with the street on the lower stories and utilize “punched” openings on the upper façades.
- In order to “break up” façades of larger buildings and create pedestrian interest at the street level, vary the building face through the use of materials and color, small variations in setback of structural bays, and/or incorporating features such as balconies, reveals and stepbacks.
- For new corner buildings, face the street intersection with distinctive architectural features such as towers, rounded walls, recessed entries or other features.
- Articulate the upper portion of the street level façade and use this “band” area for signage.
- Articulate building entries with façade detailing, change in materials, architectural “frame,” recession of entryway, etc.
- Complement the proportion, scale and architectural details of adjacent historic buildings.
- Respect adjacent residential structures through the use of appropriate proportions, materials, colors and other design elements.



*Appropriate*



*Inappropriate*

### Inappropriate

- Large unarticulated wall planes.
- Large areas of fenestration.
- Strong vertical design elements.
- Projecting wall-mounted mechanical units.
- Balconies not integrated with building façade.
- Enclosed balconies.
- Exact duplication of historic appearance and details.

## Materials and Colors

These guidelines describe material and color selection for all exterior building walls and fixtures and their appropriateness to the Madison Street Corridor.

### Guideline

Select materials and colors that “fit in” to the context and traditions of Madison Street and work together to create a cohesive and desired character. Materials should be of high-quality and contribute a sense of permanence.

### Appropriate

- Use brick, limestone and terra cotta as primary exterior finish materials.
- Use durable, high-quality exterior materials to convey a sense of permanence.
- Use preferred high-quality materials on all façades visible from streets.
- Use smaller-scale exterior building materials and building surfaces at lower levels and areas of pedestrian contact.
- Use materials and colors that help differentiate building features such as window and door trims and cornices, signs, awnings and other architectural details from the majority of the building surface.
- Use colors that are compatible with the existing and historic palette of the corridor (e.g. brown and cream colored bricks).
- Limit use of accent colors to trim and/or detailing.

### Inappropriate

- Wood shingles, rough wood siding and other “rustic” materials.
- Vinyl and aluminum siding.
- Thin brick.
- Large awnings.
- Primary, bright, high-intensity, metallic and neon colors.
- Bright corporate trademark colors.
- Prefabricated metal and concrete panels.
- Large scale metal siding.



*Appropriate*



*Inappropriate*

- Obviously false materials and faux finishes.
- Painting, covering or removal of natural brick and stone.
- Unfinished concrete block and similar exposed structural materials that are low quality and detract from the desired character of the corridor.

## Detailing

These guidelines refer to the more specific design issues of building detailing and how it affects the character of the building design and the experience of the user.

### Guideline

Detailing should enhance the building's form, style and articulation and add visual interest and human scale.

### Appropriate

- Provide architectural details at the ground floor to enhance the pedestrian character of the street. Details include window and door trim, recessed entries, awnings and/or other features.
- Create a visual termination (such as decorative cornices, parapets, crowns, medallions, etc.) at the top of building façades.
- Incorporate other detailing that articulates “bases” and “edges” of architectural elements.
- Articulate window and storefront trim with change of material, color or surface plane.
- Utilize “belt courses” and “medallions” of different materials and/or color to articulate façades.
- Quality design of detailing and use of materials that will withstand effects of weather.
- Detail all visible sides of the building to complement the front façade.

### Inappropriate

- Large wall surfaces without detailing.
- Excessive use of flat, two-dimensional detailing.
- Detailing unrelated to building style.



*Appropriate*



*Appropriate*



*Inappropriate*

## Fenestration and Storefronts

These guidelines refer to the use of fenestration at the street level and at upper levels and the “storefront” portion of the street-oriented façade.

### Guideline

Enhance the function and appearance of building façades, create a desired transparency of street-oriented façades, and enhance the overall composition of a building’s façade through the use of fenestration and “storefronts.”

### Appropriate

- Utilize transparent glazing in all windows, allowing a high level of visibility from the outside to the inside spaces.
- For ground floor retail uses and ground floor areas without retail use (such as customer lobbies, waiting rooms, offices and employee lounges), devote at least sixty (60) percent of the street wall area to windows in order to enhance the pedestrian character of the primary street.
- For street side ground floor uses that are not compatible with a high percentage of transparent window coverage, provide translucent and spandrel glass windows that add visual interest to the exterior of the building.
- If awnings are to be used, select canvas type fixed or retractable awnings.
- Select awnings that conform to the sign ordinance and are appropriate in width to the context of development and architectural features.
- Consider incorporating large café or restaurant doors that open to the street.
- Select doors with large window areas in storefront area.
- At upper level floors, devote at least thirty (30) percent of the street wall area to windows. Where consistent with the uses behind, such windows shall be transparent or at least translucent. Where not compatible with the use, such windows may be constructed of spandrel glass.
- At upper level floors, utilize individual or small groups of similarly shaped and proportioned windows in a regular rhythm.



*Appropriate*



*Appropriate*

- At upper level floors, use recessed or “punched” window openings.
- Utilize a simple palette of window types.

**Inappropriate**

- Use of excessive signage (paper, neon or other), walls or coverings in windows that negate the transparency of the storefront.
- Large continuous awnings.
- Vinyl or other synthetic fabric awnings.
- Backlit awnings.
- Continuous bands of windows.
- Windows or doors flush with building face.
- Moderate to highly reflective glass.
- Strongly colored, darkly tinted or reflective glass.
- Residential scaled and styled windows and doors at street level storefronts.

*Inappropriate*

## Building-Mounted Signage, Lighting and Equipment

These guidelines refer to signage and lighting that is mounted as an integrated fixture of the building.

### Guideline

Signage and lighting should enhance the architecture of the building and function for marketing and safety needs.

### Appropriate

- Use flush building mounted signs, window signs, externally lit projecting signs, awning signs and individually mounted backlit letters.
- Neon signage for up to twenty (20) percent of the window area.
- Integrate signage with building architecture.
- Use durable and long-lasting signage materials.
- Locate signage in “signage band” (horizontal area at upper portion of storefront) or in windows if appropriately sized.
- Incorporate sign designs, locations and colors to fit the character of the building.
- Highlight building detailing and signage with indirect wall-washing, sconce and up lighting-type fixtures.
- Use lighting to emphasize building entry.
- Screen mechanical equipment from view with enclosures and materials that are architecturally integrated with the building.

### Inappropriate

- LED, animated, flashing and video signs.
- Internally-lit, plastic box signs.
- Roof mounted signs.
- Large temporary signage in storefront windows that reduce transparency to below required levels.
- Signage that obscures architectural details.
- Satellite dishes and antenna visible from Madison Street.
- Exposed telecommunications equipment.
- Large-scale signage, overwhelming to pedestrian scale.



*Appropriate*



*Appropriate*



*Inappropriate*

## Preservation/Restoration/Reuse

These guidelines refer to the preferred treatments of historic structures.

### Guideline

Preserve and respect historic structures and their desired scale, character, style, articulation and detailing while adapting them to new uses.

### Appropriate

- Preserve the distinguishing features of the original building – avoid the removal or alteration of historic materials or distinctive architecture features.
- Restore original masonry walls and reconstruct missing elements such as cornices, windows and storefronts that were part of the original building design. If restoration is not feasible, design new elements to compliment the character, materials and design of the original building.
- Remove inappropriate elements, signs, canopies, etc. that cover details and features of the original building.
- Avoid painting of natural brick or stone when those materials are in good condition.

### Inappropriate

- Removal, destruction or loss of the integrity of distinctive architectural features.
- Addition of features that do not complement original building design.
- Addition of inappropriate elements that cover historic features.
- Harming the integrity of façade materials with cleaning techniques, painting, etc.



*Appropriate*



*Inappropriate*

# PUBLIC IMPROVEMENTS

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Public Improvement guidelines address the more commonly shared design components of the Corridor beyond that of private parcel site and building design. As redevelopment occurs, the Village and developers should coordinate efforts in order to create functional and aesthetically pleasing public realm for the Madison Street Corridor. The Village should develop a clear strategy for, and palette of, public improvements in order to create a consistent and positive image for the Corridor and the Village.

- Gateways
- Streetscape
- Crosswalks
- Common spaces and amenities

## Gateways

The future gateways of the Madison Street Corridor should be transformed with a combination of public improvements and the configurations, amenities and building character of privately-owned “gateway” parcels.

- Gateways of the Madison Street Corridor should signal an important transition into Oak Park, be welcoming, and represent the spirit of the Corridor.
- Gateways may “frame” Madison Street with landmark buildings, architectural features at building corners and/or prominent site features, or welcome those entering the Corridor with the “open arms” of a civic open space with Madison Street amenities.
- Public improvements may include Corridor-related signage, banners, lighting, symbols, center terrace treatment, plantings, public art, site furnishings and urban open spaces.

## Streetscape Treatments

The future streetscape of the Madison Street Corridor will be shaped with a combination of the character of the street itself, modes of transportation, signage, parking facilities, streetscape amenities, terrace and boulevard treatments, building locations and façade character.

- Appropriate public streetscape improvements should serve the needs of vehicular and pedestrian users and create a strong identity for the Corridor.
- Consistent wayfinding signage should be used to increase the identity of the Corridor and its landmarks.
- A consistent palette of site furnishings should serve pedestrians and be integrated with retail, transportation and other activity areas.
- High quality banners and signage should be used to keep the appearance of the Corridor fresh and highlight Corridor events, history and character.

- Plantings should be used to provide visual interest, shade, define the linear character of the Corridor, and soften the hard character of buildings and parking surfaces placed with sensitive regard for business visibility needs.

## Crosswalks

A pedestrian-friendly Madison Street Corridor will require improvements in the pedestrian crossings of the Corridor.

- While Madison Street is a busy community thoroughfare, improved existing pedestrian cross walks, and the strategic location of additional crosswalks in the Corridor, should provide sufficient pedestrian circulation across the street while not inhibiting its vehicular flow.
- Additional crosswalk locations, signage, selected location of curb bump-outs, pedestrian islands at medians and stronger crosswalk area surface markings should all serve to increase the safety, convenience and effectiveness of Madison Street crosswalks.

## Common Spaces and Amenities

In addition to private investment in site improvements and public investments in its streetscape, the experience of the Madison Street Corridor should also be improved by public improvements in additional common spaces and amenities, some of which may be located outside of street right-of-ways.

- Strategically located urban spaces will support retail activity, provide a venue for special events, increase street activity and improve the pedestrian-friendly qualities of the Corridor.
- These spaces may include small hardscape plazas, small parks and additional site features such as seating, fountains, public art, etc.
- These spaces should be connected with neighborhood pedestrian circulation networks identified in the *Plan*.



# **DEVELOPMENT GUIDELINES CHECKLIST**

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Oak Park Madison Street Corridor  
**DEVELOPMENT GUIDELINES CHECKLIST**

Project and Applicant Name: \_\_\_\_\_  
 Zoning: \_\_\_\_\_  
 Building Use: \_\_\_\_\_  
 Other: \_\_\_\_\_  
 Submission Date: \_\_\_\_\_

**DEVELOPMENT GUIDELINES**

	Applies		Complies	
	Yes	No	Yes	No
<b>1) Site Design</b>				
Vehicular Access and Parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Areas and Site Utilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landscaping and Other Site Treatments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Lighting and Signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Site Furnishings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>2) Architecture</b>				
Building Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building and Roof Form	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Massing and Articulation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials and Colors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Detailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fenestration and Storefronts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building-Mounted Signage, Lighting and Equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preservation/Restoration/Reuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Market Assessment/Technical Memo  
Madison Street Corridor  
Village of Oak Park  
March 2006**

**Prepared by Goodman Williams Group**

GOODMAN WILLIAMS  
— GROUP —  
REAL ESTATE RESEARCH

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## I. Introduction

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### **The Assignment**

The Village of Oak Park engaged a team of consultants headed by Vandewalle and Associates to create a plan for the continued development of the Madison Street corridor. Goodman Williams Group, a real estate research firm, has prepared this assessment of market conditions to provide realistic guidance for development recommendations included in the plan.

### **Previous Plan**

In May 2000, the firm of Arthur Andersen LLP submitted to the Village of Oak Park a study of the Madison Street corridor entitled *The Revitalization of Madison Street: Analysis and Implementation*. The report has guided significant redevelopment activity on Madison Street, including the development of a CVS drug store and acquisition by the Village of properties representing redevelopment opportunities. A key conclusion from the Arthur Andersen report is as follows:

“Madison Street . . . needs new nodes of investment opportunity (public and private) with sufficient critical mass to draw new retail and business users. Once new activity nodes are identified, the strategy needs to be to draw national and regional credit tenants and users, who bring reputations and drawing power of their own. New activity on the street will also encourage existing users to stay and invest in expansions and upgrading of their facilities.”

For their report, the Andersen consultants analyzed retail supply and demand data, and tested interest in a Madison Street location among various categories of chain retailers. Casual dining restaurants, furniture, appliances, drug stores, and some types of apparel stores were determined to have the highest potential. The current study agrees with those findings and adds some retail categories that may have potential.

### **Current Businesses**

The addendum to this report contains a listing of Oak Park business licenses with Madison Street addresses. The businesses have been sorted according to their Standard Industrial Code (SIC) to give a profile of the commercial makeup of the corridor. The majority of the businesses on Madison Street are services, including personal and business services as well as health care services. (These percentages are based on the number of establishments, not the amount of square footage.) About 22% of the existing businesses are retail stores and restaurants. A full listing is included in the addenda, and the table on the following page provides a summary

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### Madison Street Businesses By Type

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Category	No.	Percent
Retail	22	14%
Auto Related, gas stations	19	12%
Health Services	17	11%
Salons/Barber Shops	14	9%
Finance, Insurance, Real Estate	13	8%
Restaurants	12	8%
Other Services	11	7%
Manufacturing	8	5%
Legal & Engineering Firms	7	5%
Dry Cleaners/Laundromats	7	5%
Construction Businesses	6	4%
Social Services	6	4%
Pet Services	4	3%
Other	<u>9</u>	<u>6%</u>
<b>Total</b>	155	100%

---

Source: Based on Business Licenses

## II. Demographic Overview

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### Introduction

The map on the next page provides an orientation to Oak Park as it relates to surrounding communities. Austin, a community area in the City of Chicago, is east of Oak Park. River Forest and Forest Park are west of Oak Park, and Berwyn and Cicero are south of Oak Park. The table below shows selected 2000 Census characteristics of Oak Park and the surrounding communities, with highlights as follows:

- Oak Park has significantly higher incomes than all communities except River Forest.
- Cicero and Berwyn have large Hispanic populations compared to the other communities.
- The population of the Austin community in Chicago is predominantly Black.

---

#### Selected 2000 Census Characteristics

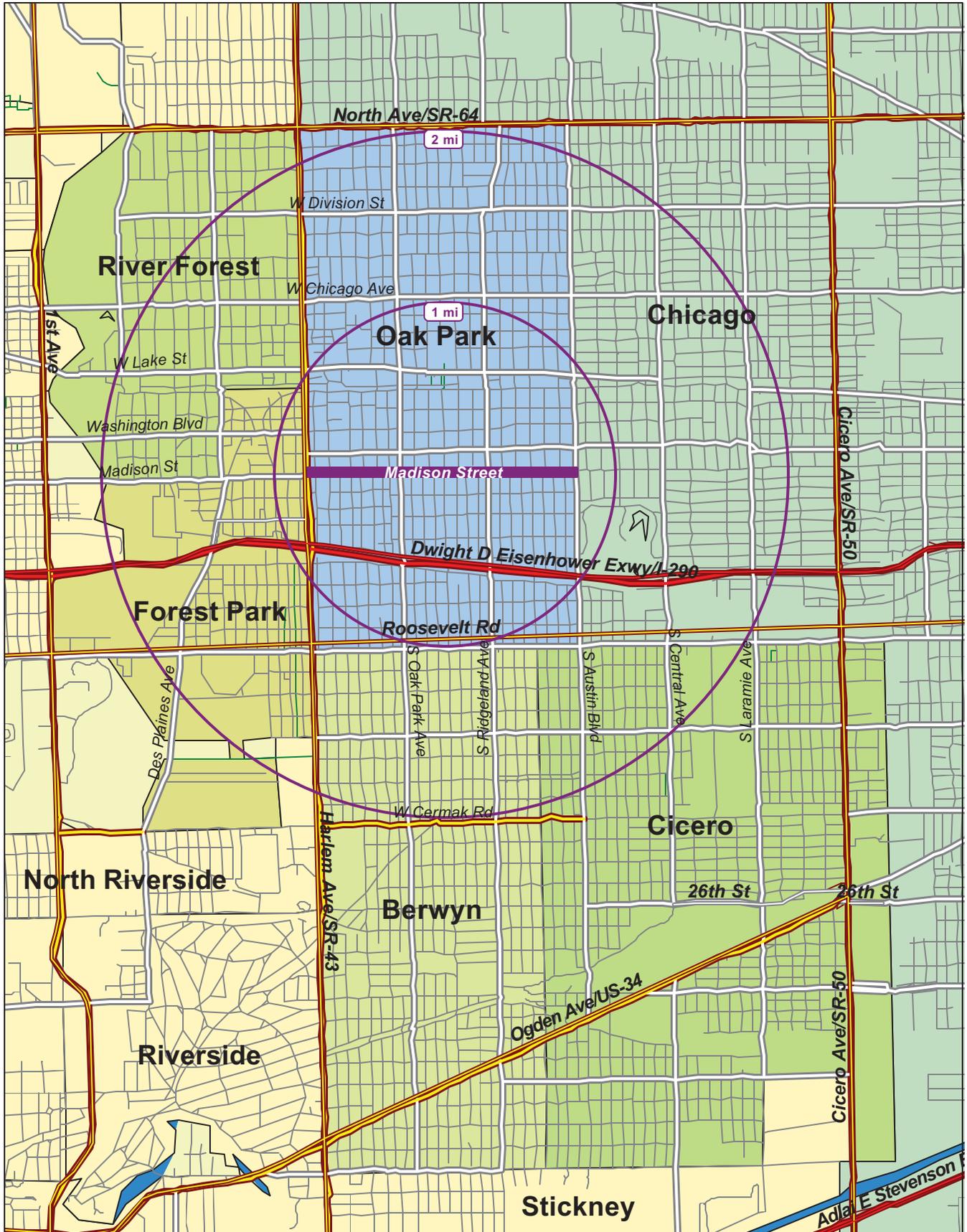
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	Population	Med HH Income	% White	% Black	% Hispanic
Oak Park	52,524	\$59,183	68.8%	22.4%	4.5%
Austin Community (Chicago)	117,527	\$33,662	6.2%	90.2%	4.1%
River Forest	11,635	\$89,284	86.7%	4.8%	4.0%
Forest Park	15,688	\$44,103	52.1%	30.7%	7.8%
Berwyn	54,016	\$43,833	56.4%	1.1%	38.0%
Cicero	85,616	\$38,044	19.6%	0.8%	77.4%

---

Source: 2000 Census

Typically, this market assessment would rely on current demographic estimates rather than 2000 Census data that are increasingly out-of-date. Because the national data firms such as Claritas and ScanUS use trend analysis, their estimates of population and household characteristics for communities such as Oak Park may be inaccurate. While data from national vendors has not been used in this presentation of socio-economic conditions, Claritas data will be used for the subsequent retail analysis.



Map produced by Goodman Williams Group

## Demographic Changes

The appendix contains a series of maps that show selected socio-economic characteristics as reported by the Census Bureau for 1990 and 2000. One of the reasons for this comparison is to confirm that conditions have not changed significantly since the previous study.

- In 1990, 77.0% of Oak Park's population was white and 18.3% was black. In 2000, 68.8% of the population was White Alone and 22.4% was Black Alone. As shown in the ScanUS graphics, areas in the Madison Street and Austin Boulevard corridor have higher percentages of African Americans than other parts of Oak Park, a pattern that shows little change between 1990 and 2000.
- More dramatic changes are seen in the growth of the Hispanic population in Oak Park. Areas around Madison Street and Roosevelt Road, in particular, have higher percentages of Hispanics in 2000 than in 1990.
- Household incomes remained strong, as shown in the ScanUS map. The table below provides additional data on income trends, comparing median household incomes in 1990 and 2000. While incomes can, of course, be expected to increase in ten years, the percentage change in Oak Park is higher than in surrounding communities, and the actual increase is also greater than in any community except for River Forest.

<b>Median Household Income 1990 - 2000 Census</b>				
	<b>Census</b>		<b>Change</b>	
	<b>1990</b>	<b>2000</b>	<b>Percent</b>	<b>Amount</b>
<b>Oak Park</b>	<b>\$40,453</b>	<b>\$59,183</b>	<b>46.3%</b>	<b>\$18,730</b>
Forest Park	\$30,572	\$44,103	44.3%	\$13,531
River Forest	\$62,469	\$89,284	42.9%	\$26,815
Cook County	\$32,673	\$45,922	40.6%	\$13,249
Cicero	\$27,170	\$38,044	40.0%	\$10,874
Berwyn	\$31,326	\$43,833	39.9%	\$12,507
Suburban Cook	\$41,128	\$56,775	38.0%	\$15,647

Source: Census Bureau

- The rates of homeownership have increased in the Madison Street area, primarily due to conversions of rental apartments to condominiums. Home ownership in Oak Park increased from 53% to 56% in the 1990s.

### III. Retail Potential

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#### Claritas Data

Many national retailers rely on Claritas data as a tool for selecting store locations. Claritas compares expenditure potential of households of a selected geographic area with the actual sales that occurred in that same area. If the expenditure potential is greater than sales, a theoretical opportunity exists to capture those sales. This situation is sometimes referred to as leakage, as dollars are leaking out of the local area.

Conversely, if the retail sales are greater than the expenditure potential of households in the area, the situation may be referred to as inflow, as dollars are flowing into the area. In this case, the shopping needs of area residents are theoretically being met, and households living outside the area are coming to shop.

The Claritas data are used for this analysis, with three areas:

- The immediate blocks around Madison Street (7,461 households)
- The Village of Oak Park (22,247 households).
- A larger trade area that picks up portions of surrounding communities (76,850 households).

The addendum includes a summary of selected population and household characteristics of the three areas, which have some distinct differences. The immediate Madison Street area is slightly younger, has somewhat lower incomes, and has smaller household sizes than the rest of Oak Park. Oak Park has significantly higher incomes than the larger trade area. The 2005 estimated median household income in the larger trade area is \$47,576 compared to \$69,294 in Oak Park.

#### Retail Opportunity Analysis

The accompanying three-page table shows expenditure potential and sales for the three trade areas. Looking at just the immediate Madison Street area, the data indicate that sales in certain retail categories are higher than the retail expenditure potential. Madison Street appears to be drawing shoppers outside the immediate trade area in these categories:

- *Automobile Dealers.* While Madison Street is no longer the motor row that is once was, Foley-Rice Cadillac remains as a major presence with significant sales.
- *Pharmacies and Drug Stores.* CVS, Walgreens, Osco, and an independent drug store are all found along Madison Street.
- *Cosmetics, Beauty Supplies, and Perfume.* Two large beauty supply stores are located at the eastern end of Madison Street, are among the beauty supply stores in the corridor.

Analysis of the Claritas data suggest retail opportunities in several categories:

- *Furniture and Home Furnishings* show unmet expenditure potential in all three trade areas—the local Madison Street area, Oak Park, and the larger trade area.
- *Electronics and Appliances* have excess demand in all three of the trade areas. Only the sub-category of camera and photographic equipment has a surplus.
- *Building Materials and Garden Equipment* has potential in all three of the trade areas. Large-format retailers such as Home Depot and Lowe’s have an increasing share of this category. Madison Street has a garden supply store that operates on a seasonal basis as well as a hardware store that draws patrons from a wide area.
- *Grocery and Beverage* are oversupplied in Oak Park and the larger trade area according to the model, but the Madison Street area shows unmet demand in this category.
- *Clothing and Accessories* stores in general are well represented in the Oak Park trade area, although family clothing stores may have potential.
- *Sporting Goods, Hobby, Book, and Music*. Sporting Goods has the strongest potential of the various subcategories. Oak Park is well supplied with book stores.
- *General Merchandise*, which represents about 29% of total expenditure potential, is almost completely absent from Oak Park. This category includes department stores and warehouse clubs. While demand is strong, very large sites would be required to accommodate the large formats of these types of stores
- *Miscellaneous Store Retailers*. Office Supplies and Stationery have the highest amount of available expenditure potential in this category.
- *Foodservice and Drinking Places*. Oak Park is oversupplied with full-service restaurants according to the model, but the local Madison Street area shows unmet demand.

**Retail Opportunity Analysis By Store Type**

Retail Store Type	Madison Street (7,461 Households)			Oak Park (22,247 Households)			Oak Park Trade Area (76,850 Households)		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
<b>Total Retail Sales</b> (Incl Eating and Drinking Places)	284,726,246	153,298,585	131,427,661	950,031,210	552,281,339	397,749,871	2,764,444,989	1,744,036,111	1,020,408,878
<b>Motor Vehicle and Parts Dealers</b>	53,361,209	48,580,712	4,780,497	179,694,212	53,343,382	126,350,830	497,059,412	217,371,006	279,688,406
Automotive Dealers	43,826,850	48,580,712	(4,753,862)	147,841,204	51,855,432	95,985,772	407,885,655	181,326,504	226,559,151
Other Motor Vehicle Dealers	3,762,761		3,762,761	12,748,830		12,748,830	34,237,768	5,585,454	28,652,314
Automotive Parts/Accesss, Tire	5,771,599		5,771,599	19,104,178	1,487,950	17,616,228	54,935,989	30,459,048	24,476,941
<b>Furniture and Home Furnishings</b>	8,463,126	2,991,730	5,471,396	30,165,234	9,514,899	20,650,335	73,905,760	37,595,681	36,310,079
Furniture	4,989,515	886,476	4,103,039	17,771,879	3,934,573	13,837,306	42,971,802	18,361,367	24,610,435
Home Furnishing	3,473,611	2,105,254	1,368,357	12,393,355	5,580,326	6,813,029	30,933,958	19,234,314	11,699,644
<b>Electronics and Appliance</b>	7,998,270	3,681,822	4,316,448	27,124,180	15,699,490	11,424,690	70,048,062	35,123,736	34,924,326
Appliances, TVs, Electronics	4,994,862	2,141,510	2,853,352	16,893,642	6,906,117	9,987,525	44,459,494	23,692,222	20,767,272
Household Appliances	781,031	584,386	196,645	2,648,086	1,123,414	1,524,672	7,241,536	3,510,669	3,730,867
Radio, Television, Electronics	4,213,831	1,557,124	2,656,707	14,245,556	5,782,703	8,462,853	37,217,959	20,181,553	17,036,406
Computer and Software	2,722,084	1,540,312	1,181,772	9,283,471	6,367,072	2,916,399	23,066,570	8,774,138	14,292,432
Camera and Photographic Equipment	281,324		281,324	947,067	2,426,301	(1,479,234)	2,521,998	2,657,376	(135,378)
<b>Building Material, Garden Equip</b>	25,068,153	6,781,162	18,286,991	89,895,493	35,087,430	54,808,063	241,875,396	105,661,621	136,213,775
Building Material and Supply Dealers	22,242,693	6,781,162	15,461,531	79,759,846	34,958,816	44,801,030	215,434,269	105,533,007	109,901,262
Home Centers	9,271,551		9,271,551	33,174,747		33,174,747	88,912,951	50,570,694	38,342,257
Paint and Wallpaper	379,407		379,407	1,422,885	1,176,714	246,171	3,749,317	2,091,936	1,657,381
Hardware	1,766,579	224,212	1,542,367	6,136,775	1,494,760	4,642,015	16,796,503	3,736,898	13,059,605
Other Building Materials Dealers	10,825,157	6,556,950	4,268,207	39,025,439	32,287,342	6,738,097	105,975,498	49,133,479	56,842,019
Building Materials, Lumberyards	3,827,973	2,235,995	1,591,978	13,890,837	11,010,348	2,880,489	36,664,691	16,755,071	19,909,620
Lawn, Garden Equipment, Supplies	2,825,460		2,825,460	10,135,647	128,614	10,007,033	26,441,126	128,614	26,312,512
Outdoor Power Equipment	383,046		383,046	1,378,926		1,378,926	3,711,428		3,711,428
Nursery and Garden Centers	2,442,414		2,442,414	8,756,721	128,614	8,628,107	22,729,698	128,614	22,601,084
<b>Food and Beverage</b>	31,779,525	16,985,412	14,794,113	103,405,479	111,608,310	(8,202,831)	359,721,073	408,416,420	(48,695,347)
Grocery	26,283,024	16,073,046	10,209,978	85,652,286	105,079,878	(19,427,592)	299,203,396	357,699,085	(58,495,689)
Supermarkets, Grocery	25,084,177	14,144,205	10,939,972	81,813,182	99,538,209	(17,725,027)	286,336,663	339,740,418	(53,403,755)
Convenience	1,198,847	1,928,841	(729,994)	3,839,104	5,541,669	(1,702,565)	12,866,733	17,958,667	-5,091,934
Specialty Food	3,660,994	912,367	2,748,627	11,968,939	5,832,683	6,136,256	43,531,457	15,469,287	28,062,170
Beer, Wine and Liquor	1,835,508		1,835,508	5,784,254	695,749	5,088,505	16,986,219	35,248,048	(18,261,829)
<b>Health and Personal Care</b>	14,898,519	28,016,544	(13,118,025)	48,437,501	56,046,173	(7,608,672)	154,017,174	158,204,981	(4,187,807)

**Retail Opportunity Analysis By Store Type**

Retail Store Type	Madison Street (7,461 Households)			Oak Park (22,247 Households)			Oak Park Trade Area (76,850 Households)		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Pharmacies and Drug	11,947,686	24,407,901	(12,460,215)	38,758,048	44,158,695	(5,400,647)	124,107,342	136,434,299	(12,326,957)
Cosmetics, Beauty Supplies, Perfume	597,839	3,012,623	(2,414,784)	1,939,380	5,095,518	(3,156,138)	6,226,143	5,378,602	847,541
Optical Goods	1,291,121	3,012,623	1,721,502	4,300,948	2,602,440	1,698,508	12,378,488	8,629,148	3,749,340
Other Health and Personal Care	1,061,872	596,020	465,852	3,439,125	4,189,520	(750,395)	11,305,201	7,762,932	3,542,269
<b>Gasoline Stations</b>	<b>23,443,395</b>	<b>7,612,614</b>	<b>15,830,781</b>	<b>73,765,906</b>	<b>34,781,553</b>	<b>38,984,353</b>	<b>234,705,509</b>	<b>147,170,723</b>	<b>87,534,786</b>
Gasoline Stations With Conv	14,879,754	1,803,262	13,076,492	46,809,592	8,530,729	38,278,863	150,271,132	81,070,175	69,200,957
Other Gasoline Stations	8,563,640	5,809,352	2,754,288	26,956,314	26,250,824	705,490	84,434,377	66,100,548	18,333,829
<b>Clothing and Clothing Accessories</b>	<b>15,733,387</b>	<b>2,998,805</b>	<b>12,734,582</b>	<b>53,602,064</b>	<b>70,263,236</b>	<b>(16,661,172)</b>	<b>153,531,544</b>	<b>130,916,563</b>	<b>22,614,981</b>
Clothing	10,878,820	1,446,540	9,432,280	36,999,358	58,674,080	(21,674,722)	109,553,281	89,527,263	20,026,018
Men's Clothing	1,153,464		1,153,464	3,885,478	23,128,151	(19,242,673)	11,462,694	24,970,218	(13,507,524)
Women's Clothing	3,333,268	1,358,714	1,974,554	11,327,046	12,058,581	(731,535)	32,936,250	25,217,092	7,719,158
Childrens, Infants Clothing	431,567	87,826	343,741	1,534,617	4,547,796	(3,013,179)	5,645,250	7,910,475	(2,265,225)
Family Clothing	4,831,927		4,831,927	16,418,830	12,694,527	3,724,303	48,646,963	19,614,935	29,032,028
Clothing Accessories	303,808		303,808	1,034,982	769,896	265,086	2,638,383	1,706,611	931,772
Other Clothing	824,786		824,786	2,798,405	5,475,129	(2,676,724)	8,223,741	10,107,932	(1,884,191)
Shoe	1,977,553		1,977,553	6,777,902	3,367,241	3,410,661	22,042,707	29,808,088	(7,765,381)
Jewelry, Luggage, Leather Goods	2,877,014	1,552,265	1,324,749	9,824,804	8,221,915	1,602,889	21,935,556	11,581,212	10,354,344
Jewelry	2,681,471	1,552,265	1,129,206	9,136,265	8,221,915	914,350	20,381,827	11,384,829	8,996,998
Luggage and Leather Goods	195,543		195,543	688,539		688,539	1,553,729	196,383	1,357,346
<b>Sporting Goods, Hobby, Book, Music</b>	<b>6,379,982</b>	<b>1,816,943</b>	<b>4,563,039</b>	<b>21,616,882</b>	<b>18,513,889</b>	<b>3,102,993</b>	<b>55,995,798</b>	<b>41,783,433</b>	<b>14,212,365</b>
Sporting Goods, Hobby, Musical Inst	4,142,922	1,127,672	3,015,250	14,311,681	7,814,446	6,497,235	37,675,676	23,440,405	14,235,271
Sporting Goods	2,048,646	416,828	1,631,818	7,072,254	3,022,017	4,050,237	18,516,101	9,691,314	8,824,787
Hobby, Toys and Games	1,358,243	245,949	1,112,294	4,718,628	3,396,164	1,322,464	12,711,614	10,916,241	1,795,373
Sew/Needlework/Piece Goods	352,592	184,792	167,800	1,226,042	275,856	950,186	3,098,710	965,504	2,133,206
Musical Instrument and Supplies	383,442	280,103	103,339	1,294,757	1,120,409	174,348	3,349,251	1,867,346	1,481,905
Book, Periodical and Music	2,237,059	689,270	1,547,789	7,305,201	10,699,443	(3,394,242)	18,320,122	18,343,028	(22,906)
Book and News Dealers	1,469,504	167,212	1,302,292	4,853,550	9,710,170	(4,856,620)	11,452,606	11,858,744	(406,138)
Book	1,374,389	167,212	1,207,177	4,546,438	9,710,170	(5,163,732)	10,622,387	11,306,813	(684,426)
News Dealers and Newsstands	95,114		95,114	307,112		307,112	830,219	551,931	278,288
Prerecorded Tapes, CDs, Record	767,556	522,059	245,497	2,451,651	989,273	1,462,378	6,867,516	6,484,284	383,232
<b>General Merchandise</b>	<b>37,932,737</b>		<b>37,932,737</b>	<b>128,162,664</b>	<b>3,531,098</b>	<b>124,631,566</b>	<b>378,451,600</b>	<b>91,667,642</b>	<b>286,783,958</b>
Depart Stores Excl Leased Depts	26,282,733		26,282,733	89,216,323	3,531,098	85,685,225	259,775,524	71,053,937	188,721,587
Other General Merchandise	11,650,004		11,650,004	38,946,341		38,946,341	118,676,075	20,613,705	98,062,370
Warehouse Clubs and Super Stores	7,167,401		7,167,401	23,773,176		23,773,176	76,107,801	13,731,340	62,376,461

Retail Opportunity Analysis By Store Type

Retail Store Type	Madison Street (7,461 Households)			Oak Park (22,247 Households)			Oak Park Trade Area (76,850 Households)		
	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
All Other General Merchandise	4,482,603	7,217,355	872,622	15,173,165	30,055,321	(3,061,580)	42,568,274	6,882,365	35,685,909
<b>Miscellaneous Store Retailers</b>	<b>8,089,977</b>	<b>7,217,355</b>	<b>872,622</b>	<b>26,993,741</b>	<b>30,055,321</b>	<b>(3,061,580)</b>	<b>70,672,684</b>	<b>56,091,907</b>	<b>14,580,777</b>
Florists	958,624	928,036	30,588	3,299,285	2,465,301	833,984	8,659,346	6,549,880	2,109,466
Office Supplies, Stationery, Gift	3,613,553	1,053,945	2,559,608	12,036,775	10,735,128	1,301,647	29,995,531	17,977,003	12,018,528
Office Supplies and Stationery	1,572,064	532,574	1,039,490	5,245,585	3,210,027	2,035,558	12,871,663	6,559,614	6,312,049
Gift, Novelty and Souvenir	2,041,489	521,371	1,520,118	6,791,190	7,525,101	(733,911)	17,123,868	11,417,389	5,706,479
Used Merchandise	885,626	481,696	403,930	2,999,504	2,636,017	363,487	7,867,996	6,099,019	1,768,977
Other Miscellaneous Store Retailers	2,632,174	4,753,678	(2,121,504)	8,658,177	14,218,875	(5,560,698)	24,149,811	25,466,005	(1,316,194)
<b>NonStore Retailers</b>	<b>18,248,505</b>	<b>4,896,937</b>	<b>13,351,568</b>	<b>61,730,519</b>	<b>8,381,235</b>	<b>53,349,284</b>	<b>175,879,313</b>	<b>49,117,992</b>	<b>126,761,321</b>
Electronic Shopping, MailOrder	11,349,565		11,349,565	38,203,314	2,322,382	35,880,932	102,147,531	16,256,670	85,890,861
Vending Machine Operators	1,316,013	1,942,761	(626,748)	4,259,565	2,366,135	1,893,430	14,537,016	9,227,927	5,309,089
Direct Selling Establishments	5,582,927	2,954,176	2,628,751	19,267,640	3,692,718	15,574,922	59,194,765	23,633,395	35,561,370
<b>Foodservice and Drinking Places</b>	<b>33,329,460</b>	<b>21,718,550</b>	<b>11,610,910</b>	<b>105,437,335</b>	<b>105,455,323</b>	<b>(17,988)</b>	<b>298,581,664</b>	<b>264,914,404</b>	<b>33,667,260</b>
FullService Restaurants	13,775,708	5,183,703	8,592,005	43,561,470	52,833,898	(9,272,428)	123,013,467	115,910,513	7,102,954
LimitedService Eating Places	14,060,799	8,943,937	5,116,862	44,492,662	39,534,139	4,958,523	128,569,730	100,616,618	27,953,112
Special Food services	2,495,599	7,590,910	(5,095,311)	7,917,379	13,087,286	(5,169,907)	22,801,854	33,130,497	(10,328,643)
Drinking Places Alcoholic Beverages	2,997,354		2,997,354	9,465,824		9,465,824	24,196,613	15,256,777	8,939,836

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Source: Goodman Williams Group based on data from Claritas, Inc.

## **IV. Retail Overview**

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### **Retail in Surrounding Communities**

Oak Park residents are likely to shop in a number of retail concentrations located in surrounding communities, including the following, which are shown on the map on the following page:

- North Riverside Mall, a super-regional center with over one million square feet, is located at Cermak Road and Harlem Avenue in North Riverside. Traditional department store anchors include Carson's, Penney's and Sears.
- Brickyard Square is located at Fullerton and Narragansett in Chicago. The recently redeveloped open-air power center has 593,000 square feet of commercial space and is anchored by Target, Lowe's, Jewel/Osco, and Marshall's.
- Broadview Village Square sits at the intersection of Cermak Rd and 17th Avenue in Broadview. SuperTarget, Home Depot, Marshall's, OfficeMax, Sports Authority, and PetSmart anchor the 740,000-Square-foot regional center.
- Cicero Marketplace, located at S Cicero Avenue and 29<sup>th</sup> Street, is a 500,000-square-foot center with tenants including Home Depot, Sam's Club, Target, and Kroger's Food-4-Less. Just to the north, Hawthorne Works shopping center adds another 300,000 square feet of retail space to this part of Cicero.

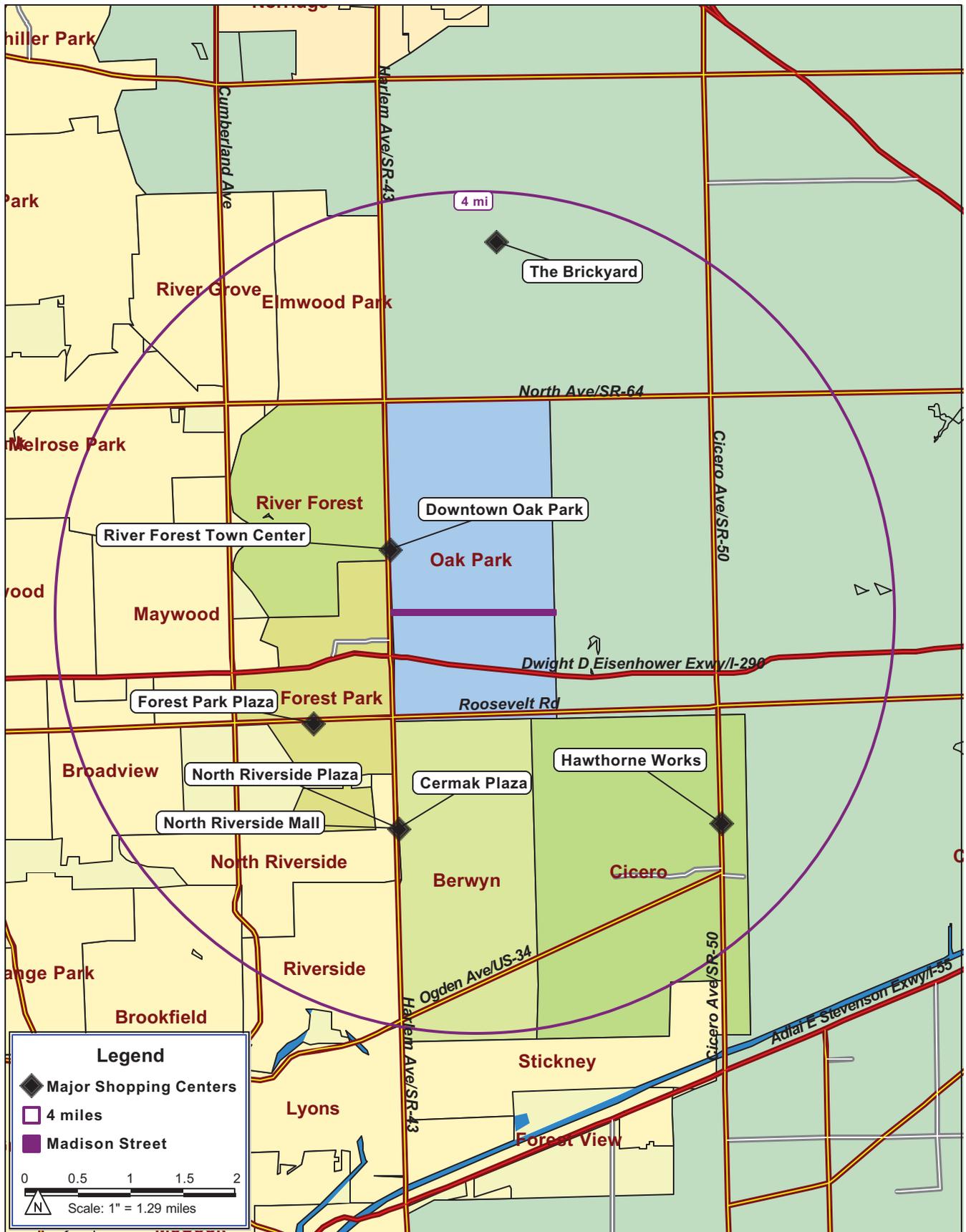
### **Downtown Oak Park**

Oak Park's traditional downtown is an important shopping destination, representing the major competitive location for Madison Street. Once anchored by Marshall Field's department store and, for a time, configured as a pedestrian mall, the downtown now continues to see changes and improvements that keep it a healthy shopping center.

Current offerings include a mix of national, regional, and local retailers in a variety of categories. Old Navy, Benetton, Dress Barn, Mephisto Shoes, Pier One, Gap/Gap Kids, Claire's, Borders, Paper Source, Cold Stone Creamery, and Starbucks are among the national retailers. Regional chain stores include Barbara's Books, Helix Camera, and Penzey's Spices. Independent stores are particularly well represented in apparel and specialty gifts categories.

The Shops of Downtown Oak Park, located at the SEC of Lake Street and Harlem Avenue, opened in 1997 with 50,000 square feet. The next phase of the downtown redevelopment, referred to as the Superblock, is an area bound by North Boulevard, Harlem Avenue, Lake Street and Marion Street. The Taxman Corporation recently sold their interests in both the Shops and Superblock to Heitman Financial. The disposition of the Colt Building at 1125 Lake Street will be integral to the redevelopment plan.

# Major Shopping Centers



Map produced by Goodman Williams Group

**Major Shopping Centers in Vicinity of Oak Park**

<b>Name</b>	<b>Location</b>	<b>Community</b>	<b>Distance (Miles)</b>	<b>Opened</b>	<b>GLA # Stores</b>	<b>Anchors</b>
River Forest Town Center	Lake St & Harlem Ave	River Forest	1.0	1994	88,328	11 Whole Foods Market
Forest Park Plaza	W Roosevelt & Des Plaines Ave	Forest Park	1.5	1983	324,000	12 Wal-Mart
Cermak Plaza	Harlem Ave & Cermak Rd	Berwyn	2.0	1956	307,000	26 Circuit City, Office Depot, Shoe Carnival, Marshalls
North Riverside Plaza	Harlem Ave & Cermak Rd	North Riverside	2.2	1965	209,000	21 Best Buy, Burlington Coat Factory, Kohl's
North Riverside Park Mall	Harlem Ave & Cermak Rd	North Riverside	3.0	1976	1,071,099	133 Carsons, JCPenney, Sears, T. J. Maxx
Hawthorne Works	Cermak Rd & Cicero Ave	Cicero	3.0	1989	310,317	40 Aaron Rents, Amigos Mexican Restaurant, Blockbuster Video, Foot Locker
The Brickyard	Diversey & Narragansett	Chicago	4.0	2004 (Reopened)	593,000	-- Target, Marshall's Lowes

Source: Goodman Williams Group

## **Other Oak Park Retail Concentrations**

While downtown Oak Park is the primary retail destination in Oak Park, the Village has other significant retail/commercial concentrations, including the following:

- The Avenue. Oak Park Avenue as it intersects with Lake Street is part of the downtown TIF district but considered a distinct shopping area. It includes a concentration of restaurants, and national and regional retailers include Caribou Coffee, Great Frame Up, Great Harvest Bread, Logos Bookstore, Oberweis Dairy, and Wolf Camera.
- South Marion Street, including the intersections with North Boulevard and Harlem Avenue, is also connected to the downtown.
- Harrison Street Arts District features galleries, dance studios, craft stores, photography studios, handmade apparel shops, and other arts-themed businesses.
- North Avenue, primarily between Austin Boulevard and Harlem, has a concentration of professional and personal services as well as some retail stores.
- Chicago Avenue, with key intersections at Harlem and Marion, and the eastern end of Lake Street have a variety of commercial and retail businesses.

## **Forest Park**

The Village of Forest Park has turned its Madison Street corridor into a main street for the community. Like Madison Street in adjacent Oak Park, the Forest Park segment of Madison Street was tenanted mostly by service businesses at one time. Unlike Oak Park, it has always had bars, and those became one of the catalysts to bring in new restaurants that helped create a vibrant street. Categories of retailers, mostly independents, include apparel, bakery, books, florist, hardware, jewelry, records, shoes, and specialty gifts.

Forest Park also has a retail concentration along Roosevelt Road, the location of Forest Park Plaza. Wal-Mart and Ultra Foods anchor this 324,000-square-foot center.

## **River Forest**

The Taxman Corporation developed River Forest Town Center, a 150,000-square-foot shopping center at the southwest corner of Lake Street and Harlem Avenue. The 90,000-square-foot first phase, which is anchored by Whole Foods, was completed in 1994. The second phase opened in 2002 bringing Linens 'n Things, Ann Taylor Loft, Chico's, Children's Place, Panera Bread, Harry & David, and Talbots.

## Chicago

The eastern end of the Madison Street corridor is adjacent to the Austin community in the City of Chicago, where the Department of Planning and Development (DPD) is encouraging new development. Two projects are planned for sites in the vicinity of Madison and Laramie (5200 west). One will have about 8,000 square feet of retail, a two-story family restaurant, and a two-story office building. The project will bring an A&W drive-through restaurant and a Long John Silver restaurant.

The two properties most relevant to the long-term planning for Madison Street are the bus turnaround on the NEC of Austin Boulevard and Madison Street and the vintage buildings on the SEC. DPD reports that the CTA terminal property is not currently being considered for redevelopment.

### Retail Sales by Community

The addenda include three exhibits that reveal patterns in retail sales in Oak Park and surrounding communities. The data are based on sales tax collections as reported by the Illinois Department of Revenue.

- *Annual Retail Sales Tax Collections* indicates that Cicero has the highest sales among the local communities, and Oak Park ranks second. All communities follow the same general trends over the last six years.
- *Comparison of 2005 Sales Tax Receipts*. Oak Park is strongest in sales by food stores; automobile dealers and filling stations; and drug and miscellaneous stores. While Cicero and Forest Park have high general merchandise sales, Oak Park has virtually no sales in this category.
- The 2005 data are also presented in the table *Comparison of Municipal Retail Sales Tax Collections*, breaks out sales by category for all a communities.

## V. Office Market

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### Introduction

Oak Park is part of the West Cook submarket, the smallest office submarket in the Chicago area as delineated by CB Richard Ellis (CBRE). The submarket's 1.1 million square feet of competitive office space represents a small fraction of the nearly 100 million square feet of office space in Chicago's suburbs.

According to CBRE, all of the office space in the West Cook submarket is Class B or C, indicating the lack of new construction in recent years. CBRE reports a 16.4% vacancy rate in the submarket, which compares to the 21.3% vacancy rate in all suburban office space. Downtown Chicago had a 16% vacancy rate in its 119 million square feet of office space. CBRE reports a typical lease rate of \$29.15 in downtown Chicago compared to \$23.75 in the suburbs.

Oak Park's major multi-tenant office buildings, which have a total of 685,600 square feet, are listed in the table below. Most were built in the 1920s, and the newest office building in this inventory was completed in 1987. According to the Metro-Chicago Office Guide, at year-end 2005 these Oak Park buildings had a 10% vacancy rate.

**Oak Park Competitive Multi-Tenant Office Buildings**

<b>Name</b>	<b>Address</b>	<b>Built</b>	<b>Sq. Ft.</b>	<b>Occupancy</b>	<b>Rent</b>	<b>Type</b>
1515 N Harlem Building	1515 N Harlem	1965	53,000	69%	\$16	Gross
1000 Lake Street	1000 Lake Street	1940	28,000	95%	NA	
1010 Lake Building	1010 Lake Street	1968	86,700	94%	\$25	Gross
Forsyth Building	1011 Lake Street	1929	48,000	94%	\$24-\$29	Gross
Shaker Building	1100 Lake Street	1923	88,000	99%	\$25 +	Net
1101 Lake Professional Bldg	1101 Lake Street	1923	26,000	100%	\$26	Net
Oak Leaves Building	1136 Lake Street	1929	67,100	100%	NA	
1144 Lake Building	1144 Lake Street	1929	65,000	100%	NA	
Medical Arts Building	715 Lake Street	1929	42,800	95%	\$20	Gross
<b>101 Madison Building</b>	<b>101 Madison Street</b>	<b>1987</b>	<b>16,000</b>	<b>90%</b>	<b>\$14-\$16</b>	<b>Net</b>
1024 North Boulevard Bldg	1024 North Blvd	1925	20,000	100%	NA	
6525 W North Bldg	6225 W North	1940	20,000	36%	\$15-\$17	Gross
6429 West North Bldg	6429 W North	1940	20,000	80%	\$15-\$18	Gross
6821 N North Avenue	6821 N North Avenue	1981	15,000	71%	\$15	Gross
Westgate Professional Bldg	1145 Westgate Court	1930	20,000	61%	\$20	Gross
1146 Westgate Bldg	1146 Westgate	1931	70,000	91%	\$16	Gross
Total Square Feet/Overall Vacancy Rate			685,600	10%		

*Source: The Metro-Chicago Office Guide, 4th Quarter 2005*

## Employment Trends

In 2004, the last year for which data are available, 18,762 private-sector jobs were located in Oak Park. For the past several years, the number of jobs has changed only modestly, as shown below.

<b>Oak Park Private-Sector Employment</b>		
<b>Year</b>	<b>Employment</b>	<b>Change</b>
2001	17,577	--
2002	17,859	1.6%
2003	17,671	-1.1%
2004	18,762	6.2%

Source: Illinois Dept. of Employment Security

Health Care and Social Assistance is the major employment category in Oak Park, as shown in the table on the following page. Businesses in this category are well represented along Madison Street, with Rush Oak Park Hospital a major employer and magnet for related businesses.

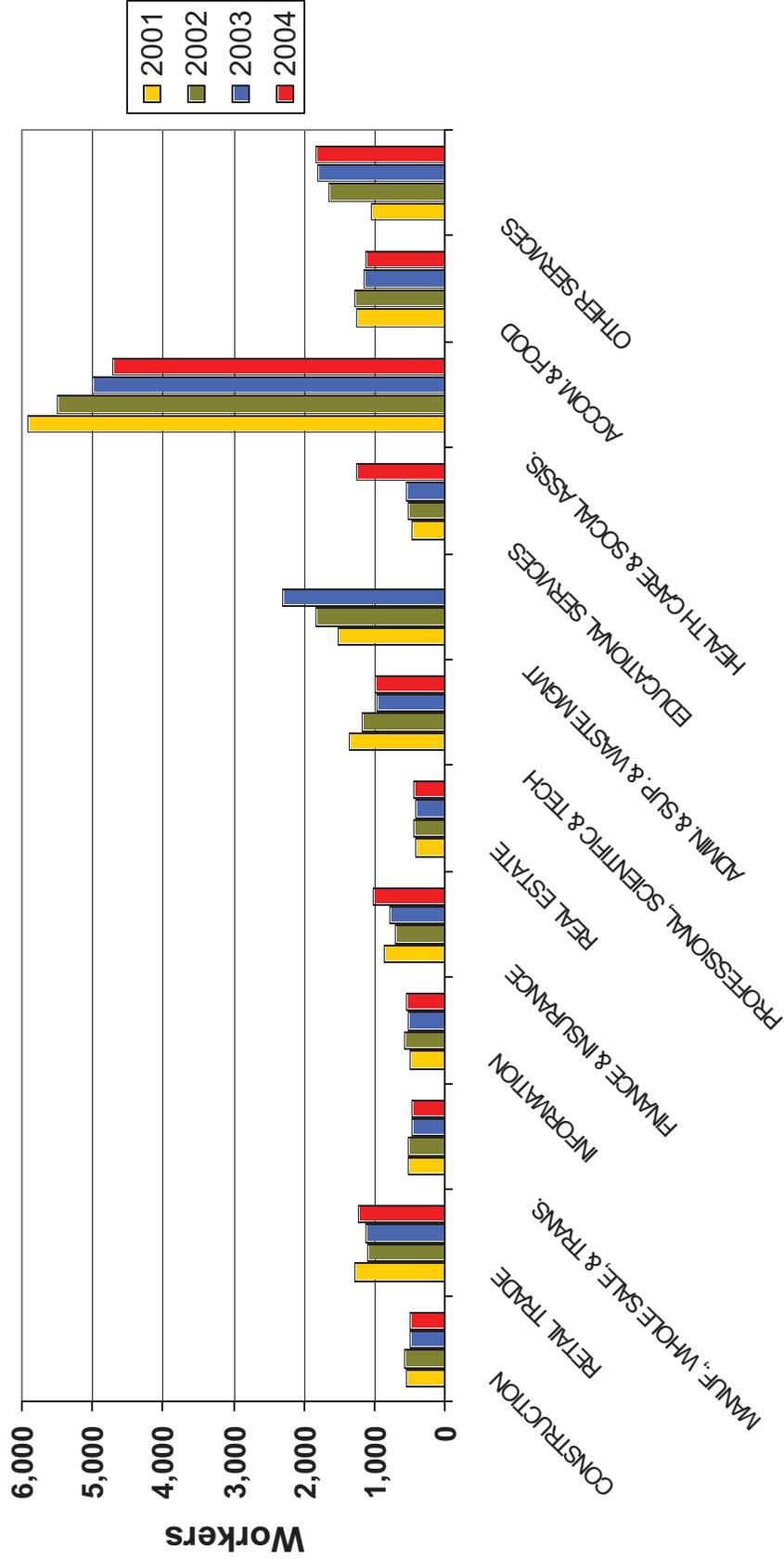
The table below shows just the employment categories considered to be office-using. About one-third of the office-using jobs are in finance and insurance, and another one-third area professional, scientific, or technical. Employment has been stable, but growth has not resulted in a demand for significant amounts of new office space.

<b>Oak Park Employment 2004</b>	
<b>All Industries</b>	<b>18,762</b>
<b>Office-Using Employment Categories:</b>	
Information	545
Finance and Insurance	1,018
Real Estate	451
Professional, Scientific and Technical	<u>998</u>
Total	3,012

Source: *Where Workers Work*

Madison Street has a number of small office buildings, and office space is also found on the second level of commercial buildings with ground-floor retail. The Village Hall also houses office-using employment in the government sector. While Madison Street has a number of businesses in the office-using categories, downtown Oak Park has the competitive advantage.

# Oak Park Employment Trends 2001-2004



Source: Where Workers Work: 2001 - 2004

## **VI. Residential Market**

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### **Housing Permits**

A review of housing permit activity reveals that relatively few new housing units have been built in Oak Park and surrounding suburbs. The finding is not surprising for mature communities whose few redevelopment sites suggest a need for new construction. Since 1996, Oak Park has added 180 new housing units. Forest Park has encouraged new residential development, adding 399 units during the same period.

### **Prices of Existing Homes**

The two accompanying graphs show the median sales prices of single-family and condominium homes in Oak Park and surrounding communities. In 2005, the median price of a single-family home in Oak Park was \$428,500, which is significantly higher than prices in all the surrounding communities except River Forest. The median price of an Oak Park condominium sold in 2005 was \$200,500.

### **New Townhomes**

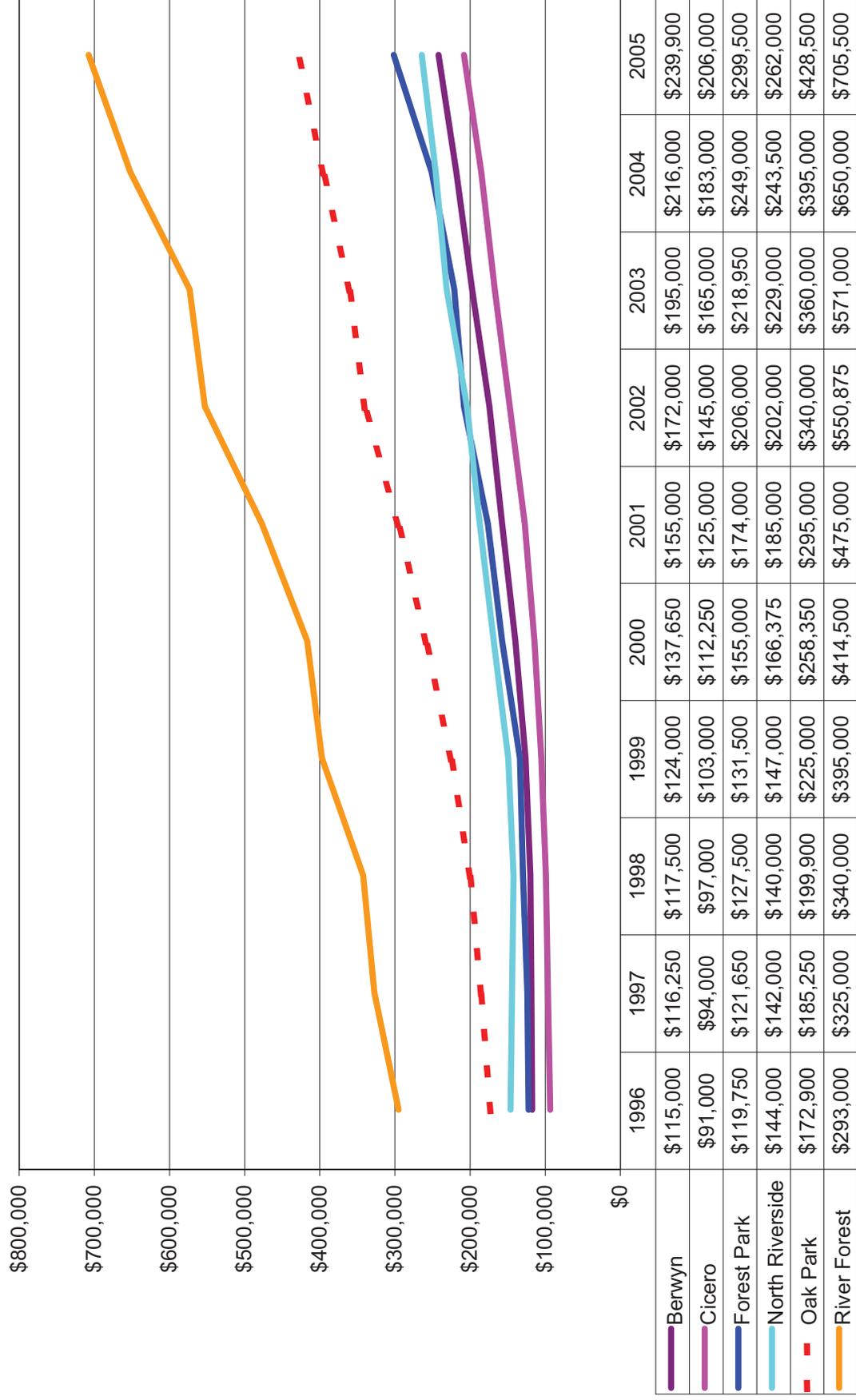
Townhomes are well accepted in the Oak Park market, typically offering a more affordable alternative to single-family homes. These include:

- Madison Square Townhomes are being developed in phases on a Madison Street Site between Wisconsin and Home Avenues. The third phase with 10 units will be available in the fall of 2006 and are now on the market. Four-level townhouses with 3,100 square feet are priced between about \$480,000 and \$545,000.
- Clarence Square, 1192 Clarence, at Roosevelt Road, offers 18 townhouse units with 2,200 to 2,600-square-foot townhomes for approximately \$440,000.

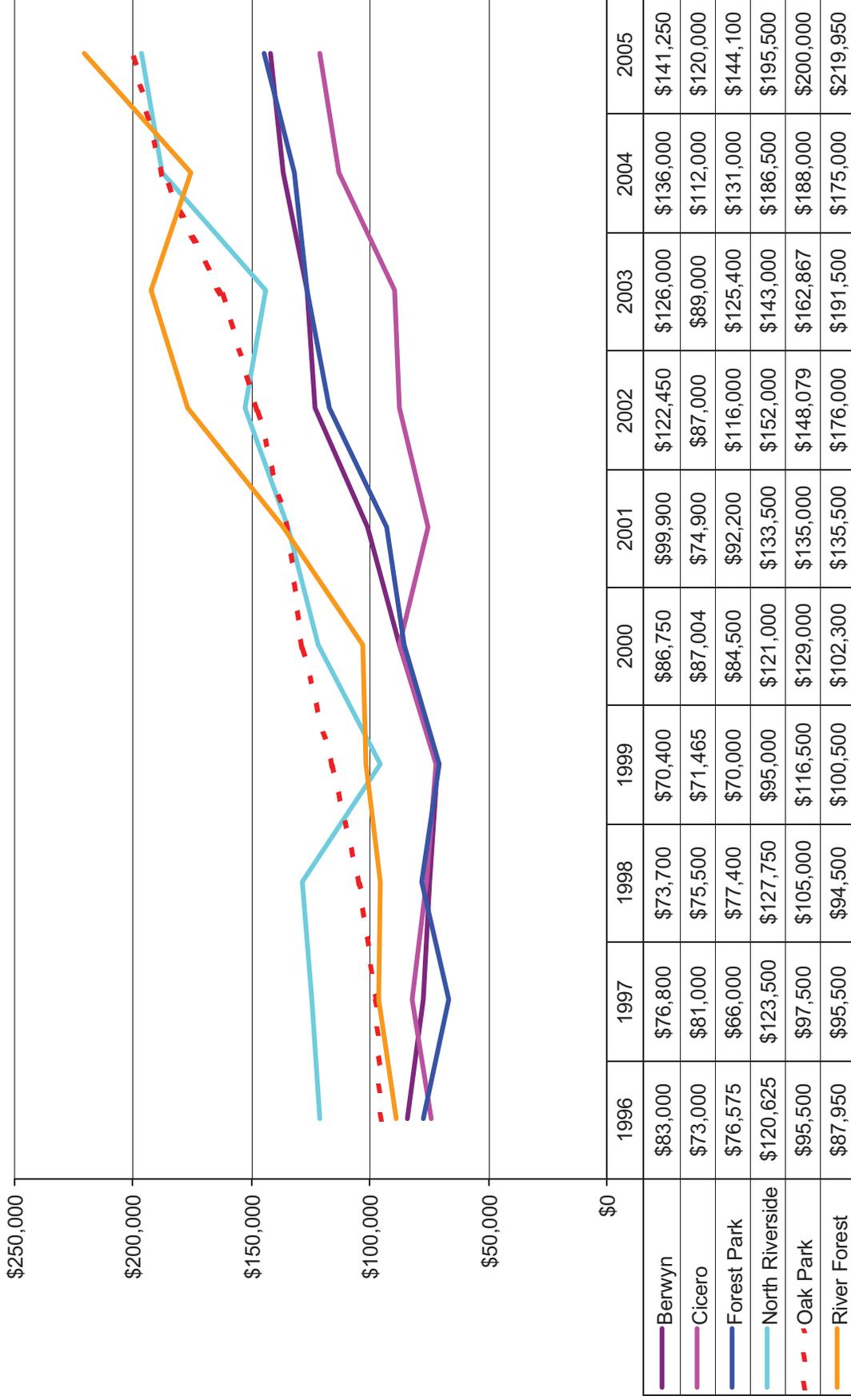
Both Madison Square and Clarence Square are developments of local architect and developer John Schiess. Another project is slated for a redevelopment site on the SWC or Madison and Oak Park.

<b>Residential Construction Permits -- Units Permitted</b>																
	Oak Park			River Forest			Forest Park			Berwyn			Cicero		TOTAL	
	Single Family	Multi Family		Single Family	Multi Family		Single Family	Multi Family		Single Family	Multi Family		Single Family	Multi Family		
<b>1996</b>	4	0	4	0	0	0	0	6	3	12	0	3	3	0	14	18
<b>1997</b>	5	10	3	0	5	10	4	2	2	2	0	2	2	0	19	22
<b>1998</b>	11	0	4	0	14	13	0	10	2	10	0	2	2	0	31	23
<b>1999</b>	32	0	3	0	7	8	6	69	0	6	0	0	0	0	48	77
<b>2000</b>	6	0	6	0	0	0	2	46	1	2	0	1	0	0	15	46
<b>2001</b>	14	0	9	64	14	31	3	4	1	4	0	1	0	41	99	
<b>2002</b>	13	0	4	0	35	0	2	0	0	0	0	0	0	54	0	
<b>2003</b>	13	0	5	0	9	0	2	0	0	0	0	0	0	29	0	
<b>2004</b>	6	7	4	16	4	66	10	14	0	14	0	0	0	24	103	
<b>2005 partial</b>	5	54	8	6	36	141	6	16	0	16	0	0	0	55	217	
<b>Total</b>	109	71	50	86	124	275	38	173	9	173	0	9	0	330	605	
<b>Annual Average</b>	10.9	7.1	5.0	8.6	12.4	27.5	3.8	17.3	0.9	17.3	0.0	0.9	0.0	33.0	60.5	
<b>Source: Northeastern Illinois Planning Commission</b>																

## MEDIAN SALE PRICES FOR SINGLE FAMILY HOMES



## MEDIAN SALE PRICES FOR CONDOMINIUMS



## **Condominiums**

The Mews of Oak was one of the catalytic condominium developments in downtown Oak Park.

- The 36-unit Opera Club at 100 S Marion will be completed in the fall of 2006. A 1,817-square-foot unit, for example, is priced at \$519,000.
- Regency Club, 150 N Marion is a 58-unit mid-rise development. Prices range between about \$327,000 for a 1,121-square-foot unit and \$870,000 for a 2,897-square-foot penthouse unit.
- The 1120 Club in Oak Park, 1120 Lake, is a 44-unit building that features a 46,000-square-foot health club with a swimming pool. Units range from 939 to 3,000 square feet, with prices from about \$240,000 to \$920,000.

Other Oak Park condominium projects by other developers include the following:

- Kenilworth Square, 413 S Kenilworth, is a new five-unit building. A 2,800-square-foot unit is priced at \$589,900.
- 328 S Oak Park Avenue is a three-unit building with prices in the \$600,000's.
- Tapestry in Oak Park, 515 Harlem, was completed in 2005. Still unsold in the four-story building is a top-floor unit priced at \$360,000. Recently recorded prices range from \$300,000 to \$365,000.

In Forest Park, The Residences at the Grove by Focus Development will include 140 condominiums and 60 townhomes on a six-acre site. One-bedroom condominiums range from 690 to 970 square feet and have base prices between about \$177,000 to \$242,000. Two-bedroom units are about 1,000 to 1,400 square feet, with base prices from \$226,000 to \$353,000. The typical base price per square foot is \$244.

## **Rental Apartments**

Many landlords are of the opinion that the rental housing market is soft, with some vacancy problems and stagnant rents. While several large-scale rental buildings are underway in downtown Chicago, the southwestern Chicago area has seen few market-rate rental projects in recent years. Among the contributing factors are the low interest rates have helped turn renters into homeowners, and the Cook County property tax that adds substantially to the cost of operating apartments.

Euclid Commons, a development of Focus Development and the Taxman Corporation at Lake and Euclid, provides three stories of rental apartments over ground-floor retail. The 27 one- and two-bedroom apartments rent for roughly \$1.80 per square foot. The rental apartments are part of a mixed-use development that includes condominiums, townhomes, retail, and parking.

## **VII. Hotel Market**

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### **Oak Park Hotels**

The Carleton Hotel with 154 rooms is the largest hotel property in Oak Park, followed by the Write Inn with 65 rooms. An analysis of the 4% hotel tax collected by the Village shows that the Carleton accounts for about 72% of sales and the Write Inn contributes about 23%. Four B&B properties, together, account for the remaining 5% of hotel taxes. The accompanying graphic presents data on hotel tax collections, which can be generally seen as a proxy for hotel rooms sold. Two of the trends revealed in the data are as follows:

- Hotel-room demand is slowly recovering from the impact of the downturn in travel in late 2001.
- Demand has seasonal patterns, with early summer and fall as the strongest periods. This pattern suggests that seasonal tourism, rather than business travel, is the basis of demand, a characteristic that is a detriment to attracting new hotels to Oak Park.

### **Hotel Submarket**

As shown on the accompanying map, Oak Park hotels have limited competition from nearby communities. Oak Park is between the numerous hotels in downtown Chicago and the hotels about five miles to the west that serve O'Hare and the Western Suburbs.

Smith Travel Research prepared a report of market conditions in the Oak Park area for the Oak Park Area Convention and Visitors Bureau. Their November 2005 analysis of the market is based on 34 properties with 3,010 rooms located in selected zip codes. The large majority of the hotels in the Smith Travel survey are in Franklin Park and Schiller Park, two locations that benefit directly from their proximity to O'Hare Airport. Highlights of the data include the following:

- The occupancy rate over the last 12 months is 66%. Occupancy rates for the first 10 months of 2005 indicate that the 61.2% annual occupancy rate of 2004 will improve significantly in 2005.
- Both the average daily rate (\$70.88 in the last 12 months) and revenue per room available are below pre-9-11 levels.
- The two Comfort Inns that opened in 2000 and 2001 in Franklin Park and Schiller Park are the newest additions to the supply.

The potential for a new hotel in Oak Park can only be determined by a full market study. Such a study might estimate the ability of Oak Park to increase demand through an expanded convention and meetings business, for which it now has very limited capacity. If a new hotel could be supported, the best sites are likely to be those near the downtown, with direct CTA transportation to downtown Chicago, or with visibility along the Eisenhower Expressway.

### Oak Park Hotel Tax Collections



	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
2005	\$5,248	\$5,692	\$6,841	\$7,635	\$10,339	\$12,466	\$10,074	\$9,691	\$12,912	\$13,570	\$10,788	\$8,010
2004	\$4,605	\$5,049	\$6,706	\$6,417	\$10,840	\$11,392	\$9,204	\$8,983	\$9,923	\$10,861	\$10,133	\$7,069
2003	\$4,371	\$4,881	\$5,473	\$7,612	\$10,134	\$12,121	\$8,565	\$9,478	\$10,236	\$10,213	\$8,045	\$6,865
2002	\$5,349	\$5,053	\$6,434	\$7,376	\$9,759	\$10,077	\$9,872	\$9,586	\$10,564	\$11,289	\$10,412	\$6,031
2001	\$7,262	\$7,505	\$8,766	\$9,893	\$10,020	\$11,160	\$10,380	\$10,215	\$7,754	\$9,673	\$7,492	\$6,176
2000	\$5,084	\$5,452	\$6,199	\$7,070	\$8,231	\$10,792	\$11,582	\$11,662	\$12,636	\$11,788	\$11,383	\$7,914
1999	\$4,539	\$4,959	\$5,420	\$6,273	\$8,090	\$8,326	\$8,448	\$8,297	\$7,606	\$8,599	\$7,162	\$6,854
1998	\$3,932	\$4,484	\$3,801	\$4,252	\$4,426	\$4,658	\$4,468	\$4,630	\$6,121	\$8,041	\$7,347	\$5,983

Source: Oak Park Area Convention and Visitors Bureau

## Conference Space

None of the conference space in Oak Park was designed to accommodate the requirements of most of today's meetings and conferences. The table below lists the choices in event spaces in Oak Park.

<b>Meeting Spaces in Oak Park</b>	
<b>19th Century Club</b>	Dining room seats up to 100 and auditorium holds 400.
<b>Arts Center</b>	700-seat auditorium, reception lobby, dressing rooms, and meeting rooms.
<b>Carleton Hotel</b>	Four functions rooms with a total of 5,225 square feet; largest space accommodates up to 200 for a reception.
<b>Historic Pleasant Home</b>	Landmarked mansion hosts weddings, meetings, and other events.
<b>Oak Park Conservatory</b>	Private parties can be held in Rubinstein Room.
<b>Cheney Mansion</b>	12,000-square-foot mansion available for events.
<b>Scoville Square</b>	Prairie-style building includes conference room that can be rented.

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*Source: Oak Park Area Convention and Visitors Bureau and Goodman Williams Group.*

The Convention and Visitors Bureau also refers meeting planners to spaces in:

- Brookfield Zoo and Maywood Park Race Track located in nearby communities.
- Hotel facilities in other communities.
- Concordia and Dominican Universities in neighboring River Forest.
- A cooking school on Madison Street in Oak Park.

## **Generators of Demand**

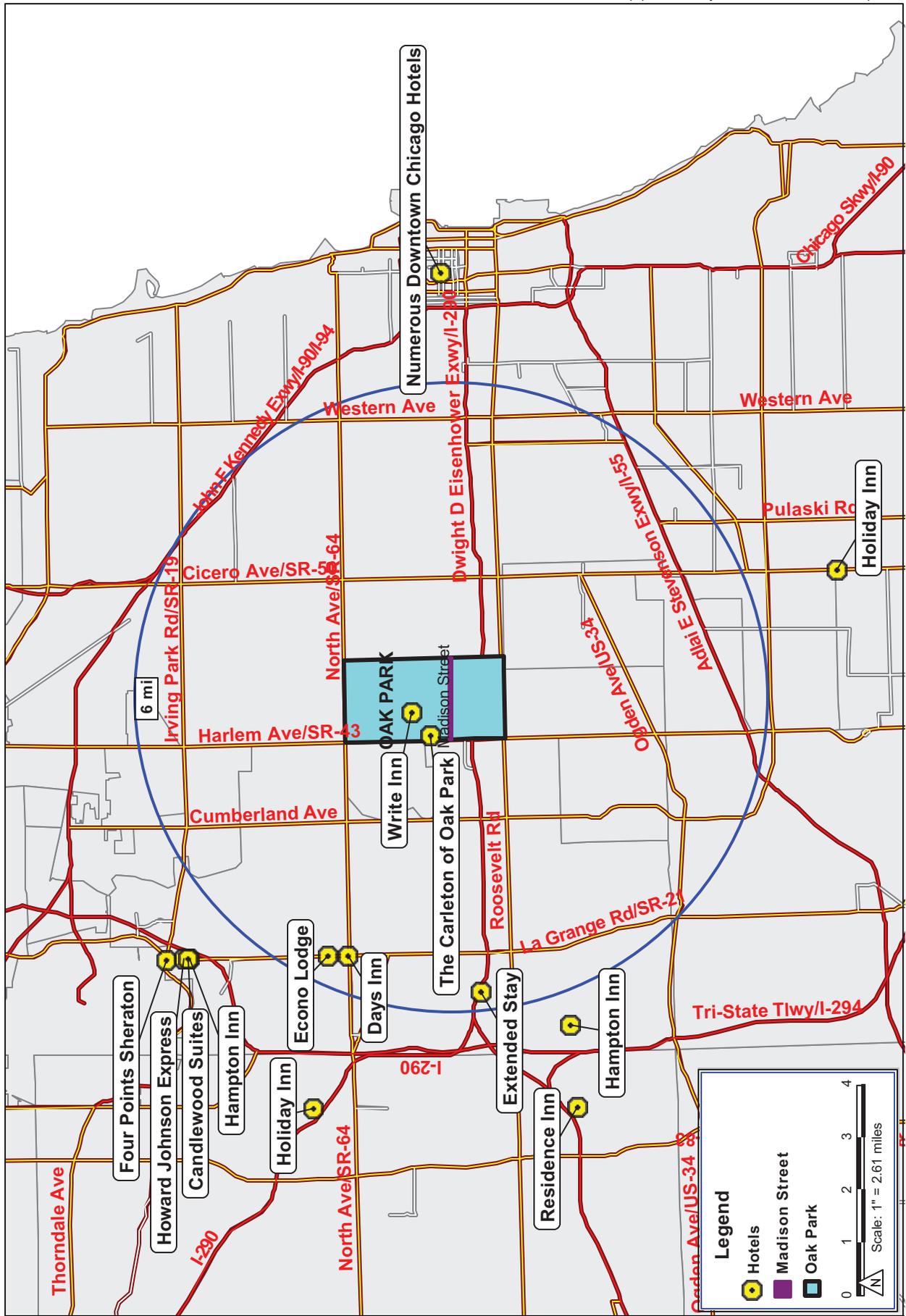
Oak Park is positioned to capture demand for hotel rooms from a number of sources:

- Overflow from downtown Chicago hotels, which can be fully booked, particularly when large trade shows and conventions are being held at McCormick Place. Downtown Chicago is about nine miles due east of Oak Park.
- O'Hare travelers, particularly those doing business in downtown Chicago or the Western Suburbs, seeking an alternative to the hotels right around the airport. The drive to O'Hare is about 19 miles from Oak Park.
- Meetings and conferences, particularly from groups interested in the cultural offerings in Oak Park.
- Tourists attracted by the museums and historic tours in Oak Park, including the Hemingway Museum and the Frank Lloyd Wright Home and Studio.
- Visitors to local businesses and institutions such as Rush Oak Park Hospital, the Universities in River Forest, and Loyola medical complex in Maywood.
- Local residents' family gatherings and weddings.

# Hotel Locations

Scan/US, Inc.

Map produced by Goodman Williams Group



03/24/06

## Addenda

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Table: Madison Street Businesses (from Village Business License data)

Maps Comparing Selected 1990 and 2000 Census Characteristics

- Age: Median Age, Percent of Population Over 65
- Race and Ethnicity: African-American Population, White Population, Hispanic Population
- Household Characteristics: Median Income and Homeownership

Maps Showing the Three Trade Areas

Population and Household Profiles of Madison Street, Oak Park, and Trade Area

Sales Tax Data

- Annual Retail Sales Tax Collections
- Comparison of 2005 Sales Tax receipts
- Municipal Retail Sales Tax Collections

**Madison Street Businesses**

<b>SIC</b>	<b>St. Num</b>	<b>Business Name</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Construction</b>				
	503	Par Construction, Inc	General Building Contractors	Multi-Family Construction
	248	Todd, H W Construction	General Building Contractors	Commercial Construction
	509	Von-Dreele Freerksen Const	Residential Construction	Remodeling
	410	Trade Enterprises	Special Trade Contractors	Flooring
	641	Gilchrist-Traynor Plumbing	Special Trade Contractors	Plumbing
	112	J & G Construction		
<b>Manufacturing</b>				
	741	Caroline Rose	Apparel & Other Finished Products	Women's Fine Clothing
	1001	Regan Electric Co	Electronic & Other Electrical Equipment	Electrical Industrial Apparatus
	124	Sahagian & Associates Inc	Food & Kindred Products	Sugar & Confectionary Products
	208	CustomCraft Foodservice	Food & Kindred Products	Hors d'oeuvres/appetizers, etc.
	1000	The Frame House/Bancroft S	Furniture & Fixtures	Custom Picture & Mirror Frames
	114	C E Dienberg Printing Co	Printing & Publishing	
	900	Advance Quick Print	Printing & Publishing	Commercial Printing
	509	Prairie Plus	Stone, Clay, Glass, & Concrete Products	Soap Stone Countertops
<b>Transportation, Communications, Electric, Gas, And Sanitary Services</b>				
	228	Rapid Assurance Transportation	Local & suburban Passenger Trans.	Ambulance Service
	820	Comcast Cable Communications	Communications Utility	
<b>Wholesale Trade</b>				
	437	TRYAD Automotive/Automotive	Automotive Parts	Auto New Parts & Supplies
	1141	Scheck & Siress Prosthetics	Prosthetics Dealer	
<b>Retail</b>				
	4	Athlete's Foot	Apparel & Accessory	Shoe Store
	902	Valeria's	Apparel & Accessory	Shoe Store
	54	Anne's Ladies Fashion	Apparel & Accessory	Womens Apparel
	201	Amoco: Kerala, Inc	Auto Dealers & Gas Service Stations	Gas Station
	901	Matha/Citigo Oil Corporation	Auto Dealers & Gas Service Stations	Gas station
	622	2001 Gas/Sk Gas & Food Mart	Auto Dealers & Gas Service Stations	Gas Station
	845	Town & Country Import Cars	Auto Dealers & Gas Service Stations	New & Used Auto Dealers
	711	Foley-Rice Cadillac Inc	Auto Dealers & Gas Service Stations	New & Used Auto Dealers

**Madison Street Businesses**

<b>SIC</b>	<b>St. Num</b>	<b>Business Name</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Retail</b>	906	Avon Products, Inc	Beauty Products	
	20	K-Stone Beauty Supply	Beauty Products	
	14	Queen Beauty Supply	Beauty Products	
	229	Marani Land Services, Inc	Bldg Materials, Hardware, Garden Supply	Nursery, garden supply
	345	CVS/Pharmacy #3163	Drugstore	
	438	OSCO Drug Store #3288	Drugstore	
	801	Sear's	Drugstore	
	916	Walgreens #1757	Drugstore	
	515	7-Eleven	Convenience Food Store	
	932	Ramels Oriental Food Store	Food Stores	Grocery
	12	Laury's Bakery and Cakes	Food Stores	Bakery
	438	Jewel Food #3288	Food Stores	Grocer
	400	Billy's Fruit Market Inc	Food Stores	Grocery
	844	Alltypes Fireplace & Stove	Home Furnishings	Fireplaces
	26	Oak Park Video and Beeper	Home Furnishings	Electronics Store
	914	Radio Shack #6567	Home Furnishings	Electronics Store
	513	Gilchrist Hardward (DoitBest)	Hardware Store	
	319	Let's Do It Again	Miscellaneous	Used merchandise
	<b>Retail: Eating and Drinking Establishments</b>			
	940	Blue Duck Catering Inc	Food Preparation	
	610	Popeye's Fried Chicken	Restaurant	Chicken fast food
	316	Kentucky Fried Chicken/Pizza	Restaurant	Chicken fast food
	111	KDH Operating Co DBA McDonald's	Restaurant	Hamburgers fast foot
	1116	New Rebozo Mexican Restaurant	Restaurant	Mexican
	330	Nick's on Madison	Restaurant	Pizza/Italian Beef
	848	Leona's Pizzaria Inc	Restaurant	Pizzeria
	314	Pizza Palazzo	Restaurant	Pizzeria
	132	Top 10 Hotdog/Dino's Pizza	Restaurant	Pizzeria
	940	Robinson's #1RIB	Restaurant	Ribs
	1100	Al's Grill, Inc	Restaurant	Sandwiches/coffee
	1112	Mama Thai Restaurant	Restaurant	Thai

**Madison Street Businesses**

<b>SIC</b>	<b>St. Num</b>	<b>Business Name</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Finance, Insurance, Real Estate</b>				
11		First Bank of Oak Park	Bank	Bank
28		First Bank of Oak Park	Bank	Bank
800		Bank One NA	Bank	Bank
101		Alliance Financial Credit Union	Credit Union	Credit Union
1147		Madison Harlem Currency Exchange	Currency Exchange	Currency Exchange
2		Madison-Austin Currency Exchange	Currency Exchange	Currency Exchange
805		Madison-Oak Park Currency	Currency Exchange	Currency Exchange
647		Allstate Insurance Company	Insurance Company	Insurance Company
543		AARCO Insurance	Insurance Company	Insurance Company
112		Ford Realty Inc	Real Estate	Realty Group
44		Rhine Realty	Real Estate	Realty Group
649		Murph's Realty Co	Real Estate	Realty Group
<b>Services</b>				
1005		Victory Martial Arts Academy	Amusement and Recreation	Martial Arts
605		Integrity Physical Therapy	Amusement and Recreation	Physical Fitness
1010		Village Players	Amusement and Recreation	Theater
311		AAMCO Transmissions	Auto Repair, Services, & Parking	Auto Repair
449		Accurate Brake & Clutch	Auto Repair, Services, & Parking	Auto Repair
520		Stelton Motors	Auto Repair, Services, & Parking	Auto Repair
549		AARCO American Inc	Auto Repair, Services, & Parking	Auto Repair
700		Car-X Muffler	Auto Repair, Services, & Parking	Auto Repair
904		Body Pros	Auto Repair, Services, & Parking	Auto Repair
1022		Consolidated Auto Service	Auto Repair, Services, & Parking	Auto Repair
1122		Jiffy Lube	Auto Repair, Services, & Parking	Auto Repair
414		Budget Rent a Car System, Inc	Auto Repair, Services, & Parking	Auto Repair
313		Rent-A-Wreck	Auto Repair, Services, & Parking	Car Leasing
516		Motor City Auto Detailing	Auto Repair, Services, & Parking	Car Leasing
711		Enterprise Rent-A-Car	Auto Repair, Services, & Parking	Passenger Car Rental
629		Hertz Rent a Car	Auto Repair, Services, & Parking	Passenger Car Rental

**Madison Street Businesses**

<b>SIC</b>	<b>St. Num</b>	<b>Business Name</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Services</b>				
	807	Wedgeworth Communications	Business Services	Business Communication
	1114	It's A Sign	Business Services	Outdoor Advertising Services
	621	The Printing Store, Inc	Business Services	Photocopying/Duplicating
	1049	Oak Park Glass & Mirror	Business Services	Glass and mirror installation
	315	Howard Driving School	Educational Services	School: Driving
	541	Board of Education #97	Educational Services	
	960	Board of Education Dist 97	Educational Services	
	44	L R Fleming Associates	Engr. Acctg, Research, Mgt, Related	Accountant
	124	Errol Jaay Kirsch Architect	Engr. Acctg, Research, Mgt, Related	Architectural Services
	230	General Energy Corporation	Engr. Acctg, Research, Mgt, Related	Engineering
	412	Cyla Design Associates, Inc	Engr. Acctg, Research, Mgt, Related	Landscape Architecture
	101	Oak Park Rehabilitation ME	Health Services	Chiropractic
	611	Dr. Toni Young & Associates	Health Services	Dental
	101	Martin Welch DDS	Health Services	Dental
	1015	West Suburban Dental Center	Health services	Dental
	312	Robert F Hansen DDS Ltd	Health Services	Dentist
	408	Urban Home Physicians, Inc	Health Services	Home Health Care
	56	Maya Austin Medical Center	Health Services	Medical Office
	932	Medical Clinic	Health Services	Medical Office
	101	Connie D Chappel MD	Health Services	Medical Office
	101	Dr. Jyotsna Bhatt MD	Health Services	Medical Office
	28	Jackie Williams MD	Health Services	Medical Office
	228	Muhammad A Alvi MD	Health Services	Medical Office
	500	Nancy E Driscoll MD, PC	Health Services	Medical Office
	101	Dr. Hector A. Gonzalez, PhD	Health Services	Medical Office
	1023	Keyes Center For Toes	Health Services	Podiatry
	733	FMC Oak Park Dialysis Center	Health Services	Specialty Hospitals: Dialysis

**Madison Street Businesses**

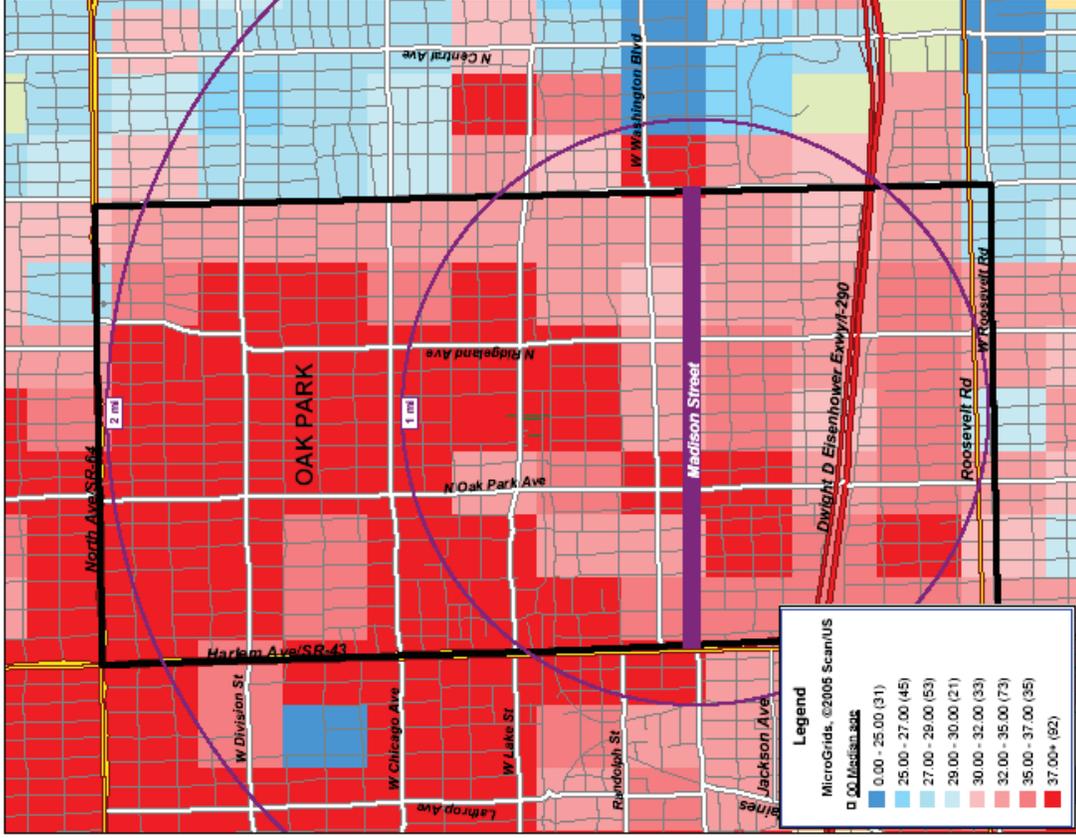
<b>SIC</b>	<b>St. Num</b>	<b>Business Name</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Services</b>				
	44	Glenda J Gray /Leroy Palmer	Legal Services	Law Offices
	108	Law Offices and Associates	Legal Services	Law Offices
	617	Mozal &Frangos, Attorneys	Legal Services	Law Offices
	306	Democratic Party of Oak Park	Membership Organization	Political organization
	1110	Fellowship Christian Church	Membership Organization	Religious organization
	1007	Chancery Mens Club	Membership Organization	
	321	Arrow Locksmith Service	Misc. Services	Locksmith
	1047	No Static Recording Studio	Misc. Services	Recording Studio
	1007	The Shredding Store	Misc. Services	Shredding
	603	Animal Emergency of Oak Park	Misc. Services	Veterinarian
	242	Oak Park Animal Hospital	Misc. Services	Veterinarian
	1013	Prairie State Animal Hospital	Misc. Services	Veterinarian
	725	Spike's Hotel Inc	Misc. Services	Pet Boarding
	633	Elite Upholstery	Miscellaneous Repair Service	Reupholstery/Furniture Repair
	52	Pearson TV	Misc. Repair Services	Television Repair
	264	Spannuth, Harry Boiler Co	Misc Repair Services	Boilers
	500	Madison Video	Motion Pictures	Video Rental
	912	Bob's Barber Shop ( Vacant)	Personal Services	Barbershop
	128	Frank's Barber Shop	Personal Services	Barbershop
	302	Magnificent Barber Shop	Personal Services	Barbershop
	8	Ahmed Salon	Personal Services	Beauty Salon
	1019	Weight Watchers North America	Personal Services	Diet Counselling
	217	Oak Tree Cleaners	Personal Services	Dry Cleaners
	238	P & J Cleaners	Personal Services	Dry Cleaners
	600	Poly Cleaners	Personal Services	Dry Cleaners
	505	Ruby Dry Cleaners	Personal Services	Dry Cleaners
	544	Oak Park Laundromat	Personal Services	Laundromat
	328	Oak Park Neighborhood Wash	Personal Services	Laundromat
	104	T-N-T Speed Wash	Personal Services	Laundromat

**Madison Street Businesses**

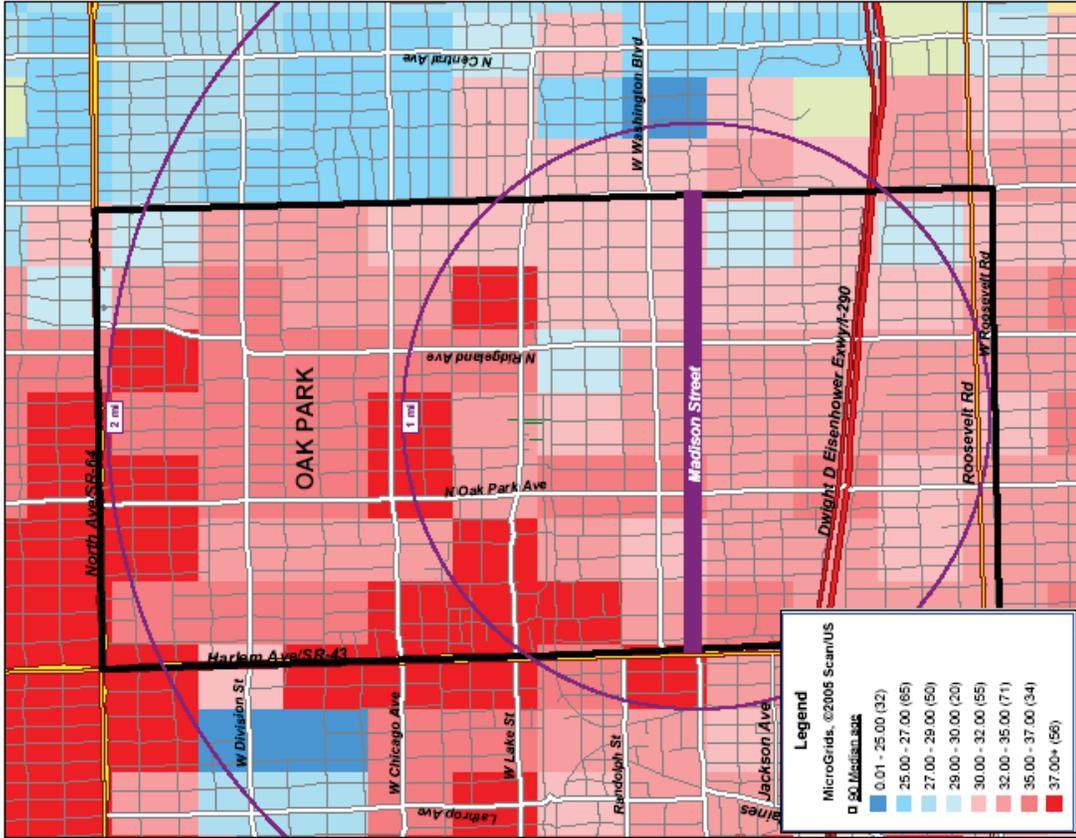
<b>SIC</b>	<b>St. Num</b>	<b>Business Name</b>	<b>Category 2</b>	<b>Category 3</b>
<b>Services</b>				
	501	L. V Nails	Personal Services	Nail Salon
	309	Chrystal's Hair Dynasty Ltd	Personal Services	Salon
	130	Class Plus Boutique	Personal Services	Salon
	910	Askia Hair Braiding	Personal Services	Salon
	944	Dora's Hair Braiding	Personal Services	Salon
	609	Gossip Hair Design	Personal Services	Salon
	317	Hype Hair Salon	Personal Services	Salon
	300	Maysa Hair Salon	Personal Services	Salon
	110	The Braiding Shop	Personal Services	Salon
	112	Mane Solution Beauty Salon	Personal Services	Salon
	268	H & R Block Enterprises, Inc	Personal Services	Tax return preparation
	228	Solid Rock Care Center II	Social Services	Adult Day Care Services
	44	CEDA Oak Park Head Start	Social Services	Child Care
	847	Little Beginnings Daycare	Social Services	Child Care
	1020	Pals Childcare & Development	Social Services	Child Care
	101	Sarah's Inn	Social Services	Domestic Violence Counseling
	120	Easter Seal Society	Social Services	Job training/Vocational Rehab

*Source: Goodman Williams Group based on Oak Park Business Licenses*

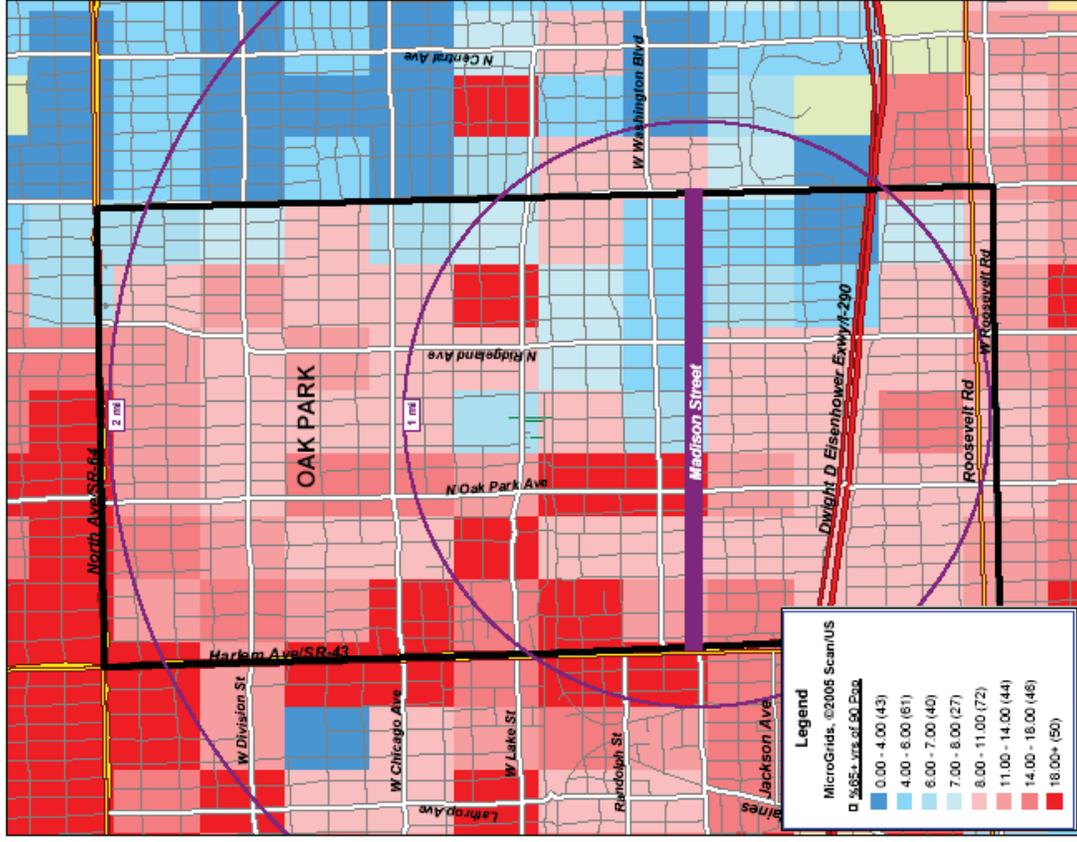
2000 Median Age



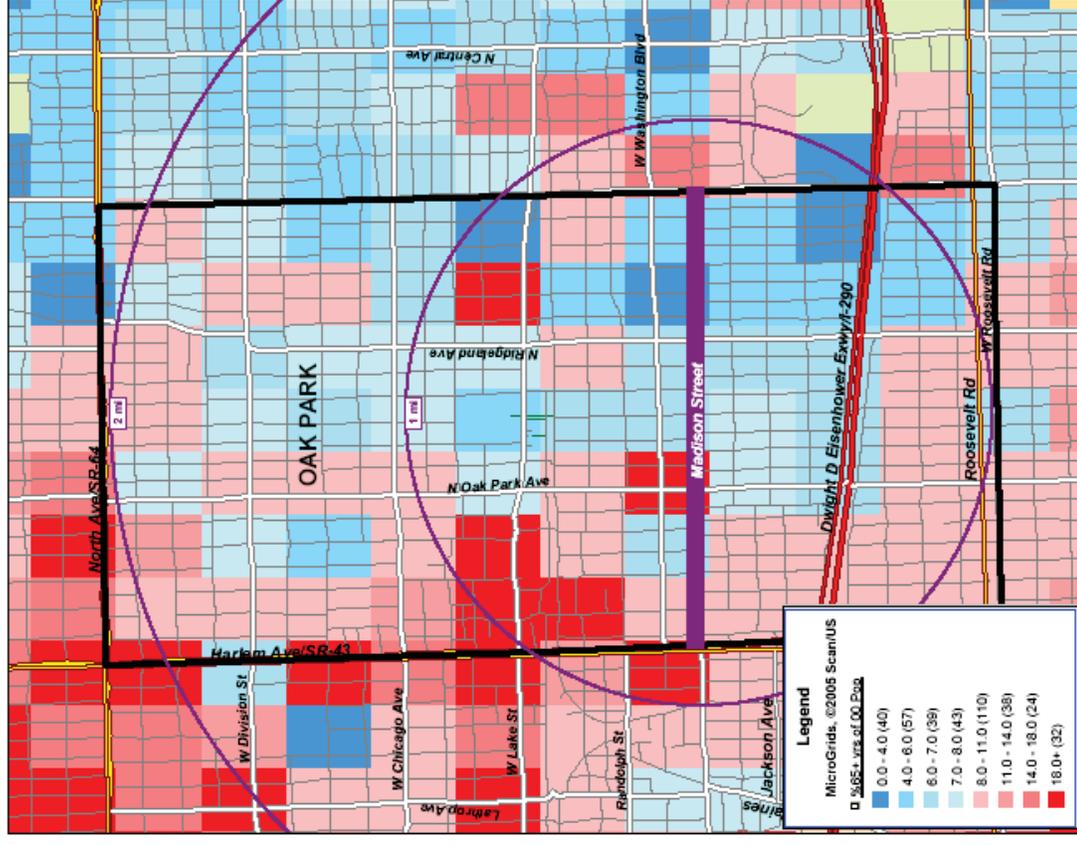
1990 Median Age



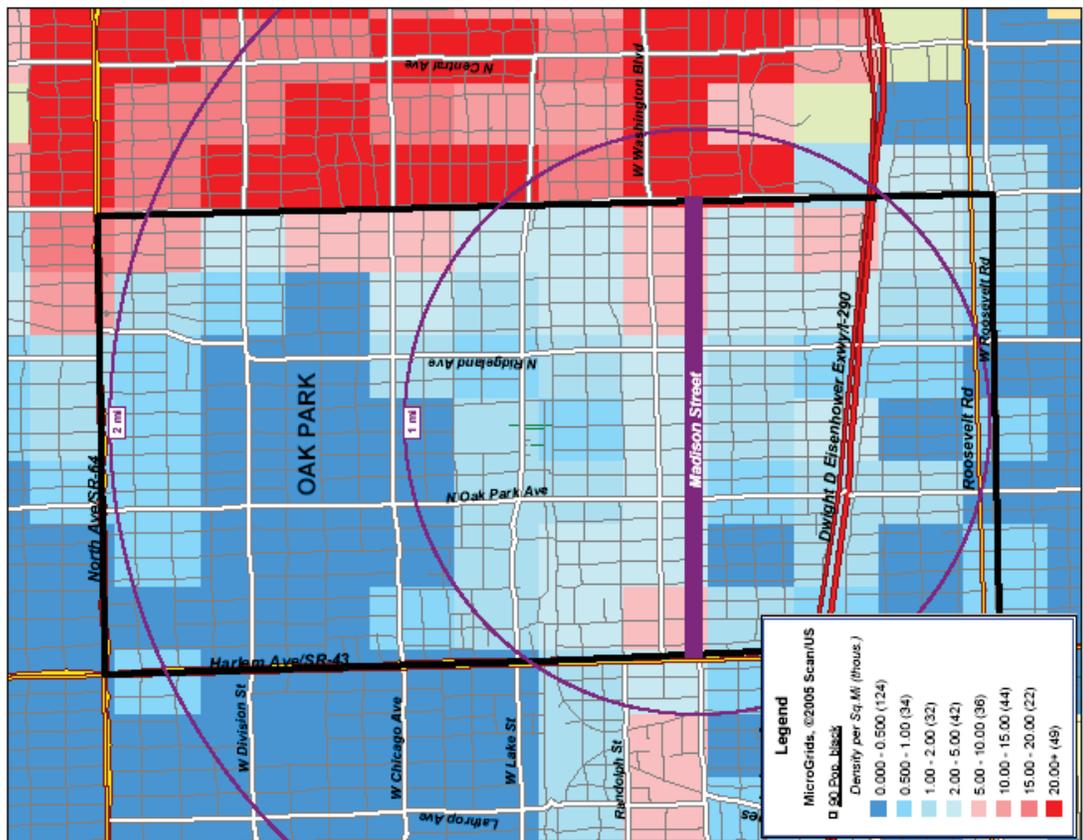
1990 Oak Park Population Over 65 by Percentage



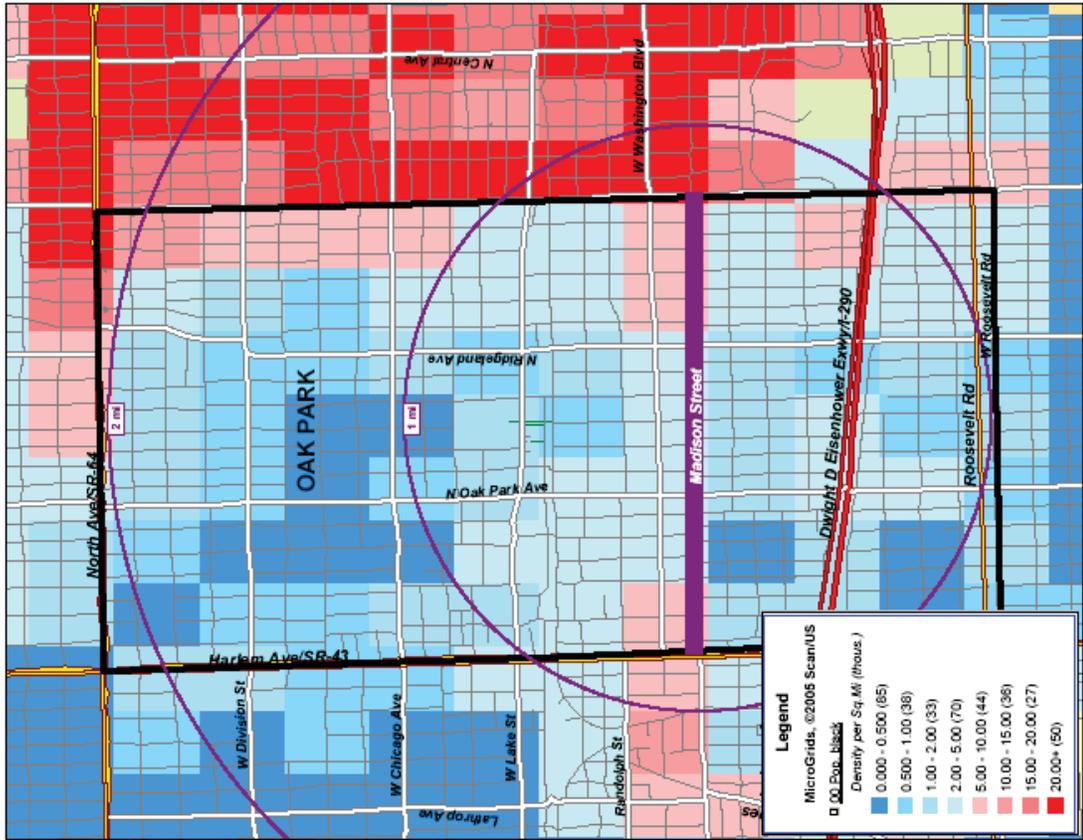
2000 Oak Park Population Over 65 by Percentage



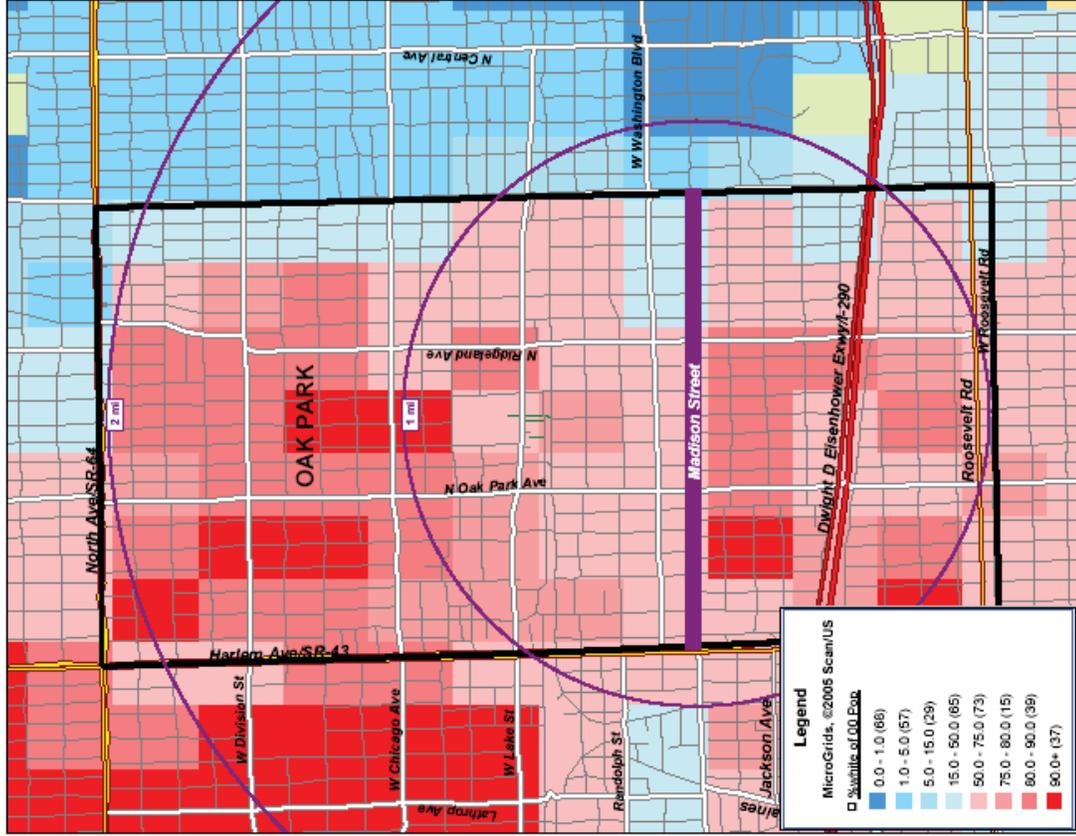
1990 Oak Park African American Population By Percentage



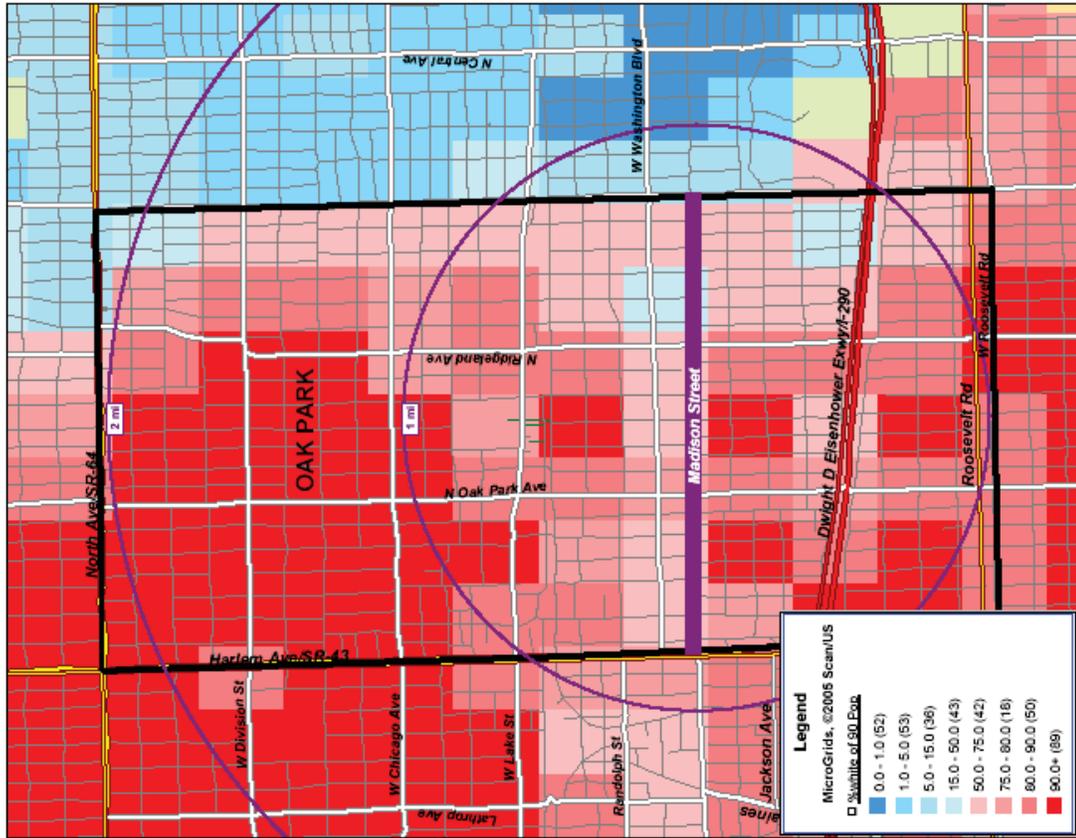
2000 Oak Park African American Population By Percentage



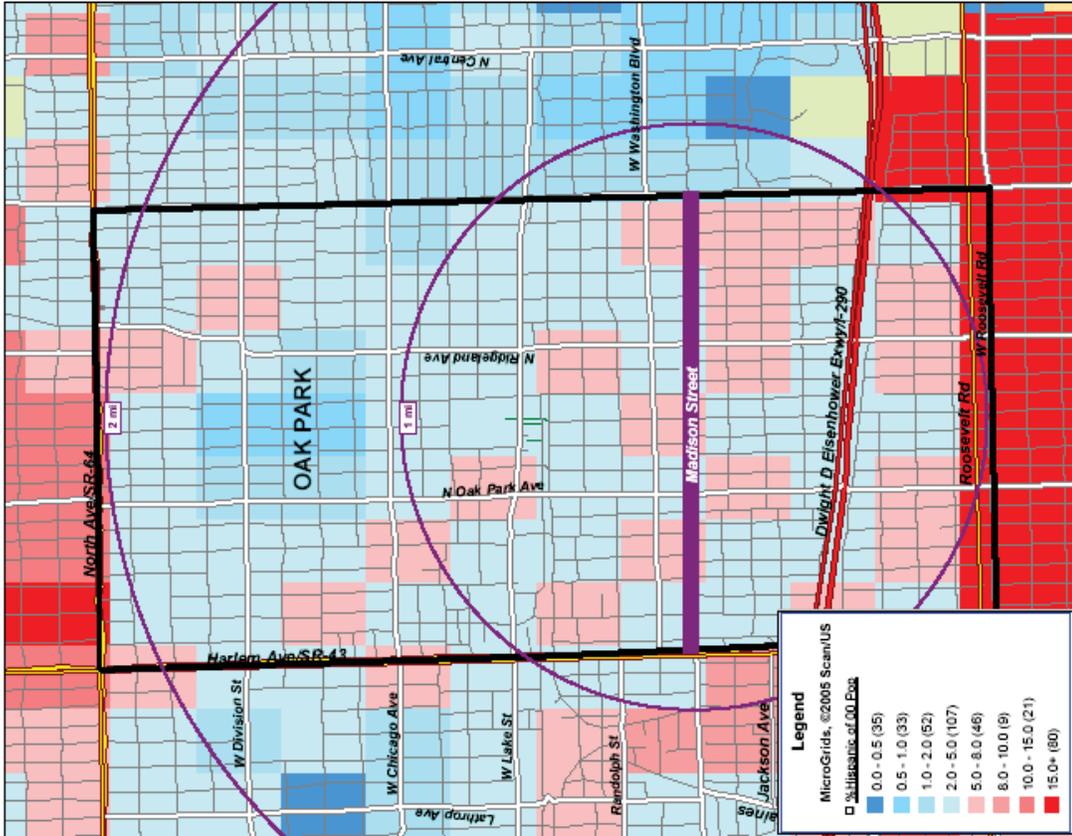
2000 Oak Park White Population By Percentage



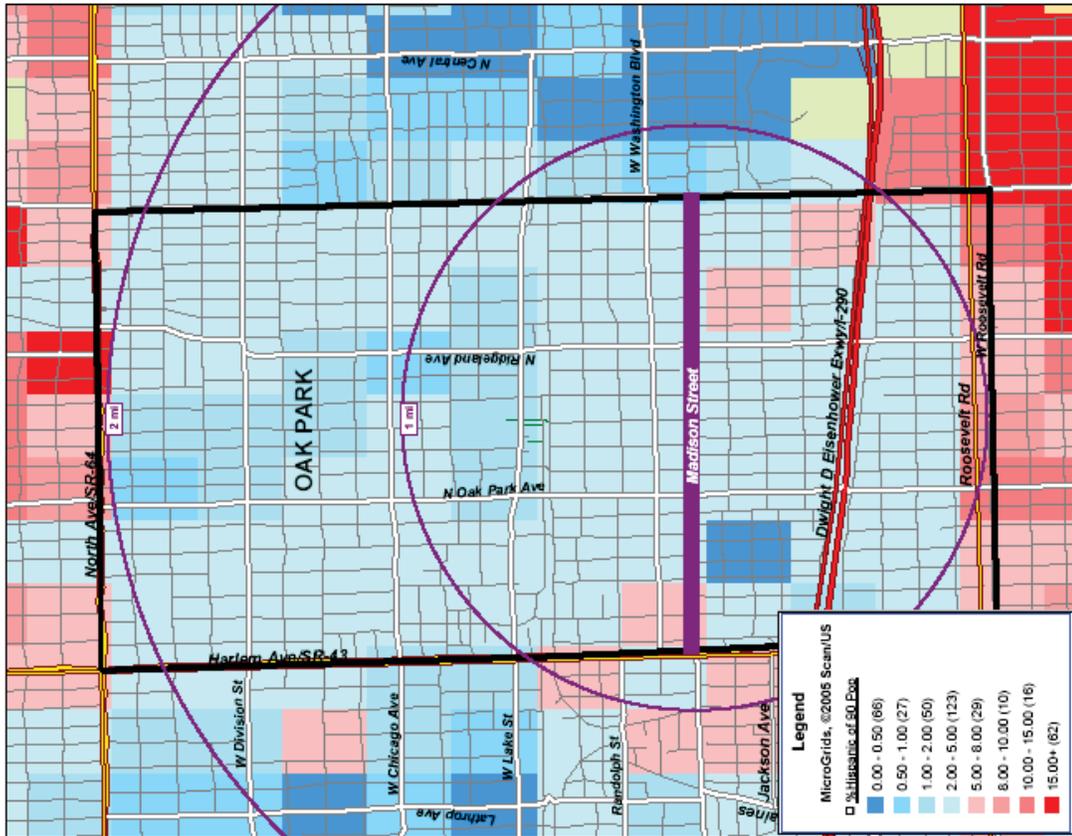
1990 Oak Park White Population By Percentage



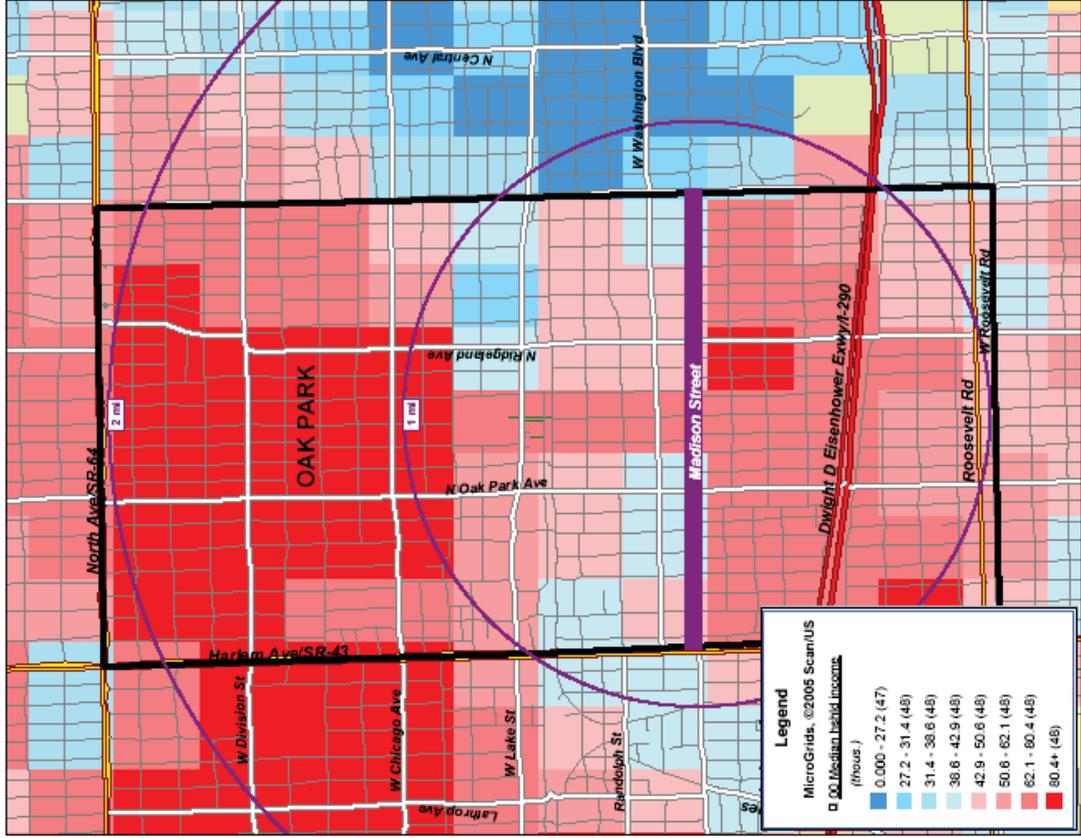
2000 Oak Park Hispanic Population By Percentage



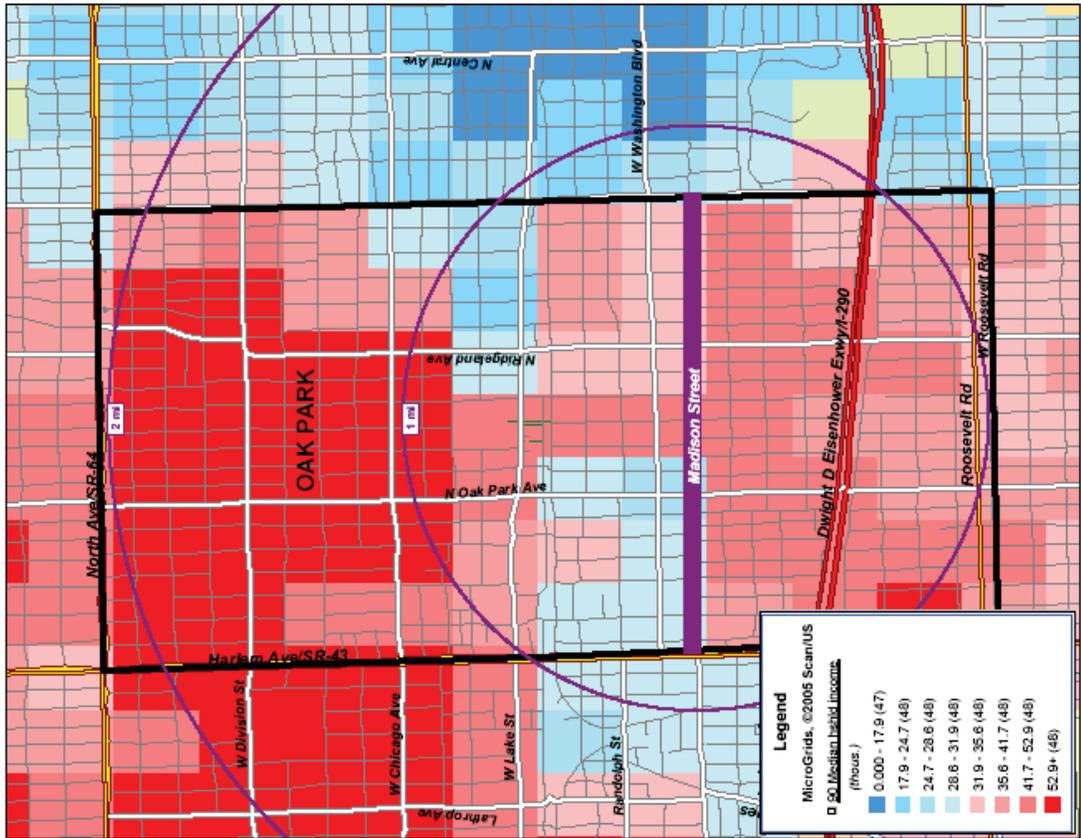
1990 Oak Park Hispanic Population By Percentage



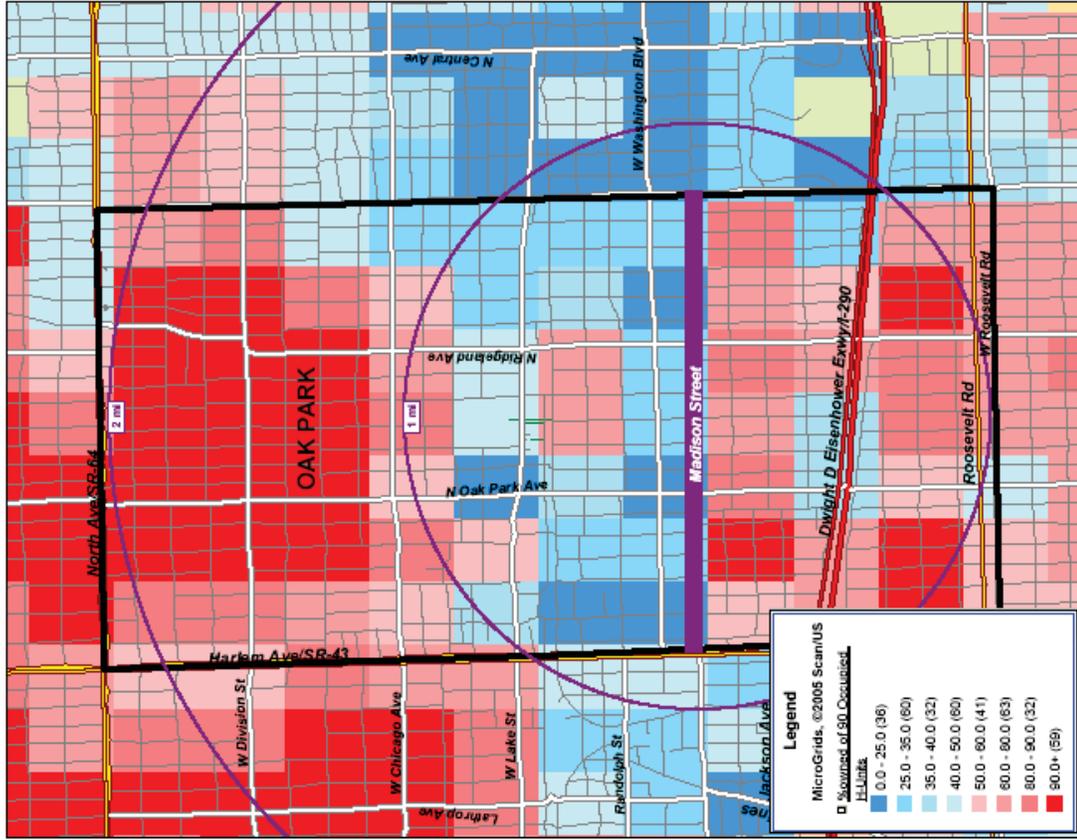
## 2000 Median Incomes



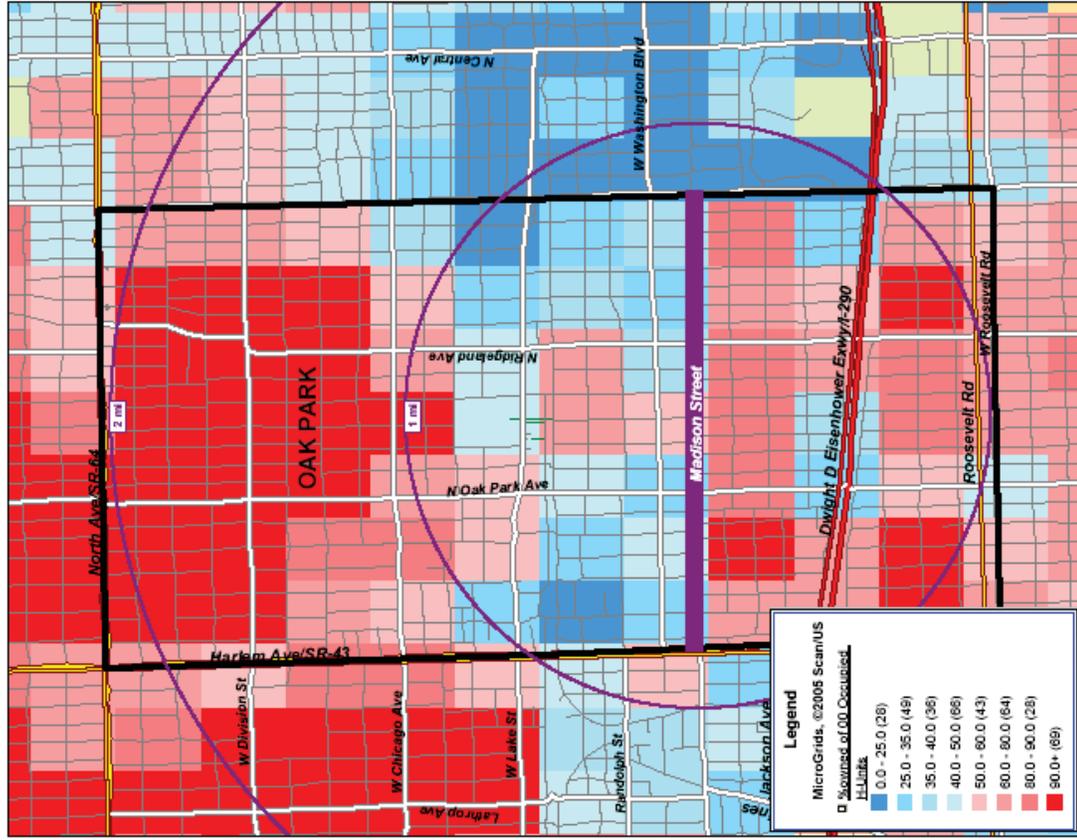
## 1990 Median Incomes



1990 Owner Occupied Housing by Percentage



2000 Owner Occupied Housing by Percentage



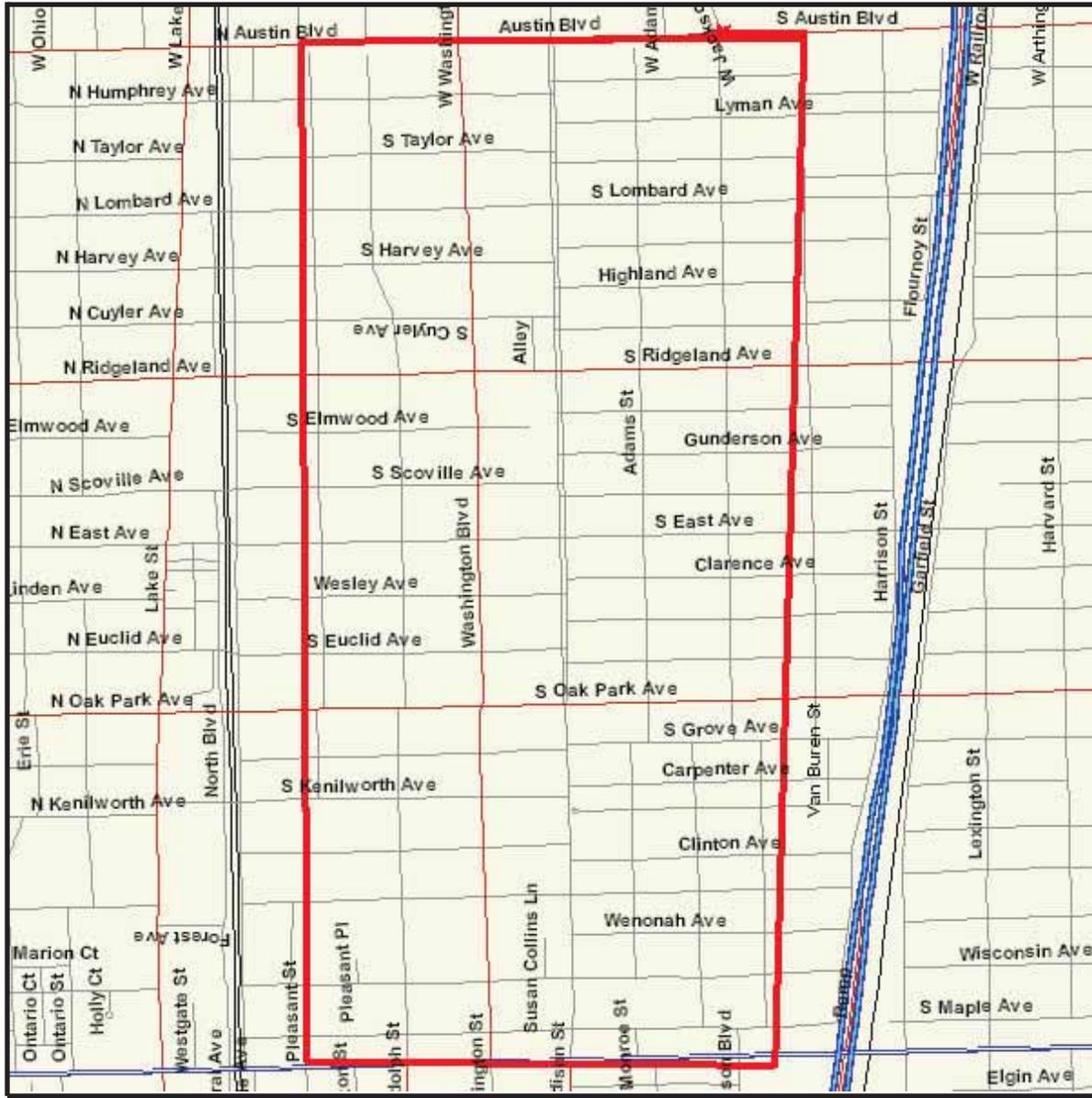
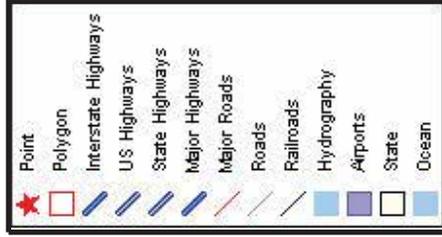
# Area Map

Prepared For: MADISON STREET, OAK PARK  
 Project Code:

Order #: 963912684  
 Site: 01

MADISON STREET, OAK PARK,

Coord: 41.876300, -87.774300  
 Polygon - See Appendix for Points







**Population and Household Profiles of Madison Street, Oak Park, and Trade Area**

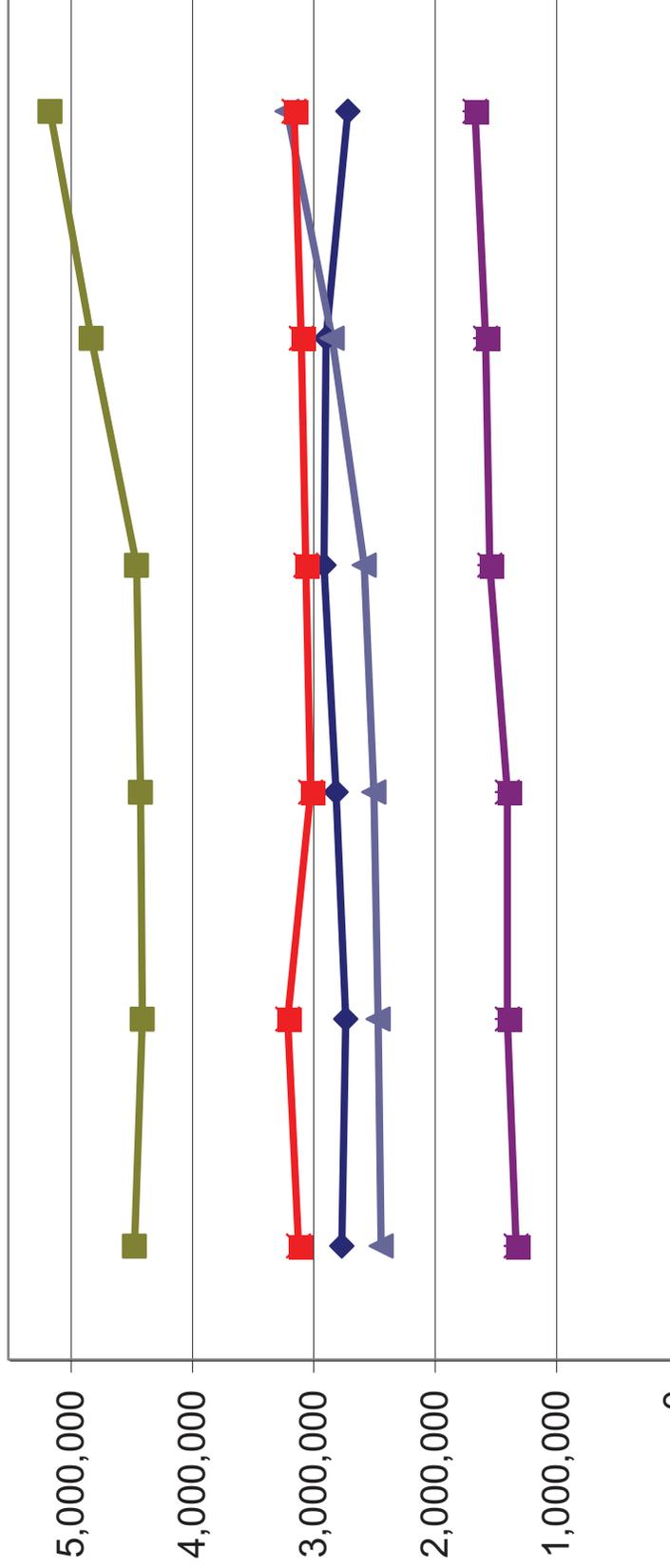
	Madison St. Corridor		Oak Park Village		Trade Area	
	Number	Percent	Number	Percent	Number	Percent
<b>Population</b>						
2010 Projection	14,203		47,410		218,380	
2005 Estimate	15,130		49,951		224,238	
2000 Census	16,076		52,524		229,784	
1990 Census	16,862		53,648		214,695	
<b>Median Age 2005</b>	36.97		37.68		32.46	
<b>Households</b>						
2010 Projection	7,130		21,406		74,435	
2005 Estimate	7,461		22,247		76,850	
2000 Census	7,794		23,079		79,197	
1990 Census	7,709		22,607		77,376	
Growth 2005 - 2010		-4.44%		-3.78%		-3.14%
Growth 2000 - 2005		-4.27%		-3.61%		-2.96%
Growth 1990 - 2000		1.10%		2.09%		2.35%
<b>2005 Est. Households by Household Income</b>						
Income Less than \$15,000	704	9.4	1,773	8.0	11,455	14.9
Income \$15,000 - \$24,999	485	6.5	1,314	5.9	8,011	10.4
Income \$25,000 - \$34,999	559	7.5	1,742	7.8	8,693	11.3
Income \$35,000 - \$49,999	1,292	17.3	3,157	14.2	12,245	15.9
Income \$50,000 - \$74,999	1,466	19.7	4,065	18.3	14,322	18.6
Income \$75,000 - \$99,999	983	13.2	2,907	13.1	8,113	10.6
Income \$100,000 - \$149,999	1,114	14.9	3,672	16.5	7,676	10.0
Income \$150,000 - \$249,999	629	8.4	2,339	10.5	4,065	5.3
Income \$250,000 - \$499,999	167	2.2	833	3.7	1,534	2.0
Income \$500,000 or more	62	0.8	445	2.0	737	1.0

**Population and Household Profiles of Madison Street, Oak Park, and Trade Area**

	Madison St. Corridor		Oak Park Village		Trade Area	
	Number	Percent	Number	Percent	Number	Percent
<b>2005 Est. Average Household Income</b>	\$82,430		\$98,180		\$69,059	
<b>2005 Est. Median Household Income</b>	\$61,776		\$69,294		\$47,576	
<b>2005 Est. Per Capita Income</b>	\$41,125		\$43,986		\$23,868	
<b>2005 Est. Households by Household Type</b>						
Family Households	3,540	47.5	12,418	55.8	50,592	65.8
Nonfamily Households	3,921	52.6	9,829	44.2	26,259	34.2
<b>2005 Est. Households by Household Size</b>						
1-person household	3,389	45.4	8,454	38.0	21,832	28.4
2-person household	2,132	28.6	6,518	29.3	19,138	24.9
3-person household	933	12.5	3,187	14.3	12,247	15.9
4-person household	647	8.7	2,617	11.8	10,212	13.3
5-person household	250	3.4	1,013	4.6	6,370	8.3
6-person household	78	1.1	323	1.5	3,364	4.4
7 or more person household	31	0.4	135	0.6	3,687	4.8
<b>2005 Est. Average Household Size</b>	2.01		2.23		2.87	
<b>2005 Est. Household Type, Presence Own Children</b>						
Single Male Householder	1,356	18.2	3,235	14.5	9,205	12.0
Single Female Householder	2,033	27.3	5,219	23.5	12,627	16.4
Married-Couple Family, own children	1,206	16.2	4,770	21.4	15,618	20.3
Married-Couple Family, no own children	1,293	17.3	4,503	20.2	13,825	18.0
Male Householder, own children	82	1.1	264	1.2	1,726	2.3
Male Householder, no own children	108	1.5	300	1.4	2,391	3.1
Female Householder, own children	488	6.5	1,472	6.6	9,359	12.2
Female Householder, no own children	362	4.9	1,109	5.0	7,673	10.0
Nonfamily, Male Householder	273	3.7	691	3.1	2,325	3.0
Nonfamily, Female Householder	259	3.5	684	3.1	2,102	2.7

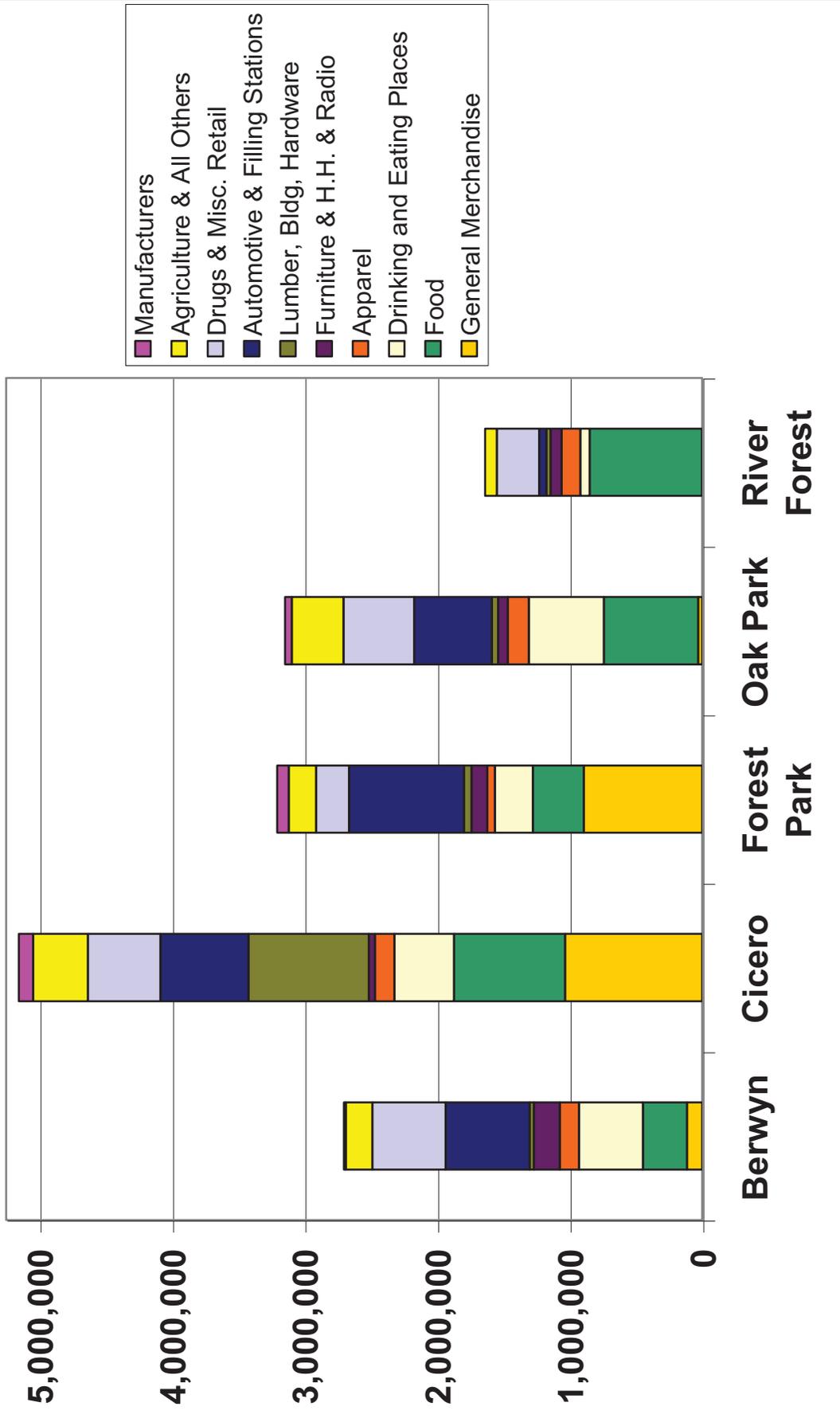
Source: Claritas, Inc.

## Annual Retail Sales Tax Collections



	2000	2001	2002	2003	2004	2005
◆ Berwyn	2,751,705	2,719,432	2,798,915	2,900,323	2,882,165	2,702,986
■ Cicero	4,461,499	4,394,979	4,410,718	4,442,958	4,817,229	5,154,902
▲ Forest Park	2,428,391	2,454,072	2,487,159	2,567,489	2,833,227	3,204,633
■ Oak Park	3,108,880	3,199,982	3,009,062	3,048,111	3,086,599	3,146,392
■ River Forest	1,316,554	1,389,193	1,389,193	1,534,254	1,568,801	1,654,847

Comparison of 2005 Sales Tax Receipts



Source: Goodman Williams Group based on data from Illinois Department of Revenue

**Comparison of Municipal Retail Sales Tax Collections in 2005**

	<b>Berwyn</b>	<b>Cicero</b>	<b>Forest Park</b>	<b>Oak Park</b>	<b>River Forest</b>
General Merchandise	112,685	1,032,844	891,865	29,298	0
Food	333,591	837,661	383,884	711,302	847,927
Drinking and Eating Places	480,816	449,486	287,225	566,144	70,112
Apparel	145,280	147,393	56,660	158,574	141,965
Furniture & H.H. & Radio	195,280	45,740	118,932	72,284	82,290
Lumber, Bldg, Hardware	32,648	909,059	57,149	47,883	31,721
Automotive & Filling Stations	632,471	662,501	866,739	585,889	53,485
Drugs & Misc. Retail	552,711	547,105	247,865	532,685	318,824
Agriculture & All Others	202,584	412,763	207,792	390,063	91,561
Manufacturers	14,921	110,351	86,521	52,269	0
<b>Total</b>	<b>2,702,986</b>	<b>5,154,902</b>	<b>3,204,633</b>	<b>3,146,392</b>	<b>1,654,847</b>

*Source: Illinois Department of Revenue*

## Village of Oak Park

### Madison Street Corridor



## Architectural Historical Survey

*Prepared by:*  
Wiss, Janney, Elstner Associates, Inc.  
330 Pfingsten Road  
Northbrook, Illinois 60062  
(847) 272-7400  
WJE Project No. 2005.4108

February 20, 2006



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## PROJECT BACKGROUND

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In autumn 2005, the Village of Oak Park began a planning and development study of the Madison Street Corridor. The intent of the study is to solicit community input on the current status and perceived needs of the neighborhood; to provide a land use plan to guide future development on Madison Street; to assess the economic marketability of the Madison Street corridor; to promote mixed uses and pedestrian-oriented development; to assess parking needs and traffic; to identify economic limitations and funding strategies; to develop a character plan to guide future architectural and infrastructure design on the corridor; to identify zoning and regulatory changes needed to support desired development; and to identify buildings with historic character and significance that should be preserved during future redevelopment.

This architectural historic survey addresses the last of these various goals established by the Village. Although several existing local historic districts of primarily residential properties adjoin the project area, Madison Street itself is not currently a historic district. There are no existing individually-listed local landmark properties or National Register properties on Madison Street.

This architectural historical survey report has been developed as part of the overall planning study for Madison Street corridor by Vandewalle & Associates, Madison, Wisconsin, scheduled for completion in May 2006.

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## HISTORICAL OVERVIEW

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The area that is today's Village of Oak Park was first settled by Joseph and Betty Kettlestrings of Yorkshire, England, who came to the area in 1835. The area at that time was a part of Cicero Township. In 1848, the Galena & Chicago Union Railroad (later the Chicago & North Western Railroad) was constructed through the future village on its westward route out of Chicago. After the Chicago Fire of 1871, residential development accelerated in Oak Park, and the population grew to 4,589 persons by 1890. Numerous churches, social clubs, and fraternal organizations were established in the 1870s, and the first high school class graduated in 1877.

As suburban residential development continued in the 1880s and 1890s, streetcars and elevated trains supplemented the original main line steam railroads to connect Oak Park commuters to jobs in downtown Chicago. One of the first streetcar lines was the Chicago, Harlem, & Batavia "dummy" line, which ran approximately along the present-day route of the Eisenhower Expressway. The "dummy" trains used a miniature steam locomotive with a false cladding designed to conceal most of the moving parts and avoid startling horses. This line first began operation in 1881, but did not provide direct commuter service to downtown Chicago until June 1888. A more extensive streetcar network throughout Oak Park was opened in 1890. In the future village of Oak Park, this system ran east-west on Madison Street and Lake Street, with a north-south connection on Harlem Avenue.<sup>1</sup> Streetcar service was discontinued in 1947, to be replaced by buses.<sup>2</sup>

The Lake Street Elevated Railroad (today's CTA Green Line) was extended into Oak Park in 1899–1901, although the trains ran at ground level until the 1960s. The Metropolitan West Side Elevated Railroad (today's CTA Blue Line) was extended into Oak Park in 1905, providing local service over tracks originally placed by the Chicago Aurora & Elgin electric interurban train. The "Met" line moved onto new tracks along the Congress (Eisenhower) Expressway in 1958.<sup>3</sup>

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<sup>1</sup> *Halley's Pictorial Oak Park* (1898), 88–92.

<sup>2</sup> LeGary, *Improvers and Preservers* (1967), 166.

<sup>3</sup> [www.Chicago-L.org](http://www.Chicago-L.org)

Oak Park separated from Cicero Township and was organized as an independent municipality in 1902. The village limits included large sections of vacant land, much of which was developed in the first decades of the twentieth century. Oak Park Hospital opened in 1907. Lake Street in downtown Oak Park was the original commercial area, and this corridor developed into a major retail center during the 1920s, with branches of major Chicago department stores such as Marshall Fields. By 1930, the population of Oak Park had reached 64,000 persons.

Following World War II, Oak Park was affected by larger developmental trends in the Chicago Metropolitan area. The construction of the Eisenhower Expressway cut through the southern portion of the Village in the mid 1950s. Starting in the 1960s and 1970s, Oak Park has made a conscious effort to accommodate changing demographics and social pressures while maintaining the suburban character that has long made the Village a desirable residential location. New developments in recent decades has consisted of replacement of earlier buildings with new construction, as well as the restoration and preservation of Oak Park's historic architectural heritage.

### Development of Madison Street

At the time of the incorporation of the Village of Oak Park in 1902, most of the land along Madison Street was vacant, undeveloped land. However, the basic infrastructure to allow for rapid urban development of Madison Street was already in place. The streetcar line, constructed in 1890, ran along Madison Street for its full length in the Village. Most of the property along the street was already subdivided into city lots, and the various intersecting side streets had already been laid out and graded. During the 1890s, a limited amount of residential development had already occurred north and south of Madison Street in particular areas, such as along Wisconsin and Maple Avenues.<sup>4</sup>

Around 1890, N.M. Freer built what was probably the first permanent building on Madison Street in what is now Oak Park, on the southwest corner of Madison Street and Oak Park Avenue. The two-story wooden building contained a retail space on the ground floor and apartments above. Although relatively far from the developed areas of the township, Freer called his building "The Centre." M.E. Wood opened a hardware and general store in this building in September 1891.<sup>5</sup>



Left: "The Centre," one of the first commercial buildings on Madison Street, in the 1890s. The Centre building was located at the southwest corner of Oak Park Avenue and Madison Street. From the collection of the Historical Society of Oak Park and River Forest. Right: The Collins building at 801 Madison Street occupies the site today.

<sup>4</sup> Jean Guarino, *Yesterday: A Historical View of Oak Park, Illinois, Prairie Days to World War I* (Oak Park: Oak Ridge Press, 2000), 53.

<sup>5</sup> *Ibid.*, 53–54.



*View east on Madison Street from Oak Park Avenue, 1903. From the Philander Barclay Photo Collection, Historical Society of Oak Park and River Forest. The character of Madison Street would change drastically in the twenty years following this photograph.*

Typical of the residential development of the blocks adjacent to Madison Street was the residential subdivision built by Seward T. Gunderson between 1906 and 1920 on two large parcels south of Madison Street near Ridgeland Avenue.<sup>6</sup> Portions of this area are now included in the Gunderson Historic District.

A few commercial buildings were built in the early 1900s, but during the decades of the 1910s and 1920s, much of the frontage of Madison Street filled in with new one, two, and three story commercial buildings with apartments above the ground floor. A few older single family residences faced Madison Street, and a few new apartment buildings were also built.

The decades during which Madison Street was first developed coincided with the period in which personal automobile ownership increased rapidly in the United States. In Oak Park, the number of privately owned autos increased exponentially, from about 82 total in 1906, to 2,372 by 1916, and 17,767 by 1940.<sup>7</sup> A variety of businesses including automobile dealerships, service and repair shops, and gasoline stations were created to serve the new automotive needs. The Madison Street corridor, where large continuous vacant parcels were readily available, evolved into Oak Park's "Motor Row." The primacy of automobile-related businesses on the Madison Street corridor continued in the years following World War II. For example, the 1957 directory

<sup>6</sup> Jean Guarino, *Yesterday: A Historical View of Oak Park, Illinois, Prairie Days to World War I* (Oak Park: Oak Ridge Press, 2000), 54.

<sup>7</sup> LeGary, *Improvers and Preservers* (1967), 162–163.

listed 16 new car dealerships in Oak Park on Madison Street. However, the number of dealerships began to decline in the 1960s and 1970s, and there were only four dealerships remaining by the late 1980s.<sup>8</sup> Currently, in 2006, Foley-Rice Cadillac is the only new car dealership on Madison Street in Oak Park.



Left: Shell Filling Station at Madison Street and Harvey Avenue, 1920s. Village of Oak Park collection. Right: Oak Leak Garage at 1026 Madison Street, 1926. Historical Society of Oak Park and River Forest. Neither of these buildings survives today.

From the 1920s into the 1970s, intensive retail activity on Madison Street was concentrated near Austin Avenue at the east end and west of Oak Park Avenue at the western end of the street. In addition to the automobile-related businesses discussed above, the retail establishments on Madison Street consisted primarily of grocery stores, drugstores, and other businesses catering to the daily needs of local residents. Many small retail businesses and locally-oriented services continue to occupy the historic buildings in these areas.



Above left: Madison Street looking west from Austin Avenue in 1947, from the collection of the Historical Society of Oak Park and River Forest. Above right: Madison Street looking west from Austin Avenue, newspaper photo from *Oak Leaves*, 21 September 1967. Below left: Madison Street looking east from Oak Park Avenue, newspaper photo from *Oak Leaves*, 21 September 1967. Below right: Madison Street looking east from Humphrey Avenue, newspaper photo from *Wednesday Journal*, 1986.



<sup>8</sup> Mark M. Sweetwood, "Auto dealer row restores identity," *Wednesday Journal* (3 February 1988), 91.

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## PROJECT METHODOLOGY

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### Architectural Survey

#### ***Historical Research***

Historical research for this project was conducted at the Oak Park Public Library (OPPL) and the Historical Society of Oak Park and River Forest (HSOPRF). The collection at OPPL includes published books, local newspapers, and village directories on microfilm.<sup>9</sup> The collection at HSOPRF includes extensive and partially indexed local newspapers (*Oak Leaves* and *Wednesday Journal*), historic photograph collections, ephemera files organized by street name, and Sanborn maps. Additionally, Village building permit data identifying dates of construction, architects, builders, and original owners were reviewed by Village staff, and a table provided to the project team.

#### ***Field Survey***

The field survey work was conducted in December 2005 by Joshua Freedland, Hafid Cristobal, and Kenneth Idle of WJE. The entire corridor was surveyed on foot. Each building was photographed using digital cameras. As appropriate, additional photographs were taken of notable details or features of the building. Written notes were made identifying existing materials and existing business occupants. Obviously contemporary buildings on the corridor, such as fast food restaurants, were not surveyed.

#### ***Database and Map Preparation***

The survey and research data were compiled and presented in a Microsoft Access database. Digital field survey photographs were inserted electronically into the database. Also, a map was prepared in ArcGIS using aerial photography and parcel lines provided by the Village. The complete survey database is georeferenced into the GIS software, to allow for simple comparison and geographic analysis of the survey information.

#### ***Presentation***

The historic survey was presented to the Village Historic Preservation Commission at a regular meeting on 12 January 2006. Following receipt of comments from the Commissioners and additional historic background information, and further review of the survey results to ensure consistency, the final report and survey forms were prepared.

#### ***Summary Report and Submittals***

Based on the results of the survey and research, this summary report was prepared. The written report and maps, with attached survey forms, was submitted to the Village of Oak Park. Included under separate cover with the final submittal was a CD-ROM containing the report, maps, and survey forms as .PDF files; the survey photography as .JPG files; the survey geodatabase as .MDB file; and the summary report as .DOC file. Also, the original field survey note sheets were provided. The results of the survey will be used by the planning team as part of the overall Madison Street Corridor Plan.

### Terminology

The categories used to designate the historical significance of individual properties are based upon the categories used in the “Architectural Survey of Downtown Oak Park and the Avenue Business District” prepared by the Village of Oak Park, as revised October 2005. The categories of significance used herein are as follows:

Significant (National Register): A significant property that has potential to be eligible for listing on the National Register of Historic Places. Generally, National Register Criterion C, relating to architectural design or character, has been considered in making this designation. Other properties may be eligible for the

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<sup>9</sup> Refer to pages 17 and 18 for a summary of the business types found on Madison Street in 1915 and 1925, based on village directories for those years.

National Register under other criteria; however, more detailed research on the individual property would be required. All properties in this category are also eligible for listing as Oak Park landmarks.

**Significant:** A property or structure that has special character or significant historical, cultural, architectural, archaeological, community, or aesthetic value and is worthy of preservation. The property has potential to be eligible for listing as an Oak Park landmark under one or more criteria defined in the Historic Preservation Ordinance. The building has a high level of integrity, with minimal changes to major historic features. One exception is alterations to storefronts; replacement of the storefront does not necessarily disqualify a property, as long as the original pattern of openings has been maintained.



*Left: The former Haggard Mortuary at 124 Madison Street is an excellent and well preserved example of Tudor Revival design from 1920 and has been assessed as Significant and National Register eligible as part of this survey. Right: The retail and apartment building at 1047–1053 Madison Street is relatively intact despite changes to a portion of its storefronts. This building has been assessed as Significant as part of this survey.*

**Structure of Merit:** A property or structure which has historic or aesthetic character, but to a lesser degree than a “Significant” building, or that has had alterations which affect its historic integrity. Such a building may contribute to a broader historic character or provide historic context to a larger group of buildings and is therefore worthy of preservation. Oftentimes, a building designated Structure of Merit could be raised to the Significant level by the removal of inappropriate later alterations, such as the remodeling or filling in of storefronts. Other buildings designated Structure of Merit may ultimately qualify as Significant pending further research (beyond the scope of this study) to establish their original architectural character, to identify other historic associations, or to better understand the architectural historical context of the building.



*Left: The Hall & Son Printing Company building at 809 Madison Street has well-preserved brick and terra cotta detailing; however, the contemporary storefront alteration detracts from its historic integrity. This building has been assessed as Structure of Merit as part of this survey. With restoration of its original storefront pattern, it could be reassessed as “Significant.” Right: Although the building at 635 Madison Street dates to 1928, all original facade materials have been replaced, and its original architectural character is not readily apparent. This building has been assessed as No Merit as part of this survey.*

No Merit: A building which is less than fifty years old; or a building which never originally had notable aesthetic character or historical associations; or a building that has been altered such that its original character is no longer apparent. While many of these buildings may be well-built, prominent, or useful structures, they do not warrant special protection as historically significant properties. There are a few older buildings on the corridor which are currently identified as No Merit, generally due to the presence of contemporary facade overcladding materials. It is possible that historic materials may still exist on these buildings, concealed beneath the contemporary materials. With appropriate restoration work, these properties may deserve re-assessment as Structures of Merit or Significant structures.

Hospital: The portion of Oak Park Hospital which fronts onto Madison Street is not assigned a category of historic significance. Documentation and assessment of the hospital property was beyond the scope of this study. It is assumed that for zoning and other reasons, this property would not be affected by new development along Madison Street.

Vacant Lot: Vacant lots are indicated as a separate category on the maps developed as part of this survey report.

Stylistic terminology used in this report is based on the style names and definitions used in the publication *How to Complete the Ohio Historic Inventory*.<sup>10</sup> In addition, the term “Commercial” style has been used, parallel to the use of this term in the October 2005 survey of downtown Oak Park. Generally, the style name Commercial has been assigned to masonry buildings from the period 1900 to 1930, usually one to three stories in height, with flat roofs and ground level storefronts, and minimal decorative detailing in the masonry based loosely on Classical style moldings and trim. These are often builder-designed structures and are ubiquitous in the Chicago area along major commercial streets such as Madison Street.

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## SURVEY SUMMARY

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### **Historical Significance**

The initial development of Madison Street during the first three decades of the twentieth century consisted almost entirely of privately-owned commercial buildings, sometimes with upper level apartments above retail spaces. Mixed among the commercial development were a few single family residences (which are generally among the oldest buildings on the street) and some apartment buildings. Automobile-related businesses dominated the street, along with semi-industrial uses. High-traffic pedestrian-oriented retail spaces were confined to limited areas on the corridor, such as at major cross avenues; the first block west of Austin Avenue; and several blocks between Home and Harlem Avenues. The majority of the significant buildings on the corridor date to the 1910s and 1920s, during which time most of the building lots were built upon for the first time.

### **Historic District Potential**

Because the entire length of Madison Street developed simultaneously and with a similar character during the first three decades of the twentieth century, it is most logical to consider the entire corridor for potential eligibility as a historic district, rather than attempting to define a potential district that would cover only certain blocks. On Madison Street from Austin Avenue to Harlem Avenue, there is a relatively high percentage of “No Merit” and contemporary buildings. The surviving historic buildings do not coalesce to give the corridor a consistent historic character. Therefore, for the purposes of landmark designation, it is likely more straightforward and appropriate to concentrate on the designation of individual landmark properties. Other planning mechanisms or guidelines are being established as part of the larger corridor study to ensure that Madison Street develops in the future with an appropriate character that respects the historic

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<sup>10</sup> Stephen C. Gordon, *How to Complete the Ohio Historic Inventory* (Columbus, Ohio: Ohio Historic Preservation Office, 1992).

architecture. Certain particular themes, such as the “Motor Row” theme discussed below, do exist that could be used to group selected properties as a historic district. However, further research would be needed to better define the historic context of the theme before a district nomination is considered. Also, any potential district covering only a portion of Madison Street would need to justify why other buildings of similar character and from the same time period are not included in the district.

### **Buildings Less than Fifty Years Old**

Generally, buildings that are newer than fifty years old are not assessed for historical significance. A small number of exceptions have been made in order to make note of distinctive buildings from the first generation of post-World War II modernist architectural design (generally the period from 1945 to 1975). The Madison Street corridor contains several interesting modernist buildings that can now be assessed preliminarily for their historical significance, including the Village Hall designed by Chicago architect Harry Weese and constructed in 1974–1975. When these buildings reach fifty years in age, they should be considered for landmark designation.



*Notable modern buildings such as Oak Park Village Hall (left, constructed 1974–1975) and the Drift Oaks Office building (right, constructed 1963) are less than fifty years old and therefore are not generally eligible for landmark designation. The historic significance of these properties should again be considered when they reach fifty years of age.*

### **“Motor Row” Properties**

A number of historic buildings have been identified along the Madison Street corridor that were originally used for automotive-related businesses. Some of these buildings, such as the Foley-Rice Cadillac dealership, have retained their original functions. Most, however, have been adapted to new retail or office uses. Although many of these buildings are architecturally relatively simple, the concentration of these business types along Madison Street is a distinctive historical legacy of the first decades of the twentieth century. One possibility for future study is a scattered-site historic district including these properties. The period of significance for the district would be approximately 1905 to 1950. These dates span from the earliest substantial commercial development of Madison Street through the immediate post-World War II years; one new dealership on Madison Street was constructed in 1948, but thereafter businesses continued to use existing buildings as the auto dealership use declined on the corridor through the 1960s and 1970s. Properties that potentially contribute to the “Motor Row” theme are marked with a checkbox on each survey form. (In addition to these historic properties, it should be noted that several of the existing gasoline filling stations, although housed in modern structures, are on the sites of historic filling stations in existence since the 1910s.) Refer to the attached table listing “Motor Row” properties by street address.



*Left: Foley-Rice Cadillac, originally the Hill Motor Sales Packard dealership, at 644 Madison Street is a National Register-eligible example of a “Motor Row” business. Right: The Automotive Tech Center at 435 Madison Street is a typical example of the historic automobile-related commercial buildings along Madison Street.*

### **Other Commercial Properties**

In addition to the “Motor Row” buildings discussed above, Madison Street contains numerous other historic commercial buildings. Often, these buildings are mixed use, with one or two floors of apartments above retail spaces. Architecturally, the design and construction of these masonry buildings is very typical of the type of 1910s and 1920s era commercial structures found throughout the Chicago region on major thoroughfares like Madison Street. Historically, these buildings housed retail businesses geared toward the everyday needs of local residents, such as grocers, butchers, tailors, cleaners, and druggists.



*Two typical examples of mixed-use commercial buildings on Madison Street. Left: 500 Madison Street. Right: 1001 Madison Street.*

### **Residential Properties**

Although Madison Street is zoned for commercial uses, the corridor survey did include a small number of residential properties. The survey included a number of apartment buildings, which generally are located on side avenues just off Madison Street, but within the alley line that defined the limits of the survey. The survey also included a number of former single family houses now adapted to commercial use; these houses are among the oldest existing buildings on Madison Street, dating to the first decade of the 1900s, before the rapid commercial development of Madison Street in the 1910s and 1920s. A preliminary assessment of historic significance has been made for the single family houses and apartment buildings included in the survey. Generally, the mixed use commercial buildings described above provide a suitable basis of comparison to judge the significance of the apartment buildings. However, the relatively small number of single family houses in the survey makes comparison difficult. The assigned level of significance should be considered preliminary for the single family houses; ideally, these buildings should be assessed and compared in the future as part of the larger residential neighborhood beyond the Madison Street corridor.



*Left: This house at 412 Madison has been adapted to commercial uses. Right: The apartment building at 438–440 Maple Avenue is one of several similar apartment buildings on side avenues that were included in the survey corridor because they are located within the line of the alleys parallel to Madison Street.*

### Survey Statistics

A total of 106 properties were surveyed in detail as part of this project. Obviously contemporary buildings along the corridor, such as gasoline filling stations and fast food restaurants, were excluded from the scope of work for this survey. These buildings are classified as “No Merit” due to their age.

By date of construction:

- 1900-1919: 35 properties
- 1920-1930: 48 properties
- 1931-1955: 4 properties
- 1956-2006: 19 properties

By height:

- 1 story: 34 buildings
- 2 stories: 56 buildings
- 3 or more stories: 16 buildings

By significance:

- Significant (National Register): 3 properties
- Significant: 18 properties
- Structure of Merit: 47 properties<sup>11</sup>
- No Merit: 38 properties

<sup>11</sup> Includes two properties that are Contributing within the Gunderson Historic District.

## Properties Associated with "Motor Row" Theme

<i>Street Address</i> <i>PIN Number</i>	<i>Date</i> <i>Architect</i>	<i>Original and Prior Uses</i>	<i>Current Use</i>
<b>No Merit</b>			
<b>520 Madison Street</b> 16-07-421-013	1946 Charles Kristen		Body Shop
<b>541 Madison Street</b> 16-18-204-041	1924 A.M. Ruttenberg	public garage	Oak Park School District Maintenance garage
<b>635 Madison Street</b> 16-18-202-004	1928 William Harley, Jr.	auto service station	Foley-Rice Cadillac Collision Center
<b>820 Madison Street</b> 16-07-327-010	1927 Albert Kahn, Inc.	Cadillac-LaSalle car dealership	Comcast
<b>Significant</b>			
<b>260 Madison Street</b> 16-08-319-019	1920 E. E. Roberts	Hills Motor Sales Co. [1920 to 1950s]	Village of Oak Park - Garage/Fleet Service
<b>645 Madison Street</b> 16-18-202-001	1926 Henry J. Appelbach	Nilsen Auto Electric Service Company [1920s]	Allstate insurance; Century 21 realty; Historic Homes Realty
<b>Significant (National Register potential)</b>			
<b>644 Madison Street</b> 16-07-419-022	1923 E.E. & Elmer Roberts	Hill Motor Sales Co. (Packard) Meetinghouse Display Co.	Foley-Rice Cadillac
<b>Structure of Merit</b>			
<b>218 Madison Street</b> 16-08-320-019	1923	Oak Park Motor Sales Co. Dodge & Plymouth [1936]; Tri-Par Radio Co. [1953]	Park District of Oak Park
<b>264 Madison Street</b> 16-08-319-018	1922 R. L. Himmelblau		H&R Block
<b>311 Madison Street</b> 16-17-101-002	1928 Julius Floto		Aamco
<b>435 Madison Street</b> 16-18-206-002	1923		Automotive Tech Center

<i>Street Address</i> <i>PIN Number</i>	<i>Date</i> <i>Architect</i>	<i>Original and Prior Uses</i>	<i>Current Use</i>
<b>700 Madison Street</b> 16-07-418-018	1922 E.E. Roberts	Oak Park Buick Sales	Car-X Auto Service
<b>711 Madison Street</b> 16-18-201-032	1948	car dealership	Foley-Rice Cadillac
<b>838 Madison Street</b> 16-07-326-021	1925	Marsh Auto Repair [1925 to at least 1940s]	Vacant
<b>845 Madison Street</b> 16-18-106-012	1922 William F. Kramer	Franklin Motor Co. [1922] Auburn Oak Park Co., Motor Sales [1934]	Town & Country Auto Repair Little Beginnings Day Care

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The following abbreviations are used for local newspapers referenced in the bibliography: OL for *Oak Leaves* and WJ for *Wednesday Journal*. Contemporary addresses are used in the list below.

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### Individual Buildings

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4 Madison OL 8/11/1955 p.11

10 Madison OL 12/15/1915 p.40; OL 1/31/1957 p.7

12 Madison OL 1/11/1913 p.35; OL 7/11/1946 p.42

20–24 Madison OL 10/30/1915 p.49; OL 5/27/1954 p.26; OL 1/13/1949 p.54

50 Madison OL 4/11/1946 p.31

56 Madison OL 6/20/1963 p.10

64 Madison OL 9/19/1925 p.66

101 Madison OL 6/23/1999 “Madison’s ugly duckling ready to fly with facade” —Christine des Garennes

102–104 Madison OL 4/13/1912, p.47

114 Madison OL 12/8/1923 p.74

120 Madison OL 3/19/1921 p.34; OL 5/21/1953 p.10

123 Madison (Village Hall) OL 4/4/1973 p.3; *Chicago Tribune* 4/9/1975 s. III p.3; OL 4/7/1982 p.7 “Village hall sculpture scaled to fit budget” —Mary Kilzer

124 Madison OL 10/28/1937 p.54; OL 2/16/1977 p.5

128–132 Madison WJ 2/28/1990 “Board OKs \$400,000 to rehab vacant building” —Karl Oxnevad

130 Madison OL 5/6/1954 p.57

133 Madison OL 3/14/1925 p.30; OL 3/3/1928 p.26; OL 3/15/1934 p.2

216–226 Madison OL 11/16/1923 p.64

218 Madison OL 11/19/1936 p.43; OL 10/29/1953 p.15

- 260 Madison OL 2/13/1947 p.25; OL 5/10/1956 p.13  
300–306 Madison OL 4/19/1924 p.62  
311–313 Madison OL 9/1/1928 p.35  
315–321 Madison/500-508 Cuyler OL 4/16/1927 p.55  
316–318 Madison OL 2/28/1925 p.22; OL 4/19/1934 p.36; OL 10/3/1979 p.5  
320–326 Madison OL 9/12/1925 p.66  
328–330 Madison OL 8/5/1922 p.56; OL 8/7/1947 p.9  
327–333 Madison OL 2/25/1928 p. 156; OL 6/17/1954 p. 22  
337–339 Madison OL 4/13/1941 p.68; OL 8/14/1941 p.15; OL 6/10/1948 p.72  
431–443 Madison OL 10/13/1923 p.77  
440 Madison OL 12/16/1932 p.55; OL 11/12/1953 p.29  
452 Madison OL 9/15/1928 p.55  
506–512 Madison OL 12/25/1915 p.40  
507–509 Madison WJ 8/10/2005 p. 17 “Wall ad is tailor-made for restoration firm” —Ken Trainor  
513 Madison OL 6/22/1977 p.69  
516 Madison OL 3/3/1923 p.25; OL 3/1/1924 p. 87  
520 Madison OL 4/11/1946 p. 31  
543 Madison OL 4/3/1926 p. 94  
605–609 Madison OL 3/17/1923 p.92  
610 Madison OL 1/6/1923 p.45  
611–613 Madison OL 12/19/1925 p.83  
633 Madison OL 3/3/1923 p.25  
644 Madison *The Economist*, Chicago Historical Society Library, 1/14/1928; OL 4/27/1929; OL 4/19/1934; OL 11/19/1936 p.55; WJ 11/4/1988 p.33; WJ 9/18/1991 p.43 “Restoring abused building, Cadillac style” —Bob Uphues  
645–649 Madison OL 5/22/1926 p. 68; 1/22/1927 p. 77  
646–650 Madison OL 6/18/1927 p.64  
652–654 Madison OL 4/12/1924 p. 44  
666 Madison OL 2/25/1922 p.9; 8/22/1925 p. 28  
702 Madison OL 4/19/1934 p.44  
707–721 Madison OL 7/15/1948 p. 39; OL 6/2/1949 pp. 32-33  
741–745 Madison OL 5/11/1929 p.38  
800 Madison OL 8/27/1927; OL 2/20/1980 p.9-A  
801 Madison OL 2/18/1922 p. 61  
809 Madison OL 11/27/1926 p.66  
809 Madison OL 9/5/1925 p.34  
811 Madison OL 1/30/1926 p.82  
820 Madison OL 1/14/1928 p. 3  
838 Madison OL 11/14/1925 p. 93; OL 5/25/1929 p.90; WJ 12/7/2005 p.79 “A Vision on Madison Street” —Linda Downing Miller.  
844 Madison OL 5/26/1923 p. 40; photo OL 2/8/1940 pp. 30-31.  
845 Madison OL 7/22/1922 p. 2; OL 4/19/1934 p. 41  
850 Madison OL 9/29/1928 p. 54  
900–912 Madison OL 5/1/1926 p. 62  
1001–1005 Madison OL 8/12/1927 p.42  
1007 Madison OL 12/2/1922 p.54  
1047–1053 Madison OL 2/23/1924 p. 232; photo in OL 5/31/1924 p.17  
1114 Madison OL 9/8/1955  
1145 Madison OL 6/21/1924 p. 64

## 1915-1916 Oak Park Directory Classified Listings - Madison Street Businesses

*Some categories consolidated from original listing; sorted by street number.*

<b>Ambulance</b>			<b>Grocers and Restaurants</b>		
	McNerney, C.W.	503		Teas: Nelson, Chas J.	8
<b>Auto Garages and Rentals</b>				Schallennuller Bakery	10
	Universal Auto Station	27-37		Restaurant	14
	Olcese Motorcar Co.	720		Grocer: William J. Greely	30
	New Madison Garage	810		Grocer: Oscar Koch	54
	O&J Auto Station	912		Grocer: Wanderer Bros.	102
	Wenonah Garage	1022		Grocer: Steigewald, Adolph J.	106
<b>Barbers and Hairdressers</b>				Deli: William A. Danz	307
	Arnold, Jacob	12 1/2		Grocer: Suttor, Robert E.	312
	Daily, Miss Clara	735		Grocer: Warr, Geo E.	348
<b>Cleaners &amp; Dyers</b>				Grocer: Bastien, Napoleon	444
	Lowel Beloskey	41		Oak Park Consumers League	501
	David V. Pardun	26		Grocer: Telschow, William	603
	Max Schnierow	1117		Deli: Robert Knight	733
<b>Clothing and Tailors</b>				Grocer: James Caraher	747
	Pardun, David V.	26		Grocer: Levermann, Joseph	801
	Noparstak, Solomon	108 1/2		Grocer: Walter W. Meyer	852
	Goldstein Bros	936		Grocer: Robertson, J. Everitt	928
	Schneiow, M.	1117		Deli: Blake R. Meyers	1009
	Shoes: John DiMartino	1127		Deli: Mrs. Kate Zell	1111
<b>Contractors, Tradesmen, and Building Supply</b>				Colonial Grocery and Market	1135
	John W. Kinnare	24		Grocer: Schwab, Gottlieb	1217
	Window Shades	641	<b>Hardware</b>		
	La Brant & Olson	731		Zenner, John P. & Son	848
	Painter: Willie, Max	1119	<b>Ice Cream &amp; Confectionery</b>		
<b>Doctors and Druggists</b>				DeLuxe Ice Cream Parlor	2
	Dr. J. Beverly Vaughan	2		Sothias Bros	21
	Drugs: Lisdale E. Furman	850		Karamouz Bros.	1144
	Drugs: Venus, William A.	549	<b>Laundries</b>		
	Drugs: Wakefield, Inc.	1145		King's Model Laundry	932
<b>Dry Goods</b>				Louis, Frank	950
	Heap, Mrs. Jennie H	12	<b>Milliners</b>		
	E.R. Barcus	940		Joy, Miss Mary	110
	Irish Linen Shop	1010	<b>Real Estate</b>		
<b>Florists</b>				Garfield, E. & Co.	404
	Madison Street Florists	(at Grove Ave.)		Cotton, W.F. & Co.	1142
			<b>Sewing Machines</b>		
				Fowler, John C.	108
				Zenner, John P. & Son	848
			<b>Undertakers</b>		
				McNerney, Cornelius W.	503

## 1925 Oak Park Directory Classified Listings - Madison Street Businesses

Some categories consolidated from original listing; sorted by street number.

<b>Auto Repair</b>		<b>Dry Goods</b>	
Main Garage	31		26
Shand, William	514		729
Reiber, J. W.	535-539	<b>Florist</b>	
Stacy Ed	610		1018-1020
Electric Car Servie Co.	720-722	<b>Furniture</b>	
Douglas, Henry	936	Charles Furniture Co.	1012
Tyk, R.P.	1022	<b>Gas</b>	
Oak Leaf Garage	1026-1032	Agni Motor Fuel Co.	341
<b>Autos and Accessories</b>		Texas Co.	401
Wargny, A.L. Inc.	52	Sinclair Oil	726
Mudd, Ray F. Motor Co.	133-141	<b>Gifts/Novelties</b>	
Barrow Bros. Motor Co.	222		110
O.P. Sales and Servie	243-247		202
Harrigan T.G., Jr.	438-440		1007
Crandall Motorcar Co.	439-441		1009
Massey & Motor Co.	447-49		940-942
Radway Sales Co.	445	<b>Grocers and Restaurants</b>	
Levin, Irving	514	Funnall's Cafeteria	4
O'Brien Martin J. Co.	600	Grocer / butcher	6
Auto Equipment Co.	641	Restaurant	7
Hill Motor Sales, Co	636-644	Schallenmuller Bakery	12
Murray Service & Motor Co.	652-654	Butcher	16
Cooley Bros.	664-666	National Tea Co.	18
Buick Motor Co.	702	Grocer / butcher	20
Euclid Motor Car Co.	712-722	Great A&P Tea Co	30
Siegal Auto Radiator Co.	731	Butcher	32
Acorn Battery & Radio Shop	739	Fruit	40
Oak Park Tire Co.	745	Grocer	102
Madison Motor Co	800-810	Bakery	104
Marquardt-Schmucker Co.	845-849	Bakery	200
Hupmobile Service Station	916-920	Bakery	262
Lucal-Kelly Co.	916-922	National Tea Co.	300
Stirling Tire & Radion Shop	934	Butcher	302
Becker, F.L.	1029	Fruit	306
Oak Park Flint Co.	1123-1125	Deli	309
<b>Barbers</b>		Restaurant	310
	2	Grocer / butcher	408
	200	Great A&P Tea Co	426
	907	Bakery	428
	942	Fruit	432
	1039	Butcher	434
	1043	Grocer / butcher	444
		Grocer	603
<b>Candy and Confectioners</b>		Burke Home Bakery	607
Koclanes, Gust	2	Butcher	733
Jonell, Elizabeth	56	National Tea Co.	735
Danz, W.A.	58	Deli	737
<b>Clothing</b>		Grocer / butcher	747
Ladies' Clothing	3	Restaurant	805
Krizenecky F.J.	5	National Bicult Co.	827-831
Furs: Teitlebaum, Nathan	28	Grocer / butcher	852
Jewelery	114	Bakery	884
Ryan Hat Shop	238	Butcher	944
Ladies' Clothing	819	Great A&P Tea Co	1002
<b>Contractors, Tradesmen, and Building Supply</b>		Butcher	1006
Hall, William	3	National Tea Co.	1008
O'Brien	14	Fruit	1010
Wheeler Linoleum Co.	38	Deli	1011
Oak Park Sash & Screen Co.	242	Fruit	1147
Standard Sanitary Mfg. Co	260	National Tea Co.	1148
Leith, Francis	501	<b>Hardware</b>	
Whelan, R.J.	512	Hardware	128
Dean, Wm.	633	Gilchrist Hardware	513
Plumber	924	Hardware	850
Meinhard, J.C.	1000	Hardware	1005
McQueen, Thomas	1041	<b>Laundries</b>	
Painter: Willie, Max	1121		662
<b>Doctors and Druggists</b>			106
Dentist	2		946
Chiropractor: Hill & Hill	4	<b>Radios</b>	
Dentist	36		238
Druggist	132		934
Druggist	268		1127
Dentist	300	<b>Real Estate</b>	
Dentist	330	Bellock CP & Co.	58
Druggist	501	O'Connor Bros	9
Druggist	549		
Dentist	727		
Druggist	854		
Oak Park Drug Co.	1001		
Druggist	1053		
Druggist	1145		



# OAK PARK MADISON STREET CORRIDOR SURVEY

1 – 19 Madison Street

PIN Number

16-17-107-035

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**



**Notable Features**

## Historic Information

**Date or Approx. Decade**

**Architect**

**Contractor**

**Original Owner**

**Original or Prior Uses**

**Field Notes**  **Part of "Motor Row" Theme**

**Additions/Alterations**

The portion at the Austin Avenue corner dates to 1921 [Historic view, "Oak Park Pictorial History"] The western portion was a high quality modernist design [Historic view, Nagle Hartray]

**History Notes**

The current bank building consists of several earlier buildings that were drastically altered to a design by the firm Nagle Hartray in 1991.



# OAK PARK MADISON STREET CORRIDOR SURVEY

1 – 19 Madison Street

PIN Number

16-17-107-035





# OAK PARK MADISON STREET CORRIDOR SURVEY

2 – *Madison Street*

PIN Number

16-08-323-025

Significance	Structure of Merit
Current Owner	Madison Austin Building
Current Use	Pay Day Loan



Front Orientation	SE	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Aluminum, double hung		
Visible Roof Materials			
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	1922	Original or Prior Uses	confectioners [1925 directory]
Architect	M. L. Sable		
Contractor			
Original Owner	Sothras Brothers	Additions/Alterations	

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

4 – *Madison Street*

PIN Number

16-08-323-024

Significance	Significant
Current Owner	Kyun Se Seok
Current Use	Athlete's Foot



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	2
Style/Detailing	Beaux Arts		
Wall Material(s)	Brick		
	Terra Cotta		
	Glazed Brick (green)		
Storefront	Aluminum		
Other Windows	Aluminum, double hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	Terra cotta ornament		

## Historic Information

Date or Approx. Decade	1912	Original or Prior Uses	Funnall's Cafeteria [1925 directory]
Architect		Additions/Alterations	
Contractor	Pillinger Brothers		
Original Owner	A. Eichenberger	History Notes	

Field Notes  Part of "Motor Row" Theme

Some terra cotta ornament on this building may be from a pattern book designed by Louis Sullivan.



# OAK PARK MADISON STREET CORRIDOR SURVEY

6 – *Madison Street*

PIN Number

16-08-323-023

Significance	No Merit
Current Owner	Jerome W. Ketzback
Current Use	Anne's Plus



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Modernist		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Aluminum, double hung		
Visible Roof Materials	Painted Metal		
Overall Condition	Fair		
Notable Features	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		

## Historic Information

Date or Approx. Decade	<input type="text" value="1915"/>	Original or Prior Uses	<div style="border: 1px solid black; padding: 5px;">grocer / butcher [1925 directory]</div>
Architect	<div style="border: 1px solid black; height: 20px; width: 100%;"></div>		
Contractor	<input type="text" value="John W. Kinnare"/>		
Original Owner	<input type="text" value="A. Eichenberger"/>	Additions/Alterations	<div style="border: 1px solid black; padding: 5px;">New facade, circa 1960s</div>
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme		

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

10 – *Madison Street*

PIN Number

16-08-323-022

Significance	Structure of Merit
Current Owner	Jerome W. Ketzback
Current Use	Ahmed Salon

Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	2
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Style/Detailing	Commercial
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Wall Material(s)	Brick
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	Limestone
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Storefront	Aluminum/Plywood
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Other Windows	Aluminum Double Hung
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Visible Roof Materials	
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Overall Condition	Fair
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Notable Features



## Historic Information

Date or Approx. Decade	1910s
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Architect	
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Contractor	
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Original Owner	
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Field Notes  Part of "Motor Row" Theme

Original or Prior Uses

Karm's Specialty Shop [OL 1/31/1957 p.7]

Additions/Alterations

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

12 – *Madison Street*

**PIN Number**

16-08-323-021

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Jerome W. Ketzback
<b>Current Use</b>	Laury's Bakery



<b>Front Orientation</b>	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	<b>Number of Stories</b>	2
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Ceramic Tile		
	Glazed Brick		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>	Aluminum Double Hung		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		
<b>Notable Features</b>	Distinctive mid-century storefront with bowed glass.		

## Historic Information

<b>Date or Approx. Decade</b>	1913	<b>Original or Prior Uses</b>	Mueller's Bakery [1915 and 1925 directories; OL 7/11/1946 p. 42]
<b>Architect</b>		<b>Additions/Alterations</b>	
<b>Contractor</b>	W. J. Mueller		
<b>Original Owner</b>	W. J. Mueller		

**Field Notes**  Part of "Motor Row" Theme

**History Notes**

This building has apparently been a bakery continuously since original construction.



# OAK PARK MADISON STREET CORRIDOR SURVEY

12 – *Madison Street*

PIN Number

16-08-323-021





# OAK PARK MADISON STREET CORRIDOR SURVEY

14 – *Madison Street*

PIN Number

16-08-323-020

Significance	Structure of Merit
Current Owner	Jerome W. Ketzback
Current Use	Queen's Beauty Supply



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="1"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Glazed Brick		
	Limestone		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		

## Historic Information

Date or Approx. Decade	<input type="text" value="1913"/>	Original or Prior Uses
Architect		Restaurant [1915 directory] O'Brien Electric Co. [1925 directory]
Contractor	W. J. Mueller	
Original Owner	W. J. Mueller	Additions/Alterations
		<div style="border: 1px solid black; height: 40px; width: 100%;"></div>

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

20 – *Madison Street*

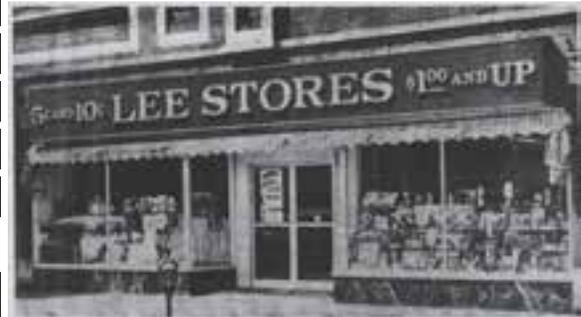
PIN Number

16-08-323-018

Significance	Structure of Merit
Current Owner	Kyun Se Seok
Current Use	K-Stone Beauty Supply



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="1"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Glazed Brick		
	Limestone		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		



## Historic Information

Date or Approx. Decade	<input type="text" value="1915"/>	Original or Prior Uses	grocer [1925 directory]; A & P Food Store [1949]; Lee 5 and 10 Cent Store [1954]	
Architect		Additions/Alterations		<div style="border: 1px solid black; height: 40px; width: 100%;"></div>
Contractor	John W. Kinnare			
Original Owner	John W. Kinnare			

Field Notes  Part of "Motor Row" Theme

**History Notes**

Historic view: 1954, from "Oak Leaves"



# OAK PARK MADISON STREET CORRIDOR SURVEY

26 – *Madison Street*

PIN Number

16-08-323-017

Significance	Structure of Merit
Current Owner	bank trust
Current Use	Oak Park Video & Beeper



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	Enamel/Glass Panel		
Storefront	Aluminum		
Other Windows	Aluminum Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	In terrazzo paving at entrance is the name "Dubin's."		

## Historic Information

Date or Approx. Decade	<input type="text" value="1914"/>	Original or Prior Uses	cleaner and tailor [1915 directory]; dry goods [1925 directory]
Architect		Additions/Alterations	
Contractor	John W. Kinnare		
Original Owner	John W. Kinnare		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

26 –

*Madison Street*

**PIN Number**

16-08-323-017





# OAK PARK MADISON STREET CORRIDOR SURVEY

28 – 32 *Madison Street*

PIN Number

16-08-323-016

Significance	No Merit
Current Owner	bank trust
Current Use	Offices



Front Orientation	SW	Number of Stories	2
Style/Detailing	Modernist		
Wall Material(s)	Brick		
	Wood		
	Aluminum		
Storefront	None/Not Applicable		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade	1959	Original or Prior Uses	
Architect		Additions/Alterations	
Contractor			
Original Owner			

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

500 – Lyman Avenue

PIN Number

16-17-106-001

Significance

Current Owner

Current Use



Front Orientation  Number of Stories

Style/Detailing

Wall Material(s)

Storefront

Other Windows

Visible Roof Materials

Overall Condition

Notable Features



## Historic Information

Date or Approx. Decade  Original or Prior Uses

Architect

Contractor

Original Owner

Additions/Alterations

Field Notes  Part of "Motor Row" Theme

Detached garage behind

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

504 – Lyman Avenue

PIN Number

16-17-106-002

Significance

Current Owner

Current Use



Front Orientation  Number of Stories

Style/Detailing

Wall Material(s)

Storefront

Other Windows

Visible Roof Materials

Overall Condition

Notable Features



## Historic Information

Date or Approx. Decade  Original or Prior Uses

Architect

Contractor

Original Owner

Additions/Alterations

Field Notes  Part of "Motor Row" Theme

Large hole through roof at enclosed front porch.

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

506 – Lyman Avenue

PIN Number

16-17-106-003

Significance	No Merit
Current Owner	
Current Use	Vacant



Front Orientation	W	Number of Stories	2
Style/Detailing	Colonial Revival		
Wall Material(s)	Cement shingle		
Storefront	None/Not Applicable		
Other Windows	Vinyl Double Hung		
Visible Roof Materials	Asphalt shingle		
Overall Condition	Poor		
Notable Features			



## Historic Information

Date or Approx. Decade	1904	Original or Prior Uses	Residential
Architect	B.F. George	Additions/Alterations	Front porch has been enclosed
Contractor	B.F. George		
Original Owner			

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

44 – 50 Madison Street

PIN Number

16-08-322-034

Significance	No Merit
Current Owner	bank trust
Current Use	CEDA/Oak Park Headstart



Front Orientation	<input type="checkbox"/> S	Number of Stories	2
Style/Detailing	Modernist		
Wall Material(s)	Brick		
	Limestone		
Storefront	None/Not Applicable		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Good		
Notable Features	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		



## Historic Information

Date or Approx. Decade	1970s	Original or Prior Uses	
Architect		Additions/Alterations	
Contractor			
Original Owner			

Field Notes  Part of "Motor Row" Theme

**History Notes**  
site of Village Motors Used Cars [1946]



# OAK PARK MADISON STREET CORRIDOR SURVEY

52 – 54 Madison Street

PIN Number

16-08-322-030

<b>Significance</b>	No Merit
<b>Current Owner</b>	Richard S. Pearson
<b>Current Use</b>	Anne's Ladies Fashion Pearson TV



<b>Front Orientation</b>	<input type="checkbox"/> S	<b>Number of Stories</b>	1
<b>Style/Detailing</b>	Modernist		
<b>Wall Material(s)</b>	Brick		
	Wood Siding		
<b>Storefront</b>	None/Not Applicable		
<b>Other Windows</b>	Aluminum Fixed		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		

**Notable Features**

## Historic Information

<b>Date or Approx. Decade</b>	1960s	<b>Original or Prior Uses</b>
<b>Architect</b>		
<b>Contractor</b>		
<b>Original Owner</b>		<b>Additions/Alterations</b>

**Field Notes**  Part of "Motor Row" Theme

**History Notes**

Replaced a 1909 retail building on this site.



# OAK PARK MADISON STREET CORRIDOR SURVEY

56 – *Madison Street*

PIN Number

16-08-322-029

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**

**Notable Features**

## Historic Information

**Date or Approx. Decade**

**Architect**

**Contractor**

**Original Owner**

**Original or Prior Uses**

**Field Notes**  Part of "Motor Row" Theme

**Additions/Alterations**

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

58 – *Madison Street*

PIN Number

16-08-322-028

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Joseph R. Curcio
<b>Current Use</b>	Law Offices of Jennifer A. Blanc



<b>Front Orientation</b>	5	<b>Number of Stories</b>	2
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<b>Style/Detailing</b>	Commercial
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<b>Wall Material(s)</b>	Brick
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Limestone
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<b>Storefront</b>	Aluminum
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<b>Other Windows</b>	Wood Double Hung
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<b>Visible Roof Materials</b>	
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<b>Overall Condition</b>	Good
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**Notable Features**

Parapet decoration
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## Historic Information

<b>Date or Approx. Decade</b>	1921
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**Original or Prior Uses**

<b>Architect</b>	J. J. Cerny
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confectioner [1925 directory]

<b>Contractor</b>	J. Braeske
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<b>Original Owner</b>	William Danz
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**Additions/Alterations**

Lannon stone at storefront

<b>Field Notes</b>	<input type="checkbox"/> Part of "Motor Row" Theme
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**History Notes**

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# OAK PARK MADISON STREET CORRIDOR SURVEY

58 –

*Madison Street*

**PIN Number**

16-08-322-028





# OAK PARK MADISON STREET CORRIDOR SURVEY

101 – *Madison Street*

PIN Number

16-17-105-035

Significance

Current Owner

Current Use



Front Orientation  Number of Stories

Style/Detailing

Wall Material(s)

Storefront

Other Windows

Visible Roof Materials

Overall Condition

Notable Features



## Historic Information

Date or Approx. Decade

Architect

Contractor

Original Owner

Original or Prior Uses

Field Notes  Part of "Motor Row" Theme

Additions/Alterations

Original marble cladding replaced by EIFS in 1999. See photograph of original appearance in OL 6/23/1999.

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

439 – 441 Taylor Street

PIN Number

16-08-321-031

Significance	Structure of Merit
Current Owner	
Current Use	apartments



Front Orientation	E	Number of Stories	4
Style/Detailing			
Wall Material(s)	Brick		
	Terra Cotta		
Storefront	None/Not Applicable		
Other Windows	Vinyl Double Hung		
Visible Roof Materials	Clay Tile		
Overall Condition	Good		
Notable Features			



## Historic Information

Date or Approx. Decade	1920s	Original or Prior Uses	
Architect		Additions/Alterations	Windows replaced
Contractor			
Original Owner			
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme	History Notes	



# OAK PARK MADISON STREET CORRIDOR SURVEY

439 – 441 Taylor Street

PIN Number

16-08-321-031





# OAK PARK MADISON STREET CORRIDOR SURVEY

102 – 104 Madison Street

PIN Number

16-08-321-029

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**

**Notable Features**



## Historic Information

**Date or Approx. Decade**  **Original or Prior Uses**

**Architect**

**Contractor**

**Original Owner**  **Additions/Alterations**

**Field Notes**  Part of "Motor Row" Theme

Cracking and previous patchwork in brick masonry

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

108 – *Madison Street*

PIN Number

16-08-321-026

Significance	No Merit
Current Owner	Bennie Fernandez
Current Use	Sheema's Soul Food & Deli



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	2
Style/Detailing	Georgian Revival		
Wall Material(s)	Brick		
	Wood		
Storefront	Infilled		
Other Windows	Wood Casement		
Visible Roof Materials	Asphalt Shingle		
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	1960s	Original or Prior Uses
Architect		
Contractor		
Original Owner		Additions/Alterations

Field Notes  Part of "Motor Row" Theme

History Notes

Replaced a 1906 retail building on this site.



# OAK PARK MADISON STREET CORRIDOR SURVEY

110 – 112 Madison Street

PIN Number

16-08-321-025

Significance	No Merit
Current Owner	John Pullano
Current Use	Retail



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="1"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	Aluminum Siding		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	<input type="text" value="1920s"/>	Original or Prior Uses
Architect	<input type="text"/>	<input type="text"/>
Contractor	<input type="text"/>	
Original Owner	<input type="text"/>	Additions/Alterations
		<input type="text"/>

Field Notes  Part of "Motor Row" Theme

Current retail, east to west: Fima African Hair Braiding; vacant; Mane Solution barbers.

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

114 – *Madison Street*

PIN Number

16-08-321-024

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	John Pullano
<b>Current Use</b>	C.E. Dienberg and Sons Printers



<b>Front Orientation</b>	<input type="checkbox"/> S	<b>Number of Stories</b>	<input type="text" value="2"/>
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Limestone		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>	Vinyl Double Hung		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		

**Notable Features**

## Historic Information

<b>Date or Approx. Decade</b>	<input type="text" value="1923"/>	<b>Original or Prior Uses</b>
<b>Architect</b>	Harry Stevens	jewelry [1925 directory]
<b>Contractor</b>	Charles Lindberg	
<b>Original Owner</b>	O. P. Shine	<b>Additions/Alterations</b>

**Field Notes**  Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

116 – 120 Madison Street

PIN Number

16-08-321-023

Significance	Significant
Current Owner	Easter Seal Society
Current Use	Willett Center/Easter Seals of Chicago



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	1
Style/Detailing	Prairie		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	Ornamental limestone trim		



## Historic Information

Date or Approx. Decade	1921	Original or Prior Uses	Oak Park Cleaners & Dyers [1921 to at least 1950s]
Architect	E. E. Roberts-Arthur Maiwurm	Additions/Alterations	
Contractor			
Original Owner	Oak Park Cleaners & Dyers		

Field Notes  Part of "Motor Row" Theme

**History Notes**  
Historic view: circa 1925, from postcard



# OAK PARK MADISON STREET CORRIDOR SURVEY

116 – 120 Madison Street

PIN Number

16-08-321-023





# OAK PARK MADISON STREET CORRIDOR SURVEY

123 – *Madison Street*

**PIN Number**

16-17-104-032

<b>Significance</b>	Significant (National Register potential)
<b>Current Owner</b>	Village of Oak Park
<b>Current Use</b>	Village Hall and Police Department



<b>Front Orientation</b>	<input type="checkbox"/> N	<b>Number of Stories</b>	<input type="text" value="2"/>
<b>Style/Detailing</b>	Modernist		
<b>Wall Material(s)</b>	Brick		
	Concrete		
<b>Storefront</b>	None/Not Applicable		
<b>Other Windows</b>	Aluminum Fixed		
<b>Visible Roof Materials</b>	Sheet metal		
<b>Overall Condition</b>	Good		
<b>Notable Features</b>	<div style="border: 1px solid black; height: 50px; width: 100%;"></div>		



## Historic Information

<b>Date or Approx. Decade</b>	<input type="text" value="1974"/>	<b>Original or Prior Uses</b>	
<b>Architect</b>	Harry Weese & Associates	<b>Additions/Alterations</b>	
<b>Contractor</b>			
<b>Original Owner</b>	Oak Park Village Hall		

**Field Notes**  Part of "Motor Row" Theme

A distinctive example of mid-twentieth century modernism by a nationally-known Chicago architect. The eligibility of this building for National Register listing should be considered once it reaches 50 years in age.

### History Notes

Design developed in 1973. Built at a cost of \$4.5 million. Dedicated on 4 July 1975. Sculpture "The Pathfinder" by Geraldine McCullough placed in 1982.



# OAK PARK MADISON STREET CORRIDOR SURVEY

123 –

*Madison Street*

**PIN Number**

16-17-104-032





# OAK PARK MADISON STREET CORRIDOR SURVEY

124 – 126 Madison Street

PIN Number

16-08-321-022

<b>Significance</b>	Significant (National Register potential)
<b>Current Owner</b>	L. Sahagian & D. Stewart
<b>Current Use</b>	Sahagian Associates, Inc.



<b>Front Orientation</b>	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	<b>Number of Stories</b>	2
<b>Style/Detailing</b>	Tudor Revival		
<b>Wall Material(s)</b>	Stone		
	Limestone		
<b>Storefront</b>	None/Not Applicable		
<b>Other Windows</b>	Steel Casement with Leaded		
<b>Visible Roof Materials</b>	Slate		
<b>Overall Condition</b>	Good		



**Notable Features**

Side Alley with gate and canopies

## Historic Information

<b>Date or Approx. Decade</b>	1920	<b>Original or Prior Uses</b>	Haggard Mortuary
<b>Architect</b>	Francis M. Barton	<b>Additions/Alterations</b>	Very well preserved with no discernable exterior alterations.
<b>Contractor</b>	Guy & McClintock		
<b>Original Owner</b>	W. A. Haggard	<b>History Notes</b>	Rear porch added 1922. Garage added 1924. One story brick addition 1937.

**Field Notes**  Part of "Motor Row" Theme

**History Notes**

Rear porch added 1922. Garage added 1924. One story brick addition 1937.



# OAK PARK MADISON STREET CORRIDOR SURVEY

124 – 126 Madison Street

PIN Number

16-08-321-022





# OAK PARK MADISON STREET CORRIDOR SURVEY

128 – 132 Madison Street

PIN Number

16-08-321-020

Significance	Significant
Current Owner	Oak Park Residence Corp.
Current Use	Retail/apartments



Front Orientation	<input checked="" type="checkbox"/> S	Number of Stories	3
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Terra Cotta		
Storefront	Aluminum		
Other Windows	Aluminum Double Hung		
Visible Roof Materials			
Overall Condition	Good		



Notable Features

Terra Cotta ornament  
One surviving original cast iron storefront column

## Historic Information

Date or Approx. Decade	1922	Original or Prior Uses	hardware store / drug store [1925 directory]	
Architect	Lowenberg & Lowenberg	Additions/Alterations		
Contractor	Weinstein & Rizinsky	History Notes		
Original Owner	Sidelsky & Weinstein			

Field Notes  Part of "Motor Row" Theme

Other addresses include 438 through 442 Lombard Avenue.  
Existing retail, east to west: Frank's Barber Shop; Class Plus Boutique clothing; Dino's Pizzeria

History Notes

Acquired by Oak Park Residence Corp. in 1989 after protracted legal battle and rehabbed by Village in 1990 for \$400,000.



# OAK PARK MADISON STREET CORRIDOR SURVEY

128 – 132 Madison Street

PIN Number

16-08-321-020





# OAK PARK MADISON STREET CORRIDOR SURVEY

202 – 210 Madison Street

PIN Number

16-08-320-024

Significance	No Merit
Current Owner	bank trust
Current Use	utility substation



Front Orientation	<input type="text" value="S"/>	Number of Stories	<input type="text" value="1"/>
Style/Detailing	<input type="text"/>		
Wall Material(s)	Brick		
	<input type="text"/>		
	<input type="text"/>		
Storefront	None/Not Applicable		
Other Windows	Aluminum Fixed		
Visible Roof Materials	<input type="text"/>		
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	<input type="text" value="1970s"/>	Original or Prior Uses	<input type="text"/>
Architect	<input type="text"/>		
Contractor	<input type="text"/>		
Original Owner	<input type="text"/>	Additions/Alterations	<input type="text"/>

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

218 – *Madison Street*

**PIN Number**

16-08-320-019

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Park District of Oak Park
<b>Current Use</b>	Park District of Oak Park



<b>Front Orientation</b>	S	<b>Number of Stories</b>	2
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Limestone		
	EIFS		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>	Aluminum Fixed		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Good		



**Notable Features**

One-story portions at either side

## Historic Information

<b>Date or Approx. Decade</b>	1923
<b>Architect</b>	
<b>Contractor</b>	H.P. Jensen
<b>Original Owner</b>	Bucholtz & Auxhold

**Original or Prior Uses**

Oak Park Motor Sales Co. Dodge & Plymouth [1936]; Tri-Par Radio Co. [1953]

**Field Notes**  **Part of "Motor Row" Theme**

**Additions/Alterations**

An awkward and unsympathetic remodelling of a 1920s car dealership.

Park District is reviewing its use of this building and some functions may be moved to another location.

**History Notes**

Remodelled by Park District of Oak Park in 2000. Used as office space by Park District since 1988.



# OAK PARK MADISON STREET CORRIDOR SURVEY

218 –

*Madison Street*

PIN Number

16-08-320-019





# OAK PARK MADISON STREET CORRIDOR SURVEY

228 – 230 Madison Street

PIN Number

16-08-320-018

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Drift Oaks Partners
<b>Current Use</b>	General Energy Corp.



<b>Front Orientation</b>	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	<b>Number of Stories</b>	2
<b>Style/Detailing</b>	Modernist		
<b>Wall Material(s)</b>	Stone		
	Wood Siding		
	Brick		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>	Aluminum Fixed		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		
<b>Notable Features</b>	Roof shape Exterior second floor walkway.		



## Historic Information

<b>Date or Approx. Decade</b>	1963	<b>Original or Prior Uses</b>	
<b>Architect</b>	Robert Taylor	<b>Additions/Alterations</b>	
<b>Contractor</b>			
<b>Original Owner</b>	Thomas Spelson		

**Field Notes**  Part of "Motor Row" Theme

The eligibility of this structure for local landmark designation should be reviewed when it reaches 50 years in age. Further research would be needed to establish the architectural historical context of this building in considering its eligibility.

### History Notes

An interesting and generally unaltered mid-century modern office building.



# OAK PARK MADISON STREET CORRIDOR SURVEY

228 – 230 Madison Street

PIN Number

16-08-320-018





# OAK PARK MADISON STREET CORRIDOR SURVEY

231 – *Madison Street*

PIN Number

16-17-102-007

Significance

Current Owner

Current Use



Front Orientation  Number of Stories

Style/Detailing

Wall Material(s)

Storefront

Other Windows

Visible Roof Materials

Overall Condition

Notable Features



## Historic Information

Date or Approx. Decade  Original or Prior Uses

Architect

Contractor

Original Owner

Additions/Alterations

Field Notes  Part of "Motor Row" Theme

House to the left in photographic views. See also 233 Madison

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

233 – *Madison Street*

**PIN Number**

16-17-102-006

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**

**Notable Features**



## Historic Information

**Date or Approx. Decade**  **Original or Prior Uses**

**Architect**

**Contractor**

**Original Owner**

**Additions/Alterations**

**Field Notes**  **Part of "Motor Row" Theme**

House to the right in photographic views. See also 231 Madison

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

238 – 240 Madison Street

PIN Number

16-08-319-026

Significance	No Merit
Current Owner	P & J Cleaners
Current Use	P & J Cleaners



Front Orientation	SE	Number of Stories	1
Style/Detailing			
Wall Material(s)	EIFS		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade		Original or Prior Uses
Architect		
Contractor		
Original Owner		Additions/Alterations

Field Notes  Part of "Motor Row" Theme

**History Notes**  
Possibly a heavily remodeled building dating to 1912.



# OAK PARK MADISON STREET CORRIDOR SURVEY

242 – 244 Madison Street

PIN Number

16-08-319-025

Significance	No Merit
Current Owner	Dr. A.N. Bascharon
Current Use	Oak Park Animal Hospital



Front Orientation	<input type="checkbox"/> S	Number of Stories	1
Style/Detailing			
Wall Material(s)	EIFS		
Storefront	None/Not Applicable		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade	1980s	Original or Prior Uses	
Architect		Additions/Alterations	
Contractor			
Original Owner			

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

248 – *Madison Street*

PIN Number

16-08-319-022

Significance	No Merit
Current Owner	Donn D. Todd
Current Use	



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="checkbox"/> 1
Style/Detailing			
Wall Material(s)	Stone		
	Brick		
Storefront	None/Not Applicable		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	1958	Original or Prior Uses	
Architect	Edward Busche	Additions/Alterations	
Contractor	Powell-Korff-Rosenfeld		
Original Owner	Henry Wilfinger		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

260 – 262 Madison Street

PIN Number

16-08-319-019

Significance	Significant
Current Owner	Village of Oak Park
Current Use	Village of Oak Park - Garage/Fleet Service



Front Orientation	S	Number of Stories	1
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	Articulated parapet wall		



## Historic Information

Date or Approx. Decade	1920	Original or Prior Uses	Hills Motor Sales Co. [1920 to 1950s]
Architect	E. E. Roberts	Additions/Alterations	
Contractor	H. C. Jensen		
Original Owner	G.A. Kreis and F.A. Hill		

Field Notes  Part of "Motor Row" Theme

History Notes

Historic view: 1947, "Oak Leaves"



# OAK PARK MADISON STREET CORRIDOR SURVEY

260 – 262 *Madison Street*

**PIN Number**

16-08-319-019





# OAK PARK MADISON STREET CORRIDOR SURVEY

264 – 268 Madison Street

PIN Number

16-08-319-018

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Harry Spannuth
<b>Current Use</b>	H&R Block



<b>Front Orientation</b>	SW	<b>Number of Stories</b>	1
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Limestone		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>			
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		

**Notable Features**

Articulated parapet wall

**Historic Information**

<b>Date or Approx. Decade</b>	1922	<b>Original or Prior Uses</b>
<b>Architect</b>	R. L. Himmelblau	
<b>Contractor</b>	Barrett Construction Co.	
<b>Original Owner</b>	Plotke & Grosby	<b>Additions/Alterations</b>

**Field Notes**  Part of "Motor Row" Theme

The storefront at 264 is part of this building but is used by Oak Park Fleet Service (see 260-262 Madison Street).

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

300 – 308 Madison Street

PIN Number

16-08-318-009

Significance	Significant
Current Owner	Derrel McDavid
Current Use	Apartments/retail



Front Orientation	SE	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Terra Cotta		
	Stone		
Storefront	Aluminum		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Good		
Notable Features	Decorative marble-like coloring of base course terra cotta		



## Historic Information

Date or Approx. Decade	1924	Original or Prior Uses	National Tea Co. (groceries, fruit, butcher) [1925 directory]
Architect	M. O. Nathan	Additions/Alterations	
Contractor	Freevol & Smedberg		
Original Owner	J. R. Shapiro	History Notes	

Field Notes  Part of "Motor Row" Theme

Includes addresses 431 through 435 Cuyler Avenue  
 300: Maya's Hair Salon  
 302-304: Magnificent Barber Shop  
 306: Private office  
 308: Winkler & McDavid, Ltd., CPA

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

300 – 308 Madison Street

PIN Number

16-08-318-009





# OAK PARK MADISON STREET CORRIDOR SURVEY

309 – *Madison Street*

PIN Number

16-17-101-003

Significance	No Merit
Current Owner	Joseph Kyles
Current Use	Crystal's Hair Dynasty Ltd.



Front Orientation	<input type="checkbox"/> N	Number of Stories	2
Style/Detailing	Modernist		
Wall Material(s)	Brick		
	Limestone		
	Stucco		
Storefront			
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Poor		

Notable Features

## Historic Information

Date or Approx. Decade	1913
Architect	
Contractor	Charles Lindberg
Original Owner	William Danz

Original or Prior Uses

deli [1925 directory]

Additions/Alterations

This appears to be the 1913 building, with the front facade greatly altered circa 1940s-1950s.

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

310 – 312 Madison Street

PIN Number

16-08-318-007

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	W. Robert James, Jr.
<b>Current Use</b>	Dr. Robert F. Hansen, dentist Dr. Richardson, family practice



<b>Front Orientation</b>	<input type="text" value="S"/>	<b>Number of Stories</b>	<input type="text" value="2"/>
<b>Style/Detailing</b>	Prairie		
<b>Wall Material(s)</b>	Brick		
	Limestone		
<b>Storefront</b>	Infilled		
<b>Other Windows</b>	Aluminum Double Hung		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		
<b>Notable Features</b>	Prairie School-style central entrance for apartments		



## Historic Information

<b>Date or Approx. Decade</b>	<input type="text" value="1900s"/>	<b>Original or Prior Uses</b>	restaurant [1925 directory]
<b>Architect</b>	<input type="text"/>	<b>Additions/Alterations</b>	Original cornice removed
<b>Contractor</b>	<input type="text"/>		
<b>Original Owner</b>	<input type="text"/>		
<b>Field Notes</b>	<input type="checkbox"/> Part of "Motor Row" Theme		

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

310 – 312 *Madison Street*

PIN Number

16-08-318-007





# OAK PARK MADISON STREET CORRIDOR SURVEY

311 – 313 Madison Street

PIN Number

16-17-101-002

Significance	Structure of Merit
Current Owner	Sanford Mintz
Current Use	Aamco



Front Orientation	N	Number of Stories	1
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Glass Block		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	1928	Original or Prior Uses
Architect	Julius Floto	
Contractor	Charles Reed & Sons	
Original Owner	Charles & Adelaide Reed	Additions/Alterations

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

314 – *Madison Street*

PIN Number

16-08-318-006

Significance	Structure of Merit
Current Owner	Stroth
Current Use	Pizza Palazzo



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Aluminum Double Hung		
Visible Roof Materials			
Overall Condition			
Notable Features			



## Historic Information

Date or Approx. Decade	<input type="text" value="1907"/>	Original or Prior Uses	
Architect		Additions/Alterations	
Contractor	William D. Mann		
Original Owner	William D. Mann		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

315 – 321 Madison Street

PIN Number

16-17-101-001

Significance	Significant
Current Owner	Greenplan Properties
Current Use	Retail/apartments



Front Orientation	NW	Number of Stories	3
Style/Detailing	Tudor Revival		
Wall Material(s)	Limestone		
	Brick		
	Concrete Block/Cast Stone		
Storefront	Aluminum		
Other Windows	Aluminum Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade	1927	Original or Prior Uses	
Architect	Roy Hotchkiss	Additions/Alterations	
Contractor	J. L. Barrett		
Original Owner	Horace F. Doyle	History Notes	

Field Notes  Part of "Motor Row" Theme

Other addresses include 504 through 508 Cuyler Avenue.

315: Howard Driving School  
 315-1/2: Shapri' Shoes  
 317: Hype Hair Salon  
 319: Let's Do It Again resale shop  
 321: Arrow Locksmith

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

315 – 321 *Madison Street*

PIN Number

16-17-101-001





# OAK PARK MADISON STREET CORRIDOR SURVEY

328 – 330 Madison Street

PIN Number

16-08-318-003

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**

**Notable Features**



## Historic Information

**Date or Approx. Decade**  **Original or Prior Uses**

**Architect**

**Contractor**

**Original Owner**

**Additions/Alterations**

**Field Notes**  **Part of "Motor Row" Theme**

Other addresses include 436 through 440 Ridgeland Avenue.  
 328: McCollom Realty  
 330: Nick's Pizza  
 440 Ridgeland: Ridgeland Therapeutics  
 438 Ridgeland: "The Fun Place"  
 436: Ridgeland: Village Pilates Studio

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

328 – 330 Madison Street

PIN Number

16-08-318-003





# OAK PARK MADISON STREET CORRIDOR SURVEY

408 – *Madison Street*

PIN Number

16-07-423-024

Significance	Structure of Merit
Current Owner	Ruth Huxhold
Current Use	Urban Home Physicians



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	Wood divided light casement windows at second floor		



## Historic Information

Date or Approx. Decade	<input type="text" value="1915"/>	Original or Prior Uses	<input type="text" value="grocer / butcher [1925 directory]"/>	
Architect	<input type="text"/>	Additions/Alterations		<input type="text"/>
Contractor	<input type="text" value="Buchholz Brothers"/>	History Notes		
Original Owner	<input type="text" value="F. A. Hurhold"/>			

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

410 – *Madison Street*

PIN Number

16-07-423-023

Significance	No Merit
Current Owner	bank trust
Current Use	Ron Taylor & Assoc., CPA Trade Enterprises, hardwood floors



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	1
Style/Detailing	Modernist		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Good		

Notable Features

## Historic Information

Date or Approx. Decade	1974	Original or Prior Uses	
Architect	Arne Foss	Additions/Alterations	
Contractor	J. T. Johnson Construction		
Original Owner	Suburban Glass		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

412 – *Madison Street*

PIN Number

16-07-423-022

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Carol Jenkins
<b>Current Use</b>	Carol Jenkins, Landscape Architect Bahai of Oak Park



<b>Front Orientation</b>	<input type="text" value="S"/>	<b>Number of Stories</b>	<input type="text" value="2"/>
<b>Style/Detailing</b>	Queen Anne		
<b>Wall Material(s)</b>	Brick		
	Limestone		
	<input type="text"/>		
<b>Storefront</b>	None/Not Applicable		
<b>Other Windows</b>	Wood Double Hung		
<b>Visible Roof Materials</b>	Asphalt Shingle		
<b>Overall Condition</b>	Good		

**Notable Features**

Oval, leaded glass window

**Historic Information**

<b>Date or Approx. Decade</b>	<input type="text" value="1905"/>	<b>Original or Prior Uses</b>
<b>Architect</b>	<input type="text"/>	<input type="text"/>
<b>Contractor</b>	John Lorweier	
<b>Original Owner</b>	J. M. Thompson	<b>Additions/Alterations</b>
<b>Field Notes</b>	<input type="checkbox"/> Part of "Motor Row" Theme	Front porch is not original.

Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

502 – *Elmwood Avenue*

PIN Number

16-18-207-001

Significance	Contributing
Current Owner	
Current Use	Residence



Front Orientation	W	Number of Stories	2
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Style/Detailing	Craftsman/Arts and Crafts
-----------------	---------------------------

Wall Material(s)	Stucco
------------------	--------

Storefront	None/Not Applicable
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Other Windows	Wood Double Hung
---------------	------------------

Visible Roof Materials	Asphalt shingle
------------------------	-----------------

Overall Condition	Fair
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Notable Features



## Historic Information

Date or Approx. Decade	1900s
------------------------	-------

Original or Prior Uses

Architect	
-----------	--

Contractor	
------------	--

Original Owner	
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Additions/Alterations

Field Notes  Part of "Motor Row" Theme

part of Gunderson Historic District

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

504 – *Elmwood Avenue*

PIN Number

16-18-207-002

Significance	Contributing
Current Owner	
Current Use	Residence



Front Orientation	W	Number of Stories	2
Style/Detailing	Craftsman/Arts and Crafts		
Wall Material(s)	Stucco		
	Wood trim		
Storefront	None/Not Applicable		
Other Windows	Wood Double Hung		
Visible Roof Materials	Asphalt shingle		
Overall Condition	Good		
Notable Features			



## Historic Information

Date or Approx. Decade	1900s	Original or Prior Uses	Residential
Architect		Additions/Alterations	
Contractor			
Original Owner			

Field Notes  Part of "Motor Row" Theme

part of Gunderson Historic District

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

435 – *Madison Street*

PIN Number

Significance

Current Owner

Current Use



Front Orientation  Number of Stories

Style/Detailing

Wall Material(s)

Storefront

Other Windows

Visible Roof Materials

Overall Condition

Notable Features

Rounded profile at parapet wall with wheel-like decoration



## Historic Information

Date or Approx. Decade

Original or Prior Uses

Architect

Crandall Motorcar Co. [1925 directory]

Contractor

Original Owner

Additions/Alterations

Field Notes  Part of "Motor Row" Theme

Could qualify as a local landmark with improvements to storefronts.

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

435 –

*Madison Street*

**PIN Number**

16-18-206-002





# OAK PARK MADISON STREET CORRIDOR SURVEY

500 – *Madison Street*

PIN Number

16-07-421-016

Significance	Significant
Current Owner	AG Investments
Current Use	Madison Video



Front Orientation	SE	Number of Stories	3
Style/Detailing	Commercial		
Wall Material(s)	Glazed Clay Block		
	Terra Cotta		
	Brick		
Storefront	Aluminum		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Good		



**Notable Features**

Alley gateway at west side  
Decorative terra cotta elements

## Historic Information

Date or Approx. Decade	1927	Original or Prior Uses
Architect	Halferin & Brown	
Contractor	Freevol & Smedburg	
Original Owner	A. Goldblatt	Additions/Alterations

**Field Notes**       Part of "Motor Row" Theme

Other addresses are 437 through 443 Scoville Avenue.  
Portion of storefront infilled with glazed clay block.

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

500 – *Madison Street*

**PIN Number**

16-07-421-016





# OAK PARK MADISON STREET CORRIDOR SURVEY

501 – 505 Madison Street

PIN Number

16-18-205-009

Significance	Structure of Merit
Current Owner	Joe Ardovitch
Current Use	Retail/apartments



Front Orientation	<input type="checkbox"/> N	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Vinyl Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		



## Historic Information

Date or Approx. Decade	1911	Original or Prior Uses	Oak Park Consumers' League (groceries) [1915 directory]
Architect		Additions/Alterations	
Contractor	Guaranty Construction Co.		
Original Owner	C. Furnis		

Field Notes  Part of "Motor Row" Theme

501: L.V. Nails  
 503: Harry Besserer Tailoring  
 505: Ruby Cleaners & Laundry

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

506 – 512 Madison Street

PIN Number

16-07-421-019

Significance

Current Owner

Current Use



Front Orientation  Number of Stories

Style/Detailing

Wall Material(s)

Storefront

Other Windows

Visible Roof Materials

Overall Condition

Notable Features



## Historic Information

Date or Approx. Decade  Original or Prior Uses

Architect

Contractor

Original Owner  Additions/Alterations

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

506 – 512 Madison Street

PIN Number

16-07-421-019





# OAK PARK MADISON STREET CORRIDOR SURVEY

507 – 509 Madison Street

PIN Number

16-18-205-008

Significance	No Merit
Current Owner	Doug Freerksen
Current Use	Prairie Plus & Von Dreele Freerksen Construction Co.



Front Orientation	<input type="checkbox"/> N	Number of Stories	<input type="checkbox"/> 1
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	Wood Siding		
Storefront	Wood		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		



**Notable Features**  
Interesting wall mural inside - possibly a former exterior billboard.

## Historic Information

Date or Approx. Decade	1921	Original or Prior Uses	barber shop
Architect	Ernest Braucher	Additions/Alterations	
Contractor	H. B. Carpenter		
Original Owner	Gustave Drescher	History Notes	

**Field Notes**  Part of "Motor Row" Theme

New owner is member of Oak Park Historic Preservation Commission. Restoration is pending. Likely could be reconsidered as "Structure of Merit" following completion of work.

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

513 – *Madison Street*

PIN Number

16-18-205-006

**Significance** Significant

**Current Owner** Andrew Gilchrist

**Current Use** Gilchrist Hardware



**Front Orientation**  N **Number of Stories** 2

**Style/Detailing** Commercial

**Wall Material(s)** Brick

Stone

**Storefront** Bronze

**Other Windows** Wood Double Hung

**Visible Roof Materials**

**Overall Condition** Fair

**Notable Features**

Decorative stone at parapet and below storefront.



## Historic Information

**Date or Approx. Decade** 1922

**Original or Prior Uses**

**Architect** George Pearson

**Contractor** Houston

**Original Owner** Andrew Gilchrist

**Additions/Alterations**

**Field Notes**  Part of "Motor Row" Theme

**History Notes**  
Continuously occupied by Gilchrist Hardware since 1920s.



# OAK PARK MADISON STREET CORRIDOR SURVEY

508 – *Scoville Avenue*

PIN Number

16-18-205-039

Significance	Structure of Merit
Current Owner	
Current Use	Residential (three flat)



Front Orientation	<input type="checkbox"/> W	Number of Stories	3
Style/Detailing	Craftsman/Arts and Crafts		
Wall Material(s)	Brick		
	Limestone		
Storefront	None/Not Applicable		
Other Windows	Wood Double Hung		
Visible Roof Materials	Asphalt shingle		
Overall Condition	Fair		
Notable Features	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		

## Historic Information

Date or Approx. Decade	1920s	Original or Prior Uses	
Architect		Additions/Alterations	
Contractor			
Original Owner		History Notes	
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme <div style="border: 1px solid black; height: 150px; width: 100%;"></div>		



# OAK PARK MADISON STREET CORRIDOR SURVEY

516 – *Madison Street*

PIN Number

16-07-421-014

Significance	No Merit
Current Owner	Samir Fakhouri
Current Use	Body Shop



Front Orientation	<input type="text" value="S"/>	Number of Stories	<input type="text" value="1"/>
Style/Detailing	<input type="text"/>		
Wall Material(s)	Stone		
	<input type="text"/>		
	<input type="text"/>		
Storefront	Aluminum		
Other Windows	<input type="text"/>		
Visible Roof Materials	<input type="text"/>		
Overall Condition	Good		

### Notable Features

Decorative panels at parapet wall

### Historic Information

Date or Approx. Decade	<input type="text"/>	Original or Prior Uses	<input type="text"/>
Architect	<input type="text"/>		
Contractor	<input type="text"/>		
Original Owner	<input type="text"/>	Additions/Alterations	<input type="text"/>

Field Notes  Part of "Motor Row" Theme

### History Notes

Possibly a heavily remodeled building dating to 1925, designed by Lowenberg & Lowenberg



# OAK PARK MADISON STREET CORRIDOR SURVEY

520 – *Madison Street*

PIN Number

16-07-421-013

Significance	No Merit
Current Owner	
Current Use	Body Shop



Front Orientation	<input type="text" value="S"/>	Number of Stories	<input type="text" value="1"/>
Style/Detailing	<input type="text"/>		
Wall Material(s)	<input type="text" value="Brick"/>		
	<input type="text" value="Metal Panel"/>		
Storefront	<input type="text" value="Aluminum"/>		
Other Windows	<input type="text"/>		
Visible Roof Materials	<input type="text"/>		
Overall Condition	<input type="text" value="Good"/>		

Notable Features

## Historic Information

Date or Approx. Decade	<input type="text" value="1946"/>	Original or Prior Uses	<input type="text"/>
Architect	<input type="text" value="Charles Kristen"/>	Additions/Alterations	<input type="text"/>
Contractor	<input type="text"/>		
Original Owner	<input type="text" value="John &amp; Frank Stilton"/>		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

541 – *Madison Street*

PIN Number

16-18-204-041

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**

**Notable Features**



## Historic Information

**Date or Approx. Decade**

**Original or Prior Uses**

**Architect**

**Contractor**

**Original Owner**

**Additions/Alterations**

**Field Notes**  **Part of "Motor Row" Theme**

This appears to be the 1924 building, remodelled for use by the School District circa 1970s.

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

543 – *Madison Street*

PIN Number

16-18-204-003

Significance	No Merit
Current Owner	RAML Company
Current Use	Aarco American Auto Insurance



Front Orientation	<input type="checkbox"/> N	Number of Stories	<input type="text" value="1"/>
Style/Detailing	Commercial		
Wall Material(s)	Limestone		
	Copper sheeting over masonr		
	Brick		
Storefront	Other Metal		
Other Windows			
Visible Roof Materials	Clay tile		
Overall Condition			
Notable Features			



## Historic Information

Date or Approx. Decade	<input type="text" value="1926"/>
Architect	B. Albert Comn
Contractor	Milton W. Pillinger
Original Owner	Albert N. Klein

**Original or Prior Uses**

Field Notes  Part of "Motor Row" Theme

**Additions/Alterations**

Copper sheeting applied over original brick and limestone masonry

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

549 – *Madison Street*

PIN Number

16-18-204-039

Significance	No Merit
Current Owner	RAML Company
Current Use	AARCO/Suburban Motor Club



Front Orientation	<input type="checkbox"/> N	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	Wood Siding		
Storefront	Aluminum		
Other Windows	Glass Block		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		



## Historic Information

Date or Approx. Decade	1911	Original or Prior Uses	druggist [1915 and 1925 directories]
Architect		Additions/Alterations	
Contractor	J. T. Grosser	Greatly altered	
Original Owner	C.J. Geberich		
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme		

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

508 – 510 East Avenue

PIN Number

16-18-204-040

Significance	Structure of Merit
Current Owner	
Current Use	Residential (four flat)



Front Orientation	<input type="checkbox"/> W	Number of Stories	2
Style/Detailing	Craftsman/Arts and Crafts		
Wall Material(s)	Brick		
	Limestone		
Storefront	None/Not Applicable		
Other Windows	Vinyl Double Hung		
Visible Roof Materials			
Overall Condition	Good		
Notable Features			



## Historic Information

Date or Approx. Decade	1910s	Original or Prior Uses	
Architect		Additions/Alterations	Windows replaced
Contractor			
Original Owner			
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme	History Notes	



# OAK PARK MADISON STREET CORRIDOR SURVEY

603 – *Madison Street*

PIN Number

16-18-203-008

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Vadilal Shah
<b>Current Use</b>	Soumar Animal Hospital



<b>Front Orientation</b>	<input type="checkbox"/> N	<b>Number of Stories</b>	<input type="text" value="3"/>
<b>Style/Detailing</b>	Neo-Classical Revival		
<b>Wall Material(s)</b>	Brick		
	Limestone		
	Concrete Block/Cast Stone		
<b>Storefront</b>	Infilled		
<b>Other Windows</b>	Wood Double Hung		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>			

**Notable Features**

Third floor addition detracts from historic integrity of this building.

**Historic Information**

<b>Date or Approx. Decade</b>	<input type="text" value="1905"/>	<b>Original or Prior Uses</b>	<input type="text" value="grocer [1915 and 1925 directories]"/>
<b>Architect</b>	<input type="text"/>		
<b>Contractor</b>	<input type="text" value="H. Koeppel"/>		
<b>Original Owner</b>	<input type="text" value="William Teleton"/>	<b>Additions/Alterations</b>	<input type="text" value="Third floor is a later addition."/>

**Field Notes**  Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

605 – *Madison Street*

PIN Number

16-18-203-035

Significance	Structure of Merit
Current Owner	Vidilal Shah
Current Use	Integrity Physical Therapy



Front Orientation	<input type="checkbox"/> N	Number of Stories	<input type="text" value="1"/>
Style/Detailing	Beaux Arts		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		

**Notable Features**

Terrazzo flooring at entrance.  
Limestone ornament at parapet.

**Historic Information**

Date or Approx. Decade	<input type="text" value="1923"/>	Original or Prior Uses
Architect		
Contractor	Van Sickle-Helfair Co.	
Original Owner	Louis Gibson	Additions/Alterations

Field Notes  Part of "Motor Row" Theme

**History Notes**

New storefront installed in 2005.



# OAK PARK MADISON STREET CORRIDOR SURVEY

617 – *Madison Street*

**PIN Number**

16-18-203-003

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Jayne Mozal
<b>Current Use</b>	Mozal & Frangos, Attorneys at Law



<b>Front Orientation</b>	<input type="checkbox"/>	<b>Number of Stories</b>	2
<b>Style/Detailing</b>	Queen Anne		
<b>Wall Material(s)</b>	Brick		
	Limestone		
<b>Storefront</b>	None/Not Applicable		
<b>Other Windows</b>	Vinyl Double Hung		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		



**Notable Features**

Decorative brickwork at parapet wall

## Historic Information

<b>Date or Approx. Decade</b>	1900s	<b>Original or Prior Uses</b>
<b>Architect</b>		
<b>Contractor</b>		
<b>Original Owner</b>		<b>Additions/Alterations</b>

**Field Notes**  Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

617 –

*Madison Street*

**PIN Number**

16-18-203-003





# OAK PARK MADISON STREET CORRIDOR SURVEY

633 – *Madison Street*

PIN Number

16-18-202-005

Significance	Structure of Merit
Current Owner	Peter Tsagaris
Current Use	Elite Upholstering



Front Orientation	<input type="checkbox"/> N	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Bronze / Aluminum		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Fair		

**Notable Features**

Cornice  
Portions of original storefront remain

**Historic Information**

Date or Approx. Decade	<input type="text" value="1923"/>	Original or Prior Uses	<input type="text" value="William Dean, electrician [1925 directory]"/>
Architect	<input type="text"/>		
Contractor	<input type="text" value="Harper &amp; Butendorf"/>		
Original Owner	<input type="text" value="H.D. &amp; W.I. Iback"/>	Additions/Alterations	<input type="text"/>

Field Notes  Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

635 – 639 Madison Street

PIN Number

16-18-202-004

Significance	No Merit
Current Owner	Madison Street LP
Current Use	Foley-Rice Cadillac Collision Center



Front Orientation	<input type="checkbox"/> N	Number of Stories	<input type="text" value="1"/>
Style/Detailing	<input type="text" value="Commercial"/>		
Wall Material(s)	<input type="text" value="Brick"/>		
	<input type="text"/>		
	<input type="text"/>		
Storefront	<input type="text" value="Aluminum"/>		
Other Windows	<input type="text"/>		
Visible Roof Materials	<input type="text"/>		
Overall Condition	<input type="text" value="Fair"/>		

Notable Features

## Historic Information

Date or Approx. Decade	<input type="text" value="1928"/>	Original or Prior Uses	<input type="text" value="auto service station"/>
Architect	<input type="text" value="William Harley, Jr."/>	Additions/Alterations	<input type="text" value="Original facade completely replaced with new materials."/>
Contractor	<input type="text" value="John Steinberger"/>		
Original Owner	<input type="text" value="Alex Fleming"/>		
Field Notes	<input checked="" type="checkbox"/> Part of "Motor Row" Theme		

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

641 – *Madison Street*

PIN Number

16-18-202-003

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Raymond Traynor
<b>Current Use</b>	Office



<b>Front Orientation</b>	<input type="checkbox"/> N	<b>Number of Stories</b>	2
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Limestone		
	Wood Siding		
<b>Storefront</b>	Infilled		
<b>Other Windows</b>	Wood Double Hung		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		
<b>Notable Features</b>	Tile flooring at entrance		



## Historic Information

<b>Date or Approx. Decade</b>	1926	<b>Original or Prior Uses</b>	
<b>Architect</b>		<b>Additions/Alterations</b>	Original storefront filled in with wood siding and smaller windows. Two second floor windows filled in with glass block.
<b>Contractor</b>	P. J. Organ Company		
<b>Original Owner</b>	L. Toth	<b>History Notes</b>	

**Field Notes**  Part of "Motor Row" Theme



# OAK PARK MADISON STREET CORRIDOR SURVEY

644 – *Madison Street*

**PIN Number**

16-07-419-022

<b>Significance</b>	Significant (National Register potential)
<b>Current Owner</b>	Madison Street LP
<b>Current Use</b>	Foley-Rice Cadillac



<b>Front Orientation</b>	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	<b>Number of Stories</b>	<input type="text" value="2"/>
<b>Style/Detailing</b>	Tudor Revival		
<b>Wall Material(s)</b>	Brick		
	Terra Cotta		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>	Steel Awning		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Good		



**Notable Features**

Ornamental terra cotta with human figures  
Leaded glass windows at one-story eastern portion

## Historic Information

<b>Date or Approx. Decade</b>	<input type="text" value="1923"/>	<b>Original or Prior Uses</b>	Hill Motor Sales Co. (Packard) Meetinghouse Display Co. [1980s]
<b>Architect</b>	E.E. & Elmer Roberts	<b>Additions/Alterations</b>	Original metal canopy over main entrance removed.
<b>Contractor</b>	Harper & Butendorff		
<b>Original Owner</b>	Hill Motor Sales Co.	<b>History Notes</b> restored for Foley-Rice Cadillac in 1991. Historic view showing 1990 appearance, from "Wednesday Journal" Historic view showing entrance canopy and film star Anita Stewart, from "Oak Leaves," 4/27/1929.	
<b>Field Notes</b>	<input checked="" type="checkbox"/> Part of "Motor Row" Theme		



# OAK PARK MADISON STREET CORRIDOR SURVEY

644 –

*Madison Street*

PIN Number

16-07-419-022





# OAK PARK MADISON STREET CORRIDOR SURVEY

645 – 649 Madison Street

PIN Number

16-18-202-001

**Significance** Significant

**Current Owner** Priscilla Mante

**Current Use** Allstate insurance; Century 21 realty; Historic Homes Realty



**Front Orientation** N      **Number of Stories** 3

**Style/Detailing** Tudor Revival

**Wall Material(s)** Brick  
Limestone  
Terra Cotta

**Storefront** Aluminum/Steel

**Other Windows** Wood Double Hung

**Visible Roof Materials**

**Overall Condition** Fair

**Notable Features**

Tile entrance  
Original storefronts along Wesley Avenue



## Historic Information

**Date or Approx. Decade** 1926

**Architect** Henry J. Appelbach

**Contractor** George W. Bond

**Original Owner** George W. Bond

**Original or Prior Uses**

Nilsen Auto Electric Service Company [1920s]

**Field Notes**  Part of "Motor Row" Theme

**Additions/Alterations**

Other addresses include 502 through 508 Wesley Avenue.

**History Notes**

Historic view from "Oak Leaves," [1/22/1927]



# OAK PARK MADISON STREET CORRIDOR SURVEY

645 – 649 *Madison Street*

PIN Number

16-18-202-001





# OAK PARK MADISON STREET CORRIDOR SURVEY

700 – Madison Street

PIN Number 16-07-418-018

Significance	Structure of Merit
Current Owner	Graymorre Leasing
Current Use	Car-X Auto Service



Front Orientation	S	Number of Stories	1
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	Wood Siding		
Storefront	Aluminum		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade	1922	Original or Prior Uses	Oak Park Buick Sales
Architect	E.E. Roberts	Additions/Alterations	Building originally consisted of two identical symmetrical portions; the western half has been demolished, the eastern half survives.
Contractor	Harper & Butendorff		
Original Owner	F. A. Hill	History Notes	Opened as Buick dealership about 1923; re-opened as independent Oak Park Buick Sales Company in 1926. Historic view: 1934, from "Oak Leaves"
Field Notes	<input checked="" type="checkbox"/> Part of "Motor Row" Theme		
Original address was 702 Madison			



# OAK PARK MADISON STREET CORRIDOR SURVEY

700 –

*Madison Street*

**PIN Number**

16-07-418-018





# OAK PARK MADISON STREET CORRIDOR SURVEY

711 – *Madison Street*

**PIN Number**

16-18-201-032

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Madison Street LP
<b>Current Use</b>	Foley-Rice Cadillac



<b>Front Orientation</b>	<input type="checkbox"/> N	<b>Number of Stories</b>	<input type="text" value="1"/>
<b>Style/Detailing</b>	Art Moderne		
<b>Wall Material(s)</b>	Brick		
	Limestone		
	Marble		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>			
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		



**Notable Features**

Lighted marquee; vertical sign wall above main entrance

## Historic Information

<b>Date or Approx. Decade</b>	<input type="text" value="1948"/>	<b>Original or Prior Uses</b>	car dealership
<b>Architect</b>		<b>Additions/Alterations</b>	New addition under construction, see elevation drawing by Errol Jay Kirsch Architects, Oak Park, 2006.
<b>Contractor</b>	Matero, Lindsay, & Swanson		
<b>Original Owner</b>	Nodell Motors	<b>History Notes</b>	

**Field Notes**  **Part of "Motor Row" Theme**

Changes to original storefront and construction of addition now in progress.

**History Notes**



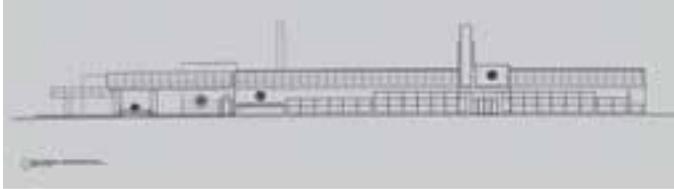
# OAK PARK MADISON STREET CORRIDOR SURVEY

711 –

*Madison Street*

**PIN Number**

16-18-201-032





# OAK PARK MADISON STREET CORRIDOR SURVEY

725 – 727 Madison Street

PIN Number

16-18-200-005

Significance	Structure of Merit
Current Owner	Spike's, Inc.
Current Use	Spike's Dog Daycare



Front Orientation	<input type="checkbox"/> N	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Vinyl Double Hung		
Visible Roof Materials			
Overall Condition	Good		

Notable Features

## Historic Information

Date or Approx. Decade	1927	Original or Prior Uses	
Architect	Roy Hotchkiss	Additions/Alterations	
Contractor	Robert Davis		
Original Owner	Otto Eckert		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

741 – 745 Madison Street

PIN Number

16-18-200-002

Significance	Structure of Merit
Current Owner	Rose Becker
Current Use	Home Scope



Front Orientation	<input type="checkbox"/> N	Number of Stories	<input type="checkbox"/> 1
Style/Detailing			
Wall Material(s)	Terra Cotta		
	EIFS		
Storefront	Infilled		
Other Windows			
Visible Roof Materials			
Overall Condition	Good		
Notable Features	Nicely detailed and well preserved terra cotta		



## Historic Information

Date or Approx. Decade	1928	Original or Prior Uses	
Architect	Wolf	Additions/Alterations	Mostly blank storefront infill detracts from original architectural character.
Contractor	John H. Steinberger		
Original Owner	Paul Rausch		
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme	History Notes	

Field Notes

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

747 – *Madison Street*

**PIN Number**

16-18-200-001

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**

**Notable Features**



## Historic Information

**Date or Approx. Decade**

**Original or Prior Uses**

**Architect**

**Contractor**

**Original Owner**

**Additions/Alterations**

**Field Notes**  Part of "Motor Row" Theme

**History Notes**

Replaced a two-story 1914 building destroyed by fire 23 December 1992.



# OAK PARK MADISON STREET CORRIDOR SURVEY

801 – 807 Madison Street

PIN Number

16-18-108-003

Significance	Significant
Current Owner	Ralph O. Campbell & Kehoe
Current Use	Retail/apartments



Front Orientation	NE	Number of Stories	2
Style/Detailing	Beaux Arts		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Fair		



Notable Features

Decorative brick and limestone detailing at parapet, piers at storefronts, and other entrances.

## Historic Information

Date or Approx. Decade	1922	Original or Prior Uses	
Architect	Weller & Rippel	Additions/Alterations	
Contractor	E. E. Waful		
Original Owner	E. & D. Collins		

Field Notes  Part of "Motor Row" Theme

Other addresses include 503 through 509 Oak Park Avenue.  
 801: Sear's Pharmacy  
 805: Western Union / Pay Day Loan  
 807: offices  
 505 Oak Park Ave: State Farm Insurance  
 507 Oak Park Ave: Inventive Mortgage Corp.  
 509 Oak Park Ave: Edward Jones Investment

History Notes

known as "Collins Building"  
 Previously site of "The Centre," 1890s [Historic photograph, Historical Society of Oak Park and River Forest]



# OAK PARK MADISON STREET CORRIDOR SURVEY

801 – 807 Madison Street

PIN Number

16-18-108-003





# OAK PARK MADISON STREET CORRIDOR SURVEY

809 – *Madison Street*

PIN Number

16-18-108-002

Significance	Structure of Merit
Current Owner	Hall & Son Printing Co.
Current Use	Hall & Son Printing Co.



Front Orientation	<input type="checkbox"/> N	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Terra Cotta		
Storefront	Infilled		
Other Windows	Wood Casement		
Visible Roof Materials			
Overall Condition	Fair		



**Notable Features**

Some original wood windows at second floor  
Decorative terra cotta detailing

## Historic Information

Date or Approx. Decade	1925
Architect	Arthur M. Hedd
Contractor	Charles Howard
Original Owner	John H. Steinberger

**Original or Prior Uses**

Vrooman Carpet Co. [1946]

**Field Notes**       Part of "Motor Row" Theme

**Additions/Alterations**

One story addition, 1926.

Some terra cotta elements may be from Louis Sullivan designed pattern book.

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

811 – *Madison Street*

PIN Number

16-18-108-028

Significance	No Merit
Current Owner	John Barclay III
Current Use	Hall & Son Printing Company annex



Front Orientation	<input type="checkbox"/> N	Number of Stories	1
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	Stucco		
Storefront	None/Not Applicable		
Other Windows	Aluminum Awning		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade	1980s	Original or Prior Uses	
Architect		Additions/Alterations	
Contractor			
Original Owner			

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

820 – *Madison Street*

PIN Number

16-07-327-010

Significance	No Merit
Current Owner	MediaOne
Current Use	Comcast



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Modernist		
Wall Material(s)	Stucco		
Storefront	None/Not Applicable		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Good		
Notable Features			



## Historic Information

Date or Approx. Decade	<input type="text" value="1927"/>
Architect	Albert Kahn, Inc.
Contractor	
Original Owner	Argonaut Realty Corp.

Original or Prior Uses	Cadillac-LaSalle car dealership
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Field Notes  Part of "Motor Row" Theme

Additions/Alterations	All facades completely replaced.
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Although drastically remodelled, this is the 1927 building. With restoration, could be reconsidered for landmark status.

History Notes	Historic view from "Oak Leaves," 1/14/1928
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# OAK PARK MADISON STREET CORRIDOR SURVEY

838 – *Madison Street*

PIN Number

16-07-326-021

Significance	Structure of Merit
Current Owner	Laura and Peter Nowicki
Current Use	Vacant



Front Orientation	<input type="text" value="S"/>	Number of Stories	<input type="text" value="3"/>
Style/Detailing	Industrial		
Wall Material(s)	Brick		
	Limestone		
Storefront	None/Not Applicable		
Other Windows	Steel Pivot		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade	<input type="text" value="1925"/>	Original or Prior Uses	<input type="text" value="Marsh Auto Repair [1925 to at least 1940s]"/>
Architect	<input type="text"/>	Additions/Alterations	
Contractor	<input type="text" value="John H. Steinberger"/>	<input type="text" value="Addition, 1944. Addition and renovation, 2006, Raino Ogden Architects, Chicago."/>	
Original Owner	<input type="text" value="J.M. Marsh"/>	Field Notes	

Part of "Motor Row" Theme

Renovation in progress. Photographs show progress of work December 2005 to January 2006. See architect's drawing of new front facade - new third floor to be added.

**History Notes**

Historic view: 1944, from "Oak Leaves," appearance immediately after completion of addition.



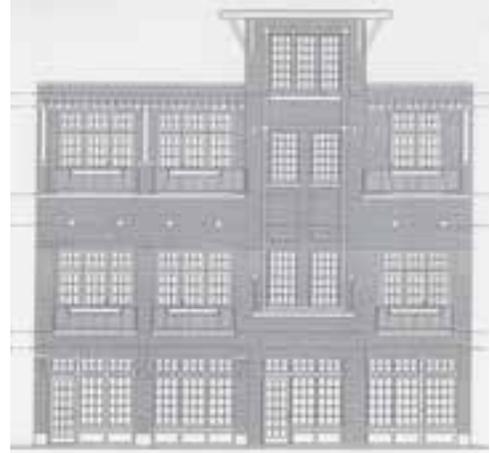
# OAK PARK MADISON STREET CORRIDOR SURVEY

838 –

*Madison Street*

**PIN Number**

16-07-326-021





# OAK PARK MADISON STREET CORRIDOR SURVEY

844 – *Madison Street*

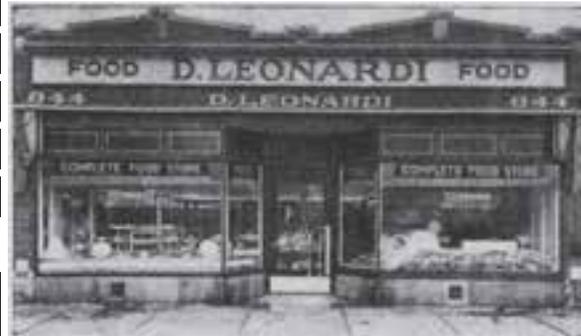
**PIN Number**

16-07-326-020

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Thomas Arnold
<b>Current Use</b>	Alltypes Fireplace & Chimney Co.



<b>Front Orientation</b>	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	<b>Number of Stories</b>	1
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Limestone		
	Terra Cotta		
<b>Storefront</b>	Steel		
<b>Other Windows</b>			
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		
<b>Notable Features</b>	   		



## Historic Information

<b>Date or Approx. Decade</b>	1923	<b>Original or Prior Uses</b>	D. Leonardi Foods [1940]
<b>Architect</b>		<b>Additions/Alterations</b>	Addition, 1950.
<b>Contractor</b>	Fred Meyer		
<b>Original Owner</b>	Sam Isaacs		

**Field Notes**  Part of "Motor Row" Theme

**History Notes**  
Historic view: 1940, from "Oak Leaves"



# OAK PARK MADISON STREET CORRIDOR SURVEY

845 – 847 Madison Street

PIN Number

16-18-106-012

<b>Significance</b>	Structure of Merit
<b>Current Owner</b>	Town & Country
<b>Current Use</b>	Town & Country Auto Repair Little Beginnings Day Care



<b>Front Orientation</b>	N	<b>Number of Stories</b>	1
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Limestone		
<b>Storefront</b>	Steel		
<b>Other Windows</b>			
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Good		
<b>Notable Features</b>			



## Historic Information

<b>Date or Approx. Decade</b>	1922	<b>Original or Prior Uses</b>
<b>Architect</b>	William F. Kramer	Franklin Motor Co. [1922] Auburn Oak Park Co., Motor Sales [1934]
<b>Contractor</b>	Wood-Rhode Construction	
<b>Original Owner</b>	Charles Renfer	<b>Additions/Alterations</b>

**Field Notes**  Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

846 – *Madison Street*

PIN Number

16-07-326-019

Significance	Structure of Merit
Current Owner	Leona's Pizzeria
Current Use	Leona's Pizzeria (eastern part)



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	1
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Infilled		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	1930	Original or Prior Uses
Architect	George Pearson	
Contractor	John Duff	
Original Owner	Joseph Russell	

Field Notes  Part of "Motor Row" Theme

One original Cast Iron Storefront Post remains

Additions/Alterations

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

848 – *Madison Street*

PIN Number

16-07-326-018

Significance	Structure of Merit
Current Owner	Leona's Pizzeria
Current Use	Leona's Pizzeria (middle part)



Front Orientation	<input type="checkbox"/> S	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Infilled		
Other Windows	Wood Fixed		
Visible Roof Materials			
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	1922
Architect	George Pearson
Contractor	John Baldaszte
Original Owner	Joseph Russell

Original or Prior Uses	hardware store [1925 directory]
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Field Notes  Part of "Motor Row" Theme

One original cast iron storefront post remains.

Additions/Alterations	
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History Notes	
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# OAK PARK MADISON STREET CORRIDOR SURVEY

850 – *Madison Street*

PIN Number

16-07-326-017

Significance	Structure of Merit
Current Owner	Leona's Pizzeria
Current Use	Leona's Pizzeria (western part)



Front Orientation	<input type="checkbox"/> S	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Wood		
Other Windows	Wood Fixed		
Visible Roof Materials			
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	1928
Architect	C.T. Bolterent & John B. Tisch
Contractor	Fred Zenner
Original Owner	Fred Zenner

Original or Prior Uses

Field Notes  Part of "Motor Row" Theme

Additions/Alterations

Brick below 2nd floor sill is painted

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

852 – 854 Madison Street

PIN Number

16-07-326-016

Significance	Significant
Current Owner	Diana I. Alder
Current Use	K&M Draperies & Blinds



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	3
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	Marble		
Storefront	Steel		
Other Windows	Vinyl Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			
Original storefronts Wood cornice			



## Historic Information

Date or Approx. Decade	1909	Original or Prior Uses	grocer [1915 directory] grocer / druggist [1925 directory]
Architect		Additions/Alterations	
Contractor	Nelson & Lewin		
Original Owner	J. E. Barrett	History Notes	

Field Notes  Part of "Motor Row" Theme

This property also includes the separate 4 story brick and limestone apartment building at 438 and 440 Kenilworth Avenue, probably built 1920s

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

852 – 854 *Madison Street*

**PIN Number**

16-07-326-016





# OAK PARK MADISON STREET CORRIDOR SURVEY

855 – *Madison Street*

PIN Number

16-18-106-020

<b>Significance</b>	No Merit
<b>Current Owner</b>	Daniel Defalco
<b>Current Use</b>	Nephrology Associates



<b>Front Orientation</b>	<input type="checkbox"/> N	<b>Number of Stories</b>	<input type="checkbox"/> 2
<b>Style/Detailing</b>	Modernist		
<b>Wall Material(s)</b>	Brick		
	Limestone		
	Aluminum Siding		
<b>Storefront</b>	Aluminum		
<b>Other Windows</b>	Aluminum Fixed		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Good		
<b>Notable Features</b>	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>		



## Historic Information

<b>Date or Approx. Decade</b>	1966
<b>Architect</b>	Joseph Pfendt
<b>Contractor</b>	Ragnar Benson Inc.
<b>Original Owner</b>	Boy Scouts of America

<b>Original or Prior Uses</b>	offices for Boy Scouts
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**Field Notes**  Part of "Motor Row" Theme

<b>Additions/Alterations</b>	Limestone panels on facade originally included Boy Scout insignia - now removed.
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<b>History Notes</b>	
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# OAK PARK MADISON STREET CORRIDOR SURVEY

900 – 912 Madison Street

PIN Number

16-07-325-020

Significance	Significant
Current Owner	Fred Dahmer
Current Use	Retail/apartments



Front Orientation	SE	Number of Stories	3
Style/Detailing	Neo-Classical Revival		
Wall Material(s)	Brick		
	Limestone		
Storefront	Aluminum		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Good		



**Notable Features**

Entrance surround at door to apartments at 908 Madison;  
Pediment at parapet; original storefronts

## Historic Information

Date or Approx. Decade	1926	Original or Prior Uses	
Architect	B. Leo Steif Co.	Additions/Alterations	
Contractor	M.W. Pillinger		
Original Owner	Dr. Harwood	History Notes	

**Field Notes**       Part of "Motor Row" Theme

Other addresses are 437 through 447 Kenilworth Avenue  
 900: Advance Quick Print  
 902: Valeria's Shoes  
 904: Body Pros Personal Training  
 906: Avon  
 910: Askia African Hair Braiding  
 912: Shoe Repair  
 912-1/2: Bob's Barber

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

900 – 912 Madison Street

PIN Number

16-07-325-020





# OAK PARK MADISON STREET CORRIDOR SURVEY

507 – Kenilworth Avenue

PIN Number

16-18-105-013

Significance

Current Owner

Current Use



Front Orientation  Number of Stories

Style/Detailing

Wall Material(s)

Storefront

Other Windows

Visible Roof Materials

Overall Condition

Notable Features

## Historic Information

Date or Approx. Decade  Original or Prior Uses

Architect

Contractor

Original Owner

Additions/Alterations

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

500 – Clinton Avenue

PIN Number

16-18-105-001

**Significance**

**Current Owner**

**Current Use**



**Front Orientation**  **Number of Stories**

**Style/Detailing**

**Wall Material(s)**

**Storefront**

**Other Windows**

**Visible Roof Materials**

**Overall Condition**

**Notable Features**



## Historic Information

**Date or Approx. Decade**  **Original or Prior Uses**

**Architect**

**Contractor**

**Original Owner**

**Additions/Alterations**

**Field Notes**  Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

504 – Clinton Avenue

PIN Number

16-18-105-002

Significance	Structure of Merit
Current Owner	
Current Use	Residence



Front Orientation	W	Number of Stories	2
Style/Detailing	Craftsman/Arts and Crafts		
Wall Material(s)	Stucco		
Storefront	None/Not Applicable		
Other Windows	Wood Double Hung		
Visible Roof Materials	Asphalt shingle		
Overall Condition	Good		
Notable Features			



## Historic Information

Date or Approx. Decade	1900s	Original or Prior Uses	Residential
Architect		Additions/Alterations	
Contractor			
Original Owner			

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

932 – 942 Madison Street

PIN Number

16-07-324-024

Significance	No Merit
Current Owner	Charles Robinson
Current Use	Retail



Front Orientation	SE	Number of Stories	1
Style/Detailing	Commercial		
Wall Material(s)	Wood Siding		
Storefront	Infilled		
Other Windows	Aluminum Fixed		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			



## Historic Information

Date or Approx. Decade	1911	Original or Prior Uses
Architect		laundry / tailor / dry goods [1915 directory] auto repair / gifts [1925 directory]
Contractor	L. A. Laughlin	
Original Owner	George Meddendorf	Additions/Alterations
		All exterior materials covered with wood siding; most original storefronts enclosed. Original pattern of bays barely perceptible.

Field Notes  Part of "Motor Row" Theme

932: Ramel's Oriental Store  
 934: Dr. Elsa M. Merin Family Practice  
 940: Robinson's Ribs Restaurant  
 944: Dora's Hair Braiding

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

932 – 942 Madison Street

PIN Number

16-07-324-024





# OAK PARK MADISON STREET CORRIDOR SURVEY

970 – *Madison Street*

PIN Number

16-07-324-032

<b>Significance</b>	No Merit
<b>Current Owner</b>	Oak Park School District
<b>Current Use</b>	Oak Park Elementary Schools Administrative Offices



<b>Front Orientation</b>	<input type="checkbox"/> W	<b>Number of Stories</b>	<input type="text" value="2"/>
<b>Style/Detailing</b>	<input type="text"/>		
<b>Wall Material(s)</b>	<input type="text" value="Concrete Block/Cast Stone"/>		
	<input type="text" value="Brick"/>		
	<input type="text" value="EIFS"/>		
<b>Storefront</b>	<input type="text" value="Infilled"/>		
<b>Other Windows</b>	<input type="text" value="Aluminum Double Hung"/>		
<b>Visible Roof Materials</b>	<input type="text"/>		
<b>Overall Condition</b>	<input type="text" value="Fair"/>		
<b>Notable Features</b>	<input type="text"/>		



## Historic Information

<b>Date or Approx. Decade</b>	<input type="text" value="1945"/>	<b>Original or Prior Uses</b>	<input type="text"/>
<b>Architect</b>	<input type="text" value="Casriel Halperin"/>	<b>Additions/Alterations</b>	<input type="text" value="Greatly remodelled for office space; two story portion along Home Avenue retains 1945 character."/>
<b>Contractor</b>	<input type="text" value="Halperin Brothers"/>		
<b>Original Owner</b>	<input type="text" value="Henry Marcus"/>		
<b>Field Notes</b>	<input type="checkbox"/> Part of "Motor Row" Theme		<b>History Notes</b>



# OAK PARK MADISON STREET CORRIDOR SURVEY

1000 – *Madison Street*

PIN Number

Significance	<input type="text" value="Significant"/>
Current Owner	<input type="text" value="A. A. Fraioli"/>
Current Use	<input type="text" value="Frame House"/>



Front Orientation	<input type="text" value="S"/>	Number of Stories	<input type="text" value="2"/>
Style/Detailing	<input type="text" value="Commercial"/>		
Wall Material(s)	<input type="text" value="Brick"/>		
	<input type="text" value="Limestone"/>		
	<input type="text"/>		
Storefront	<input type="text" value="Steel"/>		
Other Windows	<input type="text" value="Wood Double Hung"/>		
Visible Roof Materials	<input type="text"/>		
Overall Condition	<input type="text" value="Fair"/>		



**Notable Features**

## Historic Information

Date or Approx. Decade	<input type="text" value="1922"/>	Original or Prior Uses	<input type="text" value="electrician / Great A&amp;P Tea Co. (groceries) [1925 directory]"/>
Architect	<input type="text" value="James Burns"/>	Additions/Alterations	<input type="text"/>
Contractor	<input type="text" value="John Kinnare"/>		
Original Owner	<input type="text" value="E. C. Kenny"/>	History Notes	

**Field Notes**  Part of "Motor Row" Theme

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

1001 – 1005 Madison Street

PIN Number

16-18-103-007

<b>Significance</b>	Significant
<b>Current Owner</b>	John D. Regan
<b>Current Use</b>	Regan Electric Co., Inc. Black Belt Excellence martial arts



<b>Front Orientation</b>	NE	<b>Number of Stories</b>	2
<b>Style/Detailing</b>	Commercial		
<b>Wall Material(s)</b>	Brick		
	Limestone		
<b>Storefront</b>	Steel		
<b>Other Windows</b>	Wood Double Hung		
<b>Visible Roof Materials</b>			
<b>Overall Condition</b>	Fair		
<b>Notable Features</b>			
Curved corner at intersection Original storefronts			



## Historic Information

<b>Date or Approx. Decade</b>	1927	<b>Original or Prior Uses</b>
<b>Architect</b>		
<b>Contractor</b>	Sebek & Polny	
<b>Original Owner</b>	Frank Knowrek	<b>Additions/Alterations</b>

**Field Notes**       Part of "Motor Row" Theme

Two story portion toward corner, one story portion west half along Madison Street.

**History Notes**



# OAK PARK MADISON STREET CORRIDOR SURVEY

*1001 – 1005 Madison Street*

**PIN Number**

16-18-103-007





# OAK PARK MADISON STREET CORRIDOR SURVEY

1006 – 1010 Madison Street

PIN Number

16-07-323-037

Significance	Structure of Merit
Current Owner	Village Players Theater
Current Use	Village Players Theater



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	1
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	EIFS		
Storefront	Steel		
Other Windows			
Visible Roof Materials			
Overall Condition	Fair		



Notable Features

Decorative limestone at parapet wall.

## Historic Information

Date or Approx. Decade	1922
Architect	James Burns
Contractor	John Kinnare
Original Owner	John Cotsirilos

Original or Prior Uses

National Tea Co. (groceries) [1925 directory]

Field Notes  Part of "Motor Row" Theme

Additions/Alterations

Small marquee added; all but 2 storefronts filled in.

Field Notes

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

1006 – 1010 Madison Street

PIN Number

16-07-323-037





# OAK PARK MADISON STREET CORRIDOR SURVEY

1007 – *Madison Street*

PIN Number

16-18-103-006

Significance	Significant
Current Owner	Peter J. Zaluba
Current Use	Shredding Store



Front Orientation	<input type="checkbox"/> N	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Steel		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			
Original storefront with prism glass transom Tile flooring at recessed entrance			

## Historic Information

Date or Approx. Decade	1922	Original or Prior Uses	
Architect	Harry Stevens	Original or Prior Uses	gifts [1925 directory]
Contractor	T. Peterson		
Original Owner	David Tardum	Additions/Alterations	

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

1007 –

*Madison Street*

PIN Number

16-18-103-006





# OAK PARK MADISON STREET CORRIDOR SURVEY

1009 – 1011 Madison Street

PIN Number

16-18-103-005

Significance	Structure of Merit
Current Owner	Gino Luchetti
Current Use	Tagit Resale Shop Pointing Inc.



Front Orientation	<input type="text" value="N"/>	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
	<input type="text"/>		
Storefront	Aluminum		
Other Windows	Vinyl Double Hung		
Visible Roof Materials	<input type="text"/>		
Overall Condition	Fair		

Notable Features

## Historic Information

Date or Approx. Decade	<input type="text" value="1913"/>	Original or Prior Uses	<input type="text" value="deli [1915 and 1925 directories]"/>
Architect	<input type="text"/>	Additions/Alterations	
Contractor	<input type="text" value="Bueltnner &amp; Butendorff"/>	<input type="text"/>	
Original Owner	<input type="text" value="F. H. Sears"/>		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

1047 – 1053 Madison Street

PIN Number

16-18-102-001

Significance	Significant
Current Owner	
Current Use	Retail/apartments



Front Orientation	<input checked="" type="checkbox"/> N	Number of Stories	3
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Terra Cotta		
	Wood Siding		
Storefront	Aluminum		
Other Windows	Wood Double Hung		
Visible Roof Materials			
Overall Condition	Fair		



**Notable Features**

Very decorative terra cotta detailing  
Variety of window sash/openings

## Historic Information

Date or Approx. Decade	1924
Architect	William Pagels
Contractor	Van Sickle & Helfer
Original Owner	Phil Yavitz

**Original or Prior Uses**

druggist [1925 directory]

**Field Notes**  Part of "Motor Row" Theme

**Additions/Alterations**

Corner storefront remodelled

Other addresses include 504 through 510 Wisconsin Avenue; restoration pending.  
1047: No Static Recordings  
1049: Oak Park Glass and Mirror  
1051: apartment entrance  
1053: vacant

**History Notes**

Some decorative terra cotta elements may be from Louis Sullivan designed pattern book.



# OAK PARK MADISON STREET CORRIDOR SURVEY

1047 – 1053 Madison Street

PIN Number

16-18-102-001





# OAK PARK MADISON STREET CORRIDOR SURVEY

1112 – *Madison Street*

PIN Number

16-07-322-023

Significance	Structure of Merit
Current Owner	Muneer Baig
Current Use	Mama Thai Restaurant



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="2"/>
Style/Detailing	Beaux Arts		
Wall Material(s)	Brick		
	Limestone		
Storefront	Wood		
Other Windows	Vinyl Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	Decorative urns at parapet wall		

## Historic Information

Date or Approx. Decade	<input type="text" value="1920s"/>	Original or Prior Uses
Architect	<input type="text"/>	<input type="text"/>
Contractor	<input type="text"/>	
Original Owner	<input type="text"/>	Additions/Alterations
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme	<input type="text"/>
<input type="text"/>		History Notes
<input type="text"/>		<input type="text"/>



# OAK PARK MADISON STREET CORRIDOR SURVEY

1114 – *Madison Street*

PIN Number

16-07-322-022

Significance	No Merit
Current Owner	Fred C. Burghardt
Current Use	"It's A Sign"



Front Orientation	<input type="checkbox"/> S	Number of Stories	<input type="text" value="1"/>
Style/Detailing	Modernist		
Wall Material(s)	Stone		
	<input type="text"/>		
	<input type="text"/>		
Storefront	Aluminum		
Other Windows	<input type="text"/>		
Visible Roof Materials	<input type="text"/>		
Overall Condition	Good		

Notable Features

## Historic Information

Date or Approx. Decade	<input type="text" value="1955"/>	Original or Prior Uses	<input type="text"/>
Architect	Robert Kramer	Additions/Alterations	<input type="text"/>
Contractor	James Rhode		
Original Owner	James H. Rhode		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

1116 – *Madison Street*

PIN Number

16-07-322-021

Significance	Structure of Merit
Current Owner	George Cosmos
Current Use	New Rebozo Mexican Food



Front Orientation	<input type="checkbox"/> N <input checked="" type="checkbox"/> S <input type="checkbox"/> E <input type="checkbox"/> W	Number of Stories	3
Style/Detailing	Neo-Classical Revival		
Wall Material(s)	Brick		
	Limestone		
	Wood Siding		
Storefront	Infilled		
Other Windows	Aluminum Double Hung		
Visible Roof Materials			
Overall Condition			
Notable Features	Cornice		



## Historic Information

Date or Approx. Decade	1908	Original or Prior Uses	
Architect		Additions/Alterations	Some portions of original cast iron storefront remain
Contractor	F. O. Johnson		
Original Owner	Joshua Walls		

Field Notes  Part of "Motor Row" Theme

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

438 – 440 Maple Avenue

PIN Number

16-07-322-038

Significance	Significant
Current Owner	
Current Use	apartments



Front Orientation	W	Number of Stories	3
Style/Detailing	Neo-Classical Revival		
Wall Material(s)	Brick		
	Limestone		
Storefront			
Other Windows	Vinyl Double Hung		
Visible Roof Materials			
Overall Condition	Fair		



Notable Features

Sheet metal cornice  
Roman brick

## Historic Information

Date or Approx. Decade	1900s	Original or Prior Uses	
Architect		Additions/Alterations	
Contractor			
Original Owner			

Field Notes  Part of "Motor Row" Theme

Field Notes

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

1141 – *Madison Street*

PIN Number

16-18-100-014

Significance	No Merit
Current Owner	Scheck & Siress
Current Use	Vacant



Front Orientation	<input type="checkbox"/> N	Number of Stories	1
Style/Detailing	Modernist		
Wall Material(s)	Brick		
	Stone		
Storefront	Aluminum		
Other Windows	Glass Block		
Visible Roof Materials			
Overall Condition	Fair		



Notable Features

Mix of masonry materials

## Historic Information

Date or Approx. Decade	1959	Original or Prior Uses
Architect		
Contractor	Giase Brothers Construction	
Original Owner	Scheck & Siress	Additions/Alterations

Field Notes  Part of "Motor Row" Theme

Until recently, Scheck & Siress, medical supplies.  
Demolition pending.

History Notes



# OAK PARK MADISON STREET CORRIDOR SURVEY

1145 – *Madison Street*

PIN Number

16-18-100-002

Significance	No Merit
Current Owner	S & S Partnership
Current Use	Vacant



Front Orientation	<input type="checkbox"/> N	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Infilled		
Other Windows	Vinyl Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features			

## Historic Information

Date or Approx. Decade	1911	Original or Prior Uses	druggist [1915 and 1925 directories]
Architect			
Contractor	Charles Allen		
Original Owner	S. Wakefield	Additions/Alterations	
Field Notes	<input type="checkbox"/> Part of "Motor Row" Theme		
Until recently, used by Scheck & Siress, medical supplies. Demolition pending.		History Notes	



# OAK PARK MADISON STREET CORRIDOR SURVEY

1147 – *Madison Street*

PIN Number

16-18-100-001

Significance	Structure of Merit
Current Owner	Arado Realty LLC
Current Use	Currency Exchange



Front Orientation	NW	Number of Stories	2
Style/Detailing	Commercial		
Wall Material(s)	Brick		
	Limestone		
Storefront	Infilled		
Other Windows	Aluminum Double Hung		
Visible Roof Materials			
Overall Condition	Fair		
Notable Features	Rounded corner at Harlem/Madison intersection		



## Historic Information

Date or Approx. Decade	1924	Original or Prior Uses	fruit [1925 directory]
Architect	M. O. Hetherington	Additions/Alterations	
Contractor	Shogran & Johnson		
Original Owner	C. Arado		

Field Notes  Part of "Motor Row" Theme

History Notes

# Key Sites Report



Village of Oak Park Madison Street Corridor

		 <p>Planning Assistance By: VANDEWALLE &amp; ASSOCIATES MADISON &amp; MILWAUKEE WISCONSIN KENIG, LINDGREN, O'HARA, ABOONA, INC. GOODMAN-WILLIAMS GROUP</p>	

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## KEY SITES REPORT

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As a part of the Madison Street Corridor Plan process, the consultant team has completed an analysis of three key properties. The analysis consisted of site design alternatives, construction cost assessment, traffic analysis, and general market assessment for retail and hotel.

The Madison Street Plan Project Steering Committee and the Village Board of Trustees agreed to focus the site analysis on three properties currently owned by the Village. The Madison Street Corridor Plan identified these properties as catalytic, and this report is intended to provide site design alternatives and general traffic and market assessment in order to begin the process of developer recruitment and public input. As each of the sites is Village-owned, they would each follow the Village process for public involvement and development review.

The three key sites are identified on the three maps that follow.

- Key Site 1: the northeast corner of Madison Street and Oak Park Avenue
- Key Site 2: the southeast and southwest corners of Madison Street and Highland Avenue, the former funeral home site and adjacent property
- Key Site 3: the property located directly to the north of the Madison Street and Highland Avenue intersection, the former Volvo dealer

The four components of the analysis are:

**Design Alternatives:** Two alternatives have been completed for each of the three key sites. These alternatives were agreed upon by the Madison Street Project Steering Committee and the Village Board of Trustees. The site designs are meant to serve solely as massing models; not all of the alternatives conform to the existing zoning or the zoning recommendations made in the Madison Street Corridor Plan. The intent of the designs is to determine how much development and parking each of these sites can accommodate.

**Construction Cost Assessment:** Projections based on projected construction costs have been completed for each site alternative. The projections are based on market assumptions for the local area, and are not based on a detailed market analysis.

**Traffic Analysis:** The traffic analysis was completed by Kenig, Lindgren, O'Hara, Aboona, Inc. and addresses access and loading for each of the design alternatives.

**Market Assessment:** Goodman Williams Group provided a general market assessment for retail and hotel development. This is included in the appendix of this report.

**KEY SITE: 1. OAK PARK & MADISON**  
OAK PARK, ILLINOIS

**Site Development Options**

**Option** **Property**

**A. Mixed Use - urban big box retail, Car-X remains** **1**

**B. Mixed Use - urban big box retail, Car-X is relocated** **1**

Parking structure shared by Oak Park Arms and new development on Property 1 **2**

OakParkArms

OAK PARK

MADISON

A

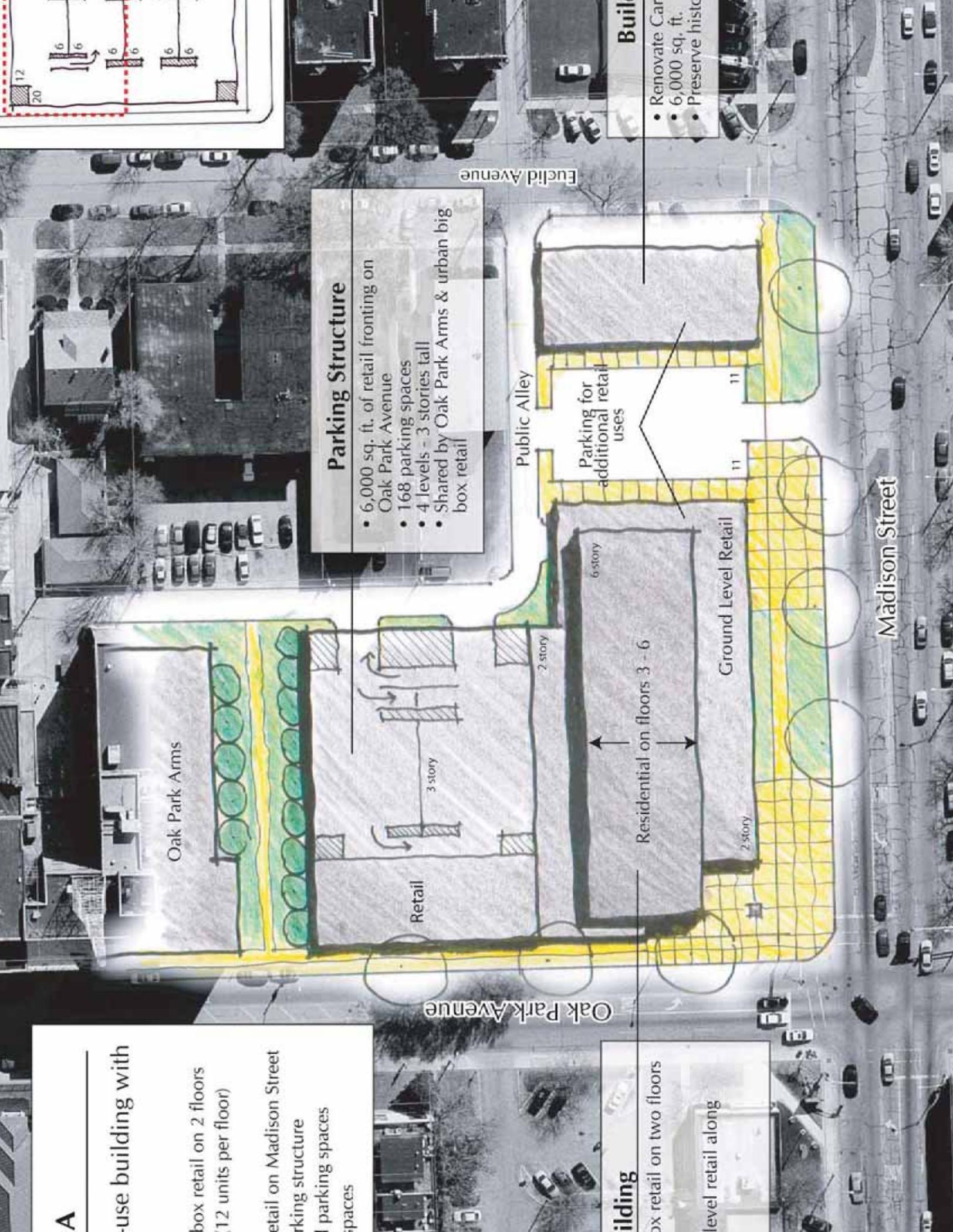
Use building with

box retail on 2 floors  
12 units per floor)

retail on Madison Street  
parking structure  
1 parking spaces  
spaces

ilding

box retail on two floors  
level retail along



### Parking Structure

- 6,000 sq. ft. of retail fronting on Oak Park Avenue
- 168 parking spaces
- 4 levels - 3 stories tall
- Shared by Oak Park Arms & urban big box retail

### Build

- Renovate Can
- 6,000 sq. ft.
- Preserve histo

Oak Park Arms

Retail

Oak Park Avenue

Euclid Avenue

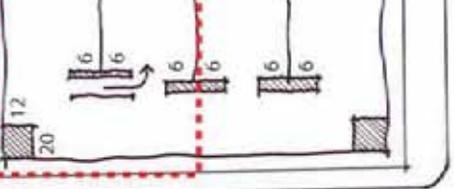
Public Alley

Parking for additional retail uses

Residential on floors 3 - 6

Ground Level Retail

Madison Street



**B**

Use building with developed

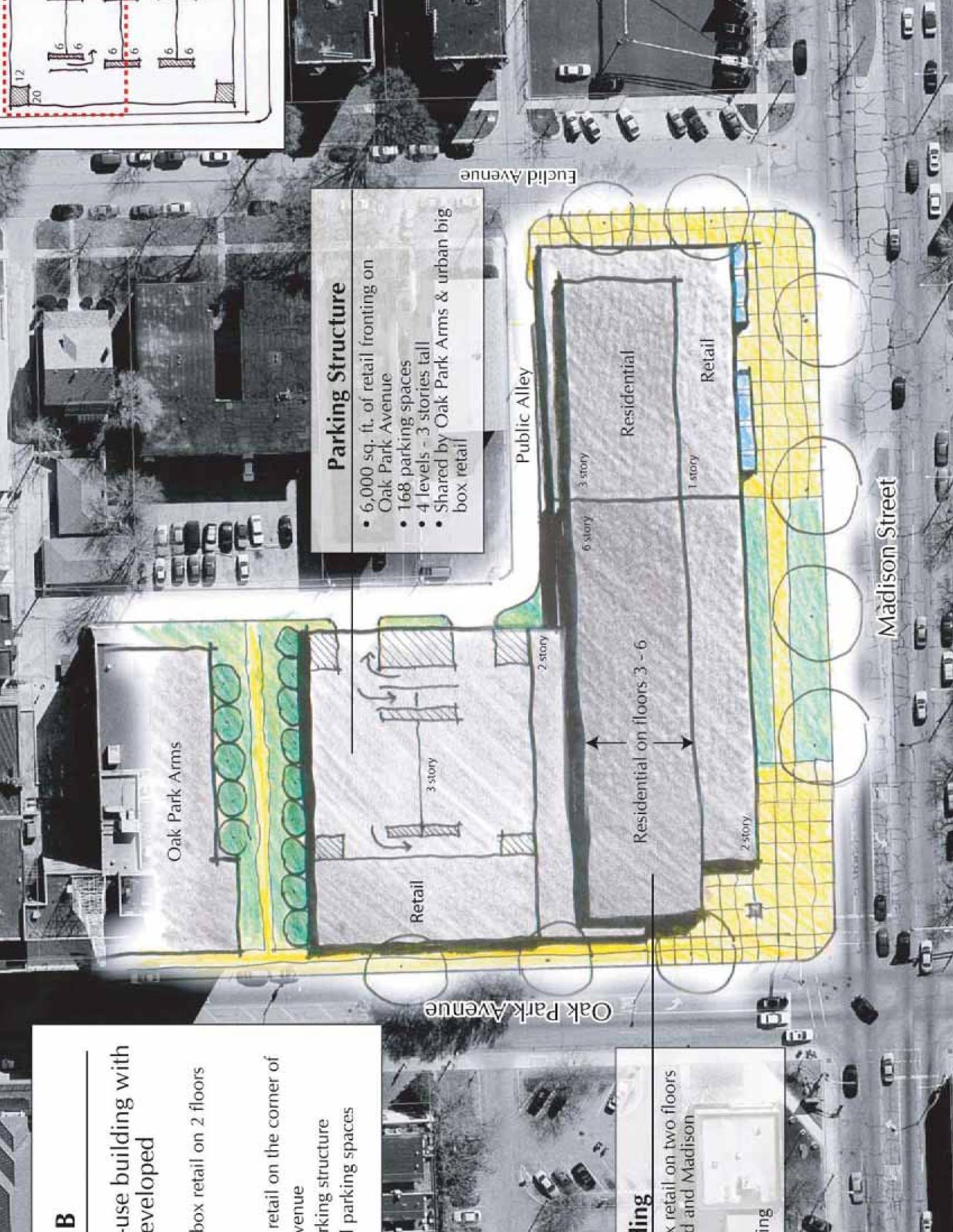
box retail on 2 floors

retail on the corner of avenue parking structure 1 parking spaces

ing

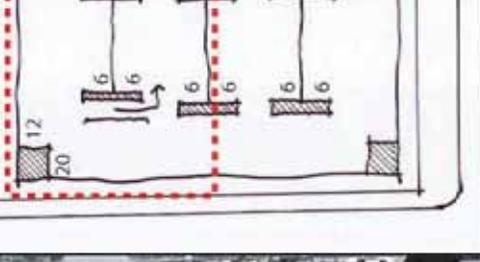
x retail on two floors d and Madison

ing



**Parking Structure**

- 6,000 sq. ft. of retail fronting on Oak Park Avenue
- 168 parking spaces
- 4 levels - 3 stories tall
- Shared by Oak Park Arms & urban big box retail



Oak Park Arms

Retail

Oak Park Avenue

Euclid Avenue

Public Alley

Residential on floors 3 - 6

6 story

Residential

1-story

Retail

2-story

2-story

Madison Street

**Estimated Construction Costs  
Key Site #1, Option A**

<i>Retail</i>	<i>SF</i>	<i>Cost/SF</i>	<i>Cost</i>
Big Box Retail	40,000	\$100	\$4,000,000
Street Retail	6,500	\$125	\$812,500
Total ( <i>Retail</i> )			\$4,812,500
<i>Residential</i>	<i>Units</i>	<i>Cost/Unit</i>	<i>Cost</i>
Residential	40	\$250,000	\$10,000,000
<i>Parking</i>	<i>Spaces</i>	<i>Cost/Space</i>	<i>Cost</i>
Structured Parking	168	\$15,000	\$2,520,000
Underground Parking	69	\$22,500	\$1,552,500
Total ( <i>Parking</i> )			\$4,072,500
<i>Car-X Renovation</i>	<i>SF</i>	<i>Cost/SF</i>	<i>Cost</i>
Renovate Car-x to retail	6,000	\$100	\$600,000
Key Site 1, Option A Total			\$19,485,000

**Estimated Construction Costs  
Key Site #1, Option B**

<i>Retail</i>	<i>SF</i>	<i>Cost/SF</i>	<i>Cost</i>
Big Box Retail	40,000	\$100	\$4,000,000
Street retail	14,000	\$125	\$1,750,000
Total ( <i>Retail</i> )			\$5,750,000
<i>Residential</i>	<i>Units</i>	<i>Cost/Unit</i>	<i>Cost</i>
Residential	58	\$250,000	\$14,500,000
<i>Parking</i>	<i>Spaces</i>	<i>Cost/Space</i>	<i>Cost</i>
Structured Parking	168	\$15,000	\$2,520,000
Underground Parking	88	\$22,500	\$1,980,000
Total ( <i>Parking</i> )			\$4,500,000
Key Site 1, Option B Total			\$24,750,000

## **Key Site #1 Traffic Analysis**

### *Access*

The site is well located insofar as it can provide access from both Madison Street into a parking area, and from Oak Park Avenue into a parking garage. The access drive on Oak Park Avenue should be as far north as possible (approximately 300 feet) and can provide for all movements in and out. The capacity analysis performed at the Oak Park Ave. intersection indicates that the maximum southbound queue along Madison St. is predicted to be no more than 150 ft. Consequently, it should not interfere with the garage entrance as described above. The drive on Madison Street should be aligned with Euclid Avenue (south leg) and can have full access. Additional access should be allowed to/from the alley.

### *Loading*

Use of the alley is encouraged. The site design should be such that it will accommodate a 20 foot wide alley with sufficient radii for delivery vehicles. Dependent upon the use (i.e., grocery) larger vehicles may not be able to negotiate the alley turns. If so, a loading zone with time sensitive parking restrictions should be created on Madison Street.

### *Street Operations*

More than sufficient capacity exists at the Madison Street-Oak Park intersection to accommodate this new traffic. The intersection operates at very acceptable levels of service for all peak hours and can accommodate the traffic from this development with little change in LOS.

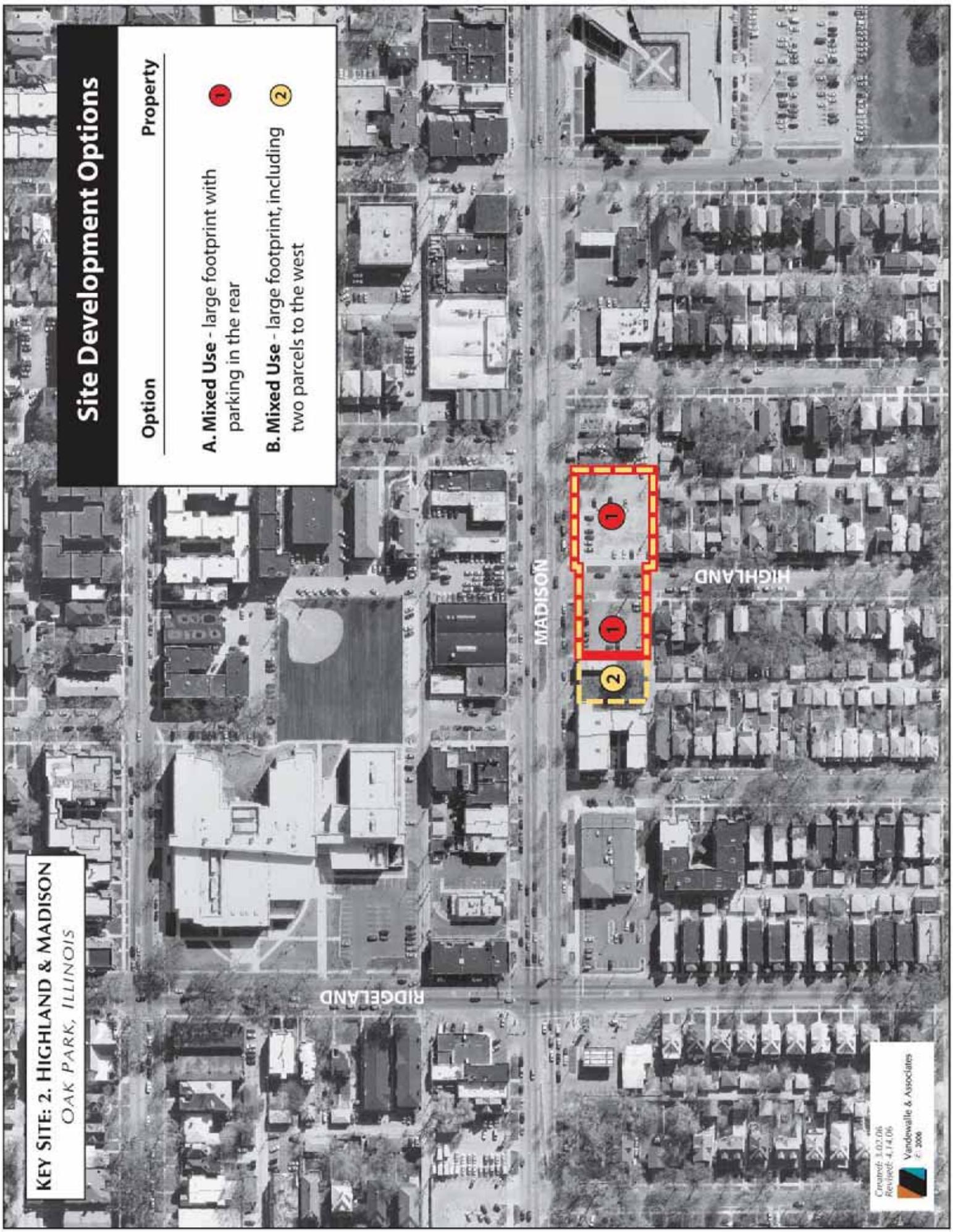
**KEY SITE: 2. HIGHLAND & MADISON**  
OAK PARK, ILLINOIS

**Site Development Options**

**Option** | **Property**

**A. Mixed Use** - large footprint with parking in the rear **1**

**B. Mixed Use** - large footprint, including two parcels to the west **2**



### Option A

with parking behind

ed on 2nd through 4th floors  
mercial space

g spaces  
ential parking spaces

### Option B

commercial with  
ear, below the  
the building  
units above

idential parking



### Building

- 5,000 sq. ft. of commercial space
- 29 residential units
- Private open space
- 4 stories
- Underground residential parking

# Building B

including two

commercial space

potential parking spaces

potential parking spaces

Commercial  
space rear

# Building B

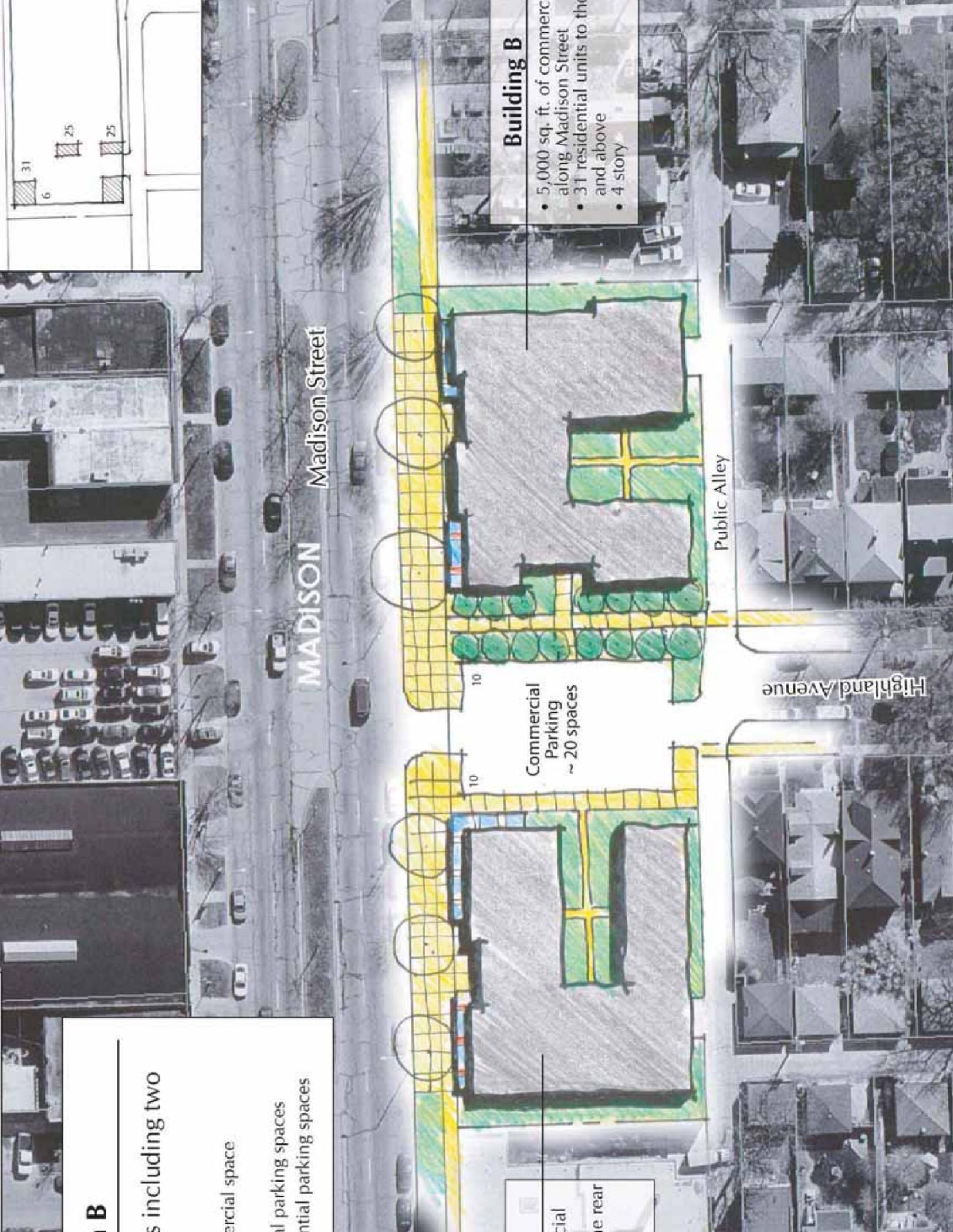
- 5,000 sq. ft. of commercial space along Madison Street
- 31 residential units to the rear and above
- 4 story

Commercial  
Parking  
~ 20 spaces

MADISON  
Madison Street

Public Alley

Highland Avenue



**Estimated Construction Costs  
Key Site #2, Option A**

<i>Retail</i>	<i>SF</i>	<i>Cost/SF</i>	<i>Cost</i>
Commercial	10,000	\$100	\$1,000,000
<b>Residential</b>			
<i>Residential</i>	<i>Units</i>	<i>Cost/Unit</i>	<i>Cost</i>
Residential	47	\$250,000	\$11,750,000
<b>Parking</b>			
<i>Parking</i>	<i>Spaces</i>	<i>Cost/Space</i>	<i>Cost</i>
Underground Parking	73	\$22,500	\$1,642,500
Key Site 2, Option A Total			\$14,392,500

**Estimated Construction Costs  
Key Site #2, Option B**

<i>Retail</i>	<i>SF</i>	<i>Cost/SF</i>	<i>Cost</i>
Commercial	10,000	\$100	\$1,000,000
<b>Residential</b>			
<i>Residential</i>	<i>Units</i>	<i>Cost/Unit</i>	<i>Cost</i>
Residential	62	\$250,000	\$15,500,000
<b>Parking</b>			
<i>Parking</i>	<i>Spaces</i>	<i>Cost/Space</i>	<i>Cost</i>
Underground Parking	93	\$22,500	\$2,092,500
Key Site 2, Option B Total			\$18,592,500

**Key Site #2 Traffic Analysis**

**Access**

Access should be provided from both Madison Street (aligned with drives on the north side) and to the alley. A diverter should be constructed immediately south of the east-west alley prohibiting exiting movements from the site into the residential neighborhood.

**Alley and Loading**

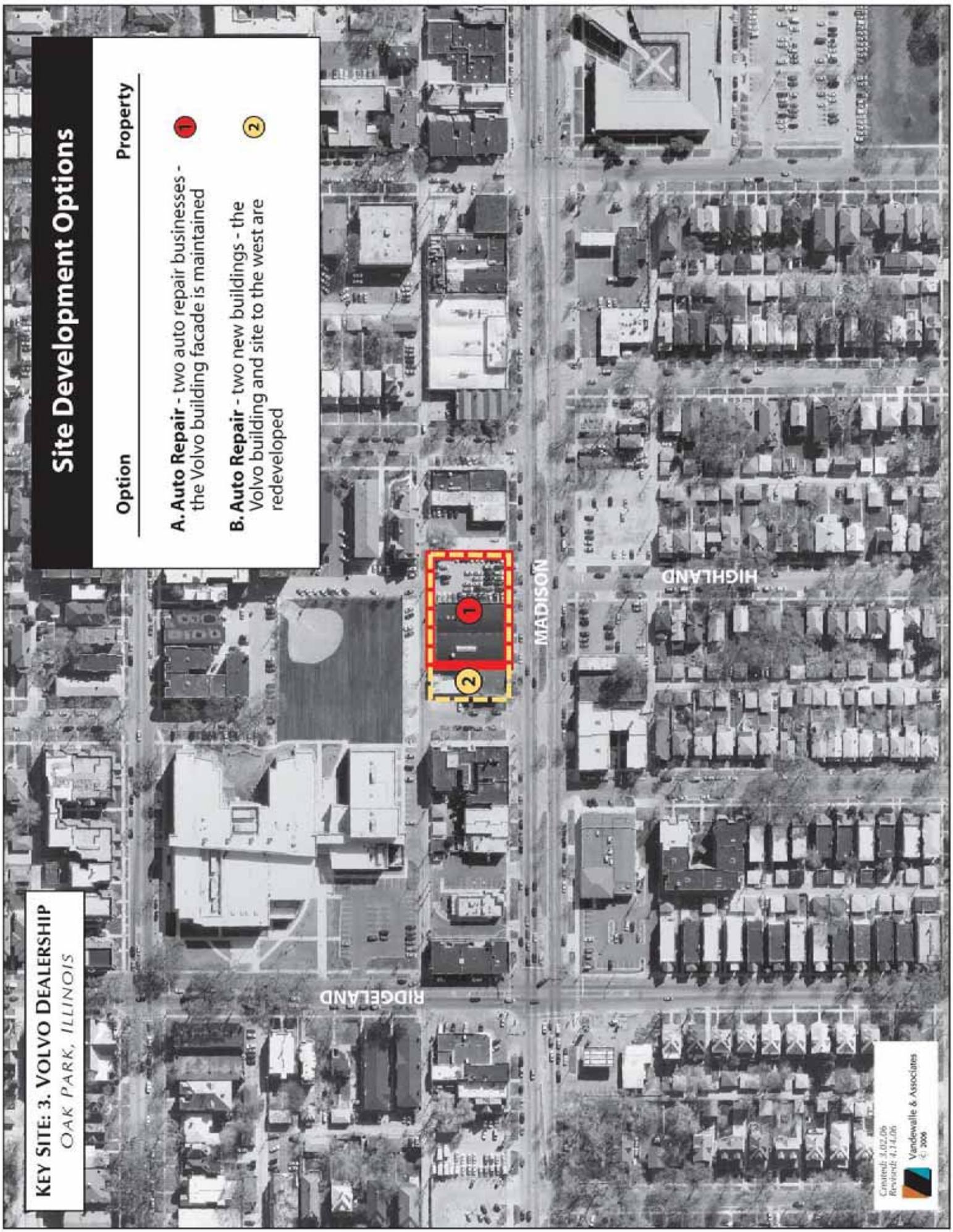
The alley should be used for deliveries and designed accordingly. Dependent upon the use, a separate loading area may be needed along Madison Street.

**KEY SITE: 3. VOLVO DEALERSHIP**  
OAK PARK, ILLINOIS

**Site Development Options**

Option	Property
--------	----------

- A. Auto Repair** - two auto repair businesses - the Volvo building facade is maintained **1**
- B. Auto Repair** - two new buildings - the Volvo building and site to the west are redeveloped **2**



# Business A

Businesses - historic building is maintained

with office and  
and with a new building



# Business A

- 7,800 sq. ft. office
- Five 15' x 40' repair bays
- 1 story

# Business B

- 2,000 sq. ft. office with an addition
- Five 15' x 40' repair bays
- 1 story

Harvey Avenue

Cuyler Avenue

MADISON

Madison Street

Avenue

**B**

ses - the Volvo  
west are redeveloped

with office and

on Street

15

Public Alley

Repair  
Garages

Office

Repair  
Garages

Office

Cuyler Avenue

Harvey Avenue

**Building A**

- 0 sq. ft. office
- 5' x 30' repair bays

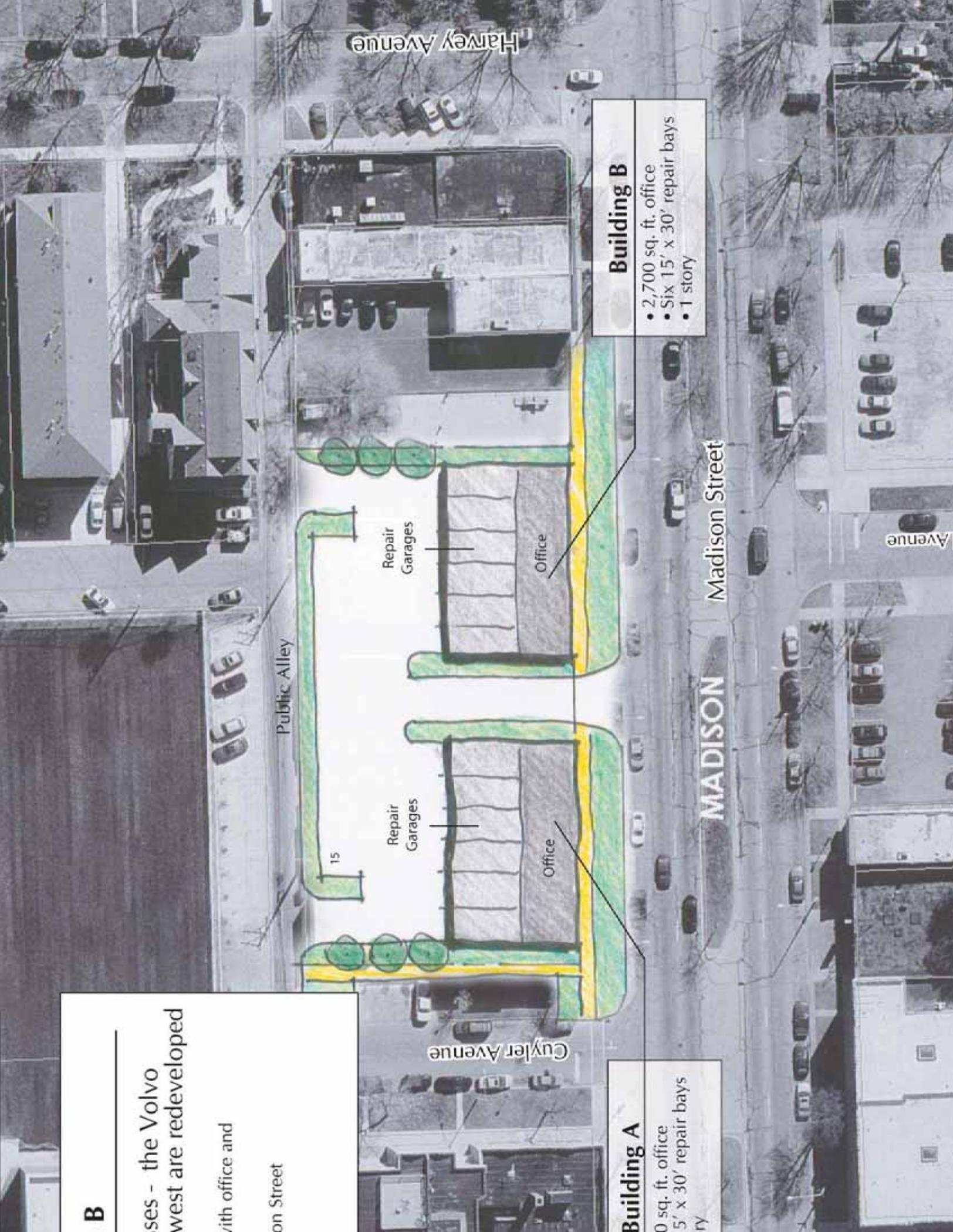
**Building B**

- 2,700 sq. ft. office
- Six 15' x 30' repair bays
- 1 story

MADISON

Madison Street

Avenue



**Estimated Construction Costs  
Key Site #3, Option A**

<i>Office</i>	<i>SF</i>	<i>Cost/SF</i>	<i>Cost</i>
Office Renovation	4,800	\$150	\$720,000
Key Site 3, Option A Total			\$720,000

**Estimated Construction Costs  
Key Site #3, Option B**

<i>Office</i>	<i>SF</i>	<i>Cost/SF</i>	<i>Cost</i>
Office	5,400	\$150	\$810,000
Key Site 3, Option B Total			\$810,000

**Key Site #3 Traffic Analysis**

*Access*

Although this is a corner site, access is better from Madison Street as it provides access to more centralized parking for both the east and west site components. The drive should be aligned with the key site #2 drive to the south.

*Alley and Loading*

Use of the east-west alley for loading is encouraged.

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## **APPENDIX A: RETAIL MARKET ASSESSMENT**

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**To:** Scott Harrington and Kate Crowley, Vandewalle & Associates  
**From:** Christine Williams, Goodman Williams Group  
**Date:** April 11, 2006  
**Subject:** Retail Opportunities

This memo is a supplement to the Market Assessment for the Madison Street Corridor in Oak Park. The previous report presented background information on the retail, office, residential, and hotel markets. This memo and the accompanying graphics provide more detailed information to help conceptualize the retail development potential of the three opportunity sites in the corridor.

The Village has acquired key parcels on Madison Street that may accommodate formats of well-established store brands that can act as a catalyst for new commercial development, attract retailers to existing buildings, and encourage current businesses to reinvest in Madison Street.

The recommended strategy is to focus on Furniture and Home Furnishings. Madison Street, which is a well-recognized address, could compete most effectively for stores and businesses in this category. Madison Street already has a number of businesses that provide goods and services related to home décor and home improvement. These include a hardware store, landscaper, fireplace shop, picture framer, and various contractors.

A new anchor store might be a quality furniture store such as Walter E Smithe (which has expressed an interest in an Oak Park location) or Ethan Allen. Complementary categories of stores are shown in the table below along with an example of a selected chain and a typical store size.

<b>Furnishings/Home Décor Cluster</b>		
<b>Category</b>	<b>Chain (Example Only)</b>	<b>Square Feet</b>
Furniture	Walter E Smithe	15,000
Appliances	Plass Appliance	10,000
Tabletop/Cookwares	Sur La Table	7,500
Tile & Stone	Ann Sacks (Division of Kohler)	6,000
Floor Coverings	TBD	5,000
Decorating Fabrics	Calico Corners	5,000
Specialty Restoration Materials	Independent	3,000
Window Treatments	3-Day Blinds	2,000
Closet Organization	California Closets	800
<b>Total</b>		<b>54,300</b>



The market assessment showed demand to support an electronics store, which would also make a suitable anchor store. Best Buy and Circuit City, the primary candidates in this category, are likely to determine that Oak Park residents are already served by their existing stores. Linens' N Things and Bed Bath & Beyond would also be good anchors, but they already have stores in Oak Park/River Forest. It would be difficult to attract retailers such as Z Gallerie, Williams-Sonoma, Pottery Barn, or Crate & Barrel, which prefer to co-tenant with other numerous other lifestyle retailers. Cost Plus, with typical stores of about 18,000 square feet, would be desirable. Its requirements—such as a location with 50,000 vehicles per day—are not a good fit with Madison Street.

Madison Street can support additional restaurants and specialty food stores, and these would contribute to the vitality of the street. Most restaurant chains, we believe, are not consistent with the desired character of Madison Street; their site and parking requirements would be difficult to accommodate; and they are not compatible with the types of mixed-use projects that are envisioned. Independent and local chain restaurants are, however, recommended uses for new construction and adaptive-use projects. Food retailers such as Fox & Obel and EatZi's may find the high-income households in the area to have the lifestyles that match their customer profiles. Short-term parking and access are critical to these types of businesses. Sizes are shown in the table below:

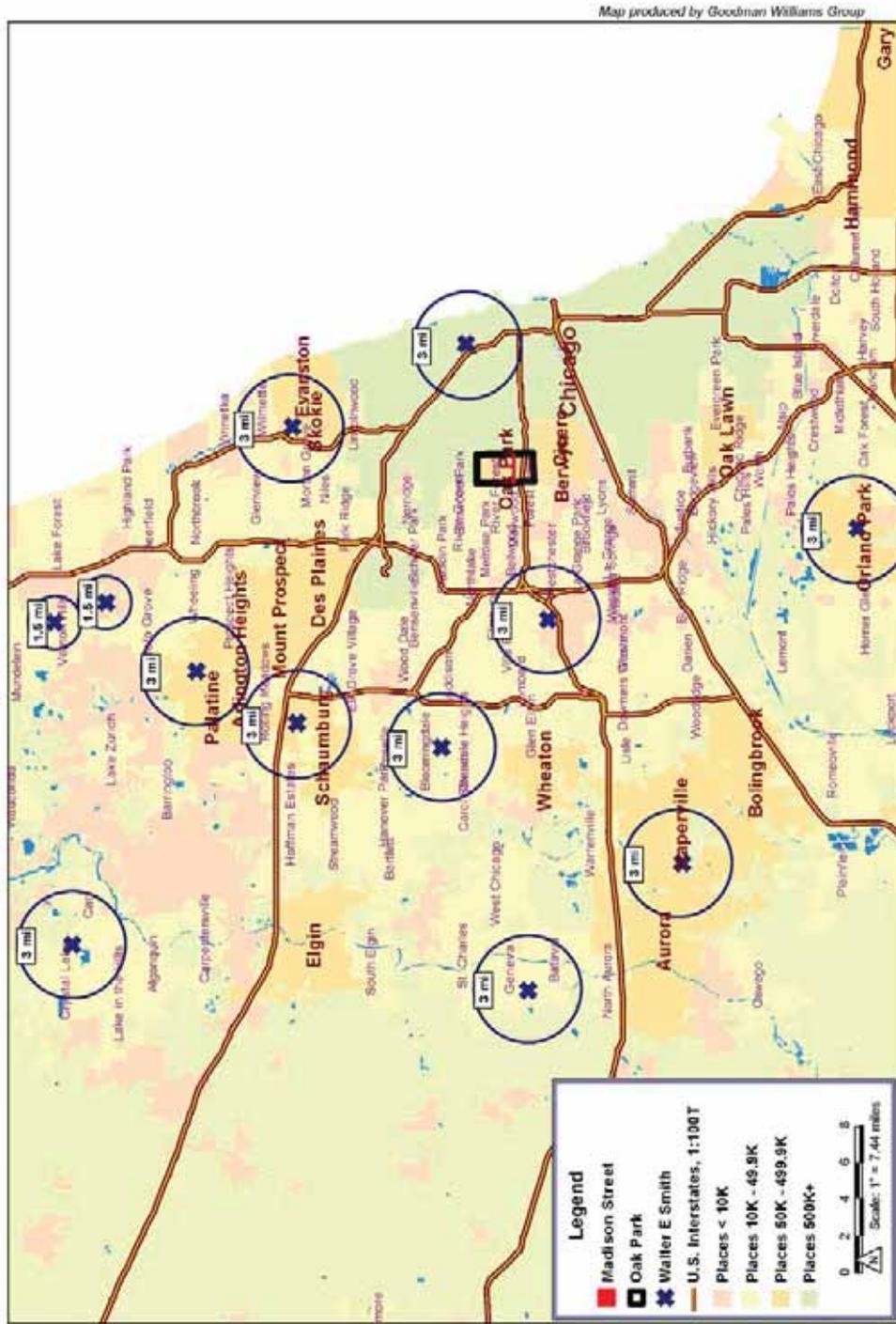
<b>Food-Related Retail</b>		
<b>Category</b>	<b>Chain (Example Only)</b>	<b>Square Feet</b>
Specialty Food	Fox & Obel	10,000
Specialty Food	EatZi's Market and Bakery	6,000
Restaurant	Independent/Local Chains	4,000-6,000

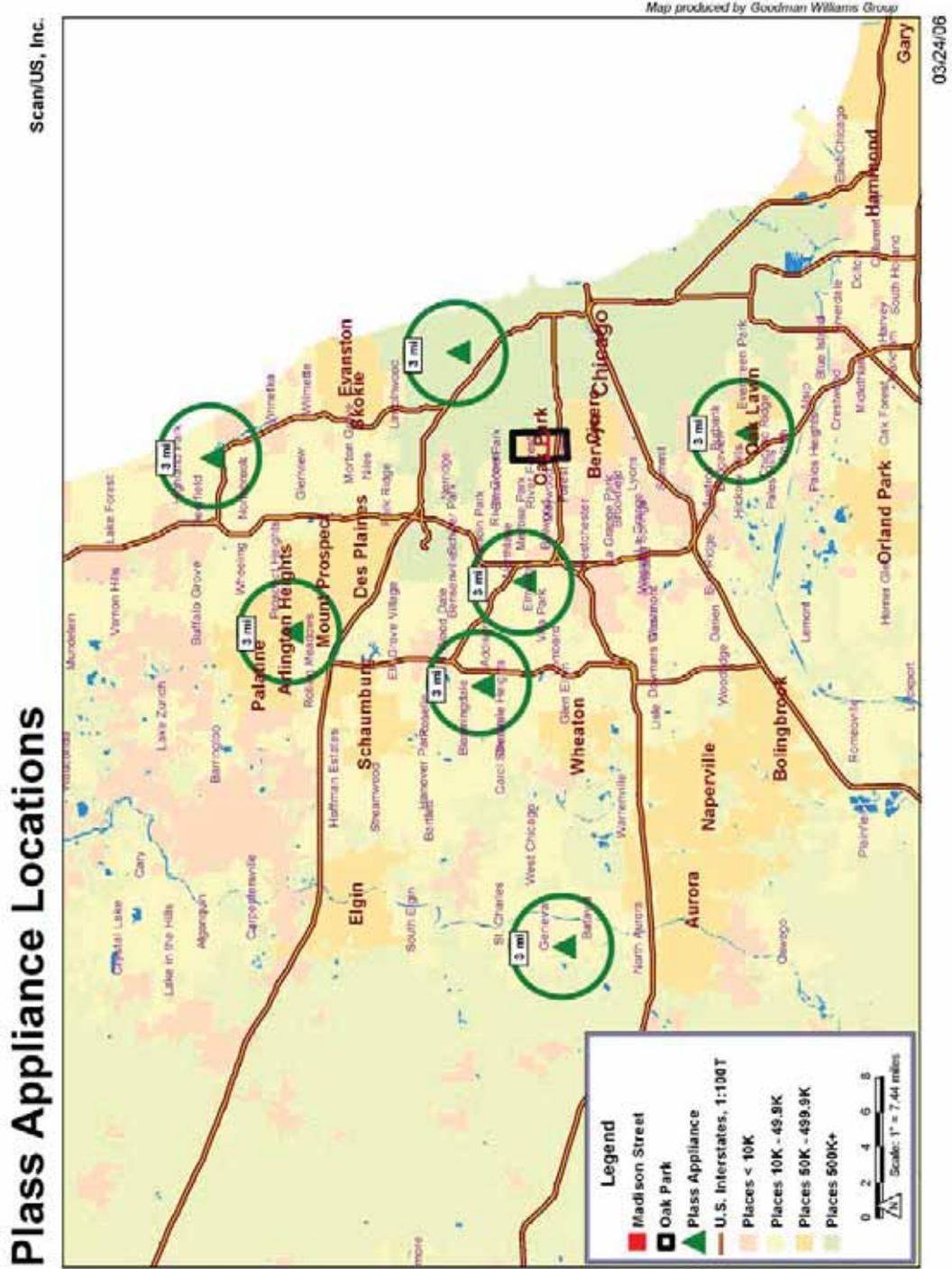
The accompanying maps show the coverage patterns of the selected retailers.



# Walter E Smith Locations

Scan/US, Inc.

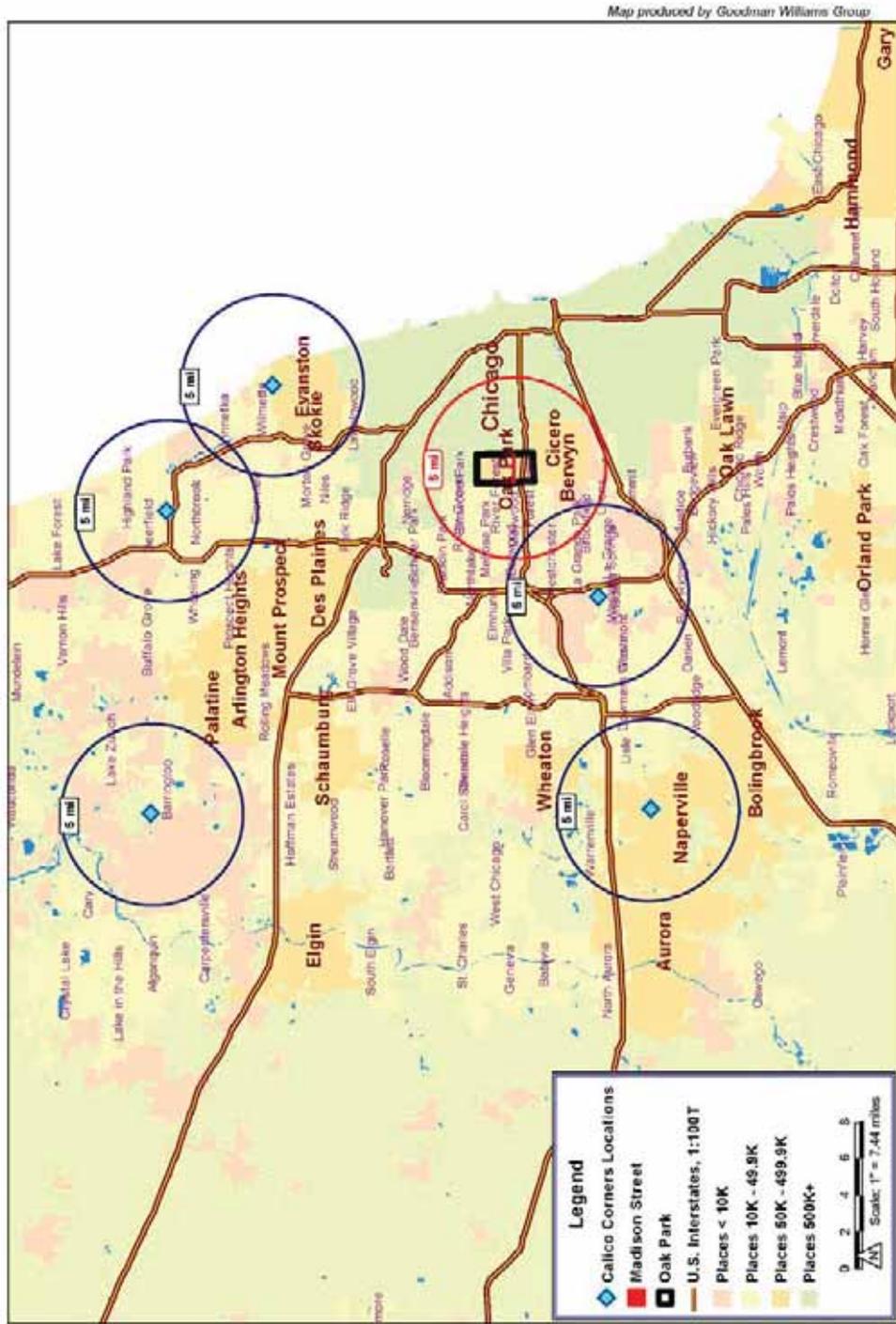






# Calico Corners Locations

Scan/US, Inc.

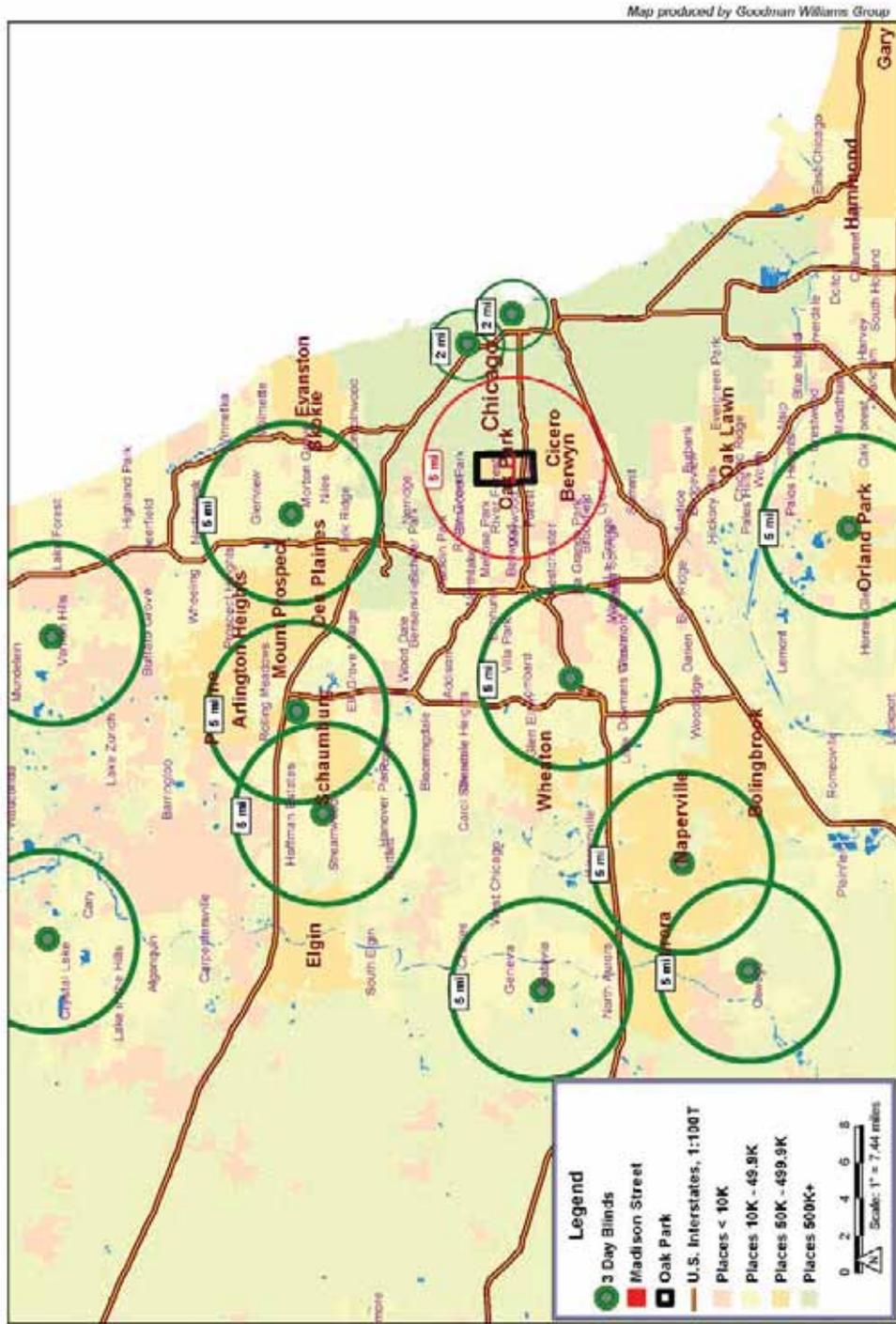


04/11/06



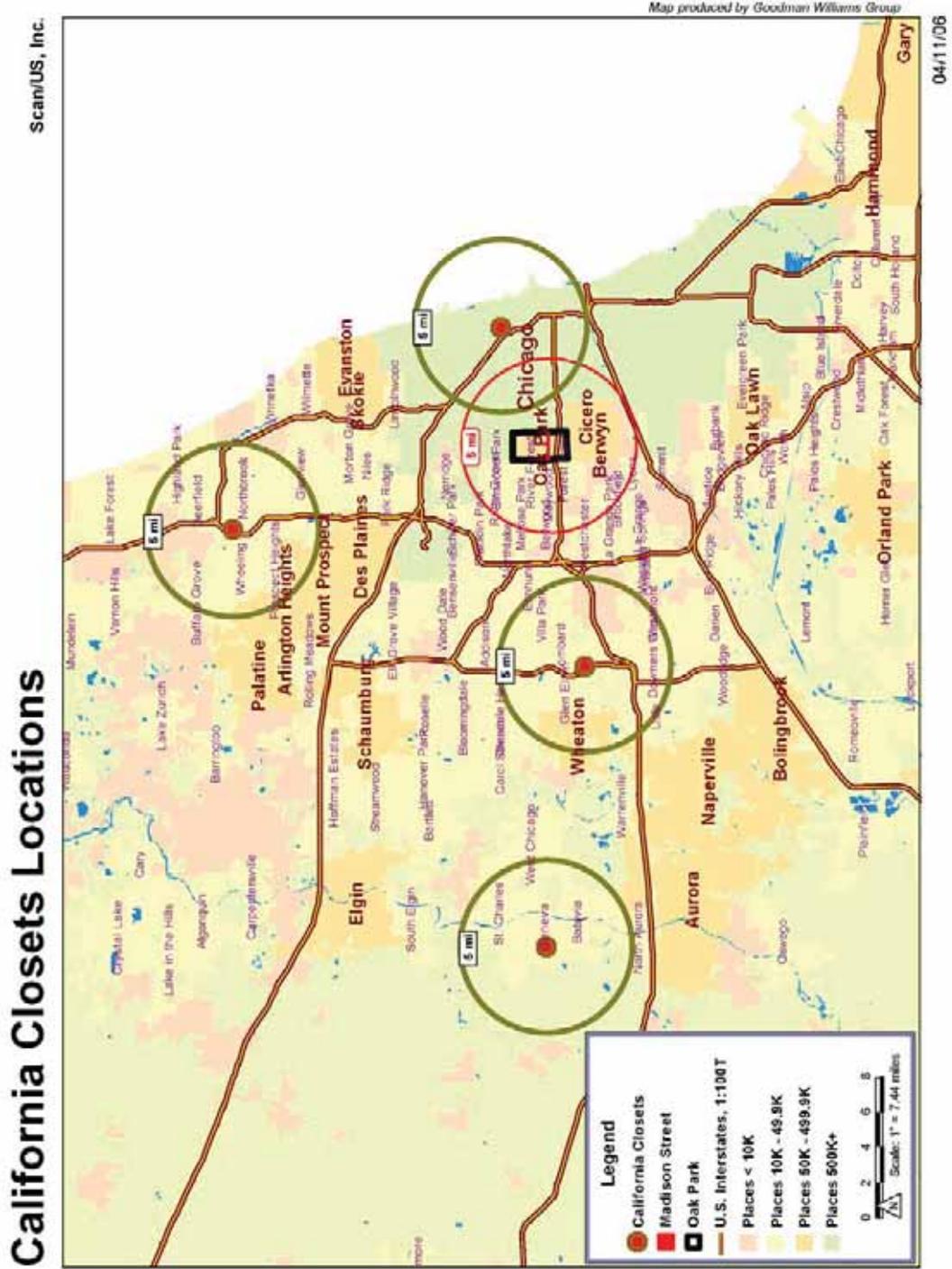
# 3 Day Blinds Locations

Scan/US, Inc.

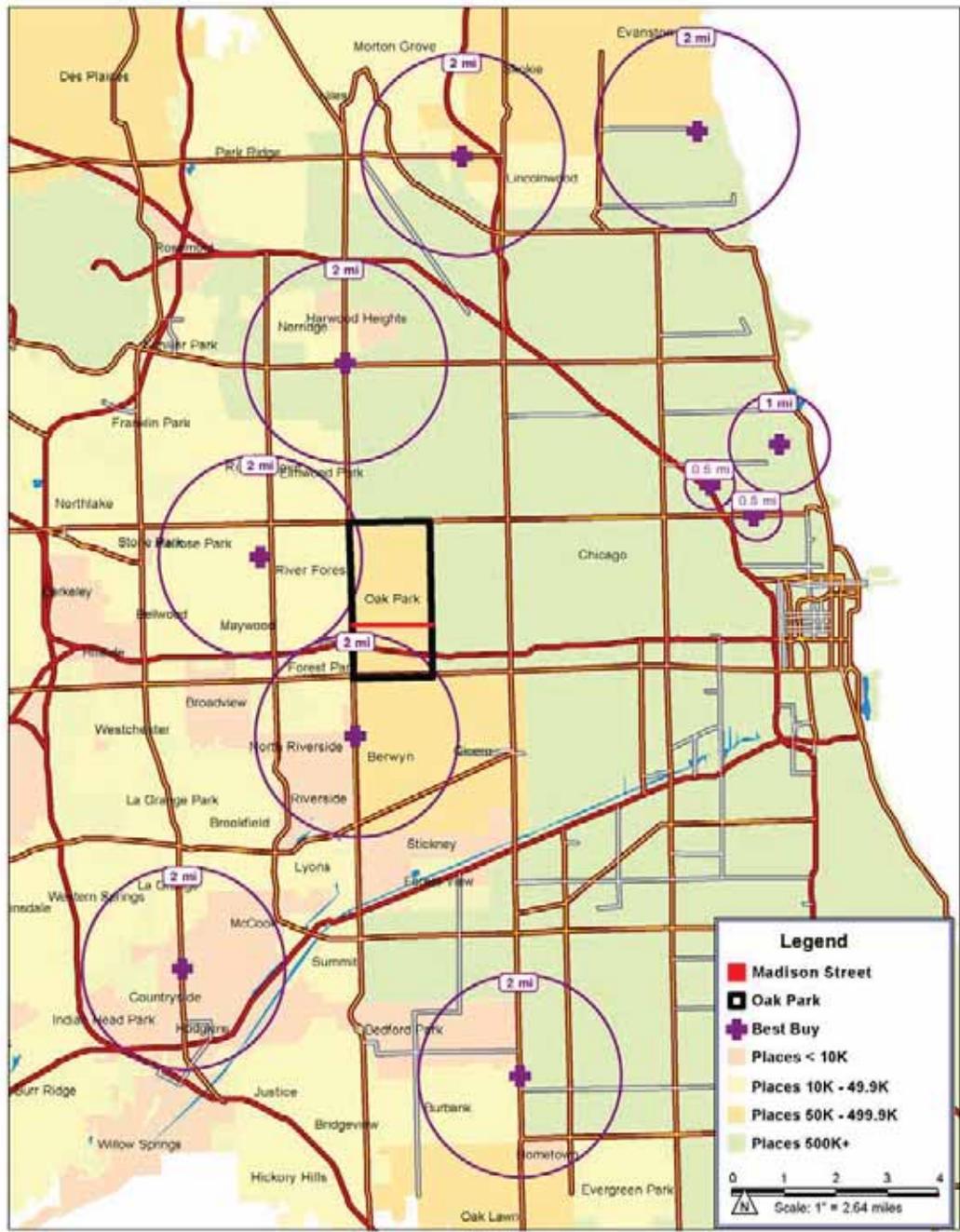


04/11/06





### Best Buy Locations

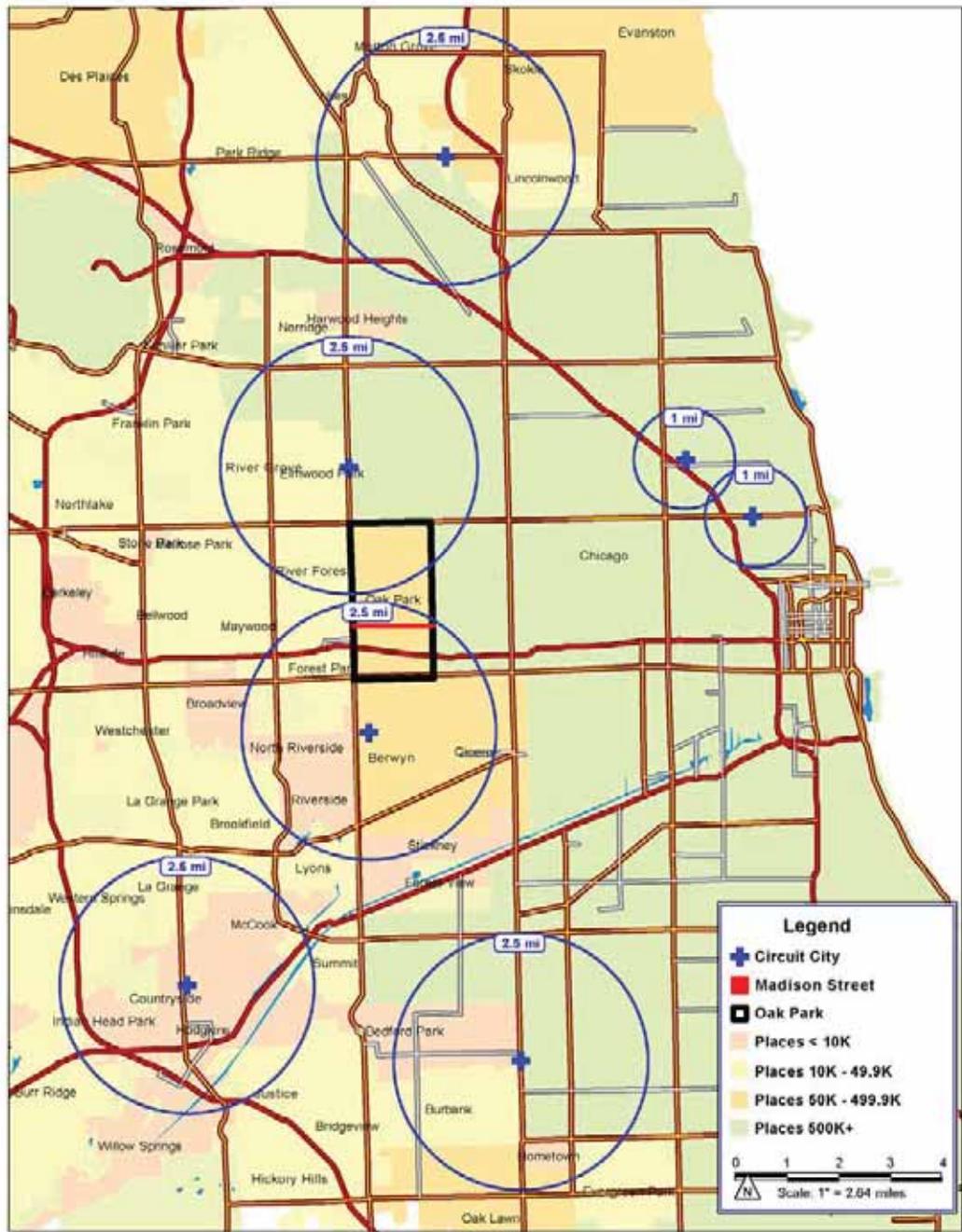


Scan/US, Inc.

03/21/06



### Circuit City Locations Surrounding Oak Park



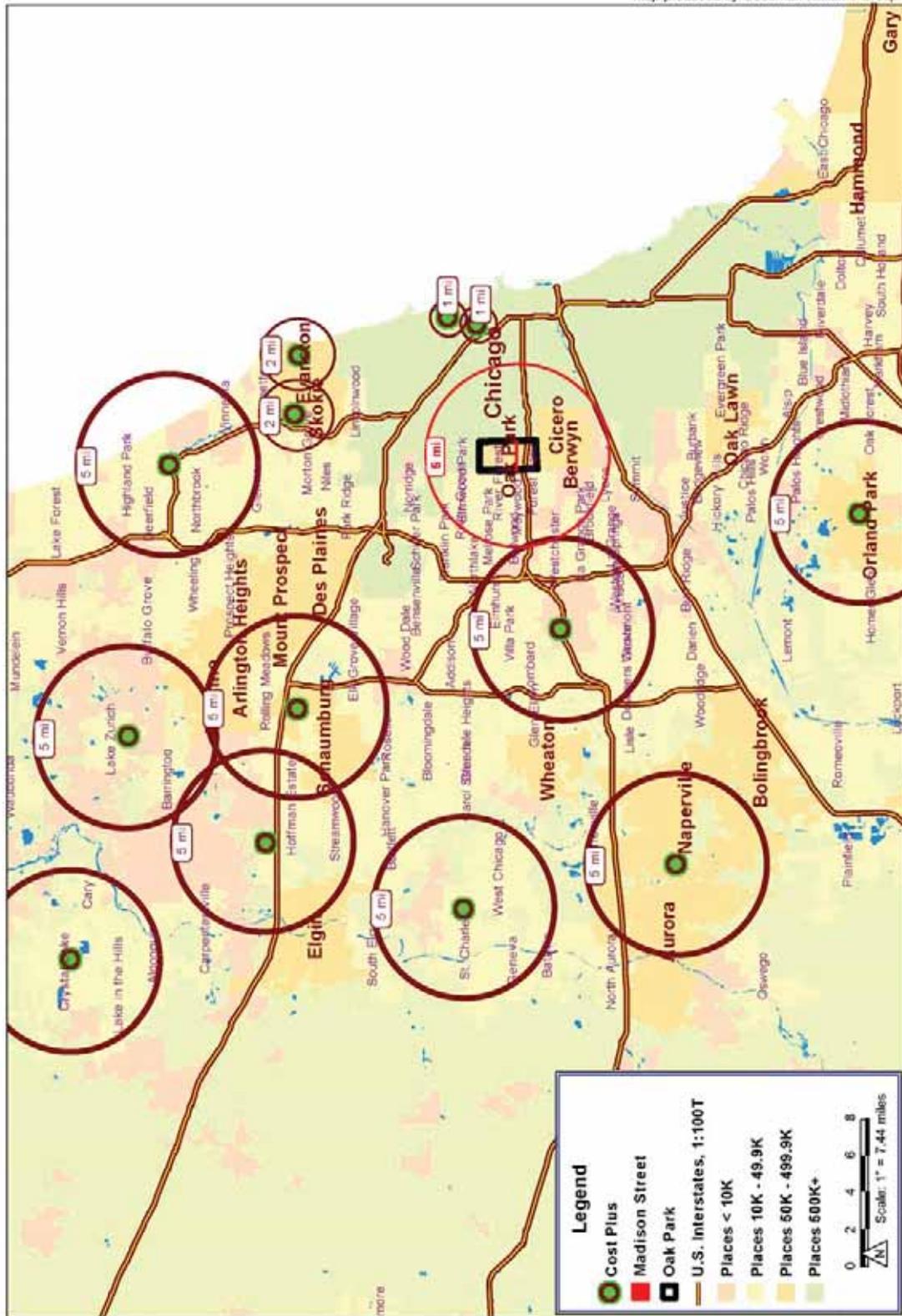
Scan/US, Inc.

03/21/06



# Cost Plus Locations

Scan/US, Inc.



04/11/06



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## **APPENDIX B: HOTEL MARKET ASSESSMENT**

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## Hotel Rooms

The Carleton Hotel with 154 rooms is the largest hotel property in Oak Park, followed by the Write Inn with 65 rooms. An analysis of the 4% hotel tax collected by the Village shows that the Carleton hotel accounts for about 72% of sales and the Write Inn contributes about 23% of hotel room sales. Four B&B properties, together, account for the remaining 5% of hotel taxes. The accompanying graphic presents data on Oak Park- hotel tax collections, which can be seen as a proxy for hotel rooms sold. Two of the trends revealed in the data are as follows:

- Local demand is recovering from the impact on travel of 9-11.
- Demand has seasonal patterns, with early summer and fall as the strongest periods.

Smith Travel Research report prepared a market report for the Oak Park Area Convention and Visitors Bureau in November 2005. Their analysis of the market is based on 34 properties with 3,010 rooms located in selected zip codes covering Oak Park and surrounding communities. The large majority of the hotels in the Smith Travel survey are in Franklin Park and Schiller Park, two locations that benefit directly from their proximity to O'Hare Airport. Highlights of the data include the following:

- The occupancy rate over the last 12 months is 66%. Occupancy rates for the first 10 months of 2005 indicate that the 61.2% annual occupancy rate of 2004 will improve significantly in 2005.
- Both the average daily rate (\$70.88 in the last 12 months) and revenue per room available are below pre-9-11 levels.
- The two Comfort Inns that opened in 2000 and 2001 are the newest additions to the supply.

## Conference Space

None of the conference space in Oak Park was designed to accommodate the requirements of most of today's meetings and conferences. The table below lists the choices in event spaces in Oak Park.

---

### Meeting Spaces in Oak Park

---

<b>19th Century Club</b>	Dining room seats up to 100 and auditorium holds 400.
<b>Arts Center</b>	700-seat auditorium, reception lobby, dressing rooms, and meeting rooms.
<b>Carleton Hotel</b>	Four functions rooms with a total of 5,225 square feet; largest space able to accommodate up to 200 for a reception.
<b>Historic Pleasant Home</b>	Landmarked mansion hosts weddings, meetings, and other events.
<b>Oak Park Conservatory</b>	Private parties can be held in Rubinstein Room.
<b>Cheney Mansion</b>	12,000-square-foot mansion available for events.
<b>Scoville Square</b>	Prairie-style building includes conference room that can be rented.

---

*Source: Oak Park Area Convention and Visitors Bureau and Goodman Williams Group.*

The Convention and Visitors Bureau also refers meeting planners to spaces in:

- Brookfield Zoo and Maywood Park Race Track located in nearby communities.
- Hotel facilities in other communities.
- Concordia and Dominican Universities in neighboring River Forest.
- A cooking school on Madison Street in Oak Park.

### Generators of Demand

Oak Park is positioned to capture demand from for hotel rooms from a number of sources:

- Overflow from downtown Chicago hotels, which can be fully booked, particularly when large trade shows and conventions are being held at McCormick Place. Downtown Chicago is about nine miles due east of Oak Park.
- O'Hare travelers, particularly those doing business in downtown Chicago or the Western Suburbs, seeking an alternative to the hotels right around the airport. The drive to O'Hare is about 19 miles from Oak Park.
- Meetings and conferences, particularly from groups interested in the cultural offerings in Oak Park.
- Tourists attracted by the museums and historic tours in Oak Park, including the Hemingway Museum and the Frank Lloyd Wright Home and Studio.
- Visitors to local businesses and institutions such as Rush Oak Park Hospital, the Universities in River Forest, and Loyola medical complex in Maywood Park.
- Family gatherings and weddings for local residents.

Population and Household Profiles of Madison Street, Oak Park, and Trade Area

	Madison St. Corridor		Oak Park Village		Trade Area	
	Number	Percent	Number	Percent	Number	Percent
<b>Population</b>						
2010 Projection	14,203		47,410		218,380	
2005 Estimate	15,130		49,951		224,238	
2000 Census	16,076		52,524		229,784	
1990 Census	16,862		53,648		214,695	
<b>Median Age 2005</b>	36.97		37.68		32.46	
<b>Households</b>						
2010 Projection	7,130		21,406		74,435	
2005 Estimate	7,461		22,247		76,850	
2000 Census	7,794		23,079		79,197	
1990 Census	7,709		22,607		77,376	
Growth 2005 - 2010		-4.44%		-3.78%		-3.14%
Growth 2000 - 2005		-4.27%		-3.61%		-2.96%
Growth 1990 - 2000		1.10%		2.09%		2.35%
<b>2005 Est. Households by Household Income</b>						
Income Less than \$15,000	704	9.4	1,773	8.0	11,455	14.9
Income \$15,000 - \$24,999	485	6.5	1,314	5.9	8,011	10.4
Income \$25,000 - \$34,999	559	7.5	1,742	7.8	8,693	11.3
Income \$35,000 - \$49,999	1,292	17.3	3,157	14.2	12,245	15.9
Income \$50,000 - \$74,999	1,466	19.7	4,065	18.3	14,322	18.6
Income \$75,000 - \$99,999	983	13.2	2,907	13.1	8,113	10.6
Income \$100,000 - \$149,999	1,114	14.9	3,672	16.5	7,676	10.0
Income \$150,000 - \$249,999	629	8.4	2,339	10.5	4,065	5.3
Income \$250,000 - \$499,999	167	2.2	833	3.7	1,534	2.0
Income \$500,000 or more	62	0.8	445	2.0	737	1.0

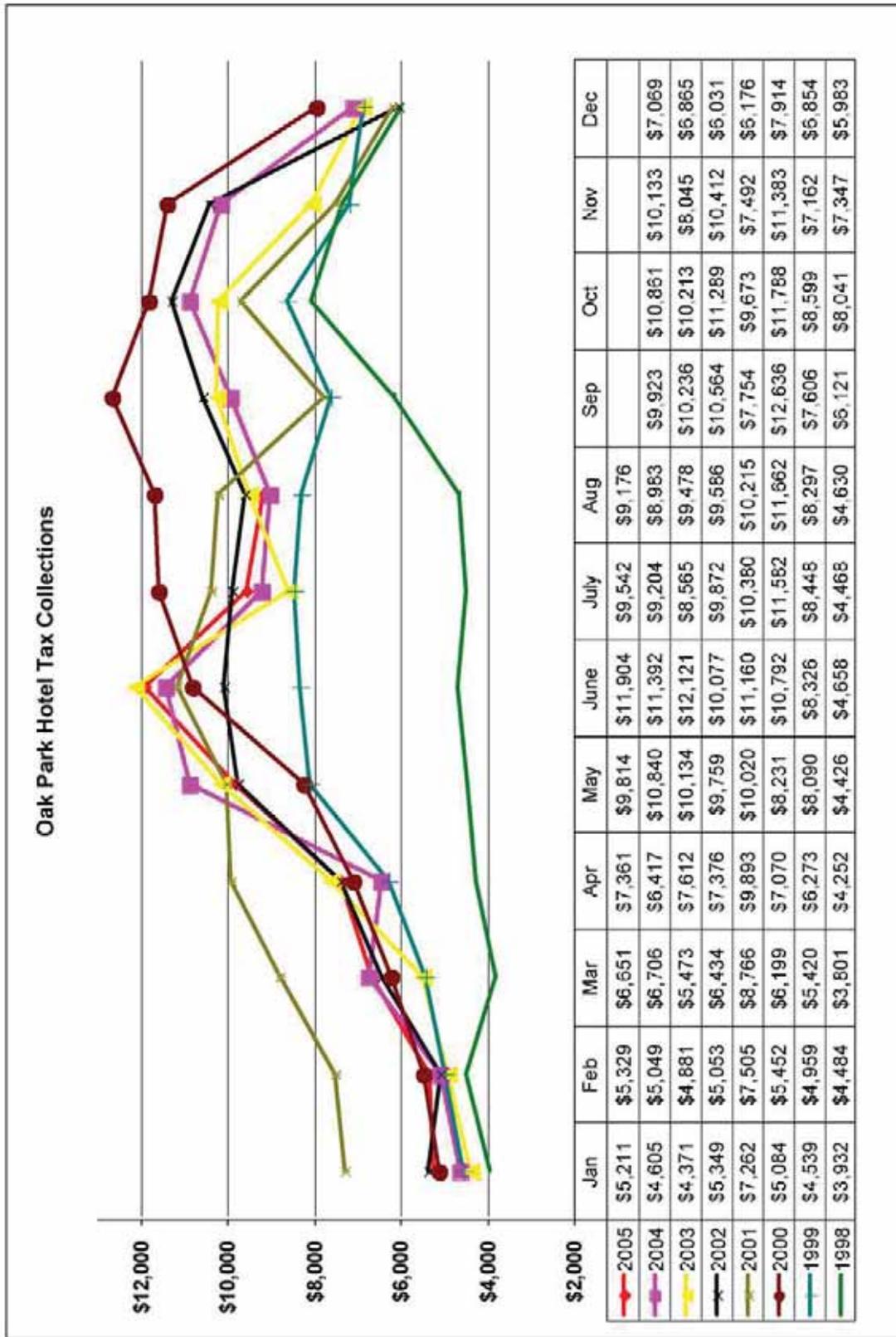


Population and Household Profiles of Madison Street, Oak Park, and Trade Area

	Madison St. Corridor		Oak Park Village		Trade Area	
	Number	Percent	Number	Percent	Number	Percent
<b>2005 Est. Average Household Income</b>	\$82,430		\$98,180		\$69,059	
<b>2005 Est. Median Household Income</b>	\$61,776		\$69,294		\$47,576	
<b>2005 Est. Per Capita Income</b>	\$41,125		\$43,986		\$23,868	
<b>2005 Est. Households by Household Type</b>						
Family Households	3,540	47.5	12,418	55.8	50,592	65.8
Nonfamily Households	3,921	52.6	9,829	44.2	26,259	34.2
<b>2005 Est. Households by Household Size</b>						
1-person household	3,389	45.4	8,454	38.0	21,832	28.4
2-person household	2,132	28.6	6,518	29.3	19,138	24.9
3-person household	933	12.5	3,187	14.3	12,247	15.9
4-person household	647	8.7	2,617	11.8	10,212	13.3
5-person household	250	3.4	1,013	4.6	6,370	8.3
6-person household	78	1.1	323	1.5	3,364	4.4
7 or more person household	31	0.4	135	0.6	3,687	4.8
<b>2005 Est. Average Household Size</b>	2.01		2.23		2.87	
<b>2005 Est. Household Type, Presence Own Children</b>						
Single Male Householder	1,356	18.2	3,235	14.5	9,205	12.0
Single Female Householder	2,033	27.3	5,219	23.5	12,627	16.4
Married-Couple Family, own children	1,206	16.2	4,770	21.4	15,618	20.3
Married-Couple Family, no own children	1,293	17.3	4,503	20.2	13,825	18.0
Male Householder, own children	82	1.1	264	1.2	1,726	2.3
Male Householder, no own children	108	1.5	300	1.4	2,391	3.1
Female Householder, own children	488	6.5	1,472	6.6	9,359	12.2
Female Householder, no own children	362	4.9	1,109	5.0	7,673	10.0
Nonfamily, Male Householder	273	3.7	691	3.1	2,325	3.0
Nonfamily, Female Householder	259	3.5	684	3.1	2,102	2.7

Source: Claritas, Inc.





Source: Oak Park Area Convention and Visitors Bureau





To: Village of Oak Park Board of Trustees and Madison Street Corridor Plan Steering Committee

From: Kate Crowley and Scott Harrington, Vandewalle & Associates

CC: Historic Preservation Commission, Transportation Commission, Community Design Commission

Date: Tuesday, May 23, 2006

Re: Comments on Madison Street Corridor Plan

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Vandewalle & Associates and Madison Street Corridor Plan Consultant Team have reviewed the comments from the Historic Preservation Commission, Transportation Commission, Community Design Commission regarding the draft plan. This memo outlines those comments and the response from the Steering Committee and Consultant Team.

Comments from Historic Preservation Commission

1. The Commission is concerned that only **SNR** properties are recommended for preservation and **S** properties are given secondary consideration. **SOM** properties get no consideration for preservation at all. Both **SNR** and **S** properties should be combined into the highest category; they are all significant to Oak Park and should be preserved. The **SOM** properties should be in the second category and preserved when possible.

*The Steering Committee and Village Board agreed to add Structures of Merit to the Development Strategy. The final plan strongly recommends that proposals to redevelop or significantly alter S and SNR properties be reviewed by the HPC. The plan also recommends that proposals to redevelop or significantly alter SOM properties be reviewed by the HPC.*

2. Using only economic justification to decide whether buildings are to be preserved is short-sighted and limits the potential for historic buildings to be incorporated into new developments. There is no incentive or leverage in the document to look seriously at historic preservation, either as stand alone properties or as incorporated into broader developments.

*The Architectural Historical Survey used several factors to classify structures within the four stated categories. These factors include building age, historical use, architect, building materials, and architectural character and integrity, among others. In addition to these factors, the Steering Committee and Village Board agreed that economic justification and specific site constraints should be used to review proposals to redevelop or significantly alter Significant structures. The HPC advisory review may address additional factors if necessary.*

**Vandewalle & Associates**

120 East Lakeside Street • Madison, Wisconsin 53715  
608 255-3988 • 608 255-0814 Fax • va@vandewalle.com

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3. A more precise definition of the proposed Commission review of development of historic properties on Madison Street should be outlined in the plan. The Commission recommends mandatory review for all **S** and **SNR** properties and advisory review for **SOM** properties. The Commission is also unclear on how such reviews would be authorized if the properties are not officially designated. Commission advisory review is already required for planned developments or zoning variances that fall within 250 feet of a Landmark or for Village owned properties.

*Mandatory review for S and SNR properties would be inconsistent with the Village's existing procedure for review of historic properties. The Consultant Team recommends that Village Staff, the HPC, and Village Board review the existing procedures and determine the appropriate procedure for Madison Street properties.*

4. The Commission recommends including the color-coded map of ranked properties in the implementation plan so they can be easily referred to.

*The Wiss Janney Elstner Architectural Historical Survey is included in the final draft of the Corridor Plan.*

5. The document should recommend the designation of those properties ranked as **S** and **SNR** as historic landmarks and that National Register listing should be pursued for the **SNR** properties.

*The Consultant Team recommends that the Village explore this suggestion.*

6. The Commission recommends looking further into a Motor Row Historic District along Madison Street. Such a district would likely be thematic rather than contiguous, meaning that the district is made up of individually listed buildings united by theme rather than geography.

*The Consultant Team recommends that the Village explore this suggestion.*

7. The Commission recommends adding a statement in the plan that acknowledges that buildings not identified by the survey could be significant for historical reasons or those other than architectural. Currently, the plan only recognizes buildings with architectural significance.

*The Consultant Team recommends that the Village explore this suggestion.*

8. The Commission recommends that a preservation advocate be included on any Coalition Group or Committee formed for Madison Street.

*As the Village moves forward with creating the coalition, the Consultant Team recommends the inclusion of a historic preservation expert. The expert should be used as a resource to preserve the historic integrity of structures undergoing renovation. The expert should be capable of advising on the use of historic tax credits and other incentives.*

9. The Commission recommends that the three properties in the Gunderson Historic District be removed from the “potential redevelopment site” shown for the area. The Commission does not support their demolition or removal from the site. Instead, they recommend that the consultants consider how the issue of historic residential properties in commercial zoning, found in that particular block, could be addressed with sensitivity to the historic designation and character.

*The Consultant Team erred in including these properties in the potential redevelopment site. Their change has been made in the final draft of the plan.*

10. The Commission is concerned about promoting increased setbacks in a traditional commercial district. If setbacks are a stated goal in the plan, that has the potential to increase the demolition pressure on existing buildings. It also creates gaps in the street wall, which is an interruption in the aesthetic design and historic character of the street.

*The Village Board and Steering Committee have approved this recommendation based on strong public support for increased setbacks. The increased setbacks will further the public goal over the long term to create an atmosphere that is more inviting to the pedestrian, although gaps in the street wall may result. If increased pressure to demolish existing buildings results in proposals to demolish architecturally significant buildings, the HPC will have the opportunity to review the proposals.*

11. The Commission also recommends considering the use of TIF funds for rehabilitation or restoration as well as new development.

*The Consultant Team recommends that the Village explore this recommendation.*

#### Comments from Transportation Commission

1. The Commission recommends an east-west route, parallel to and within a few blocks of Madison Street (e.g. Jackson or Washington) be considered for designation as a bicycle route.

*The Consultant Team recommends that the Village explore this recommendation as the traffic study did not support a designated bicycle lane on Madison Street.*

2. The Commission suggests the Steering Committee should obtain the 20 year projections for I-290 expansion and incorporate that information into the Plan as it will have an impact on Madison Street.

*The Consultant Team reviewed the I-290 expansion process as a part of the plan development and agrees that the expansion will have an impact on Madison Street. As the Village and its partners implement the Madison Street Corridor Plan the impacts from the expressway expansion should be considered.*

## Comments from Community Design Commission

*All of the following changes have been included in the final plan.*

### 1. How to Use this Document

We recommend that the last phrase under the Development Guidelines Checklist section be omitted as it appears to be inconsistent with other aspects of guidelines that provide for flexibility in the guidelines to approve, approve with conditions, or deny any project.

### 2. Core Principles

We believe that a section should be added about preserving green space and incorporating sustainable green practices.

With regard to the section concerning Scale, we are concerned that this section could be read too narrowly and suggest that it be modified.

### 3. Vehicular Access and Parking

This section does not refer to any accommodation for cyclists and bicycle parking. The Commission attempts to incorporate such considerations into their review of development and landscaping plans and suggests that they be added to the guidelines in this section.

### 4. Site Lighting and Signage

In the definition of the guideline, we recommend that the word "unified" be changed to "consistent" or another term that does not imply that all signage be identical. We also recommend that the guideline definition include a reference to the needs of the owner, as well as the users of the site.

With regard to appropriate signage, we suggest that the bullet point about monument signs be changed to "Encourage the use of monument signs for all freestanding signs." We also recommend that pole mounted signs be deleted from the Inappropriate section. As monument signs are an expensive item, there are some pole-mounted signage that can be appropriate if in scale, context and proportion with the business.

Please also consider adding under Inappropriate signage, "LED, animated, flashing, scrolling or video signs."

We also wish to make the consultants aware that the CDC is in the process of developing an updated sign ordinance that you may wish to reference in the guidelines.

### 5. Massing and Articulation

In the text of the bullet point under Appropriate massing that begins with "Respect adjacent residential structures", we suggest that the word "similar" be changed to "appropriate" so that it is not read too narrowly.

6. Materials and Colors

Under Inappropriate materials, we suggest that simulated stone be eliminated. We are of the view that simulated stone materials are being improved and may, in fact, be appropriate under certain circumstances and for certain developments.

7. Fenestration and Storefronts

The last bullet point suggests that awning width be matched to width and proportions of window openings. This may be inconsistent with the sign ordinance (awning may be too large in dimension) or, conversely, may be too small in the context of the entrance to the building if there are adjacent windows. It may be more appropriate to suggest that the awning width be suitable and appropriate in the context of the development and in conformity with the sign ordinance.

Under the Inappropriate uses, we recommend that the bullet point incorporating solid doors be eliminated. Solid doors may be very appropriate, especially in the context of rehabilitation or adaptive reuse of historic buildings.

8. Other:

The same building is used for both appropriate and inappropriate application of the guidelines in one section. We recommend that a different photo be substituted for the "inappropriate" application of the guideline.

Finally, in the document where there is reference to the "Design Commission", we recommend that the language be changed to reflect "Community Design Commission" and the Commission be vested with approval of design guidelines consistent with its mission and charge.