



CHICAGO AVENUE NEIGHBORHOOD PLAN

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PART 1**The District**

Introduction

Why Plan Now?

Goals and Objectives



February 2006



Figure 1.01: Historic Photo of the Austin - Chicago Intersection showing the retail on the corridor (1914)*

Introduction

The Chicago Avenue Business District dates back to the streetcar era of the early 1900s. Up until the mid 1960s Chicago Avenue was a healthy shopping district with a wonderful assortment of restaurants, grocery stores and specialty bakeries. Many long-term residents still talk about the great Cajun restaurant. Unfortunately, an incident in a florist shop in the 1996, drastically changed the image of the district and the perception of safety on Chicago Avenue. As a result the retail environment declined, some businesses closed and many Oak Park residents stopped shopping on Chicago Avenue.

In the past two decades the level of criminal activity in the area has declined significantly. The Oak Park housing market is robust and many new people are moving into this area. However, the perception of Chicago Avenue as being an 'unsafe place' is still a concern of residents. This viewpoint needs to be challenged by a physical change in the appearance of the street. Reviving the district by adding quality retail and increasing the pedestrian activity in the neighborhood is primary theme through out this study. With the pressure of development imminent in all parts of Oak Park, it is time to revive the Chicago Avenue Business District into a vibrant neighborhood shopping district.

* Image Source : The Historical Society of Oak Park and River Forest



Why Plan Now?

Now is the optimal time to institute a plan for the development of the Chicago Avenue Neighborhood and Business district (the District). The current real estate trends in the Village have impacted Oak Park, which currently has one of the highest rising real estate values in the region.* At present we have the opportunity to establish a plan for the district before there is significant development pressure.

By framing a plan for the District, the Village can position itself such that it provides goals for development of the area in compliance with community requirements. Having descriptive goals and visions for the district also empowers the community, by giving them a voice in the process

and the ability to shape any redevelopment or new development in the area through the implementation of design guidelines.

Recruiting the appropriate businesses into the area is a critical element that will impact the success of the Chicago Avenue Neighborhood Plan. A thorough market analysis of the neighborhood makes it possible to ascertain the types of businesses that benefit the area and complement the visions set forth as part of this Plan. The use of design elements and catalyst retail development projects will enliven the area and serve as the stepping stone to the districts transformation. The plan aspires to create a vibrant, thriving business district which offers quality retail and residential options to its residents.



Figure 1.02: Chicago Avenue Business Corridor

* Source: Crain's Business Chicago



Goals and Objectives

The Chicago Avenue business corridor is an under performing neighborhood retail area and our primary task is to transform it into a thriving district and “great place”. As Oak Park develops further, there will be considerable pressure to redevelop this Corridor. The focus of the plan will be on improving existing businesses and attracting high quality retail to the area.

Establishing a Compelling Vision: Though many small retail and service based businesses exist on Chicago Avenue, there is disparity between the quality of the neighborhood and the retail

corridor. Many of the retail windows do not address the street or provide visual connections into storefronts. The lots and sidewalks are poorly maintained. For the overall improvement of the District, improvements from both a business and physical appearance perspective need to be initiated

Development Goals: The central development goal for the District is to shape a context that will enhance private investment consistent with the vision of the Plan.

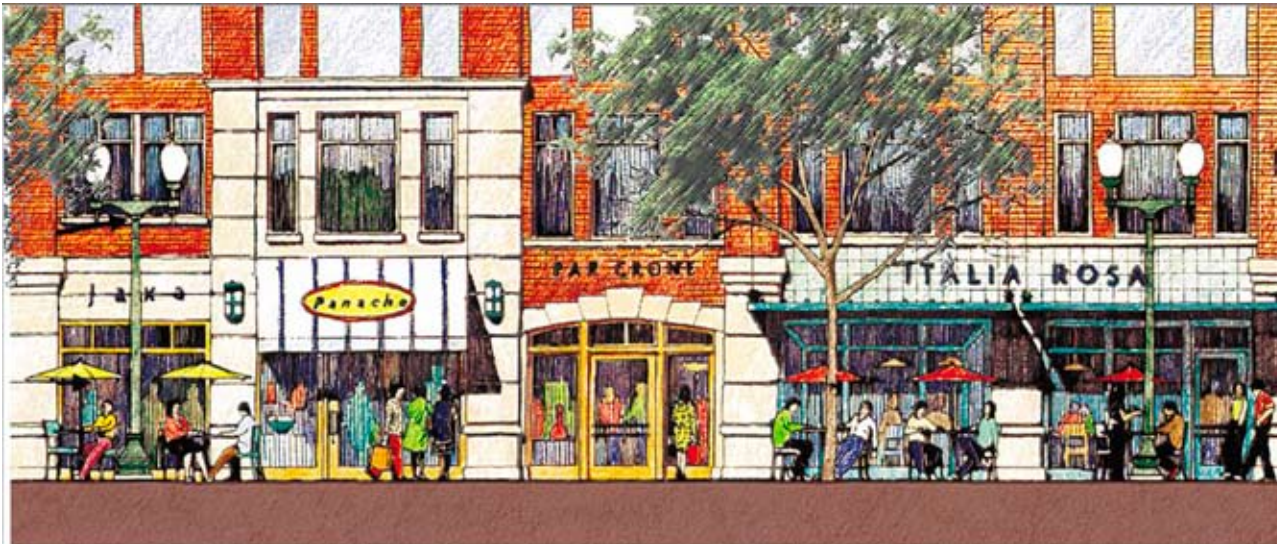
Development Strengths: Based on the collective work of the project team with staff and the

community, confirmed with selected members of the development community (please see Appendix III: Developer Interview Process and Findings), the development potential is strong for an enhanced District:



Figure 1.03: Lake Street Business District

- As described within Part 3, the market is strong;
- The current scale of development is appropriate for Oak Park but could be increased in density in ways which would remain consistent with the District and the Village as a whole (e.g., higher-traffic cross-arterials could provide viable higher-density mixed-use new development);
- The District is not “starting from scratch.” It has a history as a business district that can support its revitalization.



Addressing Current Development Constraints:

The core constraint preventing the District from realizing its potential: “No one’s home,” in developer parlance. The area has been untended, lacking the well-articulated vision crucial to retail success. The current business owners have no cohesive group to advocate for the District either for marketing goals or supportive services (such as code enforcement or a more active community police presence). As a result, the seven blocks comprising the District suffer from a land use pattern of no retail on the south side of the avenue, and fragmented, mixed-uses on the north, none of which provide the “strong compatible adjacencies” described in the market analysis as important for retail strength. The Plan recommendations help offset these consequences of fragmentation:

- Fragmentation, without a plan, creates risk for investors and developers
 - Uneven rents (ranging from \$13 to \$30/sf) for inconsistent properties, make it hard to support comparables in the financing of new investments;
 - Predicting future nearby uses and, hence market value, is made more difficult;
- Fragmentation aggravates perceived crime as a development constraint
 - No unified, consistent front for “zero tolerance” of crime and communication with Village police;
 - No unified, consistent front on code enforcement;
 - Lacking cohesion, the District is often perceived as a transitional area to the

City of Chicago rather than as part of Oak Park and a District in its own right.

Identifying Key Redevelopment Opportunities and Catalyst Projects:

The district functions today as a discontinuous string of retail activity and service oriented businesses. There exist many sites that are well located but are not serving their full potential. These under-served sites are prime redevelopment opportunities that can then serve as catalysts for more retail projects to follow. The creation of such anchor retailers and catalysts will help trigger further growth along the corridor and set the trend for the progression of the entire business district.

These issues are addressed by the following summary of the development context recommendations, providing predictability while incorporating key redevelopment opportunities and catalyst projects:

- Think as one district, book-ended with two retail nodes, at Austin and at Ridgeland (with a Ridgeland extension).
- Use the Austin node provides as the initial location for a catalyst, new construction, mixed-use project:
 - The Village ownership can allow for land price flexibility;
 - It can reinforce retail on the south side of the Avenue; and
 - It can define the “entrance” to the District and to Oak Park in a significant way.
- Direct the Austin node to singles, lower



Figure 1.04: Examples of Parking conditions in Downtown Oak Park

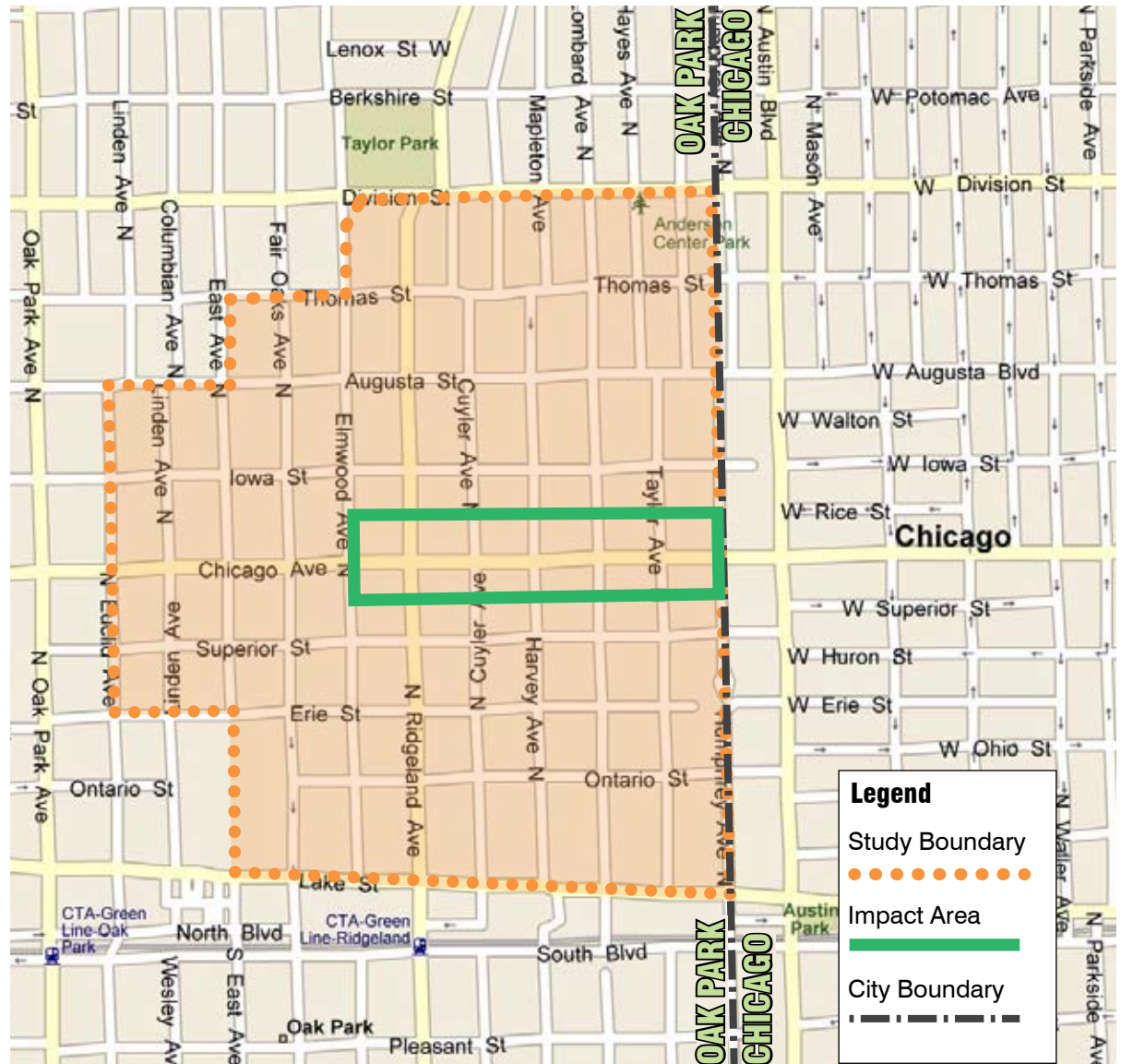
price point restaurants, as well as to “home” and service businesses (ACE, smaller condo’s, etc.).

- Direct the Ridgeland node to families, where the retail reflects higher per capita spending.
- Encourage residential dwellings within the transitional areas which cater to those seeking home offices.
- Establish a north-south crosswalk at Harvey to reinforce the District as a part of Oak Park’s neighborhoods and not just as a throughway.

Developers found the area attractive, even with the knowledge that no TIF or other public funds would be available and that most development parcels (except for the property owned by the Village at the northwest corner of the Avenue with Austin) would have to be assembled by negotiations with existing owners.

Creating an Inviting Pedestrian Experience: The retail activity on Chicago Avenue functions on a day-time schedule. There are very few businesses that remain open after sun-down. To create an active neighborhood with plenty of pedestrian activity, new uses have to be added that cater to people for both day and evening uses.

Improving the District’s Sense of Safety: Although incidents of crime have diminished over the years, the district suffers from a perception of being unsafe. Since the shooting in the flower shop almost a decade ago, the quality of the businesses on Chicago Avenue has seen a steady decline.



*Map source: MS MapPoint 2004

Figure 1.05: District Area*

The lighting on the streets is inadequate and the entire district lacks pedestrian activity and foot traffic especially at night time. In order to change this perception of insecurity and create a lively neighborhood, active steps to improve the lighting and the pedestrian experience of this corridor are required.

Providing Convenient Parking: The district will outgrow its current parking capacity with any additional development. It currently has a combination of parking comprising on-street parking and a few dedicated retail parking lots. Since the on-street parking is shared between the residents and retail establishments on the corridor, there are limitations on the use of these spaces. This is especially true in the evenings. Any new parking to accommodate the retail and restaurant users has to be conveniently located, easy to find and easily accessed from the main roads.

as per the regulations of the Village. Further, the parcels at the Austin intersection fall under the Perimeter Overlay Zone. The perimeter overlay zone was created primarily to improve the visual quality of the perimeter area by encouraging a mixed-use retail zone. It is also intended to limit undesirable uses and protect the neighboring residential areas.



Preserving Existing Historic Structures: The District overlaps with other historic districts including two of the three preservation districts in Oak Park – the Frank Lloyd Wright Prairie School of Architecture Historic District and the Ridgeland/Oak Park Historic district. Established in

the early 1970's these districts strive to preserve the historic character of the Village by ensuring that the historical character of building exteriors is maintained. Since some of these structures exist within this business district, they will be preserved

PART 2

Planning Process

The Team

Planning Process



February 2006

II. PLANNING PROCESS

A Multi- Disciplinary Team Approach: The approach for creating this Chicago Avenue Neighborhood Plan is a culmination of the work and collaboration of four firms; Solomon Cordwell Buenz & Associates (SCB), Business Districts Inc. (BDI), Neighborhood Capital Institute (NCI), and Fish Transportation Group (FTG). Each firm provided distinct professional expertise required to overcome the major challenges of the district. Solomon Cordwell Buenz & Associates, Inc. the prime consultant, managed the process, coordinated community participation, established an urban design approach, and created build-out scenarios for the district. BDI provided an in depth understanding of the current retail market and capacity of the district with information on retail types and sizes, as well as the spending power and number of potential customers for this corridor. NCI analyzed the development and implementation challenges to revitalizing this district. FTG provided guidance on various transportation issues including parking, traffic counts, road widths and intersection improvement schemes.

Market and Business Model

Establishing a market and business model for the district was the first step in this planning process. The model analyzed the District's current business needs and identified recruitment opportunities for future businesses based on the realities of

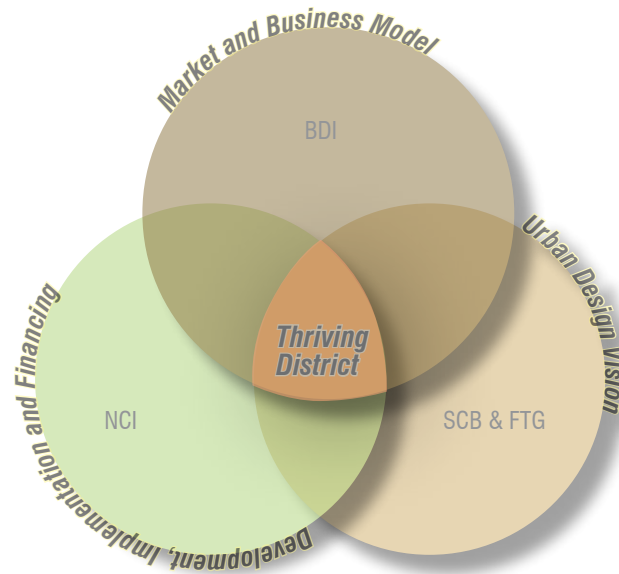


Figure 2.01: Planning Model

• *Philosophically our approach identifies and relies on three interrelated elements to create a thriving district.*

- *Creating a Market / Business Model*
- *Establishing a Urban Design Vision*
- *Developing Implementation Strategies*

this particular market. Every retail establishment has specific needs such as physical space requirements, visibility and access issues, parking, and signage. When the business goals are clearly articulated for the District then the urban design issues can be tailored to coordinate and enhance the retail plan.

Urban Design Vision

The physical design of the district plays a major role in the identity of the place and can be a significant indicator of neighborhood vitality. Creating a compelling urban design vision is important to changing the perception of any district. The Chicago Avenue design elements include, roadways, building configurations, parking layouts, traffic circulation, streetscape, landscape, storefront design, and signage. As an urban design strategy is developed for the district each component needs to be tested for development impacts, financial feasibility, and the overall implementation requirements.

Implementation Strategies

Testing ideas for impact in the market place is critical to ensuring the goals and recommendations of the plan are achievable on many levels. Early in the planning process development strategies were tested with the investment community, business owners, residents and potential customers for feasibility and desirability.



THE PLANNING PROCESS



Figure 2.02: Planning Process

I. Existing Conditions and Data Collection & Issue Identification

The initial phase set the stage for understanding the critical issues and concerns of the Village Administration, residents and business community. The planning team collected all critical physical planning information including a district-level, building-level and parcel-level, land use inventory and regulatory requirements. While carefully listening to the Village and community regarding their primary goals and objectives of this study an initial district assessment of all existing conditions including a zoning, land use, economic/market assessment, transportation/traffic impacts, site amenities and topography was completed. After compiling the data the team evaluated the criteria for impacts, opportunities and constraints.

Community Session I

This meeting was focused on identifying critical issues in the district. The planning team presented initial district findings, observations and development strategies with an interactive community dialogue to identify further critical issues for the Chicago Avenue Business District.

II. Planning Strategies

The consultants examined and analyzed the economic, regulatory and physical design factors impacting the District. BDI analyzed market factors while SCB and FTG assessed the physical design factors by conducting a visual and building utilization assessment. Through these exercises the consultants developed a realistic list of planning goals to guide the marketing and

development strategy for the district. These initial goals were presented at a Community Session for public verification or revision.

Community Session II

The team presented a variety of planning alternatives for consideration by and feed back from the community. These alternatives included design guidelines, development ideas and business strategies for establishing a future vision for the District.

III. District Vision

The consultants with Village input identified various prioritized development and redevelopment sites. A graphic overlay of the project area was prepared with a design vision illustrating the types of improvements and enhancements required to attract new businesses and customers. This design concept was presented as a visual concept drawing including plans and perspective views. The design concept was both visually appealing as well as specific to the characteristics and objectives unique to Chicago Avenue.

Community Session III

This final meeting was focused on reaching consensus on the plan recommendations and community priorities. This was an informative presentation by the team which summarized the plan recommendations for feedback and prioritization of key components.



Figure 2.03: Community Meeting 1 - Block by Block Analysis



Figure 2.04: Community Meeting 2 - Group Exercise



Figure 2.05: Community Meeting 3 - Presentation

IV. Implementation Strategy

The consultants prepared a District Framework Plan including the following elements:

Physical District Urban Design and Parcel Level Land Use Plan:

SCB developed a district site plan and illustrations of the final land use and parcel level recommendations for renovation, reuse and /or new development opportunities

Target Business List:

After combining market realities and gaining input from those overseeing the study, a list of businesses potentially interested in locating in the study area was generated. This list focused on national chains, regional chains and independent businesses capable of handling another location.

Preparing the Development Context:

The data developed as a product of this study was used to create a two page opportunity profile that could be used to market Chicago Avenue to potential investors and new businesses.

PART 3**Land Use and Zoning**

Current Zoning

Current Land Use

Existing Retail Character

Existing Residential Character



February 2006

PART 3: LAND USE AND ZONING

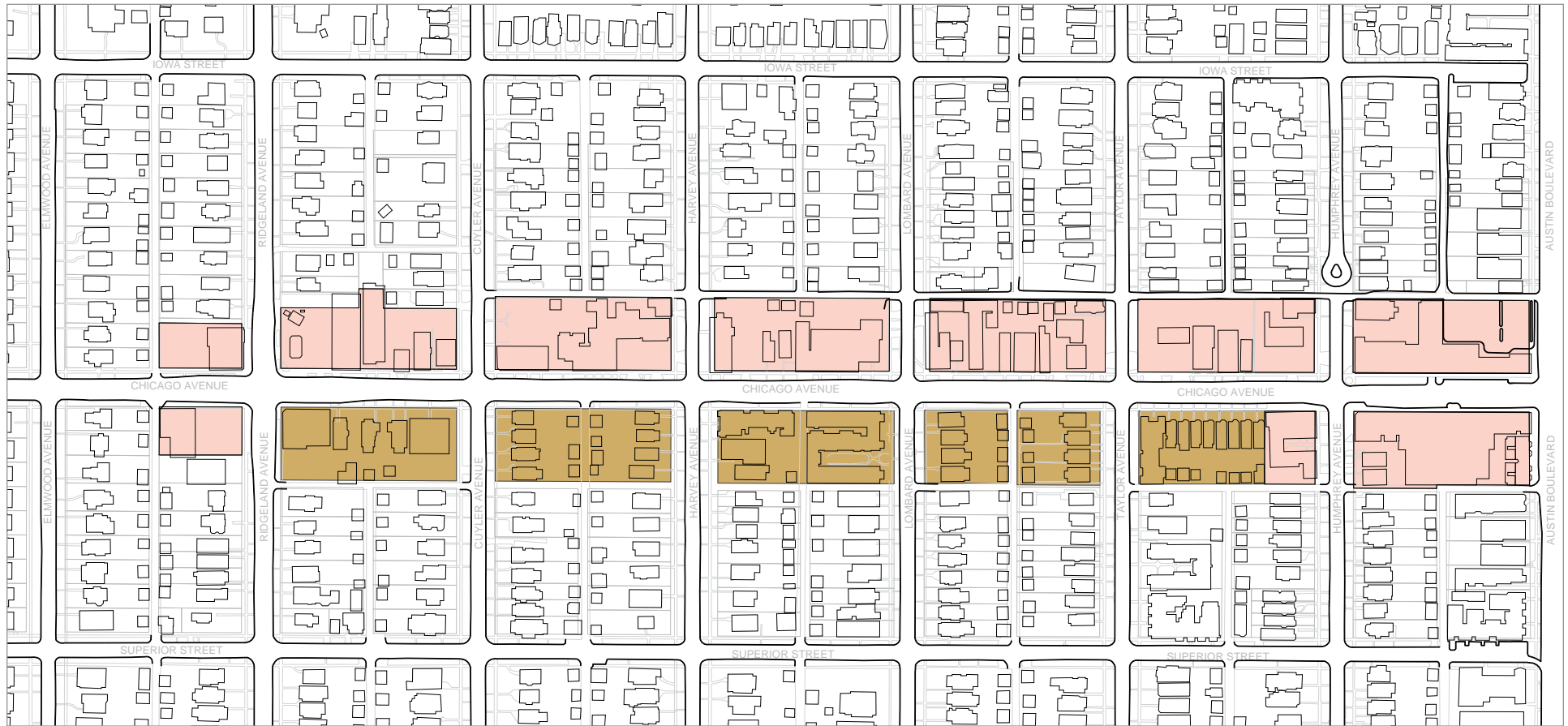


Figure 3.01: Existing Zoning

■ R-7 Residential Multifamily ■ B-1, B-2 Business Zoning

Figure 3.01 illustrates the current zoning for the district. While the north side of the street is zoned under the General Business category (B-1, B-2), the south side of the street is zoned multi-family residential (R-7). There are 98 parcels of varying sizes in this district of which 61 are currently General Business and 37 are Multi-Family Residential. Of the 61 zoned General Business, less than 50% are actually retail / office uses. The district overlaps with several special districts including the Perimeter Overlay zone and the Ridgeland Historic District. A portion of the Frank Lloyd Wright Historic district also falls under the area of study.

Multi-family residential

The zoning regulations for R-7, Multi-family residential developments are as follows:

- Maximum allowable height: 45 feet
- Minimum lot size: 5000 square feet
- Lot coverage: 45%
- Total coverage dedicated to parking: 75% of the land area
- Front yard: 20 feet
- Parking regulations: The parking ratio for R-7 residential depends on the number bedrooms per unit of the development.
 - Studio unit = 1 space;
 - A One-Bedroom unit = 1.25 spaces;
 - A Two-Bedroom unit = 1.5 spaces and
 - A Three(or more) Bedroom unit = 2 spaces.

General Business

The zoning regulations for B-1,B-2, General Business developments are as follows:

- Maximum allowable height: 45 feet
- Minimum lot size: 5000 square feet
- Lot coverage: 45%
- Total coverage dedicated to open spaces (excluding service walks, driveways and parking) : 25%
- Total coverage dedicated to parking: 75% of the land area
- Front yard: not required
- Parking regulations: One parking space per 500 SF of retail space

Issues with current zoning

One-sided retail: Since the north side of the street is zoned General Business and the south is zoned Multi-Family, the current zoning is not ideal. Most successful retail corridors have businesses on both sides of the street in order to sustain a vibrant retail environment with plenty of foot traffic.

Single Family structures: Though zoned R-7, there are several blocks where the south side of the street is occupied by single family units. These units are configured such that they front the north-south streets and have their side yards against the length of Chicago Avenue. This cuts the amount of pedestrian activity on the south side of the street, thereby presenting a major challenge to the retailers that are on the opposite side.

Multi family structures: Encourage more Multi Family development on the north side of Chicago

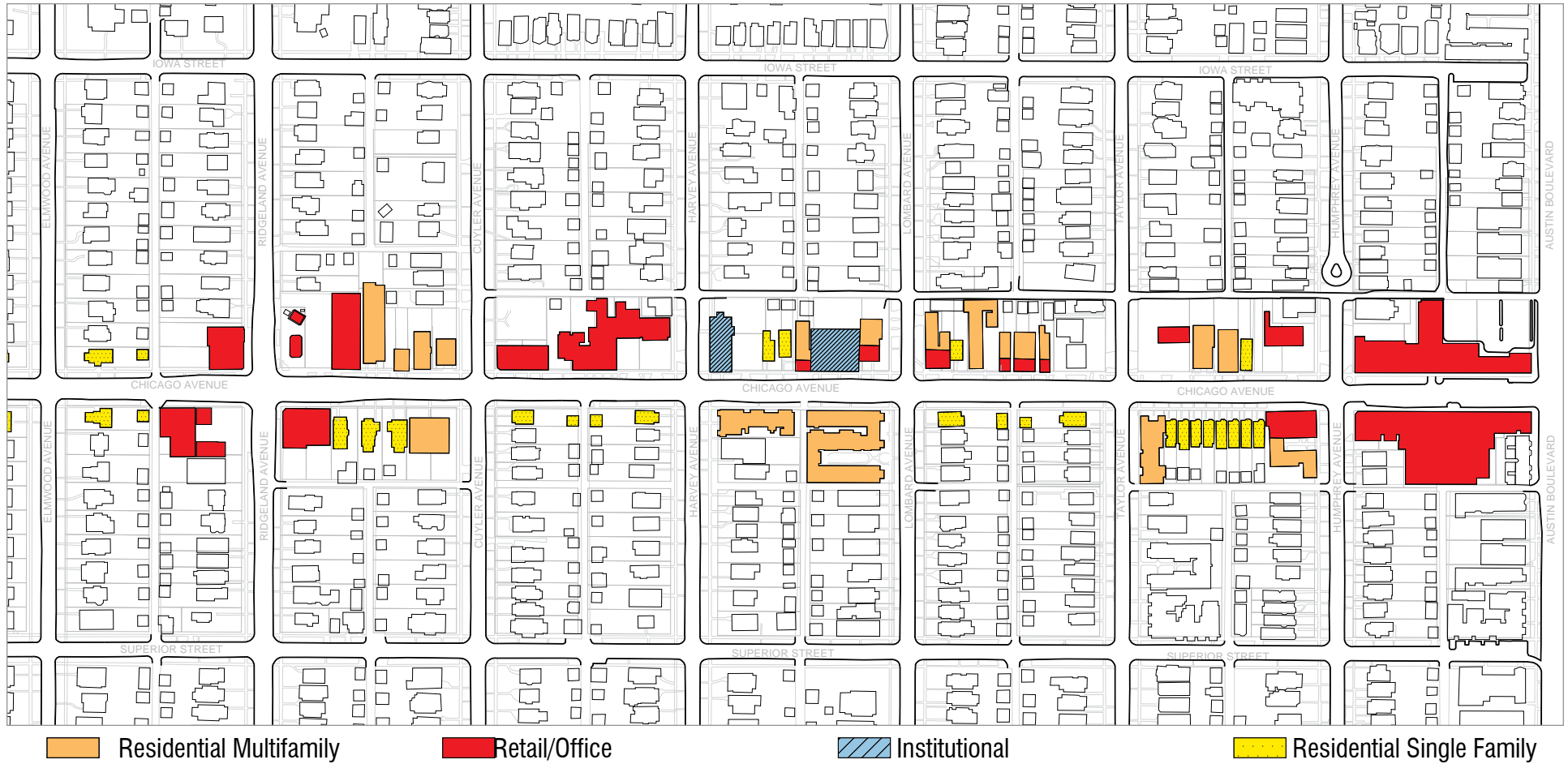
Avenue, where there exists B-1, B-2 zoning, to strengthen the residential character of the corridor. The concentration of retail activity could be increased at the two end nodes – the Austin and Ridgeland intersections.



Figure 3.02: Retail on Chicago & Ridgeland Avenue.



Figure 3.03: Single-family residential on Chicago Avenue



| LANDUSE | AREA (sq.ft) |
|---------------|--------------|
| Retail/Office | 133,334 |
| Institutional | 14,073 |
| Multi-Family | 268,765 |
| Single family | 75,990 |

Figure 3.04: Existing Landuse

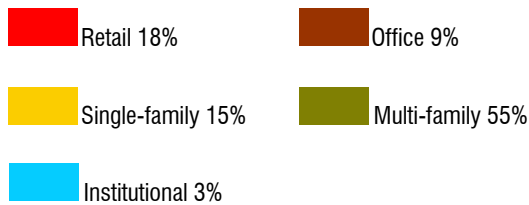
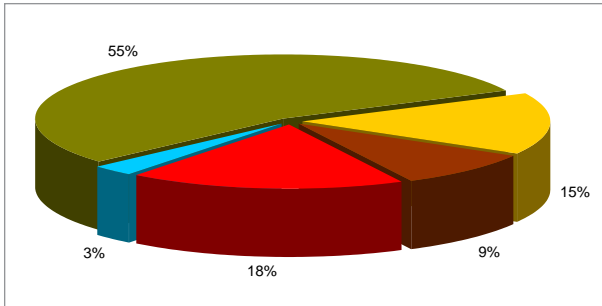


Figure 3.05: Landuse for parcels that front on Chicago Avenue. (refer Figure 3.04)

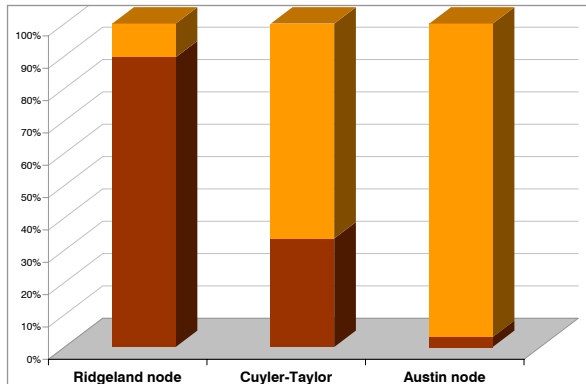


Figure 3.06: Retail vs. Office uses

Residential

Of the 98 parcels in the District, 61 parcels are zoned B-1, B-2 and 37 are zoned R-7. The total square footage of all uses on the corridor is 449,619 square feet of which over 60% is Multi-family residential. However, if we take the parcel areas into account, 27 out of the 37 parcels that are zoned for Multi-family uses (73%) have single family homes on them.

Retail/Business Uses

In order to clarify how much of the total area that is currently zoned General Business is dedicated to retail uses, the retail areas were calculated separately from the office uses. Figure 3.06 shows the percentage of retail vs. office uses at the Ridgeland and Austin intersections as compared to the remaining part of the corridor (between Cuyler and Harvey).

Institutional Uses

Other uses include one day care facility and a church, both of which have been categorized under Institutional use. Figure 3.05. shows the percentages of land use area on the corridor.

Building Heights

The district has buildings of various heights ranging from one to four stories. Most of the Business/ Retail developments are single story buildings. The institutional buildings on the corridor are also restricted to single story structures. Most of the single family homes are high roof pitched 2 story buildings. The multi-family residential buildings are mostly 2 and 3-story with some at 4-story and the maximum allowable height of 45 feet.



Figure 3.07: The Day care center on Chicago Avenue.



Figure 3.08: Retail developments on Chicago Avenue.



Figure 3.09: Multi-family residential building at the corner of Chicago & Humphrey.

| Single Family Residential |



| Multi Family - Townhouses |



Existing Residential Character of the Village

“Living side by side in neighborhoods where the homes are as varied as the people living within them. Painted ladies and Prairie Style architecture next to neat stucco, frame and brick homes. Vintage apartment buildings amidst bungalows. New construction and ongoing restoration, both inside and out. Like the people who live here, these homes contribute a unique sense of character to their surroundings.”

- Village of Oak Park Website

Development in Oak Park

The District's revitalization plans will benefit from existing commercial and mixed-use structures in Oak Park. Many of the properties that were built within the past 10-15 years are three or four stories and of high quality materials, setting a standard for subsequent structures. These structures also provide needed comparables for investment and financing decisions, even if none of them exist in the District itself. A four-story structure in the District would not be inconsistent with the character of Oak Park or the District, especially since some of the most-loved buildings in the District are of four stories.

The District will also benefit from Oak Park's older commercial properties, including those in the District itself. Although lack of parking and inefficient retail space may present a long-term reinvestment issue, older income-producing properties can be successfully upgraded in the shorter term as the District evolves. This ability to retain a mix of property types in the District consistent with the fabric of the rest of Oak Park can have a stabilizing effect.



| Mix-Use Residential and
Commercial |



| Single Family |

| Multi Family -
Condominiums and 6-Flats |

Existing Residential Character of the District

The district offers a wide variety of housing types. The corridor is an impressive architectural snapshot through the past few decades. Though predominantly zoned multi-family, there are a large number of single family homes in the corridor. Recent apartment conversions to condominium units have been very successful in the area.

Single family homes:

A large number of homes in the district are typical prairie style single- family homes. A cluster of two and half-story greystone homes which add distinctive character to the District are found between Humphrey and Taylor on Chicago Avenue. These have been identified as a potential group for preservation and require special evaluation from the Village.

New Development Implications in the District

Central to the Plan’s success will be creating attractive retail spaces. In general, stores and restaurants will require space with ceiling heights of at least 14 feet, maximum street exposure, easy service and delivery, and dedicated parking of 5 spaces per 1,000 square feet of store space and 11 spaces per 1,000 square feet of dining space (or 8 per 1000 sf of gross space). To meet these standards in new construction, single-story retail structure is not economically viable, however providing residential units over retail in a mixed-use development is a way to provide for attractive, economical, new construction retail while also bringing highly compatible residential uses to the District. (See expanded discussion in Part 3, Market Analysis and Retail Development Implications).

Upper floor residential units add density needed to support the high land prices found in Oak Park. For investors to approximate a required minimum 10% return on their investment (cash on cash), two or three levels of residential space over retail is necessary to make a mixed-use project feasible. Four stories (45’ height) are currently allowed per code and should be given serious consideration by the Village, especially when they can provide structured parking spaces beyond that which is required. In addition these spaces can serve other neighborhood demand.



| Mixed-Use Residential and Commercial |





| Retail and Businesses |

Existing Retail Character of the District

The study area currently comprises a total of 52 businesses of all types. Of the total, 25 cater to consumer services including a large number of dry cleaners. There are 4 restaurants in the corridor and all of them offer take out services only. The district completely lacks sit-down restaurants. Of the remaining businesses, there are 8 retail storefronts and 15 offices.

All retail businesses on the corridor currently occupy single-story structures. While many of the existing retail buildings are poorly maintained lacking adequate signage and no awnings, there still exist some older commercial buildings that have aesthetic and architectural value the same as the residential buildings in the District. The architecture of the older buildings date to the 1920's- especially near Austin Boulevard. There are 3 auto-related businesses in the district out of which 2 are gas stations. The retail is not supported by any pedestrian traffic and is entirely auto-oriented.

Some retailers provide parking lots in front of their businesses, thereby setting back the building from the edge of the street. This further disrupts any pedestrian activity due to the large number of curb cuts that are associated with this type of development.

PART 4**Market Analysis**

Market Conditions

Market Analysis and Retail Development Implications



February 2006

MARKET CONDITIONS

Business Districts, Inc. (BDI) has been asked to analyze existing market conditions and potential market improvements for Oak Park’s Chicago Avenue from Austin to Ridgeland. The goal of this market review is to better capitalize on consumer demand in adjacent neighborhoods and the greater regional markets so the business district can offer a more desirable mix of stores, restaurants and services today and in the future. This market review examines three primary topics- the study area’s overall market, potential, strategies to strengthen the area, and future opportunities for development and redevelopment. The ultimate goal is the long-term sustainability and enhancement of Chicago Avenue as a neighborhood and community asset.

Project Area Description:

The study area currently contains 52 businesses of all types. As the Figure 4.01 illustrates, the commercial space is currently dominated by office and service uses:

There are two primary business clusters: Austin to

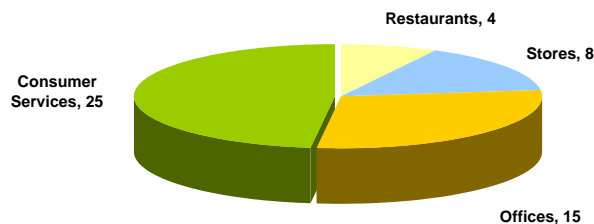


Figure 4.01: Unit Mixes of Businesses along the entire District

Humphrey on both sides of Chicago and Ridgeland to Cuyler both sides of the street and extending along the north side to Lombard. Each cluster contains 21 businesses with these unit mixes. (Figures 4.02 and 4.03)

Although the preponderance of service and office uses suggests underutilization of the commercial space, there are no vacancies at the clusters. Rents vary greatly with vintage space leasing for \$13 to \$17 per square foot and fully renovated space commanding up to \$30 per square foot. Many of the buildings are owner occupied. Plans underway to expand Ace Hardware and redevelop Enterprise Car Rental demonstrate the strength of the area’s business environment.

The business ownership in the Chicago Avenue District is concentrated in independent businesses with a few national franchises. The interviews conducted as a part of this study suggest a strong preference toward maintaining that concentration and avoiding national chains.

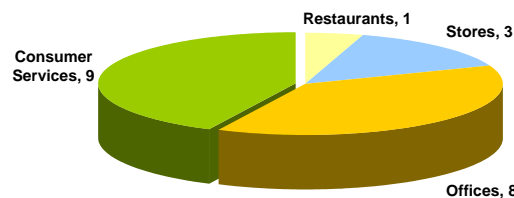


Figure 4.02: Unit Mixes of Businesses at Austin Intersection

The average daily traffic counts along Chicago Avenue were last calculated in 1999 and range between 14,000 and 15,000 ADT.

Although these values are slightly less than the 20,000 desired in purely auto supported retail clusters, it is expected that volumes have increased since these counts and that pedestrian activity adds significantly to the customer base.

Sustainable Businesses and Districts:

The primary challenge facing corridor business districts like Chicago Avenue that host primarily independent entrepreneurial enterprises is the high turnover caused by the fragile nature of independent retail business profit margins. Applying national standards for retailer expense ratios to a \$500,000 hypothetical sales volume provides this pro forma business return:

The \$500,000 annual sales level shows the minimum necessary for a business that will be profitable enough for the owner to support a

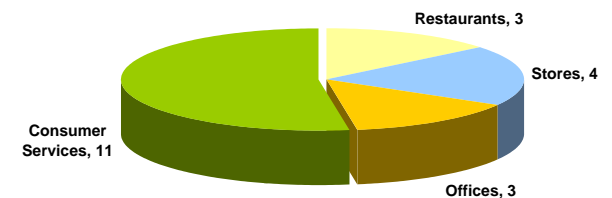


Figure 4.03: Unit Mixes of Businesses at Ridgeland Intersection

household. Note that if this model is applied to a store staffed by three and open 10 A.M. to 9 P.M. except Sundays when it opens noon to 6, the average hourly wage is \$8.60 including benefits. This model does not differentiate the salary of the owner from other employees. For an owner working 40 hour weeks, that is an annual base pay of just over \$18,500 suggesting a maximum annual compensation of at most \$68,500 (\$18,500 + \$50,000 before taxes and interest on investment). Considering that the investment necessary to start a retail business often exceeds \$100,000, it is apparent why the \$500,000 in sales is the minimum necessary to make opening and continuing to operate a rational business decision.

Another challenge facing Chicago Avenue as it seeks to attract more independent, neighborhood friendly businesses is how relatively small fluctuations in sales critically impact profits. Increase sales 10% with no additional costs other than the merchandise and profit increases by 50%.

The owner can then choose to increase his or her own compensation or make improvements to the store. Decrease sales 5% because merchandise must be marked down to sell, change nothing else, and profits decline by half. While sales increases are very dependent on the owner’s business decisions, factors that cause sales declines like nearby construction or the change in ownership of a popular anchor are often outside the control of business owners. For these reasons the best businesses look for a well articulated vision and strong compatible adjacencies to find a location that is unlikely to experience these negative impacts and therefore is sustainable over the long term.

Because restaurants are more complicated and require specialized staff at higher pay, the sustainable sales level for a restaurant with table service is approximately \$1 million.

Interviews with Chicago Avenue’s business owners

and merchants indicated that the corridor as currently configured does support sustainable destination businesses but does not offer the compatible adjacencies or consensus on future direction that lead to a good mix of stores and restaurants. This study was initiated to create that vision and set standards for making this area better able to support desirable, sustainable, neighborhood serving stores and restaurants.

Market Characteristics

As one of 11 separate commercial districts in Oak Park, the study area is part of a well developed network of neighborhood serving commercial clusters. The key to fitting the Chicago Avenue Business District into that system is understanding its logical market and tailoring the business offering to fit that market’s needs. The Table 4-B looks at the customers most likely to frequent the businesses along Chicago Avenue and compares them to the Village as a whole.

| | Standard | Model | 10% increase | 5% decline |
|---|-----------------|--------------|---------------------|-------------------|
| Sales | 100% | \$500,000 | \$550,000 | \$475,000 |
| Merchandise | 50% | \$250,000 | \$275,000 | \$250,000 |
| Rent | 10% | \$50,000 | \$50,000 | \$50,000 |
| Employees | 20% | \$100,000 | \$100,000 | \$100,000 |
| Other | 10% | \$50,000 | \$50,000 | \$50,000 |
| Profit before taxes and interest | 10% | \$50,000 | \$75,000 | \$25,000 |

Table 4-A: Sustainable Store Model

| | Oak Park | 0.5 Miles: Ridgeland | 0.5 Miles: Austin |
|--|---------------|-------------------------|----------------------|
| Population 2004 | | | |
| Population | 50,944 | 6,199 | 13,355 |
| Households | 22,316 | 2,514 | 4,647 |
| Average Household Size | 2.3 | 2.5 | 2.8 |
| Population Density | 10,837.4 | 7,893.3 | 17,004.4 |
| Total Population Median Age | 37.1 | 38.4 | 33.1 |
| Household Income 2004 | | | |
| Household Average Income | \$91,525 | \$113,121 | \$57,584 |
| Median Household Income | \$63,771 | \$70,659 | \$43,724 |
| Income \$75,000 Plus | 9,482 | 1,198 | 1,170 |
| Business Summary 2004 | | | |
| Total Employees | 20,480 | 3,340 | 1,389 |
| Total Establishments | 2,722 | 249 | 277 |
| Consumer Expenditure 2004 | | | |
| Total Retail Expenditure | \$610,829,312 | \$79,066,683 | \$90,119,317 |
| Restaurant Expenditure | \$89,273,931 | \$11,564,249 | \$13,058,697 |
| Housing Units 2004 | | | |
| % Owner Occupied Units | 55.60% | 57.69% | 39.99% |
| Demographic data © 2004 by Experian/Applied Geographic Solutions; BDI. | | | |

Table 4-B: Key Demographics

It is important to note that the location of this district on the eastern border of Oak Park means that there is a significant draw to residents of the adjacent Austin neighborhood of Chicago. The custom market which uses census block groups to define the area most accessible to District businesses is composed of approximately 30% Chicago residents. That market's



Figure 4.04: Custom Market

population characteristics largely explain the variation between this district's demographics and the Village's demographics.

Even within the study area there are important demographic differences between the residents living closest to each cluster. Although the lower incomes associated with the residents near the Austin Cluster may at first consideration make that market seem less attractive, the total spending within 1/2 mile of that cluster actually exceeds the spending

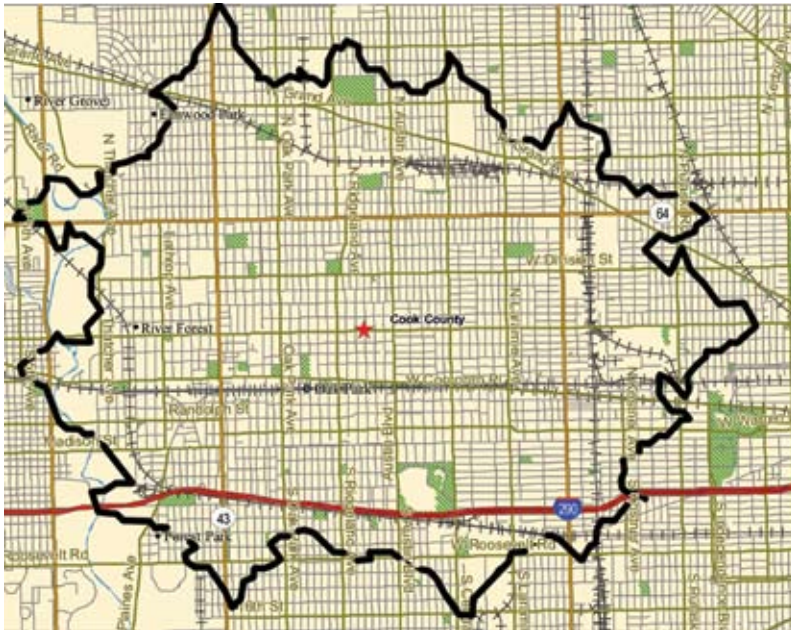


Figure 4.05: Five-Minute Drive Time

power of residents nearest to the Ridgeland cluster, \$90 million versus \$79 million. The income difference impacts the price point of goods offered not the amount of retail space supported. For example, this data suggests that restaurants added to the Austin cluster would be more successful using the quick casual format where diners order centrally and carry out or bus their own tables to keep prices down while Ridgeland cluster customers would be better served by a full service restaurant with higher price points. Both could easily achieve the sustainable volume of \$1 million by attracting less than 10% of the restaurant spending within 1/2 mile. Since each customer near the Austin cluster spends less, the Austin cluster restaurant would merely need more customers to reach that level of sales.

| | Oak Park | Custom Market | Auto Oriented | |
|--|---------------|---------------|---------------------------------|----------------------------------|
| | | | 5 Minutes: Lombard & Chicago | 10 Minutes: Lombard & Chicago |
| Population 2004 | | | | |
| Population | 50,944 | 19,042 | 274,348 | 1,314,758 |
| Households | 22,316 | 6,778 | 91,260 | 438,370 |
| Average Household Size | 2.27 | 2.78 | 2.96 | 2.96 |
| Population Density | 10,837.36 | 11,972 | 13,086 | 12,262 |
| Total Population Median Age | 37.1 | 35.0 | 32.7 | 32.4 |
| Household Income 2004 | | | | |
| Household Average Income | \$91,525 | \$87,136 | \$65,574 | \$57,328 |
| Median Household Income | \$63,771 | \$54,064 | \$44,596 | \$43,203 |
| Income \$75,000 Plus | 9,482 | 2,450 | 23,874 | 103,663 |
| % Income \$75,000 Plus | 42.5% | 36.1% | 26.2% | 23.6% |
| Business Summary 2004 | | | | |
| Total Employees | 20,480 | 5,362 | 65,610 | 429,803 |
| Total Establishments | 2,722 | 523 | 7,577 | 37,545 |
| Consumer Expenditure 2004 | | | | |
| Total Retail Expenditure | \$610,829,312 | \$175,548,302 | \$1,951,987,518 | \$8,557,902,977 |
| Restaurant Expenditure | \$89,273,931 | \$25,599,354 | \$285,927,162 | \$1,269,990,768 |
| Housing Units 2004 | | | | |
| % Owner Occupied Units | 55.60% | 50.12% | 47.79% | 47.15% |
| Demographic data © 2004 by Experian/Applied Geographic Solutions; BDI. | | | | |

Table 4-C: Cluster Demographics

| | Custom Market 2004 Total Estimate | Stores Supported |
|---------------------------|--|-----------------------------|
| Apparel | \$23,262,774 | 22 |
| Dry Cleaning | \$2,976,762 | 12 |
| Books | \$771,201 | 1 |
| Groceries | \$41,303,709 | 4 |
| Restaurants | \$25,599,320 | 17 |
| Furniture | \$4,094,386 | 3 |
| Gasoline & Oil | \$15,001,680 | 5 |
| Gifts | \$12,668,828 | 16 |
| Hair Care | \$4,843,898 | 24 |
| Florists | \$736,633 | 2 |

Demographic data © 2004 by Experian/Applied Geographic Solutions, BDI.

Table 4-D: Stores supported by Custom Market spending

A more detailed look at the spending power of the custom market reveals spending support for a wide variety of businesses. As Table 3-C illustrates, the total spending of the population with easy access to Chicago Avenue supports a variety of businesses. As typical everywhere, this population will shop at a variety of retail locations ranging from regional malls through grocery anchored community centers and resorts they visit while on vacation. They also will frequent a mix of nationally, regionally and independently owned stores and restaurants. Those customer choices determine how many businesses succeed in each type of retail location. For the purposes of this study, the key question is which of these stores and restaurants could this population reasonably be expected to support if they opened on Chicago Avenue. Interviews associated with this study, feedback from the listening session, and

Assumptions: Retail - Single Story

| | |
|------------------------|--|
| New construction | |
| All surface parking | |
| 10,000 sf retail store | |
| 40,000 sf site | |
| Costs | \$110/sf (\$85 of which is construction, balance being "soft" costs) |
| Capitalization rate | 9% |
| Land price | \$60/sf |

| | New Construction with On-Site Parking - \$20 Rent - | New Construction with On-Site Parking - \$25 Rent - | New Construction with On-Site Parking -\$30 rent- |
|----------------------------|--|--|--|
| Value | | | |
| Net rental income | 200,000 | 250,000 | 300,000 |
| Project value, cap rate 9% | 2,222,222 | 2,777,778 | 3,333,333 |
| Expenses | | | |
| Hard and Soft Costs | \$1,100,000 | \$1,100,000 | \$1,100,000 |
| Land | \$2,400,000 | \$2,400,000 | \$2,400,000 |
| Total expenses | \$3,500,000 | \$3,500,000 | \$3,500,000 |
| PROFIT/(LOSS)* | (\$1,277,778) | (\$722,222) | (\$166,667) |

*Note that even if land price is reduced to \$45/sf, there is a loss of \$677,778 when rents are at \$20/sf, and a loss of \$122,222 when at \$25. A profit of \$433,333 occurs only when rents are at \$30.

Table 4-E: Redevelopment Economics

surveys completed by the Oak Park Development Corporation revealed a strong interest in adding restaurants of all types, personal services, and home oriented businesses like the existing hardware store or a gardening supply business. In addition to providing the businesses that nearby customers are most likely to support, it is important

to provide a cluster that has enough critical mass to provide an opportunity for compatible adjacency that supports sustainable businesses. The International Council of Shopping Centers has studied the characteristics of successful shopping centers and determined that the minimum cluster for a neighborhood center is 30,000 square feet.

At the Austin Cluster, there currently is about 57,000 square feet of commercial space and at the Ridgeland cluster there is 27,000 square feet at the intersection and another 18,000 square feet extending east along the north side of the street. Each of these concentrations is large enough to provide the critical mass of activity to have a vital business district. The key to vitality is providing a mix of uses that attracts both destination and impulse consumption.

MARKET ANALYSIS AND RETAIL DEVELOPMENT IMPLICATIONS

Background

Investment in retail must reflect the realities of the retail tenant as well as of development and land costs. As described above, stores and restaurants have specialized needs, requiring space with ceiling heights of at least 14 feet, maximum street exposure, easy service and delivery, and dedicated parking of 5 spaces per 1,000 square feet of store space and 11 spaces per 1,000 square feet of dining space (or 8 per 1000 square feet of gross space). Overall, individual project development costs in Oak Park vary with site land cost and staging difficulties. For a typical mixed-use development with a retail component, construction costs range from \$75-\$90 per square foot for a basic “white box” space, with soft costs at about \$25/square feet. A tight site with difficulty accommodating construction equipment can easily raise those costs by 10%. Improvements to meet tenant requirements vary significantly by project but generally add from \$5-\$20 per square

foot.

With the feasibility of market driven redevelopment a prime focus of this study, it is important to evaluate the conditions that determine whether redevelopment or rehabilitation is more economically feasible for specific properties.

New Construction, Single Story Retail

The Table 4-E takes a simplified look at how net rent for the completed project impacts the economics of redeveloping a 40,000 square feet site on Chicago Avenue. In keeping with the information gathered at the public listening session and the character of modern retail development, this analysis looks at modern space with on-site parking. It assumes that the project developer (or the project lender/investor) would require a relatively high capitalization rate of 9% (and hence a lower purchase price for the land) since the District has hard-to-predict achievable leasing rates, most of which would be from independent (not credit) tenants. Projects that are funded pre-leasing would require an even higher capitalization rate.

Conclusion: New construction, single story retail is not economically feasible within current or foreseeable market conditions. Even with higher rents, a developer would have to negotiate a purchase price significantly below \$60/square feet to make the project work. In this example, getting a land price down to approximately \$1,400,000 (\$35/square feet) yields a 10% cash on cash return, but only when rents of \$25/square feet are achievable.

Redevelopment of Existing Retail Sites for New Construction Retail

Existing retailers, especially those that do not provide parking (“grandfathered” status) and hence have most of their site generating income, have strong economic reasons to remain, thus reducing the likelihood of new redevelopment. Table 4-F shows the values associated with existing buildings, both in good condition and bad.

| | Existing Building: Good Condition, No Parking | Existing Building: Poor Condition, No Parking |
|--|---|---|
| Net Rent/Square feet | \$17.50 | \$8.00 |
| Retail Square feet | 40,000 | 40,000 |
| Net Income Value, Capped at 10% | 700,000 | 320,000 |
| | 7,000,000 | 3,200,000 |
| Price Per Square feet | \$175 | \$80 |
| Note: Cap rate of 10% is used given that no parking is assumed | | |

Table 4-F: Going Concern Economics

This shows that even poorly run and maintained buildings can generate strong cash flow, thus keeping sales prices of such properties high. However, that cash flow can be at risk as non-conforming buildings age, tenants move out or default, code violations increase and refinancing becomes difficult. An owner may be required to sell at a lower price than its capitalized cash flow as capitalized expenses increase significantly. The likelihood of such a sale may be increased when a

Assumptions: Mixed Use; New Construction

| | |
|-----------------------------------|---|
| Site size | 25,500 |
| Structured parking | \$15,000/space |
| | For 4-story mixed-use, 84 spaces total (30 spaces for 30 d/u's, 20 for retail, 34 additional) |
| | For 3-story, 63 spaces total (20 spaces for 20 d/u's 20 for retail, 23 additional) |
| Sale price for excess parking | \$20,000 |
| 10,000 sf retail | |
| 10,000sf of residential per floor | 1000sf/ unit |
| Retail costs | \$110/sf (\$85 of which is construction, balance being "soft" costs) |
| Residential costs | \$150/sf (\$110 construction, balance "soft") |
| Net Rent | \$20 and \$25/sf |
| Sale price residential | \$210/sf |
| Capitalization rate | 9% (retail) |
| Land price | \$60/sf |

| | <i>3-Story Building- - 2 Floors of Residential Over Retail -At \$20/sf Net Rent-</i> | <i>3-Story Building- - 2 Floors of Residential Over Retail -At \$25/sf Net Rent-</i> | <i>Four-Story Building-3 Floors of Residential Over Retail -At \$20/sf Net Rent-</i> | <i>4-Story Building-3 Floors of Residential Over Retail -At \$25/sf Net Rent-</i> |
|--|--|--|--|---|
| VALUE | | | | |
| Retail income | 200,000 | 250,000 | 200,000 | 250,000 |
| Retail income, capped at 9% | 2,222,222 | 2,777,778 | 2,222,222 | 2,777,778 |
| Residential sales (20,000sf @\$210/sf) | 4,200,000 | 4,200,000 | | |
| (30,000sf@\$210/sf) | | | 6,300,000 | 6,300,000 |
| Excess parking sales (23 spaces) | 460,000 | 460,000 | | |
| Excess parking sales (34 spaces) | | | 680,000 | 680,000 |
| Project Value* | \$6,882,222 | \$7,437,778 | \$9,202,222 | \$9,757,778 |
| COSTS | | | | |
| Retail hard and soft costs | \$1,100,000 | \$1,100,000 | 1,100,000 | 1,100,000 |
| Residential hard and soft costs | 3,000,000 | 3,000,000 | 4,500,000 | 4,500,000 |
| Parking Costs (63 spaces) | 945,000 | 945,000 | | |
| Parking Costs (84 spaces) | | | 1,260,000 | 1,260,000 |
| Land costs (\$60/sf)** | 1,530,000 | 1,530,000 | 1,530,000 | 1,530,000 |
| Total Costs | \$6,575,000 | \$6,575,000 | \$8,390,000 | \$8,390,000 |
| PROFIT (LOSS) | \$307,222 | \$862,778 | \$812,222 | \$1,367,778 |
| Cash on cash return | 4.7% | 13.12% | 9.7% | 14.02% |

* Note: Neither value nor profit includes income from required parking spaces.

**Note: If land price is adjusted to \$45/sf and net rents are at \$20, profit on the 3-story structure is \$789,722, and on the 4-story structure, \$1,194,722. When rents are at \$25, profit on the 3-story is \$1,345,278, and on the 4-story is \$1,750,278.

Table 4-G: Residential Value Added

strong buyer clearly has the capacity to execute the transaction.

Conclusion: Existing retail sites can be too costly for redevelopment, hence presenting a barrier for new construction retail. However, other factors may effect the sale price decision.

New Residential Over Retail Option

Mixed-use development with residential units over retail is a way to provide for attractive, new construction retail while also bringing highly compatible residential uses to the District (Table 4-G). Upper floor residential provides density needed to support the high land prices found in Oak Park.

Although residential redevelopment is strong in the Village of Oak Park, interviews associated with this project revealed that there has been less interest in property east of Ridgeland than in other areas of Oak Park. The equity residential market activity in the study area has largely been condo conversions of vintage courtyard properties. Completed units are selling for approximately \$150,000 to \$250,000 per unit depending on the size. Examples of high quality residential redevelopment in other areas of Oak Park suggest that construction costs are approximately \$105 per square foot of living space including covered garage space; the developer interviews indicate that hard and soft costs of

multi-family residential will approximate \$150/sf. With those costs and the cost of land, a market driven redevelopment needs to achieve sales prices of at least \$200 per square foot. Recent projects at Ridgeland and South Boulevard are meeting those hurdles and we believe that \$210/sf, as used herein as an assumption, is achievable for future new construction residential projects. This allows the average unit price to stay well below a “threshold price” of \$350,000 where condominium demand significantly drops off, according to the developer interviews.

Examining the earlier example of single level retail and adding residential floors, one can see in Table 4.07 that adding the residential component makes the retail component feasible, while the density can also support a structured parking garage with excess parking for the neighborhood.

Conclusion: For investors to approximate a 10% return on their investment (cash on cash), two or three levels of residential over retail are necessary to make a mixed-use project feasible. Four stories (45’ height) are currently allowed per code and should seriously be considered by the Village, especially when they can provide structured parking spaces beyond that which is required - these spaces can serve other neighborhood demand (in this example, 23 extra spaces in the 3-

story structure, 34 in the 4-story). These scenarios can be greatly affected by any of the key factors (e.g., hard and soft costs that exceed the assumed costs, flat rents, lack of market demand for excess parking spaces at \$20,000/space, etc.). However, if a new 4-story, mixed-use project can be pre-leased at \$20/sf net rents, it may be feasible even at Oak Park’s high land prices.

By promoting upper floor residential uses, many underutilized one-story and two story commercial buildings along Chicago Avenue may prove to be future redevelopment opportunities that capitalize on the improved mixed-use investment. As referenced above, the choice of sites will depend upon the succession plans of existing building owners, capital and other expenses, and level of code enforcement activity of the Village. Experienced mixed-use developers will assemble sites and use the underlying economics to determine how to balance the prices paid for the property with the volume of development that must occur on the site. Although the size of the developments will vary, it is anticipated that market driven development will require volumes that fit into a four-story or higher format. Since current zoning allows a height of 45 feet, this type of development would not require a zoning change.

| | Existing Building: Good Condition No Parking | Rehab Existing Building: Poor Condition No Parking |
|---|---|---|
| Average Net Rent per SQFT | \$17.50 | \$12.00 |
| Purchase Price per SQFT(10% cap) | \$175.00 | \$120.00 |
| Construction Costs per SQFT | \$0.00 | \$50.00 |
| Investment per SQFT | \$175.00 | \$170.00 |
| Value per SQFT at \$17.50 Net Rent | \$175.00 | \$175.00 |

Note: 10% cap rate used for older property without parking.

Table 4-H: Residential Value Added

Rehabilitation of Existing Buildings

Commercial building owners may also choose to rehabilitate Chicago Avenue properties if increases in rent promise to support the costs of rehabilitation. This strategy is a better option than redevelopment when the site is too small for efficient marketing of the upper floors and/or until the market for new development is proven by a catalyst project. Plus, it is a way to preserve the attractive scale of portions of the District. Rehabilitation is likely to be the first stage in renewing Chicago Avenue.

Table 4-H examines economics that determine how renovation improvements can be justified by reasonable rent increases.

In this hypothetical example, the building in good condition retains its value while the building that was purchased at a lower price and then improved attains a value above the total investment cost. The higher rent would be justified by higher sales by an existing tenant or by a new higher volume replacement tenant. It is important to note that with a value \$5 higher than the investment, rehabilitation makes sense even if the ultimate goal is redevelopment as long as that redevelopment occurs after enough time has passed to cover the rehab costs with that overage or the overall value of properties rises due to the improved appearance from district wide rehab and redevelopment. Economic feasibility can also be increased when the owner can use historic tax credits, even when the building is not officially designated "historic" but it older than 50 years. For a community that values its history, this is a very

important part of the District's revitalization "tool kit."

Conclusion: Rehabilitation also is an appropriate strategy when the building is owner occupied and ideally suited to its current use. Under those conditions, the rent is part of a larger return on the business. Consequently, the building may be more expensive as a redevelopment acquisition because the cost of finding new space for the business must be added to the reasonable price of the property based purely on its potential to generate net rent. Under those conditions, a developer cannot pay the acquisition price and gain a reasonable return by building to the density allowed by zoning.

Both redevelopment and rehabilitation are likely to occur along Chicago Avenue. The purpose of this plan is to create a vision that capitalizes on the market pressure to redevelop by establishing community standards that guide owners and potential investors as they determine the best strategy for specific parcels.

PART 5

Transportation and Parking

Current Traffic Volumes

Transportation and Parking Issues

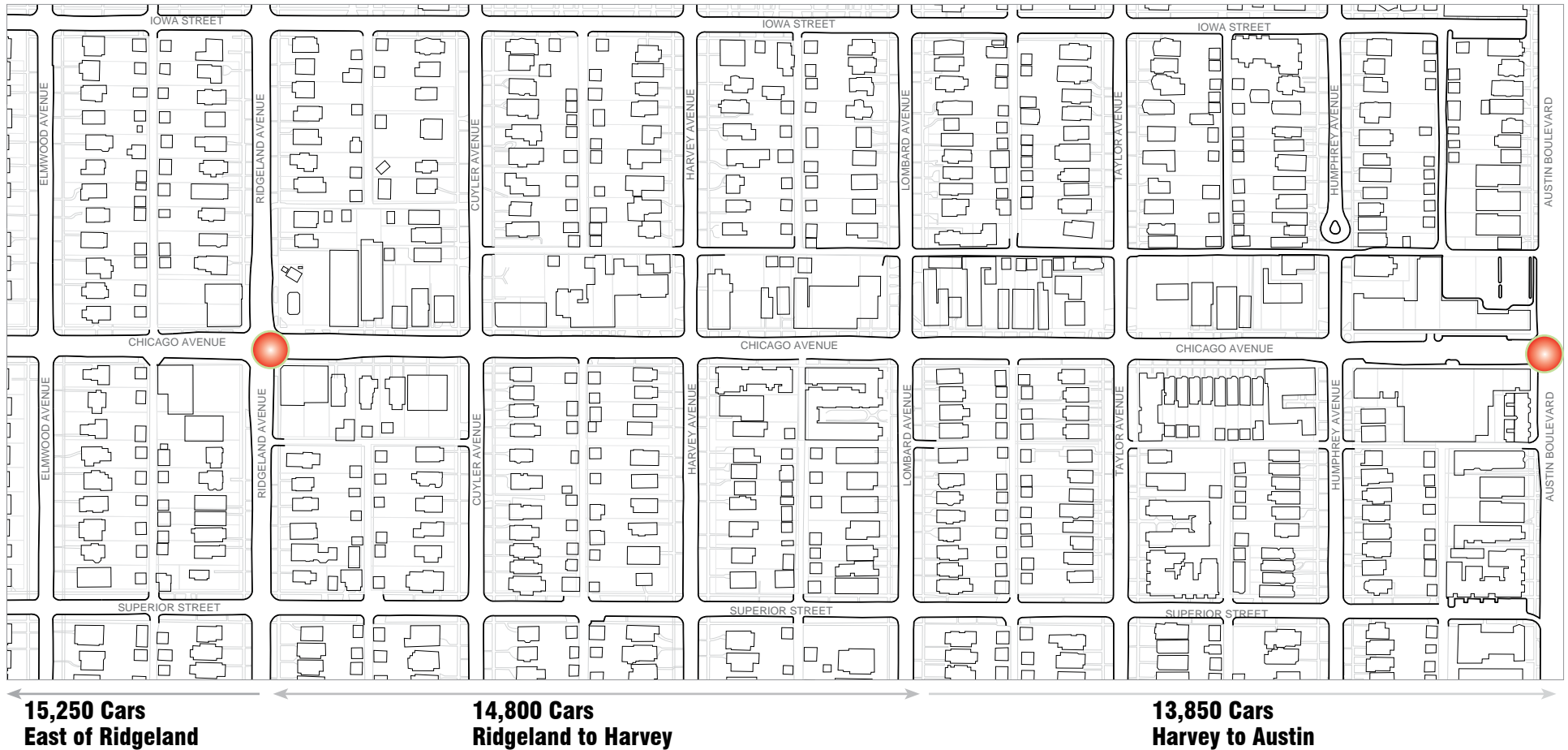
Existing Parking Counts

Existing Parking Regulations



February 2006

Current Traffic Volumes



Signalized Intersection

Figure 5.01: Average Daily Traffic Volumes

Traffic volumes generally get higher from east to west (volumes are closer to 18,000 near Harlem). Cross-street volumes (north-south streets) generally range from 700 to 900, except for Lombard, which carries about 1,200 ADT and Humphrey near the hospital, which carries about 1,700 ADT. (Source: Village of Oak Park)
 Traffic Signals are located at Ridgeland and Austin. No other traffic control exists on Chicago Avenue in the study area.

Transportation and Parking Issues

Currently adequate parking is available for the existing residents and retailers on the corridor. There are many areas that have potential for upgrading the existing retail parking lots and on street parking.

Between Cuyler and Harvey Avenue

The area between Cuyler and Harvey is the only other large retail area along the corridor apart from the Austin and Ridgeland intersections (Figure 5.02). This block has retailers including the 7-Eleven, Terra Incognito, smaller restaurants and other businesses.

Discontinuous Retail Edge: The 7-11 has a dedicated parking lot that is set back from the street edge for its customers. This setback causes a break in the continuity of the retail edge along this block.

Curb Cuts onto Main Thoroughfares: The parking lot at Chicago and Harvey has been identified as a traffic hazard along the corridor with several curb cuts onto Chicago Avenue as well as onto Harvey Avenue. The parking lots have been internally



Figure 5.02: Intersection at Harvey and Chicago Avenue.

divided between the 7-Eleven and the rest of the businesses in the retail strip. This adds curb cuts to the lot, as one dedicated entry is required for the 7-Eleven lot and a separate one is required for the other retailers in the strip. There are a total of three curb cuts that service this lot - two along Chicago avenue and one along Harvey Avenue. These curb cuts interrupt the pedestrian environment, causing conflicts between vehicles and pedestrians. Additionally, site issues including rash and negligent driving have been observed.



School Crossing: At the intersection of Harvey and Chicago Avenue is a school crossing. It is located two blocks south of the Whittier School.

Day care Drop off zone: The day care center located between Harvey and Lombard produces considerable peak period traffic. There is no designated drop off zone or temporary parking to this facility and often times the area is crowded with many people double parked and just stopped. The facility has on street parking in front of it, which adds to the congestion in the area.

Ridgeland Intersection

The retail node at the Ridgeland intersection is currently developed and serves mainly as a business and service cluster. With one corner of the intersection occupied by a gas station, the other 3 corners have smaller retailers and some offices.



Figure 5.03: Day Care Drop-Off Zone

Strip Mall approach: There are some newer retail developments at the Ridgeland node that have adopted the 'strip-mall' approach by providing parking lots set back from the street edge, with the retail structures beyond these lots (Figure 5.04).

Cars Queued at Intersection: The Clark's Gas station at the Chicago and Ridgeland intersection is a busy corner with many cars queuing up on Chicago Avenue to make the right turn into the station. This interferes considerably with vehicles that are turning right onto Ridgeland from Chicago Avenue. The problem is further aggravated by the entry that services the parking lot entrance adjacent to the gas station.



Figure 5.04: Parking Lot at Chicago - Ridgeland intersection

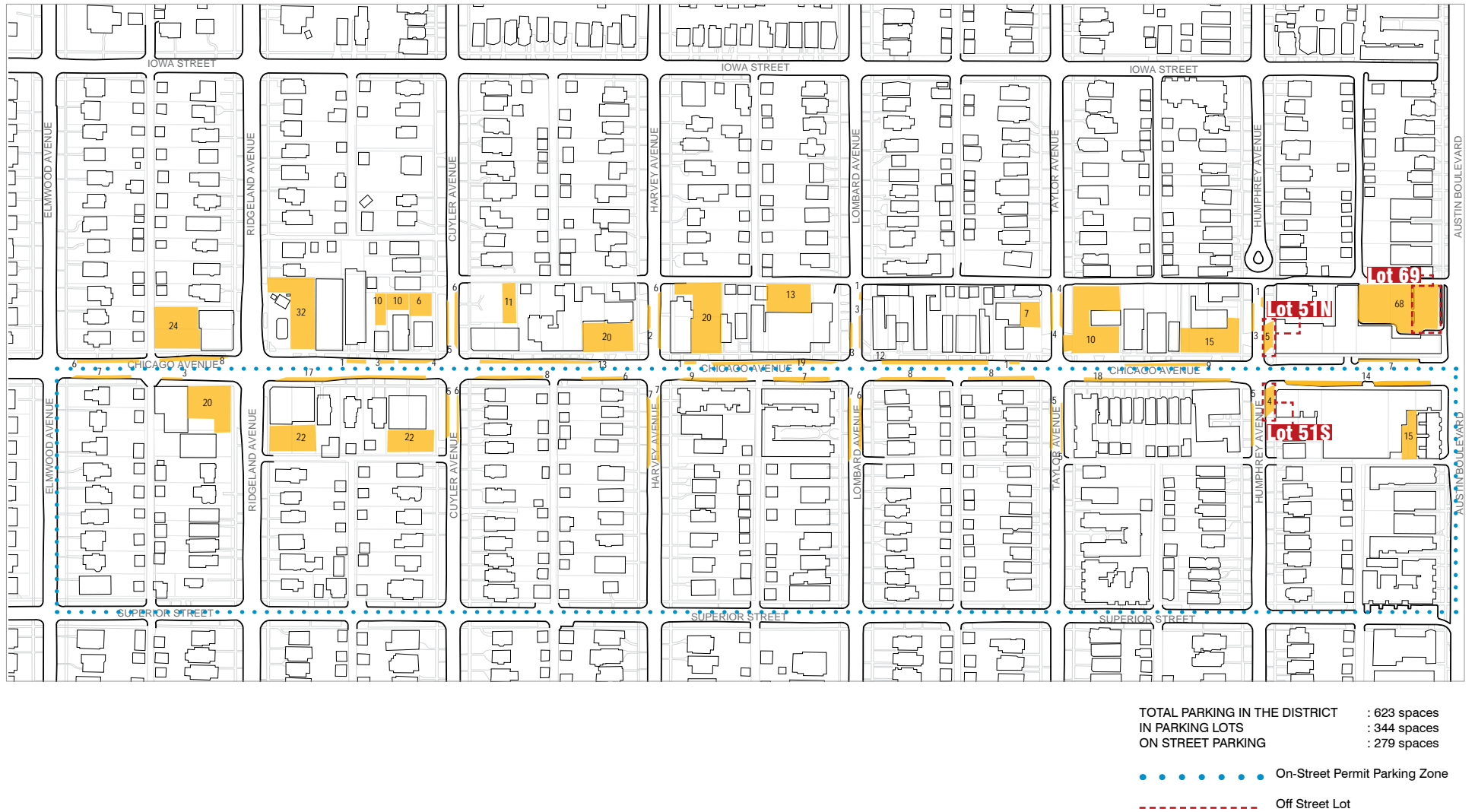


Figure 5.05: Existing Parking Counts

Austin Intersection

The Austin node of the corridor functions as retail and service node. The area dedicated to retail at this node accounts for the maximum retail area in the entire district

Entry Gateway: This intersection serves as the entry point to Oak Park along Chicago Avenue and is an opportunity for the Village to mark its Gateway (Figure 5.06). The Austin-Chicago intersection is already cramped for space with on- street parking and additional turn lanes. The right-turn lane onto Austin Blvd. from Chicago Avenue is restricted due to the on-street parallel parking that stops just 30 feet short of the intersection.

Lack of signage: The largest retail area in the entire corridor, this intersection requires the maximum amount of convenient parking. Certain businesses between Austin and Taylor provide parking in lots behind their storefront. However, there is no signage that clearly indicates that the parking for these businesses is in the back. Also there is no convenient access to the Austin retail area when one is driving East on Chicago Avenue.



Figure 5.06: The Austin - Chicago Intersection

Existing Parking Counts

The break-up of different types of parking that currently exist in the District are seen in Figure 5.07. Out of the total 623 spaces 51% are Village owned. Of these 45% exist as on-street spaces along Chicago Avenue that turn into residential permit parking in the evenings and night times. The remaining 6% of Village-owned parking exist as three parking lots at the Austin Intersection (Lot 69, Lot 51S and Lot 51N - Figure 5.05) all of which are metered parking areas. Parking Meters exist along the corridor on Chicago Avenue between Austin and Humphrey offering two hour parking spaces for the retail businesses at the Austin Intersection. 49% of the parking in the district is in the form of several private lots that are supported by a specific retailer or a residential development.

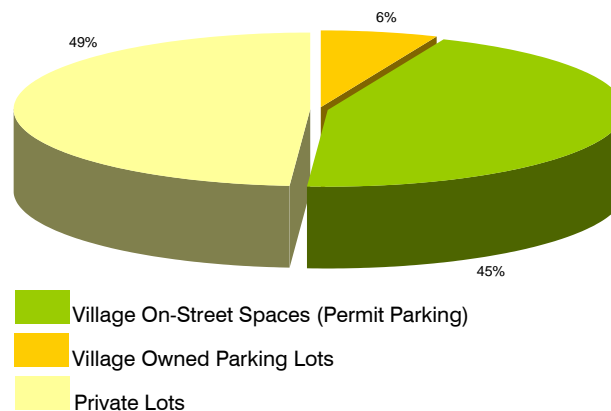


Figure 5.07: Existing Parking in the District

Issues with Street Parking

Currently most sit-down and take out restaurants on the corridor rely on street parking for their customers. Since most street parking is currently allocated to the residents of the neighborhood through permits, the addition of more restaurants will have a considerable impact on the night-time uses of these spaces.

Overall Parking Strategies for the District:

Though the parking is sufficient to fulfill the needs of the District today, any new development in the area can not be supported by the current parking counts. By providing both site parking and a “Walk-able Neighborhood Shopping District” the plan seeks to draw customers that could potentially drive to the District for some of their specialty retail needs.

Any new development, whether it be residential or retail will be required to bring in a sufficient amount of parking to the District. The cost of structured parking is high and most projects can not support it. A single level retail structure can take a maximum of 30% of the land area. The remaining 70% of the land will be required for surface parking and landscaping. In the suburbs the rule of thumb is 20% of the land area is build-able. The parking for the retailers will have to be fulfilled by providing a combination of a few convenient on-street parking spaces and a majority of the spaces housed in a parking facility.

PART 6

Sub District Concept Plans

Ridgeland Commercial Area

Ridgeland Commercial Area Extension

Austin Commercial Area

Transition Areas



February 2006

DEVELOPMENT STRATEGIES

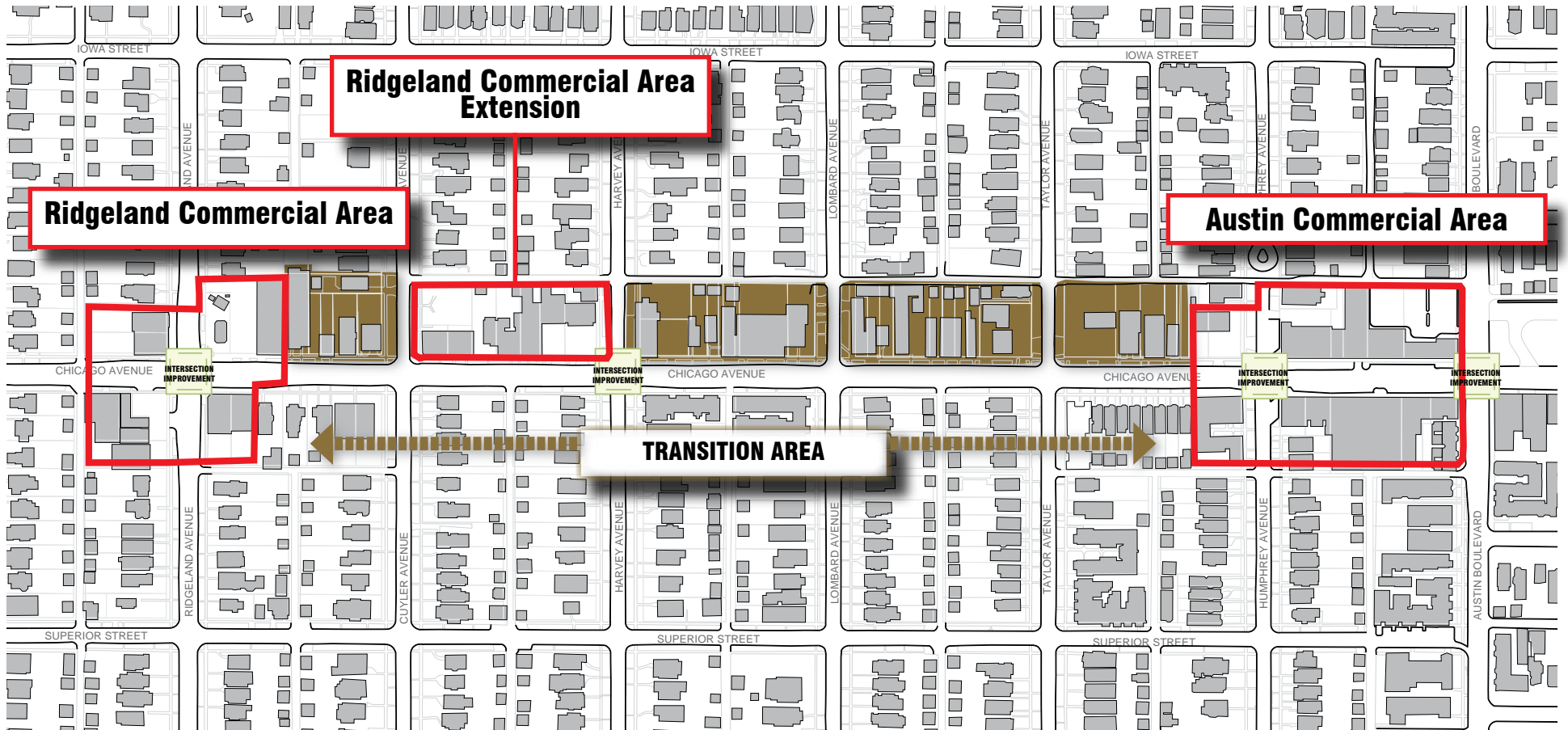


Figure 6.01: Strategy Diagram

Austin and Ridgeland Commercial Areas

A strategy plan was devised for the corridor by envisioning the district in clusters according to use. The intersections of Austin and Ridgeland along Chicago Avenue already serve the neighborhood with some retail and service storefronts. Strengthening these existing retail nodes will allow them to serve as the anchors to the entire business district: The Austin Commercial Area and the Ridgeland Commercial area.

The storefronts at these nodes are currently under serving the neighborhood. There is a disparity in the quality of the residential neighborhood and the retail in the District (Figures 6.02 & 6.03). By adding a few anchor retailers at each of these two ends, it is possible to trigger new development that will transform the retail nodes into robust



Figure 6.02: Residential neighborhood surrounding the Chicago Avenue. Business District

pedestrian zones that serve the market that this neighborhood can potentially support.

Ridgeland Commercial Area Extension

The other relatively well established retail area occurs between Harvey and Cuyler on Chicago Avenue with developments including the 7- Eleven, Terra Incognito and other adjacent storefronts. Since this retail area is located in close proximity to the Ridgeland intersection it is considered an extension of the Ridgeland Commercial Area.

Transition Area

In most neighborhoods, the quality of the retail is reflective of the quality of the community. Retail areas add vibrancy and pedestrian activity to the street. However, creating retail along the length of the Chicago Avenue corridor was difficult due to the zoning codes that allow commercial development only on the North side of Chicago Avenue. The south side of the street is a long-established residential area of predominantly single-family homes with some recent multi-family development. Most parcels on the North side of Chicago Avenue, between the retail nodes consist of scattered uses. These parcels may be used as mixed use development opportunities as they become available for re-development. Through the creation of a mixed use district, it is possible to add a modicum of pedestrian activity through the length of the corridor, while still retaining the overall residential character of the neighborhood. Suggested Live- work uses in these transition areas will further sustain some amounts of

pedestrian activity throughout the district while maintaining the major retail activities at the two anchoring nodes.

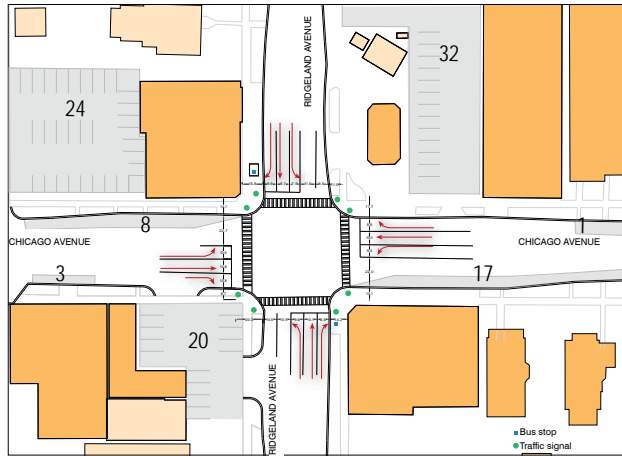
Intersection Improvements

In retail areas, pedestrian-friendly intersections are crucial. The retail along Chicago Avenue currently sustains itself as a neighborhood business district, where many of the businesses are destinations in their own right. They currently rely little on foot traffic. Activating the area with pedestrian traffic, reinforces the importance of safe intersections and crosswalks as well as the streetscape condition and sidewalk ambience. By proposing improvements at certain key intersections it is possible to enhance the district image, help regulate traffic flows and tilt the balance in favor of pedestrians over the automobile.



Figure 6.03: Retail at the Chicago Austin Intersection

Ridgeland Commercial Area



Area 1: Ridgeland Commercial

| | |
|-------------------------|-----------|
| Retail Square feet | 27,000 |
| NSF | |
| Required Parking | 54 spaces |
| 20,000 Square feet Land | |
| Current Parking Counts | |
| Parking Lot | 75 spaces |
| On Street | 48 spaces |

*Using the ratio of one parking space per 500 square feet. of retail

Figure 6.04: Ridgeland Commercial Area Existing

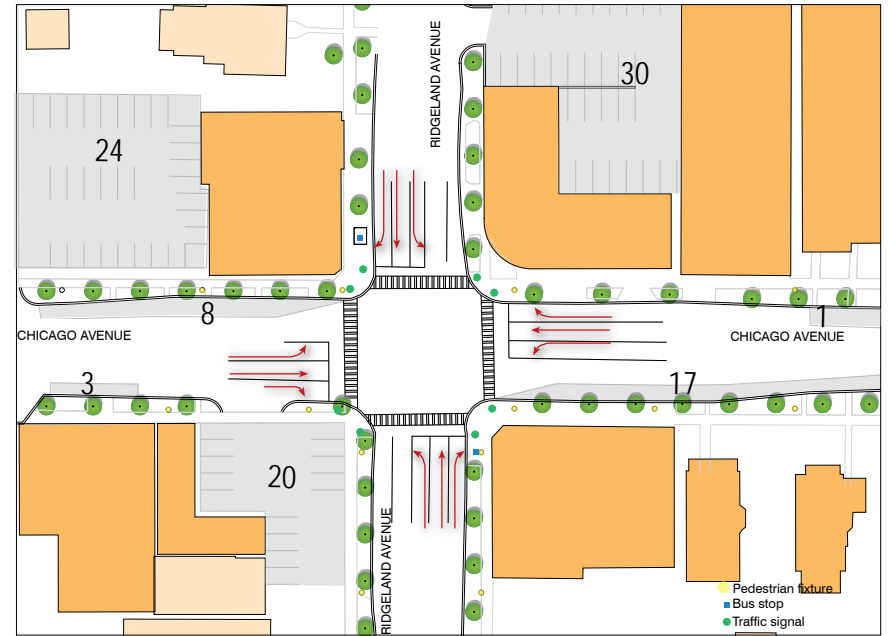


Figure 6.07: Ridgeland Commercial Area Improvements



Figure 6.05:
North West corner of
Ridgeland Intersection



Figure 6.08:
North East corner of
Ridgeland Intersection



Figure 6.06:
South West corner of
Ridgeland Intersection



Figure 6.09:
South East corner of
Ridgeland Intersection



Figure 6.10: Ridgeland Commercial Area Improvements

Development Strategy

The Ridgeland and Chicago Avenue intersection is more automotive than pedestrian oriented with a small strip center on the southwest corner and a gas station on the northeast corner. Ridgeland is a wide street and handles a large volume of cars. Both these building types are set back and do not

create an image of a neighborhood scale - walkable shopping district.

The other two corners (northwest and southeast) have small scale urban buildings at the corners and contribute positively to the retail image. The gas station site seems the most conducive for redevelopment it could be a great location for a

restaurant or mix use development with retail on the first floor and residential above. Although the site does have some challenges with potential environmental issues from being a gas station and more square footage will require structured parking and additional construction costs.

- Redevelop the gas station site with a mixed use development - restaurant café on the first floor and up to two stories of residential above.
- General clean up of existing shopping center. Recruit new retail tenants as the opportunity arises, examples health club or restaurant.
- Façade improvements for the existing office buildings, i.e. storefront windows, awning and signage.
- Landscape improvements with new street trees, planting and parking lot screening, low walls and wrought iron fencing.
- Add pedestrian light fixtures.

Create a more pedestrian oriented retail streetscape:

At the retail nodes by building up to the property line and reverse the current trend for surface parking in front of the stores. The storefront facades should be primarily glass and streetscape should consist of attractive sidewalks, landscaping, street trees and pedestrian lighting.

Parking in the Rear:

The parking for these retailers could be provided in the lots behind the building, with clear signage that directs customers to these lots.

Ridgeland Commercial Area Extension



Area 2: Cuyler to Harvey – (7-11)
 Retail Square feet 18,700
 NSF
 Required Parking 37 spaces*
 14,000 Square feet Land

Current Parking Counts

| | |
|-------------|-----------|
| Parking Lot | 31 spaces |
| On Street | 27 spaces |

*Using the ratio of one parking space per 500 square feet. of retail

Figure 6.11: Ridgeland Commercial Area Extension Existing



Figure 6.13: Ridgeland Commercial Area Extension Improvements



Figure 6.12: Ridgeland Commercial Area Extension- showing existing 7-Eleven



Figure 6.14: Ridgeland Commercial Area Extension Improvements

Development Strategy

The retail at the corner of Harvey and Chicago is very neighborhood shopping oriented with the 7-11 convenience store as an anchor with the pottery shop /gallery, personal services and small restaurants. The development strategy here is primarily a clean up fix up strategy that beautifies the existing businesses and provides for a safer

and improved streetscape. Harvey is a major crossing for school children and there is a crossing stationed at the corner. The existing parking lot is subdivided with multiple curb cuts causing both confusion and vehicular conflicts. Landscaping the parking lot, creating one curb cut on Chicago Avenue and closing the Harvey curb cut will reduce the vehicular conflicts at the intersection.

- Clean up / fix up strategy for the shopping center. Recruit new retail tenants as the opportunity arises.
- Landscape improvements with new street trees, planting and parking lot screening, low walls and wrought iron fencing.
- Improve pedestrian / school crossing at Harvey intersection with bump outs and new paving.
- Reduce number of curb cuts onto Chicago Avenue, by combining the 2 parking lots in the 7-11 Shopping Center and close the Harvey curb cut.
- Improved awnings and store signage.
- Add pedestrian light fixtures.

Strengthening the Edge: Screening the parking lot from the street, through the use of a landscaping or fencing will help bring further continuity to the retail edge.

Access Points and Curb Cuts: Creating strategic access points by limiting the curb cuts in and out of the lot will force drivers to automatically slow down at this intersection and help regulate the flow of the traffic.

Drop off and Loading Zones: It is suggested that a drop off zone be created before the day-care facility in order to accommodate the traffic at certain times in the day. The District will also require additional loading zones to accommodate future restaurants and retail.

Austin Commercial Area

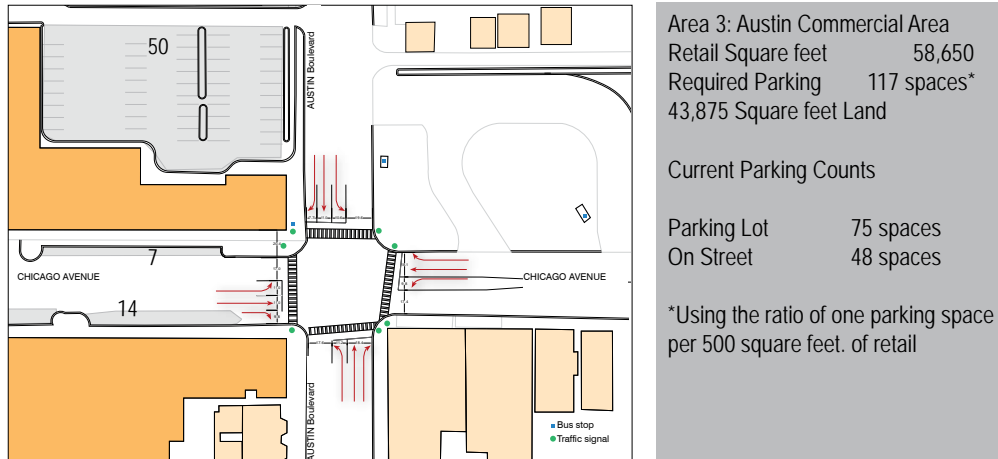


Figure 6.15: Austin Commercial Area Existing



Figure 6.16: Austin Chicago Intersection -South -West Corner



Figure 6.17: Austin Chicago Intersection -North -East Corner

Intersection Improvements – Austin Boulevard

- Improve pedestrian crossing at Austin intersection with bump outs and new paving. Add signage and gateway elements markers that announce the entry into Oak Park.
- Elimination of right hand turn lane on Chicago Avenue onto Austin – to accommodate the bump outs.

City of Chicago Coordination

- Encourage the city of Chicago and CTA to redesign and consolidate the Chicago Avenue bus turn around.
- Encourage selling part of the parcel to develop other retail uses.

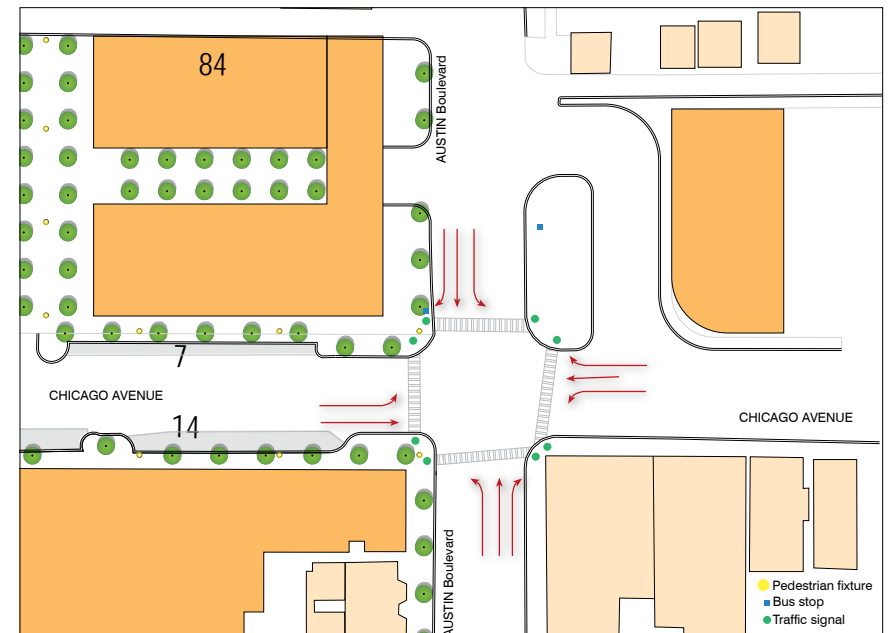


Figure 6.18: Austin Commercial Area Improvements



Figure 6.19: Austin Commercial Area Improvements

Northwest Parcel

- Proposed new mixed use high quality development on the northwest corner of Austin and Chicago. Create a 4-story mixed-use building with the 4th floor set back to give a cornice height of 3 stories. Provide a variety of retail uses on the 1st floor to include restaurants, and or coffee shop. Create residential uses on the 2-4 floors.
- Parking provided in a garage structure located behind the new development.
- Improve signage and way finding to parking areas.

Southwest Parcel

- Fix up Ace Hardware in combination with business owner expansion plans.
- Consider Enterprise site development as a short term solution and discuss future site development.
- Clean up and fix up corner building at Austin.
- Develop guidelines for signage, awnings and façade improvements.

Intersection Improvements – Humphrey Street

- Improve the Humphrey intersection and provide bump out for crosswalks/ sidewalk improvements.
- Add identity markers and signage that reinforce the district character.
- Add crosswalks on Chicago Avenue at Humphrey intersection.
- Northwest parcel is a potential redevelopment site, encourage with new

mixed-use development.

- Landscape improvements with new street trees, plantings and parking lot screening, low walls and wrought iron fencing.
- Add pedestrian light fixtures.

Entry Gateway: The possible elimination of the right turn lane and the addition of bump-outs to this intersection will help create a space for the placement of markers that indicate the gateway to Oak Park along Chicago Avenue.

Way finding and signage: 'Way-finding' to parking garages is an important component to creating successful parking lots and areas. Such signage needs to be strategically placed in order to direct customers to the right parking areas without forcing them to miss a turn or take a detour to get to the designated parking lot.

Development Strategy

Located at the intersection of Austin and Chicago Avenue, this development will strengthen the retail district at this node. It creates a "Gateway" mixed use development with parking to serve the district vision.

Opportunities to develop this site are strong, since the Village of Oak Park owns two parcels at the NW corner of this intersection, the Village controls the northwest corner, and the site can serve as a significant catalyst project anchoring the District from the East. We recommended that the Village issue a streamlined RFQ or RFP (request for either qualifications or for proposals) for a response

consistent with these planning and development guidelines. The process should be open to the public as much as possible and seek submittals from regional developers with strong track records of best practices.



Figure 6.20: Looking South on Austin boulevard at the Chicago Avenue Intersection



Figure 6.21: Looking North on Austin boulevard at the Chicago Avenue Intersection

Development Scenario - Large (1 Block)

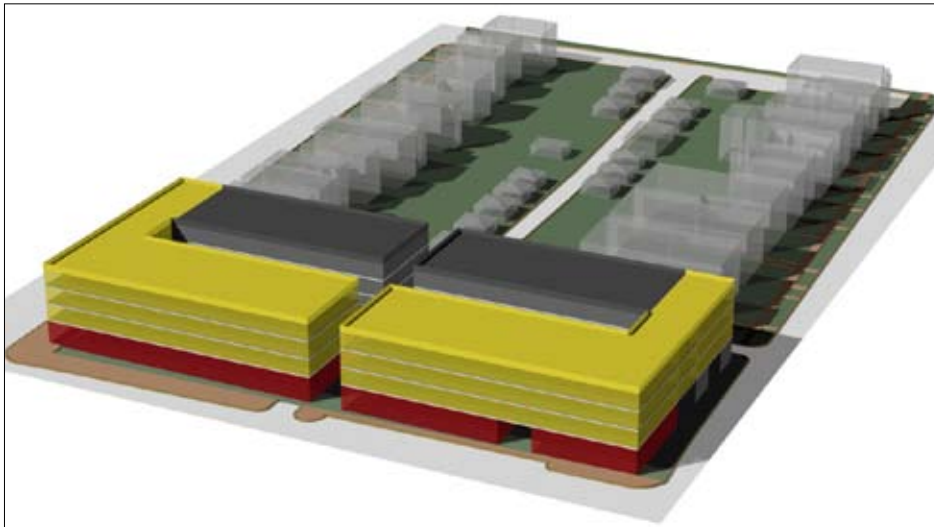
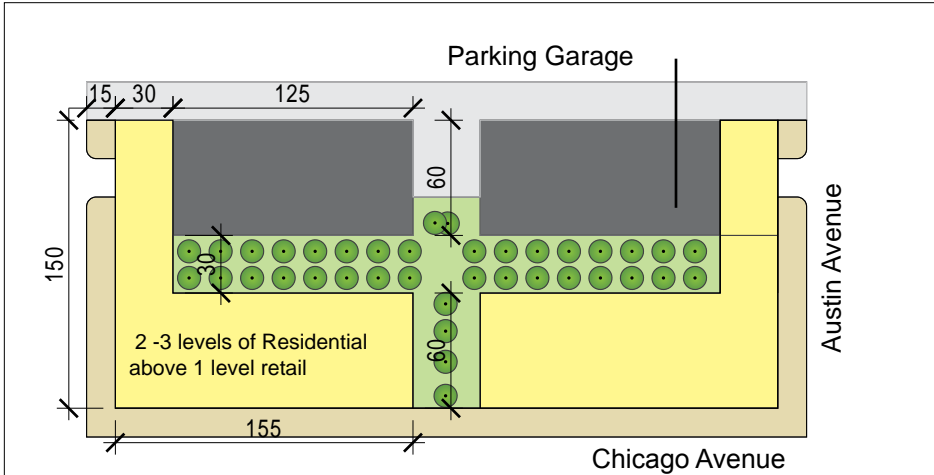


Figure 6.22: Development Scenario at the Austin- Chicago Avenue Intersection

LARGE -One Block - Mixed Use District Model

| | | |
|-----------------------------|---|--------------------------------------|
| Land Area | 51,000 Square feet total block (2 land parcels at 170x 150 = 25,500 Square feet) | |
| Building Area | 13,800 Square feet (retail) | |
| Residential | 29,145 GSF | 3 Levels @ 9,715 Square feet / Level |
| | 30 Units | 10 Units/ Floor |
| Retail | Level 1: 9,715 Square feet | |
| Parking | 30,000 GSF | 84 Parking Spaces |
| | | 4 levels @ 7,500 GSF |
| | | 21 Spaces/ Level |
| Parking Requirements | | |
| | Retail | 20 Spaces |
| | Residential | 30 Spaces |
| | Additional | 30 Spaces |

Table 6-A: Large - One-Block , Mixed Use District Model

Transition Areas

The stretch of the corridor between Harvey and Humphrey on the North has been identified as a potential for infill opportunities. The two full and two partial blocks on the north side of Chicago Avenue designated as “transition areas” have limited potential for retail development due to their position across from residential (including residential that does not face Chicago Avenue).

However, these areas present very attractive opportunities for higher density residential development, which would accomplish many purposes for a revitalized District. Higher foot traffic would further support neighborhood businesses and enhance a sense of safety and, in Jane Jacobs’ words, increase “eyes on the street.”* Foot traffic can further be enhanced by use guidelines that support home occupations, encouraging visits to small businesses and professional offices. As these sites become available for redevelopment, a mixed-use type is recommended as the transition zone between the two strong retail nodes of Austin and Ridgeland.



Figure 6.23: Example of typical townhouse development

High land prices also impose a significant constraint for residential development. We examined three types of attached single-family structures (we did not examine single family detached, finding that form incompatible with the District) and verified that a version of four-story multi-family is the best option for the district.

Townhouses

Although not allowed per the zoning ordinance, townhouses are a project type that the community found attractive. A 20’ wide, three-story townhouse of 60’ depth and parking tucked underneath the back of the second level, would have to be priced just short of \$900,000 to be economically viable; a four-story structure at \$1,160,000. There are no market comparables for these sizes -- a developer rule of thumb is to keep the average unit size small (but allow for “combo” units) to have a price point attractive to the largest market segment and thus increase velocity of sales.

Two to Four Flats

These types of smaller multi-family buildings can be very attractive in a neighborhood business district: the scale is appropriate and they can add an interesting architectural mix to the street. However, these smaller-type buildings do not allow for much flexibility in unit sizing: 2 and 3- flats are often either 3 identical units or one unit much larger and more expensive than the other so that they have to be marketed in very distinct ways. Land costs would be prohibitive: \$72,000/ unit for a 2- flat, \$48,000 for a 3- flat. Four-flats run into issues of elevators as well as parking. These are not likely to be developed.

Multi- Family (Condominium Form of Ownership)

This is the best option economically and also from a land use perspective. It allows for economies of scale in ways that are consistent with the some of the best-regarded buildings in the District. Structured parking becomes possible and helps offset the high cost of land. Unit mix can be more flexible to meet market demand. In addition, these structures can be marketed to those interested in home occupations, a use already shown to be highly attractive in the Village. Developer recommendations on shaping and marketing this product type included:



Figure 6.24: New Live-Work development in Oak Park

* ‘Eyes on the Street’ is a term coined by Jane Jacobs in her book ‘the Death and Life of Great American Cities.

- Connect first floor units directly to the Avenue rather than through a common corridor.
- Consider providing security for first floor units with a gated forecourt/ intercom system rather than barred windows. This option would retain a front yard but the existing code requirement of 20' seems excessive.
- Allow for attractive, understated signage on the entry gates and common entrance for upper floors.
- Don't design units that are exclusively set up for home occupations-- allow for office/ business uses but don't preclude use of the space for general residential purposes.
- Increase first floor unit ceiling heights and sense of volume.



Figure 6.25: Conceptual sketch showing Live-Work Development in the District

As Table 6-B shows, there are several scenarios which might allow for economic feasibility of multi-family buildings. Efficient floor plate sizes and the ability to use basement spaces to provide required parking (thus limiting the total land needed) can have a positive economic impact.

Although this example provides parking only in the basement, there may be a way to increase parking to serve not only the existing building residents but to help alleviate neighborhood parking issues by having part of the first floor provide parking (higher floor parking with ramps significantly constrain floor plates).

Conclusion: Multi-family condominium buildings of three or four stories that provide an option of home offices appropriate for client visits have the strongest economic viability and are highly compatible and consistent with the District. Sale price expectations of existing owners can be affected by a “united front” of the Village and the neighborhood in supporting these types of uses as highest and best for the transitional areas.

Assumptions: Residential-Only Multi-Family (Condo's)

| | |
|--|--|
| Site size | 26,250 square feet |
| New construction | 48,000 square feet residential in 3-story structure; 64,000 square feet in 4-story structure |
| Average unit size nets at 1046 square feet; 13 per floor | |
| Structured parking cost | \$15,000/ space, 52 basement level parking spaces |
| Residential costs | \$150/ square feet (\$110 construction, balance “soft”) |
| Sale price residential | \$210/ square feet |
| Land price | \$45/ square feet and \$60/ square feet |

| | 3-Story Building, 39 Units \$45/ square feet land | 3-Story Building, 39 Units \$60/ square feet land | 4-Story Building, 52 Units \$45/ square feet land | 4-Story Building, 52 Units \$60/ square feet land |
|--|--|--|--|--|
| VALUE | | | | |
| Residential sales (48,000 square feet @ \$210/ square feet) | \$10,080,000 | \$10,080,000 | | |
| Residential sales (64,000 square feet @ \$210/ square feet) | | | \$13,440,000 | \$13,440,000 |
| Project Value | 10,080,000 | 10,080,000 | 13,440,000 | 13,440,000 |
| COSTS | | | | |
| Residential hard and soft costs (48,000 square feet @ \$150/ square feet) | 7,200,000 | 7,200,000 | | |
| (64,000 square feet @ \$150/ square feet) | | | 9,600,000 | 9,600,000 |
| Parking Costs 52 basement level spaces @ \$15,000) | 780,000 | 780,000 | 780,000 | 780,000 |
| Land costs (26,250 square feet) | 1,181,250 | 1,575,000 | 1,181,250 | 1,575,000 |
| Total Costs | 9,161,250 | 9,555,000 | 11,561,250 | 11,955,000 |
| PROFIT (LOSS)* | \$918,750 | 525,000 | \$1,878,750 | \$1,485,000 |
| Cash on cash return | 10.0% | 5.5% | 16.3% | 12.4% |

* Note: Neither value nor profit includes income from sale of required parking space, which occurs in some markets.

Table 6-B: Three-Story vs Four-Story Multi-Family Residential (Condo's)

District Redevelopment Models

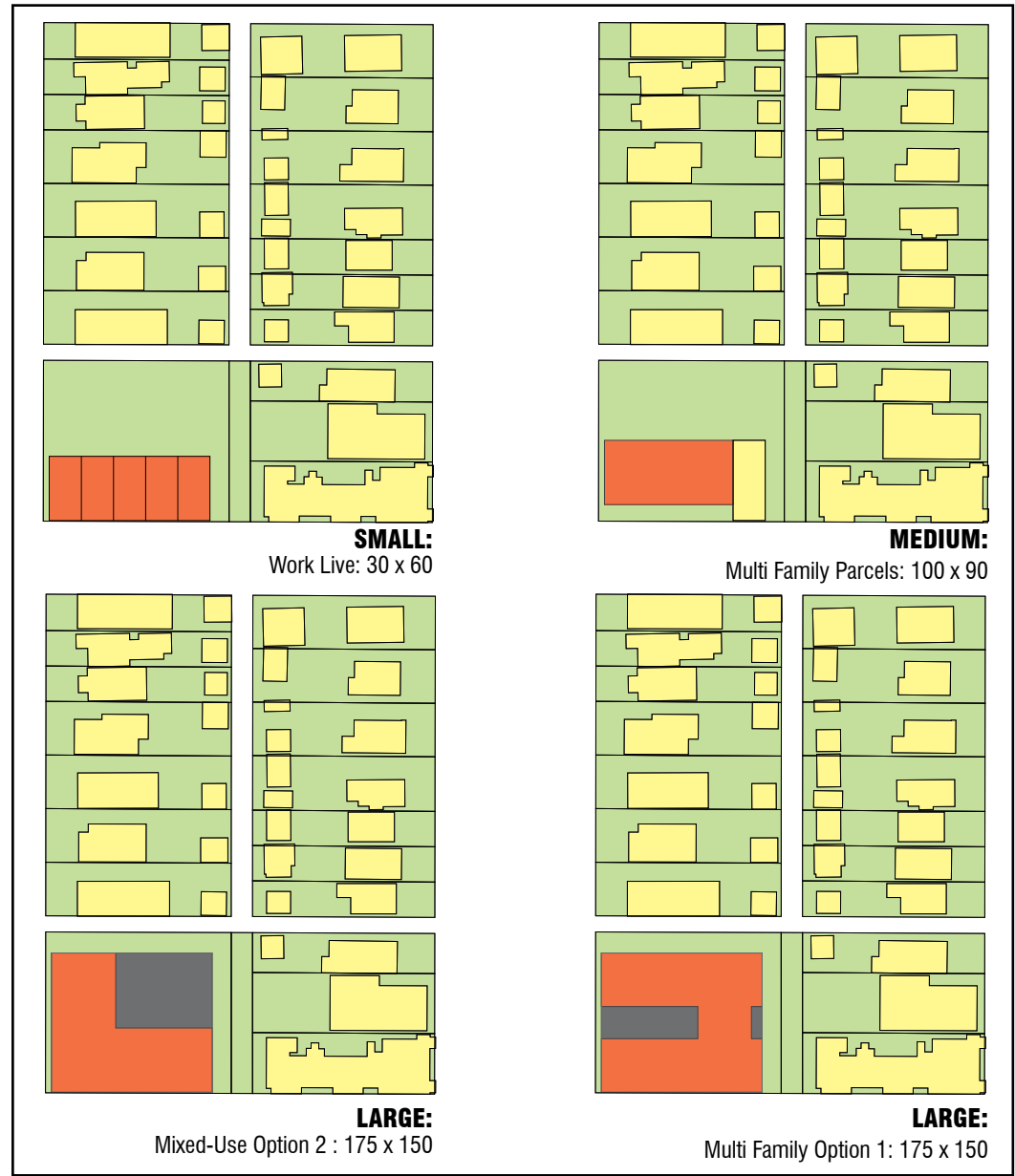
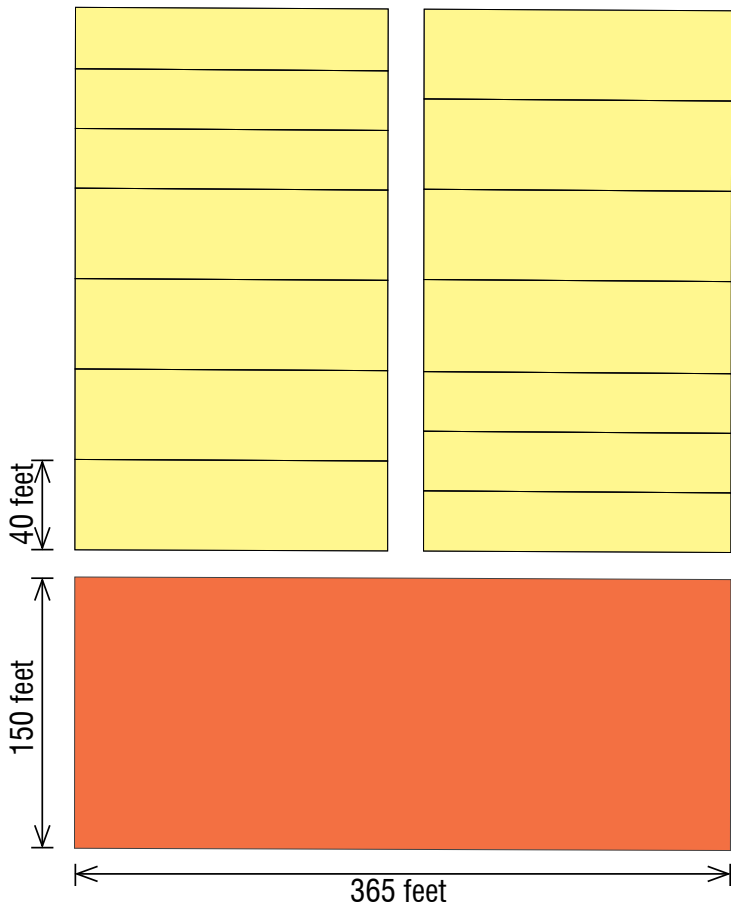


Figure 6.26: Plan view of Various District Development Models based on the size of the parcel - Small, Medium and Large

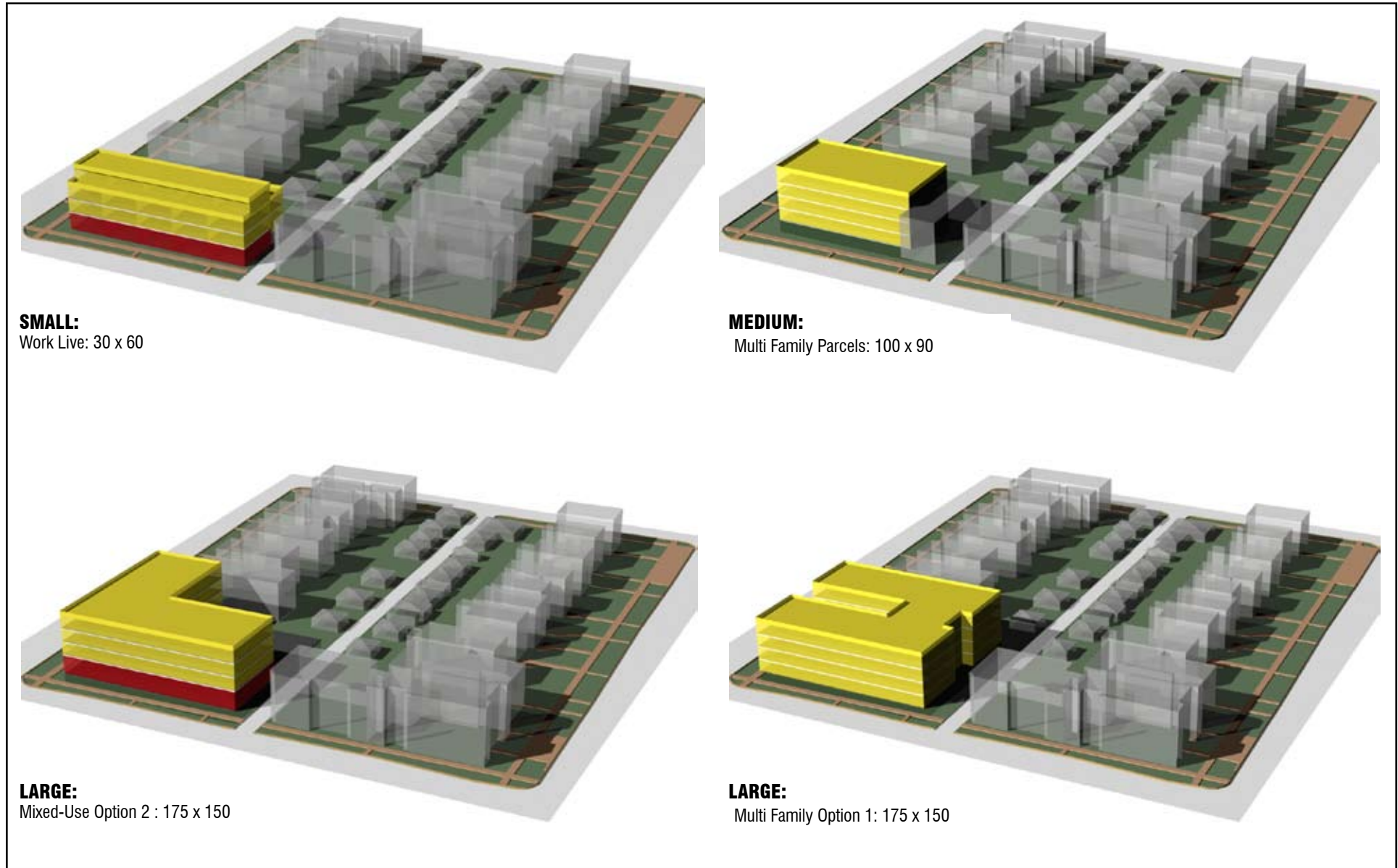
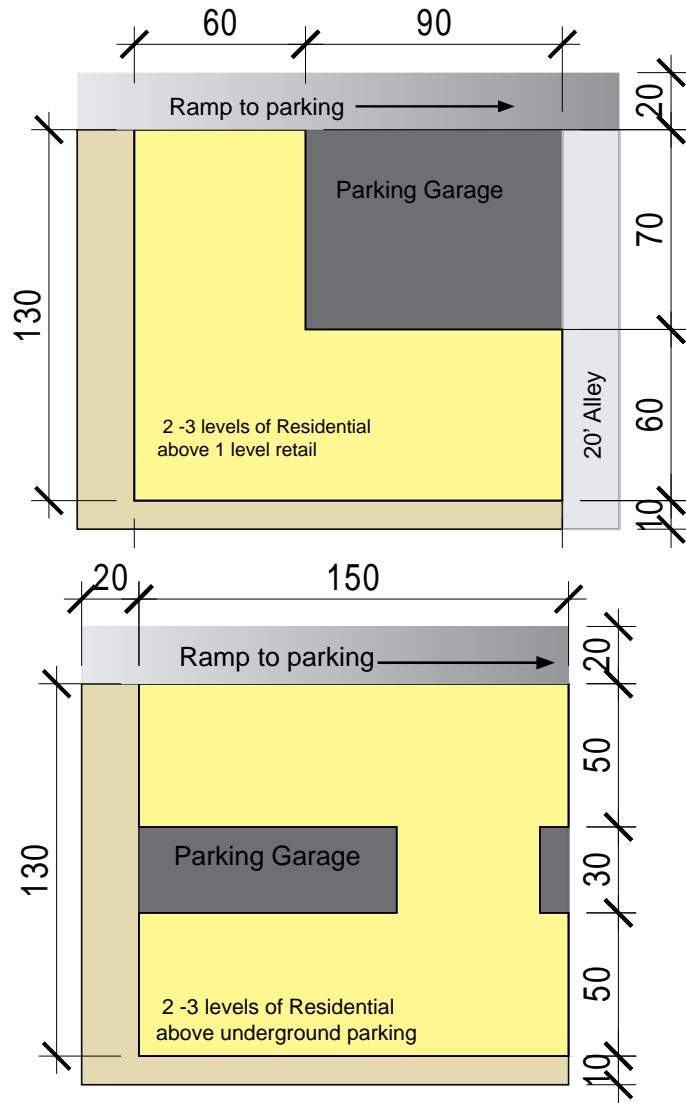


Figure 6.27: Conceptual models of various District Development Models based on the size of the parcel - Small, Medium and Large

LARGE -Half Block District Model



Ideally located at a retail corner along Chicago Avenue, the objective of this type of development is to encourage mixed use development on sites in the retail zones.

Located mid-district along Chicago Avenue, the objective of this type of development is to encourage residential development on sites that are not in the retail zones. (Figure 6.28)

Figure 6.28: District Development Model for a large size parcel

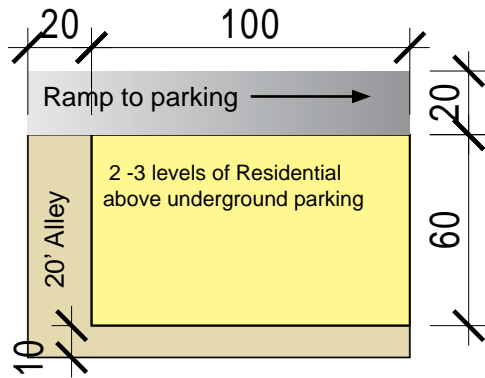
| | | |
|----------------------|---|---|
| Land Area | 26,250 Square feet (Land parcels at 175x 150 feet) | |
| Building Area | 13,800 Square feet (retail) | |
| Lot Coverage | 52% | |
| Residential | 55,200 GSF | 3 Levels @ 13,800 Square feet / Level |
| | 36 Units | 12 Units/ Floor |
| | 1150 GSF/ Unit | |
| | 975 NSF/ Unit | |
| Retail | 13,800 GSF | |
| Parking | 7,200 GSF | 20 Surface Parking Spaces |
| | 21,000 GSF | 56 basement level spaces (Ramp down in rear of bldg) |

Table 6-C: Large - Half-Block , Mixed Use District Model

| | | |
|----------------------|---|---|
| Land Area | 26,250 Square feet (Land parcels at 175x 150 feet) | |
| Building Area | 16,000 GSF | |
| Lot Coverage | 60% | |
| Residential | 22,000 GSF | 4 Levels @ 16,000 Square feet / Level |
| | 52 Units | 13 Units/ Floor |
| | 1230 GSF/ Unit | |
| | 1046 NSF/ Unit | |
| Parking | 19,500 GSF | 52 basement level spaces (Ramp down in rear of bldg) |

Table 6-D: Large - Half-Block , Residential District Model

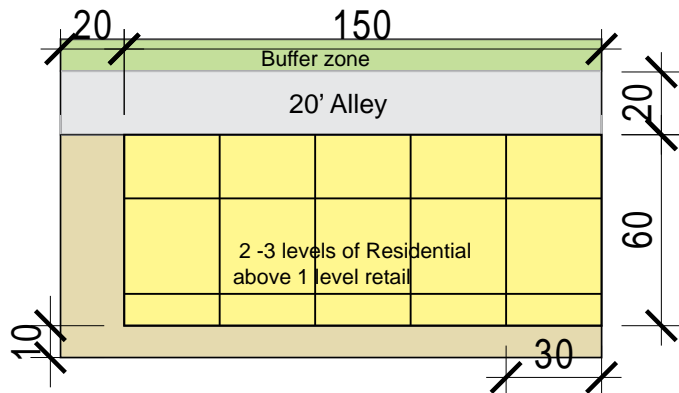
MEDIUM - District Model



Located mid-district along Chicago Avenue, the objective of this type of development is to encourage residential development on sites that are not in the retail zones. (Figure 6.29)

Figure 6.29: District Development Model for a medium size parcel

SMALL -Work-Live District Model



Located mid-district along Chicago Avenue, the objective of this type of development is to encourage residential development and specifically live / work on scattered sites. (Figure 6.30)

Figure 6.30: District Development Model for a small size parcel

| | | |
|----------------------|--|---|
| Land Area | 10,800 Square feet (Land parcels at 120x 90 feet) | |
| Building Area | 55x 100= 5,500 Square feet | |
| Residential | 22,000 GSF | 4 Levels @ 5,500 Square feet / Level |
| | 16 Units | 4 Units/ Floor |
| Parking | 5,500 GSF | 16 basement level spaces (Ramp down in rear of bldg) |

Table 6-E: Medium - Half-Block , Residential District Model

| | | |
|-------------------------------|---|---------------------------------------|
| Land Area | 10,800 Square feet (Land parcels at 175x 80 feet ; 20 feet for parking access) | |
| Building Area | 13,800 Square feet (retail) | |
| Row of live work units | 150 x 60 = 9,000 Square feet | |
| Individual Building | 60 x 30 = 1,800 Square feet | |
| Lot Coverage | 83% | |
| Residential | 6,300 GSF | 3.5 Levels @ 1800 Square feet / Level |
| | 36 Units | 2 Units/ Building |
| | 1 work/ unit = 1000 GSF | |
| | 1 unit @ 1800 GSF (1 level) | |
| | 1 unit @ 2700 GSF (duplex) | |
| Parking | 800 GSF | 3 spaces/ building |

Table 6-F: Small - Half-Block , Residential District Model

Part 7

Design Guidelines

Mixed Use Building Heights

Streetscape Guidelines

Retail Storefront Guidelines



February 2006

Height Comparison Study

In an effort to understand the difference in building heights between the existing and the maximum allowable height of buildings in the district, a series of studies were analyzed by the team. During the community meetings some neighborhood residents were concerned that building to the maximum allowable height of 45 feet would create an imposing street facade and be out of scale with the adjacent residential district. Many residents preferred 3 story development along Chicago Avenue.

During the interview sessions, many developers commented on the Oak Park’s high land costs and that 4 stories would be required to make the financial investment of the project feasible.

By studying the height comparisons between the existing predominant single family house in the district and mixed-use four-story new development, a solution was sought to the issue of the heights of buildings in the district.

Single Family Home vs. New Four-Story Development:

Figure 7.01 shows the comparison between a single family home and a 45 foot tall mixed use building. Most single family homes are raised by at least three to four feet off the ground. They are typically two story and their heights vary between 32-35 feet depending on their pitch roof height. New development that is 45 feet in height will add up to 10 feet (1- story) to the height of the neighborhood.

Four Story vs. Four Story with Setback 4th Floor:

Figure 7.02 shows the comparison between two new four-story developments, both built to the maximum allowable height in the district – 45 feet. However, one has a 6- foot setback on its fourth floor level. The perceived height of such a building type from the street level will be about 36 feet.

Single Family Home vs. Four Story with Setback 4th Floor:

Figure 7.03 shows the comparison between a single family home and a 45 feet mixed-use building with its top floor setback by at least 6 feet from the edge of the building. This setback drops the effective height of the building down to about 36 feet. This prototype will be ideal on the corridor as it will not change the existing scale of the neighborhood.

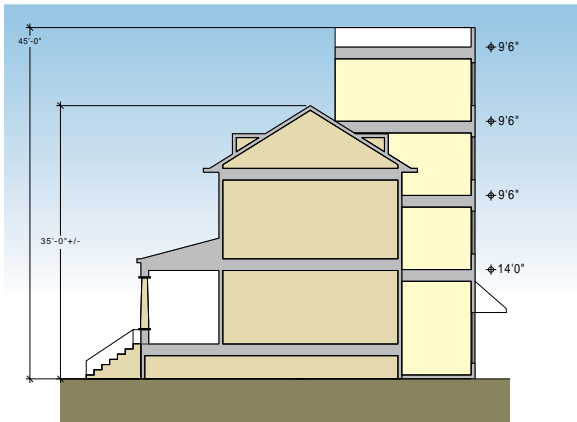


Figure 7.01: Single Family Home vs. Four-story development

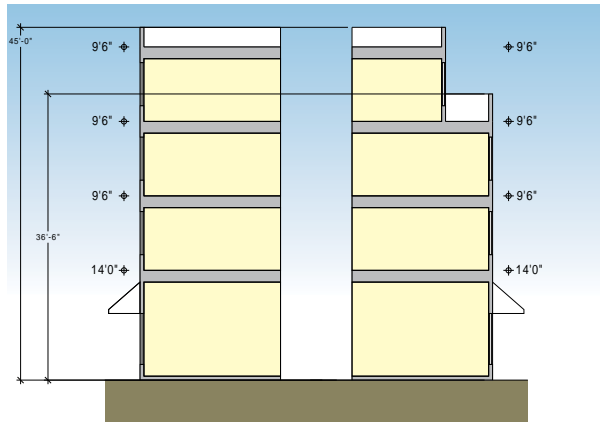


Figure 7.02: Four story vs. Four story with setback 4th floor

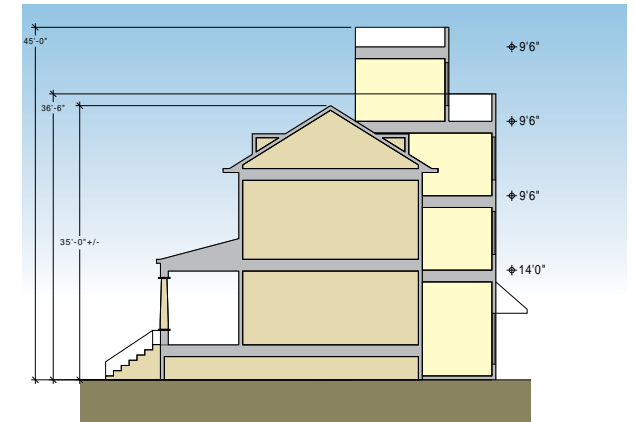


Figure 7.03: Single Family Home vs. Four story with setback 4th floor

Streetscape Guidelines

Image Preference Survey

This exercise was presented to the residents at the first community session that was held at the beginning of the planning process. The main aim of the exercise was to establish the scale and image of the new development on the corridor.

Several images were presented under the following categories to the community:

- Gateways and Streetscape elements;
- One-story buildings;
- Two-story buildings;
- Three-story buildings, and
- Four-story buildings.

The residents assessed these images and simply stated whether the type of development was appropriate or inappropriate to the neighborhood. The results of the survey are as follows.

Figure 7.04 shows the gateway and streetscape options that were selected as examples of best practices for the neighborhood by the residents when presented to them at the Community meeting held on the 7th of December 2004.

One of the reasons for the security misperception is the lack of adequate lighting in the corridor. The addition of lights at the pedestrian level will not only add more light to the streets, but will also help impart a much lacking character to the Business District



Figure 7.04: Examples of Streetscape and Gateway Elements preferred by the Residents of the District

| Gateways
and Directory
Information |



| Banners
- District
Character |

The district is very fragmented and lacks character. It functions as a collage of uses that come together on a corridor with no common thread bringing them all together harmoniously. By rendering a certain character to this corridor and creating an identity to the retail in this area, it is possible to have a coherent blend of uses sharing the universal foundation of streetscape and design elements.

Gateways and Directory Information

Being a gateway to Oak Park from Chicago, the Austin intersection provides the opportunity for the placement of markers that proclaim ones entry into the Village. The type and scale of markers were discussed at the community meeting and the residents preferred an understated, yet distinctive column marker. Several types of markers are seen through out the Village (Figure 7.05). Another type of gateway marker that was thought appropriate was a directory listing of all businesses on the corridor.

Banners - District Character

Banners help lend character to any district and their occurrence along the length of the corridor serves as an indicator to one that they are still in the district. They are also informational and can serve as advertisements to local retailers and sponsors.

Figure 7.05: Gateway and Banner Examples Existing in Oak Park

Pedestrian Fixtures - Lighting

Pedestrian fixtures are presently found throughout Oak Park. The street fixtures in downtown Oak Park are specially designed to support banners and flags. The residential neighborhood in the Chicago Avenue business district has pedestrian fixtures as does the corridor along Austin Boulevard. The pedestrian lights on Austin are decorative luminaries that are mounted at an 18 foot height on existing street lighting fixtures. It is suggested that pedestrian fixtures be implemented along the corridor, as part of the streetscape in the District.

Way Finding - Signage

Way finding signage is a vital requirement for the success of the retail on Chicago Avenue. Most parking areas are to be located in the rear of buildings. These parking lots require clear directive signage that can lead customers to the right retail parking areas. Currently the district lacks informational signage directing people to certain parking areas that are located behind the businesses. Figure 7.06 shows some of the existing way-finding signs in downtown Oak Park.



Figure 7.06: Lighting and Signage Existing in Oak Park

Existing Issues with Retail Storefronts



Figure 7.07: 7- Eleven Signage

Many retail businesses on Chicago Avenue function as service or mail order businesses and typically do not rely on foot or drive-by traffic. As a result many of the storefronts are poorly maintained. There are issues with the way the signage and awnings are currently functioning.

The 7- Eleven retail area is an example (figure 7.07) where there are several free-standing signs that are found at the corner of the parcel. These can be easily integrated into one single detached sign. There are also several smaller signs and flyers that are posted on the glass windows of these storefronts. These signs disrupt the view into the store and breaks the visual continuity in and out of the storefronts.

The awning of the 7- Eleven though well-functioning, is not visually appealing. The trademark white orange and green colors really stand out oddly.

There are several other stores that have their glass windows completely blocked off from the street, thereby cutting any visual connections into the store.

An image preference survey was conducted at the first community meeting where participants determined if certain retail, residential and mixed use buildings were appropriate character images for the district. Figure 7.09 shows some of the high ranking photos for one, two and three story buildings. In general, the community was very responsive to developing streetscapes and facade designs that were more traditional architecture. In response to the community concerns, the following are preliminary guidelines for creating a traditional Main Street character.



Figure 7.08: Blocked Storefronts



ONE -STORY 2



TWO -STORY 2



THREE -STORY 1

Figure 7.09: Image Preference Survey

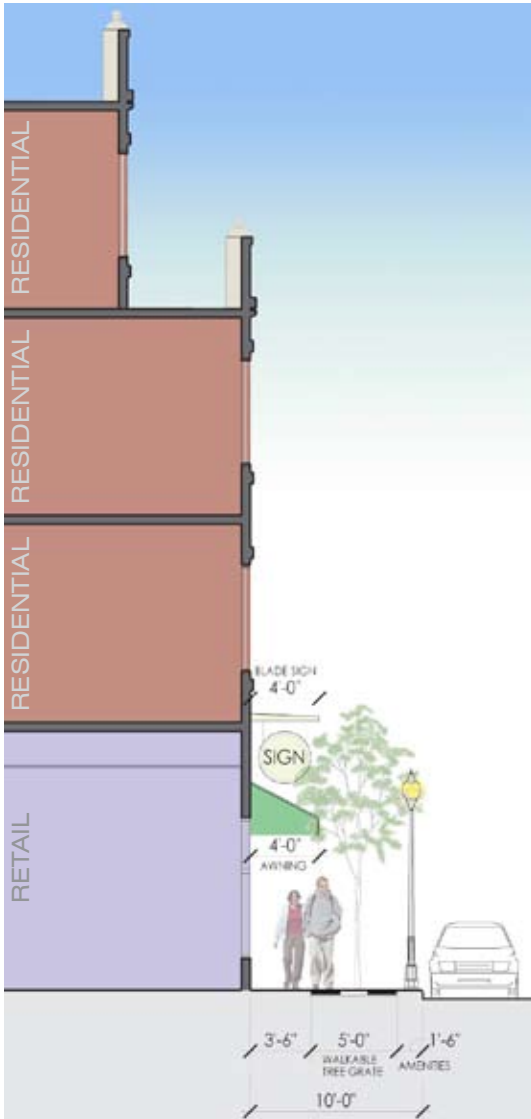


Figure 7.10: Section through Storefront Window

Storefront Facade Elements

Storefront facades are the primary street-level element in a retail district. Therefore special attention should be paid to ensure that all the storefronts work together to create a harmonious and visually pleasing district.

- Windows
- Awnings
- Signage
- Entrances
- Lighting
- Security Features

Retail Guidelines

- Create sign band and restrict placements of signs within this band on the facade. This prevents oversized signs from dominating the building front.
- Encourage signage that is clear and uncluttered.
- Create awning band to set the maximum height of the awning. This helps create a consistent frame for the awnings of different storefronts on the same building facade.
- Create storefront zone with 70% minimum area for transparent glass to promote visibility within a storefront.
- Encourage lighting which creates an inviting appearance and accentuates entries, signage and displays
- Coordinate security elements, lighting, signage, and entries with architectural elements.



Figure 7.11: Components of a Storefront Elevation

Part 8

Implementation Plan



ORGANIZATION AND IMPLEMENTATION

Objective: Provide an organization to facilitate public/ private implementation of this plan.

1. Appoint a Steering Committee to oversee the plan and each member should make a minimum of a 2 year commitment. The composition of the steering committee should be balanced and is recommended to include the following individuals.
 - 3 property owners
 - 3 business owners (great if also property owners)
 - 2 neighborhood residents
 - Representative of Village planning staff
 - Representative of Village business development staff
 - Representative of Village Police Department
 - Representative of CTA (ad hoc, non-voting member)
 - Representative of Chicago Austin Business District (Aldermanic Staff) (ad hoc, non-voting member)
2. Steering committee should meet approximately every 6 weeks.
3. A method of communication needs to be established between the Steering Committee and all project area stakeholders and can include the following elements;
 - Create preferred contact master list that focuses on using e-mail but identifies "snail mailers"
 - Send meeting minutes to the stakeholder list
 - Alert stakeholders to advocacy opportunities
4. Representatives of the Steering Committee should advocate for implementation of plan elements by;
 - Attending Village Board and Plan Commission meetings
 - Communicating with press
5. The Steering Committee should make a semi-annual progress report

to the Village Board.

6. The Steering Committee and Village together need to design a permanent organization to undertake the long-term programming of the district especially for the following issues.
 - Construction Mitigation
 - Joint Marketing
 - Events
 - Business Development

Objective: Undertake redevelopment of Village owned property

1. The study has identified a key catalyst project on the northwest block of the intersection at Chicago Avenue and Austin Boulevard. The Village owns part of that block and the first step is to assemble the required development parcels.
2. The Village would need to be the lead in preparing a developer Request for Proposals (RFP) to start the process.

MARKETING

Objective: Publicize plan to the development community

Publicizing the plan is critical to getting the word out to the community and following is a list of steps to market the plan.

1. Publish 4- page executive summary of plan.
2. Identify point of contact.
3. Issue press release to mass and trade press.
4. Mail executive summary to locally active developers.
5. Follow-up with phone calls to press and developers.
6. Report to Steering Committee on feedback from press & developers.

Objective: Develop “product”

1. Identify a name for the district that is memorable and differentiates it from other competitive areas.
2. Create a logo for the district.
3. Create collateral marketing materials for Chicago Avenue.
 - Directory
 - Parking Map
 - Web site

BUSINESS RECRUITMENT AND DEVELOPMENT

Objective: Fill vacancies with high quality tenants

1. Use plan information to create a one-page marketing sheet about Chicago Avenue business opportunities.
2. Confirm and update the data base of existing space in the district.
3. Request co-tenant recommendations from existing businesses
 - Distribute marketing information
 - Distribute prospect tracking form
4. Interview commercial property owners to identify upcoming vacancies and suitable tenant categories for each building
5. Invite local real estate agents with a focus on small commercial to a familiarization breakfast with the steering committee and/ or Village.

6. Establish a target (or prospect) business database of businesses by name and phone number per the suggestions of the realtors, Village Staff, and from other Chicago Avenue businesses.
 - Notice at local SBDC,
 - Other referral sources.
7. Contact all the prospective businesses and create database of potentially interested tenants
8. Inform property owners about the list of interested tenants by quarterly mailing of the entire list and phone calling property owners with ideal tenants and opportunities.
9. Assist with new business incentive development as appropriate
10. Request co-tenant recommendations from existing businesses.

PHYSICAL DESIGN IMPLEMENTATION

The following are key physical design components that should be part of an implementation plan for the district.

- **Prepare District Design Guidelines for Future development sites**
Design guidelines are regulations that govern the appearance of a development. Guidelines are typically used to create distinctive attractive places, and ensure that present and future development is context sensitive. Guidelines add value to a community's built environment by ensuring well-designed buildings, attractive and useful signage, appealing facades, and street orientation that is distinctive to the community. Guidelines can apply to a variety of community elements, residences, commercial and retail uses, lighting, signage, transit shelters, benches, sidewalks, public spaces etc.
- **Facade Improvement Program**
Provide financial assistance for qualified property owners to undertake façade improvement projects that are consistent with the plan that will improve the pedestrian and shopping experience along Chicago Avenue. The improvements can include new awnings, storefronts, lighting, signage or façade maintenance.
- **Establish District Parking Plan**
Collectively review all the parking demands for current businesses and residents. Establish a district wide plan for accommodating parking for new businesses. Some uses might be able to share parking between day and night time uses such as retail, office and residential parking spaces.
- **Provide Parking Incentives or Financing Options**
Where possible provide incentives for building additional parking spaces that will serve the district wide needs.
- **Review Development Proposals for Compliance**
New development proposals should be revised by the Village for compliance with the objectives of the Chicago Avenue Plan.
- **Prepare Streetscape and Landscape Design**
Public Improvements such as streetscape elements, crosswalks, special pavers and landscaping can add to the quality of the district and encourage business development.
- **Prepare Pedestrian Lighting Plan**
The sidewalks along Chicago Avenue are very dark and pedestrian light fixtures will improve the appearance of the shopping district and provide a greater sense of safety. Currently there are fixtures along Austin Boulevard that could be incorporated into the design for the district.
- **Prepare Physical Public Improvements Cost Estimates**
Prepare a cost estimate for streetscape landscape, crosswalks, pedestrian lighting and any other public improvements.
- **Establish Way-finding Signage Program**
Having attractive and informational district signage is very important for directing people to parking areas and providing information about the district businesses.
- **Establish a Implementation Phasing and Action Plan**
Every construction project needs to be sequenced so the businesses are not inconvenienced and public improvements are phased in an appropriate manner.
- **Coordinate all Physical Improvements with Property and Business Owners**
Every property needs to understand how a public improvement will impact their property and/ or business so they can plan appropriately.

Appendices

Appendix I- Community Survey Results

Appendix II - Building Cost Estimates

Appendix III - Developer Interview Process and Findings

Appendix IV - Village Programs for Retail Improvements

Appendix V - Development Economics



APPENDIX I - Community Survey Results

Introduction

Block 1 : Austin to Humphrey

Block 2 : Humphrey to Taylor

Block 3 : Taylor to Lombard

Block 4 : Lombard to Harvey

Block 5 : Harvey to Cuyler

Block 6 : Cuyler to Ridgeland

Block 7 : Ridgeland to Elmwood



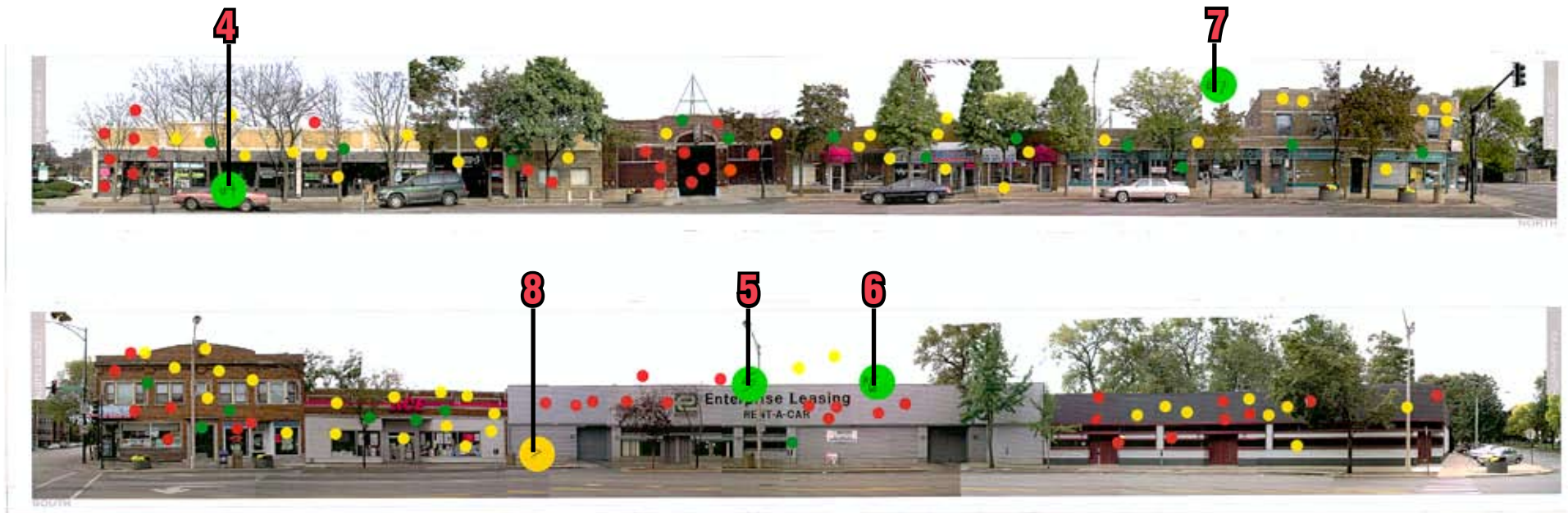
Introduction

Appendix 1 documents the results of the first community meeting that was held early in the planning process to identify the critical issues in the District. The block elevations along all seven blocks of Chicago Avenue from Austin to Elmwood that comprise the district were presented to the community for their assessments.

The residents and business owners were given a certain number of red, yellow and green dots to place on the elevations to assess facades, signage and uses of existing buildings along the corridor.

The green dots signified community assets that do not need any improvements; the yellow dots signified buildings that were contributing to the District in some way but needed some improvements and the red dots signified buildings that did not directly contribute to the District and required improvements to increase their attractiveness.





BLOCK 1 AUSTIN TO HUMPHREY

General Comments

- Dollar store not good for area
- Dollar Store/ DPK Food Mart contribute to trash on the avenue. No trash control.
- Fence on south side needs to be replaced with a solid one
- Trash/ Parking issues
- Customers For Chicago Avenue are parking on 400 Block on North Humphrey
- Like Ace Hardware- convenient/ useful
- N. Austin to Humphrey is a wasted opportunity- could be much nicer
- Too much signage on laundry
- Scary to walk this block

- Provide contrast and distinction from City to Chicago Avenue streetscape
- Traffic (vehicle) suppression
- Signage is out of control
- Walks are not shoveled
- Security is a big issue

Specific Comments

- #4- Parking too close to intersection
- #5- We like this building, replacing it with an open lot will make the neighborhood look like Madison Avenue-too commercial for the residential character. They won't keep it clean

- #6- It would have been nice if Enterprise would have done this type of thing before forcing their wandering design on the residents and neighbors
- #7- Need better parking in back, better lighting, better security
- #8- New façade on Enterprise does not fit into area-can you change it back



BLOCK 2 HUMPHREY TO TAYLOR

General Comments

- There is a lot of late night auto loitering/ activity on this block
- The Auto Place is parking on the sidewalk. Clean up this Area
- Joy Cleaners-raise building and use a public parking

Specific Comments

- # 1 Green/ Yellow dot for residential grouping-nice, could be better
- #2- Nice facade and wall-maintained, but seems like wasted street-level potential
- # 3 Parking needs to be moved back in front of green plan-dangerous corner
- # 4 See above



BLOCK 3 TAYLOR TO LOMBARD

General Comments

- The Marathon is convenient but is a safety issue due to loitering
- Cars from the Gas Station are often parked on the sidewalk
- Too many privacy fences

Specific Comments

- # 1 Re: Marathon: High noise at vacuums, especially late at night
- #2 Re: Marathon: Out-of-character with residential neighborhood. Sidewalks are not frequently cleaned
- #2 Replace fencing-get rid of trees dropping fruit on sidewalk



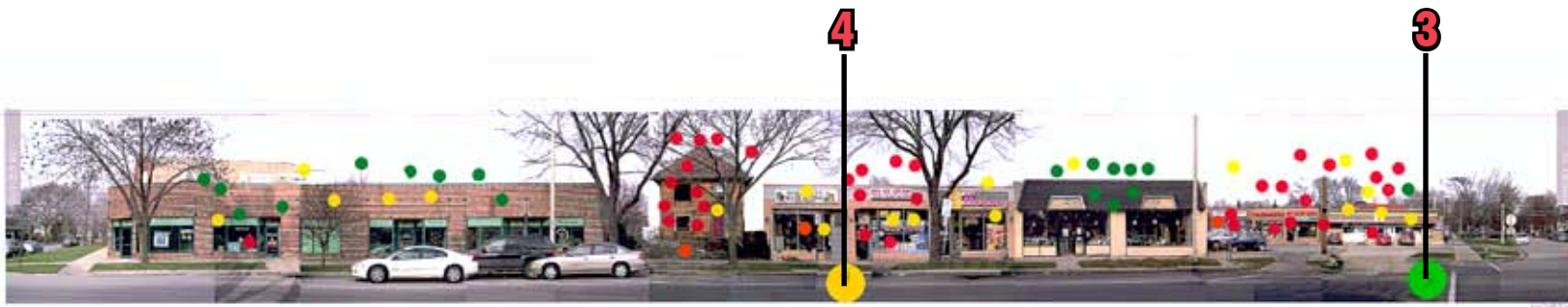
BLOCK 4 LOMBARD TO HARVEY

General Comments

- Kingdom Hall has clearly outgrown its building and parking. Currently the 500 N Block of Harvey is packed with parishioners cars on Wednesday, Saturday, and Sunday. It is always hard to park on these days
- Kingdom Hall needs to go-doesn't fit with area

Specific Comments

- # 2- There is a problem with the Day Care drop-off. Suggest: Double parking and use of H.P. parking spaces for other business
- # 4 Where is parking? Build a Garage



BLOCK 5 HARVEY TO CUYLER

General Comments

- 7- Eleven Traffic problems
- Deconstruction House- what's happening with it.
- Too many signs- get rid of them and add awning
- Remove the Spa. This store needs new tenants
- Too many privacy fences
- Need to get rid of panhandlers and 7 Eleven
- Love Terra Incognito
- 7- Eleven is another trash contributor to the street

- Good signage at Pedios. This corner storefront has experienced high turnover ever since this building was remodeled 6-8 years ago
- La Playita is the 1st restaurant in the storefront in a while that's lasted longer than one year
- Better signage for Ridgeland Historic District-perhaps emphasize historic character of this area
- Note that south of Chicago Avenue is Whittier Flex School district. Children need to cross Chicago Avenue to get to school and there is only one crossing guard (at

Harvey). An increase in car traffic would be dangerous. Those driving through O.P (not going to businesses) are already a hazard-spending, noise and so on.

Specific Comments

- #3 Cross walks along corridor
- #4 Too many conflicting signs



BLOCK 6 CUYLER TO RIDGELAND

General Comments

- Traffic hazard coming out of gas station
- Like the gas station because it is functional
- All 60's era buildings need streetscaping at minimum
- Gas station needs better entrances and exits and easier circulation on the property
- Gas station has run-away signage for the vending machine, ice, ATM, cigarettes etc. Kill it
- Gas station location is convenient, but the layout's too tight and the place is ugly



BLOCK 7 RIDGELAND TO ELMWOOD

General Comments

- Too many dry cleaners
- 2 need additional parking
- There are too many privacy fences. They detract from the character of the street and make it seem cold and unfriendly
- Highlight entrance to Frank Lloyd Wright Historic District
- The cleaner/ salon development is: ugly, a traffic hazard, pedestrian unfriendly- a crime

APPENDIX II - Building Cost Estimates

LARGE : One-Block, Mixed Use District Model

LARGE : Half-Block, Mixed Use District Model

LARGE : Half-Block, Residential District Model

MEDIUM : Half-Block, Residential District Model

SMALL : Live-Work, Mixed Use District Model



LARGE - One Block, Mix-Use District Model

Building Description

Foundation:

- Spread footings

Structure:

- Load bearing masonry & hollowcore plank

Enclosure:

- Brick with cast stone

Roof:

- Modified system

Interiors:

- Retail - White box
- Residential - Moderate finish level

| Description | QTY | UNIT | Low/ Mid | TOTAL COST | Mid/ High | TOTAL COST |
|---|--------|-------|--------------------|--------------------|-----------|---------------------|
| | | | UNIT COST | | UNIT COST | |
| Retail | 19,430 | GSF | \$45 | \$874,350 | \$75 | \$1,457,250 |
| Residential | 58,290 | GSF | \$95 | \$5,537,550 | \$140 | \$8,160,600 |
| Total Building Costs | | | | \$6,411,900 | | \$9,617,850 |
| Parking | | | | | | |
| Precast Deck | 168 | Stall | \$12,000 | \$2,016,000 | \$16,000 | \$2,688,000 |
| Cast-in-Place Deck | 0 | Stall | \$14,000 | \$0 | \$20,000 | \$0 |
| Surface Parking | 0 | Stall | \$1,800 | \$0 | \$2,600 | \$0 |
| Alternates | | | | | | |
| Basement - Parking | 0 | GSF | \$40 | \$0 | \$60 | \$0 |
| Basement - Storage | 0 | GSF | \$30 | \$0 | \$50 | \$0 |
| Earth Retention - pile & lagging | 0 | SF | \$32 | \$0 | \$48 | \$0 |
| Total Building & Parking | | | | \$8,427,900 | | \$12,305,850 |
| Site Development | | | | | | |
| Demo - Single Family House | 0 | EA | \$12,000 | \$0 | \$16,000 | \$0 |
| Demo - 6 Flat | 0 | SF | \$4.50 | \$0 | \$6.00 | \$0 |
| Utility Disconnects | 0 | EA | \$2,000 | \$0 | \$6,000 | \$0 |
| Asbestos Abatement - Single Family | 0 | EA | \$1,500 | \$0 | \$6,000 | \$0 |
| Contaminated soil removal & disposal | 0 | CY | \$48 | \$0 | \$62 | \$0 |
| Gas Station Soil Remediation | 0 | EA | \$50,000 | \$0 | \$250,000 | \$0 |
| Site Hardscape/ Landscape | 16,570 | SF | \$5.00 | \$82,850 | \$10.00 | \$165,700 |
| Total Bldg, Parking & Site Development | | | \$8,510,750 | | | \$12,471,550 |

Construction Cost Study by:

MORTENSON

**LARGE -
Half Block, Mix-Use
District Model**

Building Description

Foundation:

- Spread footings

Structure:

- Load bearing masonry & hollowcore plank

Enclosure:

- Brick with cast stone

Roof:

- Modified system

Interiors:

- Retail - White box
- Residential - Moderate finish level

| Description | QTY | UNIT | Low/ Mid | TOTAL COST | Mid/ High | TOTAL COST |
|---|--------|-------|-----------|--------------------|-----------|---------------------|
| | | | UNIT COST | | UNIT COST | |
| Retail | 13,800 | GSF | \$45 | \$621,000 | \$75 | \$1,035,000 |
| Residential | 55,200 | GSF | \$95 | \$5,244,000 | \$140 | \$7,728,000 |
| Total Building Costs | | | | \$5,865,000 | | \$8,763,000 |
| Parking | | | | | | |
| Precast Deck | 0 | Stall | \$12,000 | \$0 | \$16,000 | \$0 |
| Cast-in-Place Deck | 20 | Stall | \$14,000 | \$280,000 | \$20,000 | \$400,000 |
| Surface Parking | 0 | Stall | \$1,800 | \$0 | \$2,600 | \$0 |
| Alternates | | | | | | |
| Basement - Parking | 21,000 | GSF | \$40 | \$840,000 | \$60 | \$1,260,000 |
| Basement - Storage | 0 | GSF | \$30 | \$0 | \$50 | \$0 |
| Earth Retention - pile & lagging | 5,740 | SF | \$32 | \$183,680 | \$48 | \$275,520 |
| Total Building & Parking | | | | \$7,168,680 | | \$10,698,520 |
| Site Development | | | | | | |
| Demo - Single Family House | 0 | EA | \$12,000 | \$0 | \$16,000 | \$0 |
| Demo - 6 Flat | 0 | SF | \$4.50 | \$0 | \$6.00 | \$0 |
| Utility Disconnects | 0 | EA | \$2,000 | \$0 | \$6,000 | \$0 |
| Asbestos Abatement - Single Family | 0 | EA | \$1,500 | \$0 | \$6,000 | \$0 |
| Contaminated soil removal & disposal | 0 | CY | \$48 | \$0 | \$62 | \$0 |
| Gas Station Soil Remediation | 0 | EA | \$50,000 | \$0 | \$250,000 | \$0 |
| Site Hardscape/ Landscape | 5,250 | SF | \$5.00 | \$26,250 | \$10.00 | \$52,500 |
| Total Bldg, Parking & Site Development | | | | \$7,194,930 | | \$10,751,020 |

Construction Cost Study by:



LARGE - Half Block Residential District Model

Building Description

Foundation:

- Spread footings

Structure:

- Load bearing masonry & hollowcore plank

Enclosure:

- Brick with cast stone

Roof:

- Modified system

Interiors:

- Residential - Moderate finish level

| Description | QTY | UNIT | Low/ Mid | TOTAL COST | Mid/ High | TOTAL COST |
|---|--------|-------|-----------|--------------------|-----------|--------------------|
| | | | UNIT COST | | UNIT COST | |
| Retail | 0 | GSF | \$45 | \$0 | \$75 | \$0 |
| Residential | 22,000 | GSF | \$95 | \$2,090,000 | \$140 | \$3,080,000 |
| Total Building Costs | | | | \$2,090,000 | | \$3,080,000 |
| Parking | | | | | | |
| Precast Deck | 0 | Stall | \$12,000 | \$0 | \$16,000 | \$0 |
| Cast-in-Place Deck | 0 | Stall | \$14,000 | \$0 | \$20,000 | \$0 |
| Surface Parking | 0 | Stall | \$1,800 | \$0 | \$2,600 | \$0 |
| Alternates | | | | | | |
| Basement - Parking | 19,500 | GSF | \$40 | \$780,000 | \$60 | \$1,170,000 |
| Basement - Storage | 0 | GSF | \$30 | \$0 | \$50 | \$0 |
| Earth Retention - pile & lagging | 5,740 | SF | \$32 | \$183,680 | \$48 | \$275,520 |
| Total Building & Parking | | | | \$3,053,680 | | \$4,525,520 |
| Site Development | | | | | | |
| Demo - Single Family House | 0 | EA | \$12,000 | \$0 | \$16,000 | \$0 |
| Demo - 6 Flat | 0 | SF | \$4.50 | \$0 | \$6.00 | \$0 |
| Utility Disconnects | 0 | EA | \$2,000 | \$0 | \$6,000 | \$0 |
| Asbestos Abatement - Single Family | 0 | EA | \$1,500 | \$0 | \$6,000 | \$0 |
| Contaminated soil removal & disposal | 0 | CY | \$48 | \$0 | \$62 | \$0 |
| Gas Station Soil Remediation | 0 | EA | \$50,000 | \$0 | \$250,000 | \$0 |
| Site Hardscape/ Landscape | 4,250 | SF | \$5.00 | \$21,250 | \$10.00 | \$42,500 |
| Total Bldg, Parking & Site Development | | | | \$3,074,930 | | \$4,568,020 |

Construction Cost Study by:

MORTENSON

**MEDIUM -
Half Block Residential
District Model**

Building Description

Foundation:

- Spread footings

Structure:

- Load bearing masonry & hollowcore plank

Enclosure:

- Brick with cast stone

Roof:

- Modified system

Interiors:

- Residential - Moderate finish level

| Description | QTY | UNIT | Low/ Mid | TOTAL COST | Mid/ High | TOTAL COST |
|---|--------|-------|-----------|--------------------|-----------|--------------------|
| | | | UNIT COST | | UNIT COST | |
| Retail | 0 | GSF | \$45 | \$0 | \$75 | \$0 |
| Residential | 22,000 | GSF | \$95 | \$2,090,000 | \$140 | \$3,080,000 |
| Total Building Costs | | | | \$2,090,000 | | \$3,080,000 |
| Parking | | | | | | |
| Precast Deck | 0 | Stall | \$12,000 | \$0 | \$16,000 | \$0 |
| Cast-in-Place Deck | 0 | Stall | \$14,000 | \$0 | \$20,000 | \$0 |
| Surface Parking | 0 | Stall | \$1,800 | \$0 | \$2,600 | \$0 |
| Alternates | | | | | | |
| Basement - Parking | 19,500 | GSF | \$40 | \$780,000 | \$60 | \$1,170,000 |
| Basement - Storage | 0 | GSF | \$30 | \$0 | \$50 | \$0 |
| Earth Retention - pile & lagging | 5,740 | SF | \$32 | \$183,680 | \$48 | \$275,520 |
| Total Building & Parking | | | | \$3,053,680 | | \$4,525,520 |
| Site Development | | | | | | |
| Demo - Single Family House | 0 | EA | \$12,000 | \$0 | \$16,000 | \$0 |
| Demo - 6 Flat | 0 | SF | \$4.50 | \$0 | \$6.00 | \$0 |
| Utility Disconnects | 0 | EA | \$2,000 | \$0 | \$6,000 | \$0 |
| Asbestos Abatement - Single Family | 0 | EA | \$1,500 | \$0 | \$6,000 | \$0 |
| Contaminated soil removal & disposal | 0 | CY | \$48 | \$0 | \$62 | \$0 |
| Gas Station Soil Remediation | 0 | EA | \$50,000 | \$0 | \$250,000 | \$0 |
| Site Hardscape/ Landscape | 4,250 | SF | \$5.00 | \$21,250 | \$10.00 | \$42,500 |
| Total Bldg, Parking & Site Development | | | | \$3,074,930 | | \$4,568,020 |

Construction Cost Study by:



SMALL - Work-Live, Mix-Use District Model

Building Description

Foundation:

- Spread footings

Structure:

- Load bearing masonry & hollowcore plank

Enclosure:

- Brick with cast stone

Roof:

- Modified system

Interiors:

- Retail - White box
- Residential - Moderate finish level

| Description | QTY | UNIT | Low/ Mid | TOTAL COST | Mid/ High | TOTAL COST |
|---|--------|-------|-----------|--------------------|-----------|--------------------|
| | | | UNIT COST | | UNIT COST | |
| Retail | 5,000 | GSF | \$45 | \$225,000 | \$75 | \$375,000 |
| Residential | 26,500 | GSF | \$85 | \$2,252,500 | \$125 | \$3,312,500 |
| Total Building Costs | | | | \$2,477,500 | | \$3,687,500 |
| Parking | | | | | | |
| Precast Deck | 0 | Stall | \$12,000 | \$0 | \$16,000 | \$0 |
| Cast-in-Place Deck | 0 | Stall | \$14,000 | \$0 | \$20,000 | \$0 |
| Surface Parking | 15 | Stall | \$1,800 | \$27,000 | \$2,600 | \$39,000 |
| Alternates | | | | | | |
| Basement - Parking | 0 | GSF | \$40 | \$0 | \$60 | \$0 |
| Basement - Storage | 0 | GSF | \$30 | \$0 | \$50 | \$0 |
| Earth Retention - pile & lagging | 0 | SF | \$32 | \$0 | \$48 | \$0 |
| Total Building & Parking | | | | \$2,504,500 | | \$3,726,500 |
| Site Development | | | | | | |
| Demo - Single Family House | 0 | EA | \$12,000 | \$0 | \$16,000 | \$0 |
| Demo - 6 Flat | 0 | SF | \$4.50 | \$0 | \$6.00 | \$0 |
| Utility Disconnects | 0 | EA | \$2,000 | \$0 | \$6,000 | \$0 |
| Asbestos Abatement - Single Family | 0 | EA | \$1,500 | \$0 | \$6,000 | \$0 |
| Contaminated soil removal & disposal | 0 | CY | \$48 | \$0 | \$62 | \$0 |
| Gas Station Soil Remediation | 0 | EA | \$50,000 | \$0 | \$250,000 | \$0 |
| Site Hardscape/ Landscape | 1,800 | SF | \$5.00 | \$9,000 | \$10.00 | \$18,000 |
| Total Bldg, Parking & Site Development | | | | \$2,513,500 | | \$3,744,500 |

Construction Cost Study by:

MORTENSON

APPENDIX III - Developer Interview Process and Findings



Summary of Developer Perspectives

- Strong market but land prices high and retail/ business rents generally low, real estate taxes may be prohibitively high for independent tenants;
- Property assembly isn't perceived as an insurmountable problem; parcels as small as 20,000 sf would be of interest;
- Study area highly fragmented, creating risk and lack of predictability
 - Somewhat isolated from the rest of Oak Park;
- Confirmed use of Austin and Ridgeland nodes as "bookends" for district:
 - Allows retail on both sides;
- Mixed-use of 3 stories of residential over retail would be of interest on parcels as small as 20,000 sf:
 - Lower density difficult because of land prices
 - Retail value will remain an issue until market improves (assume 9% cap rates with local tenants);
- Appropriate neighborhood anchors: Independent grocer of 12,000-15,000 sf, ACE Hardware
- Need a catalyst project -- North West Corner Austin & Chicago most likely (Village owns portion and sale price can offset risk of retail value and general risk of transitional market);
- Want foot traffic but retail may not be best method (one-sided retail an issue);
- Consider home occupations and modify ordinance to allow more liberal visitations;
- Forms of live/ work considered:
 - Townhouses: too expensive (cost for 20' wide units from \$850,000 to \$1.2 M)
 - Two/ Four flats: little size flexibility, land cost an issue with 2 units, parking an issue with 3-4 units;
- Multi-family best option: allows economies of scale, consistent with area, nice mix of sizes possible, structured parking works;
- Keep condo price point below "magic number" of \$350,000;
- Parking is critical and Village may need to support additional;
- Retail requires convenience, teaser, surface parking: even if most of parking is in structure convenience parking is a "welcome mat".

Materials available as reference during the developer interview process were:

- Block models of the Development Scenarios - as created by SCB for an understanding of the various scales of possible development types in the Chicago Avenue Business District;
- Construction cost estimates based on the development scenarios as prepared by Mortenson (Appendix II);
- Power Point presentation materials for the first two community meetings (hard copies);
- Panorama photographs of the entire district;
- Zoning map for district;
- Existing uses/ conditions map

The following topics were used as a list of agenda items and a general guideline to stimulate the discussion with the developers:

1. Market background: quick overview of the state of the draft plan

- a. Retail nodes** - lifestyle, home clusters possible
- b. In-fill blocks** - with a north-south crosswalk connector within
- c. Review of sites** - under - utilized or inconsistent

2. Test planning direction and market assumptions

- a. General Background** (from BDI, Inc. and Mortenson Construction Table A3- A)
- b. District Questions**
 - Issue of safety and security: thoughts on how to address
 - Austin vs. Ridgeland: thoughts on how to strengthen each node?
 - Singles vs families: can district effectively serve both?
- c. Live/ Work**
 - What building type works best?
 - Multi-family, 2-3 flats, other?

- Who's the buyer?
- Entrance: common entrance all units or direct street entrance for 1st floor?
- Live and work on same floor or segregated?
- Size of units?
- Proportion of each component?
- Flexibility built in? How?
- What kinds of "work" should be considered? (Retail as well as office services, artists and artisan studios?)
- What sells best?
- Operational issues to consider (deliveries, trash, etc.)
- Soft costs? (More for live/ work?)

d. Condo's

- Best size unit?
- Preferred minimum number of units?
- What target market?
- Soft costs?

e. Commercial/Retail

- Net rent required?
- Minimal size for new construction
- Soft costs?
- Cap rate range?

f. Mixed-Use

- All rental or condo/ rental mix?
- How is retail valued and financed? (Single loan or separate loan from residential condo)?

3. Would this area attract your firm as providing development opportunities?

- Why or why not?
- What would be required to make it attractive?

4. What perception does Oak Park have among developers as a place to do business?

| | |
|---|------------------------------|
| Sales price Townhouses sf (recent/ new construction) | \$200/ |
| Office Space sf | \$100/ |
| Construction costs | |
| Smaller live/ work | \$85-125/ sf |
| Medium and larger residential | \$95-140 (\$110-125) |
| Retail, within mixed-use | \$45-75 (\$85-125, \$75-110) |
| Parking, cast-in-place deck | \$14-20,000/ space |
| Parking, surface | \$1,800-2,600/space |
| Parking, basement | \$40-60/ sf |

Table A3- A:: Construction Cost Estimates

APPENDIX IV - Village Programs for Retail Improvements



VILLAGE PROGRAMS FOR RETAIL IMPROVEMENTS

The following are incentive programs that are currently available or will soon be available to new and existing business and property owners in the Chicago/ Austin Business Corridor.

Programs Administered by the Village of Oak Park

Retail Support Grant Program:

This grant program provides dollars for the interior rehabilitation of commercial retail space. Grant dollars are provided for rehabilitation work that will remain permanent to the structure i.e., mechanical systems, flooring, lighting etc.

Programs Administered through Oak Park Development Corporation

Commercial Loan Program:

Applicants may qualify for privately-funded below-prime rate loans to acquire and/or rehabilitate commercial properties in Oak Park.

Micro Loan Program:

The Micro Loan Program offers prime rate loans to small, start-up businesses to finance fixed assets, inventory, and working capital. Loans range in size from \$2,000 - \$50,000.

Commercial Property Rehabilitation and Preservation Grant Program:

This grant program offers a partial rebate to building and business owners to upgrade the facades of commercial property, correct code violations, or make ADA improvements. Grants of 50% of the cost of pre-approved work are available, to a maximum grant of \$10,000.

Programs Administered by other Agencies for Properties within the Village of Oak Park

Easement Program:

This program is offered by the LPCI (Landmarks Preservation Council of Illinois). A preservation easement is a voluntary legal agreement that protects a significant historic, archaeological, or cultural resource. In addition, the owner may obtain substantial tax benefits, when they donate an easement to a charitable or governmental organization. The property owner can claim a charitable deduction on federal income tax. In most cases an easement donor may deduct the value of the easement, for up to 30% of the taxpayer's adjusted gross income, from federal taxes. Any excess value may be carried forward up to 5 years.

Historic Preservation Tax Credit Program:

This program is offered by the Illinois Historic Preservation Agency. This Historic Preservation Tax Credit Program provides for a 20% tax credit for the substantial rehabilitation of commercial, agricultural, industrial, or rental residential buildings that are certified as historic. Those commercial or multi-family buildings that are not certified as Historic are eligible for 10% tax credit if older than 50 years (built in 1936 or older). The credit may be subtracted directly from federal income taxes owed.

The 10% rehabilitation tax credit is available for the rehabilitation of non-historic buildings built before 1936. The 20% rehabilitation tax credit applies only to certified historic structures, and may include

buildings built after 1936. The two credits are mutually exclusive.

Property Tax Assessment Freeze Program:

This program is offered by the Illinois Historic Preservation Agency. The Property Tax Assessment Freeze Program provides tax incentives to owner- occupants of certified historic residences who rehabilitate their homes. Through the Property Tax Assessment Freeze Program the assessed valuation of the Historic property is frozen for 8 years at its level the year rehabilitation began. The valuation is then brought back to market level over a period of four years.

Class L Classification:

This program is offered by the Cook County Assessors Office. Under the incentive provided by Class L, qualifying commercial, industrial, multi-family residential and not-for-profit buildings designated as landmarks and contributing buildings in designated historic and landmark districts, would be eligible for the Class L Level of assessment from the date substantial rehabilitation has been completed and initially assessed. Properties with Class L designation will be assessed at 16% of market value for the first 10 years, 23% in year 11 and 30% in year 12. The incentive provides a substantial reduction from the standard level of assessment. The incentive applies to the building only.

APPENDIX V - Development Economics



Important Disclaimer

[Note: for examples provided herein, the following assumptions were used. They correlate with the development scenario/ district models created by Solomon Cordwell Buenz & Associates. Although market information was confirmed in the developer interviews, these assumptions are subject to change and should be used for illustrative purposes only. Retail rents and cap rates in particular will vary significantly based on the specific project. Here we use assumptions that have the widest applicability given tenant profiles that are largely “independents.” Construction and other project costs could increase greatly based on site conditions, demolition, and external factors beyond the control of the developers. Land prices being hard to predict, analyses were run using values at each of \$45 and \$60/ sf]

Assumptions: RETAIL - SINGLE STORY

New construction
All surface parking
10,000 sf retail store
40,000 sf site

| | |
|----------------------------|---|
| Costs | \$110/ sf (\$85 of which is construction, balance being “soft” costs) |
| Net rent | \$20 and \$25/ sf |
| Capitalization rate | 9% |
| Land price | \$45 and \$60/ sf |

Assumptions: MIXED-USE

New construction
Site size 25,500
Structured parking

| | |
|-------------------------------|---|
| | \$15,000/ space cost Sale price \$20,000/ space 21 spaces/ floor |
| 10,000 sf retail | |
| Retail costs | \$110/ sf (\$85 of which is construction, balance being “soft” costs) |
| Residential costs | \$150/ sf (\$110 construction, balance “soft”) |
| Sale price residential | \$210/ sf |
| Capitalization rate | 9% (retail) |
| Land price | \$60/ sf |

Assumptions: RESIDENTIAL-ONLY MULTI-FAMILY (CONDO’S)

Site size 26,250 sf

New construction
48,000 sf residential in 3-story structure;
64,000 sf in 4-story structure
Average unit size nets at 1046 sf;
13 per floor

| | |
|-------------------------------|--|
| Structured parking | cost \$15,000/ space, 52 basement level parking spaces |
| Residential costs | \$150/ sf (\$110 construction, balance “soft”) |
| Sale price residential | \$210/sf |
| Land price | \$45 and \$60/ sf scenarios |

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