



**TENTATIVE Agenda
President and Board of Trustees
Monday, January 10, 2011
Village Hall
123 Madison Street**

Executive Session at 6:30 pm to Discuss Police Deployment and Labor in Room 130

Special Meeting at 8:00 pm, Room 101

Call to Order

Agenda Approval

Instructions for Agenda Public Comment
(3 minutes per person; 3 items per person maximum)

Comments are 3 minutes per person per agenda item, with a maximum of 3 agenda items to which you can speak. In addition, the Village Board permits a maximum of three persons to speak to each side of any one topic that is scheduled for or has been the subject of a public hearing by a designated hearing body. These items are noted with a (*).

- 1. Ordinance Providing for the Submission to the Electors of the Village of Oak Park, Cook County, the Question Whether the Village Should Have the Authority and Option Under Public Act 096-0176 to Arrange for the Supply of Electricity for its Residential and Small Commercial Retail Customer Who Have Not Opted Out of Such Program as Reviewed at the January 3, 2011 Regular Board Meeting (5 min)**

The State of Illinois recently passed Public Act 96-0176, which allows Illinois municipalities to option to bid to acquire blocks of electric power on behalf of residents and small commercial retail users in an opt-out process. Known as Community Choice Aggregation (CCA), the goal of these programs is to allow local governments to offer their residents a cheaper energy supply, and possibly offer a cleaner energy supply.

- 2. Discussion of Economic Development Activities and Strategies – Part I (90 minutes)**

This is the first in a two-part discussion of the Village's organization of its economic development activities and strategies. Part 2 of this discussion is anticipated for a follow-up Special Meeting on January 24, 2011.

3. Review Board Feedback for the Draft Plan Automating the Overnight Parking Pass System as Requested During the 2011 Budget Hearings Discussions (30 minutes)

During the 2011 Budget Hearings the Board discussed the automation of the overnight parking pass system which eliminates the need to call in during the night and alternatively provides a web based pass system. The new system would move the process to a primarily daytime call-in function as well as offer an internet request system. Once the Board has a First and Second Reading on the new ordinance for this process, it will take approximately 6 months to automate. Staff would like to bring back the First Reading at the January 18, 2011 Regular Meeting in order to have a final reading by February 7, 2011 and then offer the new process to residents by September 1st.

a. Motion to Direct Staff to Prepare the Necessary Documents to Automate the Overnight Parking Pass System

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VILLAGE OF OAK PARK
AGENDA ITEM COMMENTARY

Item Title: Motion To Direct Staff To Prepare an Ordinance Providing For The Submission To The Electors of the Village of Oak Park, Cook County, the Question Whether the Village Should Have the Authority and Option Under Public Act 096-0176 to Arrange for the Supply of Electricity For its Residential and Small Commercial Retail Customers Who Have Not Opted Out of Such Program

Resolution or Ordinance No. _____

Date of Board Action: *January 10, 2011*

Staff Review: K.C. Poulos, Sustainability Manager *KC Poulos*

Village Manager's Office: *KS*

Item History (Previous Board Review, Related Action, History):

The State of Illinois recently passed Public Act 96-0176, which allows Illinois municipalities to bid to acquire blocks of electric power on behalf of residents and small commercial retail users in an opt-out process. Known as Community Choice Aggregation (CCA), the goal of these programs is to allow local governments to offer their residents and small businesses the option of obtaining a cheaper energy supply, and possibly offer a cleaner energy supply. Currently, Oak Park residents and small businesses receive their energy supply from Exelon at a set rate on their ComEd bills.

Under Community Choice Aggregation, the Village would bid for competing electric rates on behalf of its residents and small commercial retail users. Residents would still receive their electricity through the Com Ed delivery system and would also continue to receive customer service, such as billing and outage response, through Com Ed.

Item Policy Commentary (Key Points, Current Issue, Recommendation):

In order for the Village to have the authority and option to bid for electricity on behalf of its residents and small commercial retail electric users on an opt-out basis, the Village must place a binding referendum on the April 5, 2011 ballot. The referendum will ask the voters whether the Village shall have the authority to arrange for the supply of electricity for its residential and small commercial retail customers who have not opted out of such program. On January 3, 2011 the Board of Trustees approved a motion to proceed with an ordinance to place the Community Choice Aggregation referendum on the April 5, 2011 ballot.

The referendum gives the Village the authority to go forward with the bidding process, but does not require the Village to accept any bids or to enter into an alternative energy supply agreement. The Village will draft an RFP specifying the energy mix and cost savings goals determined by the Village. If the bidding results in rates unfavorable to the residents, there will be no obligation to go forward. On the other hand, if a favorable bid is obtained, the Village may chose to accept the bid for a set time period, usually one to two years.

The referendum contemplates an "opt-out" plan which captures Oak Park's entire residential

and small commercial population and allows the Village to obtain a lower bid (the more participants, the lower the bid). Those residents or small commercial retailers that do not want to participate simply request to be removed from the aggregation. The "opt-out" plan is preferable to an "opt-in" plan which requires residents to proactively sign up for the program.

The process to adopt Community Choice Aggregation requires the Board to adopt an ordinance to place the aggregation referendum on the April 5, 2011 ballot. This ordinance must be adopted no later than January 18, 2011. The Village Clerk must certify the referendum to the Cook County Clerk by February 3, 2011 for placement on the April 5, 2011 ballot. Thereafter, staff will conduct community education and outreach efforts, using public meetings, press releases, water bill inserts, social media and any other resources available.

Thereafter, if the April 5, 2011 referendum passes, the Village must hold at least two public hearings to create the aggregation plan. Once created, staff will develop and issue an RFP to select a third party energy supplier. The energy supplier will work to obtain the desired power supply, and if successful, lock in that rate. At this point, residential and small commercial retail accounts will be notified of the rate and have the chance to opt-out of the program. Those that remain in the program will continue to receive one bill from ComEd, with the new rate reflected on the bill.

This initiative supports Village Board sustainability goals by offering Oak Park residents and small businesses the opportunity to obtain a cheaper and possibly a cleaner power supply. In addition, Illinois law, ICC regulations and the current energy market are currently well suited for obtaining a cheaper rate. Several Illinois municipalities are currently considering combining efforts with NIMEC, an energy consultant, to go to bid to secure lower pricing than their current plan. In addition, cities like Crest Hill, Darien, Elburn, Erie, Fox River Grove, Fulton, Glenwood, Mt. Morris, North Chicago and Wood Dale have passed community aggregation ordinances for an April 2011 referendum. Other cities currently considering aggregation include: DeKalb, Evanston, Grayslake, Harvard, Hazel Crest, Lincolnwood, Morris, Nora, Oak Brook, Ogle County, Orland Park, Oregon, Polo, Sugar Grove and Tinley Park.

Item Budget Commentary: (Account #; Balance; Cost of contract)

Costs associated with passing this ordinance and placing the referendum on the April 2011 ballot will be limited to staff time and materials associated with community outreach and education.

Proposed Action: Approve the motion directing staff to prepare an ordinance providing for the submission to the electors of the Village of Oak Park, Cook County, the question whether the Village should have the authority and option under Public Act 096-0176 to arrange for the supply of electricity for its residential and small commercial retail customers who have not opted out of such program.

ORDINANCE NO. _____

**ORDINANCE PROVIDING FOR THE SUBMISSION TO THE ELECTORS OF
THE VILLAGE OF OAK PARK, COOK COUNTY, THE QUESTION
WHETHER THE VILLAGE SHOULD HAVE THE AUTHORITY UNDER
PUBLIC ACT 096-0176 TO ARRANGE FOR THE SUPPLY OF ELECTRICITY
FOR ITS RESIDENTIAL AND SMALL COMMERCIAL RETAIL CUSTOMERS
WHO HAVE NOT OPTED OUT OF SUCH PROGRAM**

Recitals

Whereas, the Illinois Power Agency Act, 20 ILCS 3855, was recently amended to add Section 1-92 entitled, "Aggregation of Electrical Load by Municipalities and Counties" (hereinafter referred to as the "Act"); and

Whereas, the Act allows a municipality to operate an electrical aggregation program on behalf of its residents and small commercial retail customers on either an opt-in or an opt-out basis; and

Whereas, under the Act, if the Village seeks to operate an electrical aggregation program as an opt-out program for its residential and small commercial retail electric customers, then prior to the adoption of an ordinance establishing the electrical aggregation program, the Village must first submit a referendum to its residents to determine whether or not the Village should have the authority to arrange for electricity for its residential and small commercial customers on an opt-out basis; and

Whereas, if the majority of the electors voting on the question vote in the affirmative, then the Village Board of Trustees may implement an opt-out electrical aggregation program for residential and small commercial retail customers; and

Whereas, the Board of Trustees has determined that it is in the best interest of the Village of Oak Park to operate an electricity aggregation program under the Act as an opt-out program and to submit the question to the electors in a referendum pursuant to the Act.

NOW THEREFORE, Be It Ordained by the President and Board of Trustees of the Village of Oak Park, Cook County, Illinois, as follows:

Section One: The Board of Trustees of the Village of Oak Park finds that the recitals set forth above are true and correct and include the recitals in the Ordinance.

Section Two: The Board of Trustees further finds and determines that it is in the best interests of the Village of Oak Park to operate an electrical aggregation program for Oak Park residential and small business customers under the Act as an opt-out program.

Section Three: The Village Clerk is directed to certify and submit the following question to the Cook County Clerk on or before February 3, 2011, to be placed on the ballot for the consolidated election to be held on April 5, 2011:

| | |
|---|-----|
| Shall the Village of Oak Park have the authority to arrange for the supply of electricity for its residential and small commercial retail customers who have not opted out of such program? | YES |
| | NO |

Section Four: In the event such question is approved by a majority of the electors voting on the question at the consolidated election on April 5, 2011, the Board of Trustees may solicit bids and enter into a service agreement to facilitate, for residential and small commercial retail customers, the sale and purchase of electricity and related services and equipment in accordance with the requirements of 20 ILCS 3855/1-92 of the Illinois Compiled Statutes. The aggregation will occur on an opt-out basis, without the prior affirmative consent of each person owning, occupying, controlling, or using an electric load center proposed to be aggregated.

Section Five: This ordinance shall be in full force and effect from and after its passage and approval as required by law.

ADOPTED this 10th day of January, 2011, pursuant to a roll call vote as follows:

AYES:

NAYS:

ABSENT:

APPROVED by me this 10th day of January, 2011.

David G. Pope
Village President

ATTEST:

Teresa Powell
Village Clerk

#2

Review of Economic Development Activities and Strategies

January 10, 2010*
Agenda

- I. Overview
 - A. Introduction/Goals and Roles Tom Barwin (5 min)
 - B. Summary of SWOT Analysis Loretta Daly (15 min)
Sara Faust
Craig Failor
- II Plans, Tasks and Strategies
 - C. Review of Business District Plans Craig Failor (30 min)
- III Economic Development Implementation
 - D. Retention Activies Loretta Daly (20 min)

- E. Recruitment Activities Sara Faust
 - F. Community Partners Loretta Daly
- IV Recommendations & Targets Tom Barwin

* Part I Discussion on January 10th will cover up to and including Section III (D)

economic development SWOT summary

VILLAGE OF OAK PARK

STRENGTHS

Location, Center of Region

Demographics & Density

Mass Transit & Alternatives

Number of Daytime Employees

Authentic/Historic Downtown

Neighborhood Business Districts

Significant Cultural Opportunities

Nationally Renown Tourism Attractions

TIF Tools Available in some areas

Community Support - Shop Here Oak Park

Market Mix Can Support Down Economy

Traffic Generators i.e. Lake Movie Theater

Eclectic Urban Suburban Feel/Independents

Major Node Traffic Counts

Two Hospitals

WEAKNESSES

Collective Property Tax Burden

Older/Challenging Building Stock

Competing Parking Requirements

VOP Process Perceptions

Unclear Neighborhood Corridor Identities

1st Floor Non-Retail uses interrupting retail flow

Traffic Congestion Reality & Perceived

OPPORTUNITIES

Assembled Development Sites

Strong Identity in Recovering Market

Expanding Leisure/Entertainment Segment

Community Marketing

Medical Services Destination

Emerging Green Practices

Ability to target Market Mix

Increased Tourism Marketing

Historic Preservation Tax Credits

Ability to Create Grant Programs

THREATS

Lingering Recession w/ High Unemployment

Cost of Business Operation including Taxes/Rent/Building Modification

Proximity to Oak Brook & Chicago Shopping Centers

Proximity to Economically Challenged Areas

Perceptions of Parking Rates, Enforcement & Supply

Unrealistic Community Expectations

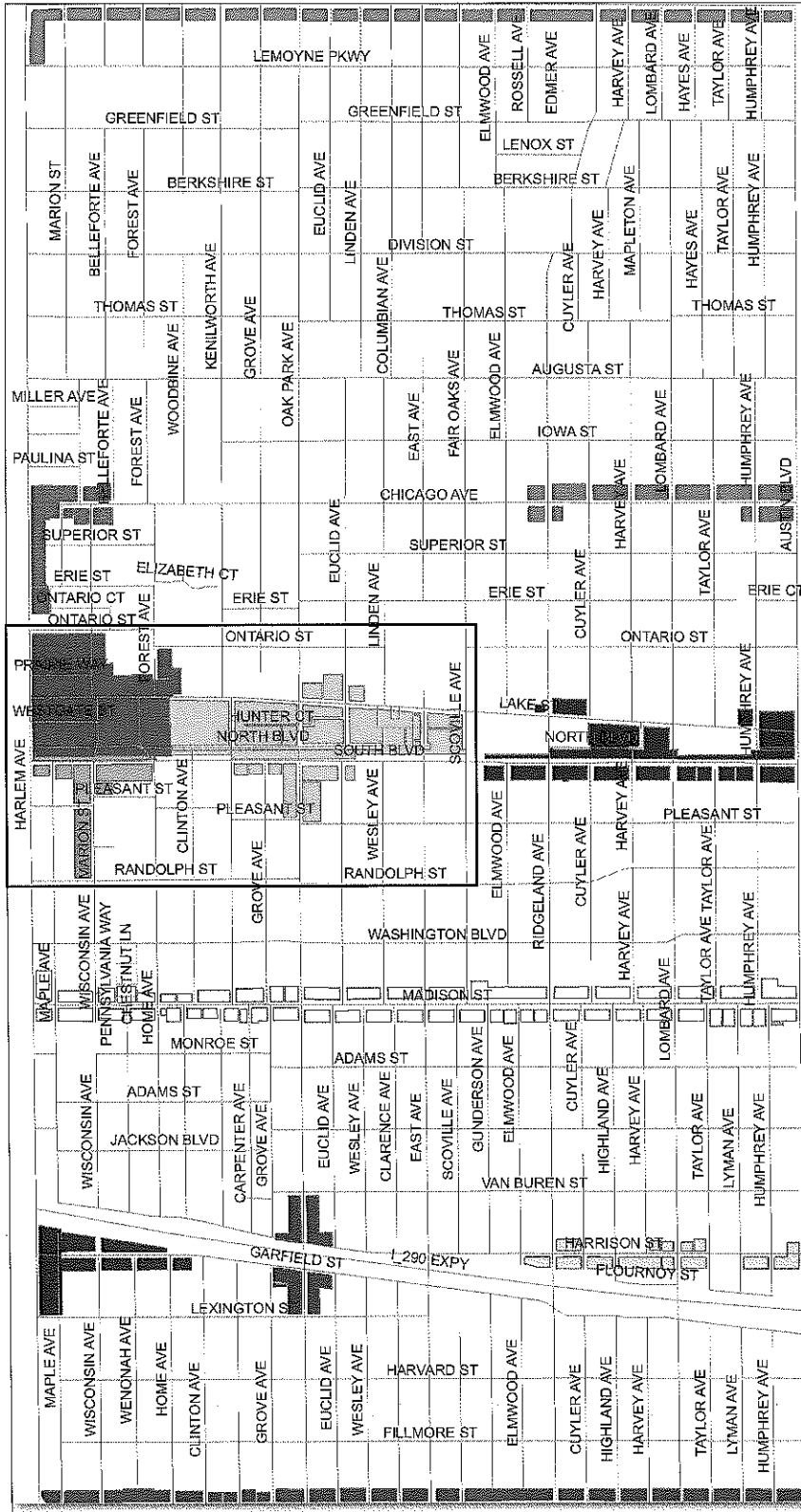
Vehicular Congestions


Regional Foreclosure Rates


Perceived Historic Preservation Requirements


business districts

VILLAGE OF OAK PARK




 Roosevelt Road

 Garfield Street at
Harlem Avenue

 Southtown


 Oak Park
Arts District


 Madison Street

 Downtown Oak Park
Central Business District


 South Marion
Central Business District

 The Avenue
Central Business District

 Lake Street at
Austin Boulevard

 Chicago/Harlem
Historic District

 Chicago Avenue at
Austin Boulevard

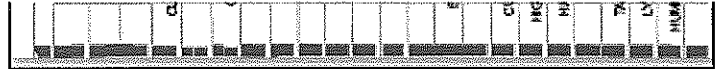
 North Avenue

business district plan review

VILLAGE OF OAK PARK

ROOSEVELT ROAD

District Plan Adopted March 2005 *completed 2002*



PLAN GOALS [Bold = accomplishments]

- Create an accessible site for all visitors.
- ✓ **Create an identity that will draw visitors & businesses.**
- Determine & encourage appropriate development.
- ✓ **Create a continuous pedestrian-friendly experience.**
- Provide parking in strategic locations throughout the corridor.
- Widen sidewalks from 5 feet to 10 feet.
- ✓ **Front Setbacks: 0-5 feet max.**
- ✓ **Adopt & enforce a consistent signage ordinance.**
- Create/maintain alley access for all businesses.
- ✓ **Improve lighting.**
- ✓ **Add bump outs, landscaping, street furniture and landscaped medians.**
- ✓ **Establish a Joint Redevelopment Authority (RRAC).**

RETAIL STUDY RECOMMENDATIONS

- ✓ **New Streetscape configuration to create pedestrian friendly zoned & neighborhood oriented centers should be pursued. Tri-Village streetscape project has been funded and is underway**
- ✓ **Capitalize on grocery and pharmacies to create neighborhood-oriented centers within pedestrian-friendly zones.**

CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. Residential Development at Gunderson Avenue and Roosevelt Road
2. Began Review of Facades Relative to Deterioration Concerns & Upgrade Opportunities.
3. Established Form-based Code Zoning / Development Overlay District
4. Façade Grants; Salerno's Pizza
5. Camp Bow-Wow

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

As of December 2010: 76%

PUBLIC INVESTMENTS

1. Received \$7M in ITEP and IDOT Funding for Streetscape Project + Oak Park contribution
2. District Planning
3. Underground infrastructure enhancements
4. Façade Grants
5. Retail Rehab Grants

GARFIELD @ HARLEM AVENUE

No Plan for this District.

PLAN GOALS [**Bold = accomplishments**]

RETAIL STUDY RECOMMENDATIONS

CURRENT/RECENT DEVELOPMENT ACTIVITIES

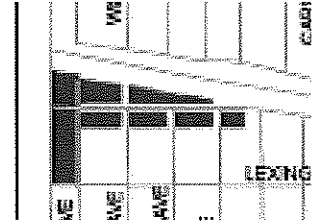
1. Office Development being considered by property owner
2. Animal Shelter [façade renovation]

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

As of August 2010: 96%

PUBLIC INVESTMENTS / TIF DISTRICT

1. Street Resurface of Garfield
2. Volvo Tower
3. Public improvements adjacent Mohr Concrete



Oak Park Avenue @ Eisenhower Expressway & Harrison Street @ Austin SOUTHTOWN, ARTS DISTRICT

UIC- District Plan Adopted March 2005 *completed 2003*

PLAN GOALS [Bold = accomplishments]

✓ **Research the possibility of Capping the Ike**

- Tap underutilized transit opportunities.
- Park cars conveniently without attracting more cars.
- Enhance and expand viable commercial activity.
- Identify the right mix of residential and retail use.

✓ **Provide design guidelines to encourage the new with respect for the old. Prepared but not implemented**

- Improve pedestrian and auto access to businesses.
- Develop two parking garages; one behind the bank building and the other south of the Ike.
- Sidewalks 15 feet wide.
- Increase density to support successful transit oriented mixed use development.
- Front Setbacks: Set backs on upper floors of new commercial buildings can be set back at least 15 feet above the prevailing cornice line to preserve the visual integrity of the existing street wall.
- Densities of 6 to 10 stories should continue south of Harrison and four stories on the north side.
- Heights along Oak Park Avenue between Van Buren and Lexington should be limited to 55 feet with four floor mixed-use buildings.
- Mixed-use or exclusively multi-family residential structures of six to eight stories would locate adjacent to the freeway along Garfield Avenue in close proximity to the train station.

✓ **Create Harrison Street Design Plan.**

✓ **Created Harrison Street Gateway Signs**

✓ **Maintain tree canopy.**

- Bury utility cables.
- Plant flower beds between trees bordered with wrought-iron fences.
- Widen sidewalks at the 3 major intersections.
- Improve streetlights, pedestrian lighting, and public seating.
- Create public plaza/park.
- Possible cap the Ike.
- Proposed 2 parking garages: Oak Park Ave. /Garfield and Lexington/Garfield Av



RETAIL STUDY RECOMMENDATIONS

- Preserve & strengthen the arts component of the area by creating clusters of artists workshops and cooperatives should be explored.
- ✓ **Strengthen districts reputation as a popular neighborhood place to dine & socialize through the recruitment of new restaurants and the assessment of parking restrictions. The area now contains 4 restaurants with a 5th expected to open in 2011. Parking restrictions have been reassessed and changes have been approved**
- ✓ **Provide alternative locations for independent retailers to relocate rather than close. Two local retailers have relocated and expanded their operations**
- ✓ **Pursue a small arts theater. Looking Glass Theater is set to open in 2011**
- Improve signage and streetscape

CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. New parking lot for Pan's Grocery
2. Sen Sushi [façade renovation and business development]
3. Kinderhook [awning renovation and business development]
4. Yona [awning renovation and business development]

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

SOUTHTOWN - As of August 2010: 73%

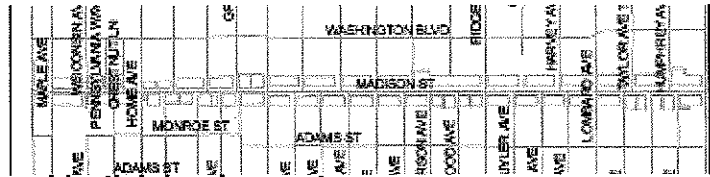
ARTS DISTRICT - As of August 2010: 84%

PUBLIC INVESTMENTS

1. District Planning
2. Resurface of Oak Park Avenue
3. Identify Signage along Harrison
4. Bike Racks and Benches
5. Gateway Identification in Arts District
6. Projecting Signage Program in Arts District
7. Property Assemblage in Southtown
8. Façade Grants Program
9. Retail Rehab Grant Program in Arts District

MADISON STREET

District Plan Adopted June 2006



PLAN GOALS [Bold = accomplishments]

- ✓ **Encourage mixed use developments, and residential development.**
- Improve aesthetics.
- Create gateway enhancements.
- Create business retention and recruitment strategies for the corridor.
- Create shared structured parking at key activity areas.
- Update or Create Streetscape which includes trees, lighting.
- Create Streetscape wayfinding signage.
- ✓ **Front: 5 feet min. A 20% of a building façade may have a greater setback as necessary to accommodate entries and active amenity areas.**
- ✓ **On the primary north-south cross streets (Harlem, Oak Park, Ridgeland, and Austin) the setbacks have been increased slightly from 0-15 to 5-15 feet.**
- ✓ **Secondary side streets are recommended to have a setback of 0-15 feet. Rear: 25 feet.**
- ✓ **Consideration should be given to adding additional parking standards in the zoning code or including them as part of a Madison Street zoning overlay district.**
- Move Pace Bus Stop to west side of Harlem.
- Create westbound to northbound right turn lane at Harlem.
- Create bump outs at intersections.
- ✓ **Create Madison Street Coalition**

RETAIL STUDY RECOMMENDATIONS

- ✓ **Redevelopment projects such as Madison & Highland should be pursued as it can act as a catalyst for area revitalization. Project PUD and RDA have been approved**
- A mixed use/multi storied development at Oak Park and Madison should be pursued
- ✓ **Redirect non-retail to upper floors. Zoning changes that encourage this have been approved**

CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. Madison Highlands Mixed Use Development [BOT Approved] *Previously Village-Owned*
2. Interfaith Housing Development [Public Hearing Process]
3. Chicken and Waffles Opened [façade renovation and business development]
4. Walgreens Development [façade retention and business development]
5. Community Garden
6. Wendy's
7. McDonalds
8. Dunkin Donuts
9. Hospital – Same Day Surgery
10. Numerous Façade Grants; Sears Pharmacy, Village Players, Merrell Becker Knoll, etc.
11. Fenwick's Master Plan Goals

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

As of September 2008: 85%

VILLAGE-OWNED SITES

- Northeast Corner of Oak Park Avenue and Madison Street
- 260 Madison Street

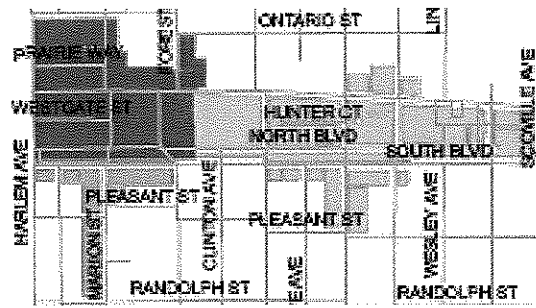
PUBLIC INVESTMENTS / TIF DISTRICT

1. District Planning
2. Foley Rice Retention Agreement
3. Median Landscaping
4. Resurface Madison Street
5. Volvo Retention Agreement
6. Property Assemblage
7. Façade Grant Program

Downtown Districts

DTOP, SOMA, THE AVENUE

Greater Downtown Master Plan Adopted March 2005



PLAN GOALS [Bold = accomplishments]

- Evaluate TIF program.
- ✓ **Identify TIF priority projects.**
- Increase transit ridership.
- ✓ **Improve pedestrian, bicycle, transit and auto traffic patterns with additional studies.**
- ✓ **Identified catalyst projects incorporated into the TIF plan, CIP.**
- Coordinate catalyst projects with CTA, Metra, and Pace.
- ✓ **Proposes additional housing, retail, office space within 1/4 mile radius of train station.**
- ✓ **Properties along Lake Street 80 feet max.**
- ✓ **Other B-4 max. 125 feet**
- ✓ **Front: Create street wall, minimum setbacks.**
- ✓ **Prohibit forecourts, gardens or other setbacks.**
- Create a Design Commission.
- ✓ **Create Development Guidelines. Prepared but not implemented**
- ✓ **Open Marion Street.**
- Improve sidewalks, lighting, landscaping and street furniture.
- Create Founders' Square and Station Square.
- ✓ **Underpass improvements.**
- ✓ **District-Wide Streetscape Improvements**
- ✓ **Lake/Forest parking garage.**

RETAIL STUDY RECOMMENDATIONS

- Create a larger unified CCBD district that is greater than the sum of its distinct parts that complement rather than compete with one another.
 - ✓ **Unified Streetscape design**
 - ✓ **Central Marketing Efforts**
 - Consistent Signage Graphics
 - Dedicated Shuttle Service
 - Retail Mix Strategy for entire Area
- Lake & Harlem Intersection should capture consumers by presenting the initial face of the new expanded CCBD retail offering.
 - Colt Development should set the tone
- Reduce the duplication of retail concepts where possible and redistribute concepts among the areas. Create one Super Shopping Destination:
 - ✓ **Downtown – Apparel**
 - ✓ **Avenue – Home furnishings & Décor**
 - ✓ **Marion & South Marion – latest dining and assorted shopping boutiques**
- Take Advantage of the traffic that River Forest Town Center brings
- Fill in merchandise category gaps
 - Retail Mix Strategy

- Recruit new, select national chain concepts to broaden the market
- Establish a distinct retail identity for each district

✓ **Downtown Districts Branding**

- Better Capture spending by out of town visitors to Oak Park

✓ **Relocate Visitors Center to corner of Lake & Forest**

Install unmanned kiosk signs at both Harlem and OP Ave Stops
 Unify Visitor marketing efforts by Oak Park's major attractions

VILLAGE-OWNED SITES

- Colt Site
- 1118 Westgate
- NWC Euclid Avenue and Lake Street [Tasty Dog Site]
- SEC Harlem Avenue and South Boulevard / Maple Street and South Boulevard
- Three Parking Garages

CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. RSC Mixed Use Development
2. Whiteco Residential Mixed Use Development
3. Opera Club Mixed Use Development
4. Lake and Forest Mixed Use Development [BOT Approved]
5. Mid-Week Market
6. Visitor's Center Relocation
7. Colt Site Development: *under discussion*
8. Morningside Development: *under discussion*
9. SoHo: *under construction*
10. Numerous New Businesses, Façade Renovations and Business Development

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

DTOP - As of August 2010: 95%

SOMA - As of August 2010: 98%

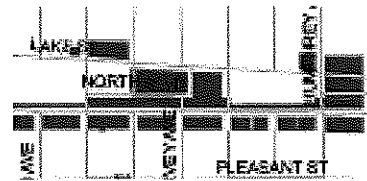
AVE - As of August 2010: 87%

PUBLIC INVESTMENTS / TIF DISTRICT

1. Lake and Forest Parking Garage
2. District Planning
3. Oak Park Avenue Resurfacing
4. Lake Street Resurfacing
5. New Lighting along Lake Street
6. Holley Court Garage Expansion
7. Avenue Garage Development
8. Water and Sewer replacement on Lake Street
9. Marion Street Redevelopment
10. Hunter Court Renovation
11. Oak Park Avenue Viaduct
12. Multi-Modal Station
13. Property Assemblage
14. Public Art
15. Façade Grant Program
16. Retail Rehab Grant Program

LAKE STREET @ AUSTIN BOULEVARD

District Plan Adopted March 2007



PLAN GOALS [Bold = accomplishments]

- Identify economic development and increasing sales tax opportunities.
- Creating a better pedestrian experience.
- Improving the districts sense of safety.
- Providing convenient parking.
- Preserving existing historic structures.
- Create a gateway at Austin and Lake.
- Create Structured parking to support existing and proposed retail uses.
- Establish district parking plan.
- Provide parking incentives or financing options.
- Reconfigure Harvey.
- Work with CTA to improve transit station and add entrance on Oak Park side of street.
- Upgrade streetscape.
- Upgrade rail embankment and underpasses.
- Encourage LEED cert.
- ✓ **Prepare design guidelines.** *Prepared but not implemented*
- Prepare pedestrian lighting plan.
- Prepare streetscape and landscape design.
- Establish way-finding signage program.
- Fill vacancies with high quality tenants.

RETAIL STUDY RECOMMENDATIONS

- ✓ **Improve condition of the general shopping environment. Streetscape investment occurred in 2007**

CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. Aldi considering redevelopment of existing site
2. Springer Golf at Lake and Lombard (formally Blockbuster)
3. Asian Auto Redevelopment
4. Dominick's Interior Investment
5. Historical Society Agreement
6. The Ridgeland mixed use development
7. Ridgeland Station Townhome development

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

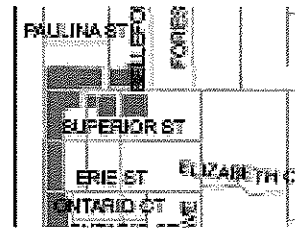
As of August 2010: 84%

PUBLIC INVESTMENTS

1. Resurface / Median Landscaping along Lake Street
2. Reservoir Reconstruction
3. Façade Grant Program

CHICAGO AVENUE @ HARLEM AVENUE

District Plan Adopted March 2008



PLAN GOALS [Bold = accomplishments]

- Improve existing businesses and attract high quality retail to the area.
- Create a better pedestrian experience.
- Provide improved and convenient parking.
- ✓ **Preserve existing historic structures.**
 - Improve the visual quality of Harlem Ave.
 - Create a gateway at Chicago and Harlem Ave.
 - Provided concepts to improve parking lots for Villager Foods, O'Connor's Cleaners, New Era's Kitchen & Baths and BP.
 - Provided concepts for façade improvements.
- ✓ **Issues with non-conformance with zoning regulations. Window signage coverage and uses not permitted in the perimeter overlay district.**
 - Streetscape improvements along Harlem including planters/bollards, curbs, additional trees.
 - Planting medians along Chicago Avenue.
 - Additional Bike racks.
 - Create landscape buffers between sidewalks and parking areas.
 - Create a Gateway feature on the BP site.
 - Work with ComEd to move equipment to allow additional parking in that area.
 - Create a business association scaled to the needs of the district.
 - Create district marketing.

RETAIL STUDY RECOMMENDATIONS

CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. Doggy Day Play [façade renovation and business development]
2. Peterson's Ice Cream building [façade renovation and business development]
3. BP [New pump installation]

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

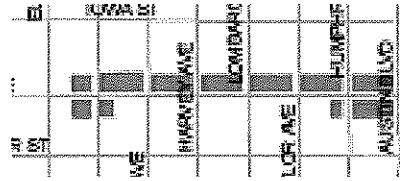
As of August 2010: 95%

PUBLIC INVESTMENTS

1. Resurface Chicago Avenue
2. Façade Grant Program

CHICAGO AVENUE @ AUSTIN BOULEVARD

District Plan Adopted February 2006



PLAN GOALS [Bold = accomplishments]

- Address current development constraints.
- ✓ **Identify key redevelopment opportunities and catalyst projects.**
- ✓ **Create an inviting pedestrian experience.**
- ✓ **Improve the district's sense of safety.**
- Provide convenient parking.
- ✓ **Preserve existing historic structures.**
- Create parking plan.
- ✓ **Create Retail Design Guidelines.** *Prepared but not implemented*
- ✓ **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.**
- ✓ **Update Sign Ordinance.**
- Encourage signage that is clear and uncluttered.
- ✓ **Update Awning regulations.**
- ✓ **Improve streetscape, pedestrian lighting and landscape design.**
- Create Wayfinding signage.
- ✓ **Brick Crosswalks.**

RETAIL STUDY RECOMMENDATIONS

- Vacant store fronts should be covered with professional window coverage & lighting above storefronts installed

CURRENT/RECENT DEVELOPMENT ACTIVITIES

1. Planek Building [façade renovation and business development]
2. States Attorney Satellite Office Established
3. Jamaican Grill [awning renovation and business development]
4. PJ's Hardware
5. Enterprise Rent a Car

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

As of August 2010: 85%

VILLAGE-OWNED SITES

- 2-10 Chicago Avenue

PUBLIC INVESTMENTS

1. Streetscape Project
2. Resurface Chicago Avenue
3. Public Art
4. Façade Grant Program

NORTH AVENUE BUSINESS DISTRICT

Plan Commission + Consultant Prepared 1996



PLAN GOALS [Bold = accomplishments]

- Establish a North Avenue Task Force
- ✓ **Rezone all or part of the corridor to B-2 to facilitate economic development**
- Amend the Zoning Ordinance special use section to allow uses in other zoning districts
- Establish a set of zoning performance criteria to minimize residential impact and attract businesses
- Consider the impact of multi-family residential may have on the corridor
- Increase commercial-related parking through parcel assemblage or street vacation
- ✓ **Require parking as a part of or adjoining new development**
- Protect residential areas from parking problems with cul-de-sacs, buffering, one-way streets, and limited street parking
- Establish specific assemblage guidelines
- Encourage developers and owners to combine parcels for larger lot sizes
- Use parcel assemblage to support private commercial or residential development
- Use municipal condemnation powers where 75-80% of proposed parcels have been assembled
- Consider establishing a TIF district by study and evaluation of the impact on the Village
- ✓ **Improve the physical appearance of North Avenue**
- Increase local shopping
- Facilitate development and redevelopment
- Develop relationship with City of Chicago
- Encourage cooperation between NABA, the business community, the community at large and abutting communities
- Encourage NABA and community residents to become active participants in Village sponsored planning activities for North Avenue
- Educate the public regarding the potential opportunities and benefits for North Avenue redevelopment

RETAIL STUDY RECOMMENDATIONS

- Redevelopment opportunities at Harlem to Forest should be explored
- More multi unit residential developments that contain limited convenience oriented businesses is recommended

CURRENT/RECENT DEVELOPMENT ACTIVITIES

FIRST FLOOR OCCUPANCY [Based on Storefront Evaluation]

As of 1996: 85%

PUBLIC INVESTMENTS

1. Completed one-third of the corridor's streetscape enhancement
2. Resurface North Avenue

retention activities

VILLAGE OF OAK PARK

Among the many roles that the Village of Oak Park assumes is that of a key agent in the development and maintenance of a healthy and stable commercial market benefitting the entire community. To that end, the Business Services Department in partnership with all Village Departments and Community Partners takes a primary role ensuring that businesses which have invested in Oak Park remain healthy and viable, and that a robust commercial market is in place for those entities seeking entry into Oak Park.

Contained within our 12 business areas are 1600 commercial entities representing a wide variety of goods and services for area residents, employees, and tourists to enjoy. On the whole Oak Park has weathered the significant economic downturn of the last several years exceedingly well with sales tax revenue's gaining steadily, and vacancy rates at an all time low. In order to encourage and maintain this level of commercial investment several avenues of activities have been and are being pursued. The following is a brief overview of these activities as well as an overview of new initiatives for 2011.

MARKETING & PROMOTION: A key to maintaining a healthy and robust commercial marketplace is the ability to develop and market a compelling community image and to provide pathways for businesses to interact with current and future clientele. The following are examples of these types of initiatives:

- Shop Here Oak Park: Over the last several years, in partnership with several community groups an active campaign to promote shopping locally has been in place.
- Downtown Districts Image Campaign: Begun in the 2nd quarter of 2010 representatives from Downtown Oak Park, The Avenue, South Marion, and the Visitors Bureau have been working to create an umbrella image for the "Downtown Districts" comprised of all three above mentioned commercial areas. A name and image has been selected with work continuing in 2011.
- The new Mid-Week Market was created in partnership with multiple Village Departments and many community organizations to provide another venue for our local business community and regional growers to highlight their specialties, and to provide the community with a weekly arena to celebrate Oak Park.

COMMUNICATION: Because Oak Park is a physically built out community with a highly diverse daytime and residential population, maintaining the health and vitality of the business environment requires a high level of communication between all parties. Communication between the Village, its partners, and the business community is achieved in a number of ways including the following:

- Business Services serves as a Board Member on to 5 separate community organizations
- Business Services acts as Village Representative to 7 separate community organizations
- Business Services manages and coordinates the activities of the Business Association Council comprised of representatives from all business districts, The Chamber of Commerce, OPDC, The Visitors Bureau & village staff

INVESTMENT & ENVIRONMENT: Public sector investment in our commercial corridors, incoming businesses, and our building stock creates a partnership environment which encourages investment and commitment from the private sector in Oak Park translating into an ever expanding tax base. Business Services participates in this key area as follows:

- Management in partnership with the Planning Department for the planning and implementation of all streetscape projects throughout the Community.
- Membership on the Madison Street Coalition overseeing the Madison St. Plan
- Village representative on the Oak Park Development Corporation Loan Committee
- Participation as a member of the staff negotiating team interfacing with developers
- Business Services assists in the oversight of current Redevelopment Agreements
- Oversight of all internal processes for OPDC Loan Agreements and Village owned property lease agreements

BUSINESS INVESTMENT AND PROCESS MANAGEMENT: Opening or maintaining a business in Oak Park is being streamlined through the Business Services Office to cut through red tape and provide for the most efficient paths through Village Hall.

The Business Service Center was created in 2009 to oversee the entry of all new 1st floor businesses into Oak Park, and to monitor and assist with the needs of current businesses as they interact with the Village. The Business Service Center provides the following services:

- Business Consultation Services including assistance in the development of business plans and potential site locations.
- Coordination of on-site pre-permit reviews by Building & Property Standards and Fire
- Central point of entry at Village Hall
- Coordinated, multi-department oversight for moving business candidates efficiently from application to opening.
- Connection to all Village departments to help solve problems before they arise

NEW INITIATIVES FOR 2011

MARKETING & PROMOTION: Roll out a marketing effort for the "Downtown Districts" that includes advertising locally and regionally.

INVESTMENT & ENVIRONMENT: Implement Streetscape plans for The Downtown Districts and Madison St.

VOP PROCESS OVERSIGHT & MANAGEMENT: Examine current business licensing processes to determine the most efficient pathway for new businesses to obtain all appropriate licensing including the potential to move these functions on-line. Additionally, the potential to utilize the annual license renewal process to conduct business retention surveys will be explored.

retail sales tax

VILLAGE OF OAK PARK

Retail Sales Tax Receipts Q1-Q3 2010 vs 2009

Municipal and Home
Rule Taxes Only -

Forest Park has a
.5% Non Home Rule
Tax

| Oak Park | 2009 | 2010 |
|----------|--------------|-------------|
| Q1 | \$1,174,594 | \$1,275,802 |
| Q2 | \$1,281,220 | \$1,483,335 |
| Q3 | \$1,295,458 | \$1,314,613 |
| Total | \$3,751,272 | \$4,073,750 |
| | \$Difference | \$322,478 |
| | % Change | 8.60% |

| Berwyn | 2009 | 2010 |
|--------|--------------|-------------|
| Q1 | \$961,172 | \$1,018,387 |
| Q2 | \$1,005,240 | \$1,084,988 |
| Q3 | \$994,629 | \$1,057,593 |
| Total | \$2,961,041 | \$3,160,968 |
| | \$Difference | \$199,927 |
| | % Change | 6.75% |

| Naperville (Dupage) | 2009 | 2010 |
|---------------------|--------------|--------------|
| Q1 | \$5,277,864 | \$6,395,660 |
| Q2 | \$5,882,603 | \$5,464,547 |
| Q3 | \$7,036,671 | \$7,714,699 |
| Total | \$18,197,138 | \$19,574,906 |
| | \$Difference | \$1,377,768 |
| | % Change | 7.57% |

| Evanston | 2009 | 2010 |
|----------|--------------|--------------|
| Q1 | \$3,164,442 | \$3,196,618 |
| Q2 | \$3,519,437 | \$3,703,079 |
| Q3 | \$3,581,380 | \$3,758,938 |
| Total | \$10,265,259 | \$10,658,635 |
| | \$Difference | \$393,376 |
| | % Change | 3.83% |

| Elmhurst (DuPage) | 2009 | 2010 |
|-------------------|--------------|-------------|
| Q1 | \$2,676,788 | \$2,783,919 |
| Q2 | \$3,114,878 | \$3,047,617 |
| Q3 | \$2,810,710 | \$2,996,769 |
| Total | \$8,602,376 | \$8,828,305 |
| | \$Difference | \$225,929 |
| | % Change | 2.63% |

| Forest Park | 2009 | 2010 |
|--------------------|-----------------|--------------|
| Q1 | \$898,246 | \$873,989 |
| Q2 | \$908,859 | \$904,316 |
| Q3 | \$889,131 | \$936,023 |
| Total | \$2,696,236 | \$2,714,328 |
| | \$Difference | \$18,092 |
| | % Change | 0.67% |

| Downers Grove (DuPage) | 2009 | 2010 |
|-------------------------------|-----------------|--------------|
| Q1 | \$3,859,307 | \$3,614,997 |
| Q2 | \$4,119,430 | \$4,128,334 |
| Q3 | \$3,893,446 | \$4,520,406 |
| Total | \$11,872,183 | \$12,263,737 |
| | \$Difference | \$391,554 |
| | % Change | 3.30% |

#3

VILLAGE OF OAK PARK
AGENDA ITEM COMMENTARY

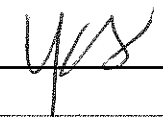
Item Title: Motion to Approve Automation of the Overnight Parking Pass System and Direct Staff to Prepare the Necessary Ordinances

Resolution or Ordinance No. _____

Date of Board Action: *January 10, 2011*

Submitted by: 

Cara Pavlicek, Interim Manager Parking and Mobility Services

Village Manager's Office: 

Item History (Previous Board Review, Related Action, History):

As a result of Board direction during the FY2011 Parking Fund budget discussion, the Board requested staff work toward automation of the Overnight Parking Pass function in the Village. The attached report and recommendations entitled Exhibit A have been prepared for the Board's review and direction in order to implement technology updates to the Overnight Parking Pass system in the first half of 2011.

Item Policy Commentary (Key Points, Current Issue, Recommendation):

Exhibit A is a detailed report of the history and policy considerations related to automation of the overnight parking pass system.

Item Budget Commentary: (Account #; Balance; Cost of contract)

The proposed FY 2011 budget anticipated the proposed automation of the overnight parking pass system, however, the budget does not identify any operational savings that may result from the proposed changes. As the automation of the pass system is further developed, a budget amendment will be proposed to specifically identify budget impact of the proposed changes.

Proposed Action: Approval of the Motion.

On-Street Overnight Parking in Oak Park

As a result of Board direction during the FY2011 Parking Fund budget discussion, the following report/recommendations have been prepared for Board review in order to implement technology updates to the Overnight Parking Pass system in the first half of 2011.

Background

The Village of Oak Park has had an overnight parking prohibition in effect on all public streets within the Village of Oak Park for more than 50 years and currently bans parking on all public streets from 2:30 a.m. to 6:00 a.m., except in those designated areas where an On-Street Overnight Permit Parking Zone exists as created by Ordinance 1988-0-58 as amended by Ordinance 2009-0-057, Ordinance 2008-0-010, Ordinance 2008-0-050, Ordinance 2005-0-22, Ordinance 1994-0-60 and Ordinance 1995-0-68.

The overnight parking ban has benefited the public health, safety and welfare of Oak Park by enhancing the environment for better police surveillance, eliminating potential hiding spots for criminals, reducing opportunities for crime, and providing a more efficient and effective system of public street maintenance, including snow and leaf removal and street cleaning generally. It is noteworthy that the above stated reasons have been held to provide a valid public purpose for the enactment of an overnight parking ban on public streets by the Illinois Appellate Court in Flanagan v. Village of Oak Park, 35 Ill.App.2nd 6.

In 1988, with the adoption of Ordinance 1988-0-58 the first areas were established where On-Street Overnight Permit Parking would exist. This important decision by the Village had the effect of improving many of Oak Park's larger multiple family dwellings by providing public parking overnight, on-street by permit for its residents in limited areas. This action was critical to enhancing the viability of an important segment of the Village's housing stock, while maintaining the overnight on-street parking ban. Over the years the Village also developed a parking system which today includes 107 Village-owned or Village-leased parking lots, providing Oak Park residents with approximately 5,375 off-street parking spaces.

In spite of the additional off-street parking that has been established and the On-Street Overnight Permit Parking provided by the Village thus far, demand for temporary on-street overnight parking exists in limited circumstances for guests of Village residents and for those residents new to the Village as they seek to obtain legal parking. As a result of this temporary demand for overnight parking, in the past decade, the Village staff additionally developed and implemented administration procedures for the issuance of free parking passes. The types of passes, their use and restrictions on their use, were developed administratively over the years and are currently issued via a complex telephone based system. It is important to note that PASSES are “short-term” and free, as opposed to parking PERMITS which are sold quarterly for a fee. At this time, staff recommends review of these passes by the Board of Trustees and the establishment of parking passes by an Ordinance to ensure the issuance of passes is consistent with the existing intent and administration of the On-Street Overnight Parking Ban.

Current Parking Pass System

Generally, the current parking pass system issues an estimated 80,000 passes annually within the following guidelines:

- “NIGHT PASS”. Maximum of five passes per license plate per year. A resident may call the Overnight Pass Line between 8 pm and 2:30 am to obtain a single NIGHT PASS to override the 2:30 a.m. to 6:00 a.m. overnight parking ban for that same night. Passes are only issued for certain on-street locations in the Village (e.g. passes are not issued for major streets such as Harlem or Madison and passes are not issued in On-Street Overnight Permit Parking Areas.) The Village employs 2.5 FTEs to provide this service. The intent of this pass is for guests of Village residents.
- “DAY PASS”. Maximum of five passes (calculated in conjunction with the NIGHT PASS) per license plate per year. A resident may call the DAY PASS LINE between 6 a.m. and 8 a.m. Monday through Friday and leave a voice mail message to obtain a single DAY PASS to override No Parking 8 a.m. to 10 a.m. restrictions for that same day. Passes are only issued for certain on-street locations in the Village (e.g. passes are not issued to override weekly street

cleaning no parking restrictions on Tuesdays/Wednesdays in the On-Street Overnight Permit Parking Areas.) The Village employs one FTE who notifies the Parking Enforcement Officers of these passes as part of other Parking Services responsibilities during the workday. The intent of this pass is for guests of Village residents.

- “EXTENDED PASS”. Maximum of 30 days (issued for a minimum of three days and a maximum of 15 days) per license plate per year, a resident may call the EXTENDED PASS LINE between 8:30 a.m. and 5:00 p.m. Monday through Friday, or come to Village Hall in person, to request the EXTENDED PASS. Passes are only issued for certain on-street locations in the Village (e.g. passes are not issued to override weekly street cleaning no parking restrictions on Tuesdays/Wednesdays in the On-Street Overnight Permit Parking Areas). Passes are intended to override the overnight parking ban and any day time restrictions on the eligible streets for which they are issued. The Village employs a total of two FTEs (which includes the one FTE who issues day passes) to issue EXTENDED PASSES along with other Parking Services clerk duties. The intent of this pass to afford new residents to the Village a temporary parking location until they secure legal parking.

Recommendations for Proposed Parking Pass System, to be established by Ordinance

Generally, it is proposed that the Village re-develop the manner (and all supporting databases) in which it issues temporary parking passes for guests of residents and for those who are new Village residents by eliminating the “overnight pass line” and instead offering parking passes via the internet or during regular business hours at Village Hall for those without internet access, under the following guidelines:

- “NIGHT PASS”. Maximum of five passes per license plate per year, issued 24/7 via the internet or by calling or visiting Village Hall between 8:30 a.m. and 5:00 p.m. Monday through Friday. The NIGHT PASS would be valid for a 24 hour period that matches a specific date and which would override the 2:30 a.m. to 6:00 a.m. overnight parking ban as well as any day time restrictions for that date of issue. Such passes could be applied for up to one week in advance. Passes would only be issued for certain on-street locations in the Village (e.g. passes are not issued for major streets such as Harlem or Madison and passes are not issued in On-Street

Overnight Permit Parking Areas.) The intent of this pass is for guests of Village residents.

- “EXTENDED PASS”. Maximum of 21 days (issued in any increment, but not for more than 7 days) issued 24/7 via the internet or by calling or visiting Village Hall between 8:30 a.m. and 5:00 p.m. Monday through Friday. The EXTENDED PASS would be valid for a 24 hour period that matches a specific date and which would override the 2:30 a.m. to 6:00 a.m. overnight parking ban as well as any day time restrictions for that date of issue. Such passes could be applied for up to one week in advance. Passes would only be issued for certain on-street locations in the Village (e.g. passes are not issued for major streets such as Harlem or Madison and passes are not issued in On-Street Overnight Permit Parking Areas.) The intent of this pass to afford new residents to the Village a temporary parking location until they secure legal parking.
- Establish off-street parking lots where Overnight Paid Parking could be purchased for a single night at a fee of \$5 per night in addition to Public Parking Garages where overnight parking is already available for a maximum fee of \$15. Attached is a spreadsheet that identifies locations for such parking. The intent of these overnight paid parking lots is to provide legal parking alternatively for individuals who have used all free passes available or who do not qualify for free pass for various reasons (e.g. outstanding parking citations). The paid lots will also be promoted to those individuals without internet access that have not obtained a parking pass during Village Hall business hours (e.g. should the Police Department receive drop-ins or telephone calls, the front desk officer can advise an individual to park legally in one of the paid lots).

Other Considerations

It is important to note the following as a part of this discussion:

- An ordinance to establish an overnight parking PASS system will need to identify criteria for residents to apply for a free parking pass (e.g. Name, Address and Emergency Contact Phone number of Oak Park Resident and the Name & Emergency contact number of visitor/vehicle operator if other than Oak Park Resident.) The criteria established by ordinance will be used as the building blocks for an internet based PASS system. A system based upon criteria is

necessary to protect the integrity of the Village existing On-Street Overnight Parking Ban.

- Staff requests a Workshop Discussion of this matter on January 10, with presentation of a draft Ordinance on January 18th.
- Upon final adoption of an Ordinance, it is anticipated that it will take staff approximately 5 – 6 months to develop the internet based system. Significant public education would need to occur at the same time the internet based system is being developed.
- The internet based parking pass system will only address the PASSES described herein. There are a variety of other parking PASSES administratively issued at this time that will be addressed via a separate ordinance processes. These include, for example, MEDICAL PASSES (which address the short term parking needs of residents due to medical conditions such as surgery or hospice care), CONSTRUCTION PASSES (which address short term parking needs of residents who temporarily lose access to parking in their garages due to alley construction or similar situations).