

LAVERGNE STATION AREA

The corridor and station areas vary along the length of the study area. The easternmost station, LaVergne, has two warming shelters with seating, one each on the inbound and outbound track. It has concrete boarding platforms with decorative light fixtures, bike racks, and other rider amenities such as newspaper boxes. The station itself is attractive and includes mature trees, both ornamental and shade trees, and has a well-lit, complete paved sidewalks, and decorative fencing. It is in contrast with the grittier industrial uses to the north and along Ridgeland Avenue, and the somewhat barren commercial uses. Metra plans to construct new platforms and shelters on both the inbound and outbound sides of the LaVergne Station in 2008-2009.



The LaVergne station area.

Images of the station are below:



The LaVergne station inbound track warming shelter.



The warming shelter on the outbound track at the LaVergne station.



The LaVergne station has mature trees and decorative fencing separating the public ROW from the railroad ROW, providing an aesthetically pleasing safety solution .



A view from the LaVergne station looking east across Ridgeland Avenue toward the grade-separated Canadian National Railway.

The study area surrounding the LaVergne Station is characterized by a distinct split by the railroad ROW, with industrial uses to the north and small single family homes to the south. The northern, industrial area is much grittier and unkempt, and includes an auto towing yard with prominent siting along Ridgeland Avenue.

The southern area is mostly residential, with Fire Station #1 located at Gunderson Avenue.

While Ridgeland Avenue, a primary north-south thoroughfare, is fairly commercial in the node from 28th Street to Fairfield Avenue, it also has a substantial number of residential buildings outside of that node including single family houses. Ridgeland Avenue is similar to the other primary streets in the study area in aesthetics: full sidewalks between the building fronts to the streets without plantings or pedestrian amenities. A notable exception is the southbound route 315 Pace bus stop at 32nd Street which includes a bench.

The buildings are mostly one story in height and the dominant material is brick.



The commercial areas — such as in this photo taken at Ridgeland and Windsor Avenues — typically rather barren and void of character.



The commercial/industrial mix on the south side of the railroad ROW on Ridgeland Avenue has unsightly properties.



The commercial/industrial mix on the north side of the railroad ROW (shown here on Windsor Avenue) has some unsightly properties.



The residential neighborhood to the south of the station is characterized by well-kept homes and tree-lined streets.



The homes are generally well maintained and attractive, although not many are seen along the corridor. An exception are the homes shown above, on Windsor Avenue.



The neighborhood includes a solid community anchor: Fire Station #1 of the Berwyn Fire Department, located at Gunderson and Windsor Avenues.

BERWYN STATION AREA

Aerial showing the Berwyn Station area looking south (July 2000).

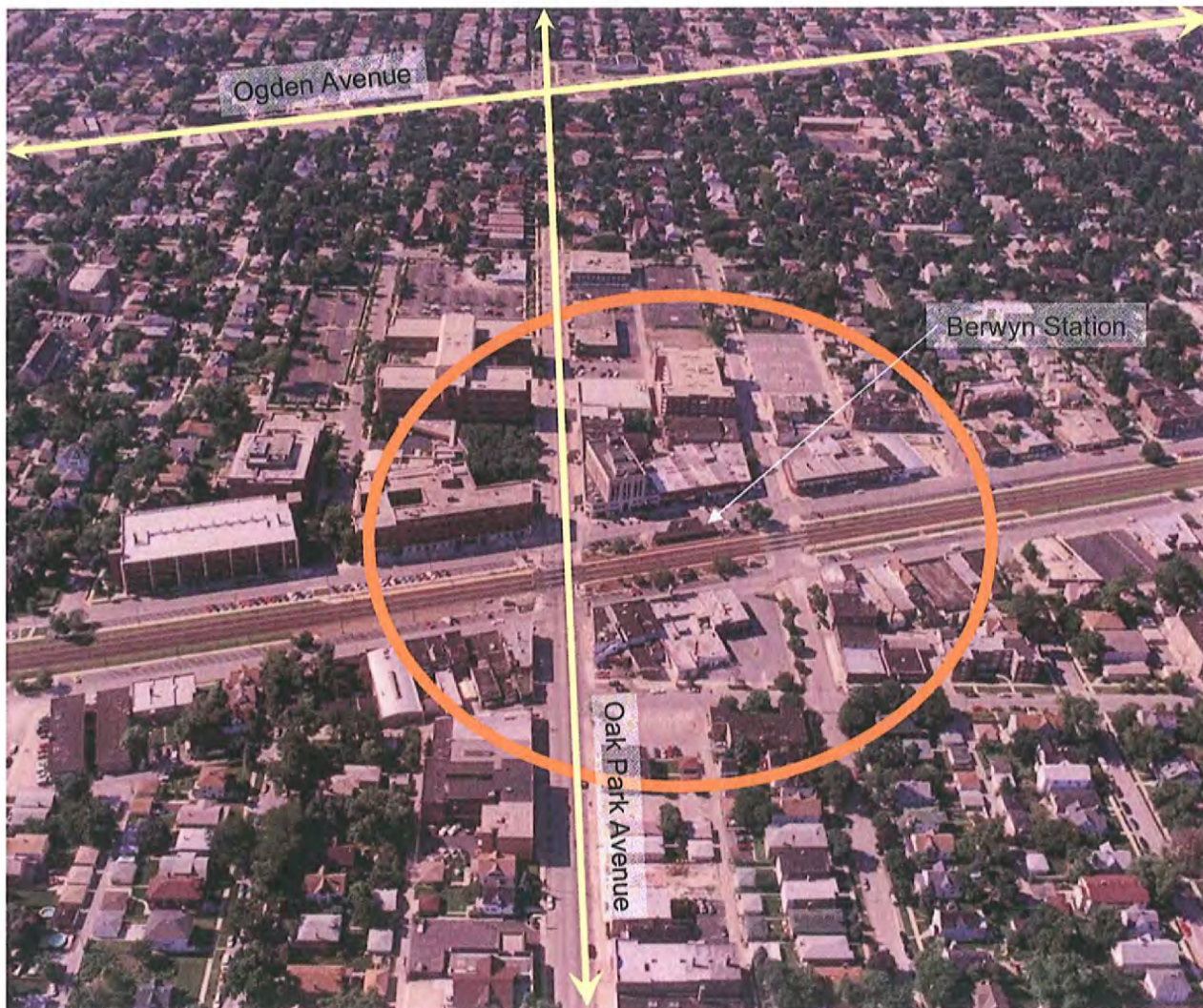


Photo courtesy of Metra



BERWYN STATION AREA

The central station, Berwyn, lies at the heart of the area known as the Depot District. The station itself is a historic building from 1890, and while not the oldest part of the city to be settled, today it has the spirit of a landmark historic town center. Two structures in this area have been recognized by the National Register of Historic Places (deemed eligible): the Berwyn Train Station and the First United Methodist Church. In addition, this area has several older buildings that have desirable brick and glazed brick detailing from the early part of the 20th Century.

The station building is located on the inbound track, with a warming shelter on the outbound track. There are paved boarding platforms of herringbone pattern brick pavers and decorative lighting, but the tracks are separated by chain link fencing. It lacks a barrier between the public and railroad ROWs.

Photos of the station are below:



The Berwyn station area.



The Berwyn station building, located on the inbound track, is a historic landmark building from 1890.



The warming shelter on the outbound track of the Berwyn Station.

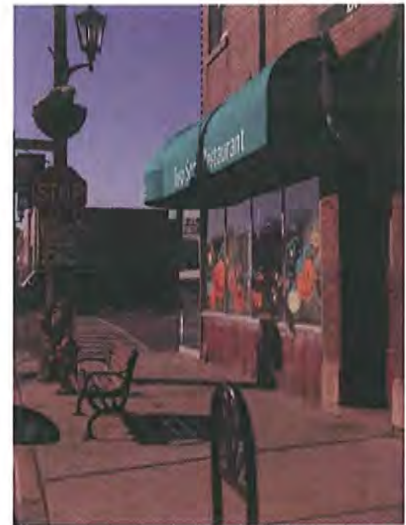


View of the track and platform looking southwest toward the station building.

The largest land area of the Depot District is occupied by MacNeal Hospital, a fully-accredited 427-bed teaching hospital that focuses on providing care in the near west and southwest Chicago suburbs.

MacNeal also contributes to the largest economic sector in the city of Berwyn, including the largest employment sector and top annual payroll (both health care & social assistance, U.S. Census 2000). The total number of employees at MacNeal is 2,437. Several of the buildings in the facility are five stories and there are several other buildings in this station area of similar height, making this area the highest density of floor area in the study area. Most of the buildings in this area are brick.

This area boasts the strongest node of pedestrian-friendly amenities, due to the scale of the buildings, the north-south connectivity and number of opportunities to cross the railroad tracks, and the types of uses that dominate the area.



The corner of Stanley and Oak Park Avenues



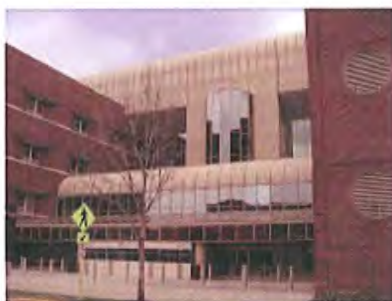
New commercial is springing up on Stanley Avenue, with more mixed use buildings planned.



Business cooperation and partnership is notable in this area. For example, the above shops work together to promote and share directional signage.



Many storefronts in the area, however, require maintenance. Also, sidewalks are cracked, full of weeds, and in need of repair.



MacNeal Hospital is a prominent landowner and neighbor in this station area.



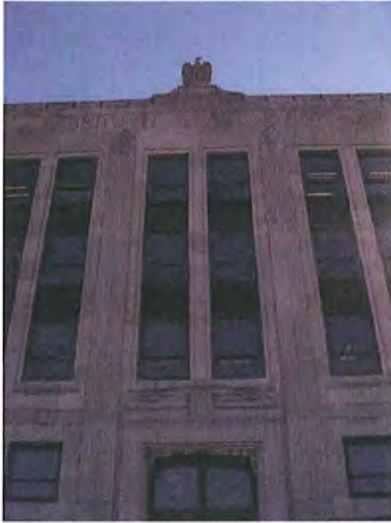
Attractive residential areas lie outside the highly-trafficked areas.



Oak Park Avenue north of Stanley provides a healthy commercial corridor to 32nd Street, but is auto-dominated.



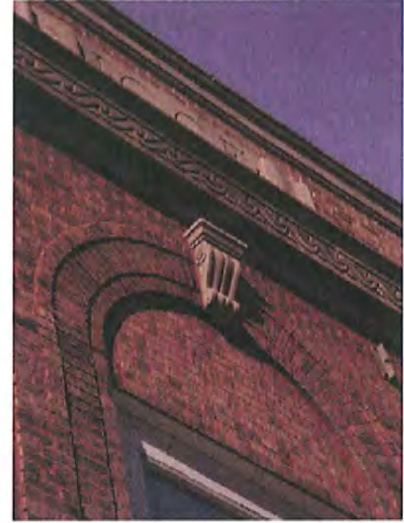
Some historic buildings and local favorites rich with history are located in this part of the study area. *(Note: Additional information on historic register properties and historic precedents is found later in section nine.)*



The landmark Berwyn State Bank holds a prominent place at the corner of Oak Park and Windsor Avenues. It now houses medical offices.



A photo of the Berwyn station building shows traditional detailing.



Beautiful brick and stone detailing at the cornice level of a building on Oak Park Avenue.



The Berwyn Community Bank building on Oak Park Avenue had the above art piece commissioned, and is now considered a local landmark.



"The Berwyn" is a run-down hotel with daily and weekly rates easily passed by on the street unnoticed was once the showcase of the city and a posh upscale hotel.

HARLEM AVENUE STATION AREA

Aerial showing the Harlem Avenue Station area looking south (October 1993).

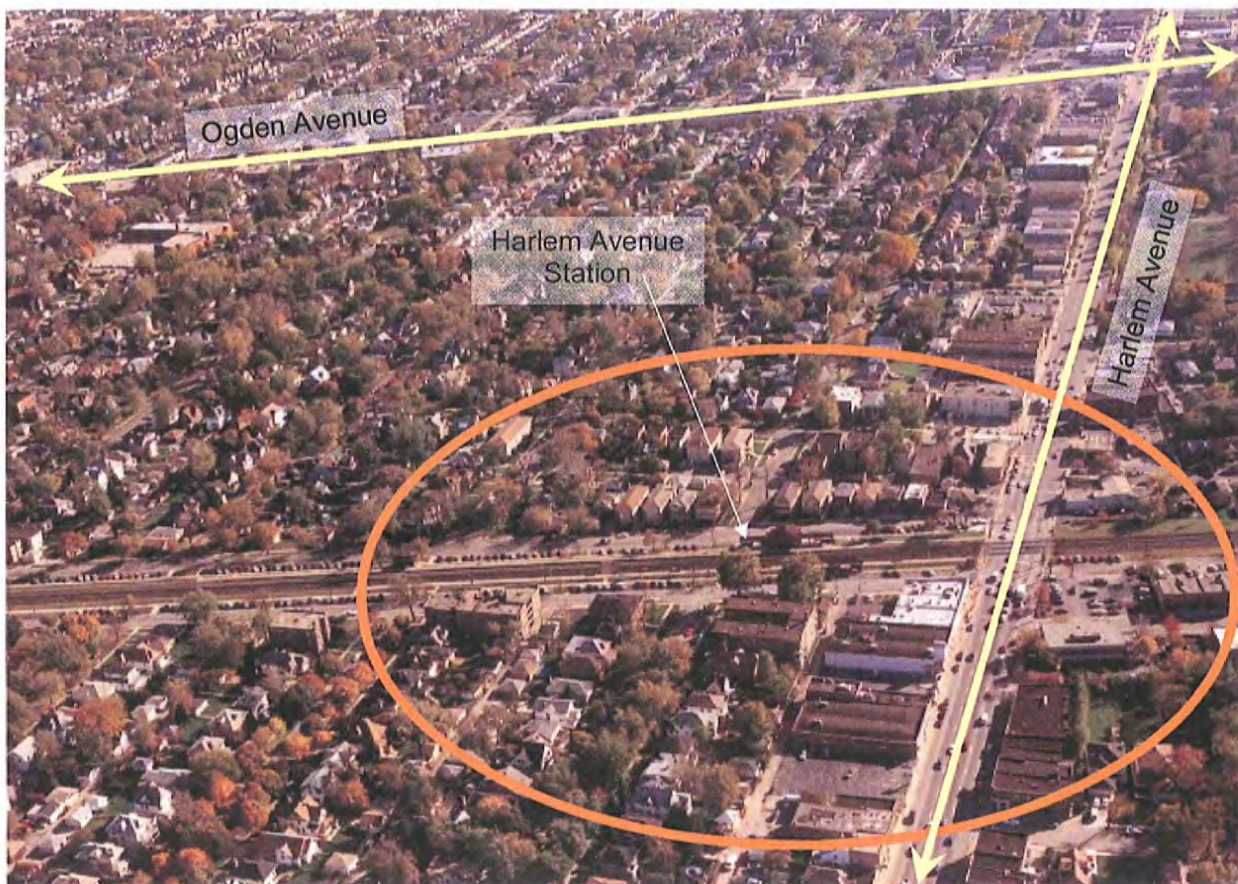


Photo courtesy of Metra



HARLEM AVENUE STATION AREA

The Harlem Avenue Station is located at the “gateway” between the City of Berwyn and the Village of Riverside. Several popular restaurants and many multiple-family buildings line the corridor in this area.

The westernmost station, Harlem Avenue, is immediately east of Harlem Avenue, a north-south street that carries the highest volume of vehicular traffic in the study area (29,000 ADT, Illinois Dept. of Transportation 2005 study). This arterial, also known as Highway 43, is a state highway and a substantial commercial corridor in the region, connecting to both I-290 to the north and I-55 to the south. Harlem Avenue is the location where the city of Berwyn meets its neighbor Riverside and the streets do not align. It is a particularly congested traffic area with irregular intersections and the railroad crossing. Metra plans to construct new inbound and outbound platforms at the Harlem Avenue Station in 2008-2009.



The Harlem Avenue station area.

Photos of the station area are below:



The station building is located immediately adjacent to the Windsor Street cartway, too close to the travel path of vehicles.



The station building as seen from the track side.



The warming shelter on the outbound track.



The track crossing on Harlem Avenue looking north toward Windsor Avenue.



The warming shelter on the inbound track.

The Harlem Avenue station area is a busy, highly-trafficked area with a dense knit of buildings creating an urban feel. With Harlem Avenue having the highest traffic volume of the study area streets, it provides the greatest visibility into the study area.

Harlem Avenue is a state route and a primary arterial. From the study area, Harlem Avenue provides access north to the Eisenhower Expressway (I-290), and south to the Stevenson Expressway (I-55). This provides significant regional access.

In addition to the railroad crossing, there are five streets that intersect at Harlem Avenue in the study area, all in close proximity. This condition makes for difficult traffic maneuvers and congestion. The intersections at Burlington Street, Stanley Avenue, Windsor Avenue, Quincy Street, and 34th Street have traffic signals and are immediately north and south of the Harlem Avenue railroad crossing. Both of these intersections are irregular, as Berwyn streets and Riverside streets meet at different points along Harlem Avenue. (See aerial photo to right.)



A parking lot on Stanley Avenue with a nice landscape buffer.



Harlem Avenue bus stop just north of Stanley Avenue.



Typical one & two story brick commercial buildings.



Two story brick commercial buildings on Harlem Avenue .



A beautiful Victorian home on 34th Street. Pockets of painted wood Victorians exist south of the rail corridor.



Townhomes south of the station blend in with the other residential homes and buildings in the area.



Three story brick multifamily buildings line both Windsor and Stanley Avenues close to Harlem Avenue.

Neighboring Communities

INTERGOVERNMENTAL COOPERATION

Berwyn has an opportunity to create substantial relationships with its rail line neighbors, Riverside and Cicero.

The project team will work together to create relationships with these communities, working toward a community forum, to exchange ideas and strengthen the entire rail corridor along the five Metra stations: Cicero, LaVergne, Berwyn, Harlem Avenue, and Riverside.

Aside from sharing borders, statistically the three communities are drastically different from each other. Riverside is a very small village under 10,000 in population, dominantly white, older, highly educated, with a median home value of over twice the national average. The town of Cicero is ten times the size of Riverside, with much different demographics. With a median age in the twenties, three-quarters of the population is Hispanic or Latino. Both the median income and median home value fall just below the national average. Less than half the population over the age of 25 is a high school graduate. The

city of Berwyn falls somewhere between these two communities. The statistics are closer to Cicero, although slightly higher. Although a majority are white, 38% of the population is Hispanic or Latino with 43.1% of population speaking a language other than English at home (it's 74.4% in Cicero). The high school graduation rate is higher, with almost 75% over the age of 25 having a diploma. The median household income and median home value is just above the national average.

These three communities share a train line, and have an opportunity to strengthen each other and learn from each other.



The critical neighboring relationships: Riverside and Cicero



RIVERSIDE AND THE RIVERSIDE STATION

The community of Riverside is located immediately adjacent to Berwyn to the west, and shares a border along the highly-trafficked Harlem Avenue, which lies at the western edge of the study area. The community, which has a population of 8,895, also has a Metra station and has recently completed a TOD study.

CICERO AND THE CICERO STATION

Cicero is located to the east of Berwyn, and shares a border one major intersection east of the study area along Lombard Avenue.

AT A GLANCE COMPARISON

A comparison of the communities of Berwyn, Riverside, and Cicero.

City of Berwyn Demographics

Incorporated:	1908
2000 Population:	54,016
2000 Households:	19,702 total
Population Density:	13,876 people per square mile
Area:	3.9 square miles

Village of Riverside Demographics

Incorporated:	1875
2000 Population:	8,895
2000 Households:	3,552 total
Population Density:	4,509 people per square mile
Area:	2.0 square miles

Town of Cicero Demographics

Incorporated:	1869
2000 Population:	85,616
2000 Households:	23,115 total
Population Density:	14,645 people per square mile
Area:	5.8 square miles



Comprehensive Plan and Economic Development Strategy

Adopted 1993

This Plan document is the City of Berwyn's first comprehensive plan. Berwyn was chartered in 1908 and is known as the "City of Homes."

The City's opportunities are:

- Convenient location
- Quality housing at affordable prices
- Variety of shopping and job opportunities
- Excellent schools and City services
- Cooperative and responsive local government

The City's challenges are:

- An aging population and changing demographic characteristics
- Aging housing stock
- Commercial areas showing signs of decline
- Public facilities and infrastructure are becoming old
- Rapidly changing housing and commercial markets
- Different needs of residents and businesses

GOALS

- *City Image and Identity:* A strong and positive civic image and identity based on a high quality living and working environment, an attractive and convenient physical setting, and responsive City services and programs.
- *Housing and Residential Areas:* Housing and environment that supports the local population, accommodates future growth, and maintains quality and character of city.
- *Commercial and Industrial Development:* Development which provides local residents with needed goods and services, enhances the tax base, and capitalizes on the city's regional location.
- *Transportation:* Balanced and safe transportation system for vehicles and pedestrians in keeping with land use, and enhances regional transportation facilities.
- *Community Facilities and Services:* A system which provides efficient and effective high quality services to residents and businesses.



City of Berwyn

Town Builder Studios
Tracy Cross & Assoc.
Real Estate Planning Group



LAND USE PLAN RECOMMENDATIONS

Residential Recommendations

Existing quality and character should be preserved and enhanced, non-residential uses and the negative impact of traffic should be minimized, infill projects should be small-scale and fit with surrounding development, the single-family neighborhoods should remain and be protected, new multi-family should be limited to blocks and subareas predominantly multi-family in character, multi-family should be consistent with existing small scale, low rise development and feature open space and distinctive landscaping, and innovative design, planning, and construction techniques should be used to conserve land and energy.

Commercial Recommendations

Each commercial subarea should have a distinct role and function. The South Berwyn area (the study area) should function as a business center for the southern part of the community, the mix of uses is an asset although industrial and heavy commercial uses should be phased out and used for new medium density housing and mixed use projects.

TRANSPORTATION PLAN RECOMMENDATIONS

Most traffic problems and concerns are located along the major traffic corridors, specifically Harlem Avenue in the study area. Several suggestions include monitoring the need for left-turn lane improvements, monitor the traffic signals and timing, repair street surfaces in poor condition, and close or modify cross streets (similar to conditions at Roosevelt Road).

COMMUNITY FACILITIES PLAN RECOMMENDATIONS

Existing facilities and services are in place but will require maintenance and updates through the years. Special attention should be paid to facilities that will attract new families to the area, such as schools, parks, and cultural facilities, and focusing on enhancing existing system rather than growing and acquiring new properties. School and municipal buildings should be repaired and upgraded as required. Replacement facilities should be constructed as necessary, such as for the library. New parks could be acquired as individual parcels become available in residential areas. The city should work in concert with local organizations. While MacNeal Hospital is an important community member, expansion and improvement plans should be carefully considered how it will impact the communities and the existing neighborhoods should be protected.



COMMERCIAL CORRIDORS PLAN RECOMMENDATIONS

There are eight corridors identified in the Comprehensive Plan, of which "South Berwyn" is one. South Berwyn is roughly the study area.

Commercial Corridors: Future Potentials

For the South Berwyn corridor, improvements suggested include: repair of older commercial buildings, storefront improvements, additional landscaping and pedestrian amenities, signage improvements, and upgrading of the blocks along Stanley east of Euclid.

Commercial Corridors: Recommended Improvement Guidelines

The corridors are the most visible part of the city to residents, visitors, and passing rail commuters and motorists, so special attention should be paid to the image and identity of corridors such as the South Berwyn area. Development in the corridors should consider and accommodate vehicle and pedestrian movements and meet the needs of existing business and new developments. The visual impact of the corridors within the city should be unique to Berwyn and unified throughout the city, including streetscape elements such as lighting, planting, graphics, and signage. Each corridor should have its own identity based on the type of uses and character. This should all be done with public and private cooperation.

Commercial Corridors: Recommended Projects and Actions

Land Use

Clearly define each corridor's character and role, redevelop vacant and underutilized buildings and land, eliminate incompatible land uses.

Traffic, Parking & Rights of Way

Monitor need for left turn lane improvements; consider additional traffic controls and interconnecting the traffic signals along major arterials such as Harlem Avenue; consolidate parking and service areas where possible to reduce curb cuts; encourage shared parking; repair street, sidewalk, and lot surfaces; close cross streets; improve medians with plantings and special paving, improved streetscaping (trees, paving, lighting, etc.), and provide additional public off-street parking.



Commercial Corridors: Recommended Improvement Concepts

Land Use

The South Berwyn area recommendations are to keep the special scale and character of the area, which is very different from the other commercial corridors of the city. Projects include:

- Repair older commercial buildings
- Storefront improvements
- Special sidewalk treatments and pedestrian amenities
- Extensive landscaping along railroad
- Small public park or plaza

Traffic

Possible changes include:

- A traffic signal at Oak Park Avenue
- Stanley and Windsor Avenues become one-way pairs
- Convert north-south streets to one way traffic only
- Add angled parking to new one way north-south streets

Commercial Corridors: Potential Development Sites

Six specific sites in the South Berwyn corridor were targeted for redevelopment.

Site 1: On Stanley Avenue between Oak Park and Grove Avenues. The Plan recommends new office and commercial buildings. It is currently one-story commercial buildings.

Site 2: East side of Grove Avenue between Windsor Avenue and 34th Street. At the time of the Plan, the site consisted of older residential properties. It is currently a parking lot owned and operated by Citizens Community Bank.

Site 3: On Stanley Avenue, west of Euclid Avenue. At the time of the Plan, the property contained older, marginal commercial properties. The Plan calls for redevelopment of small scale mixed use buildings with one story of residential over first floor commercial. Today, several of the buildings have renovated storefronts and new signage. An older deteriorated commercial building with boarded-up windows remains.

Site 4: On Stanley Avenue, between Clarence and East Avenues. At the time of the Plan it contained a vacant industrial building. The Plan calls for a redevelopment of office and/or multi-family residential, possibly appropriate for elderly housing. Today the site contains an active business, although the property is partially used for business vehicle storage and has perimeter chain link fencing with barbed wire.



Redevelopment Site 1 on Stanley Avenue



Redevelopment Site 2 on Grove Avenue



Redevelopment Site 3 on Stanley Avenue



Redevelopment Site 4 on Stanley Avenue



Site 5: On Stanley Avenue, a two block area bounded by East, Gunderson, and 31st Street. At the time of the Plan it contained an incompatible mix of residential, commercial, and industrial, which remains today. The Plan recommends a mixed-use development with residential and commercial uses, again with an elderly housing component.



Redevelopment Site 5 on Stanley Avenue

Site 6: On Oak Park Avenue, between Stanley and 31st Street. The Plan recommends single-family houses be redeveloped in keeping with surrounding commercial uses.



Redevelopment Site 6 along Oak Park Avenue

PLAN IMPLEMENTATION

The Plan recommends a six-step process to implement the plan:

- 1) administrative actions to formally adopt
- 2) commercial corridor redevelopment projects (sites 1 & 4 of the study area are considered priority sites)
- 3) review and revise zoning ordinance
- 4) utilize devices such as Capital Improvements Program to schedule and prioritize public improvements
- 5) actively pursue Cook County's Community Development Block Grant program

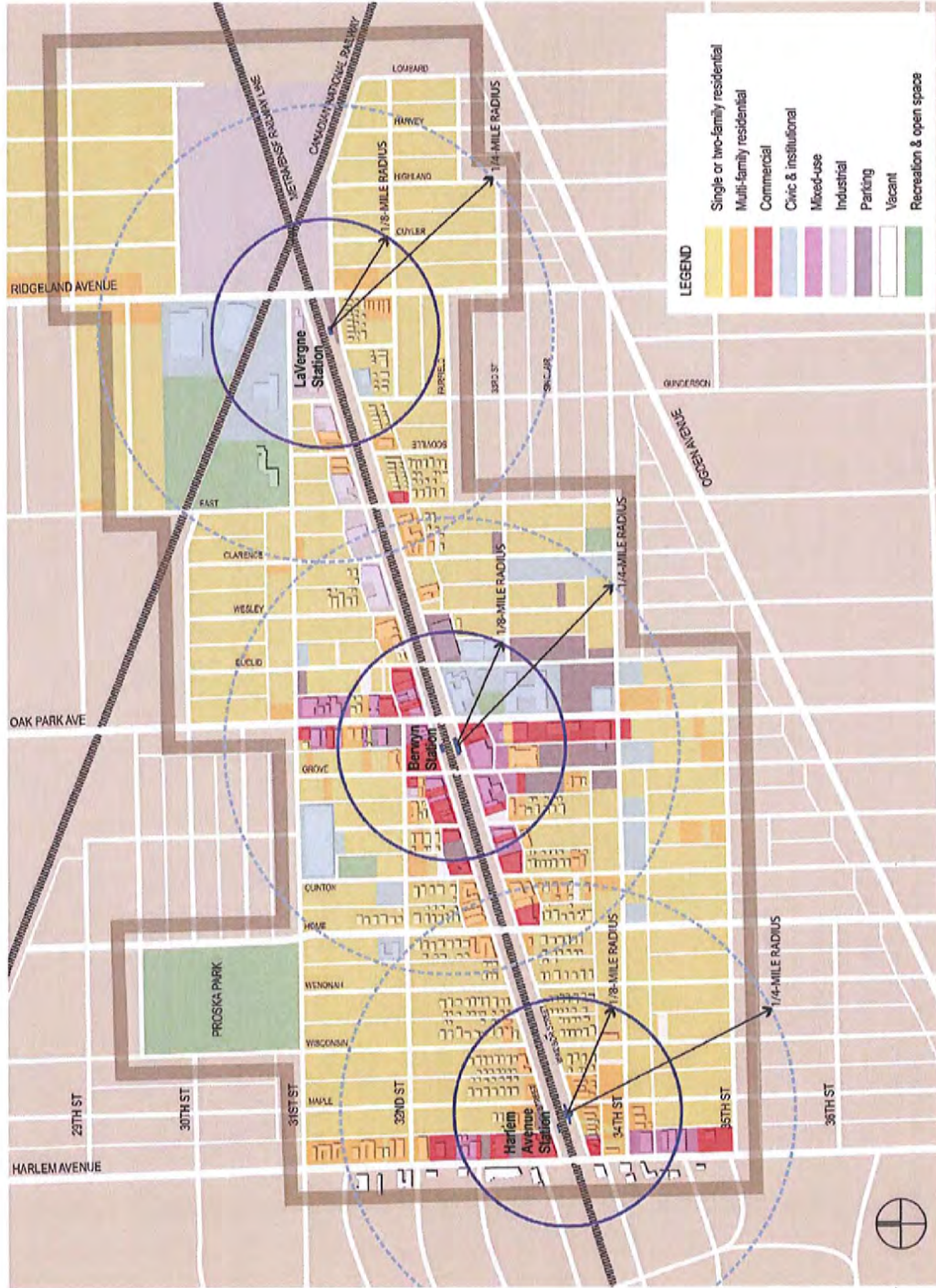
Funding is to come from several sources: basic city revenues, special service area financing, and tax increment financing. Since the Plan was written, several tax increment financing districts have been created, including one in the study area.

REVIEW AND REVISION

The Plan recommends continuous monitoring and occasional updates, perhaps every 5 to 10 years, which is a standard in planning. Adopted in 1993 — 15 years ago — the Plan has not been updated. This TOD study may become an update to the Plan if formally adopted by the City Council at the completion of the project.



Existing Land Use



STRENGTHS

- S1 Older, somewhat historic commercial center with a small-town feel and redevelopment opportunities
- S2 Potentially strong community anchor and civic partner
- S3 Cohesive neighborhood appearance

WEAKNESSES

- W1 Industrial area with unkempt buildings and little aesthetic appeal
- W2 Not a great visual impact/gateway along arterial
- W3 Unattractive streetscape views
- W4 The area with the most aesthetic appeal for a pedestrian-oriented shopping experience is "off the beaten track"

OPPORTUNITIES

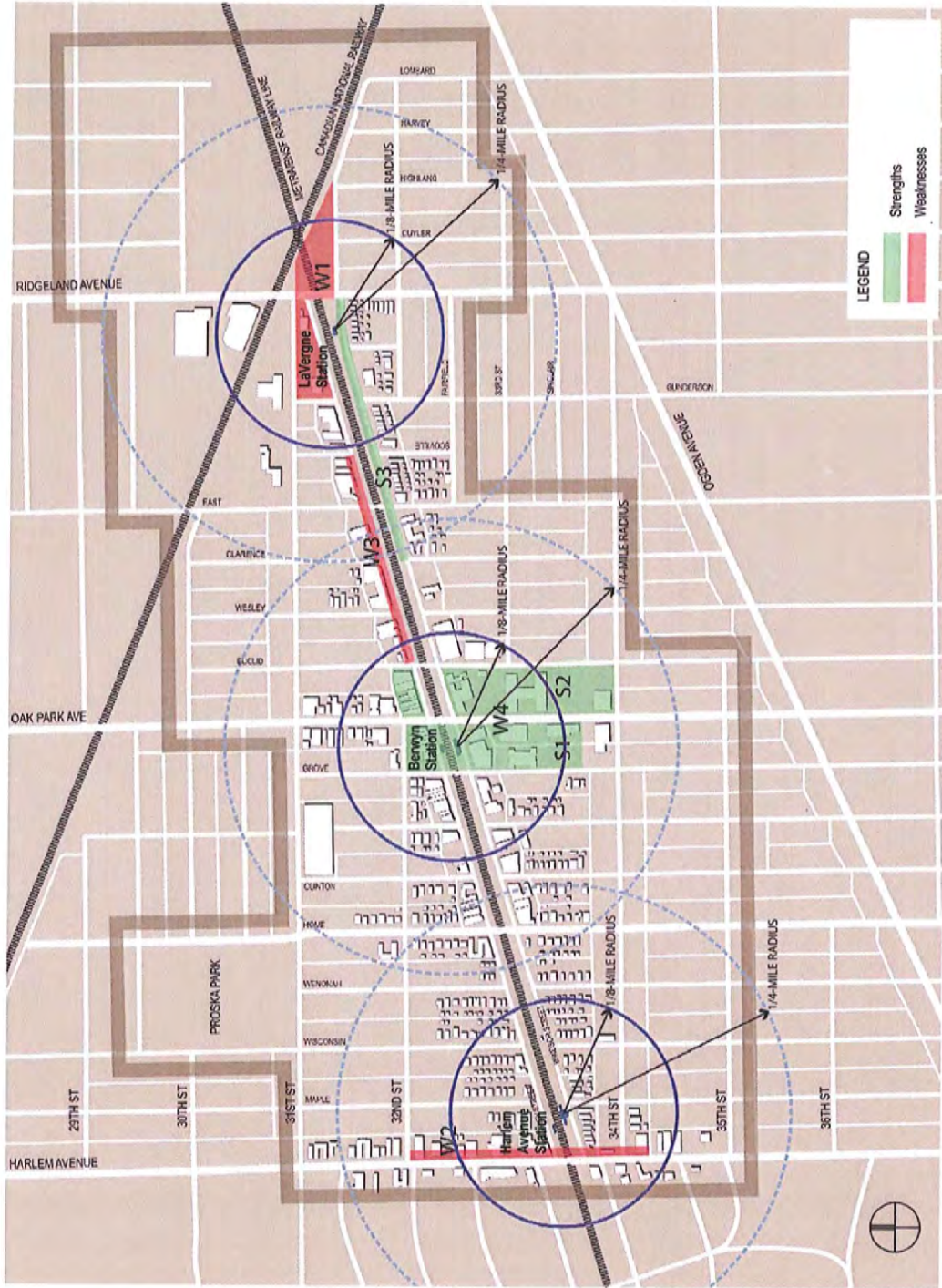
- Major traffic volume flows through study area on Harlem Avenue, creating a substantial gateway opportunity
- Three Metra stations could create visual branding opportunities that other communities don't have
- Possible connections to two recreation areas
- The housing stock (the "Chicago bungalow") has a positive regional reputation

THREATS

- The city's kitschy reputation from the 70s
- The regional trend of population decline in this area of the Chicago metro area



Strengths and Weaknesses



Current Zoning Ordinances

ZONING DISTRICTS

The first City of Berwyn Zoning Ordinances were adopted in 1939. All City of Berwyn base zoning districts are represented in the study area with the exception of the C-3 General Services Districts. The most dominant districts in the study area are the A-1 Single Family Residence and C-2 General Commercial districts.

LaVergne Station area districts:

- A-1 Single Family Residence
- C-1 Limited Commercial
- C-2 General Commercial
- I Industrial
- P Public

Berwyn Station area districts:

- A-1 Single Family Residence
- B-1 Two Family Residence
- B-2 Multiple Family Residence
- B-3 Apartment
- C-1 Limited Commercial
- C-2 General Commercial

Harlem Avenue Station area districts:

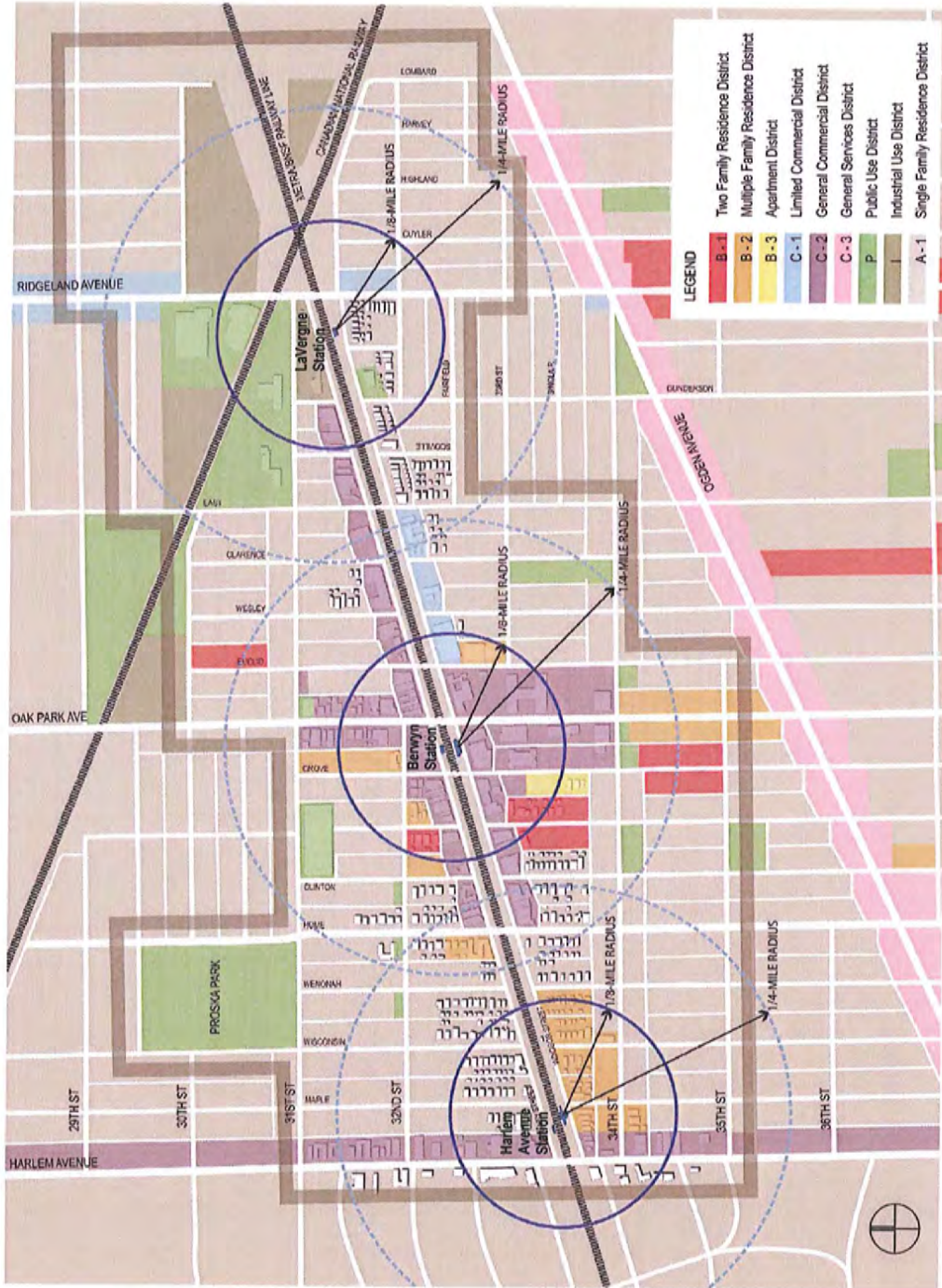
- A-1 Single Family Residence
- B-2 Multiple Family Residence
- C-2 General Commercial



City of Berwyn



Existing Zoning



The following districts are in the study area, and the narrative highlights key features of each zoning category as it applies to the Berwyn TOD Study.

A-1 Single-Family Residence Districts (Chapter 1248)

This district intends to create lower-density (11.6 du/ac) neighborhoods that are primarily residential in nature. It permits one-family detached residences and some accessory buildings such as garages and sheds. It also permits public parks, recreation areas, and churches.

Conditionally, it allows uses such as colleges and schools, public service uses, and libraries.

B-1 Two-Family Residence Districts (Chapter 1250)

This district intends to create a moderate density (up to 23.2 du/ac) neighborhood that is primarily residential in nature. It allows two-family buildings and also uses that are either permitted or conditionally permitted in the A-1 district.

B-2 Multifamily Residence Districts (Chapter 1252)

This district intends to create a moderate to high density (up to 76 du/ac, but more likely maximum of 46 du/ac per typical multifamily developments) neighborhood that is primarily residential in nature, although other uses are conditionally permitted.

It allows multifamily buildings also uses that are either permitted or conditionally permitted in the A-1 and B-1 districts. In addition it conditionally permits medical office, funeral parlors, hospitals or institutions, nursing homes, and public buildings such as galleries or museums.

B-3 Apartment Districts (Chapter 1254)

This district allows for bigger buildings (up to 4 stories) and more lot coverage than the other residential districts, and allows a much higher density, almost twice what's allowed in B-2 (136 du/ac, but more likely a maximum of 74 du/ac).

It allows multifamily or apartment buildings in addition to permitted uses in the other residential districts. In addition to the conditionally permitted uses of the other residential districts, it also allows telephone exchanges, antennas, and private clubs.

C-1 Limited Commercial Districts (Chapter 1256)

This district intends to allow a mixture of higher-density multifamily buildings and retail and commercial uses. Buildings are limited to three stories, but there are no setbacks required of the



front and side yards and the lot coverage can be as much as 80%. This intends to create a higher-density neighborhood of tight urban fabric and a mix of commercial and residential uses.

It allows multifamily buildings and apartment buildings as in the B-2 and B-3 districts, and in addition it allows for a variety of neighborhood shopping and service uses. Conditionally, it allows other uses such as animal hospitals, auto service stations, post offices, fire or police stations, meeting halls, tearooms, and cafes, in addition to the conditional uses in the B-3 district.

C-2 General Commercial Districts (Chapter 1258)

This district allows for the greatest building height, and intends to create a mixture of higher-density multifamily buildings and retail and commercial uses. Buildings can be up to five stories, and the lot coverage and setbacks are similar to the C-1 district.

The purpose of this district is to provide retail establishments dealing directly with consumers. High-density multifamily, parks, and recreational uses are allowed, also. The permitted uses are similar to the C-1 district, but additional uses are allowed, including clothing shops, restaurants, dry cleaning, drive-through establishments. Amusement establishments and lodges are conditionally allowed in addition to those uses allowed in the C-1 district.

Creation of a Downtown Retail Overlay (DRO) District Ordinance No. 07-37

The purpose of this ordinance is to attract significant retail shopping activity, generate significant tax revenue, and provide diverse retail and commercial uses within the C-2 General Commercial District in the downtown area of Berwyn. The DRO applies generally to Stanley, Windsor, Grove, and Oak Park Avenues. Within the study area, it predominantly impacts the Berwyn station area.

The ordinance identifies certain uses as "DRO Regulated Uses" and limits the location and proximity to another regulated use. These regulated uses are thought to jeopardize the revenue stream, are transient in nature thereby create vacancies, and the number of them are out of proportion compared to other uses. This ordinance applies to Regulated Uses on the first floor of buildings.

The Regulated Uses are: beauty and barber shops (including nail salons); variety stores; business offices, professional offices, loan offices, and medical offices; gro-



cery stores; tobacco shops; pawn shops; video stores of less than 5,000 square feet; commercial banks and savings and loan associations, excluding ones with 2,500 or more square feet; credit unions and credit agencies; and currency exchanges.

Any of these use types cannot be located on the same lot or within 500 feet of another lot within the DRO district. A Regulated Use that does not meet the location criteria may be allowed as a conditional use.

I Industrial Districts (Chapter 1262)

This district intends for a mixture of industrial and commercial uses, with limited retail and service uses. Production and processing facilities, warehouses, and wholesale facilities are allowed. Buildings can be up to three stories; lots have no front or side yard setback requirements and can cover up to 85% of the lot, one of the largest lot coverages allowed. No residential uses are allowed with the exception of on-site watchmen.

PLANNED DEVELOPMENTS (CHAPTER 1264)

Part of the development (not more than 20%) may have uses not permitted in the base district, permitted that the use is desirable and doesn't negatively affect surrounding properties.

Exceptions to bulk regulations may be made so long as the overall development does not exceed what is permitted. Density (lot area per dwelling unit), side lots at the property line of the development, and space between individual buildings within the development should remain the same as permitted in the base district.

OFF-STREET PARKING AND LOADING (CHAPTER 1276)

All districts require off-street, on-site parking. Mixed use buildings must calculate requirements based on each individual use, and sharing of spaces is not permitted. Several typical uses in the study area are highlighted below:

- Retail stores and banks: 1 space per 300 gross square feet
- Food or beverage establishments: 1 space per 300 gross square feet over 2,000 square feet
- Office: 1 space per 500 gross square feet over 4,000 square feet
- Recreation buildings: 1 space per 3 employees, plus adequate parking to serve the public as required by officials
- Places of assembly: Number of spaces equal to 10% of the capacity



Off street loading (10'x35' berth) required in all commercial and industrial districts, which should be substantially screened if adjacent to a residential district.

SUBDIVISION REGULATIONS (CHAPTER 1220)

Regulates the subdivision of property. Any streets should be continuous with existing city streets, and of a width between 66-100 feet. The map or plat must show blocks, building lines, and individual lots, which must conform to the requirements of the zoning districts.

ADDITIONAL ORDINANCES ADOPTED THAT IMPACT THE STUDY AREA

Several ordinances have been adopted or amended in recent years that may affect – or potentially impact redevelopment efforts in – the study area:

Landscape and Buffering of Parking Lots and Development Sites Ordinance No. 07-41

This new ordinance intends to increase the character and provide a noise buffer between uses. It applies to the construction of a new parking lot or to the substantial increase of an existing lot.

For the parking perimeter, it includes required setbacks and planting requirements of trees and shrubs to substantially screen parking from sidewalks, streets, and open space. Opaque fencing (only ornamental metal, masonry, and wood are allowed) is also required when parking is adjacent to residential districts.

The interior of the parking lot is required to be 5-10% landscaped, depending on the overall number of spaces. Islands are required at certain intervals with a minimum planting standard for trees and shrubs. Large lots over 100 spaces need to break the lot into small "blocks" of no more than 50 spaces, separated by landscaped islands.

Filing Fees Ordinance No. 07-12

This ordinance increased the fees for the review of variances, conditional uses, zoning changes, etc. by the Board of Appeals. Residential fees increased to \$300 (previously \$100), and commercial fees increased to \$500 (previously \$100). Additional fees – including publication of a notice in the newspaper – apply.



Pawn Shops Ordinance No. 07-35

Amends the existing C-1 and C-2 zoning districts to pawn shops no longer a permitted use and restricts to a conditional use.

Fences Ordinance No. 07-36

Amends the Fences section (section 1272) with minor changes. Some additional restrictions for the erection of fences in the front yard to restrict barriers to a residential entry, and additional height allowed for some types of decorative fencing.

Accessory Structures Ordinance No. 07-48

This ordinance modifies the existing zoning to limit the number and size of accessory structures in residential districts. Changes to the original ordinance include limiting the number of structures, and the size of sheds, playhouses, and gazebos.

Rooftop Patios Ordinance No. 07-50

The only rooftop use that was allowed previously was for mechanical and equipment service. This ordinance amends city ordinance to allow rooftop patios for pleasure and business use.



Berwyn
Development
Corporation



City of Berwyn



Table: Overview of Zoning District Regulations in the Study Area

Zoning District	Use	Lot Area	Lot Width	Front Yard	Interior Side (6)	Corner Side (2)	Rear Yard (7)	Height (maximum)	Lot Coverage (maximum)	Floor Area
A-1	Single-Family	3,750 SF	30 feet	15 feet	10% (2)	15% (2)	20%	23 feet (grade to gutter); 30 feet (overall)	55%	900 SF (1 story); 1,100 (>1 story)
B-1	Two-Family	3,750 SF	30 feet	15 feet	10%	15%	20%	35 feet or 2.5 stories	55%	1,600 SF (total); 800 SF/DU
B-2	Multifamily	3,750 SF	30 feet	15 feet	10%	15%	20%	45 feet or 3.0 stories	55%	750 SF/family or DU; 500 SF/EU
B-3	Apartment	6,250 SF	50 feet	15 feet	10%	15%	15%	45 feet or 4.0 stories	64%	650 SF/family or DU; 400 SF/EU
C-1	Limited Commercial	6,250 SF 600 SF/DU 450 SF/EU	50 feet	none (1)	none (3)	(5)	20% (3)	45 feet or 3.0 stories	80%	600 SF/family or DU; 400 SF/EU
C-2	General Commercial	6,250 SF 600 SF/DU 450 SF/EU	50 feet	none (1)	none (3)	(5)	20% (3)	50 feet or 5.0 stories	80%	600 SF/family or DU; 400 SF/EU
I	Industrial	6,250 SF	50 feet	none (1)	none (3),(4)	(5)	15% (3)	50 feet or 3.0 stories	85%	600 SF/DU; 200 SF/inhabitant

Footnotes:

- (1) Average the setback of adjacent lots, up to 15 feet maximum.
- (2) Three (3) feet minimum.
- (3) Restrictions apply if the property is adjacent to a Residence District.
- (4) 10-foot-tall fence or shrubbery required along a Residence District boundary.
- (5) See Front Yard requirements for the district.
- (6) Percent of lot width.
- (7) Percent of lot depth.

General Notes:

- 1) Other regulations may apply.
- 2) Dimensions apply to the principal building, unless otherwise noted. Accessory building regulations are included in the
- 3) Dimensions are minimum standards, unless otherwise noted.
- 4) Industrial "Corner Side" note is implied and not specifically addressed in the zoning chapter.
- 5) Off-Street Parking regulations apply.
- 6) SF/DU = Square Feet per Dwelling Unit
- 7) SF/EU = Square Feet per Efficiency Unit
- 8) See Ordinance No. 07-37 for "Downtown Retail Overlay District" use regulations.



Parking Requirements

Several ordinances have been adopted in recent years that affect – or may potentially impact redevelopment efforts in – the study area:

AMENDMENT TO THE TRAFFIC CODE

Ordinance No. 07-17

Limits daytime parking on Windsor Avenue in the study area. Parking along the south side of Windsor Avenue from Home Avenue to Oak Park Avenue is limited to two hour parking between 7:00 a.m. and 5:00 p.m.

AMENDMENT TO THE TRAFFIC CODE

Ordinance No. 07-44

Residents living in defined areas need permits for on-street parking. The areas of focus are in and around the railroad corridor of the study area.



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The District Creation

The area roughly centered within the Berwyn station area and extending along the railroad ROW has lacked growth and development through private investment. Because of this, the City of Berwyn adopted three ordinances on January 29, 1997 approving a tax increment redevelopment plan and redevelopment project, designating an area as the South Berwyn Corridor Redevelopment Project Area, and adopting tax increment allocation financing for the project area.

The creation of the Tax Increment Financing (TIF) district allowed any taxes that are attributed to the increase in property value to be paid into a special fund, to stimulate private development where development is not reasonably anticipated to occur without the use of Tax Increment Financing that is in conformance with the Comprehensive Plan, to achieve the goals of the City as delineated in the Redevelopment Plan, and to eliminate the blighting conditions which have been found to be present and inhibit the future development/redevelopment of this Area.

At the time of the adoption of the ordinances, the total initial equalized assessed value of all taxable real property within the project area was \$17,793,121.

The objectives were outlined as "to reduce or eliminate blighting conditions in the proposed redevelopment project area, to enhance the tax base of the City of Berwyn and other affected taxing districts by encouraging private investment in commercial development within the proposed redevelopment project area, to prevent the recurrence of blighting conditions, and to preserve and enhance the value of properties therein are not to be changed." (City ordinance 97-06, Exhibit "B")

Closure

The estimated date of completion is January 15, 2019.

Possible Expansion

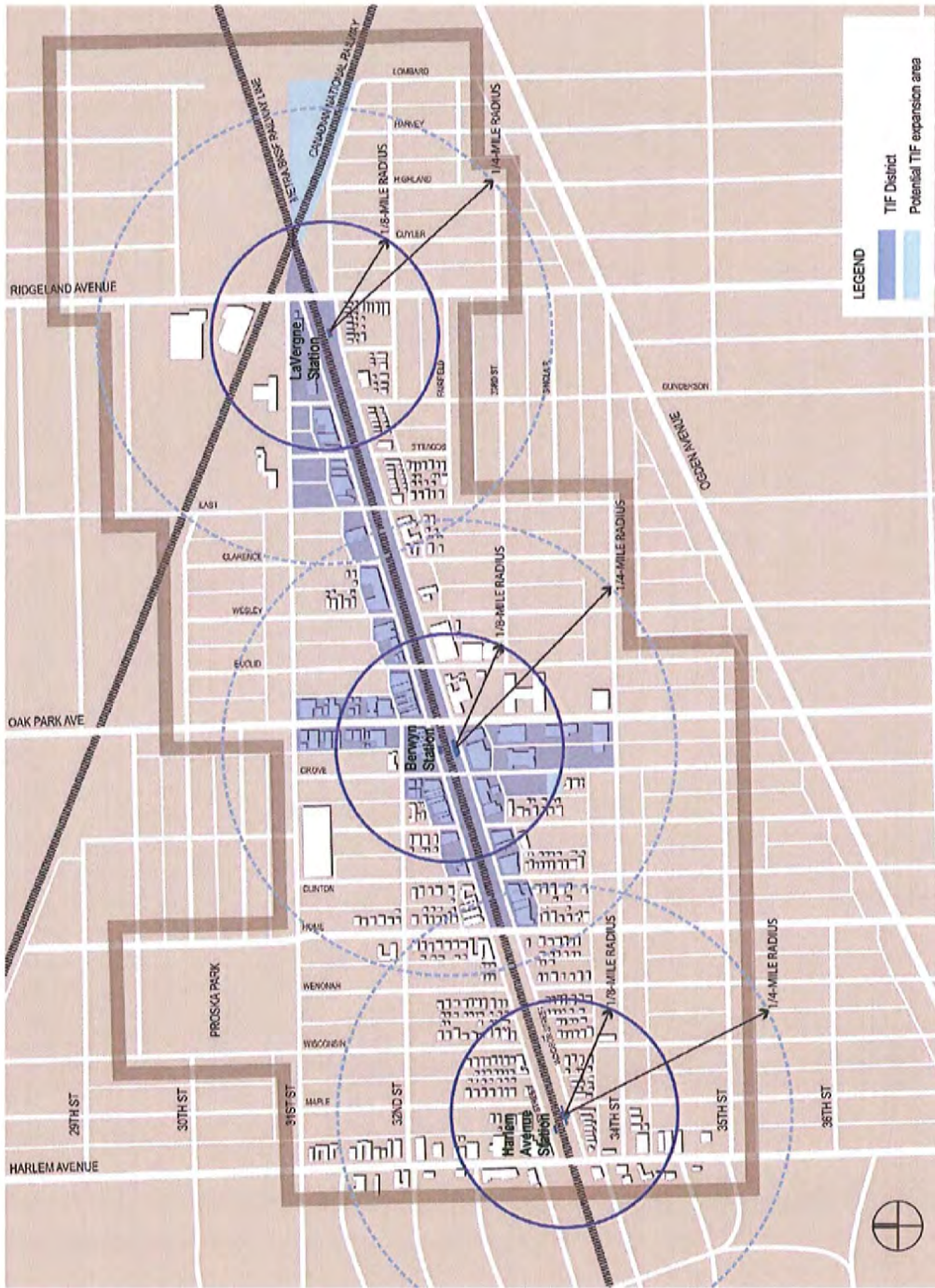
Possible expansion includes several additional properties in the area near the Berwyn Station to the south, and a triangular area in the LaVergne Station area.



City of Berwyn



TIF District



Traffic

STREET HIERARCHY & TRAFFIC VOLUMES

Stanley and Windsor Avenues have the most substantial presence in the study area since they run along the length of the study area on the north and south sides of the railroad ROW, respectively.

Harlem Avenue, which runs north-south through the study area to the west of the Harlem Avenue Station, has the most substantial traffic volumes, with a 29,000 Average Daily Traffic (ADT) volume.

Oak Park Avenue (north of Ogden Avenue), Harlem Avenue, Ridgeland Avenue, and Ogden Avenue are State Routes that are in and near the study area.

CRITICAL INTERSECTIONS

The major intersections are along Harlem and Oak Park Avenues. Primary study area gateways are from the north and south along Harlem Avenue due to the regional connections and the high traffic volume. Secondary study area gateways are from the north and south along Oak Park Avenue.

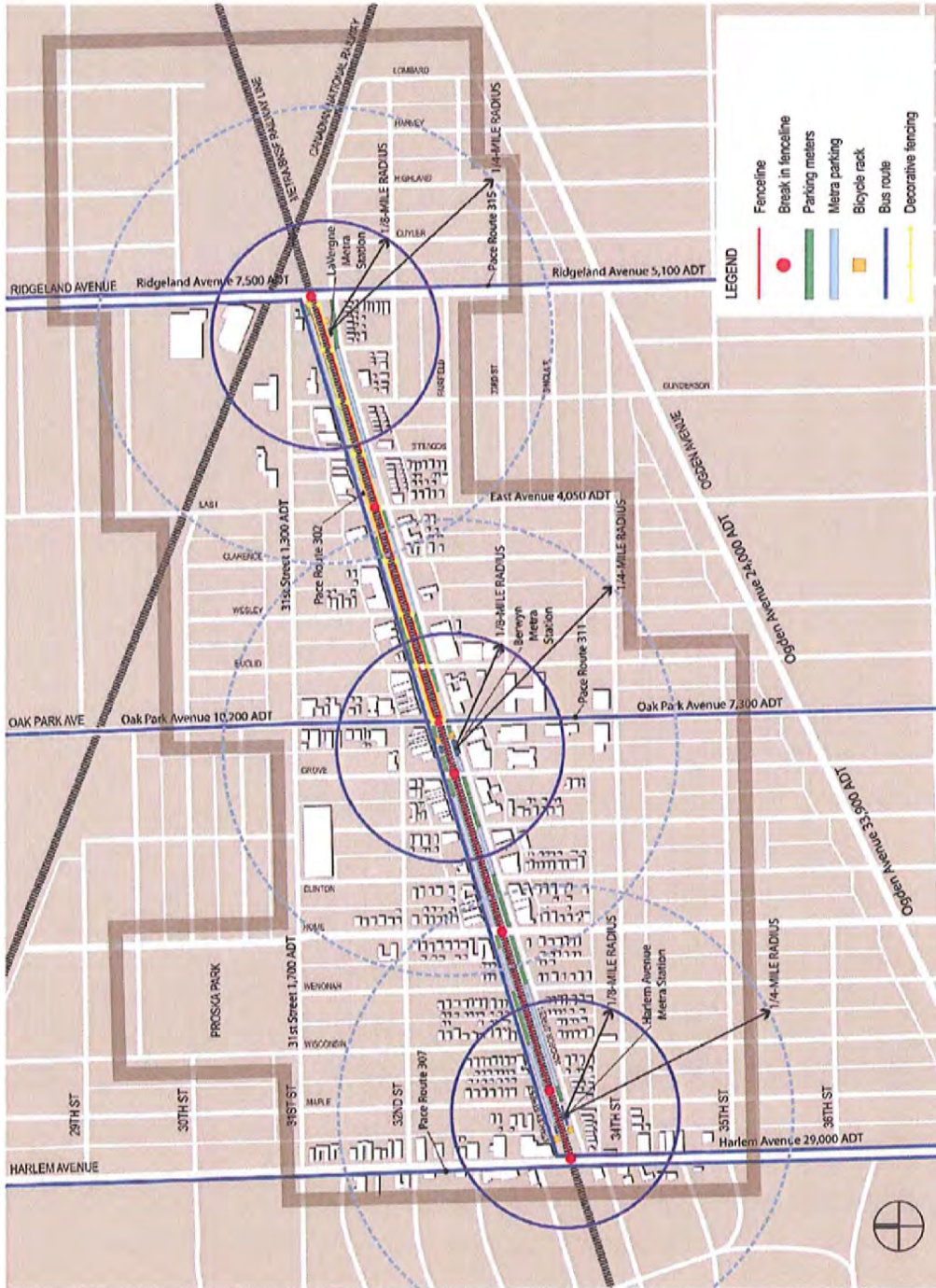
PARKING

Overall. The City has assessed a need for additional parking in the study area, particularly in the Depot District area, which is centered on the Berwyn Station. There is daily daytime parking demand for both the train stations and for employees of area businesses. This demand is at times in conflict with the needs of local retail patrons that require short-term parking spaces in close proximity to these businesses, primarily on Stanley, Windsor, and Oak Park Avenues. In addition, a large medical facility, MacNeal Hospital, is located in this area and has a substantial workforce and parking demand. Currently, the hospital has a remote parking location and provides shuttle service for employees. This location is on the opposite side of the railroad ROW from the hospital itself, which creates schedule problems with the track crossing and railroad traffic volume.

The city's review concluded that a structure on Grove Avenue, one block west of the primary hospital building, would provide substantial parking relief for the area. It could provide parking for the train station and local businesses, thereby freeing up short term spaces immediately adjacent to service businesses and retailers.



Access and Circulation



There are three dedicated off-street public parking lots, all in the Berwyn Station Area.

- Grove Municipal Lot has 88 total spaces (84 standard and 4 handicap accessible). The spaces are permit only and are sold only on an annual basis for \$375. Location of future parking structure described above.
- Grove Avenue East Lot is a temporary lot used for business parking with 100 total spaces. The spaces are permit only, sold monthly (\$30) or quarterly (\$90). This lot will be overflow area when the parking structure is built.
- Oak Park Avenue lot has approximately 20 spaces with 2 hour parking.

The Stations. There is parking along both sides of the BNSF Railway ROW throughout the entire length of the study area, from Ridgeland to Harlem Avenues. The Harlem Avenue Station Area has 172 dedicated commuter parking spaces. The Berwyn Station Area has 340 dedicated commuter parking spaces. The LaVergne Station Area has 169 dedicated commuter parking spaces.

PEDESTRIAN ACCESS & AMENITIES

Pedestrian access and amenities are determined by several factors: sidewalks, distance between buildings and vehicle cartway, length of street crossings, traffic speed, seating, awnings, shade trees, and scale of first floor architecture.

Sidewalks exist throughout the study area, both in commercial and residential areas. The sidewalks are generous in size, especially for the light foot traffic in the area at present. In general, the scale of the architecture at the street level in the study area is reasonable. Other amenities are lacking, such as seating, awnings, and trees.

The width of streets in the study area are typical, and crossings can be made with the existing traffic signals and controls. Although an attempt has been made to incorporate other pedestrian amenities, it falls short of creating a walkable downtown feel.

BICYCLE

Bicycle amenities include pathways, lanes, and racks. In the study area there are no dedicated bicycle lanes or pathways. There are several locations where racks are available at the three stations, at the inbound and outbound platforms of the Berwyn and Harlem Avenue stations and at the inbound platform of LaVergne Station. Comments have been made by city staff that the racks are lacking, either in placement or number, and that bicycles are being inappropriately locked to light poles or signs; however, Metra's 2003 bicycle parking inventory showed that there was ample bicycle parking available at all three stations.



City of Berwyn



Public Transit

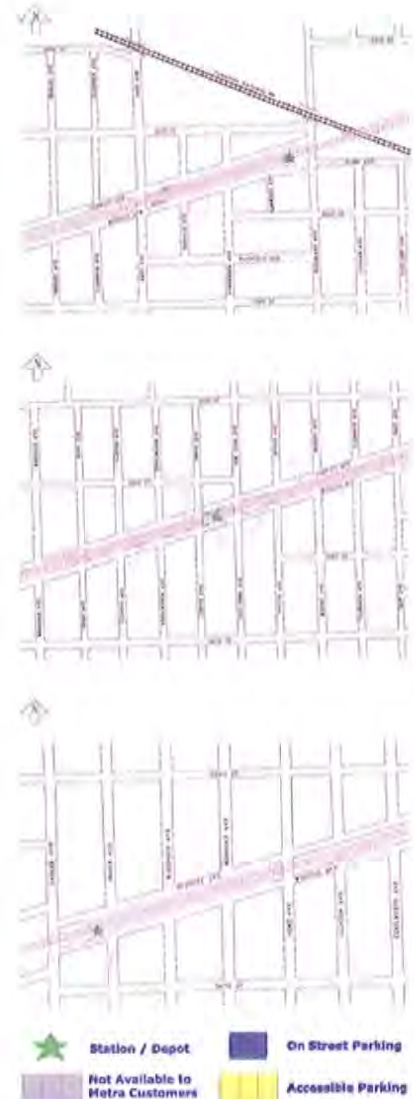
METRA

The study area is centered along the Metra/BNSF Railway Line, which connects downtown Chicago at Union Station to Aurora. There are three stations along this line within the City of Berwyn: LaVergne, Berwyn, and Harlem Avenue. The Berwyn and Harlem Avenue stations have station buildings located on the inbound (south) side of the railroad ROW and warming shelters along the outbound (north) side. The Harlem Avenue Station also has a warming shelter on the inbound (south) side of the railroad ROW. The LaVergne Station has a warming shelter on both the inbound and outbound sides of the railroad ROW. Each station has a corresponding warming shelter along the outbound (north) side. Each station has parking, fencing along the tracks, lighted platforms, bike racks, and newspaper kiosks.

Of the stations in Berwyn, the Berwyn station has the most weekday boardings (718), with Harlem Avenue a close second (530) and the LaVergne station having the fewest (159). Metra's most recent Saturday and Sunday boarding and alighting counts (1999), found that on Saturdays and Sundays, the Berwyn Station had 143 and 90 boardings, respectively, while the Harlem Avenue Station had 95 and 53 boardings, respectively.

Of the line's 47 inbound weekday trains, less than half stop at the any of the study area's three stations: 20 at Berwyn, 17 at Harlem Avenue, and 6 at LaVergne. Outbound trains are similar. Of the line's 47 outbound weekday trains, 22 stop at Berwyn, 21 at Harlem Avenue, and 8 at LaVergne. On the weekends, almost all of the inbound and outbound Metra trains stop at Harlem Avenue and Berwyn stations, although LaVergne does not have weekend service.

According to the Fall 2006 data, of the Metra/BNSF Railway Line's approximately 18,000 morning peak hour boardings, 6% utilize one of the three stations in Berwyn. Overall, the Metra/BNSF Railway Line has seen an increase in ridership of over 40% since 1983, but each of the stations in Berwyn have declined in that same time period. This trend is not isolated to the Metra/BNSF Railway Line, with a majority of lines seeing a decrease in ridership in the inner 10 miles of the route, except for those lines which serve stations in densely populated and redeveloping neighborhoods within the City of Chicago. In Berwyn since 1983, the Harlem Avenue station declined 22.1%, Berwyn station declined 15.7%, and LaVergne declined 32.3%. The number of boardings within the inner ten miles of the Metra/BNSF Railway Line has decreased less than many other Metra



Commuter Parking for LaVergne Station (top), Berwyn Station (middle), and Harlem Avenue Station (bottom).

Source: Metra, 2008.



lines since 1997, partially due to the increase in reverse commuting along this line.

Of the Metra/BNSF Railway Line's 37.5 miles, most of the growth over the past 23 years has been in the outer 17.1 miles of the line. The six stations in that area, from Downers Grove Main Street to the end of the line in Aurora, all had an increase in ridership.

Of the 20 stations in the inner 20.4 miles between Union Station and Downers Grove, Fairview Avenue (not including Union Station), 17 of them had a decline in ridership and only 3 had an increase (Halsted Street, Congress Park, and Western Springs). This data is looking at the trends from 1983 to 2006. The 1997-2006 Metra data reveals the following ridership levels: LaVergne Station down 28.1%, Berwyn Station down 10.1%, and Harlem Avenue Station down 21.6%.

Based on Metra's Fall 2002 Origin-Destination Survey, the mode of access split for the three stations within the study area are similar to one another. The same survey indicates that approximately 59% of the riders using the three stations reside in Berwyn, with the remaining 41% of the riders residing in communities outside of Berwyn. All three of Berwyn's stations have a significant number of riders who walk to the stations, which means foot traffic exists throughout the study area, typically at peak times during the typical rush hour periods. This mode of access is similar to the neighboring stations in Riverside and Brookfield.

Origin-Destination Survey

October 2002 - November 2002

Mode-of-Access from Origin to Boarding Station

	Harlem Avenue	Berwyn	LaVergne
Walk	51%	42%	43%
Bike	1%	1%	0%
Drive Alone	35%	34%	37%
Carpool Driver	0%	4%	0%
Carpool Passenger	0%	3%	2%
Drop-Off	11%	14%	15%
Pace	2%	2%	1%
Other	0%	0%	2%
Total	100%	100%	100%

All three stations are within the Fare Zone B, with Harlem Avenue being the westernmost station in that fare zone.

LaVergne station has the lowest level of service of the three study area stations, with 6 weekday inbound and 8 weekday outbound trains, and no trains serving this station on the weekend. The Berwyn station has 20 inbound and 22 outbound weekday trains, 13 inbound and outbound Saturday trains, and 9 inbound and outbound Sunday trains. The Harlem Avenue station is served by approximately the same number of trains as the Berwyn station. There are 17 inbound and 21 outbound weekday trains, 11 inbound and 13 outbound Saturday trains, and 8 inbound and 9 outbound Sunday trains.

There is parking along both sides of the BNSF Railway ROW throughout the entire length of the study area, from Ridgeland to



Harlem Avenues. In total, there are 674 commuter parking spaces, eight handicapped spaces, and 97 short-term parking spaces. Approximately 20% of the commuter parking spaces are available for daily parking, while the other 80% are restricted to commuters with quarterly or annual parking permits. The effective use of the commuter parking in the study area is over 99%, and assumes that all permit parking spaces are utilized since commuters are restricted from parking there without quarterly or annual permits.

One of the major factors affecting commuter rail ridership is access, which includes: 1) the ease at which the station can be accessed, and 2) the availability of parking. Within the study area, available parking has been said to be a problem. Metra data indicates that the effective use of the parking exceeds 99% of the available parking; however, the effective utilization of commuter parking differs greatly from the observed utilization. Effective utilization is the count of vehicles visually observed on the day of the survey, plus the number of unoccupied permit spaces, assuming that the number of permits sold is equal to or greater than the number of permit spaces. While the effective utilization has the study area maximized for commuter parking, the observed utilization is only at 68%. The data also indicates that, while the daily fee parking is 96% utilized, the permit spaces are only 61% utilized (based on observed use).

Metra typically favors daily spaces because of its flexibility for the community. The Berwyn stations are heavily permit spaces, and noticeably with no monthly permits, only quarterly and annual. The difference between the effective and observed use could be because long-term permits are purchased for occasional use. The lack of daily parking spaces may be a factor in the perceived parking problem. The City of Berwyn leases the parking along the ROW from the BNSF Railway. Any changes to the daily parking fees and amounts within the ROW must be approved by the BNSF Railway and Metra.



HARLEM AVENUE

At-Grade Crossing

According to the BNSF Railway, outbound trains need to block the at-grade crossing at Harlem Avenue. This procedure is a safety precaution because it prevents pedestrians from crossing in front of the train to get to the other side of the tracks. Inbound trains may or may not block the intersection at Harlem Avenue—it depends on the number of cars in the train set. The longer the train set, the more likely the train will block the crossing.

The platform reconstruction at Harlem Avenue will be in the same location as the existing platforms. The length of each platform is 808 feet.

Trains activate the gates from approximately 1/4- to 1/2-mile away from the crossing.

Grade-Separated Crossing

The Chicago Region Environmental and Transportation Efficiency (CREATE) Program's final feasibility study (March 2005), has identified the Harlem Avenue and BNSF Railway crossing as one of the top 25 priorities for grade separation. This crossing is approximately #3 on the original priority list.

When vehicular congestion, emergency vehicle access needs, and cut-throughs on side streets are deemed sufficiently inadequate, the grade-separated crossing will be considered.

FENCING

The City of Berwyn installed the decorative, perimeter fencing between the Berwyn and LaVergne Stations. According to the Department of Public Works, City will do the same between the Harlem Avenue and Berwyn Stations after the platform reconstruction is complete. The existing chain link, intertrack fencing between the Harlem Avenue and Berwyn Stations, was installed by the BNSF Railway.



A conceptual illustration of the Harlem Avenue grade-separated crossing.

PACE

The city is served by eight bus routes, with four of those routes within the study area: 302, 307, 311, and 315. Route 302 is a connecting service to all three stations; in addition, Route 307 services the Harlem Avenue Station, Route 311 Services the Berwyn Station, and Route 315 services the LaVergne Station.

Most bus stops consist of only a bus stop sign. The notable exceptions are at the corner of Windsor and Ridgeland Avenues and the corner of Harlem and Stanley Avenues where benches are located. Also notable is the stop on Stanley at Oak Park which has a partially-enclosed shelter with a bench.

Pace route 302 Ogden/Stanley runs the entire length of the study area along Stanley Avenue, connecting from the northeast on Ridgeland Avenue and from the southwest on Harlem Avenue. The eastbound stops are at Wisconsin, Maple, Harlem, Home, Grove, Oak Park, Wesley, and East Avenues. The westbound stops are at Harlem, Wisconsin, Grove, and Scoville Avenues. The route runs* from 5:45 a.m. to 6:50 p.m. weekdays, and 6:55 a.m. to 6:25 p.m. Saturdays, with no Sunday service.

Pace route 307 Harlem runs north and south along Harlem Avenue through the study area, connecting the study area to this critical regional arterial. It has the most buses that run through the study area. Stops are located at 34th Street and Stanley Avenue. The route runs* from 5:30 a.m. to 11:05 p.m. weekdays, 6:30 a.m. to 9:45 p.m. Saturdays, and 8:35 a.m. to 9:15 p.m. Sundays.

Pace route 311 Oak Park Avenue runs north and south through the study area on Oak Park Avenue. It is a critical intermodal route which stops at the Berwyn Metra Station, and also stops at Stanley Avenue. The route runs* from 5:30 a.m. to 7:30 p.m. weekdays, 6:50 a.m. to 7:00 p.m. Saturdays, and 10:20 a.m. to 5:50 p.m. Sundays.

Pace route 315 Austin-Ridgeland runs north and south along Ridgeland Avenue through the study area. It stops at the LaVergne station, northbound at Windsor Avenue and southbound at 32nd Street. The route runs* from 5:40 a.m. to 7:30 p.m. weekdays, and 7:10 a.m. to 6:10 p.m. on Saturdays, with no Sunday service.

* Times are approximate and rounded to five-minute intervals. The earliest morning and the latest evening routes were chosen for the stop closest to the study area, regardless of the direction of travel.



Below is an excerpt of the commercial market assessment. For the full report, see the Task 2 deliverable.

Retail Environment

Most of the City of Berwyn's retail, with the exception of Pershing Road, is centered on its major north-south peripheral streets: Ogden Avenue and Cermak Road serving as major commercial streets and Harlem Avenue to a lesser extent. Pershing Road has little – if any – commercial development.

Berwyn has no major supermarkets within its city boundaries, but two produce markets -- one on Harlem Avenue and the other on Ogden Avenue. The city has just one national convenience store. Two Walgreens service Berwyn, one on Cermak Road and the other on Ogden Avenue. CVS does not have a store in Berwyn.

Jewel-Osco has two stores outside Berwyn that serve this area – one at Harlem and Pershing Road in Stickney and the other at Harlem and 24th Street in North Riverside.

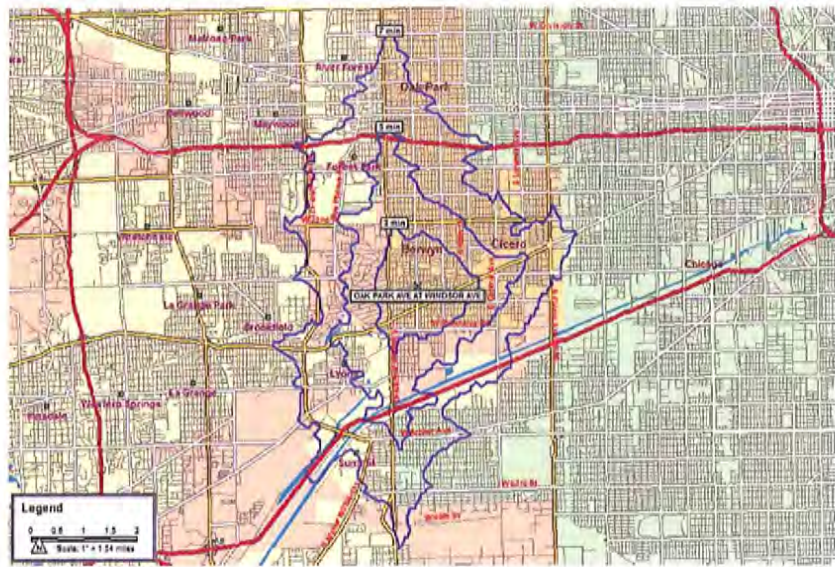
Major shopping in the area occurs at the regional shopping center in North Riverside Mall at Harlem Avenue and Cermak Road. Surrounding the mall are the traditional big-box retailers. Target is at Ogden Avenue and Cicero Avenue in Cicero, the closest Wal-Mart is at Roosevelt Road and Des Plaines Avenue in Forest Park.

As “downtown” centers go, the more developed ones are in Brookfield, La Grange, and Oak Park. Oak Brook shopping center provides the area's upscale shopping and a new “lifestyle” center recently opened at I-55 and County Line Road in Burr Ridge.



Retail Summary

If businesses that pay sales tax define the term retail, the central area of Berwyn has approximately ten establishments. These retail uses include a vitamin store, florists, wig salon, antique, jewelry, gifts, cigarettes, used books and housewares. In addition, the area has thirteen places for eating or drinking. Some of the more notable include Salerno's, Olive & Twist, Connie's Family Restaurant, James Joyce, Windsor Sports Bar, among others. However, the restaurants are diffusely distributed. Three restaurants and bars are at Harlem and Windsor/Stanley and the other eight restaurants/bars are diffusely located through the central area.



Oak Park Avenue and Windsor Ave. 3, 5, and 7-mile Drive Time Contours

Most of the other uses in downtown Berwyn are personal and professional services with a particular concentration in medical services.

Overall, the study area has about 96 spaces for ground commercial tenants. Almost half (44 tenants) are "retail establishments" including four bars and nine restaurants (14%). Most of the study area's tenants are in the service industry, both business and personal, as well as medical uses.

Potential

The demographics of Berwyn are not the limiting factor inhibiting retail development. Berwyn remains a substantial middle-class community with significant population to support a wide range of goods and services.

This issue for Berwyn is visibility, accessibility, as well as an "imageable" critical mass to attract stores and customers. Moreover, Berwyn's new housing stock needs to attract more single-person households or higher per capita incomes that are generally associated with boutique shops, bars, and restaurants.

The Berwyn Station ("The Depot") at Oak Park and Windsor Avenues does not have sufficient Metra customers to support retail by itself; the types of retail that The Depot and the neighborhood can support are personal services like banks and dry cleaners and food services like coffee and carry-out.

Berwyn, in absolute dollar potential is very impressive. The population densities are very high and they have high potential consumer expenditures for businesses to capture their market shares. The issue facing Berwyn is the lack of convenience retail and services compared with other locations in the western suburbs.

Below is an excerpt of the residential market analysis. For the full report, see the Task 2 deliverable.

Residential Products

The statement at right can be supported only if:

- The products offered follow a logical hierarchy. This hierarchy must be fully understandable to the end-consumer, with products stepping properly from one to another.
- Avoid significant gaps between floor plans. Plan types within a particular development cannot have significant gaps between floor plans relative to unit size, number of bedrooms, number of bathrooms, amenities, etc.
- All development must be controlled and orchestrated.
- Smaller-sized residential buildings must be combined with a larger building "host" within one (1) development.
- Mixed-use buildings should be renter-occupied, not owner-occupied.
- Most importantly, all products must be priced properly.

There is sufficient depth in Berwyn for new residential development enhanced by an environment that is transit-oriented.

Berwyn's Potential for New Residential along the Metra/BNSF Railway Line

Product Type	Number of Units (Range)	Plan Size (Sq. Ft.)		Benchmark Sales Price/ Monthly Rent ⁽¹⁾		Monthly Absorption Potential
		Range	Average	Range	Average	
Mid-Rise Condominiums-A	24 - 36+	800 - 1,500	1,150	\$228,000 - 312,000	\$270,000	1.5 - 2.0
Mid-Rise Condominiums-B	24 - 36	1,000 - 1,800	1,400	235,000 - 331,000	283,000	1.0 - 1.5
Garden Condominiums	40+	1,000 - 1,350	1,200	177,000 - 202,000	191,000	2.0
Courtyard Townhomes-A	30 - 40	1,450 - 1,800	1,650	261,000 - 276,000	275,000	1.2 - 1.5
Courtyard Townhomes-B	20 - 30	1,800 - 2,200	2,000	286,000 - 314,000	300,000	0.8 - 1.0
Mixed-Use Rentals	60+	650 - 1,200	925	1,060 - 1,530	1,295	12.0
Senior Rentals	80+	650 - 1,000	825	1,060 - 1,360	1,210	15.0

⁽¹⁾ Benchmark prices/rents, which are presented in current dollars, do not include premiums for floor or corner units and, in the for sale sector, options or upgrades.

Source: Tracy Cross & Associates, Inc.

Absorption of the units is anticipated to begin in 2010, with a duration based on the number of units and the absorption potential (Number of Units / Monthly Absorption Potential = Duration of Absorption). These numbers are expected to be sustainable past Year 2012 (i.e. once a building is "sold out", more units could be constructed); however, great care must be taken to consider the rental units in the equation of absorption – especially if the units originally constructed as rental units are later converted to condominium units.

Historic Background

Berwyn's beginnings in development occur in the mid 1800s with a 347-acre land purchase. Thomas Baldwin intended to create an exclusive suburb with 10-acre lots within the area bounded by Harlem and Ridgeland Avenues to the east and west (which correspond to the east and west extents of the study area) and 31st Street and Ogden Avenue to the north and south, respectively (these streets are outside of the study area). This area was named "LaVergne."

At the same time, within this area (between East and Oak Park Avenues just north of the study area) a large group of Swedes settled, known for their craftsmen and bakeries.

Later two developers, Charles Piper and Wilbur Andrews, concentrated development on 100 acres centered roughly in the study area at Oak Park Avenue. Stations were already located at Ridgeland and Harlem Avenues so the development team built a station at Oak Park Avenue in order to create a "center" for their development: Berwyn. This became the incorporated name years later.



A historic image of the Depot District area, which began development by the team of Piper and Andrews.

In the first two decades of the 1900s, large numbers of Czechs relocated from the city of Chicago to both Berwyn and Cicero, its neighboring community to the east. During the 1920s, Berwyn's population grew 222%, with significant residential single-family construction occurring during this time, creating the substantial Chicago style bungalow housing stock and residential neighborhoods.

Government Regulations

Berwyn has two organizations that work with historic properties: the Berwyn Historical Society and a recently-formed Historic Preservation Committee.

BERWYN HISTORICAL SOCIETY

The Berwyn Historical Society is an active group that is attempting to save good examples of historic buildings from the turn of the century and also more recent, mid-century examples. In 1999 they worked with the School of the Art Institute to create a Preservation Plan, presented to – but not adopted by – the City Council. They orchestrate the popular “Historic Berwyn’s Bungalow Tour” every summer, showcasing historic properties and fabulous examples of the Chicago Bungalow style homes.



Examples of the stunning Chicago style bungalows that dominate Berwyn's housing stock, shown here on Maple Avenue north of the study area.

HISTORIC PRESERVATION COMMITTEE

The Historic Preservation Committee is a new group that has an advisory role with City Council. They review projects that impact individual historically-significant buildings in the city. No historic districts are in effect or planned at this time.



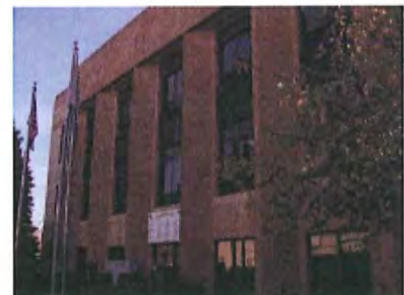
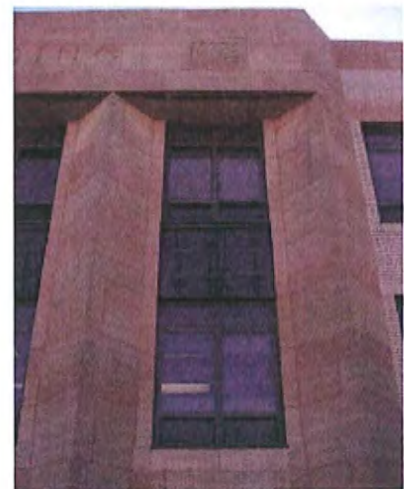
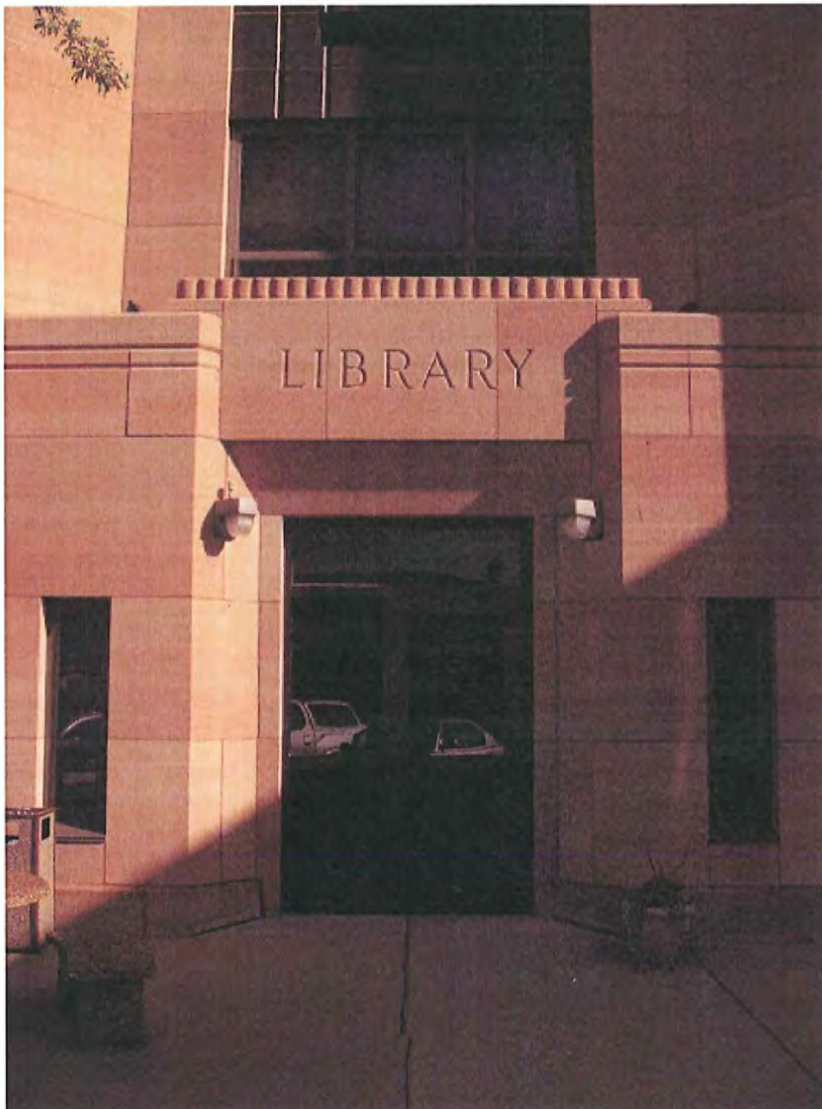
National Historic Register Properties

There are several buildings in Berwyn on the National Historic Register. Although none fall within the study area, they are provided to illustrate some of the surrounding community context.

BERWYN MUNICIPAL BUILDING

6700 26th Street

- Designed by architects Hubert Burnham and Charles Hammond
- Art deco style
- Now contains City Hall and the Library



BERWYN HEALTH CENTER

6600 W. 26th Street

- Year built: 1939
- Art deco style
- Substantial brickwork
- Now contains a medical clinic



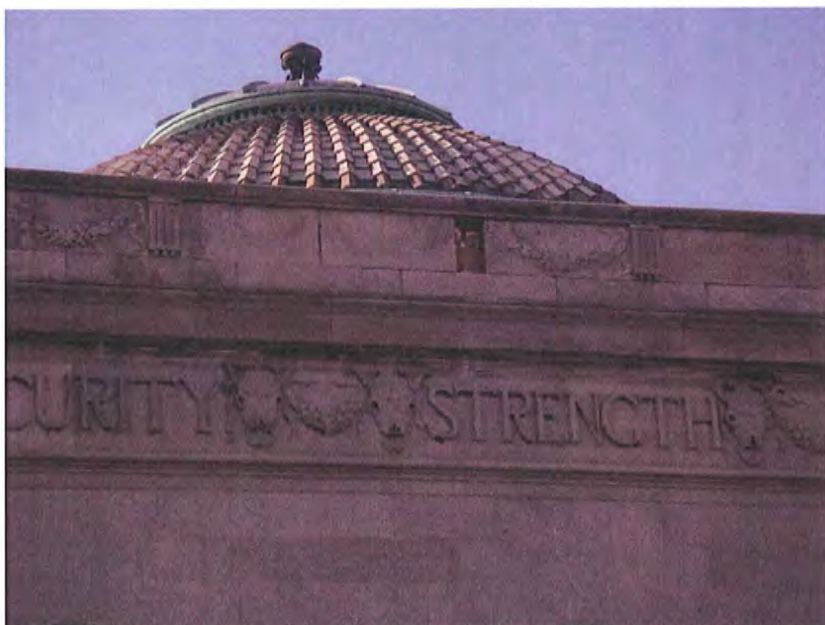
City of Berwyn



AMERICAN STATE BANK

6801 Cermak Road

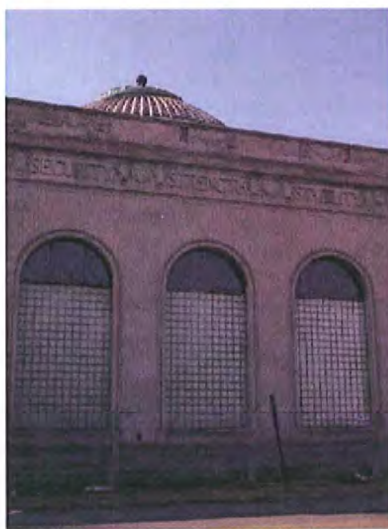
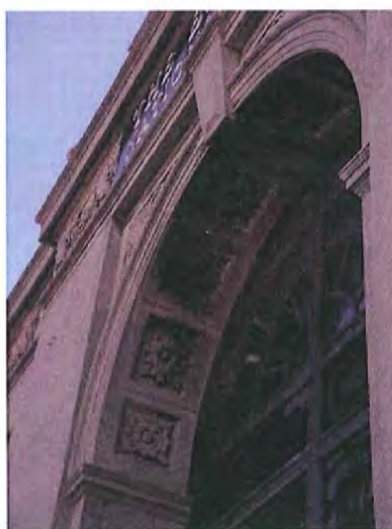
- Year built: 1925
- Classical revival style
- Commercial building (bank)
- Limestone and terra cotta details



The former bank building is currently vacant and deteriorated. The City is in the process of reviewing a redevelopment plan for this building and surrounding properties.

The plan is to restore the bank building, and it also includes a new mixed-use building located on the adjacent property to the west. The mixed-use building would include first floor retail with residential condominiums above.

The City Council is reviewing this plan on January 22, 2008.



ARTHUR J. DUNHAM HOUSE

3131 Wisconsin Avenue

- Year built: 1906
- Designed by Tallmadge & Watson
- Prairie style
- Single family residential house



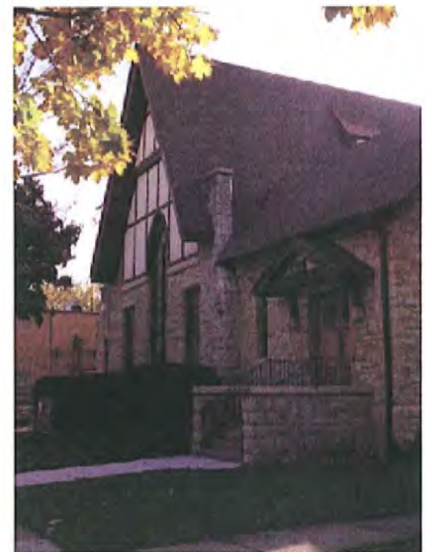
Properties Deemed Eligible for the National Historic Register

There are two properties in Berwyn that are not on the National Register, but have been deemed eligible. One is the Berwyn station building which lies at the heart of the Berwyn station study area. The other is the First United Methodist Church, is just south of the Berwyn station study area on 34th Street.

FIRST UNITED METHODIST CHURCH

34th Street near Grove Avenue

- Deemed eligible



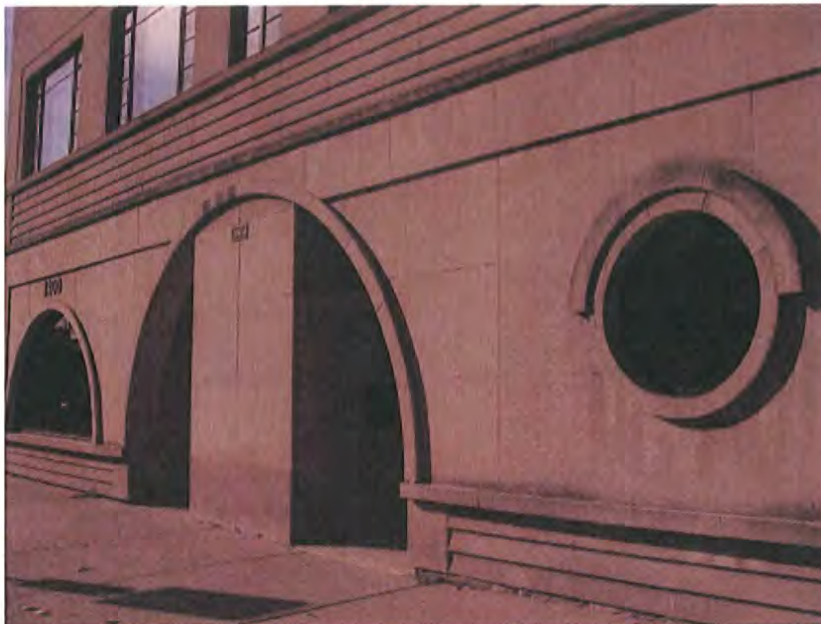
BERWYN TRAIN STATION
Oak Park & Windsor Avenues

- Deemed eligible
- Year built: 1890



The Historical Society believes that while there may not be specific buildings in the study area that are on the national register, within the “Berwyn Depot” or “Berwyn Town Center” area several local favorites add to the small-town feel and the unique Berwyn fabric. Such examples are the one-story stone building on Oak Park Avenue and some of the old brick detailing on some of its neighbors.

While some of the older buildings have received updates to the street level storefronts, not all improvements have an overall pleasing aesthetic appeal. There are many examples of over-scaled internally lit signage that is old and has deteriorated parts. Richness can be found in the details, but if the entire streetscape doesn't have a cohesive feel, it won't feel pleasing to the pedestrian shopper.



A local favorite building on Oak Park Avenue south of Windsor.



Examples of brick detailing found on Oak Park and Grove Avenues

Example of glazed terra cotta detailing on Windsor Avenue



Left: Example of a streetscape with a cluttered look, with unattractive, overbearing signage and storefronts.

Right: The addition of tailored awnings creates an appropriate pedestrian scale.



City of Berwyn



The study area does not include park space – green space or active recreation – nor does it contain any significant outdoor public space such as a plaza. The Berwyn Park District offers a variety of recreational options, both outdoor and indoor recreation at their four locations. Although there are no park areas or public open spaces in the study corridor, there are several locations that could potentially connect to the study area: Sunshine and Proska Parks and “Baseball Alley.”

Proska Park

Proska Park is a historic, significant 15-acre park that was established in 1923. The park building houses the Activity Center, an early childhood learning center, craft room, meeting room, rest-rooms, and a multi-purpose room that can be rented out to public and private groups and businesses. The outdoor space of the park has over a half mile of paved paths, tennis courts, horse-shoe courts, picnic groves, teeter center, and two baseball diamonds. The plant life includes over 64 species of trees, 85 species of shrubs, and numerous flower and turf varieties. It is a gorgeous neighborhood park that draws visitors from Berwyn and beyond. The park lies two blocks north of the study corridor on Wisconsin Avenue, which is between the Harlem Avenue and Berwyn stations. A connection could be made northbound on Wisconsin, Wenonah, or Home Avenues for pedestrians. Wenonah or Home Avenues could facilitate a northbound vehicular connection, as Wisconsin Avenue is one way southbound.



Proska Park, located north of the Harlem Avenue station area on Wisconsin Avenue.

Sunshine Park

Sunshine Park contains numerous recreational facilities, including several baseball diamonds. Located on Oak Park Avenue just north of the study area and the Berwyn station, a connection on this avenue is possible, linking the commercial district to the recreation district.



“Baseball Alley,” located north of the LaVergne station area, on East Avenue.

“Baseball Alley”

Located a block and a half north of the study area on East Avenue, “Baseball Alley” is an active recreation facility with two baseball/softball diamonds.



Supplemental Materials



Berwyn
Development
Corporation



City of Berwyn

Berwyn Transit-Oriented Development Study: Task 1 Inventory & Assessment Deliverable
November 11, 2008

Town Builder Studios
Tracy Cross & Assoc.
Real Estate Planning Group



Bus Tour Summary

7-A68

Bus Tour Notes

October 5, 2007

9:00 a.m. to 5:00 p.m.

ATTENDEES

Bus

- Dorothy Chiero, Business Owner – Cabin Fever
- Regina Mendicino, Olive or Twist and Martin-Aire
- Alba Loveko, BDC Board Member
- Nona Chapman, City of Berwyn – Alderwoman
- Debi Suchy, City of Berwyn – City Collector
- Sara Bratcher, Berwyn Development Corporation (BDC)
- Marybeth Eurek, BDC
- Antonio Mendola, BDC
- Heather Tabbert, Regional Transportation Authority (RTA)
- Mark Minor, Metra
- Tom Radak, Pace Bus
- Larry Lund, Real Estate Planning Group
- Jim Louthen, Town Builder Studios (TBS)
- Carrie Haberstick, TBS

Car

- Michael O'Connor, City of Berwyn – Mayor
- Patrick Ryan, City of Berwyn – Director of Public Works
- Brian Pabst, BDC

Elmhurst

- Martha Corner, AICP, Economic Development Manager, City of Elmhurst
- Mimi Stojsavljevic, Special Events Coordinator, Elmhurst City Centre
- Additional Contact:
- John Said, AICP, Director, Department of Planning, Zoning and Economic Development, City of Elmhurst)

Lemont

- James Brown, Community Development Director, Village of Lemont
- Ben Wehmeier, Assistant Village Administrator, Village of Lemont
- Art Bettuzzi, Project Manager, Front Street Lofts

Tinley Park

- Ivan Baker, CDcD, Director of Economic Development, Village of Tinley Park



TOUR OVERVIEW

Several handouts were distributed during the first leg of the tour. The bus left Berwyn at 9:00 a.m. and returned at 5:00 p.m. Walking tours were conducted in Elmhurst, Lemont, and Tinley Park. A comparison of Berwyn and the three (3) communities are as follows:

Berwyn

Incorporated:	1908
2000 Population:	54,016
2000 Households:	19,702
Population Density:	13,876 people per square mile
Area:	3.9 square miles

Elmhurst

Incorporated:	1910
2000 Population:	42,762
2000 Households:	15,627
Population Density:	4,166 people per square mile
Area:	10.3 square miles
Downtown / Depot Location:	128 West 1st Street (at York Road)

Lemont

Incorporated:	1873
2000 Population:	13,098
2000 Households:	4,420
Population Density:	2,030 people per square mile
Area:	6.8 square miles
Downtown / Depot Location:	101 Main Street

Tinley Park

Incorporated:	1892
2000 Population:	48,041
2000 Households:	17,478
Population Density:	3,237 people per square mile
Area:	15.0 square miles
Downtown / Depot Location:	6700 South Street

INITIAL ON-THE-BUS DISCUSSION

Highlights of the conversation...one of the communities to be toured increased the number of downtown events from three (3) events to 20...there was a cinema near the depot in Berwyn...the alley could have a "cool" design...ice skating could be a nice winter activity...structured parking costs are approximately \$25,000 per space; whereas, surface parking is approximately one-fifth the cost...the Harlem Avenue Station is too modern-looking and needs to look like the Berwyn Station...do something



with the landscaping too ...look at the station situation as if it didn't currently exist, and you were identifying the location of the station for the first time...there is a Route 66 Committee (Ogden Avenue) and a Main Street Committee (Cermak)...map existing parking...consider Metra projections for 2030...we need to talk about the station out in the road.

ELMHURST INFORMATION

The tour commenced at City Hall and headed south along York Street, west along Adelaide Street, north along Cottage Hill Avenue, along Park Avenue, under the pedestrian tunnel, and ended at Francesca's (lunch location). Features of Elmhurst include:

- Central Business District Retail Business Grant Program (\$10,000 grant to attract new businesses and expand existing businesses)
- Façade Assistance Program (33.33% up to \$20,000 for partial façade rehabilitation; 50% up to \$50,000 for full façade rehabilitation; and 50% up to \$50,000 for demolition and new construction)
- A plaza at the northeast corner of York and Schiller Streets that hosts a lot of community activities.
- York Theater is the anchor of the downtown.
- Sidewalk art programs such as painted turtles.
- A retail recruiter that visits other communities and asks the owners to open a second location in downtown Elmhurst.

Questions asked during the tour (and on the bus en route to Lemont) included:

What are the number of parking stalls in the parking structure at the southwest corner of Schiller Street and Palmer Drive? The downtown parking map is available online at www.elmhurst.org/images/maps/parking_web.pdf. A total of 312 spaces are distributed as follows:

- 119 permit spaces (rail commuters most common users of permits; they're \$50/quarter or \$200/year)
- 26 business reserved spaces (designated for businesses on Schiller Street)
- 95 coin box spaces ("dollar a days"; price may increase within next several months)
- 72 free shopper spaces (3-hour limit)



Is there a retail overlay district?

There is not a retail overlay zoning district. The downtown zoning districts, C4 and C4A allow a variety of retail/commercial uses on the first floor, but not residential. All residential uses must be above the first floor. The City has controlled first floor tenant land uses in those instances where there has been a public-private partnership for redevelopment. This includes the Schiller Street deck building and the building that houses Coldstone Creamery (116 N. York).

How old is the Retail Business Grant Program?

Grant program began in 2002. 33 grants have been awarded; 27 of 33 businesses remain in operation (81%+).

How is the \$10,000 funded?

Grant program funded through the downtown TIF. Typically, \$50,000 is allocated each fiscal year for up to 5 grants.

Are there any before and after photos of the improvements to the downtown area?

Metra provided 1992 and 2000 aerial photographs.

When was the downtown plan completed?

Downtown Plan adopted by City Council June 2006.

How closely was the downtown plan followed?

Too soon to say! Except, previous planning efforts for things like the North Downtown area and so forth have been followed reasonably closely--focus on goals of plans and not concept diagrams that might be shown on plans. For the current Hahn Street development proposals, the RFP included many references/excerpts from Downtown Plan and North Downtown Plan.

LEMONT INFORMATION

The tour commenced at the Front Street Lofts Sales Office (102 Stephen Street, Lemont, Illinois, 60439), surrounding a detailed model of the development area. Prior to the tour, copies of the *Lemont Station Area Plan* and *A Guide to Historic Preservation* were circulated for review.

A weeklong, "24 hour/7 day" charette was conducted as part of the downtown planning process. New ideas would be posted each evening, and residents and business owners were allowed to review the latest sketches and mark up the designs with their comments.



The Phase I development of the Front Street Lofts includes residential housing surrounding a parking structure core. The parking structure also serves as emergency egress, so its completion as part of the Phase I development is required. Phase I will include 262 parking stalls and 82 residential units.

The walking tour included the Front Street Lofts under construction, almost-completed townhomes and live-work units, older buildings, and the Depot.

TINLEY PARK INFORMATION

The tour commenced at the new downtown depot (including a brief visual tour from the depot's tower), then along South Street, across the tracks up to a new and the most northern mixed-use development on Oak Park Avenue, with a concluding discussion inside the depot. Highlights of the tour's discussion include:

Make the developer assemble property before he/she approaches the community with a project.

If a developer discusses financing before the project proposal, it is likely the developer is looking for financial help from the community.

The four (4) "Rs" of Tinley:

- Residential
- Restaurants
- Rail
- Recreation

A business owner is encouraged to include residential apartments as part of its development (the Cook County tax rate is residential when there is a building with one business and one (1) to six (6) apartments. The building must be owned by one (1) owner.

The new depot has brought a lot of pride to the community. Residents are now shopping in downtown Tinley Park instead of in the surrounding communities. The cost to construct the depot was approximately \$5 million. A potential new depot at the community's other location is estimated to cost approximately \$7 million (with a similar quality to the downtown depot).

Greenspace is a key asset to any community.



City of Berwyn



FINAL ON-THE-BUS DISCUSSION

Ideas and questions expressed on the bus during the trip home included:

- Have a focal point...have one place to go...a destination.
- Should a station in Berwyn be "decommissioned"?
- A fountain would be nice.
- Consider the option of zoning homes commercial, and use the first floor for a business use and the second floor for a residential use.
- Waiting for a developer to assemble before the City takes on a project is a good thing; however, a soft market may need City assistance to realize redevelopment/reinvestment.
- Compare the depth of commercial properties with the needs of modern businesses.
- The intersection of Oak Park and Ogden Avenue could be a gateway into the depot district.
- The potential study area for the TOD project would be 31st Street to the north, 34th Street to the south, Harlem Avenue to the west, and Ridgeland Avenue to the east, with a focus on Stanley Avenue (parallel to and north of tracks) and Windsor Avenue (parallel to and south of tracks).
- MacNeal Hospital has a lot of greenspace along Oak Park Avenue...consider integrating it into the community.
- Success is the result of "cross-pollination" between businesses and the City.

METRA RAIL RESPONSE

The following message was prepared by Mark Minor, Senior Transportation Planner, Metra Office of Planning & Analysis, mminor@Metrarr.com:

Thanks again for organizing the bus tour last week. It was informative for us to see what the steering committee members saw as positive and negative in and around our stations. It seems like they have some good ideas for what should be included in the Berwyn TOD Plan.

While on the bus tour a few things were brought to my attention that I promised to check on and respond to the steering committee regarding. I was hoping you would be able to forward these responses on to the rest of the steering committee.

1) There was a question regarding ownership of the Berwyn Depot Station.

After checking with Metra's Community Affairs Department it is our understanding that the City of Berwyn owns the station building and platforms at the Berwyn Station.



2) A question was posed as to why postings at the Berwyn Station are often taken down by the ticket agent. Metra's Community Affairs Department talked with the BNSF person in charge of stations and agents. Flyers are generally removed when too many accumulate and the agent is not able to see out of the window. The City should contact the BNSF if there is an issue. Metra is willing to discuss with the community the idea of installing a glass case in the station where flyers could be posted. If this is something that the City has interest in they should contact Demetri Skoufis in Metra's Community Affairs Department (312-322-6754 or dskoufis@Metra.com) to work out the details. Since the station is of historical significance, before proceeding, the community should make sure that there aren't any preservation rules prohibiting glass cases from being installed in the station.

3) One steering committee member mentioned that at the northeast corner of Oak Park Avenue and Stanley Avenue there is a gravel area that the BNSF uses occasionally for materials and/or vehicles. She was interested to know what could be done to improve this piece of land. Metra does not own or lease this piece of land. The City should contact the BNSF directly.

4) A couple of people mentioned recent instances where the crossing gates seemed to not be working properly. We have passed these concerns onto the BNSF Railway and they are looking into the timing and operations of their gates in the Berwyn area.

I hope this clarifies some of the community's concerns. Metra can provide a contact at the BNSF if needed by the City. If there are any additional issues please feel free to contact me.



Summary of an Interview with the BDC Staff

November 14, 2007

Attendees

- Brian Pabst
- Sara Bratcher
- Kurtis Pozsgay
- Carrie Haberstich

Berwyn Development Corporation (BDC)

The BDC is the Planning, Community Development, Economic Development, Marketing, and Chamber of Commerce "Department" for the City of Berwyn. It is a recommending body to the City.

HARLEM AVENUE STATION AND AREA

- Metra is rebuilding the platform (it currently is in bad shape).
- A key gateway into the community.
- Underutilized.
- Need more stops at this station. [NOTE: Inbound weekday stops are three (3) fewer than the Oak Park Avenue Station. Outbound weekday stops are one (1) fewer than the Oak Park Avenue Station.]

BERWYN STATION AND AREA

- Make it a community gathering area.
- Needs a niche serving the entire community.
- Redevelopment occurring (good); however, blighted in general.
- There will be a ribbon-cutting ceremony for the Sedgwick property tomorrow.
- Thirty-four (34) of 52 units are sold.
- The area needs major redevelopment – focus on premiere areas.
- This Station is the first "nice" stop outside of Chicago.
- Bright white lights needed for the new parking deck.

LAVERGNE STATION AND AREA

- Metra is rebuilding the platform (it currently is in bad shape) for approximately \$800,000.
- Need more stops at this station.

ALL THREE STATIONS

- Ridership is down.
- Find a way to tie them together.
- The yellowish lighting is terrible.
- Get people down there.
- Need better landscaping and streetscaping.



City of Berwyn

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Tracy Cross & Assoc.
Real Estate Planning Group



TAX INCREMENT FINANCE (TIF) DISTRICTS

- The Depot District has a 23-year TIF that expires in 2019. Two (2) additional areas might be added to the district area, one along the west side of Grove Avenue and one north of the Canadian National Railway right-of-way, south of 31st Street.
- The 1996-97 TIF districts are the Roosevelt Road, Depot, and Ogden Avenue Districts.
- The 1987 TIF district is the Cermak Road District.

BDC COMMITTEES

- Marketing (includes the Membership Taskforce) – Antonio and Marybeth
- Special Event Planning Taskforces (e.g. Depot Committee) – Rosario
- Piper Award Dinner/Auction – Rosario
- TIF Advisory Commissions (two groups: Cermak/Roosevelt and Ogden/Depot)

OTHER

- Not all of the commuter parking permits are utilized.
- The "Main Street" for the community is Cermak Road.
- Metra canceled stops at the Clyde Station in April 2007.
- 1960's apartments are along the corridor.
- Look into the West Suburban Mass Transit Grants program for implementation ideas. [NOTE: Sara to email contact information.]
- The City hasn't spent much money on streetscaping and maintenance. Garbage cans and bike racks are a necessity.
- Wrought iron along tracks...
- \$430,000 to deck...
- Contact Ald. Michele Skryd regarding the City's Main Street Program.
- Not much coordination with Riverside from a planning and development perspective; however, redevelopment efforts along Harlem Avenue should include Riverside representatives.
- Proska Park is a community gathering point and an effort to try to link it to the rail corridor should be considered.
- Consider creating a multi-cultural children's center for families.
- Make the Oak Park Avenue Depot area the attraction and make it visible.
- Make the area liveable and walkable, and include cultural and art elements.
- Look into the Red Stone Room/River Music Experience in downtown Davenport, Iowa. There's a new museum and bands play in the courtyard every Friday.
- There are bike racks in downtown Chicago (near the Hilton on Michigan Avenue) that are shaped like an old bike with a big front tire.
- The Depot Committee's budget is applied to events only.
- There are other community events than those listed on the BDC website.
- The TIF Program Application can be submitted for projects that include façade improvements and redevelopment assistance (includes build-outs and buying down the cost of land).
- The Commercial Loan Program Application can be submitted by any kind of business.



City of Berwyn

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- The City of Berwyn Tax Increment Financing Districts Design Guidelines. After the first of the year, the BDC hopes to establish new guidelines for all four (4) TIF districts. The guidelines are not adopted in the zoning code.
- The City's Comprehensive Plan is old...the most recent one was adopted in 1993.
- The Berwyn After Hours events are for everybody. The events are supposed to occur once a month; however, they're usually held every two (2) weeks, with some requests being turned away or postponed due to popularity. Approximately 50 people attend the events on average.
- The BDC Business newsletter occurs every four to five months, and is produced through the "Chamber Division" of the BDC.
- First-Annual Holiday After Hours, hosted by the BDC, will be held Friday, December 7, 2007. The entire BDC membership will be invited.



Summary of an Interview with the City of Berwyn Staff

November 16, 2007

Attendees

- Michael O'Connor, Mayor
- Stephanie Walker, Finance Director
- Bill Hensley, Library Director
- Terri Shonder, Director of Community Relations
- Jeanmarie Hajer, Director of Community Outreach
- Debi Suchy, City Collector
- Dan LeBeau, Building Director
- Carrie Haberstich

HARLEM AVENUE STATION

- Not a lot of commercial in the area.
- Walking distance to Riverside.
- Parking is a problem.
- Commuter savings...last stop in Metra's Fare Zone B before Zone C (Riverside Depot). Could result in a \$20 or \$30-plus savings each month. Commuter parking is cheaper than the surrounding areas.
- A "gateway" into the City of Berwyn.
- A study was conducted approximately five (5) years ago that looked at traffic signals and circulation. The timing was adjusted but the traffic signals were not relocated.
- The pedestrian crossing – and turning left onto Burlington into Riverside – is NOT pedestrian-friendly.

LAVERGNE STATION

- Underutilized.
- Not a lot of commercial in the area.
- Metra plans to construct new inbound and outbound platforms, a new inbound shelter, and a new outbound shelter at the LaVergne Station in 2008-09. [NOTE: There is a 22" drop between the last step on the train and the platform; therefore, the new platform will be elevated. Currently, the conductor uses a step stool for easier and safer passenger access.]
- There are a lot of auto builder businesses in the Ridgeland Avenue area.
- Blighted buildings.
- Six (6) rush our stops into Chicago during the morning rush hour, and four (4) stops out of Chicago during the evening rush hour.

BERWYN STATION

- Most popular station...it is the "Berwyn" stop and has the most Metra train stops.
- Parking garage location.
- The business district needs to grow.
- The hospital needs to get out of the first floor along Oak Park Avenue.
- Need businesses to draw people to the area.



City of Berwyn

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Real Estate Planning Group



- "Destination"
- "Since I'm already here..."
- Antique shops need to be located within close proximity to each other. Most people who go antiquing don't do other shopping during the same trip; however, they might visit a restaurant if they're hungry.
- Doctors' offices, income tax offices, and laundromats, are not the kind of businesses that should be located in the business district.
- There should be a focus on the Depot area.
- The retail overlay district in the Depot area is causing major problems. It limits "like" offices and services businesses from locating within 500 feet of each other (retail businesses do not have this restriction). Real estate agencies need to be educated about the office/service restriction.

METRA RAIL CORRIDOR

- Make all three (3) station areas "walkable".
- There are new bike racks; however, bicyclists still use the street signs to lock up their bikes because the bike racks don't look like typical bike racks.
- Stanley Avenue (north) and Windsor Avenue (south) were studied in the 1960's by Northern Illinois University and the conclusion recommended one-way pairs at the time.
- The western end of the rail corridor is choked with parking. Need to find a way to move some of the parking eastward. Parking passes may be used anywhere along the rail corridor between Harlem Avenue and Ridgeland Avenue.
- Need more greenery (landscaping) and weed cleanup.

MISCELLANEOUS

- Visit www.growingsensibly.org (Campaign for Sensible Growth).
- Visit Urban Land Institute (ULI) for information.
- Visit Chicago Metropolitan Agency for Planning (CMAP) for information.
- The Clyde Station in Cicero was closed in April 2007.
- Ogden Avenue is zoned for commercial uses.
- Either "C-2" General Commercial Districts or "C-3" General Services Districts zoning doesn't permit auto-related uses.
- Need business development.
- If something is unique, market it!

The area used to have a "fusion" restaurant (upscale sushi) but it closed. Other businesses were excited when it opened up, but most of the same business owners didn't patronize the restaurant.

How do we attract or start new businesses and keep them here?

Like the "main" Madison Street in Forest Park.

- Most landlords are a problem. They don't seem to care what business occupies their spaces, just as long as they get rent money.
- The City needs a plan.
- The plan needs to be aggressively pursued!



- A private firm efficiently reviews the building permit applications.
- Zoning review slows down the process. It can take three (3) to four (4) months to process an application.
- Zoning Board of Appeals meets the third Tuesday of the month, and hears a maximum of three (3) cases per meeting. The cases are both commercial and residential, and they are taken on a first come, first served basis.
- Change is not welcomed by everyone – especially to those who think the area is not “broken”.
- Focus on how the final plan is presented to the community. Show the differences. Make the area work better.
- Cicero Depot. The train station to be redone. Condos in the 26th Street area.
- Consider Metra stops at Harlem and LaVergne, and convert the Oak Park Station (“The Depot”) to the City’s activity center, without Metra stops.
- How are people getting to the area? Walking? Driving? Other?
- Condos can be a maximum of 60 feet in height. Other regulations, such as lot coverage, also apply.
- There is a waiting list for liquor licenses. The maximum number is limited by the Municipal Code.
- The north Berwyn area has more things for kids to do.

CENTENNIAL COMMITTEES (POSTER ON THE WALL IN THE CONFERENCE ROOM)

- Core
- Ad/Cookbook
- Advertising/Marketing
- Dinner Dance
- Festival
- Figures on Parade
- Historical
- Parade
- Raffle
- Sponsorship
- Street Decorations
- Ward Celebrations
- Group Liaison

RECOMMENDATIONS FOR NOTIFYING THE PUBLIC REGARDING THE FEBRUARY VISIONING WORKSHOP

- Direct Mail (best bet) – two (2) or three (3) block radius of rail corridor.
- Press Release
- City of Berwyn Website
- Sending a notice out in the water bill is not an option – too many items are included already.
- Posters in the Train Stations
- Flyers/Handouts in the Businesses
- Berwyn Development Corporation



Summary of an Interview with Pace Bus Representatives

December 5, 2007

ATTENDEES

- Bob Huffman
- Tom Radak
- Heather Tabbert
- Kurtis Pozsgay
- Carrie Haberstich

LEVEL OF SERVICE

- No expected increase in level of service (LOS) at this time, especially if the transportation budget allocation from Springfield is not increased.
- "Pace Restructuring Initiatives" are action plans (analyze then take action), not "studies". The analysis includes an implementation strategy that could be phased in over time.
 - A restructuring initiative for the Berwyn area is expected to be conducted in the next year or two.
 - Conducted by region.
 - Service restructuring plans include ridership, demographics, etc.
 - The outcome could include more service or less service; however, in the Berwyn area it is not anticipated to be reduced, since it's a strong region for Pace Bus.
- "Community Transit Program" connects people to trains, shopping, senior housing, etc. The future of transit includes the following modes (since traditional bus service in the suburbs is not working):
 - Taxi
 - Dial-a-Ride Bus
 - Paratransit
 - Small Transit Vehicle

RIDERSHIP

- No ridership numbers are available at this time. If desired, contact Tom Radak via email to request data collection. Data can be collected by route.
- The Automatic Passenger Counter (APC) has information collected per bus stop.
- Ridership has not likely changed significantly in the Berwyn area.
- Route 312 was discontinued in 2006.

PLANNED CHANGES

- Not expected in the immediate future.
- Four (4) direct and three (3) indirect routes service Berwyn.



- Input would include:
 - Public Outreach. The outreach generally includes “open houses” held in several communities within the route service area over the course of several weeks.
 - Advisory Council.
 - Technical Advisory Council. (May include market research, service plans and concepts, land use, passenger amenities, etc.)

BOARDING AND DESTINATION ANALYSIS

- Possibly combine routes for a “one seat” ride (in lieu of transferring).
- Turnouts
- Kiosks
- Wayfinding signs
- Amenities: shelters, paths to shelters, etc.
- Signal priority
- Queue-jumping
- Each community needs to enforce parking regulations to ensure efficient, effective, and safe bus service.
- Pace Bus and the City of Berwyn have a good working relationship; however, more frequent on-going communication is desired.
- Don't use budget as an excuse not to do something to establish better service.

PACE BUS AGENCY SERVICE

- Six (6) counties
- 250 routes
- 280 communities (of which 188 are directly serviced by Pace Bus)
- Approximately 600 van pools in the six-county area.
 - Most are suburb-to-suburb routes.
 - Can meet at a park and ride and drive to work from there.
 - Maximum two (2) stops at the destination-end of the trip.
 - Great options for businesses.
 - Can be used for third shift workers too.
 - Contact business development at www.pacebus.com for more information.
 - The driver doesn't pay; however, the driver and back-up driver need to take a driver training class.
 - There's a monthly fee for the service.
 - Pace Bus pays for gas, car washes, etc.
 - Riders must have similar time schedules.
 - There are approximately 10,000 Pace Bus stops.



DIMENSIONAL REQUIREMENTS

- See "Pace Development Guidelines". Includes information such as sight lines, distances, etc.
- Call 847-228-4287 with specific questions.
- A government affairs representative, a Pace engineer, and additional Pace representatives would visit the site to determine what changes are necessary.
- A special pull-out lane works best (a.k.a. "turn-outs" or "cut-outs").
- A shoulder lane is just as satisfactory as a pull-out lane.
- A sub-base concrete pad is a "best practice" – especially at bus stops with longer layovers and at transfer points. Most road damage occurs at bus stops and areas of bus acceleration and deceleration.

PEDESTRIANS

- Need pedestrian links to service the bus stops.

COMMITMENT

- Need commitment by the community to keep service going...consider what the constituents want.

FUNDING

- If improvements are on State highways, County roads, or in an area that is undergoing reconstruction, funding could come from those entities.

PARKING ENFORCEMENT

- Kurtis will contact the City of Berwyn regarding the parking enforcement issue.
- The best ways to enforce parking rules are to tow cars away or issue a ticket with a large fine.

METRA

- The train depots need to be consistent in getting the word out regarding Pace Bus service – Pace Bus helps bring in Metra riders. Pace needs to coordinate this initiative with Metra and the BNSF Railway.
- A standardized Pace Bus information kiosk for all depots would be best.



Visioning Workshop

7-A84

A Visioning Workshop was held on Saturday, February 9, 2008, in the Community Room of the Berwyn Police Station.

This full-day workshop was well-attended, with approximately 65 individuals observing the data collection and analysis presentation, 44 individuals completing the Visual Preference Survey (VPS) and Questionnaire, and approximately 20 individuals participating in the afternoon Charette (a design-based brainstorming session).

The following pages contain the presentation slides, the results of the VPS, and a summary of the afternoon Charette.



Appendix B

Commercial Market Analysis

Berwyn Transit-Oriented Development Study

BERWYN COMMERCIAL MARKET ASSESSMENT

Prepared by:
REAL ESTATE PLANNING GROUP
Chicago, Illinois

November 11, 2008

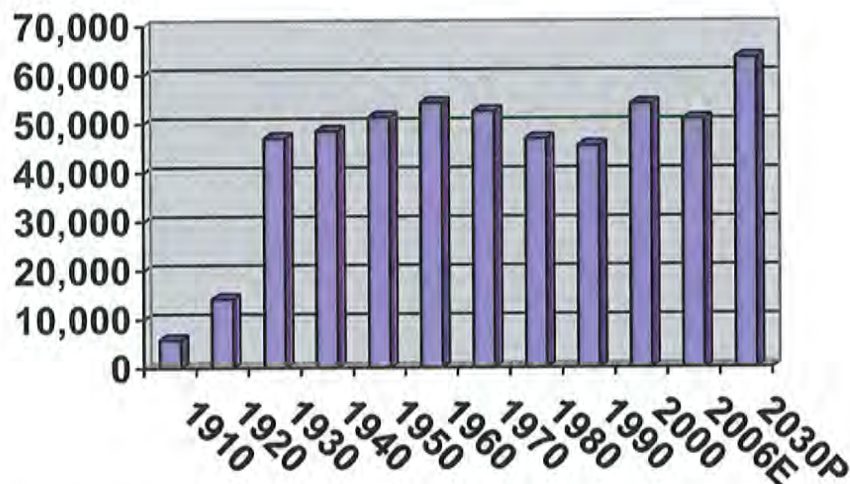
Summary of Findings

Berwyn is an early 20th century suburb of Chicago whose roots go back to the beginning of the Chicago. Berwyn, like Riverside – its neighbor to the west, began as a planned transit-oriented subdivision.

The population of Berwyn exploded between 1920 and 1930 and reportedly was Chicago's fastest-growing suburb in the 1920s. By 1930, Berwyn had almost reached its population peak and since then has kept a relatively stable population base and remains a solidly middle-class bedroom community.

Three transit stations and a strong employment anchor in MacNeal Hospital shape the Depot area of Berwyn. However, the Depot area's lack of visibility from major thoroughfares limits its commercial appeal.

Berwyn Population

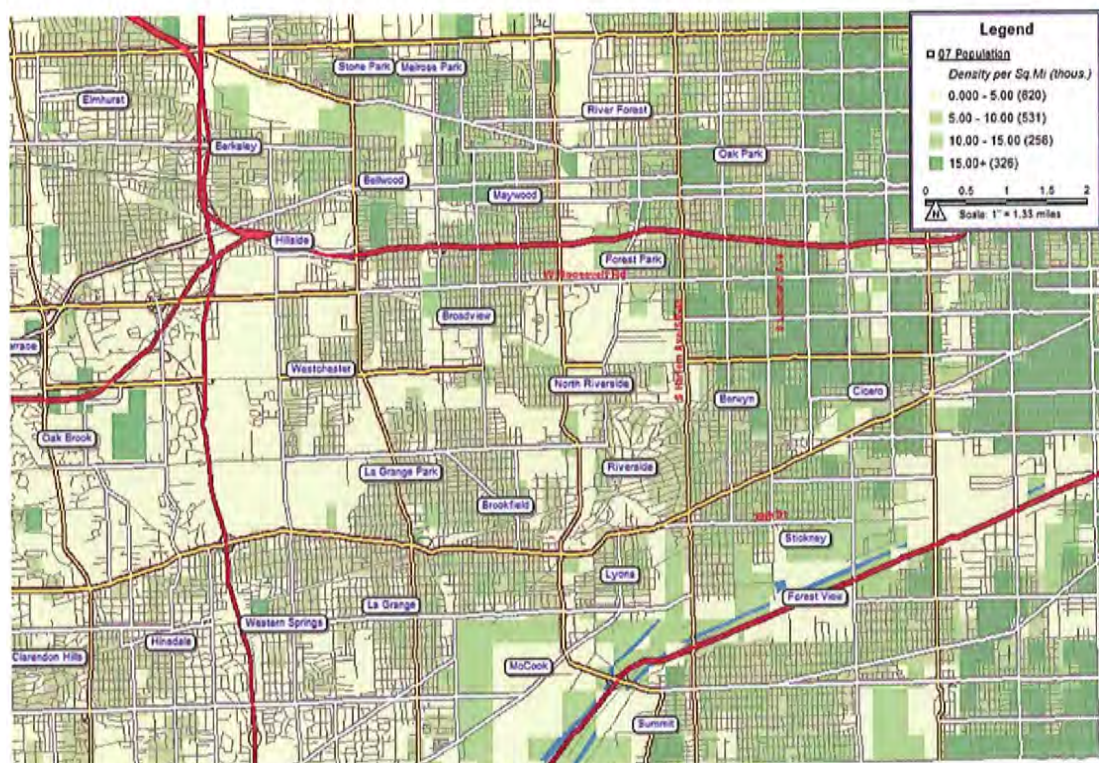


If Berwyn were not a suburb of Chicago, Berwyn would have sufficient population to be its own metropolitan area. The 2006 Census Bureau population estimate is 50,820. However, the 2006 population estimate is down significantly from the 2000 Census count of 54,016.

In 1990, the number of households was 19,298 and in the 2000 Census, it was 19,702. The Census Bureau does not provide interim household estimates. The Chicago Metropolitan Agency for Planning (CMAP) has projected that by 2030, Berwyn will have 63,433 people living within 19,904 households. The anticipated change in household structure to larger households will generate most of the population growth.

From a retail perspective, the household unit becomes the basis for measuring expenditures and Berwyn's changing household structure will likely influence what kinds of goods and services the residents will purchase. It is anticipated that younger residents with more children will replace Berwyn's aging population.

Based on the 2006 Census population estimate of 50,820 people, Berwyn has a population density of 5,032 people per square mile. The private data service provider that REPG uses is Scan/US; they estimate Berwyn's 2007 population at 51,827 with 18,621 households. Based on Scan/US estimates, the household density in Berwyn averages 2.9 households per gross acre of land within the city.



Map shows Population Density

The map above shows the distribution of population density. Areas in the light cream shade show where there are less than 5,000 people per square mile, which is the average density for Berwyn. The lightest shade of green shows areas where the density is between 5,000 and 10,000 people per square mile, the mid-shade of green are intensely urban with 10,000 or more people per square mile, and the darkest shade of green shows areas equivalent to 15,000 people per square mile or higher. Most of the areas within walking distance of Berwyn's downtown have densities equivalent to 5,000 and 10,000 people per square mile. To support retail without convenient automobile access, many retailers want 15,000 people per square mile or higher.

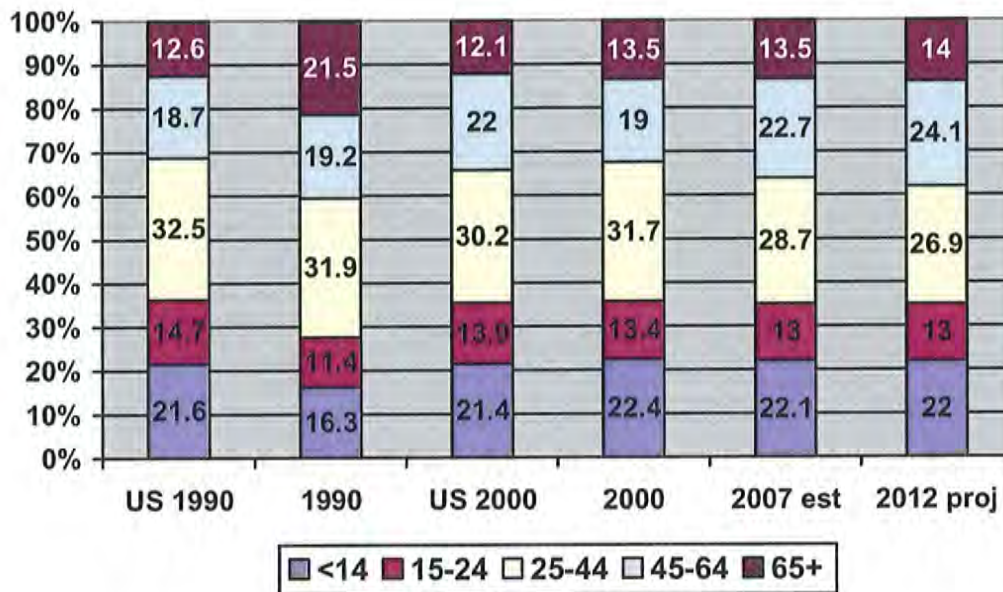
Household Structure

In 1990, the average household in Berwyn had 2.34 people. That number increased to 2.73 people per household in the 2000 Census and the Scan/US 2007 estimate is 2.77 people per household.

In 1990, 25.3% of the households had children, and the 2000 Census reported that 35.7% of the households had children. Scan/US 2007 estimates that 58.1% of households have children. As new generations move into Berwyn, the community is regaining many of its historic demographic characteristics.

Age Distribution

Berwyn Age Distribution



In 1990, 21.5% of Berwyn's population was 65 or older and this age cohort is now down to 13.5% -- a very significant decrease. Where in 1990, only 16.3% of the population was under 14 years, today it is 22.1%. The trend, however, is pointing up, but not to its previous extent. REPG was able to track one age cohort (44 to 64 years of age) back to 1930. In 1930, the 44 to 64 age cohort represented only 15.7% of the population. By 1940, this age cohort grew to 23.3%, and increased again in 1950 to 28.6%. The 44-65 age cohort peaked in 1960 at 30.4%. By 1990, it had dropped to 19.2%, and in 2000, it declined to 19%. Today, the 44-65 age cohort is estimated at 22.7% and is projected to increase to 24.1% in five years. This age group is one when their children leave home and families typically have their highest earning potential.

Income

In 1990, Berwyn's average household income was 80% of the Chicago metro area's average; by 2000, it had fallen slightly to 78%. Scan/US 2007 estimates indicate that the average household income in Berwyn is \$55,765 with a median household income of \$52,593. Berwyn's estimated 2007 household average income is estimated now at 75% of the Chicago metro's average. However, Berwyn's median income of \$52,593 is just 6% below the metropolitan area's median income and reflects solid middle-class economics. However, per capita income is a third popular way to compare incomes. Scan/US estimates Berwyn's 2007 per capita at \$19,926 and the Chicago Metro area per capita at \$27,041 – a significant difference of 26%.

What Berwyn lacks is a significant affluent population. Only 16.3% of the households have annual incomes of \$100,000 or more; almost half (47%) have household incomes in the middle ranging from \$40,000 to \$99,999, about a quarter (25.9%) are lower income households, that is \$29,000 or less, and 10.8% of the households are moderate income households that have average household incomes between \$30,000 and \$40,000.

Diversity

The most significant change to Berwyn is its rapidly increasing diversification. Until 1990, Berwyn was an almost all-white community with a diversity index of 19. By the 2000 US Census, the index jumped to 50. The principal source of Berwyn's diversity has been the significant influx of Hispanic households. In 1990, Berwyn's Hispanic population was just 7.9%. This percentage grew to 38% by 2000. Scan/US 2007 estimates the Hispanic population now represents 40% of Berwyn's population.

Socio Economic Profile

The market research firm Environmental Systems Research Institute (ESRI) groups households with similar demographic factors into psychographic profiles; ESRI characterized a significant population of Berwyn into three psychographic segments and they describe these segments as follows:

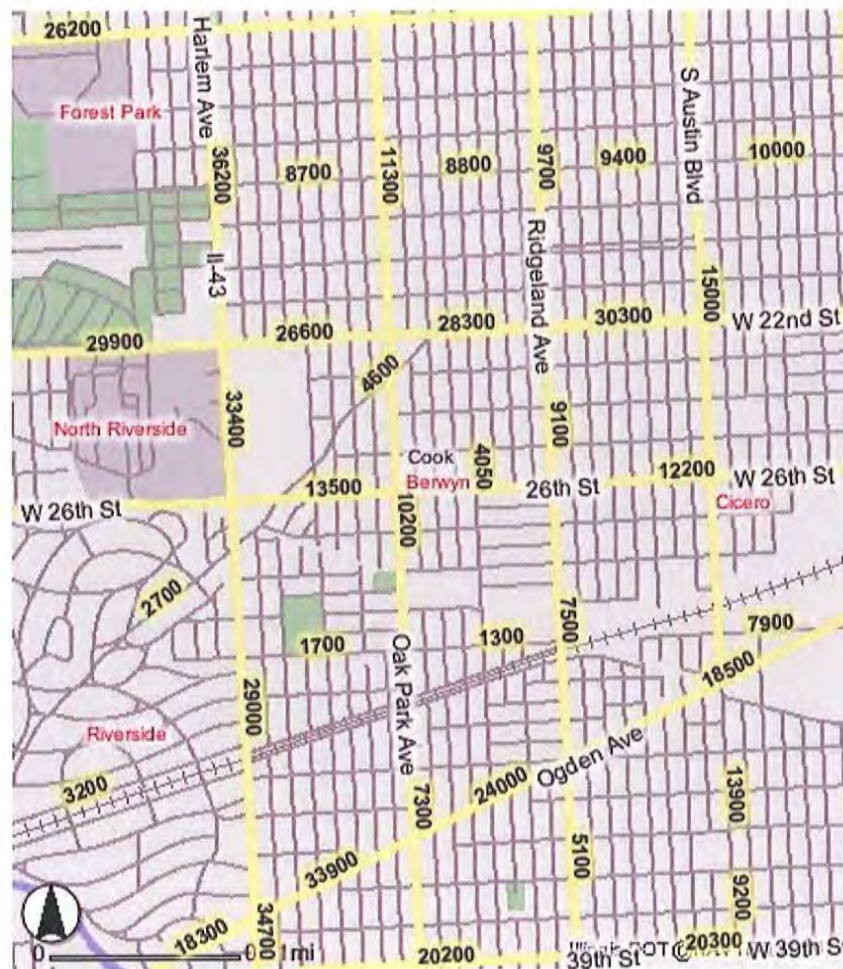
Segment I- "Main Street." Main Street, USA neighborhoods are a mix of single-family homes and multiunit dwellings. This market is similar to the United States demographics. These members tend to be active in their community and participate in local civic issues as well as working as volunteers. Activities associated with this group are bowling, ice skating, high computer use, and taking aerobic classes.

Segment II: "Industrious Urban Fringe." Most residents in this segment work in the manufacturing, construction, retail trade, and service industries. The family is central, and children are present in more than half of households. Many live in multigenerational households. Purchases focus on necessities for babies and children, with primary purchases of toys and video games. They tend to be big movie fans.

Segment III: "International Marketplace" These neighborhoods are a blend of cultures and household types. Families with children occupy a very high percentage of households. A typical family rents an apartment in an older, multi-unit structure. Top purchases include groceries and children's clothing. Residents shop at stores like Marshalls and Costco. They like to watch movies and sports on TV.

Visibility

From a retailer's perspective, store visibility and accessibility is important to their success. Many retailers measure their store's visibility by the number of people that can see their store sign.



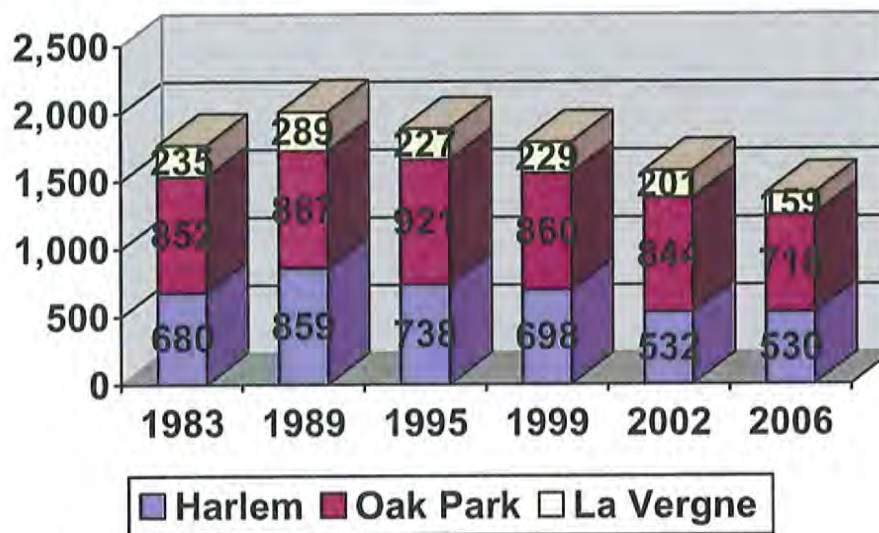
The major thoroughfares of Berwyn have high traffic counts. Twenty-nine thousand (29,000) vehicles drive on Harlem Avenue daily past the Metra/BNSF Railway Line. Ogden Avenue has traffic counts of 24,000 to 33,900 vehicles per day, 39th Street with 20,200 vehicles per day, and Roosevelt Road with 26,200 vehicles per day. These major thoroughfares provide the greatest visibility to retailers. Oak Park Avenue has counts of 10,200 vehicles per day near 26th Street and 7,300 vehicles

per day near Ogden Ave. These interior streets do not meet the minimum threshold of approximately 20,000 vehicles per day that many retailers set as a minimum where highway visibility is important to their business.

Berwyn, which has its historical roots as a transit-oriented community, also gets visibility from the Metra/BNSF Railway Line that runs from Downtown Chicago to Aurora. Based on Metra's Fall 2006 boarding and alighting counts, the Metra/BNSF Railway Line is the busiest line on the Metra system, carrying over 55,000 passengers daily, with the majority traveling through the City of Berwyn.

The busiest station in the City is the Berwyn Station with 718 boardings on weekdays. The Berwyn Station ranks 80th (34th percentile) among Metra's 234 stations located outside of downtown. The Harlem Avenue Station has 530 boardings, which ranks it 102nd (44th percentile) in the Metra system. The LaVergne Station has 159 boardings, which ranks it 181st (68th percentile) in the Metra system. The three Metra stations have total passenger boardings of 1,407 on weekdays.

Berwyn Metra Station Boarding



Source: Metra's 2006 Boarding and Alighting Counts

In the 23 years in which Metra has reported station passenger boardings (1983-2006), Berwyn reached its peak in 1989 and has steadily declined since then. Overall, Metra ridership on the Metra/BNSF Railway Line has increased reaching its peak in 2006 as farther out suburban station ridership has grown.

Metra has station parking at each of the three stations: 177 spaces at Harlem Avenue, 240 spaces at Berwyn, and 157 spaces at LaVergne.

The 2000 Census reported 4.4% (or 1,050) residents of Berwyn's 23,990 working population used Metra service to commute to work. This is a decline from the 1990 census when 6.1% of the 21,447 workers (approximately 1,310) commuted to work on Metra.

The Census information does not point to any specific demographic characteristics attributable to this 30% decline in total Metra station boardings. The number of "white collar" employees has remained about the same between 1990 and 2000 and the number of residents with a college degree or higher has increased from 4,943 to 5,962, albeit the percentage of residents 25 years and older with degrees (17.2%) remains well below the national average of 27%.

Looking at the 10,285 people who work in Berwyn, the Census reported that in 2000, only 0.5% (or approximately 55) workers took Metra to Berwyn. This is up from 1990, when the Census reported 9,616 people working in Berwyn, and 0.3% (or approximately 37) workers who took Metra to Berwyn.

According to Metra's 2002 Origin-Destination Survey, approximately 59% of a.m. boardings at the three Metra stations in Berwyn are Berwyn residents. This means that approximately two out of five commuters boarding at the three Metra stations in Berwyn live outside the City.

Accessibility

In addition to visibility, accessibility – that is, ease of access to a site – is of equal importance to retailers. The Burlington Northern Santa Fe line serves as a barrier separating Berwyn reducing north-south access to just six crossings: Harlem, Home, Grove, Oak Park, East and Ridgeland.

Windsor Avenue parallels the Metra/BNSF Railway Line on the south side of the tracks and Stanley Avenue parallels the north side. REPG examined the demographics of each of these rail-crossing streets at both Windsor Avenue and Stanley Avenue to learn if one side or the other had a stronger service area. Our analysis looked at a quarter-mile, half-mile, and mile rings around each intersection. REPG selected these three distances to represent the primary walking distance to the intersection, the secondary walking distance, and the mile ring representing the immediate "neighborhood" area around each of these intersections. In these three distances, REPG did not find any statistic indicating a better side of the tracks from a demographic perspective. The Windsor Avenue side had an average of 29,199 people living within one-mile of the six intersections and Stanley had 29,215.

Key Demographics at Berwyn Railroad Crossings

	Quarter Mile Ring	Half Mile Ring	Mile Ring
Harlem & Windsor			
Population	2,097	6,517	22,273
Households	904	2,678	8,469
Avg. HH Income	\$71,905	\$73,207	\$68,588
Employment	577	2,949	8,812
Home & Windsor			
Population	2,079	7,511	26,387
Households	930	3,118	9,939
Avg. HH Income	\$61,631	\$65,707	\$65,285
Employment	2,490	5,441	9,209
Grove & Windsor			
Population	2,038	7,510	28,693
Households	881	3,048	10,555
Avg. HH Income	\$60,494	\$63,309	\$63,225
Employment	3,739	5,345	9,659
Oak Park & Windsor			
Population	1,992	7,515	30,033
Households	838	2,989	10,933
Avg. HH Income	\$62,522	\$62,562	\$62,133
Employment	3,475	5,233	9,830
East & Windsor			
Population	1,935	7,914	33,145
Households	736	2,958	11,666
Avg. HH Income	\$68,073	\$60,337	\$58,393
Employment	859	5,170	9,959
Ridgeland & Windsor			
Population	1,591	7,826	34,662
Households	576	2,668	11,713
Avg. HH Income	\$59,212	\$59,946	\$55,374
Employment	392	2,047	10,254

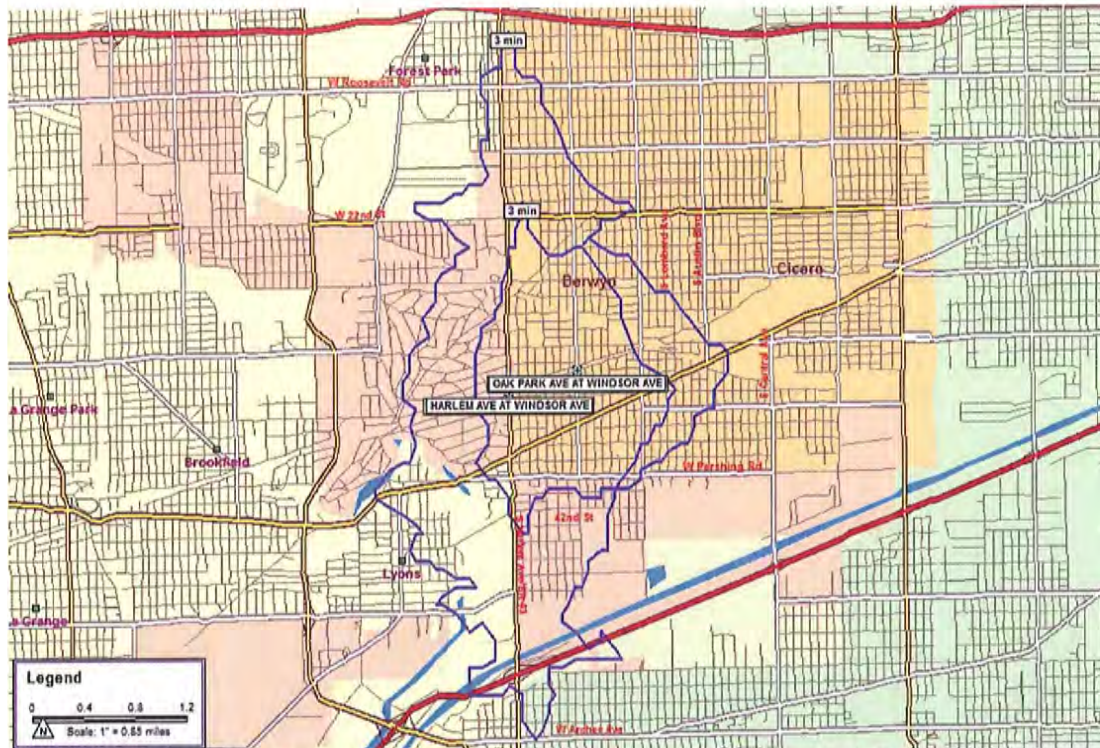
Scan/US 2007



Demographic Areas covered by Quarter, Half, and Mile Rings from each of the six rail-crossing streets at Windsor Avenue.

However, the most significant influence on Berwyn's retail accessibility is Oak Park Avenue's half-mile location east of Harlem Avenue. The concentric rings do not show a significant difference in the potential service population; but, drive time contours, which measure convenience, show a significant trade area difference.

Within a three-minute drive time, the Harlem Avenue/Windsor Avenue area provides more convenient access to almost 60% more people than the Oak Park Avenue/Windsor Avenue area (43,732 people to 27,783 people, respectively). This trade area difference translates into significant potential expenditure differences. For example, in restaurant eating potential, the difference between Harlem Avenue and Oak Park Avenue is approximately \$18.1 million dollars annually. Of course, convenience does not entirely govern every consumer-buying decision; but for many items, it is a significant influence.



Comparison 3-minute Drive Time Contours between Harlem and Oak Park Avenues

Employment

The City of Berwyn developed as a bedroom community without industry. Berwyn's major employer has been Mac Neal hospital with 2,437 employees. In addition to MacNeal Hospital, Berwyn has another 1,169 people employed in health care and social assistance employment. Overall, health care and social assistance represents 39% of Berwyn's 9,164 workers (2006) employed within the city. Other major employment sectors are food service with 1,140 employees and retail trade with 1,132 employees. The overall employment level in Berwyn has remained relatively constant since the Illinois Department of Employment Statistics (IDES) reported these statistics in 1991.

The quarter-mile area around Grove/ Oak Park and Windsor represents almost 40% of Berwyn's employment. Moreover, almost 60% of Berwyn's employment is within a half mile of this location.

City of Berwyn Per Capita Retail Sales 2000 and 2006

Selected Categories	2000	2006
General Merchandise	\$244	\$225
Food	\$643	\$638
Restaurant	\$826	\$1,005
Apparel	\$190	\$311
Home Furnishings	\$403	\$366
Drugs & Misc. Retail	\$1,043	\$1,141
Total	\$3,349	\$3,686

Source: Illinois Department of Revenue;
Census 2000: 54,016 population; and
Census 2006 (estimate): 50,820 population.

Comparative Per Capita Retail Sales Analysis by Selected Categories

	General Merchandise	Food	Restaurant	Apparel	Home Furnishings	Drug & Miscellaneous	Total
Berwyn	\$255	\$638	\$1,005	\$311	\$366	\$1,141	\$3,686
Cicero	\$1,275	\$1,019	\$566	\$169	\$62	\$771	\$3,862
Forest Park	\$5,475	\$2,555	\$2,023	\$430	\$751	\$1,732	\$12,966
Lyons	\$587	\$1,085	\$821	\$7	\$185	\$1,513	\$4,198
Riverside	N/A	\$1,368	\$356	\$101	\$48	\$182	\$2,055
Stickney	N/A	\$4,616	\$838	N/A	N/A	\$1,648	\$7,102
Oak Park	\$60	\$1,422	\$1,135	\$284	\$173	\$1,158	\$4,232

Source: Illinois Dept of Revenue, 2006 Census Estimates, REPG

Sales Gap Analysis

Sales gap analysis is a model for estimating retail potential that has theoretical applications, but in practice has little to no useful purpose. This model compares the potential sales with actual sales; and, theoretically, if the potential sales exceed the actual sales, there is room for more retail.

The amount of supportable retail square footage is the gap amount, (potential sales – actual sales = gap amount), divided by an estimate of the sales per square foot of retail space necessary to support market rental rates for existing buildings or sales to support new construction. Sales Gap Analysis is applied to apparel in the following example; however, it also can be applied to the food, restaurant, home furnishings, and drug categories listed in the table above.

Example

From Berwyn's estimated 18,621 households (2007), REPG estimates that the apparel purchasing power is an average annual amount of \$1,725 per household (Source: BLS), or a total of \$32.1 million.

The State of Illinois sales tax reports (2006) show that Berwyn apparel sales were \$311 per capita (see tables above). At an estimated population of 50,820 the total apparel sales were \$15.8 million.

The gap between the \$32.1 million potential sales and the \$15.8 million actual sales indicates theoretically that Berwyn has an unmet potential of \$16.3 million in apparel sales. If we assume a market rent of \$20 per square foot of retail space, and a rent-to-sales ratio per square foot of 10%, then apparel stores need to earn \$200 in sales per square foot of retail space. The Sales Gap Analysis model then shows a need for 81,000 square feet of retail in Berwyn, and with an average apparel store of 4,000 square feet per store, Berwyn could theoretically support about twenty new apparel stores.

REPG calls the Sales Gap Analysis model naïve because the model's assumptions are flawed. This model assumes that retail sales are evenly distributed throughout the region, which means that hierarchy of locations and agglomeration of similar stores do not affect retail sales. That means no shopping centers or downtown shopping districts.

Second, this analysis assumes the trade area in this case is the City of Berwyn. REPG is not aware of consumer studies that give any significant weight to municipal boundaries in the consumer's decision of where to buy apparel. However, this model could define other trade areas based on distance or travel time.

Another problem is estimating existing store sales with the only semi-reliable source of tax receipts based on municipality.

Store Gap Analysis

We could go on regarding other methodological problems with Sales Gap Analysis. REPG believes a better methodology is to use the technique that stores use in site selection, and that is Store Gap Analysis. This technique identifies locations that do not fall within the trade areas of existing operations; and after the model identifies the trade area gaps, analog models compare the demographics of the gap areas with the demographics of existing or similar operations. Afterwards, a more site-specific analysis is applied that looks at specific site requirements. In the case Berwyn, where chain store interest is dubious, REPG compares the demographics with other retail areas outside of Berwyn.

Berwyn Analogs

Earlier in the planning process, the Berwyn TOD Steering Committee and the consultants toured three communities – Elmhurst, Tinley Park, and Lemont to observe their downtown areas. All three have Metra commuter train stations. In addition, REPG added three more communities: Forest Park, Des Plaines, Franklin Park, and Palatine as communities that showed similar housing characteristics. As comparisons, we examined demographics from a quarter mile, half-mile, and mile-rings around the center of the central area. In Berwyn, the center is the intersection of Oak Park Avenue and Windsor Avenue.

REPG is experimenting with a new online program called “Walk Score” which is a measure of a location’s “walkability”. It measures how many theaters, restaurants, retail, hardware stores, etc. are within one mile of an address (in this case, an address in each community’s downtown). A score is then calculated.

Walkability of a Central Area

Central Area	Walk Score
Elmhurst	98
Forest Park	89
Des Plaines	86
Berwyn	75
Palatine	75
Franklin Park	62
Tinley Park	58
Lemont	43

Source: WalkScore.com

The Walk Score describes areas with scores of 90 to 100 as a “Walker’s Paradise”, scores of 70 to 90 as “Very Walkable”, scores of 50 to 70 as “Somewhat Walkable”, and scores of 25 to 50 are “Not Very Walkable”.

The “Walk Score” algorithm is in its early stages of development; however, it does provide some measure of the density of retail on a gross basis. Berwyn scores relatively well with the gross rating that relies upon quantity and variety, but not quality of stores.

Visibility Analogs

Two measures of visibility are the number of people who board the Metra and Chicago Transit Authority (CTA) trains weekdays and the average number of vehicles daily on the major roadways. In addition, we also recorded the number of commuter parking spaces assigned to the particular stations.

Visibility Analog Matrix

Station	Metra and CTA Daily Boardings 2006	Commuter Parking	Average Daily Vehicular Traffic
Berwyn	718	333	10,200 on Oak Park north of tracks, 7,300 on Oak Park south of tracks.
Elmhurst	1,833	1,274	15,200 on York St north of tracks 5,600 on York St south of tracks, and 2,100 on West 1 st Street
Tinley Park (Oak Park Avenue)	1,232	1,104	17,400 on Oak Park north of tracks and 13,000 on 171 st St.
Lemont	381	338	34,100 on State Street (bridge), 20,800 on State St south of Illinois St. 4,900 on Main Street and 6,000 on Illinois Street
Des Plaines	1,085	333	18,500 on Miner St., 3,400 on Pearson, 18,500 on River Road, and 25,600 on Lee Road combined.
Forest Park (Des Plaines – CTA Station)	4,152	648	4,900 on Des Plaines Avenue
Forest Park (Harlem Avenue – CTA Station)	955	0	12,600 on Madison St, 38,300 on Harlem Avenue
Palatine	2,105	1,262	6,500 on Smith Road, 11,300 on Palatine Rd, and 5,900 on Plum Grove Road
Franklin Park	461	300	12,900 Franklin Ave and 14,100 25 th St.

Source: RTAMS and IDOT. Metra and CTA counts are average weekday boardings and 2007 parking spaces. IDOT counts are Average Daily Vehicles.

Berwyn's daily Metra boarding counts with the exception of Lemont and Forest Park (which does not have a Metra station) are significantly lower than most of the selected analog areas.

However, from a vehicular perspective Berwyn's major street – Oak Park Avenue has counts that are not significantly different from the major analog areas. Berwyn's central area major vehicular deficiency is its half-mile distance from Harlem Avenue.

Demographic Analogs

Quarter-Mile Ring (Walking Distance)

	Berwyn	Elmhurst	Tinley Park	Lemont
Population	1,992	1,083	1,032	421
% Hispanic	25.2%	5.9%	13.8%	10.3%
Households	838	547	433	174
Single Householders	322	267	141	59
Avg. HH size	2.4	2.0	2.4	2.4
Avg. HH Income	\$62,522	\$118,647	\$58,207	\$75,309
% College +	30%	57%	24%	29%
Per Capita Income	\$26,615	\$59,888	\$24,441	\$31,129
Food Away Potential	\$2,340	\$2,438	\$1,162	\$551
Employment	3,475	3,108	1,061	482

Source: Scan/US 2007 and REPG

One-Mile Ring (Neighborhood Distance)

	Berwyn	Elmhurst	Tinley Park	Lemont
Population	30,033	17,689	13,329	6,592
% Hispanic	33%	5.8%	9.3%	8.1%
Households	10,933	6,150	5,184	2,357
Single Householders	3,207	1,629	1,514	563
Avg. HH size	2.7	2.7	2.5	2.8
Avg. HH Income	\$62,133	\$110,807	\$63,153	\$82,166
% College +	28%	43%	27%	44%
Per Capita Income	\$23,043	\$40,576	\$25,312	\$29,740
Food Away Potential	\$30,618	\$26,051	\$14,729	\$8,008
Employment	9,830	9,381	6,072	3,611

Source: Scan/US 2007 and REPG

REPG studied six other business areas; all but Forest Park are TOD areas. The first collection business areas are from the tour. These include Elmhurst, Tinley Park, and Lemont. The other group is municipalities that the consulting team considered analogous to Berwyn from the perspective of housing.

Based upon a general walking distance of a quarter-mile, the potential "eating out" expenditures are only sufficient to support one small restaurant. This means that in most cases restaurants will need to provide parking to capture their market share from a larger area.

From a mile-ring, Berwyn has substantially more people and higher restaurant potential than any of the comparison communities.

Quarter-Mile Ring (Walking Distance)

	Berwyn	Des Plaines	Forest Park	Palatine	Franklin Park
Population	1,992	2,087	3,586	1,449	1,810
% Hispanic	25.2%	11.1%	11.3%	14.2%	39%
Households	838	1,316	1,872	757	627
Single	322	822	935	375	166
Householders					
Avg. HH size	2.4	1.6	1.9	1.9	2.9
Avg. HH Income	\$62,522	\$51,331	\$53,185	\$70,529	\$55,473
% College +	30%	33%	43%	40%	21%
Per Capita Income	\$26,615	\$33,886	\$27,785	\$36,854	\$19,231
Eating Out Potential	\$2,340	\$3,236	\$4,728	\$2,233	\$1,637
Employment	3,475	1,580	1,088	1,202	607

Source: Scan/US 2007 and REPG

One-Mile Ring (Neighborhood Distance)

	Berwyn	Des Plaines	Forest Park	Palatine	Franklin Park
Population	30,033	16,155	30,909	13,484	18,367
% Hispanic	33%	15.6%	9.5%	11.6%	37%
Households	10,933	7,233	14,974	5,655	6,207
Single	3,207	3,095	6,985	1,950	1,518
Householders					
Avg. HH size	2.7	2.2	2.0	2.4	2.9
Avg. HH Income	\$62,133	\$56,220	\$75,201	\$79,485	\$52,106
% College +	28%	33%	53%	42%	21%
Per Capita Income	\$23,043	\$26,925	\$36,906	\$33,493	17,786
Eating Out Potential	\$30,618	\$18,932	\$47,582	\$18,727	\$15,571
Employment	9,830	8,274	18,274	9,304	9,983

Source: Scan/US 2007 and REPG

Besides the first set of comparable communities, the consultants suggested four other communities for comparison: Des Plaines, Forest Park, Palatine, and Franklin Park. Only Forest Park does not have rail service to their business center.





Although Forest Park has two CTA Blue Line Stations and no Metra commuter service, REPG believes that Forest Park is probably more analogous than any of the other areas. In fact, it may be the best comparable community overall. Forest Park is just four miles north of Berwyn on Harlem Avenue and a community hospital anchors this area too. The most significant difference demographically is the substantially higher per capita income in Forest Park, which is 60% higher than Berwyn when looking at the mile-ring; however, at the quarter-mile ring, Berwyn income is higher. The higher number of single householders in Forest Park indicated by the lower household size increases Forest Park's ability to provide higher expenditure potential for restaurants than Berwyn.






In addition to Forest Park, Franklin Park, while less affluent than Berwyn, has a central area that is similar to Berwyn – in that both have poor visibility from major thoroughfares. However, Berwyn has better demographic characteristics than Franklin Park and therefore has a better retail potential.







Commercial Inventory of Downtown Berwyn




Berwyn's central area runs along the north and south sides of the Burlington Northern Santa Fe line on Windsor and Stanley Avenue.








Berwyn Study Area Commercial Inventory







Address	Description	Photo
Windsor Ave Corridor		
Harlem Ave.	Harlem Rail-crossing	
7148 Windsor	One story frame commercial building with 66 feet of frontage on Windsor and 43 feet on Harlem. Building is about 80+ years old. Oasis Bar.	
7140 Windsor	One story Chinese restaurant on 25 by 65 lot	
7138 Windsor	Two story with residence on 2 nd fl. James Joyce Bar on ground floor, lot 30 by 70	
Three commercial uses	They have about 120 feet of frontage and a depth from 45 to 75 feet. Total area 7,200 SF	
Remainder Block east to Maple Ave.	A mix of two story residential uses of various ages from 50 to 80 years old.	
Maple Ave		
	Block to alley is multi-unit buildings and from alley to Wisconsin Ave a SFR	
Wisconsin Ave		
	SFR facing Wisconsin and Wenonah	
Wenonah Ave		
	SFR facing Wenonah and 3-	








	flat facing Home Ave	
Home Ave	Home Ave. Rail-crossing (Home Ave is four blocks and 1,500 feet (quarter-mile) east of Harlem)	
6948 Windsor	Recently restored one story commercial with 5-20x95 foot stores. Corner unit is educational day-care center with 75' frontage. Looking for restaurant in space w/50' frontage. 20' space for office	
6938-40 Windsor	Two story with 6 apts on 2 nd floor in 40 yr old building. Hair salon and office.	
6936 Windsor	Three-story courtyard apt building facing Clinton Ave with retail along Windsor. Tanning salon, insurance agent, dry cleaners, and coin laundry	
Clinton Ave		
6918 Windsor	A one story commercial building. Lot 100' x 95'. Pillars Fulfillment Center (a non-profit organization).	
6910 Windsor	A one & two-story building, with commercial on the first floor and residential on the second floor. Funeral home.	
6903 - 06 Windsor	One story restaurant. Lot 40' x 125'. Olive or Twist.	
6900 Windsor	Two-story commercial with two stores and 4 apts. Lot has 45' on Windsor and 130' on Kenilworth. Reflections – housewares & gifts -- Other	







	store facing Kenilworth vacant.	
Kenilworth Ave		
6844 Windsor	Parking Lot 25' on Windsor and 110' Kenilworth approx. 4,400 sq ft.	
6840 Windsor	One story medical office	
6838 Windsor	Two-story, retail on 1 st and 4 apts. on 2 nd floor. Vacant. Lot 25' x 125'	
6836 Windsor	Two-story with 1 st floor retail and 2 nd floor apts. Over the Rainbow – gifts, Filmore used books, Mary Memories antiques, law offices, medical offices, Café. Lot is approx. 170' on Windsor x 130' on Grove.	 
Grove Ave	Grove Rail-crossing	
6820 Windsor	Two-story commercial. Cigarette store. Lot 25' on Windsor and 110' on Grove.	
6816 Windsor	Two-story building with apartments on the second floor. Lot 100' x 110' deep. Vacant 1,160 sq ft. Windsor restaurant/sports bar,	







6800 Windsor	Five-story office with 1 st floor retail. Occupied by MacNeal Hospital.	
Oak Park Ave	Oak Park Rail-Crossing	
	MacNeal Hospital	
Euclid Ave.		
	MacNeal Hospital Parking	
Wesley Ave.		
	Residential	
Clarence Ave		
	Multi-family residential	
East Ave	East Ave Rail-Crossing	
6580 Windsor	One-story retail that appears structurally damaged. Lot has approx 60 feet frontage on Windsor and 100 feet of frontage on East Ave.	
Scoville Ave		
	One multit-family unit and SFR	
Gunderson Ave		
	Fire Dept. and SFR	
Elmwood Ave		
	SFR	
Ridgeland Ave	Rail-crossing	
East of Ridgeland	Towing Company yard	
Stanley Avenue Corridor		
Harlem Ave.	Rail-crossing	
3259 Harlem	One-story retail strip with parking on Stanley. Connie's Family Dining. Parking at rear to Maple.	
Maple Ave		
	Multifamily residential	
Wisconsin Ave		
	Multifamily residential	
Wenonah Ave		
	Multifamily residential	
Home Ave	Rail-Crossing	





	Multifamily residential	
Clinton Ave		
6923 Stanley Ave	One-story store. Hair salon.	
6915 Stanley	One-story store. Dry Cleaners.	
6901 Stanley	One story. Dentist offices.	
Kenilworth Ave		
6845 Stanley	One-story commercial. Galaxie Upholsterer.	
6842 Stanley	One-story commercial. Insurance office.	
6837 Stanley	One-story commercial. Able Printing Company.	
6833 Stanley	Two-story frame and masonry building with ground floor retail, 2 nd floor apts. Wild Inc. Gifts.	

6829 Stanley	One-story commercial. New front. Dance studio.	
6827 Stanley	One-story commercial. New front. Medical offices.	
6825 Stanley	Two-story commercial, new façade. Retail on ground, apartments above. Law offices and a Jewelry store. On Grove a hair salon, sales office for new condo across street, and a printer.	
Grove Ave	Grove Rail-crossing	
NEC Grove & Stanley	Harris Bank. New.	
NWC Oak Park Ave & Stanley	New development. Fifty-two unit condominium with ground floor retail	
Oak Park Ave	Rail-crossing	
3207 Oak Park Ave	Two-story first floor commercial, apts. second floor. Two Sons Restaurant, and George's Tavern. Facing Oak Park is a barber shop. Lot 45 feet on Stanley and 130 feet on Oak Park.	
6737 Stanley	One story commercial 95 years old. Dentist office. Lot 25' x 125'.	



6735 Stanley	One-story commercial with a new facade. Lot 25' x 25'. Antique store.	
6733 Stanley	Two-story with ground floor retail and two apts. above. Recently remodeled Lot 25' x' 125. Antique store.	
6729 Stanley	Two-story with ground floor stores and apartments above. Lot is 50' x 125'. Chiropractic clinic and Dentist offices.	
6727 Stanley	One-story industrial. Lot 50' x 125'	
6723 Stanley	One-story professional building. Lot 50' x 110' frontage on Euclid Ave.	
Euclid Ave		
3145 Euclid Ave	SFR	
6715 Stanley	Apartments	
6703 Stanley	Apartments	
Wesley Ave		
6647 Stanley	One-story chiropractic clinic and Fox auto body shop. Lot 150 feet on Stanley 125 feet on Wesley.	
6627 Stanley	One-story industrial. Allied Instruments.	

Clarence Ave		
6609 Stanley	One-story industrial. Comcast. Lot 275 feet on Stanley, 125 feet on Clarence and 100 feet on East Ave.	
East Ave	Rail-crossing	
6535 Stanley	One-story garage building. Lot 180 feet on Stanley and 125 feet on East Ave.	
6529 Stanley	Apartments	
Scoville Ave		
3121 Scoville	Two-story Condominiums	
6515 Stanley	Vacant lot plus two-story bldg. with six apts on 2 nd floor. Lot 50' x 125'.	
6509 Stanley	One-story garage. Auto-repair. Lot 50' x 125'.	
6503 Stanley	One-story industrial. Lot 60' x 100' on Gunderson.	
Gunderson Ave		
6453 Stanley	Edison substation	
6415 Stanley	One-story garage. Lot 100' on Stanley, 30' on Ridgeland, and 100' on 31 st Street.	
Ridgeland Ave	Rail-crossing	

Oak Park Avenue Corridor		
Windsor Ave		
3242 Oak Park	Two- and three-story commercial with ground floor retail. Vacant, Grounds Gourmet Coffee, entry to upper floor offices, Curves exercise. Lot 65' x 120'.	
3244 Oak Park	Three story with ground floor retail. Mikos Mexican and Italian food, and vacant. Lot 50' x 120'.	
3300 Oak Park	Two-story with ground floor office, 2 nd floor 5 apartments. VHS Chicago Market. Lot 50' 120'.	
3308 Oak Park	One-story commercial. Now vacant, formerly a 13,200 SF grocery store on a 25,200 SF lot 210' by 120'.	
3322 Oak Park	Two-story bank building Citizens Community Bank with drive-thru. Lot 300' by 120'.	
3340 Oak Park	Three-story office building. Lot 100' on Oak Park and 120' on 34 th Street.	
34 th Street		

Grove Avenue Corridor		
34 th Street		
3306 Grove	One-story commercial. Lot size is 50' by 100' deep.	
3300 Grove	Three-story condominium with ground floor commercial. Two dental offices and Salerno's Pizza are on ground floor. Upper floors are residential condos.	
Windsor Ave		
Stanley Ave		
3208 Grove	Two-story with office on ground and apartments on 2 nd floor. Lot is 30' x 120' Contractors office.	
3204 Grove	One-story retail with restaurant -- Cabin Fever. Lot is 50' by 60' on 32 nd Street.	
32 nd Street		
OAK PARK AVENUE CORRIDOR NORTH OF STANLEY		
3140 Oak Park	Two story with three ground-floor commercial and 3 apartments on 2 nd floor. Lot 100' on Oak Park by 120' on 31 st St. building on north half of Oak Park. Retail: bar, real estate office, wig shop.	
3138 Oak Park	New three-story Condominium residence with 6 units. Previously a parking lot.	
3132 Oak Park	SFR lot 25' x 120'	

3130 Oak Park	Store with two apartments in rear. Lot 25' x 120' Dry Cleaners	
3126 Oak Park	Three-story 6 unit residential condo.	
3124 Oak Park	Three-story 6 unit rental apartments.	
3122 Oak Park	Three-story frame multi-family house.	
3120 Oak Park	Three story with ground-floor retail, apartments above. Insurance agency and hair salon.	
3116 Oak Park	One-story retail. New façade. Dental offices.	
3112 Oak Park	One-story retail. Vacant. Previously occupied by a rock store.	
3110 Oak Park	SFR	
3108 Oak Park	Two-story with retail on first and two apartment on 2 nd . One vacant, other retail hair salon.	
3104 Oak Park	Two-story with ground floor retail and four apartments on 2 nd . Florists.	
3100 Oak Park	Two story commercial. Medical and offices.	

31 st Street		
3101 Oak Park	Church	
3109 Oak Park	SFR	
3113 Oak Park	Residential	
3117 Oak Park	Funeral Home	
3125 Oak Park	Residential	
3129 Oak Park	Residential	
3137 Oak Park	Three-story with ground floor retail and apartments above. Contractors office, vacant space, Roofing contractor, and vitamin store.	
3145 Oak Park	One-story retail. Vacant. Lot is 115' by 125'.	
3151 Oak Park	One-story office. Allstate Insurance.	
Stanley Avenue		

Retail Environment

Most of the City of Berwyn's retail, with the exception of Pershing Road, is centered on its major north-south peripheral streets: Ogden Avenue and Cermak Road serving as major commercial streets and Harlem Avenue to a lesser extent. Pershing Road has little – if any – commercial development.

Berwyn has no major supermarkets within its city boundaries, but two produce markets -- one on Harlem Avenue and the other on Ogden Avenue. The city has just one national convenience store. Two Walgreens service Berwyn, one on Cermak Road and the other on Ogden Avenue. CVS does not have a store in Berwyn.

Jewel-Osco has two stores outside Berwyn that serve this area – one at Harlem and Pershing Road in Stickney and the other at Harlem and 24th Street in North Riverside.

Major shopping in the area occurs at the regional shopping center in North Riverside Mall at Harlem Avenue and Cermak Road. Surrounding the mall are the traditional big-box retailers. Target is at Ogden Avenue and Cicero Avenue in Cicero, the closest Wal-Mart is at Roosevelt Road and Des Plaines Avenue in Forest Park.

As “downtown” centers go, the more developed ones are in Brookfield, La Grange, and Oak Park. Oak Brook shopping center provides the area's upscale shopping and a new “lifestyle” center recently opened at I-55 and County Line Road in Burr Ridge.

Retail Summary

If businesses that pay sales tax define the term retail, the central area of Berwyn has approximately ten establishments. These retail uses include a vitamin store, florists, wig salon, antique, jewelry, gifts, cigarettes, used books and housewares. In addition, the area has thirteen places for eating or drinking. Some of the more notable include Salerno's, Olive & Twist, Connie's Family Restaurant, James Joyce, Windsor Sports Bar, among others. However, the restaurants are diffusely distributed. Three restaurants and bars are at Harlem and Windsor/Stanley and the other eight restaurants/bars are diffusely located through the central area.

Most of the other uses in downtown Berwyn are personal and professional services with a particular concentration in medical services.

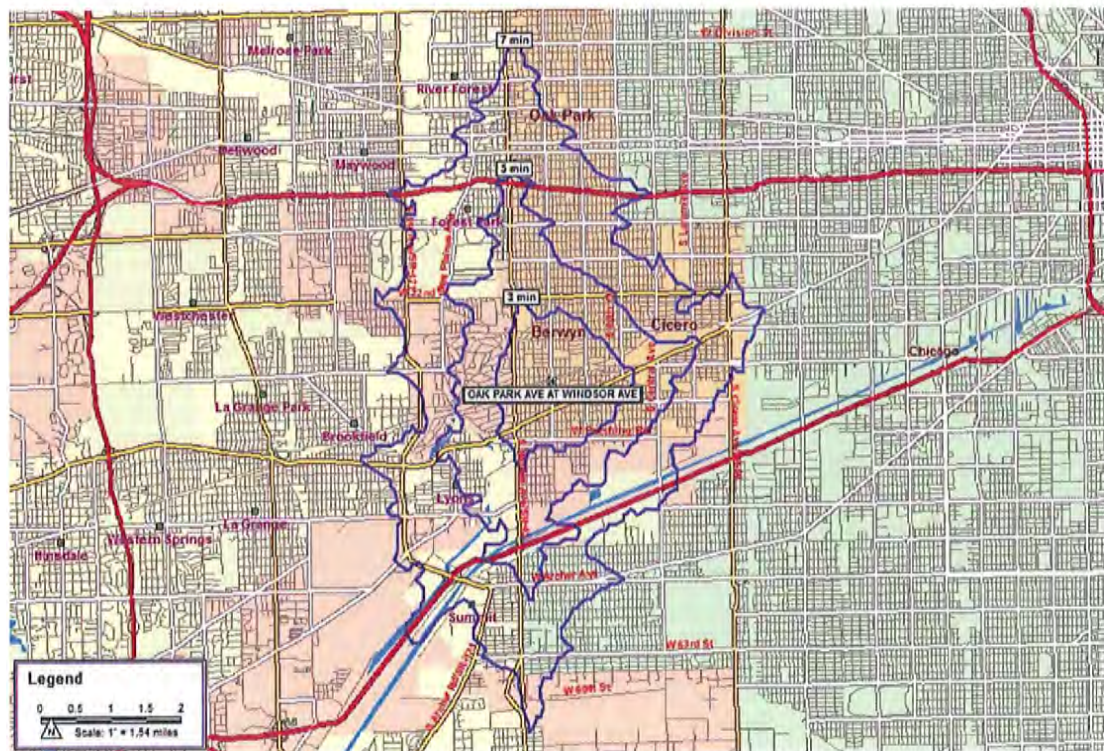
Overall, the study area has about 96 spaces for ground commercial tenants. Almost half (44 tenants) are “retail establishments” including four bars and nine restaurants (14%). Most of the study area's tenants are in the service industry, both business and personal, as well as medical uses.

Potential

The demographics of Berwyn are not the limiting factor inhibiting retail development. Berwyn remains a substantial middle-class community with significant population to support a wide range of goods and services.

This issue for Berwyn is visibility, accessibility, as well as an “imageable” critical mass to attract stores and customers. Moreover, Berwyn’s new housing stock needs to attract more single-person households or higher per capita incomes that are generally associated with boutique shops, bars, and restaurants.

The Berwyn Station (“The Depot”) at Oak Park and Windsor Avenues does not have sufficient Metra customers to support retail by itself; the types of retail that The Depot and the neighborhood can support are personal services like banks and dry cleaners and food services like coffee and carryout.



Oak Park Avenue and Windsor Ave. 3, 5, and 7-mile Drive Time Contours

Berwyn Retail Potential at 3, 5, and 7 minute Drive Times

	3-min.	5-min.	7-min
Population	27,783	83,113	202,482
Households	10,182	29,797	73,142
Food at Home	\$33.6 mil	\$96.6 mil	\$438.5 mil
Eating Out	\$28.1 mil	\$79.8 mil	\$199.1 mil
Breakfast	\$2.0 mil	\$5.6 mil	\$14.1 mil
Lunch	\$8.7 mil	\$24.8 mil	\$61.9 mil
Dinner	\$14.8 mil	\$42.1 mil	\$105.0 mil

Source: Scan/US 2007

Berwyn, in absolute dollar potential is very impressive. The population densities are very high and they have high potential consumer expenditures for businesses to capture their market shares.

The issue facing Berwyn is the lack of convenience retail and services compared with other locations in the western suburbs. It is REPG's opinion the Depot District of Berwyn should develop along the lines of a neighborhood center with approximately 20,000 to 50,000 square feet of retail plus additional areas to support MacNeal Hospital-related and associated services.

Recommendations

- Concentrate the retail in the Depot District.
- Do not develop retail at the LaVergne Station.
- Develop a Gateway at the Harlem Avenue and Metra/BNSF Railway Line intersection.
- "Trail Blazing" signage from Ogden, Cermak and Pershing Road.
- Continued investment in new storefronts.
- Continued promotion of mixed-use development with commercial and residential.
- Berwyn needs to attract more single-person households in the central area.
- Assemblage of small sites that one-story commercial now occupy and redevelop with multi-story rental units above commercial.
- Increase number of eating and drinking places in the area.
- Provide sidewalk spaces for outdoor dining activity.
- Other stores probably supportable are a convenience food store and a drug store. More "wellness businesses" that support the MacNeal Hospital mission, such as exercise clubs, medical supplies, vitamin stores, etc.
- Green the commercial streets with more mature trees.

Appendix C

Residential Market Analysis

Berwyn Transit-Oriented Development Study

City of Berwyn Transit-Oriented Development Study

Residential Market Analysis Summary – Tracy Cross

November 11, 2008



Berwyn
Development
Corporation



TOWN
BUILDER
STUDIOS



1.0 Introduction

A residential market analysis was conducted by Tracy Cross and Associates, Inc. The purpose of the study was to see if the Berwyn Transit-Oriented Development (TOD) Study area could support additional residential units; and if so, how many, what types, etc.

2.0 Analysis

Extensive tables and charts – considering factors such as price, rent, and dwelling unit types – were prepared. After reviewing this information, the following statement can be concluded:

There is sufficient depth in Berwyn for new residential development enhanced by an environment that is transit-oriented.

The above statement can be supported only if:

- The products offered follow a logical hierarchy. This hierarchy must be fully understandable to the end-consumer, with products stepping properly from one to another.
- Avoid significant gaps between floor plans. Plan types within a particular development cannot have significant gaps between floor plans relative to unit size, number of bedrooms, number of bathrooms, amenities, etc.
- All development must be controlled and orchestrated.
- Smaller-sized residential buildings must be combined with a larger building "host" within one (1) development.
- Mixed-use buildings should be renter-occupied, not owner-occupied.
- Most importantly, all products must be priced properly.

The Products

Absorption of the units is anticipated to begin in 2010, with a duration based on the number of units and the absorption potential ($\text{Number of Units} / \text{Monthly Absorption Potential} = \text{Duration of Absorption}$). These numbers are expected to be sustainable past Year 2012 (i.e. once a building is "sold out", more units could be constructed); however, great care must be taken to consider the rental units in the equation of absorption – especially if the units originally constructed as rental units are later converted to condominium units.

Berwyn's Potential for New Residential along the Metra/BNSF Railway Line

Product Type	Number of Units (Range)	Plan Size (Sq. Ft.)		Benchmark Sales Price/ Monthly Rent ⁽¹⁾		Monthly Absorption Potential
		Range	Average	Range	Average	
Mid-Rise Condominiums-A	24 - 36+	800 - 1,500	1,150	\$228,000 - 312,000	\$270,000	1.5 - 2.0
Mid-Rise Condominiums-B	24 - 36	1,000 - 1,800	1,400	235,000 - 331,000	283,000	1.0 - 1.5
Garden Condominiums	40+	1,000 - 1,350	1,200	177,000 - 202,000	191,000	2.0
Courtyard Townhomes-A	30 - 40	1,450 - 1,800	1,650	261,000 - 276,000	275,000	1.2 - 1.5
Courtyard Townhomes-B	20 - 30	1,800 - 2,200	2,000	286,000 - 314,000	300,000	0.8 - 1.0
Mixed-Use Rentals	60+	650 - 1,200	925	1,060 - 1,530	1,295	12.0
Senior Rentals	80+	650 - 1,000	825	1,060 - 1,360	1,210	15.0

⁽¹⁾ Benchmark prices/rents, which are presented in current dollars, do not include premiums for floor or corner units and, in the for sale sector, options or upgrades.

Source: Tracy Cross & Associates, Inc.

3.0 Conclusions, Recommendations, and Challenges

Communicate Strategy

- Land Assembly
- Overall Market Trends and History
- Emphasize Rental Units
 - As long as these units are not senior rental housing, they could be converted to condominiums as the market dictates.
 - The turnover of occupants is approximately 33% per year.
 - Rental to condominium conversions retain 20% to 25% (in some cases up to 30%) of the rental occupants.
- Retail Base Drives Residential

Educate

A master developer is needed to make residential development a success. The private sector needs to initiate the process. Generally, a quasi-government, Berwyn Development Corporation-esque, master developer arrangement is not successful; although, Glenview, Illinois, was closest to this type of arrangement.

Civic

MacNeal Hospital can be a "civic rallying point" for the corridor. Different residential types can accommodate different levels of hospital staff:

- Mid-Rise Condominiums Single Female Doctor
- Courtyard Townhomes Childless Professional Couple

Also, MacNeal Hospital was somewhat of a "fortress" in the community, now it is beginning a partnership with the community. Allowing the hospital to spread its roots into the corridor would result in a positive outcome for the community. Look into the partnership between Rice University and the Park District in Houston, Texas, for a partnership precedent.

Hispanic Population

Celebrate the diversity of the Berwyn community.

Income

The wealth is leaving Berwyn. The "bohemian, empty-nester families" are leaving Berwyn due to a lack of supply of housing that accommodates this population. Providing housing for these families will help the community retain its wealth.

Rental Amenities

Open Surface Parking	approximately 1.3 stalls/unit
Covered Parking – Optional	\$75/month (approximately 60% take this option)
Covered Parking – Included in Rent	\$50/month



7-C4

TRANSIT-ORIENTED DEVELOPMENT BERWYN, ILLINOIS



Presented by
G. Tracy Cross, President
Tracy Cross & Associates, Inc.

Adopted: November 11, 2008



Geographic Orientation: Berwyn and Environs

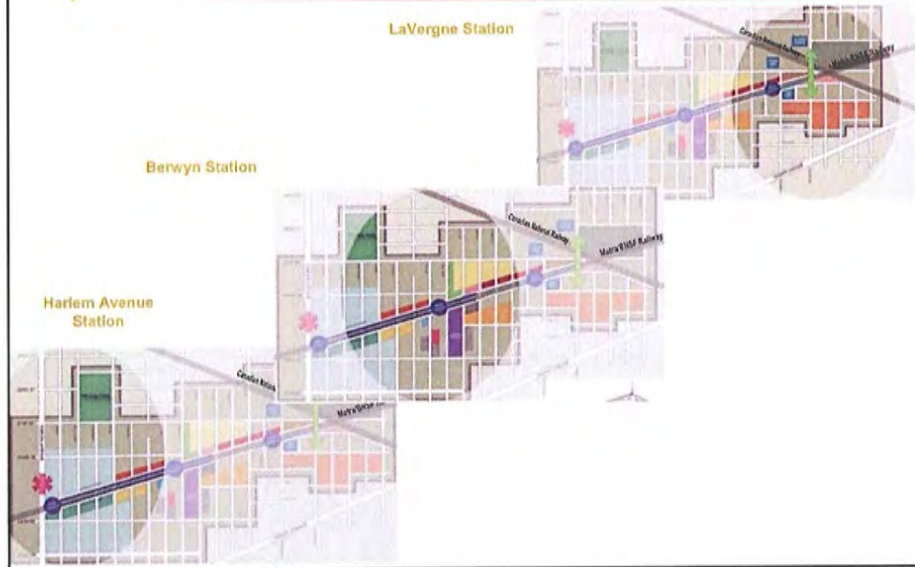
7-C5





Berwyn Development Corporation: Areas of Focus

7-C6



7-C7

Setting the Stage



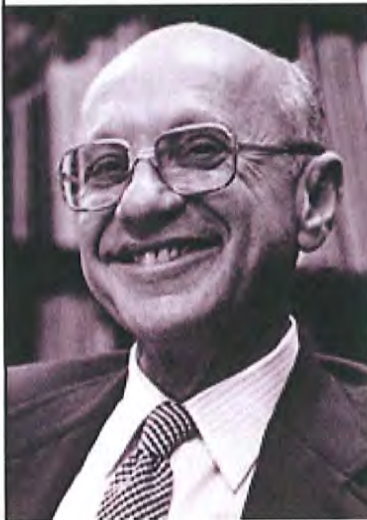
Setting the Stage

7-C8

"There is sufficient depth in Berwyn for new residential development enhanced by an environment that is transit-oriented"

This statement can be supported only if....

- Products offered must follow a logical hierarchy. This hierarchy must be fully understandable to the end consumer with products presented stepping properly from one another.
- Plan types internal to a particular product type must, too, be logical with significant gaps between floor plans avoided relative to unit size, bedroom/bath count, features, etc.
- Individual product lines must be of scale with smaller-sized components combined with a larger host.
- All development must be controlled and orchestrated.
- Mixed-use product forms should be rental.
- And most importantly...



*.....All products
must be priced
properly*



*Taking a narrower focus;
not looking through a
keyhole.*



The Products:

Berwyn's Potential for New Residential along the Metra/BNSF Railway Line

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Source: Tracy Cross & Associates, Inc.

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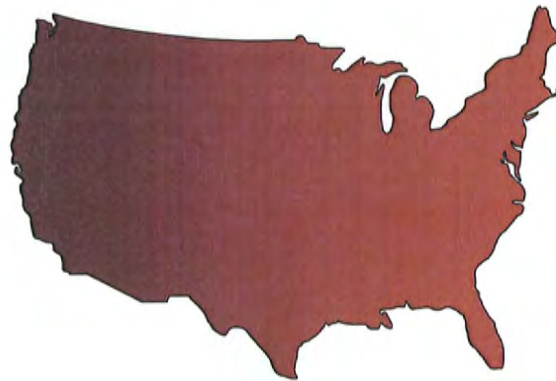


7-C12

Background to the Market



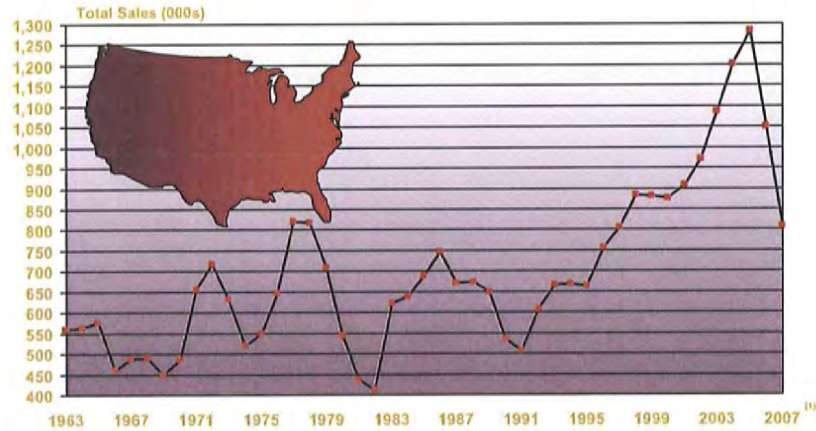
7-C13





New Single Family Home Sales – U.S. -- Long Term Trends --

7-C14



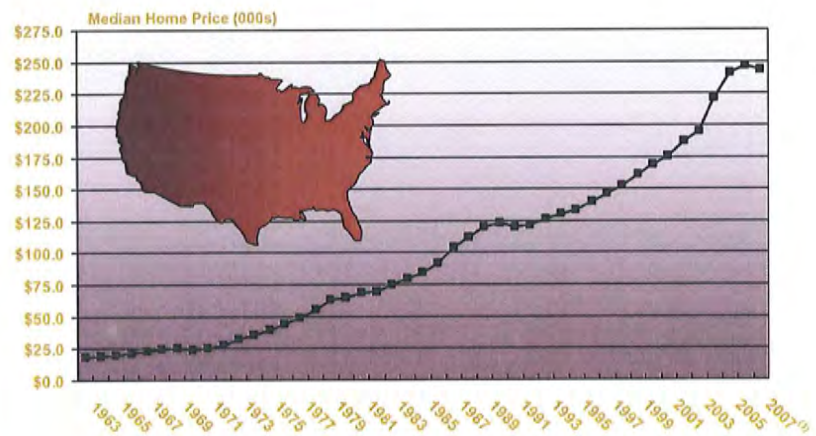
⁽¹⁾ Seasonally adjusted, annualized rate YTD October.

Source: U.S. Bureau of the Census: *Construction Reports, Series C-25*



New Construction Single Family Home Prices – U.S.

7-C15



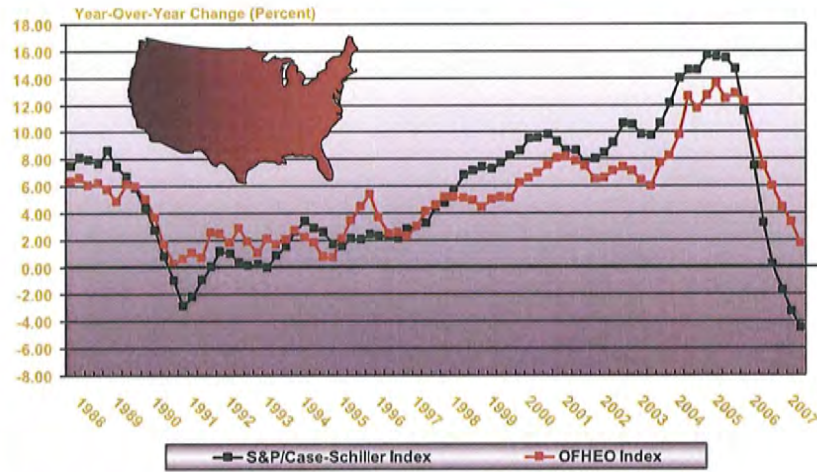
⁽¹⁾ Seasonally adjusted, annualized rate YTD October.

Source: U.S. Bureau of the Census: *Construction Reports, Series C-25*



7-C16

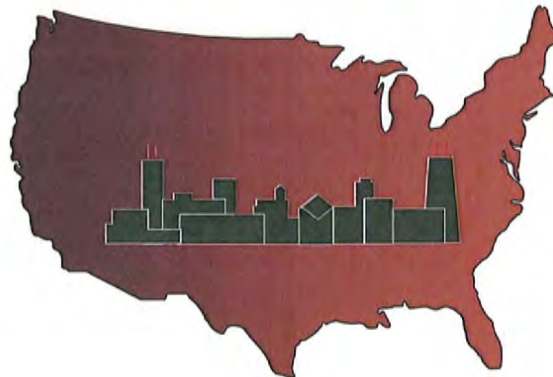
National Home Price Indices: Year-Over-Year Change



Sources: Standard & Poor's/Case-Schiller and Office of Federal Housing Enterprise Oversight

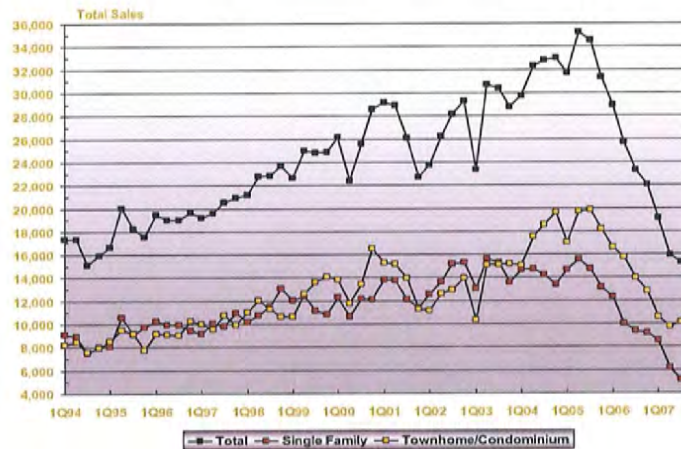


7-C17





Trends in Production New Home Sales by Product Type 7-C18



Note: DeKalb County, IL and Kenosha County, WI included starting 2nd Quarter 2003
 Source: Tracy Cross & Associates, Inc.



Trends in New Home Sales Chicago and the U.S. 7-C19

Year	U.S.		CHICAGO REGION	
	Total Sales	Percent Change From Prior Year	Total Sales	Percent Change From Prior Year
1993	666,000	---	16,786	---
1994	670,000	+0.60	16,593	-1.57
1995	665,000	-0.75	18,253	+10.60
1996	758,000	+13.98	18,879	+3.43
1997	805,000	+6.20	19,988	+5.87
1998	885,000	+9.94	22,552	+12.83
1999	881,000	-0.45	24,327	+7.87
2000	877,000	-0.45	25,616	+5.29
2001	909,000	+3.65	27,012	+5.45
2002	972,000	+6.93	26,616	-1.47
2003	1,088,000	+11.93	28,158	+5.79
2004	1,203,000	+10.57	31,843	+13.09
2005	1,283,000	+6.65	33,287	+4.53
2006	1,051,000	-18.08	25,279	-24.06
2007 ⁽¹⁾	825,000	-21.50	16,860	-33.30

⁽¹⁾ Single family home sales.
⁽²⁾ Seasonally adjusted, annualized rate YTD 3rd Quarter.

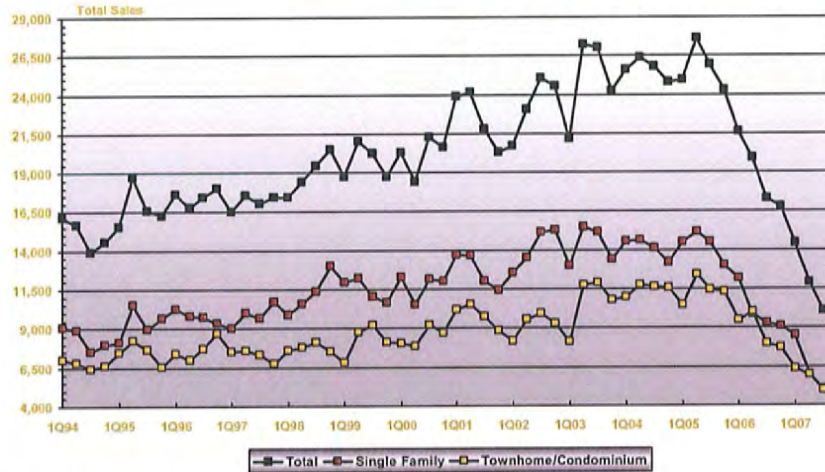
Source: Tracy Cross & Associates, Inc.





Quarterly Sales Trends Seasonally Adjusted, Annualized Rate Suburban Area

7-C20



Note: DeKalb County, IL and Kenosha County, WI included starting 2nd Quarter 2003.
Source: Tracy Cross & Associates, Inc.



Existing Home Market Chicago Metropolitan Area⁽¹⁾

7-C21

Price Range	The Single Family Sector			The Attached Sector		
	Total Sales 10/1/06 - 9/30/07	Total Listings As of 9/30/07	Months of Inventory As of 9/30/07	Total Sales 10/1/06 - 9/30/07	Total Listings As of 9/30/07	Months of Inventory As of 9/30/07
Under \$200,000	14,045	10,820	9.24	18,216	12,812	8.44
200,000 - 249,999	8,456	7,043	9.90	8,271	6,198	8.99
250,000 - 299,999	7,916	7,639	11.58	5,426	4,441	9.82
300,000 - 349,999	5,942	5,522	11.15	4,092	3,115	9.13
350,000 - 399,999	4,463	4,899	13.17	2,779	2,368	10.23
400,000 - 449,999	2,929	2,906	11.91	2,018	1,524	9.06
450,000 - 499,999	1,977	2,523	15.31	1,313	1,165	10.65
500,000 - 599,999	2,728	3,179	13.98	1,532	1,416	11.09
600,000 - 699,999	1,740	2,216	15.28	736	709	11.56
700,000 - 799,999	1,193	1,547	15.56	384	343	10.72
800,000 - 899,999	823	1,087	15.85	223	237	12.75
900,000 - 999,999	521	761	17.53	113	141	14.97
1,000,000 and Over	1,979	3,547	21.51	425	749	21.15
Total	54,712	53,689	11.78	45,528	35,218	9.28
Prior 12 Months	71,310	---	---	53,786	---	---
Percent Change	-23.3	---	---	-15.4	---	---
Median Sales Price	\$278,775	\$317,000	---	\$225,000	\$239,900	---
Prior 12 Months	---	---	---	\$217,000	---	---
Percent Change	+1.9	---	---	+3.7	---	---

⁽¹⁾ Excludes Kenosha County, WI.

Source: Northern Illinois Board of Realtors, Multiple Listing Service



The Berwyn Market Area

7-C22

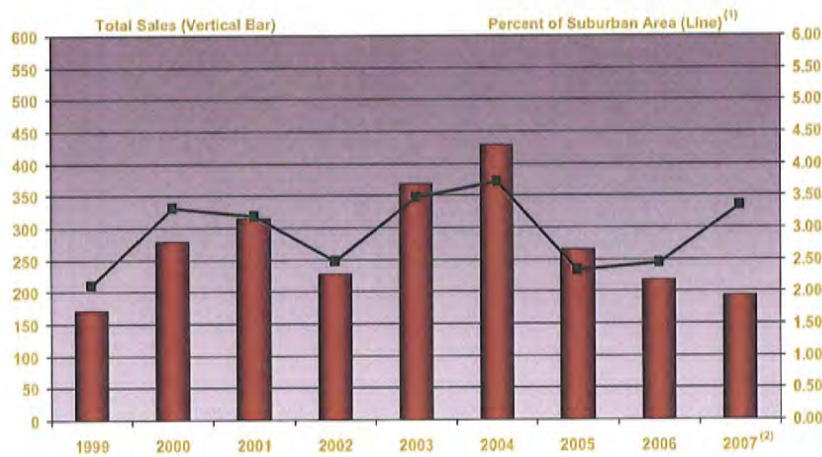


Source: Tracy Cross & Associates, Inc. and Microsoft Streets & Trips 2007



New Construction Townhome/Condominium Sales Berwyn Market Area

7-C23



⁽¹⁾ Berwyn Market Area / Metropolitan Area Outside the City of Chicago = Percent of Suburban Area.

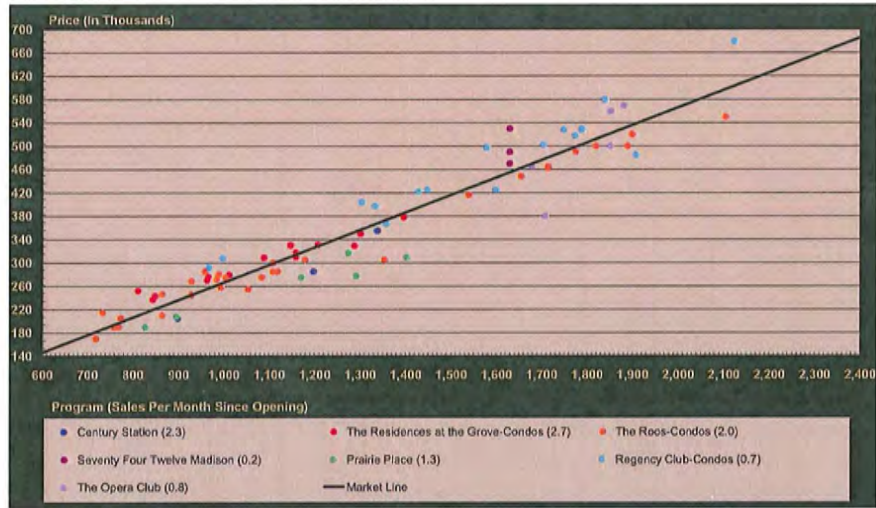
⁽²⁾ Seasonally adjusted, annualized rate YTD September.

Source: Tracy Cross & Associates, Inc.



Price/Value Comparison
Higher Density Condominium Developments
Immediate Berwyn Area
4th Quarter 2007

7-C24



Price/Value Comparison
Higher Density Condominium Developments
Immediate Berwyn Area
4th Quarter 2007

7-C25

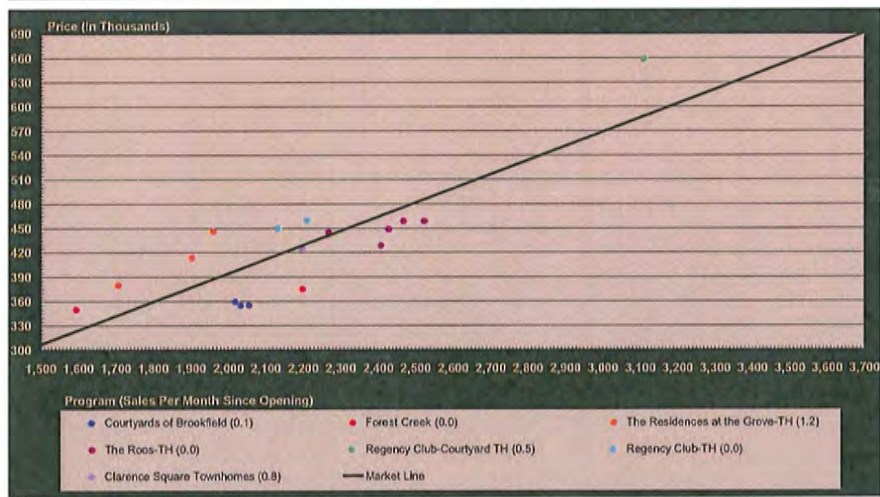
Plan Size (Sq. Ft.)	Average Market Price	Program/Location (Builder)	Average Plan Size (Sq. Ft.)	Average Base Sales Price		Average Price From Market	Price Variance	Seasonally Adjusted, Annualized Rate YTD 4th Qtr. 2007	Average Monthly Sales Rate Since Opening
				Dollars	Sq. Ft.				
700	\$176,695	⁽¹⁾ Village Center of Riverside/Riverside (Village Center Dev)	2,544	\$89,378	\$353.53	\$729,563	+\$169,815	5.35	9.4
800	205,677	7412 Madison/Forest Park-Profile (Avenue 1 Realty Grp)	1,630	496,567	304.64	455,528	+41,039	1.08	9.2
900	236,659	⁽²⁾ Regency Club-Condos/Oak Park (Oak Park Dev. Group)	1,571	464,150	295.45	437,838	+26,312	0.99	9.7
1,000	266,641	The Residences at the Grove-Condos/Forest Park (Focus)	1,086	309,847	277.02	292,425	+16,422	11.22	2.7
1,100	296,623	---	---	---	---	---	---	---	---
1,200	326,605	---	---	---	---	---	---	---	---
1,300	356,587	---	---	---	---	---	---	---	---
1,400	386,569	---	---	---	---	---	---	---	---
1,500	416,551	The Roos-Condos/Forest Park (Regency Dev. Group)	1,230	320,868	265.75	335,600	-14,732	24.33	2.0
1,600	446,533	⁽²⁾ The Opera Club/Oak Park (Oak Park Development Group)	1,795	494,820	275.67	504,998	-10,178	2.04	0.8
1,700	476,515	Century Station/Berwyn (Sedgwick Properties)	1,147	281,567	245.48	310,714	-29,147	14.16	2.3
1,800	506,497	Prairie Place/Oak Park (KMA Development Group)	1,146	262,765	229.29	310,415	-47,650	9.10	1.3
1,900	536,479	⁽³⁾ Ridgeland Crossing/Berwyn (Ridgeland Crossing Dev.)	1,000	176,000	176.00	266,641	-90,641	15.17	1.1
2,000	566,461								
2,100	596,443								
2,200	626,425								

Slope: \$299.82 per sq. ft. ⁽¹⁾ Program not depicted graphically or included in derivation of market line.
⁽²⁾ Excludes selected floor plans.



Price/Value Comparison
Conventional Townhome and Flat Developments
Immediate Berwyn Area
4th Quarter 2007

7-C26



Price/Value Comparison
Conventional Townhome and Flat Developments
Immediate Berwyn Area
4th Quarter 2007

7-C27

Plan Size (Sq. Ft.)	Average Market Price	Program/Location (Builder)	Average Plan Size (Sq. Ft.)	Average Base		Average Market Price	Price Variance From Market	Seasonally Adjusted, Rate YTD 4th Qtr. 2007	Average Monthly Sales Rate Since Opening
				Sales Price Dollars	Price Per Sq. Ft.				
1,600	\$307,011	⁽¹⁾ Garden Grove/Oak Park-Profile (Grove and Roosevelt, LLC)	1,650	\$410,950	\$249.06	\$333,189	+\$77,761	2.34	0.2
1,600	324,463	Regency Club-Courtyard TH/Oak Park (Regency Dev. Group)	3,113	659,000	211.69	588,512	+70,488	4.22	0.5
1,700	341,915	The Residences at the Grove-TH/Forest Park (Focus Dev.)	1,853	413,323	222.46	369,489	+43,834	17.33	1.2
1,800	359,357	Regency Club-TH/Oak Park (Oak Park Development Group)	2,176	455,000	209.10	424,986	+30,014	-1.05	0.0
1,900	376,810	---	---	---	---	---	---	---	---
2,000	394,271	---	---	---	---	---	---	---	---
2,100	411,723	---	---	---	---	---	---	---	---
2,200	429,175	Clarence Square Townhomes/Oak Park-Profile (Cornerstone)	2,299	425,000	193.18	429,175	-4,175	7.54	0.0
2,300	446,627	Forest Creek/Brookfield (Bass Builders)	1,893	362,480	198.94	376,470	-14,070	-2.12	0.0
2,400	464,079	The Roos-TH/Forest Park (Regency Development Group)	2,421	448,200	185.13	467,744	-19,544	0.00	0.0
2,500	481,531	Courtyards of Brookfield/Brookfield (Lily May Dev. Group, LLC)	2,039	356,500	174.84	401,077	-44,577	1.29	0.1
2,600	498,983	⁽¹⁾ Kenilworth Square/Oak Park-Profile (Baird & Warner)	2,872	479,900	167.10	546,452	-66,552	3.30	0.3
2,700	516,435	⁽¹⁾ Prairie Square Townhomes/Brookfield-Profile (Baird & Warner)	2,489	389,900	162.46	464,079	-74,179	6.48	0.7
2,800	533,887	---	---	---	---	---	---	---	---
2,900	551,339	---	---	---	---	---	---	---	---
3,000	568,791	---	---	---	---	---	---	---	---
3,100	586,243	---	---	---	---	---	---	---	---
3,200	603,695	---	---	---	---	---	---	---	---

Slope: \$174.62 per sq. ft.

⁽¹⁾ Program not depicted graphically or included in derivation of market line.



Existing Home Supply In Months Berwyn Market Area⁽¹⁾

7-C28

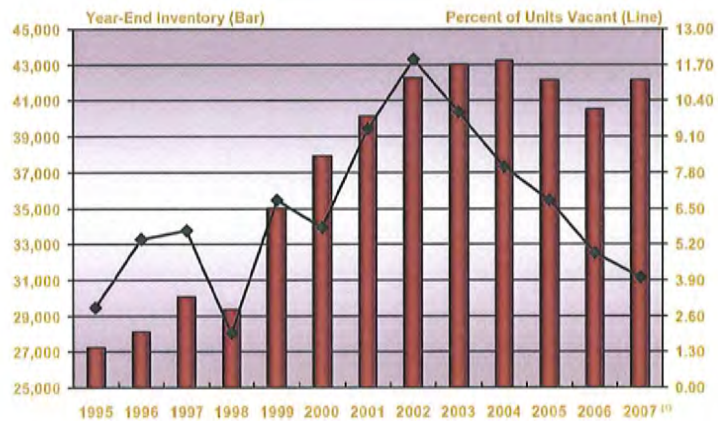
Price Range	Single Family			The Attached Sector		
	Total Closings 12/06 - 11/07	Total Listings	Month's Supply	Total Closings 12/06 - 11/07	Total Listings	Month's Supply
Under \$100,000	16	16	12.0	43	44	12.3
100,000 - 119,999	21	13	7.4	83	57	10.9
120,000 - 159,999	110	109	11.9	271	259	11.5
160,000 - 199,999	331	320	11.6	269	199	8.9
200,000 - 249,999	776	706	10.9	206	173	10.1
250,000 - 299,999	543	585	12.9	101	154	18.3
300,000 - 349,999	282	267	11.4	95	79	10.0
350,000 - 399,999	193	169	10.5	67	59	10.6
400,000 - 449,999	138	138	12.0	33	34	12.4
450,000 - 499,999	124	97	9.4	29	63	26.1
500,000 - 599,999	189	171	10.9	37	43	13.9
600,000 - 699,999	97	64	7.9	13	20	18.5
700,000 - 799,999	66	62	11.3	4	4	12.0
800,000 - 899,999	55	41	8.9	2	2	12.0
900,000 - 999,999	24	27	13.5	—	—	—
1,000,000 and Over	91	129	17.0	1	4	48.0
Total	3,056	2,914	11.4	1,234	1,194	11.6
<i>Median Existing Price</i>	-----\$270,000-----			-----\$211,950-----		

⁽¹⁾ Includes Berwyn, Cicero, Lyons, Oak Park, Proviso, Riverside and Stickney townships in Cook County.
Source: Multiple Listing Service of Northern Illinois and Tracy Cross & Associates, Inc.



Rental Inventory and Vacancy: Suburban Chicago – Post-1985 Rental Developments

7-C29



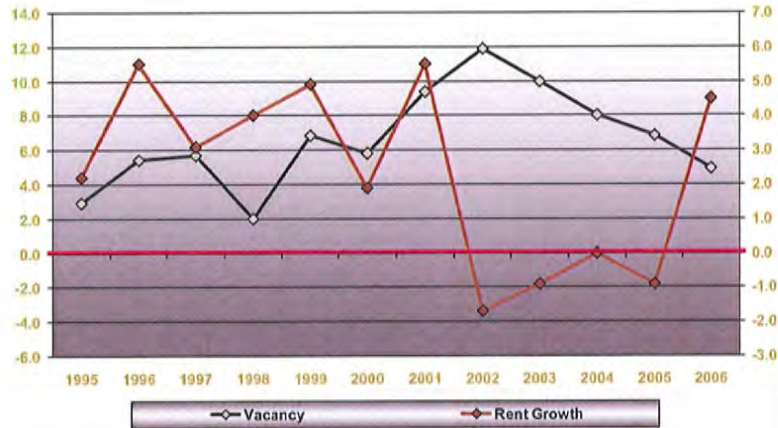
⁽¹⁾ June 2007.

Source: Tracy Cross & Associates, Inc.



Trends in Rent Growth and Vacancy: Suburban Chicago - Post-1985 Rental Developments

7-C30



Source: Tracy Cross & Associates, Inc.



Geographic Orientation Competing Rental Apartment Developments

7-C31



Sources: Tracy Cross & Associates, Inc. and Microsoft Streets & Trips 2007



7-C32

Composite Summary: Selected Rental Apartment Developments Eastern DuPage/Western Cook County Submarket

Development	Year Built	Municipality	Project Size (In Units)	Average Unit Size (Sq. Ft.)	Average Monthly Rent	Rent Per Sq. Ft.	Vacancy Characteristics	
							Total Vacant	Vacancy Rate
Bristol Club	1988	Downers Grove	420	882	\$1,108	\$1.26	31	7.4
Elm Creek	1987	Elmhurst	372	970	1,423	1.47	8	2.2
Elmhurst Place	1991	Elmhurst	90	1,213	1,343	1.11	7	7.8
City View at The Highlands	2003	Lombard	403	917	1,403	1.53	13	3.2
Clover Creek	1985	Lombard	504	978	1,171	1.20	45	8.9
The Covington	1999	Lombard	256	914	1,138	1.25	9	3.5
Regency Place	2007	Oakbrook Terrace	112	1,199	2,457	2.05	86 ⁽¹⁾	76.8 ⁽¹⁾
Royce Renaissance	1990	Oakbrook Terrace	26	2,096	2,272	1.08	2	7.7
100 Forest Place	1986	Oak Park	234	910	1,440	1.58	17	7.3
Oak Park City Apartments	1987	Oak Park	125	844	1,682	1.87	6	4.8
Lincoln at Ovaltine Court	2001	Villa Park	344	803	1,226	1.53	17	4.9
Brook Hill Apartment Homes	1978	Westmont	408	1,065	1,215	1.14	26 ⁽²⁾	6.4 ⁽²⁾
Total/Weighted Average:			3,294	958	\$1,320	\$1.38	267	---
<i>Overall Vacancy Rate:</i>			---	---	---	---	---	8.1
<i>Vacancies Among Stabilized Units:</i>			---	---	---	---	---	5.7

⁽¹⁾ Development began pre-leasing April 2007; currently absorbing at a rate of 3.0 monthly with nine (9) units leased through June 2007.
⁽²⁾ Excludes 10 vacant units currently unavailable due to renovations.

Source: Tracy Cross & Associates, Inc.



7-C33

Geographic Orientation: Age-Oriented Rental Developments Western Cook County Area





7-C34

Senior Housing Communities:
Eastern DuPage/Western Cook County Submarket –
December 2007

Corridor/Submarket	Number of Programs	Total Units	Total Occupied	Vacant		Average Plan Size (Sq. Ft.)	Average Monthly Rent	Entrance Fee
				Number	Percent			
<i>Eastern DuPage</i>	36	3,930	3,627	221	5.6	702	\$2,524	\$148,377
<i>Western Cook Submarket</i>								
Senior Apartments	2	135	134	1	0.7	815	1,035	---
Congregate Independent Living	10	1,358	1,286	72	5.3	571	2,650	5,919
Without Entrance Fee	8	906	861	45	6.0	486	2,651	---
With Entrance Fee	2	452	425	27	6.0	741	2,646	5,919
Congregate Assisted Living	5	362	289	73	20.2	496	3,695	6,000
Without Entrance Fee	4	298	229	69	23.2	523	3,740	---
With Entrance Fee	1	64	60	4	6.3	370	3,432	6,000
Continuing Care Retirement	19	2,075	1,818 ⁽¹⁾	75 ⁽¹⁾	4.0 ⁽¹⁾	816	2,334	195,344
Without Entrance Fee	10	510	480	30	5.9	440	3,157	---
With Entrance Fee	9	1,565	1,338 ⁽¹⁾	45 ⁽¹⁾	3.3 ⁽¹⁾	938	2,066	195,344

⁽¹⁾ Excludes 102 vacancies at Plymouth Place-The Landing in LaGrange Park.
 Source: Tracy Cross & Associates, Inc.



Appendix D

Concept Plans

Berwyn Transit-Oriented Development Study

City of Berwyn Transit-Oriented Development (TOD) Study, Berwyn, Illinois

Town Hall Meeting – Thursday, April 24, 2008

<http://www.berwyn.org/development>

The goal is to develop a uniquely urban amenity which links Berwyn from east to west and provides an area-wide destination.

The Promenade will be a wide, two-mile loop, paved walk, with a leafy tree canopy. (Purple)

All the stations would be promoted equally. (Brown)

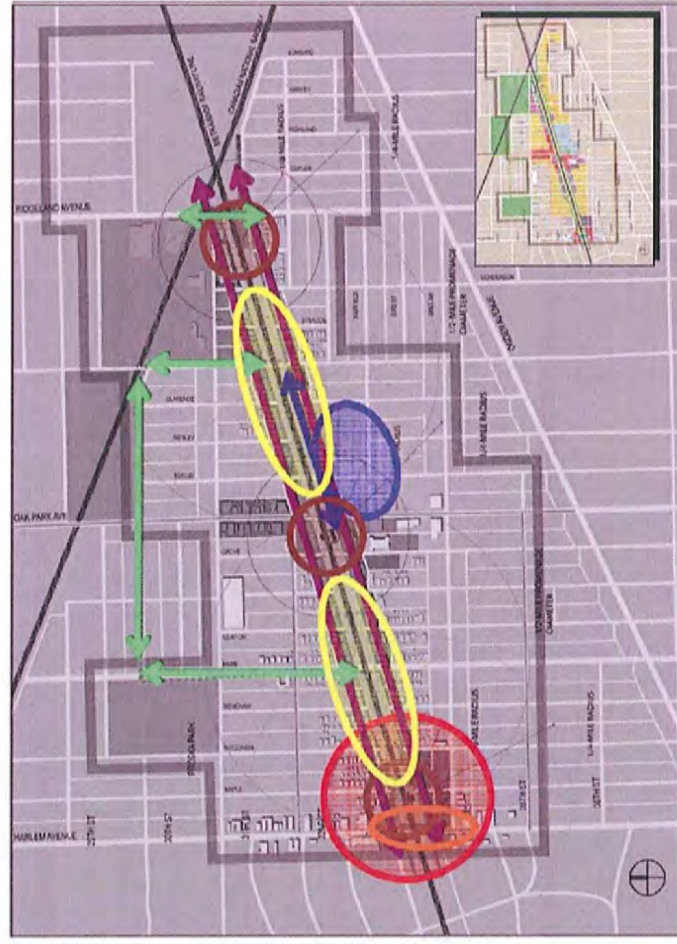
The Harlem grade separation will provide opportunity for commercial redevelopment. (Red)

The grade separation project will create a potential to develop a landscape and pedestrian cap atop the underpass. (Orange)

New institutional expansion will grow in a linear manner along the transit corridor. (Blue)

Connecting parks and the transit corridor with designated bicycle lanes will make the existing parks more accessible and create a "green necklace" within the community. (Green)

New residential development will occur along the Promenade. (Yellow)



Option #1: The Berwyn Promenade

