

**Elmhurst Central Business District  
City Centre Planning Study**

**Prepared by The Lakota Group  
for Elmhurst City Centre**

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# **Elmhurst Central Business District City Centre Planning Study**

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## **1. INTRODUCTION**

The following is a report on the comprehensive study of Downtown Elmhurst conducted for Elmhurst City Centre by The Lakota Group (Planners/Landscape Architects). The report provides a summary of the planning mission and process, area issues and opportunities, and recommendations for Downtown improvement and development.

Elmhurst City Centre, the City of Elmhurst, and the Regional Transportation Authority funded the study.

### **PLANNING MISSION**

In the past 20 years, the City of Elmhurst has completed several initiatives and projects that have significantly changed the land use character and development direction of Downtown Elmhurst, including:

- *Reconstruction of York Street and Palmer Drive in 1977 through the Downtown.*
- *Creation of a Tax Increment Finance District in 1986 to provide funds for redevelopment.*
- *Construction of a new Police Station in 1989.*
- *Adoption of the Elmhurst Comprehensive Plan in 1990.*
- *Reconstruction of the Metra Station in 1989/90.*
- *Rehabilitation of the York Theater in 1990.*
- *Construction of two parking decks in 1990/91.*
- *Creation of a Downtown Streetscape Improvement Plan in 1991.*
- *Establishment of a comprehensive streetscape improvement program that has dramatically enhanced the area's shopping and dining environment based on the 1991 Streetscape Plan.*
- *Construction of a new City Hall in 1991 on York Street to further anchor the area.*
- *Adoption of a comprehensive amendment of the City's Zoning Ordinance establishing a C-4 Central Business District in 1992.*
- *Redevelopment in 1992 of two large core blocks with restaurants, shops, and parking that brought new life to Downtown.*

- *Establishment of Elmhurst Economic Development Corporation in 1993.*
- *Creation of a Special Service Area in 1994 to provide on-going funding of Downtown management and marketing activities.*
- *Creation of Elmhurst City Centre in 1995 as a public/private corporation to promote the Central Business District and attract new businesses.*
- *Reconstruction of North Avenue in 1997 at the north end of the Downtown.*
- *Rehabilitation of the pedestrian underpass at the Metra Station in 1998.*
- *Improvement of parking areas in the past few years including commuter, shopper, and employee lots.*

These initiatives and projects have positively changed Downtown Elmhurst and attracted new investment and activity. The Metra Station renovation, development of two core blocks as the City Centre project, streetscape program, TIF district, and Special Service Area have become models for other communities considering downtown revitalization.

However, as Elmhurst continues to evolve, more work needs to be done in the Downtown. Current conditions warranting a comprehensive update or fresh approach toward development include:

- Land use, building massing, and development density on several Downtown blocks is not optimal, especially blocks located near the Metra Station, north of City Hall, and along Addison Street. A range of land uses and development densities needed to be explored.

Transit-oriented development, which involves concentrating development activities, mixing land uses, and facilitating pedestrian access/circulation around transit centers, especially needed to be considered.

- Elmhurst College and Wilder Park, located adjacent to Downtown to the southwest, have developed into a unique recreational, educational and cultural complex with several activity generators, including the Public Library, Lizzadro Museum, new Art Museum, Conservatory, and Park District offices. The Library is in need of a new location. The College is planning a new Performing Arts Center and expansion of its recreation/sports facility. Both entities are considering sites closer to Downtown and the Metra Station.

The physical relationships between the Park, College, Downtown, and Metra Station needed to be addressed, including land use, parking, building massing, building/streetscape design, pedestrian linkages, and signage. There is significant potential for this corner of Downtown to be a "cultural campus" with joint marketing, design, and development.

The City and Chamber of Commerce recently reviewed the Wilder Park and Elmhurst College activity generators from a tourism market perspective as part of a citywide tourism study aimed at attraction and retention of visitors. The close proximity of the Metra Station, Downtown, Wilder Park, and Elmhurst College provides an opportunity to draw more visitors to the area. A new Master Plan needed to address the physical relationships between these entities.

- Downtown building and streetscape design elements as well as signage and wayfinding needed to be comprehensively addressed. The scope and timing of the next phases of streetscape improvements, especially south of the tracks, needed to be reviewed and prioritized.

## **PLANNING PROCESS**

The Lakota Group's planning process for Downtown Elmhurst involved the following:

- Preparation, with City staff, of a detailed large-scale Downtown base map.
- Field inventories of existing land use and physical conditions.
- Interviews with City and City Centre staff, business/property owners, and institutional representatives, including:
  - Tom Marcucci, Mayor
  - Tom Borchert, City Manager
  - John Wielibnicki, Director of Public Works, City of Elmhurst
  - Mark Hughs, City Engineer, City of Elmhurst
  - Than Warner, Planning & Zoning Administrator, City of Elmhurst
  - Brent Coulter, CEMCON, City Traffic Engineering Consultant
  - Gary Scoog, Director, Elmhurst Economic Development Corp.
  - Joanne Brundage & Pat Zubak, Co-Directors, City Centre
  - Willis Johnson, President, Elmhurst City Centre
  - Marilyn Boria, Director, Elmhurst Public Library
  - Dorothy Asher, Assistant Director, Lizzadro Museum
  - Bruce Mahon, Director, Elmhurst Symphony
  - Brian Bergheger, Director, Elmhurst Historic Museum
  - Richard Sklenar, Executive Director, Theatre Historical Society
  - Sandy Stinson, Executive Director, YMCA
  - Bob Pine, Director, Elmhurst Art Museum
  - Richard Grodsky, Director, Elmhurst Park District
  - Ken Bartels, Vice President, Elmhurst College
  - Andy Prinz, Professor, Elmhurst College
- A focus group discussion with business/property owners regarding Downtown issues.
- A review of traffic conditions/plans with the City's traffic consultant.
- A planning workshop attended by approximately 100 business, property owner, institutional, and City representatives to discuss issues, identify redevelopment opportunities, and review planning/design solutions, including five site options for a new public library.
- A presentation of the study findings and planning/design concepts to the Elmhurst Park District Board.

- A walking tour of Downtown with City, City Centre, RTA, Metra, and PACE staff.
- A cable television presentation of the study findings and planning/design concepts.
- A meeting with the workshop participants to review the first draft of the comprehensive master planning study.
- Plan review meetings with City, City Centre, RTA, Metra, and PACE staff.

### **PLANNING GOALS**

The following goals were generated and refined during the planning process:

- *Establish an optimal long-range plan for improving/developing the area.*
- *Improve physical conditions with streetscape elements that enhance its commercial viability. Establish a unified design framework to guide future public and private improvements.*
- *Improve traffic and pedestrian access/circulation/safety.*
- *Improve transit access and increase ridership.*
- *Encourage transit-oriented development.*
- *Strengthen the community's economic base by maintaining Downtown as a viable, attractive, and convenient shopping/cultural hub that continues to attract visitors from throughout the region.*
- *Strengthen/coordinate land use, building, parking, and marketing relationships between Downtown, Wilder Park, Elmhurst College, and the Metra Station.*

## **2. DOWNTOWN ISSUES/OPPORTUNITIES**

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The following Downtown issues and development opportunities were identified and defined during the planning study process:

### **General**

- The City's 1991 Downtown Streetscape Plan, which emphasized physical improvements, needed to be updated and expanded to address current business and development needs.
- There is a need to maintain Downtown as an economic engine for the City and improve its competitive edge over other commercial areas.
- There is a new spirit of cooperation regarding Downtown events, programs, marketing, and facilities.

### **Land Use**

- Several Downtown properties include sub-optimal land uses and buildings. Several adjacent properties could be consolidated for larger developments.
- There is a need to coordinate Downtown planning with the expansion of Elmhurst College and development of a new Library.

### **Building Conditions**

- Most buildings appear to be in good physical condition. However, many are unattractive, have a dated appearance, and are showing signs of deterioration.
- There is a need to adopt high quality design standards for new development and building rehabilitation, as well as for preserving buildings of historic character through the Main Street Program.

### **Wayfinding/Signage**

- Some businesses/buildings are cluttered with advertising signs. Sign "chaos" affects safe traffic flow, makes it difficult to locate businesses, and negatively impacts the appearance of the area.
- Signs on older buildings are deteriorating and/or have a dated appearance.
- There is a lack of directional signage to key attractions and parking, making it difficult for visitors to find the Downtown, Historic Museum, Wilder Park and Metra Station.



- Downtown and Wilder Park have limited identity along North Avenue and St. Charles Road. City Centre signs at York/St. Charles and museum signs at Cottage Hill/St. Charles are hard to see.
- Downtown signs should be consistent throughout the Community, especially at entry points into Downtown.

### **Streetscape/Landscape**

- Inconsistent landscaping, poor quality signage, narrow sidewalk/parking setbacks, and large unlandscaped parking lots negatively affect the attractiveness of the area. The blocks located at Downtown's northern gateway, just south of North Avenue on York Road, especially need improvement. Addison Street, which is a wide street, also needs major streetscape improvements.
- The Schiller alley has been improved with banners and decorative metal arches, but it is not pedestrian friendly at the ground level. The concrete barrier sign at ground level discourages pedestrian activity. Stricter enforcement of parking restrictions in the alley is needed.

### **Parking**

- Some parking lots are not interconnected between properties.
- Several properties lack adequate parking, have inefficient parking lot configurations, and/or have no landscape buffer between the lots, buildings and sidewalks.
- As the area develops, consideration should be given to decked and underground parking.
- The large parking lot located between Addison and York (behind Al's Hobby Shop) is difficult to get to and is ringed by unattractive backs of stores.
- Groups of visitors are traveling to Downtown via large tour buses. There is a need for tour bus parking locations to facilitate access for such groups.
- There is a need for improved signage identifying the entrance to the Schiller Parking Deck.
- There is potential for sharing parking between several uses, especially north of Wilder Park.
- There is an opportunity to add one parking level to each of the two existing parking decks. These additional levels would provide

alternative commuter parking to replace parking that will be lost when sites/blocks are redeveloped.

- Redevelopment of the southwest Downtown blocks between Wilder Park and the Metra Station will especially impact the availability of commuter parking. However, replacement commuter parking spaces could be allocated in the additional parking deck levels, as well as in a large shared parking lot that could be developed at the north end of Wilder Park.

#### **Prairie/Bike Path**

- While there are bike facilities located near the Metra Station, there is a lack of bike racks near businesses and lack of bike routes to Downtown.
- There is potential to establish a bike route to Wilder Park, Downtown, and the Metra Station from the Prairie Path along Cottage Hill Avenue. The Prairie Path is a regional bike trail that is only one mile south of Downtown.

#### **Business Attraction**

- Downtown has a diversity of retail/service businesses and restaurants.
- There is a concentration of hobby, arts, crafts, and toy businesses.
- There is concern about the need to recruit more stores, especially women's apparel shops. There is also recognition of Downtown's market competition from other shopping areas.

#### **Elmhurst College**

- Elmhurst College has a conceptual Master Plan that extends the campus north to Park Avenue.
- The Plan includes an east expansion of the Recreation Center and a new Performing Arts Center on Alexander Street, northwest of Wilder Park. These facilities will increase area activity and bring the campus closer to Downtown and the Metra Station.

### **Wilder Park**

- The Public Library is in an inefficient building. A modern facility is needed (80,000 square feet with 230 parking spaces on 4 acres). A new location needs to be determined.
- Adaptive reuse of the existing Library building is a concern. A Community Center, Visitor Center, Park District offices, School District offices, and another Museum are possible uses.
- The parking area in the center of the Park is used by several institutions. More parking is needed.
- The tot lot is heavily used and there are safety concerns regarding the adjacent driveway.
- The Park was expanded to the north by adding the Virginia Street right-of-way and a city block. Approximately 16 acres of green space was added to the Park when the right-of-way and block were vacated for the Art Museum.

### **Transit**

- The Metra Station is centrally located in Downtown. The Station boards over 1,800 passengers daily, with more than 75% of the commuters arriving by auto (parking, carpooling or drop-off).
- Occasional Metra riders and Downtown visitors find it difficult to locate the pedestrian underpass at the Metra Station.
- PACE has five bus routes that serve the Downtown, City of Elmhurst, and West Suburbs. The staging of buses near the Metra Station (south and north sides) could be improved.

### **Traffic/Pedestrian Circulation**

- Downtown's one-way loop system sometimes makes it difficult for visitors to get to the core retail blocks from the north and from Wilder Park institutions. The system was established to route traffic efficiently through Downtown and across the tracks. Directional signage is needed.
- It is difficult to find and get to the Historical Museum, which has its front entrance on Palmer.
- A pedestrian bridge over the tracks could be considered west of York near the College and YMCA. The feasibility of an overpass in regards to cost, accessibility, and frequency of use would need to be addressed.

### **Activity Generators**

- Elmhurst has numerous activity generators in the Downtown area. Several are institutions or businesses that attract people from neighboring suburbs and the Chicago region.
  - Metra Station
  - York Theater
  - Theatre Historical Society
  - Lizzadro Lapidary Museum
  - Arts/Crafts/Toy Businesses
  - Coffee/Bagel/Bread Shops
  - Jewellery/Clothing Businesses
  - Post Office
  - Elmhurst Art Museum
  - Elmhurst Public Library
  - Wilder Park
  - City Hall
  - Elmhurst Historical Museum
  - Restaurants
  - Banks
  - Banquet Facility

### Development Opportunities

- There are several downtown locations that can be considered redevelopment “opportunity sites” based on sub-optimal land uses, deteriorating buildings, underutilized sites, key corner locations, and/or the potential to consolidate small parcels of land to create larger sites.
  - **Northeast Block:**  
*(East side of York between North Avenue & Third Street)*
  - **Northwest Block:**  
*(York to Addison between North Avenue & Third)*
  - **Central Block:** *(Addison to York between Third & Second)*
  - **Central Block:** *(Addison to York between Second & First)*
  - **East Block:** *(York to Palmer between First & Schiller)*
  - **West Block:**  
*(West side of Addison between Second & First)*
  - **Far West Block:**  
*(North side of First between Larch & Maple)*
  - **Southwest Block:**  
*(Cottage Hill to Adell between Adelaide & Park)*
  - **Southwest Block:** *(Post Office, Office Buildings)*
  - **Wilder Park South End:**  
*(Library/Park District HQ/Conservatory/Lizzadro Museum)*

### **3. MASTER PLANNING RECOMMENDATIONS**

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The following are recommendations for improving and developing Downtown Elmhurst. See also the large-scale Master Plan drawing for specific location and reference.

#### **Wayfinding/Signage**

- A wayfinding plan should be developed that identifies strategic locations throughout the community for directional signage that guides visitors to Downtown and Wilder Park from expressways and major arterial roads as well as transit facilities.
- A clear, identifiable signage program should be created with four types of signs:
  - **Gateway signs** for Downtown.
  - **Identity signs** for Wilder Park, Lizzadro, Art Museum, Historical Museum, and other activity generators.
  - **Directional signs** to parking, transit stops, the pedestrian underpass and activity generators.
  - **Information signs** (kiosks or sign boards with Downtown maps and transit/business/events information)
- The Gateway signs and plantings should be installed at the main entrances to Downtown to identify the area as a special place:
  - **Northern entrance** at York and North (southwest/southeast corners).
  - **Southern entrance** at York and Palmer (southeast corner).
- Special signage identifying both Downtown and the Wilder Park cultural campus could be located at the corner of York and Church.
- Signage on commercial buildings along York and Addison should be improved.
- Guidelines should be established for commercial signage.

### **Streetscape/Beautification**

The facades of unattractive and deteriorating buildings should be improved to enhance the appearance of Downtown.

- The backs and sides of buildings that are visible from roadways, sidewalks and parking areas should also be improved, especially around the interior parking lot between York and Addison. (awnings, doors, walls, lighting, dumpsters, etc.)
- The "Main Street" character of Downtown needs to be maintained when buildings are rehabilitated and when new buildings are designed and constructed. Extensive use of cinder block, split face block, and smooth plaster (Dryvit) should be discouraged.
- Architectural guidelines should be created to encourage higher quality design for new and renovated buildings.
- The City's streetscape project currently scheduled for completion in 2009, should be completed as soon as possible, especially along Addison Street. Sidewalk bump-outs and possibly a double row of trees should be considered along Addison to visually reduce its width and improve its appearance.
- Planters, benches and pavers should be added at the ground level of the Schiller pedestrian path, while maintaining fire access. If an additional fire access route is created by opening a two-way driveway into the parking lot between Addison and York, the Schiller pedestrian path should be closed to all vehicular traffic and developed as a true pedestrian pathway. The concrete barrier signs at each end of the passage should be removed.
- Where possible, display windows should be installed on the sides of buildings adjacent to pedestrian paths, plazas, and outdoor cafes.
- Additional internal and perimeter landscaping should be added wherever possible to existing parking lots, especially on the Ambassador Banquet Facility site.
- Special landscape and building lighting should be considered for Glos Memorial Park.

## **Parking/Traffic**

- Downtown's overall parking supply and traffic circulation system should be continually reevaluated based upon:
  - Future redevelopment of identified opportunity sites and commuter parking lots, taking into consideration the reallocation of commuter parking spaces into parking decks and/or other areas of Downtown.
  - Future development of a new Library and Performing Arts Center.
  - Increased visitors to area attractions.
  - Increased tour bus traffic serving area attractions.
- Two-way traffic should be considered for Cottage Hill south of Park Avenue and possibly for Second Street between Addison and York.
- Downtown's one-way loop system should have visible directional signage to indicate appropriate traffic routes within and through the area, especially to Palmer Drive.
- Bus and automobile drop-off lanes should be considered wherever feasible near activity generators. Valet parking should be encouraged where appropriate.
- The staging of PACE buses near the Train Station should be evaluated in regards to traffic flow.
- Tour bus parking areas should be defined throughout Downtown.
- Additional daily fee parking for commuters should be considered to encourage use of Metra rail service for periodic riders. The existing commuter parking system should be marketed to daily commuters.
- Additional commuter parking locations should be identified in the Downtown area to compensate for commuter parking that is displaced on redevelopment sites.
- The interior parking lot between Addison and York should be improved, possibly with a two-way access driveway from Addison. A parking deck in this location should be considered if additional parking in the Downtown core is needed in the future.



- Adjacent parking lots should be consolidated and linked to provide more efficient, shared parking and to increase parking supply. Improving parking areas and redeveloping opportunity sites could increase the parking supply in Downtown.

	<u>Existing Spaces*</u>	<u>Potential Spaces</u>
• <b>Northeast Block</b> (Hamburger Heaven)	175	167
• <b>Northwest Block</b> (Banquet Hall, Bailey's)	332	359
• <b>Central Block</b> (between Third and Second)	137	196
• <b>Central Block</b> (Interior Parking Lot)	160	190
• <b>West Block</b> (St. Paul Federal Bank)	264	260
• <b>Far West Block</b> (Com Ed)	62	79
• <b>Southwest Block</b> (Metra Commuter Parking Lot)	135	187
• <b>Southwest Block</b> (Post Office, Art Museum)	245	345
• <b><u>Wilder Park South End</u></b>	<u>91</u>	<u>126</u>
<b>Total:</b>	<b>1,601</b>	<b>1,909</b>

*\*Existing parking estimated from aerial photograph.*

### **Elmhurst College**

- As the College's future plans for its northward expansion to Park Avenue evolve, the following should be considered:
  - A special open space at the northwest corner of Prospect and Alexander between the proposed Performing Arts Center and Recreational Center expansion. This space could be designed as a "performance plaza" for outdoor activities (concerts, puppet shows, plays, etc.) It could also be used for intermissions between events and for special parties, fundraisers, etc.
  - A landscaped Elmhurst College gateway at the southwest corner of Prospect and Park Avenue.
  - Downtown information kiosks near the Performance Plaza and historic entrance to the College.
  - Shared parking with the Library and other nearby institutions and businesses near the northeast corner of the campus.

### **Wilder Park**

- The following improvements and changes should be considered for Wilder Park. The City and Park District need to further study these concepts.

#### **Northern Section**

- The new public Library could be located at the northwest corner of Wilder Park. This location allows for a strong synergy between the Library, Art Museum and future Performing Arts Center, expanded Recreation Center, expanded YMCA, Metra Station, and core Downtown retail blocks.
- A reading garden could be created on the east side of the new Library as a special outdoor space for readings, events, etc.
- A sculpture garden could be created between the reading garden and west side of the Art Museum as a special outdoor space for permanent and temporary art, events, weddings, etc. The two gardens would provide a formal open space transition into Wilder Park's passive central green space.

- Wilder Park could be extended north to Park Avenue. This new “park space” could provide a green frontage at Park Avenue and the train tracks. Located within the expanded “park space” would be the proposed new Library, the existing Art Museum, two existing office buildings and an extensively landscaped shared parking lot with pedestrian greenways.
- One multi-purpose parking lot or deck could be developed between the new Library, Art Museum, office buildings and Post Office building. The lot should be heavily landscaped and include pedestrian greenways. It could be a shared lot used by commuters and office employees/visitors during the day (with identified space) as well as Library/Wilder Park/Museum visitors.

Depending on the overall future parking needs of a more fully developed Downtown, such a lot may also have potential to be shared parking for the College’s future Performing Arts Center and Recreational Center, YMCA and Downtown shoppers.

- If feasible, the main Post Office operation could be relocated out of Downtown. The City is seeking more appropriate sites for the Post Office truck operation. The building could be reused for a smaller retail Post Office, a relocated Park District headquarters, and/or a visitors center. Parking for the reused facility could be accommodated in the new shared lot.

#### **Central Section**

- The field house and tennis courts could be removed to create more green space in the center of the Park.
- A central walkway could link the north and south ends of the Park.
- The internal loop road could be removed to reduce traffic conflicts with the Tot Lot while increasing green space in the center of the Park.

#### **Southern Section**

- A new access road into the Park could be constructed to allow traffic to flow directly into parking lots away from the passive space in the center of the Park.
- The current Library building could be adapted for a community/cultural center, Park District headquarters or other museum.

- The Park District office building could be removed (if Park District moves to Post Office building or current Library building) to allow for an unobstructed view of the Conservatory as well as to provide more parking in the southern end of the Park.
- A drop-off for tour buses could be provided near the Lizzadro Museum.

### **Cultural Trail**

- A "Cultural Trail" could be developed that links Downtown, Wilder Park, and Elmhurst College. Such a trail would be a special pedestrian path that provides a series of destination points for visitors to discover. This trail, which could run down the middle of Wilder Park and along York Street, would connect activity generators and points of interest such as:
  - Conservatory
  - Veterans Memorial
  - Lizzadro Museum
  - Library Building (future use)
  - New Library
  - New Reading Garden
  - New Sculpture Garden
  - Art Museum
  - Elmhurst College Campus/Arbor Walk/Chapel
  - New Performing Arts Center
  - New Performance Plaza
  - Metra Station
  - Elmhurst Historical Museum/Historical Walking Tour
  - City Centre Plaza and Fountain
  - Theatre Historical Society
  - York Theater
  - City Hall Building and Plaza/Fountain

The Trail could include special signage and landscaping. Trail maps could be provided at a visitors center, City Hall, and the Metra Station. The Metra Station could be the trail hub that links the north and south sides of Downtown.

### **Prairie Path/Bike Route**

- A bike route should be created along Cottage Hill Avenue connecting Wilder Park and Downtown with the Prairie Path. An information kiosk could be installed at the Prairie Path's intersection with York Street to promote Downtown and guide bicyclists to the designated Cottage Hill route.
- Additional bike racks should be installed throughout Downtown and Wilder Park.

### **Development Opportunity Sites**

- Vacant, inefficient, deteriorating, and underdeveloped properties could be assembled and consolidated into larger development sites. There is potential for approximately 344,000 square feet of new building space in Downtown, assuming the building footprints shown in the Master Plan concept were built to three stories.

The site designs delineated in the Plan drawing indicate conceptual development densities, landscaping, and parking layouts. Actual building locations/heights/densities as well as landscaping and parking layouts will vary as property owners, businesses, and developers generate more specific site plans. Each site will need to address parking needs in the context of the overall Downtown.

#### **Northeast Block:**

**(East side of York between North Avenue & Third Street)**

- Consider retail/office development, including new Hamburger Heaven at north end of block. (potential building footprint = 13,500 square feet.)
- Reinforce the retail frontage on York Street by placing new buildings at the front property line. Establish a row of trees along the sidewalk.
- Consolidate and interconnect all parking lots behind buildings.
- Consider a plaza on the southeast corner of York and North.
- Improve fronts/back/sides of all buildings. Consider murals for large side walls.
- Consider a plaza at Angelo's Restaurant to serve as an outdoor café and pedestrian link from the rear parking lots to York.
- Extend the building at the northeast corner of Third/York to the street edge to increase building density and maintain the "Main Street" street wall on York.

**Northwest Block: (York to Addison between North Avenue & Third)**

- Consider retail/residential development on the northeast corner of Addison and Third. (potential building footprint = 7,600 square feet.)
- Reinforce small-scale retail frontage on Third Street.
- Consolidate/interconnect all parking lots behind buildings as shared parking for Banquet Hall, office building, shops, and restaurants.
- Consider a north/south pedestrian greenway through the consolidated parking lot.
- Consider a plaza west of Bailey's Restaurant for an outdoor café and pedestrian link to new greenway/parking lot.
- Improve façade of Dry Cleaners at Hahn and Addison.
- Provide landscape buffer along east side of Addison to screen parking from residential uses.

**Central Block: (Addison to York between Third & Second)**

- Consider retail/restaurant/office/residential development at southeast corner of Addison and Third. (potential building footprint = 12,700 square feet)
- Consider retail/restaurant/office/residential development on west side of York across from City Hall. (potential building footprint = 8,500 square feet)
- Consolidate/interconnect all parking lots behind buildings.
- Reinforce the retail frontage on Third Street by placing new buildings at the front property line.
- Consider east/west plaza link from parking lots to Addison adjacent to the southeast corner development.
- Consider north/south plaza link to pedestrian greenway/Bailey's Restaurant plaza across Third Street.
- Consider east/west pedestrian greenway link from York to Addison. Consider plaza/building entrance facing onto greenway for new building on York.

- Continue street wall along York Street with new retail development.
- Improve fronts/back/sides of all buildings. Consider back entrances to businesses from consolidated parking lots.
- Improve landscaping, lighting, and seating in existing mid-block plaza on York.

**Central Block: (Addison to York between Second & First)**

- Consider retail/restaurant/residential/office development on Addison mid-block. (potential site footprint = 7,000 square feet)
- Consider a pedestrian plaza link to Addison from the interior parking lot.
- Consider a two-way landscaped driveway link to Addison from the interior parking lot.
- Consider retail/office development at Soukoup's site. (potential building footprint = 7,300 square feet)
- Consider underground and decked parking within new development sites.
- Further develop Schiller passage as a pedestrian link between York and Addison. Install planters and special paving sections to visually break the concrete pathway. Continue existing banner program.

Create seating pockets within the pedestrian path. Consider an outdoor café.

- Improve fronts/back/sides of all buildings. Consider murals, display windows, and entrances for buildings facing onto pedestrian passage and the interior parking lot.
- Create an additional pedestrian link to the interior parking lot by closing the one-way alley from York.

**East Block: (York to Palmer between Schiller & First)**

- Consider site consolidations for new development along York's east frontage where appropriate.

**West Block:**

(West side of Addison between Third & First)

- Consider retail/restaurant/office/residential development for Gas Station site at northwest corner of Addison and Second. (potential building footprint = 6,500 square feet)
- Consider retail/office development for Gas Station site at southwest corner of Second and Addison. (potential building footprint = 8,500 square feet)
- Consider retail/restaurant/office/residential development north of St. Paul Federal Bank. (potential building footprint = 4,500 square feet)
- Consider retail/restaurant/office/residential development west of St. Paul Federal Bank. (potential building footprint = 6,800 square feet)
- Consider block as a larger redevelopment zone if smaller commercial buildings/uses and parking lots are consolidated.

**Far West Block:**

(North side of First between Larch & Maple)

- Consider retail/restaurant/office/residential development east of ComEd Station. (potential building footprint = 6,000 square feet)
- Consolidate/interconnect all parking lots behind buildings.
- Improve traffic circulation within all parking lots.
- Landscape street frontage along First Street.
- Consider block as a larger redevelopment zone if smaller commercial buildings/uses and parking lots are consolidated.



**Southwest Block: (Cottage Hill to Adell between Adelaide & Park)**

- Consider a retail/restaurant/office/residential development near the Metra Station on the southeast corner of Park/Cottage Hill and northeast corner of Adelaide/Cottage Hill. (potential building footprint = 30,000 square feet) Existing Metra commuter parking at this location could be reallocated to an additional level on the Adell parking deck or to other appropriate sites designated in the Downtown area.
- Consider a plaza/fountain/architectural element at the northeast corner of Adelaide/Cottage Hill overlooking Wilder Park.
- Consider a plaza/fountain/architectural element at the southeast corner of Park/Cottage Hill as a visual link from the Metra Station to Wilder Park and the Post Office site.

**Transit-Oriented Development**

- There are numerous opportunities to reinforce and enhance transit use in Downtown Elmhurst:
  - As noted above, there are several sites that could be redeveloped with a mix of uses at higher densities. For example, the northeast corner of Cottage Hill and Adelaide is especially viable for transit-oriented development as it is located near the Station and could accommodate a larger scale building. Mixing uses and attracting additional shoppers, employees, and residents will create a more active Downtown with the potential to increase transit ridership.

As noted earlier, several Downtown blocks could include site consolidations for new developments. Office buildings with ground level retail space could be established. Residential uses could also be encouraged above retail and/or office space.

The northeast corner of Cottage Hill and Adelaide has potential for a major mixed-use development. This corner is oriented to Wilder Park as well as the Metra Station.

Apartments and condominiums currently exist in Downtown. New townhomes and condominiums are being developed on its west edge. Development on the blocks previously noted should provide additional housing opportunities near the Metra Station.

- The Metra Station could become an information/visitors/transit center for Downtown, Wilder Park, and the City. A kiosk, signboard, and/or an information booth could provide information about shops, restaurants, cultural facilities, and

transit service. As an information center, the Station could be the "hub" for a cultural trail that connects Wilder Park, Elmhurst College, and York Street.

It currently has a Metra employee on duty from 5am to 1pm weekdays. Consideration should be given to having a local person staff a booth from 1pm to 7pm weekdays and 10am to 4pm weekends to help orient commuters, visitors, residents, shoppers, and employees to programs, services, and facilities. Such a person could be employed by one or all of the entities involved in Downtown as an "ambassador" or guide for the area. Elmhurst College students and retired residents would be good candidates for such a position.

The City and City Centre would need to work closely with Metra and Union Pacific Railroad to further review the feasibility of developing an information/visitors/transit center in the Station.

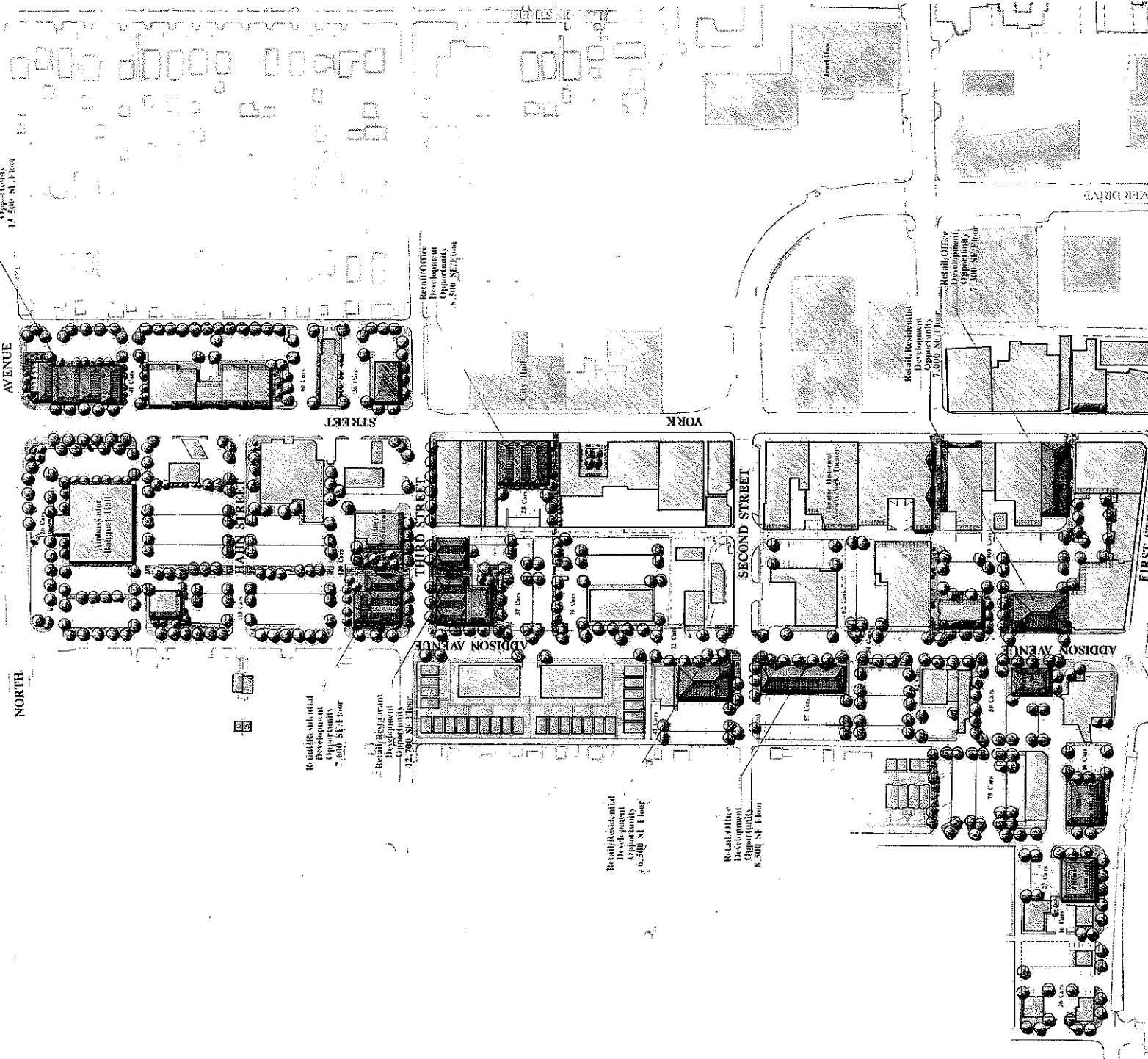
- The Station has some retail activity, as dry cleaning can be dropped off and coffee purchased from vendors. Additional opportunities for retail or service items such as candy or flower stands should be considered depending on space availability.
- To facilitate pedestrian movement north and south of the tracks from the Station, new signage should be installed to increase awareness of the renovated pedestrian underpass.
- Traffic movement around the Metra Station, especially for buses should be reviewed. There may be potential to provide more separated bus drop-off lanes on the north and south sides of the Station to enhance commuter and traffic movement.
- A targeted marketing campaign should be considered that links train access to the Downtown shopping and dining experience, as well as to Elmhurst's unique cultural facilities/programs. Promoting a "ride the rails" trip from the western suburbs and City of Chicago to Wilder Park, the museums, and a Performing Arts Center could increase ridership and Downtown activity.

Consideration should also be given to establishing a tourism rail link between Elmhurst and Oak Park, with half-day trips to see each town's unique cultural/historical facilities. Oak Park is a 15 minute train ride from Elmhurst on weekdays. Weekend train service is more variable with two to three hour gaps. Daily PACE bus service runs hourly and is about a 30 minute ride between Elmhurst and Oak Park.

West  
Development  
Opportunity  
11,500 SF Floor

AVENUE

NORTH



Retail/Office  
Development  
Opportunity  
8,500 SF Floor

Retail/Office  
Development  
Opportunity  
7,500 SF Floor

Retail/Residential  
Development  
Opportunity  
7,500 SF Floor

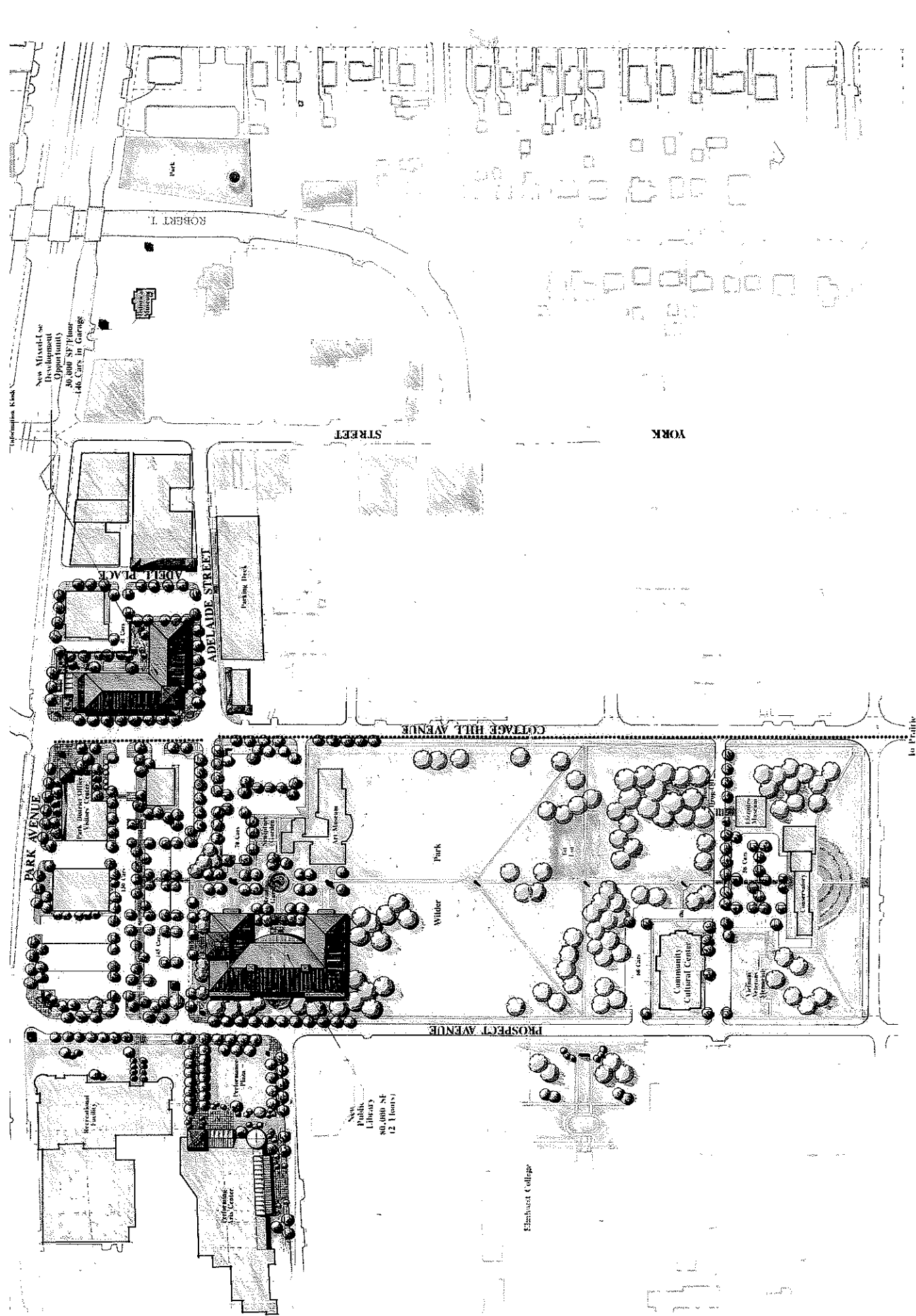
Retail/Residential  
Development  
Opportunity  
7,500 SF Floor

Retail/Residential  
Development  
Opportunity  
8,500 SF Floor

Retail/Office  
Development  
Opportunity  
8,500 SF Floor

Retail/Residential  
Development  
Opportunity  
7,500 SF Floor

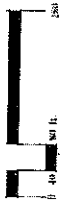
Retail/Office  
Development  
Opportunity  
7,500 SF Floor



**ELMHURST CENTRAL BUSINESS DISTRICT**

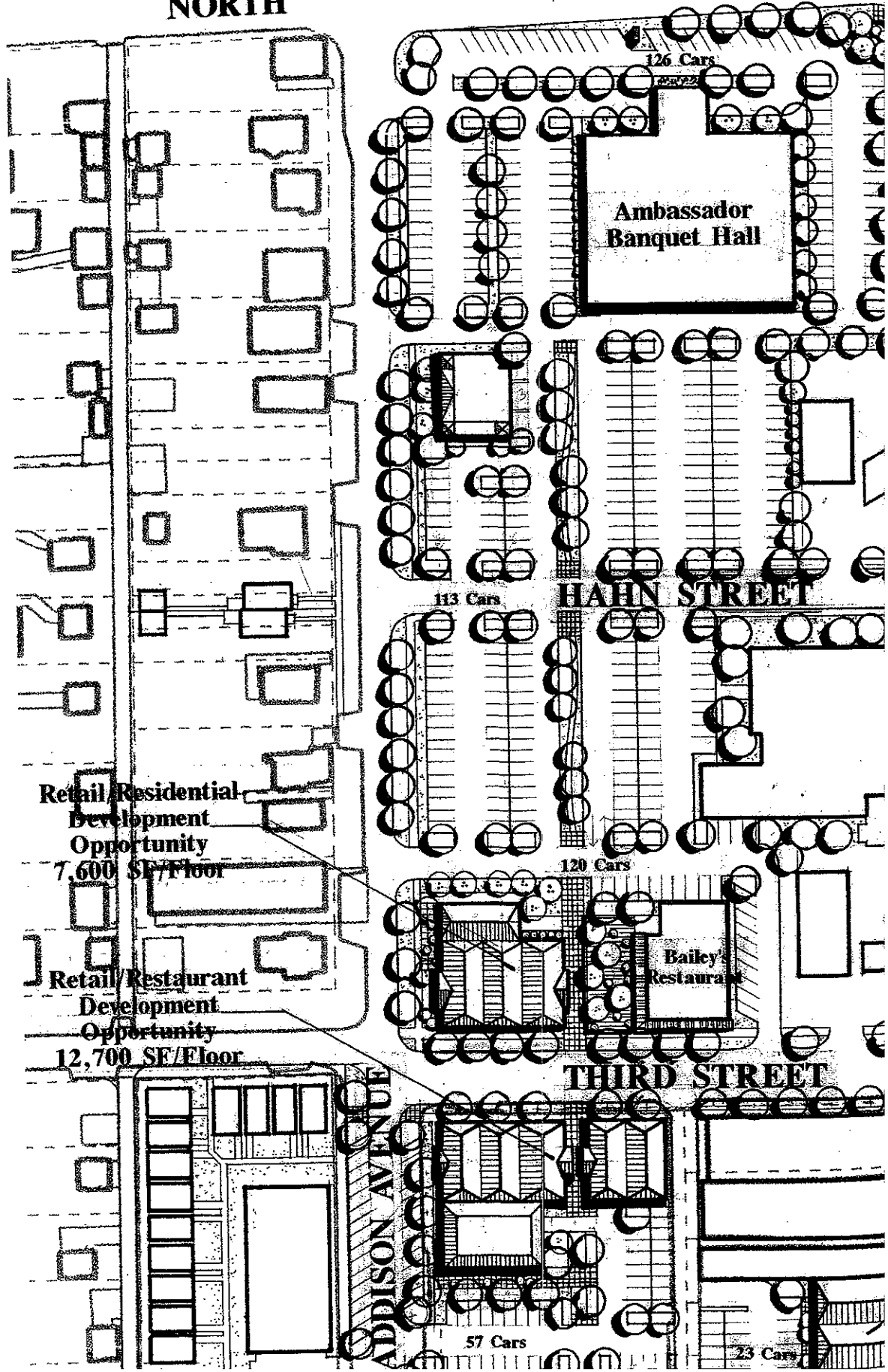
Elmhurst City Centre Planning Study

November 1998



ILLINOIS  
THE TARGET GROUP, INC.

NORTH



Retail/Residential  
Development  
Opportunity  
7,600 SF/Floor

Retail/Restaurant  
Development  
Opportunity  
12,700 SF/Floor

Ambassador  
Banquet Hall

126 Cars

113 Cars

HAHN STREET

120 Cars

Bailey  
Restaurant

THIRD STREET

ADDISON AVENUE

57 Cars

23 Cars

AVENUE

Retail/Office  
Development  
Opportunity  
13,500 SF/Floor

41 Cars

90 Cars

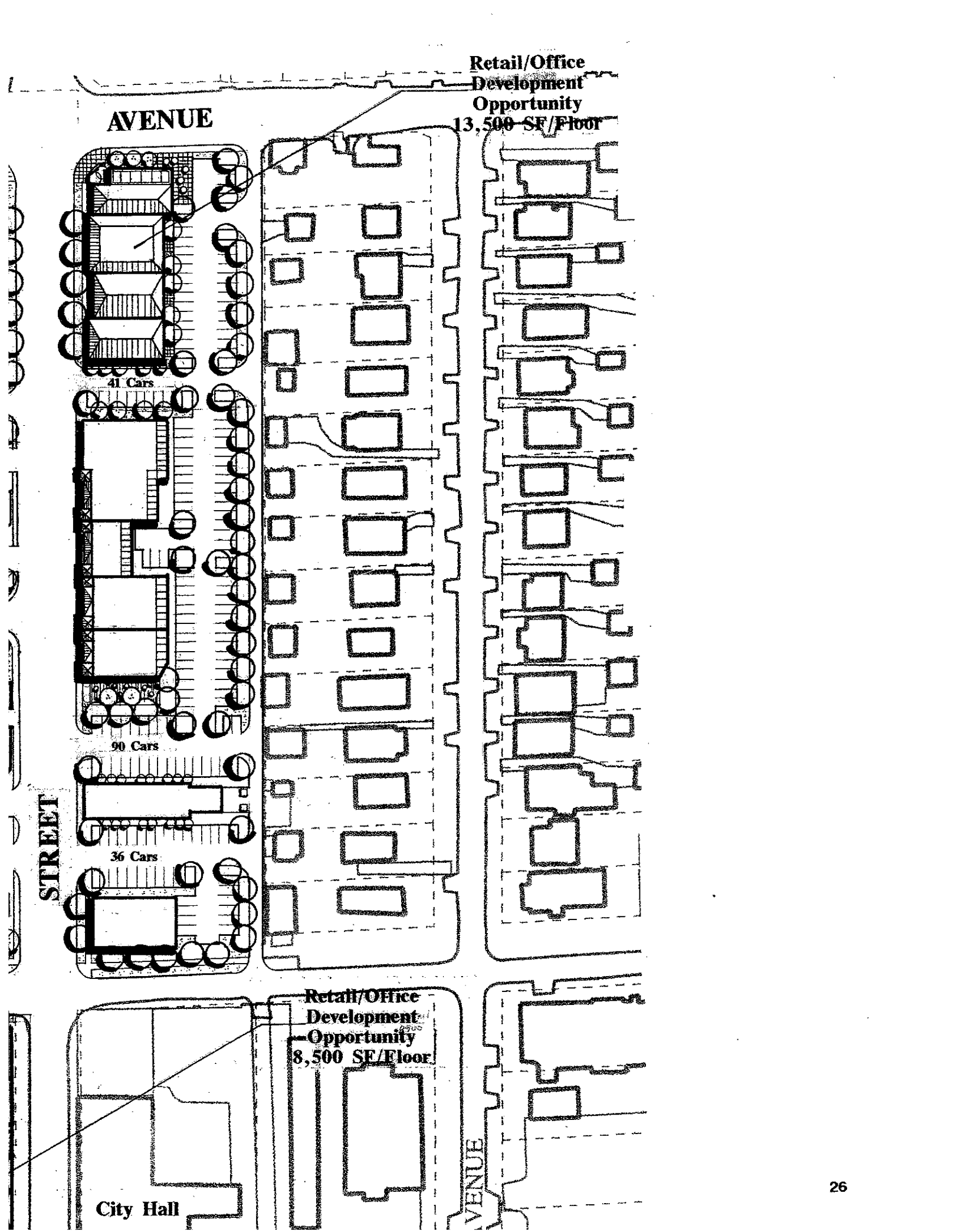
36 Cars

STREET

Retail/Office  
Development  
Opportunity  
8,500 SF/Floor

City Hall

AVENUE



**Retail/Residential  
Development  
Opportunity  
7,600 SF/Floor**

**Retail/Restaurant  
Development  
Opportunity  
12,700 SF/Floor**

**Retail/Residential  
Development  
Opportunity  
6,500 SF/Floor**

LARCH AVENUE

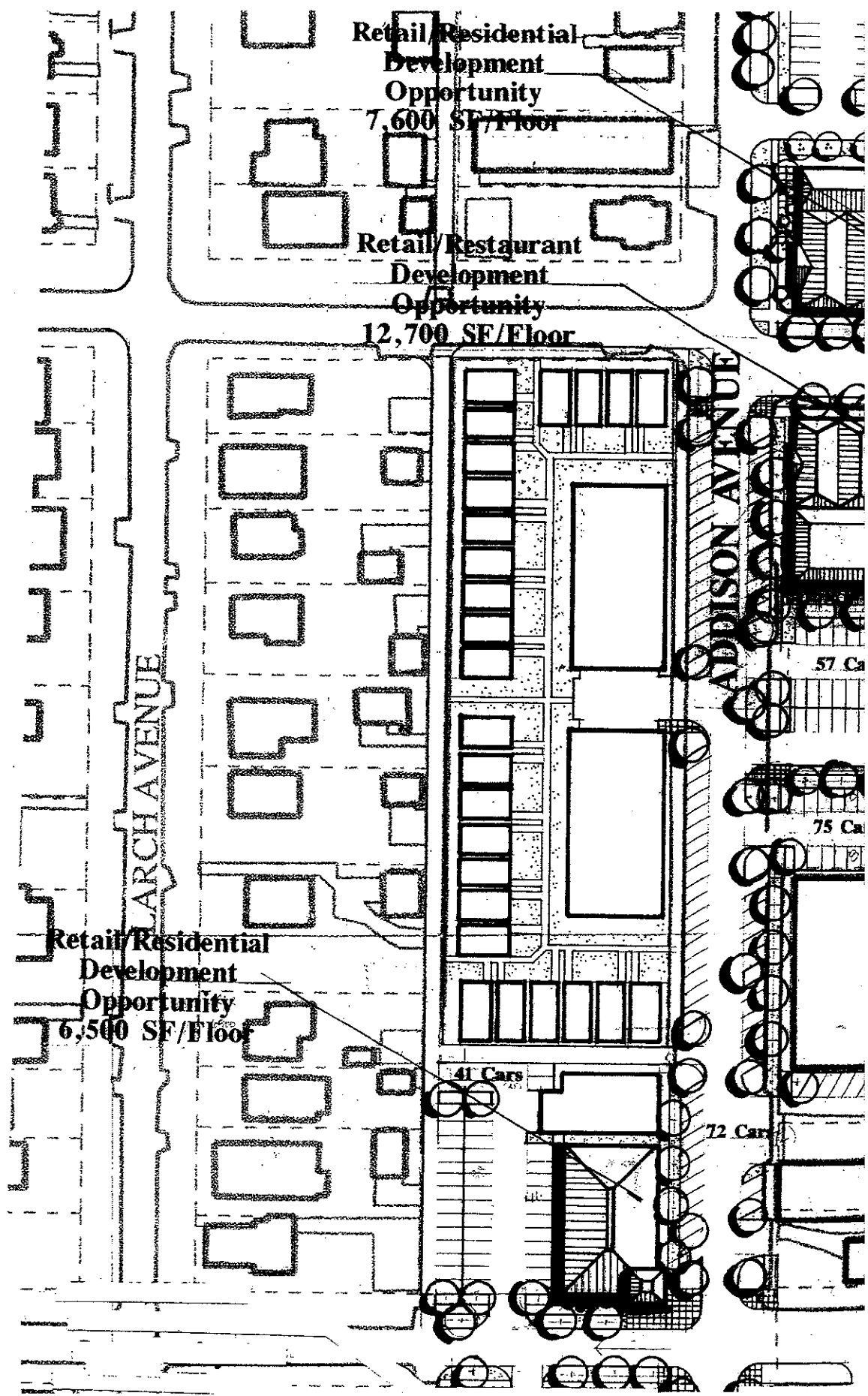
ADDISON AVENUE

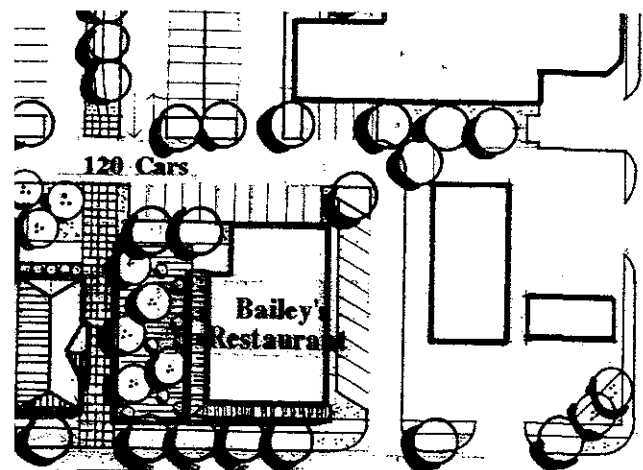
41 Cars

72 Cars

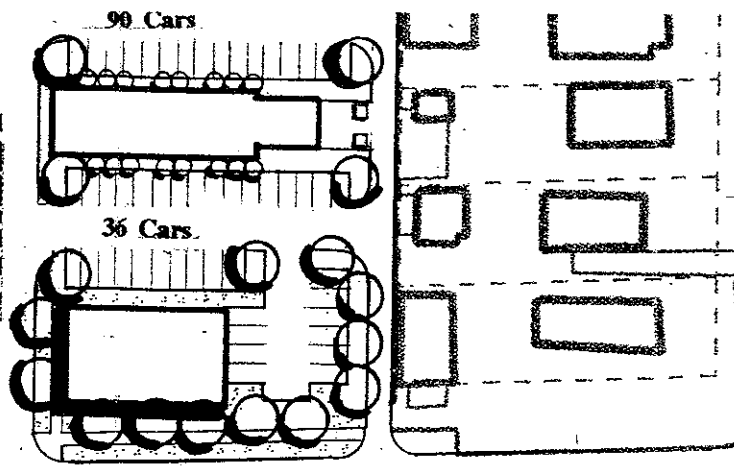
57 Ca

75 Ca

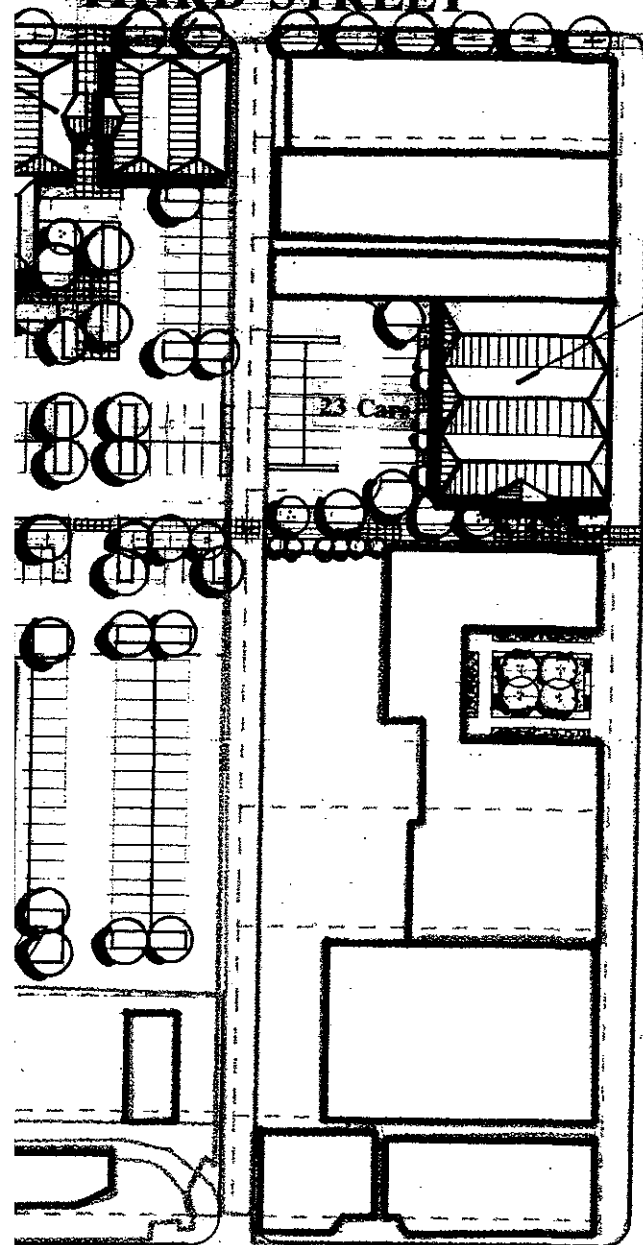




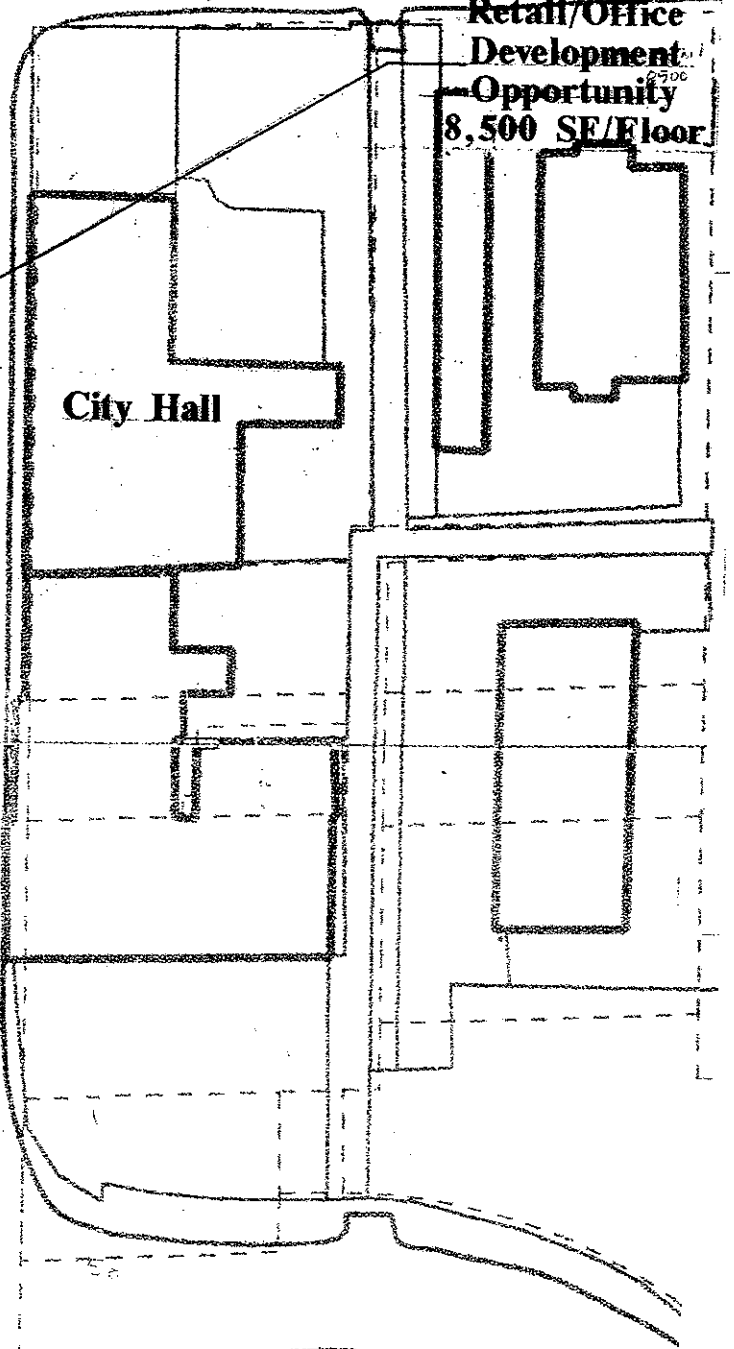
STREET



THIRD STREET



Retail/Office Development Opportunity  
8,500 SF/Floor



YORK

SECOND STREET



MAPLE AVENUE

Retail/Office  
Development  
Opportunity

8,500 SF/Floor

57 Cars

75 Cars

50 Cars

36 Cars

16 Cars

27 Cars

Office

6,000 sf/ft

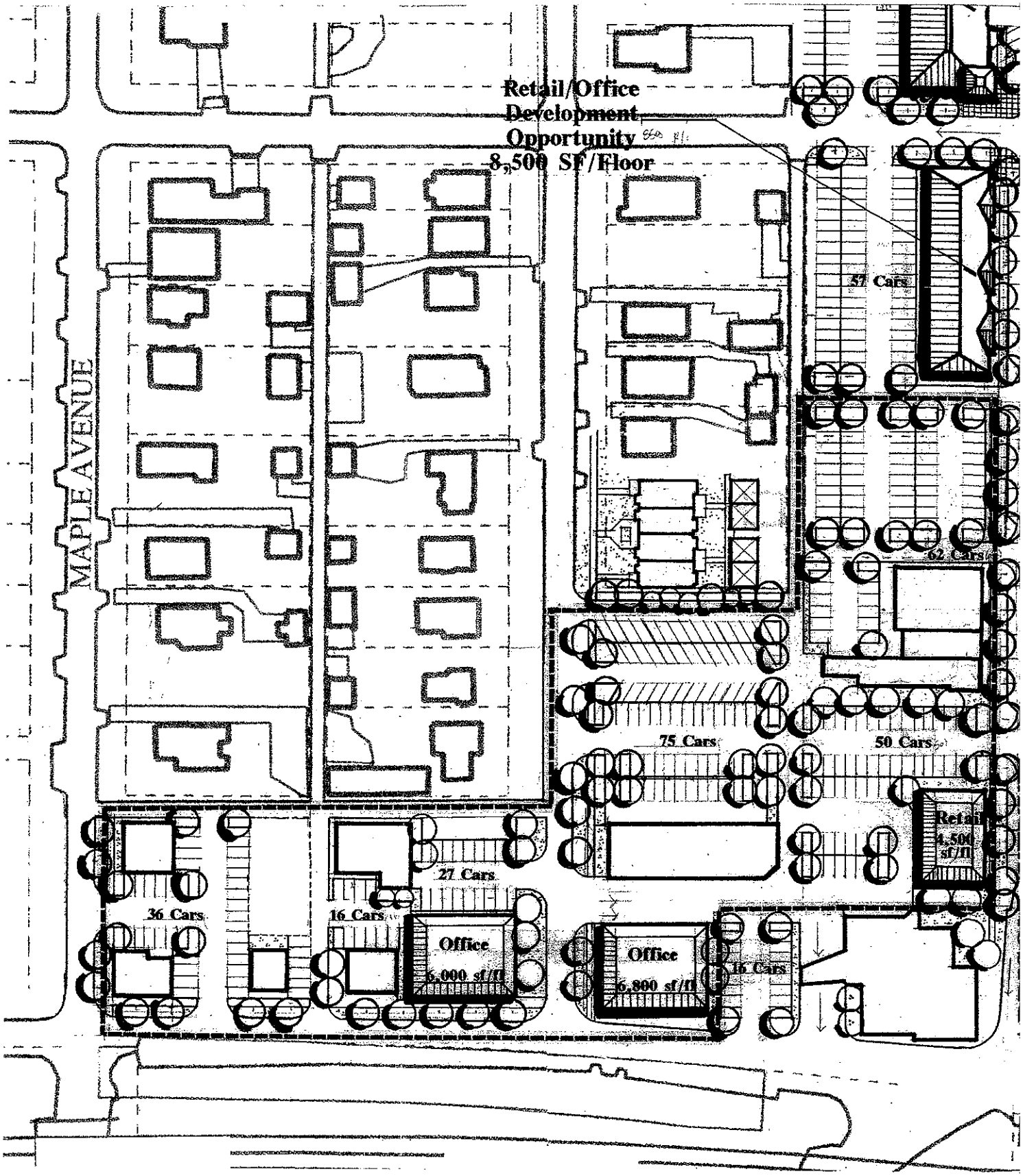
Office

6,800 sf/ft

Retail

4,500 sf/ft

16 Cars



**SECOND STREET**

**Theatre Historical  
Society/York Theater**

62 Cars

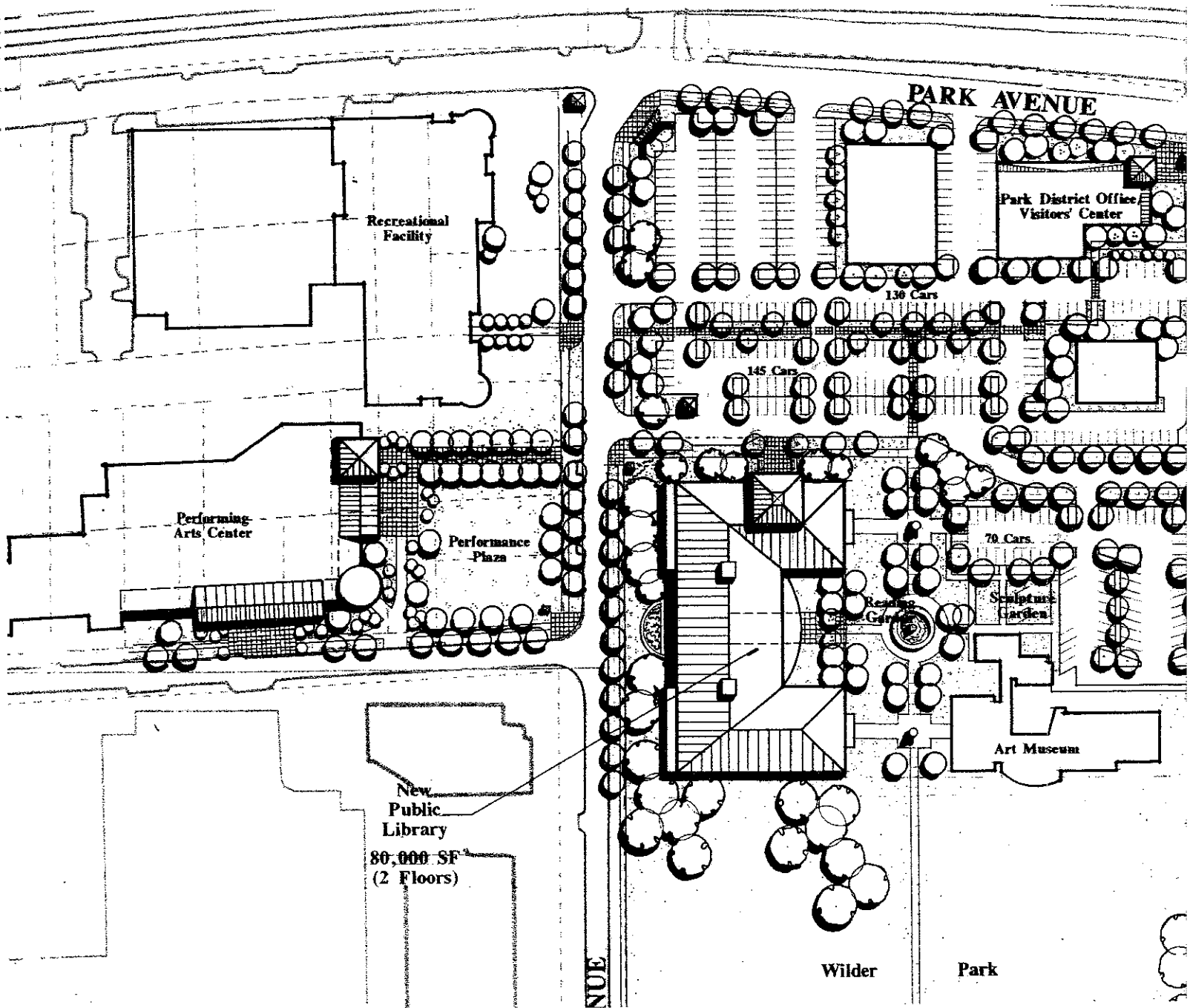
108 Cars

**FIRST STREET**

Train

**Retail/Residential  
Development  
Opportunity  
7,000 SF/Floor**

**Retail/Office  
Development  
Opportunity  
7,300 SF/Floor**



Recreational Facility

Performing Arts Center

Performance Plaza

New Public Library  
80,000 SF  
(2 Floors)

PARK AVENUE

Park District Office  
Visitors' Center

130 Cars

145 Cars

70 Cars

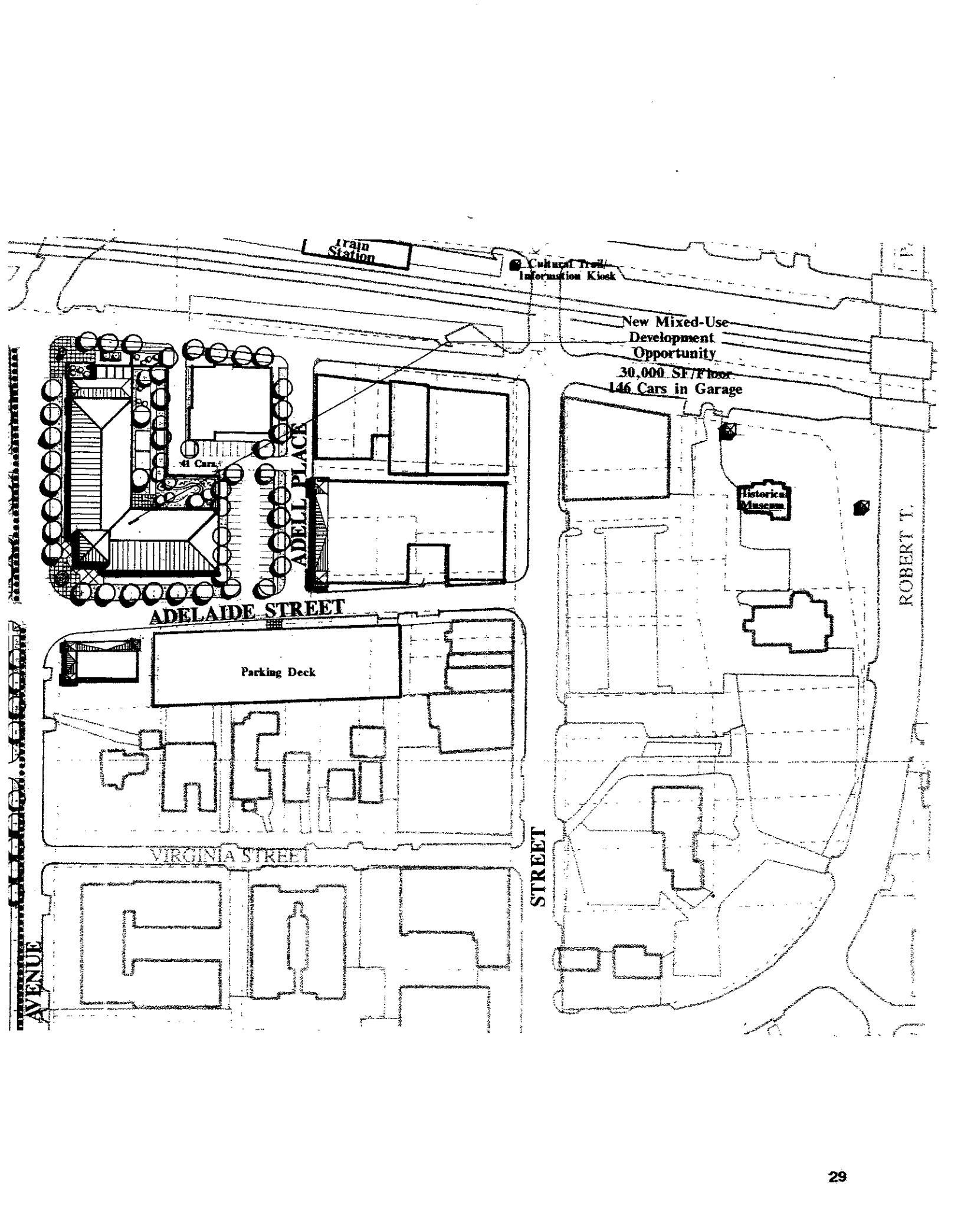
Sculpture Garden

Art Museum

Wilder

Park

NUE



Train Station

Cultural Trail/Information Kiosk

New Mixed-Use Development Opportunity  
30,000 SF/Floor  
146 Cars in Garage

41 Cars

ADELL PLACE

ADELAIDE STREET

Parking Deck

VIRGINIA STREET

STREET

ROBERT T.

Historical Museum

PROSPECT AVENUE

Wilder Park

COTTAGE HILL AVENUE

