BROADWAY AVENUE CORRIDOR PLAN

Village of Melrose Park, Illinois

April 6, 2015

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SECTION 1 Introduction

The Broadway Avenue Corridor Plan (BACP) provides recommendations that enhance the commuter experience, improve the Broadway Avenue Business District and infrastructure, beautify the commercial areas, and encourage economic development. The plan was developed with support of a grant from the Regional Transportation Authority (RTA).

Corridor Description

Boundaries for the Broadway Avenue Corridor study area are North Avenue to the north, Main Street to the south, 23rd Avenue to the west, and 15th Avenue to the east. This plan also considers adjacent areas that influence the study area, such as the employment area to the west and institutional uses to the southeast (Westlake Community Hospital and school district).

The Broadway Avenue Corridor is characterized by its proximity to large shopping centers, restaurants, and entertainment on North Avenue, accessibility to major arterials and highways (I-294 and I-290), local community-based institutions, library, and religious institutions. There are approximately 9,960 people who live in the residential blocks of the Broadway Avenue Corridor study area.

Process

The project began with an Existing Conditions Report detailing primary findings on the Village's history, demographics, land use and zoning, market and transportation conditions, and urban design characteristics. Based on the findings of that analysis and the community engagement process, a vision statement and series of goals and objectives were developed for the study area and presented to the community. The vision and goals for the Corridor are summarized on page 16 (the complete set of vision, goals, and objectives are in Appendix B). Those elements formed the basis of this Broadway Avenue Corridor Plan.

Community Engagement

The planning process employed a variety of methods to garner community feedback to guide the plan. A bilingual website (English and Spanish), flyers, and surveys (distributed through hardcopy and made available online) were created. The consultant team met regularly with a Steering Committee and interviewed Village officials, institutional leaders, and business owners. The Steering Committee inculded representatives from teh Village and transit providers. Visits to local businesses were conducted and a sidewalk sale was held to further collect residents' and business owners' thoughts on the Corridor.

Study Area

BROADWAY AVENUE CORRIDOR STUDY AREA

City Boundary

Study Area Boundary
1/4-MILE EAST AND WEST FROM BROADWAY AVE.

The study area for this project encompasses an area along Broadway Avenue that extends four blocks east (23rd Avenue) and west (15th Avenue) between Main Street and North Avenue.

Plan Timeline

TASK 1 **PROJECT KICK-OFF MEETING W/ STEERING COMMITTEE**
Discussed project outcomes, public outreach, and committee expectations.

TASK 2 **DATA GATHERING & ANALYSIS**
Analyzed existing physical, economic, land use, and transportation conditions of the study area.

PUBLIC OUTREACH **TASK 3**
Prepared project Website, Community Survey, Stakeholder Interviews, Presence in Community, Project Promotion, Steering Committee Meetings, Focus Group Meetings, Transit Agency Meeting, Public Meetings, Public Information Meeting, Public Visioning Workshop, Public Open House.

MARKET ANALYSIS & ECONOMIC DEVELOPMENT OPPORTUNITIES **TASK 4**
Examined Corridor's current business mix, local markets, and local commercial property ownership economics.

CORRIDOR LAND USE & TRANSPORTATION **TASK 5**
Evaluation of Land Use, Zoning, Urban Design, Economic Development recommendations, Transportation, Transit, Pedestrian, and Bicycle components.

TASK 6 **IMPLEMENTED STRATEGIES**
Develop an Implementation Action Plan that identifies key implementation steps including phasing, cost estimates, potential funding sources and partnerships.

TASK 7 **FINAL CORRIDOR PLAN**
Presented final draft to the Village and Steering Committee for formal review and adoption.

Existing Conditions

Refer to Appendix A for additional information on the "Existing Conditions Report"

HISTORY

Melrose Park's origins can be traced back to 1871, formally becoming a Village in 1882. The Village has long been known for its industry and was home to a number of manufacturers including National Malleable & Steel Castings, the American Brake Shoe & Foundry Company, and the Edward Hines Lumber Company. Also home to the region's oldest amusement park, Kiddieland, Melrose Park's character became that of an industrial and working-class suburb. Broadway Avenue, or 19th Avenue, located in the center of the Village provided and continues to offer residents access to their daily commercial needs and services.

The Broadway Avenue Corridor has a long history of providing Melrose Park residents and visitors with various retail opportunities and services. From the late 1800s to the mid-1960s, Broadway Avenue was considered a "magnet for area shoppers" with a meat and slaughterhouse at 103 Broadway Ave., two banks (The Citizens Bank on Broadway Ave. and Main St. and Melrose Park Bank at 114 19th Ave.), a 1,000 seat theater, and other retail establishments and recreational facilities between Main Street and Lake Street.

In the 1940s, improvements such as a new lighting system were made to the Broadway shopping area, and festivals/parades were held in what was known as "the greatest shopping center in the entire west".

Melrose Park, and the businesses and residences along Broadway Avenue, have long had a large population of residents of Italian descent. In recent years, a growing Latino population calls the Village home. Melrose Park and Broadway Avenue remain attractive to residents due to employment opportunities, proximity to Chicago and the region, and the housing stock.

Source: Harris, Richard. "Melrose Park, IL." Encyclopedia of Chicago. 2005.

Understanding the present and future population of the Corridor will help guide future recommendations by taking human capital into account. Situated at the center of Melrose Park, Broadway Avenue is home to a mix of restaurants, businesses, and services that attract residents and visitors alike. While residents and visitors may find places in the Broadway Avenue Corridor that cater to their personal, social, civic, recreational, and commercial needs, the plan will consider opportunities to further enhance the draw of what is considered the downtown area, vitality of businesses, and attraction for additional development and investment.

Businesses reported a local and regional draw of customers. Customers are traveling from Chicago, Oak Park, River Forest, Carol Stream, Geneva, Barrington, and more to shop and eat along the Corridor. The Mexican and Italian products and services available in the area are reflective of the Corridor and Village's population.

DEMOGRAPHIC ANALYSIS

POPULATION

The Broadway Avenue Corridor is home to 10,110 residents, about 40% of the 25,411 residents that live in Melrose Park. The Corridor saw an increase in population between 2000 and 2010 of 13%, from 8,934 to 10,110. The population then slightly decreased to 9,950 in 2013, and is expected to remain stable through 2018 (Figure 1).

The median age in the Broadway Avenue Corridor of 29.4 is comparable to that of Melrose Park's median age of 30.9 and younger than Cook County's median age of 35.3 (Figure 2). Age comparisons between 2010, 2013, and 2018 (projected), show a decrease in young adults (25-34), and an increase in grade school children (10-14), older adults (45-64), and seniors (65+) (Figure 3).

RACE & ETHNICITY

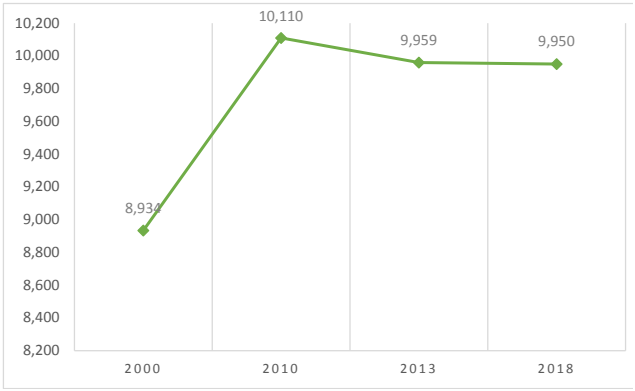
The Broadway Avenue Corridor includes to two prominent ethnic groups, Latinos (Mexican majority) and residents of Italian descent. Racially the Corridor is mainly represented by residents identifying with White (57%) and some other race (34.5%), while Latinos/as account for 77.9% of the residents. Projections for 2018 suggest that White and Black residents will slightly decrease in the area, while some other race and Latinos are expected to increase (Figure 4).

EDUCATION & EMPLOYMENT

Over 1/3 of residents in the Broadway Avenue Corridor have attained a high school degree or equivalent, while nearly 1/3 have pursued some college and completed an Associates and Bachelor's degree, and just over 1% have pursued an advanced degree.

About 86% of resident are employed in the Service industry (41.9%), Manufacturing (29.4%), and Retail Trade (10.2%), reflective of what is offered along the Broadway Avenue Corridor.

Figure 1 POPULATION 2000 -2018

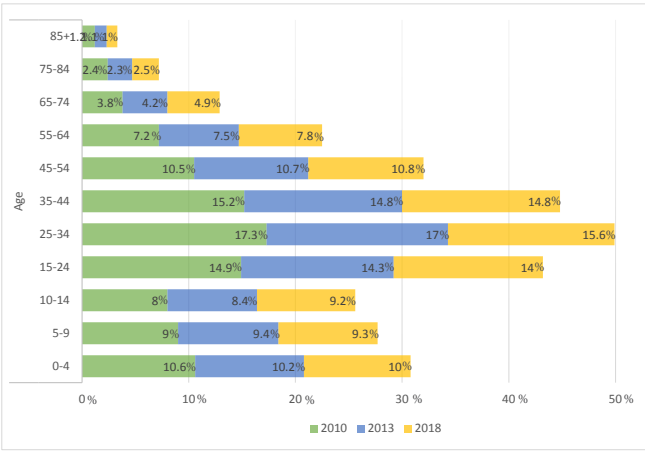


Source: ESRI Business Analyst Online Report, 2013

Figure 2 MEDIAN AGE 2013

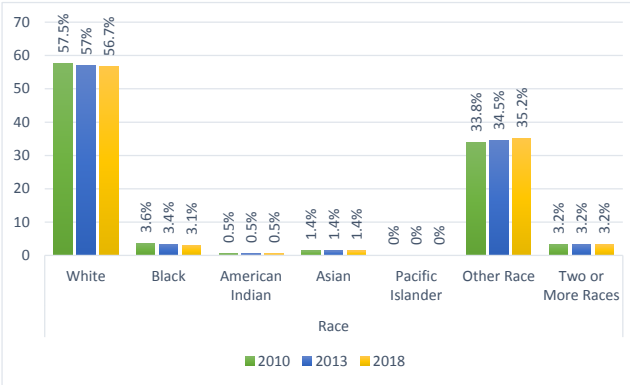
Source: ESRI Business Analyst Online Report, 2013

Figure 3 POPULATION BY AGE 2013 -2018



Source: ESRI Business Analyst Online Report, 2013

Figure 4 RACE 2013 -2018



Source: ESRI Business Analyst Online Report, 2013

HOUSING

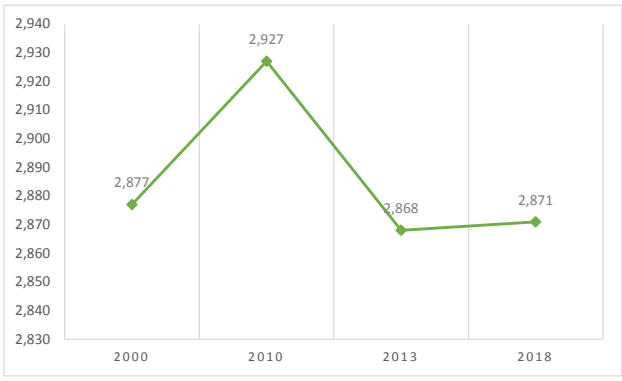
Along with population, households in the Corridor (accounting for 2,927 of Melrose Park's 8,525 in 2010) increased between 2000 and 2010 by 1.7%. A slight decrease of households to 2,868 occurred in 2013, and is expected to remain about the same through 2018 (Figure 5).

The average household size in the Corridor saw it's largest increase from 2000 - 2010, but has remained consistent over the past few years and is projected to remain the same at about 3.47 persons through 2018 (Figure 6).

Along the Corridor, owner-occupied units decreased from 50.2% in 2000, to 42.7% in 2010, and 40% in 2013. Renter occupied units increased from 46.1% to 50.3% between 2000 and 2010, and slightly decreased to 49.9% in 2013. Owner and renter occupied units are expected to remain the same in 2018, including vacant units which saw an increase from 3.7% in 2000 to 10.2% in 2013 (Figure 7).

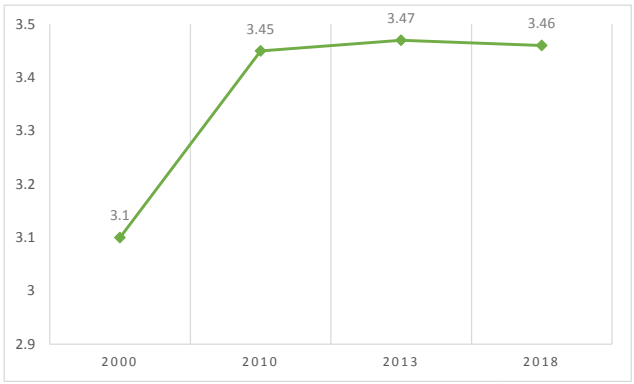
The median household income is projected to increase from $40,629 in 2013 to $44,694 in 2018, along with the median home value from $213,021 in 2013 to $243,933 in 2018 (Figure 8).

Figure 5 HOUSEHOLDS 2000 -2018



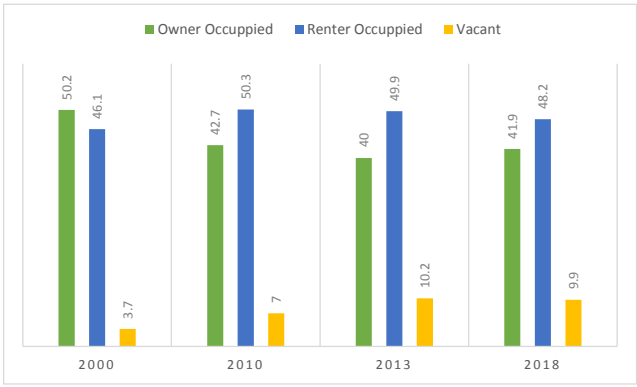
Source: ESRI Business Analyst Online Report, 2013

Figure 6 HOUSEHOLD SIZE 2000 -2018



Source ESRI Business Analyst Online Report, 2013

Figure 7 OCCUPANCY 2000 -2018



Source: ESRI Business Analyst Online Report, 2013

Figure 8 MEDIAN HH INCOME 2013 -2018

Source: ESRI Business Analyst Online Report, 2013

There are clear distinctions between the commercial and residential areas of the Broadway Avenue Corridor study area. The clear definition of use provides an uncommon physical asset for the Corridor by allowing aesthetically pleasing physical transitions, safety, and land use organization.

Characteristics, opportunities, and issues are described in this section.

LAND USE & ZONING

LAND USE

The Broadway Avenue Corridor is a mix of residential, commercial, and scattered institutional sites. Single-family residential is seen throughout the northern end of the corridor, while multifamily residential is mainly located along the southwestern and southern side of the corridor. Commercial uses are located along Lake Street and the southern end of Broadway Avenue, while large parcels of industrial/manufacturing surround the west side of the Corridor. Scattered sites of institutional and Bulger Park are located within the Corridor, with plenty more open space and institutional areas just to the east.

FINDINGS

- Home to a mix of uses, the study area's commercial uses predominantly serve residents' daily services and needs.

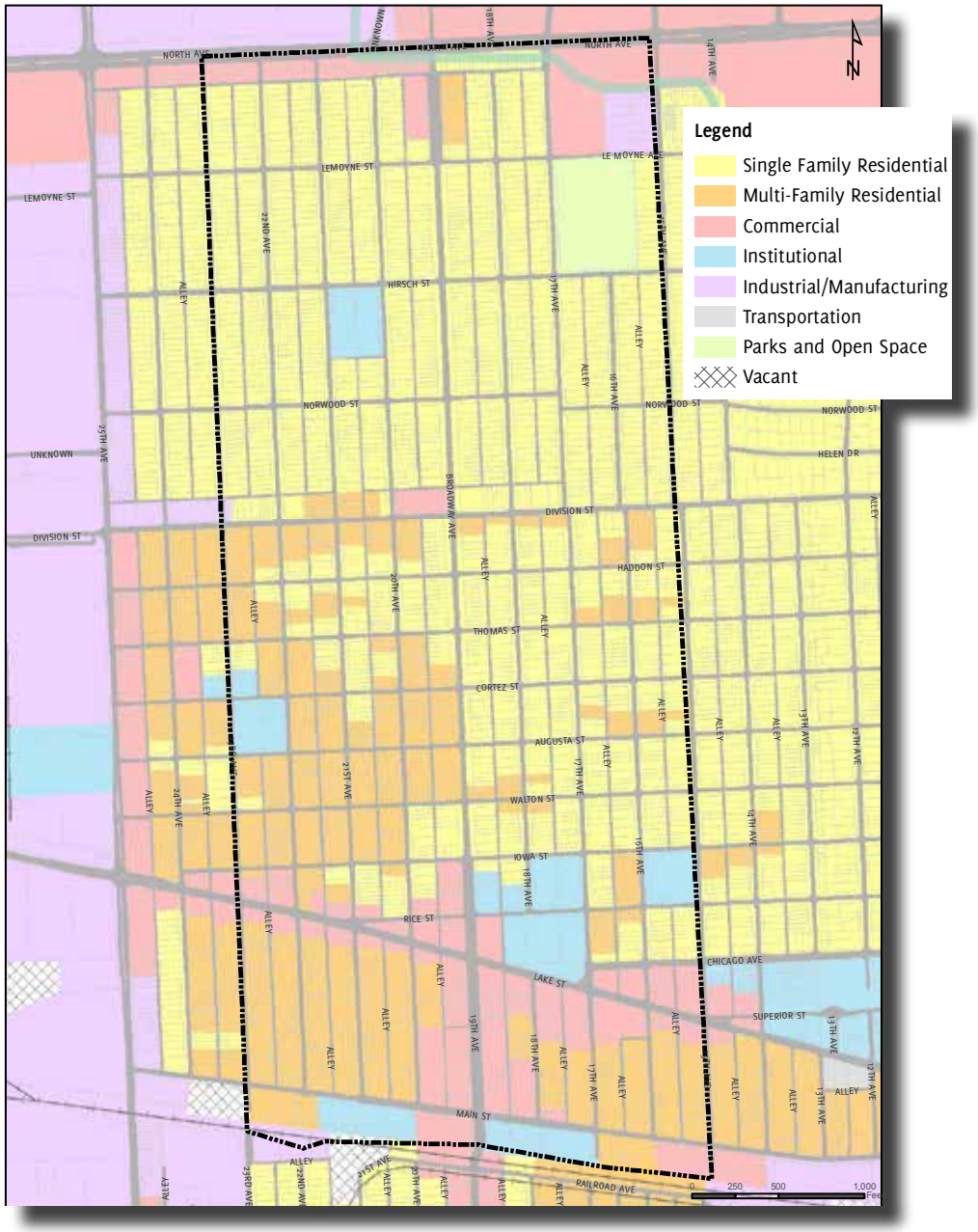
- From schools, to religious institutions, and public facilities (i.e. Library, Police Department), to grocery stores, restaurants, and clothing stores, the corridor serves as an efficient destination for residents' daily errands.

- The Broadway Avenue study area's character is well-maintained showing clear transitions between residential and commercial districts.

- The separation between homes and businesses allows for a clear delineation of activity and supports a quiet suburban atmosphere in the single and multifamily residential areas, and busy commercial corridor.

- Understanding infill developments for the reuse of under-developed properties and sites will help define the Corridor's land use mix and maximize the area's full potential.

BROADWAY AVENUE CORRIDOR LAND USE MAP



ZONING

A majority of the Broadway Avenue Corridor is zoned "B" (Two-Flat Residence), primarily along the main thoroughfares of Broadway Avenue and filling-in the residential areas between North Avenue and Division Street, Division Street and Lake Street, and Lake Street and Main Street, as shown in the City's Zoning Map in Figure 4.2. Other prominent zoning districts in the Broadway Avenue Corridor include "E" (Commercial) along North Avenue, Division Street, Lake Street, and the southern end of Broadway Avenue. Some B-2 (Light Manufacturing) is located along Main Street.

FINDINGS

- Permitted uses in the Broadway Avenue Corridor study area include single and multi-family residential, commercial and light manufacturing.

- The mix allows for the residents living in the area to have close proximity and access to services, products and employment along the commercial corridors and potential employment opportunities from the manufacturing district.

- Two-Flat residence zoning does not allow homes to exceed 30 feet in height, which keeps the consistent character of a single-family residential neighborhood, in close proximity to more intensive commercial uses and design.

- Commercial zoning allows for a variety of products and services; from small art studios, sandwich shops and hobby shops, to car washes, clubs, hospitals and amusement parks.

- Light manufacturing zoning districts allow for some additional daily residential uses and services including bakeries employing more than 8 persons, laundries employing more than 5 persons, and public service buildings.

- Zoning changes could be explored to limit the intensity of the commercial corridors and preserve the residential and local business feel of the downtown area.

BROADWAY AVENUE CORRIDOR ZONING MAP

COMMUNITY FACILITIES

The immediate vicinity of the Broadway Avenue Corridor is comprised of a variety of community facilities that meet the educational, spiritual, recreational, and civic needs of residents.

• Multiple local schools – Joseph Academy Melrose Park, Melrose Park Elementary School, Sacred Heart School, Grace Montessori School, and Jane Addams School – serve students within the corridor and Melrose Park.

• Several religious institutions such as Melrose Bible Church, Our Lady of Mount Carmel, Iglesia Nueva Apostolica and First Baptist Church serve local residents as well as visitors outside of Melrose Park.

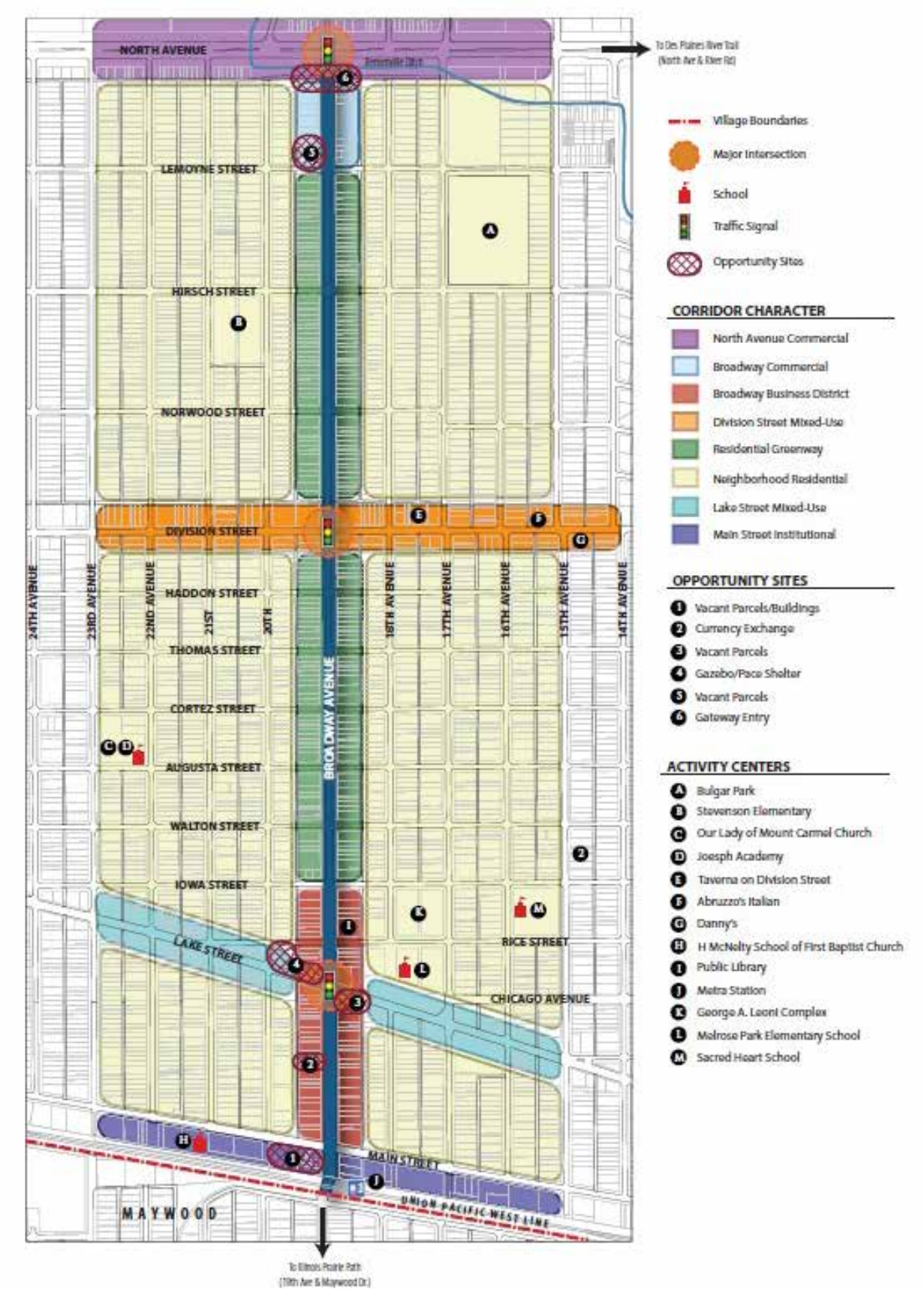
• The Melrose Park Public Library provides a variety of programming to the community and youth.

• Recreational facilities are offered at Bulger Park (Field house, Softball Diamonds, Multi-Use Track, Picnic Area, Bocce Ball courts, concession stand, gazebo, splash fountain, and memorial gardens) and the community recreational center at Village Hall on 25th Avenue.

• The presence of the Melrose Park Village Office, Melrose Park Police Department, and Westlake Community Hospital Center just outside of the area are also beneficial to building up the daytime population of employees and visitors.

FRAMEWORK & OPPORTUNITIES MAP

Neighborhood character and potential opportunity sites



PLANNING AREAS MAP

Project's Planning Subareas

❸ North Avenue Commercial

Includes commercial uses along Broadway Ave. from North Ave. to LeMoyne St., including Chase Bank, State Farm, James Medical Center, Lillian's Bridal, All Kids Dental, and multifamily residential.

❶ Broadway Avenue Business

Includes commercial and institutional uses between Rice St. and the UP-W rail, including the Melrose Park Public Library, medical clinics (Broadway Medical Center Pharmacy), barbershops/beauty salons, clothing stores, Carnicerias Jimenez, Supermercado Torres, Currency Exchange, insurance services, Dollar Day Store, bridal and flower shops, Local 24 Banquet Room, Eagles Banquet Hall, day care centers, and restaurants, the Metra station, and the Melrose

❷ Metra Station

Includes transportation uses and vacant parcels.

SECTION 2

Corridor-Wide & Subarea Recommendations

VISION STATEMENT

The Broadway Avenue Corridor plays various roles in the Village of Melrose Park for residents, businesses, and visitors. The Village's diverse population is reflected in the businesses and residents along the corridor, which will continue to support the community as a well maintained and desirable place for businesses, homes, local institutions, and the Village's downtown:

- **Businesses** are found at both ends and the middle of the Corridor. Each business meets a different need in the community but all are oriented toward easy access for nearby customers.
- **Downtown** is a hub of activity serving the entire community, with businesses meeting needs of the Latino community within and beyond the Village.
- **Residential areas** contain mostly single family homes but include other housing options. The hallmarks of the neighborhood are its sense of community, orderly appearance, and range of community institutions.
- **Transit options** along the Corridor carry riders within and beyond the Village by train and bus, including convenient access to downtown Chicago. The Corridor supports walking and biking as desirable transportation options.

Corridor-Wide Findings & Recommendations

An overview of broad-based concepts and strategies that impact the Corridor as a whole is presented, particularly focusing on land use and zoning, commercial markets, urban design and transportation systems.

Land Use & Zoning (pp. 17-28)
There are currently three zoning categories permitted on the Broadway Avenue Corridor ("B" Residence, "E" Commercial, and "F" Light Manufacturing) which allow for intense commercial and light manufacturing uses. Recommendations include revising the zoning ordinance to limit intensity in the more pedestrian-scale neighborhood, and set appropriate height and yard setback requirements.

Urban Design (pp. 20-23)
Urban Design goals include maintaining and emphasizing the clear separate definitions between residential and commercial, and creating an urban design program for the Corridor (public improvements and design guidelines).

Transportation (pp. 27-26)
The corridor is accessible by several modes of transportation, but can be enhanced for residents and visitors (whether they arrive by train, bus, bike, or on foot) through the improvement of transit (Metra and Pace), parking, bicycle, and pedestrian improvements.

Development Opportunities (pp. 27-28)
Development potential of vacant sites along the corridor is examined.

Subarea Findings & Recommendations

The Broadway Avenue Corridor study area is divided into the three planning subareas. The subareas analyses highlight recommendations for urban design and transportation improvements, land use and zoning strategies, and opportunity sites.

(1) Broadway Avenue / Downtown Commercial Subarea
(2) Melrose Park Metra Station Subarea
(3) Broadway Avenue / North Commercial Subarea

A framework map showing the neighborhood character and potential opportunity sites is located on page 13, while the map on page 14 shows the three planning subareas. This report is supplemented by two addenda in memorandum form: (1) Market Analysis and Economic Development Opportunities; and (2) Parking Management Best Practices.

CORRIDOR GOALS

URBAN DESIGN

1: Emphasize and maintain the different land use districts along Broadway Avenue, which are part of a single corridor that highlight Melrose Park's strengths.

2: Support Broadway Avenue businesses through an urban design program.

BUSINESS

1: Develop a retail strategy that supports small businesses and creates jobs for local residents.

2: Create a more attractive, productive, and distinctive business area through the promotion of urban design.

CULTURE & COMMUNITY

1: Preserve the cultural identities of the commercial districts and local community.

2: Build on the strong foundation of organizations, churches, and schools.

LAND USE & ZONING

1: Preserve the distinct neighborhoods and commercial districts, while also providing for a balanced mix of land uses that enhance the vitality of the corridor.

2: Ensure the Village Zoning Code is supportive of the proposed land uses and development concepts.

TRANSPORTATION

1: Create a safe and friendly environment for pedestrians and bicyclists, and transit users to interact safely and travel efficiently throughout the corridor.

2: Enhance the Metra station area and Pace bus stops along the corridor to design safe, user-friendly, and accessible linkages to encourage transit ridership.

3: Improve accessibility, circulation, and safety for motorists traveling to and within the downtown.

4: Maximize efficiency of parking to meet varying parking needs of all Corridor users.

Refer to Appendix B for "Vision, Goals & Objectives"

Corridor-Wide Findings & Recommendations

While the Broadway Avenue Corridor is defined by a set of unique districts that are formed by its cross streets (i.e., North Avenue, Division Street, Lake Street, Main Street, and the railroad) and surrounding residential neighborhoods, there are certain characteristics and concepts that are prevalent throughout the entire Corridor. This section summarizes the findings and recommendations that impact the following topics: land use, zoning, urban design, transportation elements, and development opportunities.

Land Use & Zoning

There are three (3) zoning categories permitted in the Broadway Avenue Corridor: "B" Residence, "E" Commercial, and "F" Light Manufacturing. The majority of the Corridor is comprised of "B" Residence, lying west and east of Broadway Avenue, and "E" Commercial, stretching along Division Street, Lake Street, the north end of North Avenue, and the south end of Broadway Avenue. A smaller section of "F" Light Manufacturing is located along Main Street at the southern end.

Land uses typically follow current zoning classifications including: single- and multi-family residential districts running east and west of Broadway Avenue, which includes institutional and open space uses; commercial along Lake Street, Division Street, the northern end of North Avenue, and the southern end of Broadway Avenue; and a mix of commercial and light manufacturing uses along Main Street.

The Broadway Avenue Corridor has a strong residential character with well-defined neighborhood-level commercial districts. From a land use perspective, the Village should focus on maintaining the appropriate mix and intensity of uses in the pedestrian-natured neighborhood. This approach would support the land use and zoning goals established in the planning process, particularly "providing for a balanced mix of land uses that complement each other and enhance the vitality of the corridor."

Zoning Ordinance Revisions

This approach will also require revisions to the Village Zoning Ordinance, as summarized below, to ensure it is supportive of the land use structure and development concepts envisioned for the corridor.

REVISIONS TO THE ZONING ORDINANCE

REVISION 1
Create a Broadway Avenue Corridor Zoning Overlay District

REVISION 2
Expand the Definitions section of the Zoning Ordinance to include use definitions

REVISION 3
Identify conditional and restricted uses within the overlay district

REVISION 4
Set appropriate height and yard setback requirements within the overlay district

Revision 1: Create a Broadway Avenue Corridor Zoning Overlay District

The current Village Zoning Map establishes only one commercial zoning district ("E" Commercial), which is applied to all commercial areas in Melrose Park. However, the type of commercial uses acceptable in an area like the North Avenue Corridor may not be appropriate for the more pedestrian-scale commercial areas serving the Broadway Avenue Corridor. Similarly, the Village is only served by one manufacturing ("F" Light Manufacturing) zoning district, which is applied along the north side of the railroad and east side of 25th Avenue. Many of the manufacturing uses located along 25th Avenue are situated across the street from Melrose Park's major industrial district; however, such manufacturing uses may be less appropriate near the Broadway Avenue Corridor, which has a more pedestrian-scale character with the Metra station, downtown businesses, institutional uses, and neighborhoods nearby.

Rather than broadly applying the "E" Commercial and "F" Light Manufacturing, it is recommended that the Village establish a Broadway Avenue Corridor Zoning Overlay District to create a special district that still adheres to many of the base zoning standards of the underlying "E" and "F" zoning districts but is regulated by zoning standards specific to the Broadway Avenue Corridor. Height limits, yard setbacks, and conditional uses are the main aspects of the overlay district that will differ from the underlying "E" and "F" zoning districts, as described below in Revisions 3 and 4. These revisions to bulk standards and uses are intended to help maintain the pedestrian-scale of the Broadway Avenue Corridor and preserve the distinct character of each subarea.

Revision 2: Expand the Definitions section of the Zoning Ordinance to include use definitions

Before establishing certain uses within the overlay district as conditional uses (see Revision 3 below), the Definitions in Section 17.04.020 of the Zoning Ordinance should be expanded to include use definitions. Without use definitions, it is difficult for the Village, developers, and property owners to properly identify the types of land uses, buildings, or functions that constitute a particular use. For example, the Zoning Ordinance does not currently provide a definition of an "Amusement Place", which could range from a large amusement park to a small arcade – it is rather difficult to discern what "Amusement Place" means without a definition.

It is recommended that the Village establish use definitions for the conditional uses listed below in Revision 3; however, a more concerted effort may be needed to revise the entire Definition section in the Zoning Ordinance to define all uses identified throughout the code.

The proposed Broadway Avenue Corridor Overlay District is intended to help preserve the corridor's pedestrian-friendly character.

CONDITIONAL USE LIST

- ☐ Amusement places
- ☐ Automobile laundries and car washes supplies
- ☐ Drive-in restaurants
- ☐ Filling stations, motor vehicle service and repairs, sales of fuel and lubricants, accessories, equipment and supplies
- ☐ Garages or departments for storage, repair, equipping and servicing of motor vehicles, including body and chassis rebuilding and repair, painting, engine rebuilding, sales of fuels and lubricants, sale of accessories, sale of tires and batteries, washing facilities, facilities for chassis and gear lubrication, wheel alignment and balancing and undercoating of motor vehicles
- ☐ Hospitals and sanitariums

RESTRICTED USE LIST
[REMOVE FROM PERMITTED USE LIST]

- ☐ Cartage and express facilities
- ☐ Convention halls
- ☐ Exhibition halls
- ☐ Furnace, heating, and sheet metal shops
- ☐ Gas regulator stations
- ☐ Lumber yards
- ☐ Printing plant
- ☐ Public stables
- ☐ Publishing plant
- ☐ Stone yards
- ☐ Water works, reservoir, pumping station and filtration plants and other public utilities
- ☐ Welding shops

Revision 3: Identify conditional and restricted uses within the overlay district

The Conditional & Restricted Use Lists on the left outline recommendations for conditional uses within the proposed Broadway Avenue Corridor Zoning Overlay District, with the conditions primarily geared towards preserving the desired character for the Corridor Planning Subarea in which each use is located. Certain uses on the list are also identified as restricted, meaning they would not be permitted within the overlay district, as they do not support or preserve the desired character for each subarea. For example, a drive-in restaurant is typically permitted in the underlying "E" and "F" zoning districts; however, this use does not fit the pedestrian-natured neighborhoods that define the Corridor and should only be considered under certain conditions within the overlay district.

If a use is currently listed in the Village Zoning Ordinance but not identified in the Conditional & Restricted Use Lists, then that use is presumed to be a permitted use within the overlay district without conditions or restrictions. The conditions that govern the conditional uses will be established with the creation of an implementation plan for the Broadway Avenue Corridor Plan.

Revision 4: Set appropriate height and yard requirements within the overlay district

The maximum height requirement within the "E" and "F" zoning districts is 75 feet; however, the height limit would be reduced to 30 feet within the overlay district to help maintain the pedestrian-scale and neighborhood-level feel of the Broadway Avenue Corridor. In addition, yard setback requirements in the "E" and "F" zoning districts should be based on conditions that preserve the desired character for the study area, rather than applying a rigid set of yard requirements to all commercial and manufacturing districts in Melrose Park. For example, commercial uses along Broadway Avenue near the Metra station are quite different in scale and intensity than the commercial uses along the North Avenue Corridor.

The table below summarizes the recommended yard and height requirements for the Broadway Avenue Corridor Zoning Overlay District:

RECOMMENDED YARD & HEIGHT REQUIREMENTS
BROADWAY AVENUE CORRIDOR ZONING OVERLAY DISTRICT

	Front Yard [min]	Side Yard [min]	Rear Yard [min]	Height [max]
District-Wide Requirements [EXISTING]				
"B" Residence District	-	See note[A]	15 ft[B]	30 ft
"E" Commercial District	5 ft	3 ft[C]	10 ft[D]	75 ft
"F" Light Manufacturing District	3 ft[E] / 6 ft[F]	3 ft	10 ft[G]	75 ft
Proposed Requirements				
Broadway Ave Corridor Overlay District		Not required	10 ft[D]	30 ft[H]

See end notes on page 14

Source: Village of Melrose Park Zoning Ordinance

Urban Design

The Broadway Avenue Corridor Plan vision statement states that:

> The Broadway Avenue Corridor will be a "well maintained and desirable place for businesses, homes, local institutions, and the Village's downtown."

For the most part, the elements that attract people to the Corridor are the businesses, services, municipal, and community-based uses, such as the library, the George A. Leoni Complex, and various schools and religious institutions. The Metra station at the southern end of the Corridor is also a major draw to Broadway Avenue. While local residents and visitors typically seek out these uses to meet daily and special needs, opportunities exist to enhance the appeal of the Broadway Avenue Corridor to create not only a more attractive place to visit, but also a special district that elevates the unique characteristics of the Corridor and Melrose Park.

As noted in the goals and objectives for urban design, the two primary goals are to:

(1) Emphasize and maintain the different land use districts along Broadway Avenue, which are clearly part of a single corridor that highlights strengths of Melrose Park; and

(2) Support Broadway Avenue businesses through an urban design program.

The strategies described below are designed to meet these goals, as well as work in unison with the other strategies relating to transportation infrastructure and strategic opportunity sites to reinforce a pedestrian-scaled environment along the Corridor.

The urban design strategies described in this plan are prepared to meet the corridor vision and goals, as well as work in unison with the other strategies relating to transportation infrastructure and strategic opportunity sites to reinforce a pedestrian-scaled environment along the corridor.

While urban design strategies will focus on improvements within the public right-of-way and on publicly owned properties, the design guidelines will address improvement strategies within both public and private properties. A coordinated approach to urban design will ensure improvements in the public realm have a positive impact on the vitality and attractiveness of private properties, and vice versa.

Public Improvements

The urban design strategies primarily focus on public improvements such as gateway features, streetscapes, and shared street crossings. Many of these improvements are illustrated later in this plan via conceptual graphics to illustrate physical elements and relationships to the existing Corridor. The urban design strategies also include a set of design guidelines that provide design direction on the type, character, and quality of the built environment desired along the Broadway Avenue Corridor.

When it comes to making physical improvements to the Corridor, the projects that are the easiest to achieve are often times those that are within the public right-of-way, which are often controlled by the Village of Melrose Park or other public jurisdiction, such as Cook County or IDOT. While these public improvement projects will require funding and physical resources to complete, they are located on properties or rights-of-way that are owned or controlled by a public entity, which means a more straight forward process compared to other cases that involve private property owners who may not be readily willing to participate in improvement projects.

Gateway Features and Banners

As illustrated on the 3D rendering on page 22, a vertical gateway feature can be prominently displayed within the median and plazas along the Broadway Avenue Corridor. Furthermore, the rendering relays design details of the gateway feature, as well as decorative banners that can be mounted to pedestrian-scale lighting. The gateway feature and banners both integrate a custom rose motif that is emblematic of Melrose Park. The banners may also highlight certain sub-districts within the Broadway Avenue Corridor.

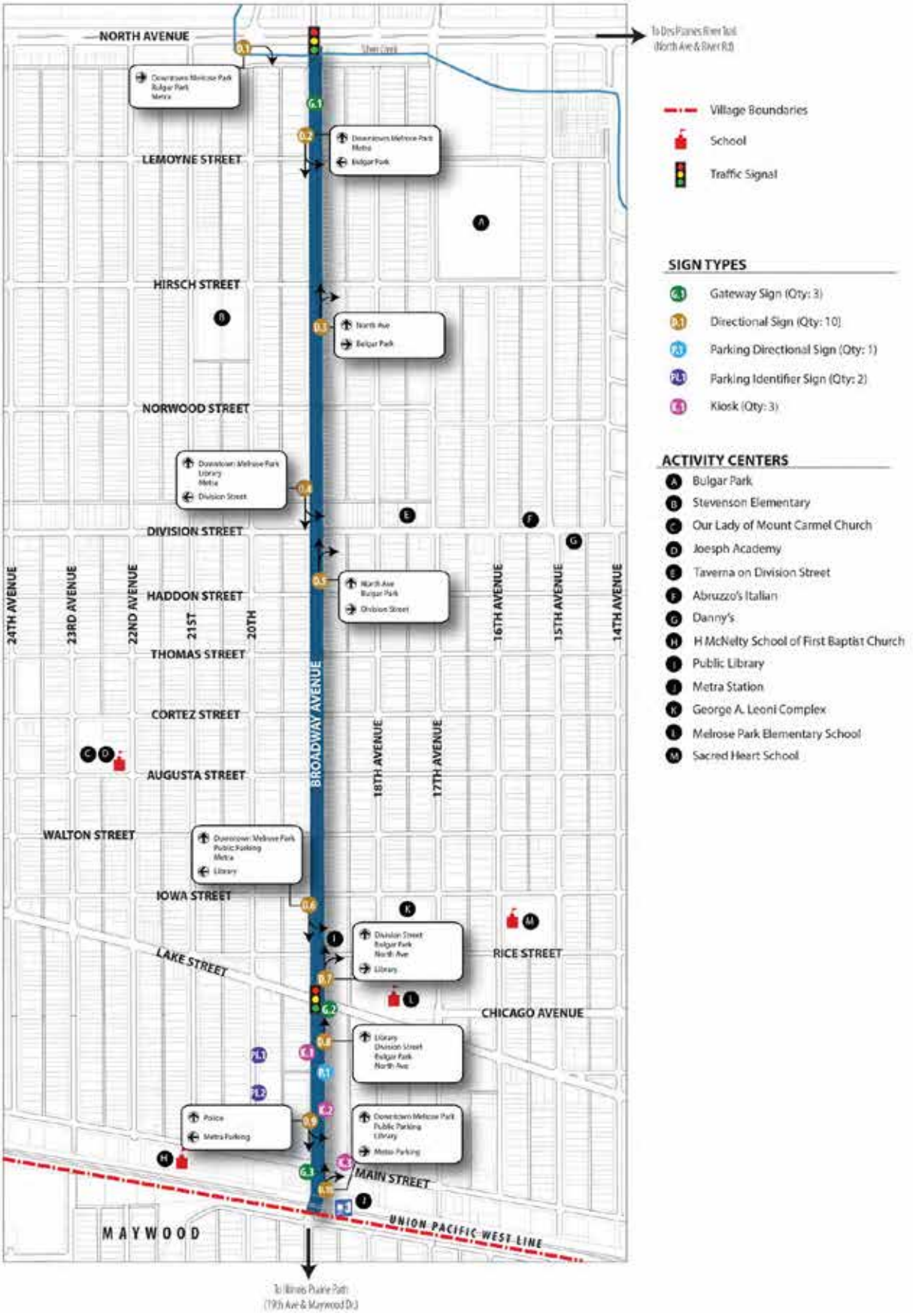
Wayfinding

Wayfinding signage improvements are relatively low cost, high return projects that can be undertaken towards improving the overall function and appearance of Melrose Park, including the following benefits:

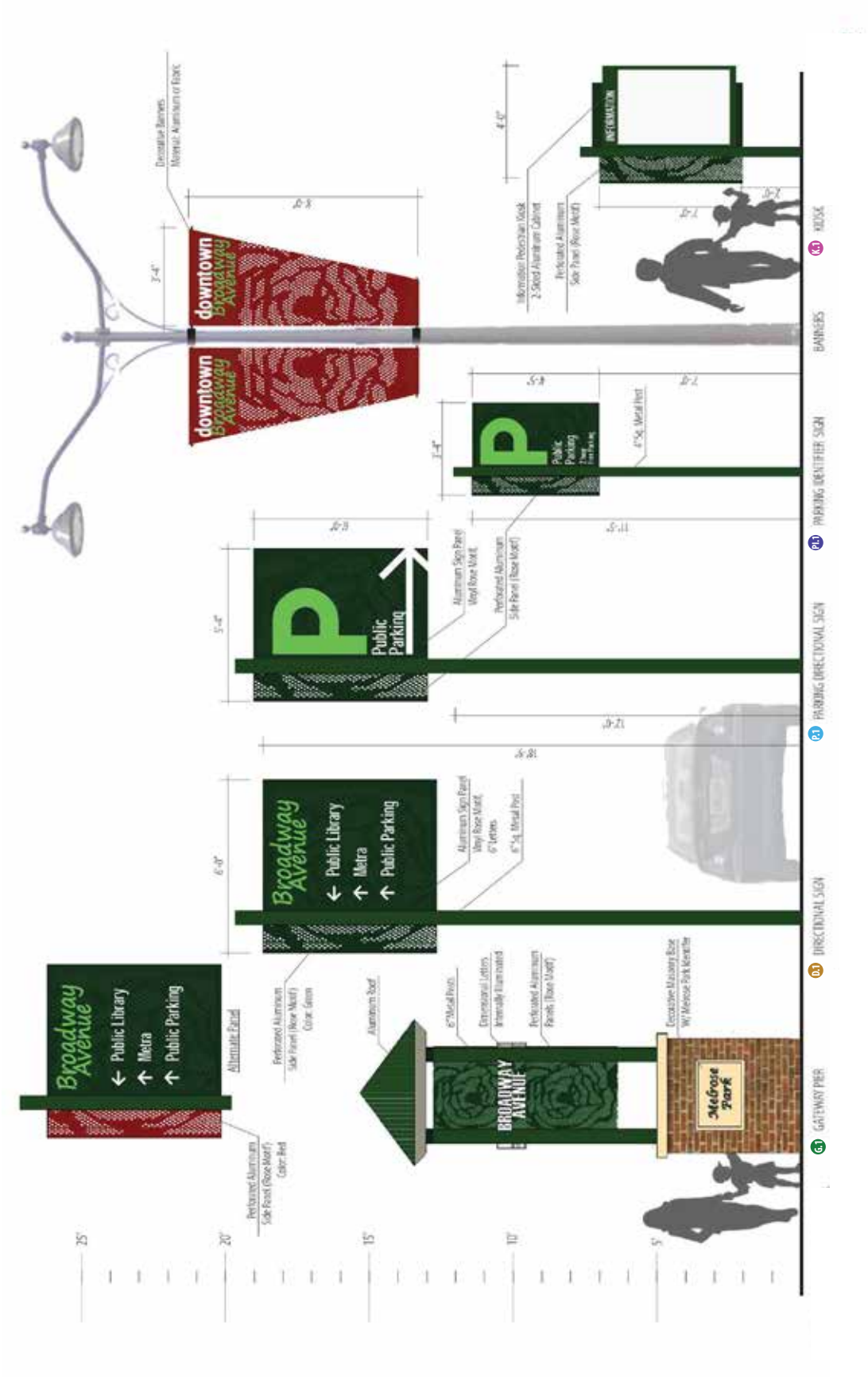
- ☐ Improve visitor wayfinding and orientation between key destinations such as the Metra station, downtown area, parking, schools, and parks.
- ☐ Express Melrose Park's unique community character and identity through graphic sign features, reinforcing this area as the cultural 'center' of the Village and promoting reinvestment and development around the station area; and
- ☐ Improve vehicular and pedestrian safety between Metra, Pace, surrounding roadways and community destinations via clear and legible signage.

Recommendations for a Broadway Avenue Corridor Wayfinding Program are described on the following pages.

BROADWAY AVENUE CORRIDOR WAYFINDING PLAN



CONCEPTUAL SIGNAGE/ WAYFINDING FAMILY



Design Guidelines

Design guidelines are intended to promote the vitality and distinct character of the Broadway Avenue Corridor by providing design direction on the type, character, and quality of the built environment. The design guidelines provide detailed specifications governing the architecture and streetscape that will solidify the identity of the individual subareas and the Corridor as a whole, as well as strengthen the character of its physical components. The standards outlined herein are tools for communicating the design intent for future developments and site improvements. The purpose of the design guidelines is not to dictate a specific design for each development opportunity site but rather establish a set of standards and identify elements of structural and streetscape design that should be encouraged along the Broadway Avenue Corridor.

Design guidelines are an important means of strengthening the economic prosperity of the Corridor through implementation of a unified vision that will tie all of the elements of the subareas together. As suburban communities experience the spread of retailing and commercial services across various districts from downtown areas to arterial corridors like North Avenue, a place like the Broadway Avenue Corridor must be able to compete with other commercial areas within driving distance of the Village that offer such goods and services.

This can be most effectively done by conserving and creating a high quality environment, one that conveys a welcoming and attractive image with its own unique sense of place and creates vivid memories for residents and visitors alike. The design guidelines outlined in this section also enable Melrose Park to build upon the distinct sense of place and memorable identity along the Broadway Avenue Corridor.

Design guidelines are an important means of strengthening the economic prosperity of the corridor through implementation of a unified vision that will tie all of the elements of the subareas together.

Pedestrian-scale streetscape amenities like lighting and outdoor seating that define the Division Street Corridor should be considered for Broadway Avenue.

Building Design

Buildings should be in scale with the existing structures in the area and reflect a desirable level of finish and quality. Characteristics are noted below:

- A two-story structure would be reflective of others in the Corridor. First floor commercial uses and offices or residential uses above would be appropriate. A third story could be considered based on the location and compatibility with adjacent properties.
- Buildings should be constructed of brick or other natural, high quality materials.
- Buildings should be built at the property line to reflect the existing street wall of the Corridor.
- Buildings should have pedestrian friendly fronts, including windows and easy to see doors that face the main adjacent street.
- Architecturally, design details such as awnings, windows, peaked roofs, and other details should be incorporated into the building.

Site Design

Sites and adjacent sidewalks should be developed to reflect and enhance the existing pedestrian character of the corridor. Characteristics are noted below:

- Street trees should be included where possible.
- Pedestrian scale lighting to match recently installed lights should be included.
- Bus stops should be clearly noted and shelters provided where appropriate.
- Opportunities to include public spaces, such as a pedestrian plaza, should be included as appropriate, particularly at corner sites.
- The gateway monument described in the urban design section should be incorporated into a visible location on one of the sites at Lake Street and Broadway Avenue and the site at Main Street and Broadway Avenue.
- Opportunities for landscaping in addition to trees, such as planters, should be provided where possible.

Transportation

The Broadway Avenue Corridor is a multi-modal corridor accessible by several modes of transportation providing connections to nearby destinations such as North Avenue shopping centers, Division Street restaurants, Triton College, and Gottlieb and Westlake Hospitals, as well as regional destinations such as Oak Park, Rosemont, O'Hare International Airport, and Midway Airport. While auto is the predominant travel mode, the Corridor also offers opportunities for access by bus, commuter rail, bicycles, and walking.

Transportation and parking strategies are designed to improve the multi-modal transportation environment to achieve a safe, accessible and connected network along the Broadway Avenue Corridor. Overall, the intent is to not only provide safe and convenient means of accessing the Corridor, but also enhance the experience for residents and visitors, regardless of whether they arrive by train, bus, bike, or on foot.

Transit Improvements

The Metra UP-W Line runs along the southern edge of the study area on Main Street with the Melrose Park Metra Station situated near the intersection of Broadway Avenue and Main Street. Pace bus stops can be found along the Corridor connecting commuters to Schiller Park on Route 303, Forest Park on 310, and Elmhurst/Villa Park on 313. As described in the subareas summaries, transit improvements are intended to enhance existing Metra and Pace access and service, as well as promote the use of transit as a viable and attractive option for residents to traverse the Village and region, as well as visitors to come to Melrose Park with the Broadway Avenue Corridor as the entry point. Transit improvements will work in concert with the strategies relating to urban design and Opportunity Sites to ensure Metra and Pace users are welcomed by a vibrant and attractive place that accentuates local businesses, services, and the distinct character of Melrose Park. As recommended by Pace, any realignment of Pace bus routes along the Corridor will require a detailed design analysis of bus movements at all intersections.

Transit improvements include enhancing access and service on the Pace bus lines serving the Broadway Avenue Corridor.

Transportation and parking strategies are designed to improve the multi-modal transportation environment to achieve a safe, accessible and connected network along the Broadway Avenue Corridor. Overall, the intent is to not only provide safe and convenient means of accessing the corridor, but also enhance the experience for residents and visitors, regardless of whether they arrive by train, bus, bike, or on foot.

Potential improvements for the Melrose Park Metra Station include access to the station from parking areas and streetscape enhancements around the station area.

Bicycle & Pedestrian Improvements

With continuous sidewalks throughout, the Broadway Avenue Corridor has a high level of accessibility linking the Corridor to adjacent neighborhoods. Crosswalks are marked at all controlled intersections (all-way stop signs and traffic signals) although some are quite faded. No pedestrian countdown signals are provided at the signalized intersections. Intersection recommendations are focused on improving the safety of pedestrians. As outlined in the subarea summaries below, improved pedestrian amenities such as curb bump-outs, high visibility crosswalks, varying roadway textures, lighting, and signage have been recommended at various locations. Additionally, mid-block crossings at specific locations were recommended for improved pedestrian connectivity and safety.

While there are no existing bicycle routes or trails along or crossing Broadway Avenue, the Corridor is in close proximity to two major regional bicycle trails: the Prairie Path Trail and the Des Plaines River Trail. The Village received Congestion Mitigation/ Air Quality (CMAQ) funding for the design and implementation of a commuter bicycle path along North Avenue. Opportunities exist to enhance bicycle connections along the Corridor and possibly its cross streets,

which would expand the local bikeway network and make biking a more attractive option for residents and visitors.

WCMC Bicycle Plan

The West Central Municipal Conference (WCMC) prepared a conference-wide Bicycle Plan in 2012 that included Melrose Park. As shown in the graphic below, this plan identified North Avenue and Lake Street as regional corridors and 19th Avenue as a local corridor. The Village should work cooperatively with the WCMC when implementing bicycle improvements. If a bike lane is installed on 19th Avenue and Broadway Avenue, Pace recommends that bike lanes be dashed at bus stops in order to inform bicyclists that buses may be crossing the bike lane at these locations.

Marked within the pavement, a sharrow notes to bicyclists and motorists that the roadway is a shared travel space.

Sharrows

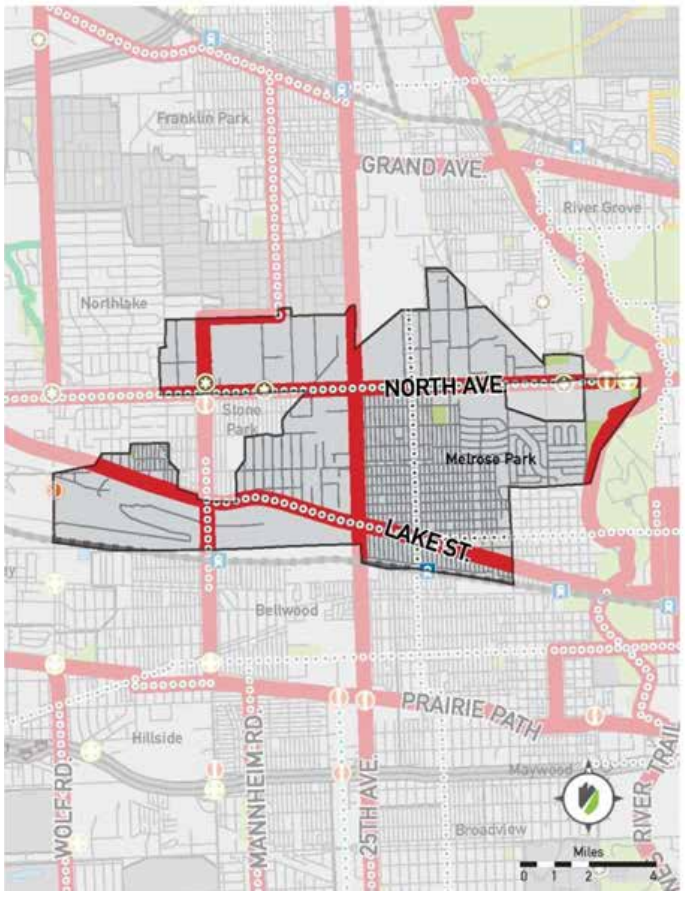
The pavement width of Broadway Avenue is wide enough to allow for a shared bicycle/vehicular travel lane in each direction. Shared roadway markings, "sharrows", should be added to the pavement from south of North Avenue to Lake Street. At the north end, this shared lane would connect to the proposed North Avenue Commuter Bicycle Path. South of Lake Street, the width of the travel lanes are reduced with angled parking and a center landscaped median; however, adequate space is not available for a shared roadway. Signage should be added to direct bicyclists to adjacent streets (18th and 20th Avenues) to access Main Street and Metra.

Wayfinding signage placed at the eye level of pedestrians and bicyclists provide directions to nearby businesses, destinations, and amenities.

Wayfinding

Wayfinding signage should be added along the Corridor to direct bicyclists to nearby destinations and regional paths.

Melrose Park: WCMC 2012 Regional Corridors



Parking

The Broadway Avenue Corridor is a mix of residential, commercial, and scattered public institutional sites (schools, churches, library, etc.). Single-family residential is primarily seen throughout the mid-section of the Corridor, while multifamily residential is mainly located along the southwestern and southern end of the corridor. Commercial uses are located at the northern end with more retail-oriented uses located along Lake Street and the southern end of Broadway Avenue. Parking resources differ along with the varying land uses. In the northern and southern ends of the Corridor, public and private parking is provided free with no time limits, both on- and off-street. Through the residential use located through the middle stretch of the Corridor, on-street parking is available primarily on the west side of Broadway Avenue.

As presented in the Existing Conditions Report, inventory/occupancy surveys along with turnover/duration studies were completed in the commercial areas. For the downtown commercial area, the area between Iowa Street and Main Street has 395 total public parking spaces (including 2 blocks east and west of Broadway Avenue). Of this total number of spaces, 52% were included in the two off-streets lots (on 20th Avenue west of Broadway Avenue and the Metra commuter lot), and 48% were on-street. The on-street angled spaces have the highest occupancy (about 85%), with all other spaces are about 40- 45% occupied.

The turnover/duration surveys showed that in the angled on-street spaces east of Broadway Avenue, over half of the vehicles were parked for two hours or more. On the west side, nearly half were parked for two hours or more. This indicates that about half of the vehicles were parked for a longer time period and are most likely employees. On days where the Metra commuter lot fills up, it would be likely that commuters would also use these spaces.

Overall, there appears to be an adequate supply of public parking in the downtown area. The higher occupancy of the angled on-street spaces is a result of no control over the use of these spaces. Since the on-street spaces in the downtown area are free and without time limits, many of the prime on-street spaces are taken up by employees and possibly commuters, rather than customers and visitors. This leads to customers circulating the downtown area in search of nearby parking, increasing congestion and causing greater conflicts between motorists and pedestrians. This can be more problematic when the railroad crossing gates are down.

Adjustments can be made to improve the visibility, efficiency, and management of the public parking supply. Adding time limits or implementing pricing controls would be appropriate measures for the angled, on-street parking spaces. Adding signage/ wayfinding to the 20th Avenue public lot would direct customers to this parking lot, as they may be unaware of the large parking lot located behind the businesses. However, if businesses on the west side of Broadway Avenue do not have rear entrances, then customers must walk around the block to enter their destination. Improving mid-block crossings across Broadway Avenue would provide greater access and safety for customers of businesses on the east side of Broadway Avenue. Designating employee-only parking locations should also be considered.

Overall, there appears to be an adequate supply of public parking in the downtown area. The higher occupancy of the angled on-street spaces is a result of no control over the use of these spaces. Adjustments can be made to improve the visibility, efficiency, and management of the public parking supply.

Parking strategies include improved access to the parking lot at the rear of the businesses on the west side of Broadway Avenue and north of Main Street.

Parking Recommendations

The primary recommendation for the Broadway Avenue downtown business district is to implement controls over the public on-street spaces. These controls could be establishing time limits or by implementing parking pricing. There are several challenges to implementing new time limits or parking pricing in areas where parking is currently free. However, the downtown business district has several positive characteristics that would support implementing these controls on the on-street angled parking:

- ☐ A free, uncontrolled public parking lot (with space available) is nearby
- ☐ There are public transportation alternatives to driving and parking
- ☐ The pedestrian environment is supportive of walking from surrounding residential areas
- ☐ The downtown business district market appears to be strong enough that implementing time or pricing controls should not lead to economic hardships

Since the on-street angled parking spaces are currently provided for free, it is recommended that the initial control should be implementing a two-hour time limit. The Village will be required to enforce these limits and establish fines associated with violations. For trips requiring longer that two-hour stays, the 20th Avenue public lot is available.

Broadway Avenue business owners should be part of conversations regarding parking plans that may affect their business, and be notified well in advance of any changes.

Development Opportunities

Development or redevelopment of properties in the corridor were considered as part of this plan. Of note are a limited number of vacant site along the Broadway Avenue Corridor. The development potential of these or other properties is a function of the real estate market and the form of new buildings that could be built. Those factors are introduced below and considered further later in this plan.

Market Feasibility

The market feasibility of development or redevelopment in the Broadway Avenue Corridor is addressed in the market overview memorandum, which notes that development potential is affected by the availability of commercial rents to meet the costs of land, site work, and construction.

To the extent that site development is feasible under current conditions, it is considered most likely to occur as part of a business ownership opportunity. In short, the economics of new development are most likely to support a developer that also is the business owner, rather than looking to secure rent from a third party. A more traditional development scenario could occur if market rents or other economic factors changed.

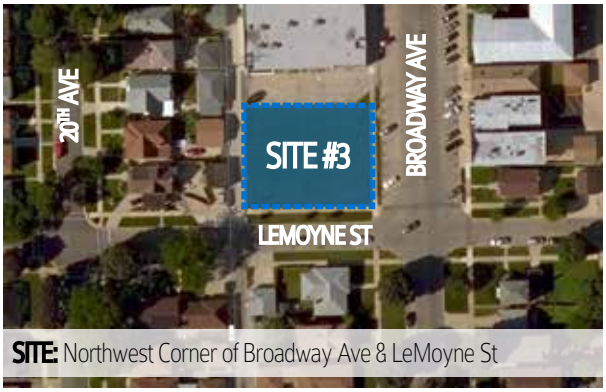
Understanding the economic challenge of development or redevelopment, the planning process has identified several vacant sites in the study area which could see development, as illustrated in the graphics below.

Parking

Parking as it relates to a proposed development site in the downtown portion of the study area should be considered on a case-by-case basis. Given the pedestrian nature of the area, little or no space for parking on new development may be feasible, or needed for commercial uses given the overall parking in the district. That is, the existing parking lot on 20th Avenue has available capacity and many of the existing buildings in the downtown do not include parking. In some ways, the need for parking depends on the uses included in the building. For example, apartments included on the upper floors of a new building should include parking, as it would be an expectation of potential residents. However, retail or office spaces are more flexible in that employees could park in nearby lots and patrons on the street.

When considering parking requirements for a proposed new building, the developer should work with the Village to indicate their plans for parking or justification for why limited on-site parking would be provided based on the use considerations noted above.

SITES: Northwest & Southeast Corners of Broadway Ave & Lake St



SITE: Northwest Corner of Broadway Ave & LeMoyne St

SITES: Southwest Corner of Broadway Ave & Main St

Interim Uses

The vacant opportunity sites listed above may also have potential to accommodate interim uses or activities until development becomes feasible. In some ways, the vacant site at the southeast corner of Broadway Avenue and Lake Street, which presently includes a gazebo, already serves this purpose as an attractive open space along the Corridor. The two most likely interim uses would be parking and/or public open spaces. The Village may wish to work with owners of the opportunity sites to create such uses. These interim uses are not recommendations of this plan. However, should the opportunity arise and the Village consider taking such actions, two primary factors should be considered.

The vacant lot with the gazebo at the southeast corner of Broadway Avenue and Lake Street provides a local example of an interim use. While not an official use, the gazebo adds an intriguing feature to an otherwise empty lot.

Aesthetics

Even if a use is temporary, it should still be designed and maintained at a high level of quality. A parking lot should include perimeter landscaping and lighting to ensure a feeling of safety. Likewise, a park site – most likely a passive park given the character of the Corridor – should be attractive and a desirable addition to the corridor.

Timeframe

Before installing a temporary use, the Village and property owner should consider that once installed, the community may not want to see the temporary use gone in favor of a new development. For example, even if the spaces added through a small temporary parking lot were not technically needed to meet the parking demand of the business district, those who consider the parking spaces convenient would hate to see them go. Managing expectations is an important aspect of any interim use. Ultimately, the best decision may be to leave the sites as well maintained undeveloped sites.

END NOTES: Notes relate to the table of yard and height requirements on page 19

[A] Section 17.20.030B: On each side of the building there shall be a side yard having a width of not less than ten (10) percent of the width of the lot.
[B] Section 17.20.040A: There shall be a rear yard of not less than ten (10) percent of the depth of a corner lot, and not less than fifteen (15) percent of the depth of an interior lot, provided, however, such rear yard need not exceed fifteen (15) feet.
[C] Section 17.32.040B: A side yard, if provided, shall be not less than three feet wide for all buildings excluding new construction, mixed use, multi-unit condominium buildings. A side yard shall be not less than five feet wide for all new construction, mixed use, multi-unit condominium buildings.
[D] Section 17.32.040A: There shall be a rear yard of not less than ten (10) percent of the depth of the lot; provided, however, that such rear yard need not exceed ten (10) feet in depth for all buildings, excluding new construction, mixed use, multi-unit condominium buildings. A rear yard shall be not less than ten (10) feet wide for all new construction, mixed use, multi-unit condominium buildings.
[E] Section 17.36.030C: An outer court shall be not less than three feet wide, nor less than one-ninth the length of such court from the closed end.
[F] Section 17.36.030D: An inner court shall be not less than six feet wide, nor shall its area be less than twice the square of its required least dimensions.
[G] Section 17.36.030A: There shall be a rear yard of not less than ten (10) percent of the depth of the lot, provided, however, such yard need not exceed ten (10) feet in depth.
[H] With the exception of hospitals.

Corridor Subarea Recommendations

This section of the Broadway Avenue Corridor Plan presents recommendations for three specific subareas in the study areas, as described below. A map of the study area showing the three subareas is provided on page 16.

SUBAREA 1

Broadway Avenue / Downtown Commercial Subarea

This subarea primarily covers the stretch of Broadway Avenue from Iowa Street to Main Street

SUBAREA 2

Melrose Park Metra Station Subarea

This subarea primarily covers the area around the Metra Station at the southern end of the corridor

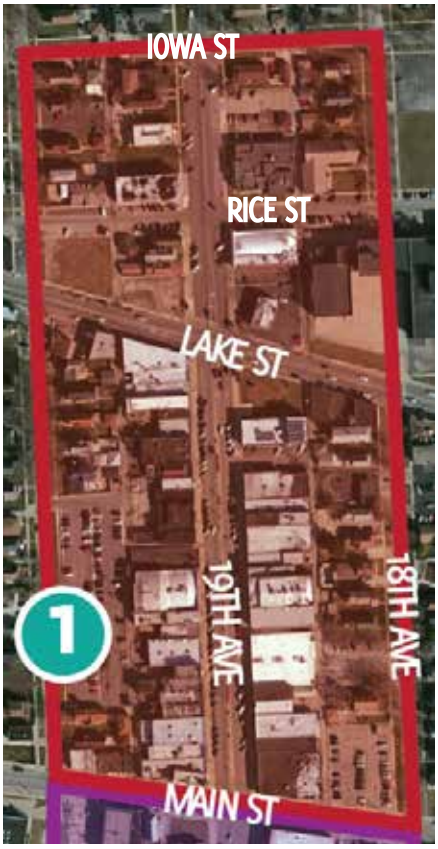
SUBAREA 3

Broadway Avenue / North Commercial Subarea

This subarea primarily covers the segment of Broadway Avenue near the North Avenue intersection

SUBAREA 1

Broadway Avenue / Downtown Commercial Subarea



The Broadway Avenue / Downtown Commercial Subarea is defined by the portion of Broadway Avenue bounded by Lake Street to the north and Main Street to the south. Comprised of small- and medium-sized commercial uses, the area includes:

- ☐ Brick and concrete buildings
- ☐ Buildings 1-2 stories high
- ☐ Diagonal on-street parking
- ☐ Off-street parking lots (behind the Currency Exchange and Aspire along Broadway Avenue)
- ☐ Sidewalks in good condition
- ☐ Defined pedestrian crosswalks
- ☐ An island median with planters and decorative lighting

Broadway Avenue, primarily between Lake Street and Main Street, is busy with employees, customers, visitors, and commuters, traveling by all modes. Through the downtown, Broadway Avenue includes one lane of traffic in each direction separated by a raised concrete median with planters. Diagonal parking exists at the northbound and southbound lanes.

Pedestrian activity is highest in this district. Melrose Park business owners in the Broadway Avenue Commercial Subarea have indicated that as much as 50% of their sales are generated by pedestrian traffic. The population within a 1-mile radius of the subarea is nearly 30,000 people, which provides an opportunity to generate high pedestrian activity. Wide sidewalks are continuous throughout the downtown. Pedestrian mid-block crossings are provided at several locations.

Angled parking is available on-street, along with an access drive to the large supply of public parking behind the businesses on the west side of Broadway Avenue along 20th Avenue. One vehicular access point is provided to the rear parking lot. Vehicular U-turns are prohibited. Due to railroad traffic, both commuter rail and freight, vehicular traffic can be backed up many times making it difficult to either circulate throughout the district or to back out of angled parking spaces.

Recommendations for public and private property improvements in this subarea are described below, and presented from the south end of the subarea to the north (from Main Street to Rice Street).

Main Street to Lake Street Segment

Visitors to the Broadway Avenue Commercial Subarea rely on both automobile and pedestrian access. For those driving, parking is needed to facilitate easy use of the district. There generally is enough parking in the subarea, as has been noted in the transportation analysis conducted for this plan. But having enough parking isn't always the answer to attracting shoppers and visitors. It is necessary that parking be easy to find, access and use. Successful parking requires creating a comfort level for users as they go from their cars to their destinations. A large reservoir of parking is located in the downtown along 20th Avenue for much of the block between Lake and Main Streets. The lot contains 156 parking spaces, but it sees limited use. Parking counts conducted as part of this plan found it at approximately 40% of capacity on a typical day. Reasons for limited use include:

- ☐ Difficulty in accessing Broadway Avenue businesses: Few of the stores backing up to the lot have rear entrances, which would make access to those businesses convenient and the parking more attractive. In addition, parkers must either walk around to Main Street or Lake Street or go through the narrow passage just north of the existing Currency Exchange to get to Broadway Avenue; neither are highly desirable options.

- ☐ Concerns over safety: Whether real or perceived, a sense that getting from car to destination is not always safe

will certainly discourage parkers. This was a common concern expressed about the parking lot during the planning process. A common approach to addressing this issue is to increase lighting in parking lots. Such a change in this lot would have to be done with concern to the residential properties across 20th Avenue.

Pedestrian Alley Concept

An opportunity to address this issue presents itself by better connecting the 20th Avenue parking lot to Broadway Avenue. The existing narrow passageway between the Currency Exchange (130 Broadway Avenue) and Yanki's Fashions (134 Broadway Avenue), which has a current width of about 15 feet, provides both car and pedestrian access. The narrowness of the gap itself creates an unfriendly environment to walk, a problem made even more significant given that cars also travel through the same space. While the walking area is set off somewhat, the existing condition creates safety issues for pedestrian both perceived and real.

Widening the pedestrian alley can be accomplished through acquisition by the Village and removal of the building at 130 Broadway Avenue. The benefits of such an approach are noted below. However, the action is recommended with the understanding that should the building be removed, the widely used Currency Exchange and insurance agency in the building would be relocated to other spaces in the downtown. The main benefit of widening access to the parking lot would be to significantly enhance pedestrian connection between the lot and local businesses on Broadway Avenue. The total width of the space would increase to 51 feet, creating an attractive and inviting space shared by cars and people. In this way, the pedestrian alley meets other objectives of the plan related to urban design, branding of the Corridor, and expanding the culture and character of Broadway. These elements are highlighted in the urban design graphic for the pedestrian alley concept on the next page and noted below:

- The pedestrian character of Broadway Avenue could be expanded into this Corridor by creating comfortable sitting and walking areas. As shown in the figure, pedestrian and auto areas would be designated and separated by bollards, differing types of decorative pavers and landscaping.

- The Corridor can become an active and enjoyable pedestrian experience by including spaces for food vendors and outdoor dining, and including streetscape elements such as attractive lighting.

- The character of the area would reflect the public improvement design elements described previously, using similar types of street pavers and streetscape fixtures.

- The Corridor would reflect the design branding elements of the Corridor such as banners and decorative lighting, similar to those currently found or recommended in this plan for other parts of the Corridor.

Pedestrian Alley Design

Many of the businesses and uses in Downtown Melrose Park have the distinct quality of interfacing with visitors at the front along Broadway Avenue and at the rear, particularly if parking is available in the back. Often times, however, the challenge is providing an alley that not only connects the front and rear but also creates a safe and inviting space for pedestrians. The concept in the graphic on the next page illustrates the alley to the north of Supermercado Torres. In particular, the existing Currency Exchange would be relocated to another location in the downtown to make room for an expanded alley that can provide greater visibility from front to rear and accommodate pedestrian friendly elements that make the alley more inviting and interactive. The alley design treatments in the graphic should also be continued across the rear north-south alley to emphasize the presence of pedestrians crossing to the parking lot.

Optional Pedestrian Alley Design

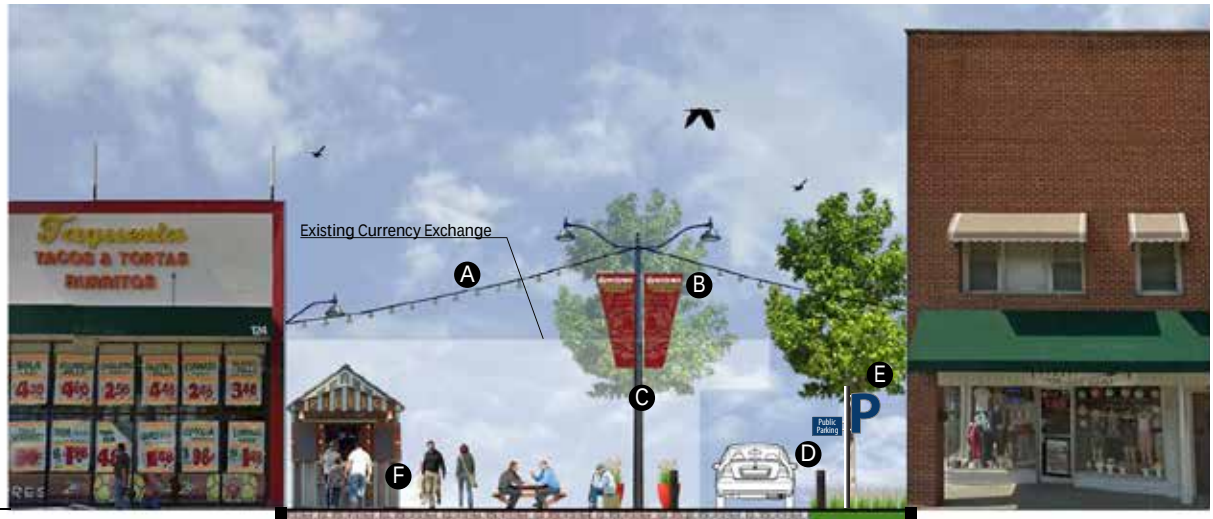
Optional designs should also be considered depending on the availability of buildings and overall costs. Another option may include removing the building on the north side of the drive. An alternative to completely removing the building includes constructing a more narrow building that would allow similar improvements to the alleyway.

The alley leading from the storefronts along Broadway Avenue to the rear parking lot is presently geared mostly towards cars but holds the potential to become a more attractive and pedestrian-friendly corridor, as shown in the graphics on the next page.

DOWNTOWN PEDESTRIAN ALLEY IMPROVEMENTS

STREET FOOD ALLEY

- A Overhead "Tivoli" Lights hang across alley defining this pedestrian-oriented space
- B New banners branding Downtown Broadway Avenue
- C New lighting to match newly installed existing roadway lights
- D Provide decorative bollards to delineate pedestrian and vehicular spaces
- E Public parking signage
- F Area for food carts/trucks/ or tents (10'x10')
- G Provide seating options such decorative benches throughout the downtown area
- H Decorative paving defining pedestrian space
- I Decorative paving defining vehicular space
- J Street tree in metal tree grate
- J Provide tables for outdoor dining



ELEVATION VIEW WEST

SUPER MERCADO TORRES

YAKI'S FASHION

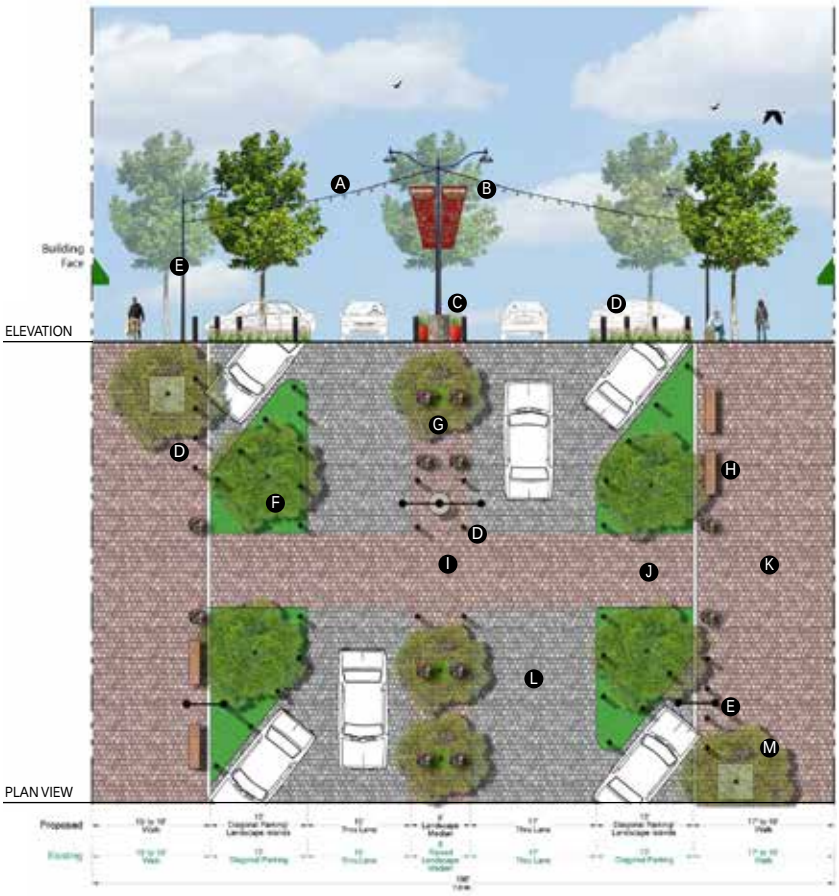
PLAN VIEW

Mid-Block Crossing Concept

This mid-block crossing builds upon shared street elements, which enables safe and free-flow of pedestrian activity along a landscaped street corridor that is shared with other modes of transportation like cars, buses, and bicycles. Common features of a shared street include: curb lines that are flushed with the roadway, blurring the line between sidewalk and roadway; distinct paving materials, textures, and street furnishings; and mixed land uses; reduced speeds in auto traffic for safety.

This 3D visualization illustrates the mid-block crossing concept for the Broadway Avenue Corridor along this particular segment, demonstrating the pedestrian scale of the streetscape and shared space for pedestrians and cars. Similar to the way the gateway feature can be a prominent element spread throughout the Corridor, the decorative banners described on page 8 may also serve as a unifying element that ties the whole corridor together. Vertical elements like the gateway feature and landscaping will be carefully placed to ensure the visibility of motorists and pedestrians are not blocked, particularly at marked street crossings and site access points that involve turning movements.

DOWNTOWN MID-BLOCK CROSSING



- **A** Overhead "Tivoli" Lights hang across street defining the downtown as a pedestrian-oriented space and unique shopping district.
- **B** New banners branding Downtown Broadway Avenue
- **C** Consider decorative veneer treatments at foundation such as mosaic or metal screen.
- **D** Provide decorative bollards to delineate pedestrian and vehicular spaces.
- **E** New pedestrian scale lighting to match newly installed existing roadway lights.
- **F** Landscape islands bookend the "shared street" crosswalk area adding decorative landscape and street trees.
- **G** New median landscape including planters, ornamental grasses and shrubs.
- **H** Provide seating options such decorative benches throughout the downtown area.
- **I** "Shared street" crosswalk removes curbing at the crosswalk providing pedestrians a clear and accessible crossing space and reduces vehicular traffic speed. Decorative paving defines this spaces as a "shared" space for both pedestrians and vehicles.
- **J** New decorative paving at crosswalk extends from the street into the sidewalk creating a defined "shared" space.
- **K** Decorative paving defining pedestrian space.
- **L** Decorative paving defining vehicular space.
- **M** Street tree in metal tree grate.

DOWNTOWN STREETSCAPE VISUALIZATION

A Overhead "Tivoli" Lights hang across street defining the downtown as a pedestrian-oriented space and unique shopping district.

B New median landscape including ornamental grasses and shrubs.

C Define pedestrian crosswalks with landscape islands, bollards and clear crosswalk markings.

D Provide decorative bollards to delineate pedestrian and vehicular spaces.

E Decorative planters in the median at pedestrian crosswalk.

F Consider decorative veneer treatments at foundation such as mosaic or metal screen.

G "Shared street" crosswalk removes curbing at the crosswalk providing pedestrians a clear and accessible crossing space and reduces vehicular traffic speed. Decorative paving defines this spaces as a "shared" space for both pedestrians and vehicles.

H Landscape islands bookend the "shared street" crosswalk area adding decorative landscape and street trees.

I New pedestrian scale lighting to match newly installed existing roadway lights.

J New decorative paving at crosswalk extends from the street into the side-walk creating a defined "shared" space.

K Provide seating options such decorative benches throughout the downtown area.

Broadway Avenue / Lake Street Intersection

The intersection of Broadway Avenue and Lake Street is a highly traveled location by autos, buses, and pedestrians. According to Pace data, this location has the highest volume of bus boardings along the Broadway Avenue Corridor. Lake Street crosses Broadway Avenue at an angle, which can result in larger turning radius, more difficult left turn maneuvers, longer pedestrian crossings, and potentially greater pedestrian/vehicular conflicts, especially with vehicles making left turns.

Recommendations

- ☐ Intersection Redesign: Redesign the intersection by squaring up the corners and reducing turning radii. This will minimize the size of the intersection and reduce the angle of the intersection to be closer to 90 degrees. This will also reduce the distance that pedestrians have to travel to cross the street and allow increased visibility of pedestrians to motorists.

- ☐ Driveway Consolidation: Consolidate driveways at the northeast corner to create a single driveway access for the grocery store parking and Lucky Dog fast food restaurant parking.

- ☐ Transit Improvements: Improve near-side transit waiting areas at the southeast corner as part of urban design/gateway plan to improve environment for transit customers. Although far-side bus stops are preferred, this near-side stop better interfaces with the downtown destinations. A far-side stop for northbound buses would conflict with the driveways north of Lake Street and for southbound buses would require removal of on-street parking. With the high number of bus customers and high visibility of this intersection, the bus stop south of Lake Street should be a major component of the urban design for this corner. Real-time bus schedules should be provided, along with wayfinding information.

- ☐ Crosswalk Improvements: Widen and stripe crosswalks striped with high visibility paint. The crosswalk should be striped as wide as the sidewalk to which it is connected. Additionally, stop bars should be perpendicular to the travel lanes, not parallel to the street.

Development Potential

This 3D rendering on the next page illustrates a potential concept for development on the vacant lot on the southeast corner of Broadway Avenue and Lake Street. This development concept is anchored by a mixed use building with commercial uses at the ground floor with office above. A plaza at the intersection emphasizes the pedestrian scale of the site, providing elements like enhanced crosswalks, an improved Pace bus shelter, decorative paving, planters, benches, bike racks, and pedestrian-scale lighting. The vertical gateway feature is also integrated into the development concept, which accentuates how the gateway feature can be a prominent element spread throughout the Corridor as well as be a unifying centerpiece that ties the whole corridor together.

DOWNTOWN DEVELOPMENT VISUALIZATION

SOUTHEAST CORNER OF BROADWAY AVE & LAKE ST

A New corner gateway 2-story mixed-use development with 1st floor commercial and 2nd floor office. Building should be constructed of high quality materials and be oriented towards the street.

B New pedestrian scale lighting to match newly installled existing roadway lights.

C New street trees in metal grates.

D Define the pedestian plaza with decorative elements such as landscape planters.

E Create a public pedestrian plaza at corner to provide additional gathering space and outdoor dining opportunites.

F Improve crosswalks with highly visible marking.

G At existing bus stop shelter, opportunity for downtown branding.

H Define corner plaza area with streetscape elements including decorative paving, planters, benches and bike racks.

Broadway Avenue / Rice Street Intersection

There are a number of public use destinations either fronting or in close proximity to Broadway Avenue between Iowa Street and Rice Street:

- Melrose Park Public Library is located at the northeast corner of Broadway Avenue and Rice Street
- St. John's Lutheran Church is located just east of the Library
- George A. Leoni Complex is located one block east of Broadway Avenue
- Sacred Heart School is located four blocks east of Broadway Avenue
- Melrose Park Elementary School is located across Rice Street from the Leoni complex

The issue of a safe pedestrian crossing was raised during both stakeholder interviews and Steering Committee meetings. Given the close proximity to the traffic signal at Lake Street, additional traffic control at Rice Street would not be appropriate. However, pedestrian improvements are needed to address safety issues for the number of children potentially crossing Broadway Avenue to access the library or schools.

Recommendations

- Curb Bump-Outs: At the intersections of Iowa and Rice Streets at Broadway Avenue
- Striped Crosswalks: On Rice Street on both east and west sides of Broadway Avenue
- Signage: School or crosswalk signs alerting motorists of a pedestrian crossing
- Warning Lights: In-Roadway Warning Lights (IRWL) along the crosswalk (similar to Roosevelt Road between Ridgeland and Oak Park Avenue)

In conversations with local community members, there is concern of children crossing Broadway Avenue from the Melrose Park Public Library and Melrose Park Elementary School. While there are painted crosswalks that cross Broadway Avenue to the north (Iowa Street) and south (Rice Street), more can be done to improve safety at these crossings. In particular, this graphic illustrates the addition of pedestrian safety measures at the Broadway Avenue/ Rice Street intersection, including: curb bump-outs at the intersection, school and pedestrian crossing signs, marked crosswalks, and a decorative marking within the intersection to enhance visibility to motorists and pedestrians.

In-Roadway Warning Lights as illustrated in the image above, may also be placed on Broadway Avenue north of Rice Street to further enhance visibility.

In-Roadway Warning Lights were developed to reduce crosswalk accidents, improve pedestrian safety, and decrease the number of pedestrian injuries.

This enhanced signage is typically installed for most mid-block pedestrian crossings. The IRWL crosswalks include solar-powered LED lights placed within the roadway pavement along the marked crosswalk, activated by pedestrian push-buttons located on each side of the crosswalk. The flashing lights warn motorists in advance of the crosswalk to brake to a full stop for crossing pedestrians. Crosswalks with In-Roadway Warning Lights were recently installed on Roosevelt Road at Home Avenue, Gunderson Avenue, and Lombard Avenue in Oak Park, Berwyn, and Cicero.

SUBAREA 2

Melrose Park Metra Station Subarea

The Metra Union Pacific-West Line (UP-W) travels along the south end of the Corridor, just south of Main Street, with the Melrose Park Metra Station just east of Broadway Avenue. The primary mode of access to the station is by driving alone and parking, followed by walking and being dropped off. It should be noted that Melrose Park has a much higher share of drive alone access to the station and lower share of walking access compared to both the UP-W Line and the Metra system as a whole. Commuter parking is provided in one lot with 48 regular spaces. The lot is near full capacity on weekdays, according to 2014 Metra parking counts. The Village of Melrose Park owns and maintains the parking lot.

Ridership at the station is relatively low in comparison to other stations on the UP-West line at 103 weekday boardings (2014), but has remained consistent with minimal change over Metra's last three Boarding/Alighting Counts (2002, 2006, 2014). With no recent growth in ridership at the station, despite its downtown location, improvements can be made to make the Metra station area more inviting for transit users and more attractive as the southern anchor of the corridor.

There are a number of issues that contribute to the lower station ridership and higher rate of riders who drive and park rather than walking or bicycling, including:

- The actual station location, east of Broadway Avenue, is not visible from Broadway Avenue;
- There is no kiss-and-ride location provided;
- The station is not fully visible from Broadway Avenue and is not visible from Main Street; and
- Pedestrian connections and directional signage are minimal.

Current and potential future considerations for the location and operation of a potentially relocated Metra station were raised and evaluated through this planning process, with a finding that the station will remain in its current location and have comparable levels of service for the foreseeable future. Securing more trains and more convenient trains, based on arrival and departure times and express options, is a long term consideration to be part of a dialogue with Metra. Beyond that, Village efforts are best focused on enhancing the usability and appearance of the station area. While the Village would be responsible for any improvements made to the station, those recommended in this analysis should be undertaken as opportunities arise.

Parking

Current station area parking is considered to serve the station adequately. It is free to Melrose Park residents and the number of parking spaces is consistent with current ridership, considering that not all riders drive but some will walk or be dropped off. In addition, it is possible that other commuters use on-street parking spaces on Broadway Avenue, which are also free and have no time constraint. Changing the unlimited parking on Broadway Avenue to a time limit is recommended as part of this plan. To the extent that approach is implemented and commuter parking demand increases, additional parking in the area may need to be secured. Other sites in the station area may have potential for future parking sites.

Station Area Enhancements

The graphic on page 40 indicates several improvements to create a more pedestrian friendly environment along Broadway Avenue near the Metra station. These include clarifying pedestrian areas on Broadway Avenue on either site side of the tracks with decorative paving. This will help to differentiate pedestrian and automobile zones in the area and make pedestrians feel safer. Likewise, additional striping of crosswalks or decorative intersection markings can improve the awareness of

drivers that they are in an area to be shared with pedestrians.

Recommendations

Recommendations to enhance the area are summarized below and in the graphic.

- ☐ Square up the corners and reduce turning radii at Broadway Avenue and Main Street.
- ☐ Square up intersection of Broadway Avenue with the Police Station driveway.
- ☐ Stripe a crosswalk across the Police Station driveway.
- ☐ Maintain the existing pedestrian diversion that directs people to the pedestrian crossing gates. This area could be enhanced with decorative fencing and pavement painting.
- ☐ Close driveway access to vacant parcel on the northwest corner.
- ☐ Add bike parking at the Metra station.
- ☐ Install pedestrian-scale lighting (with full cut off shielding), decorative asphalt paving (ensuring conformance with ADA requirements and as reflected by existing pavement), and low level landscaping (no higher than 36 inches).
- ☐ Add wayfinding signage to and from Metra station.

Intersection Redesign

Redesign the intersection of Broadway Avenue and Main Street to square up the corners and reduce turning radii, similar to the recommendations for the Broadway Avenue and Lake Street intersection. This will help minimize the size of the intersection, reduce the angle of the intersection, reduce the distance that pedestrians have to travel to cross the street, and allow increased visibility of pedestrians to motorists.

Relocation of Pace Bus Stop

Relocate the existing near-side Pace bus stop from the northwest corner of Broadway Avenue and Main Street to a far-side bus stop on the southwest corner of the intersection. Due to the existing angled parking at the northwest corner, there is inadequate space for the bus to pull over completely, resulting in the bus partially remaining in the travel lane. This stops traffic behind the bus during loading/unloading of passengers, as well as blocking several parking spaces. If relocated to the south side of the intersection, there would be a bit more curb space for the bus to stop for loading/unloading under existing conditions. Additional curb space could be allocated to the bus stop if 2 or 3 angled parking spaces were removed.

Wayfinding

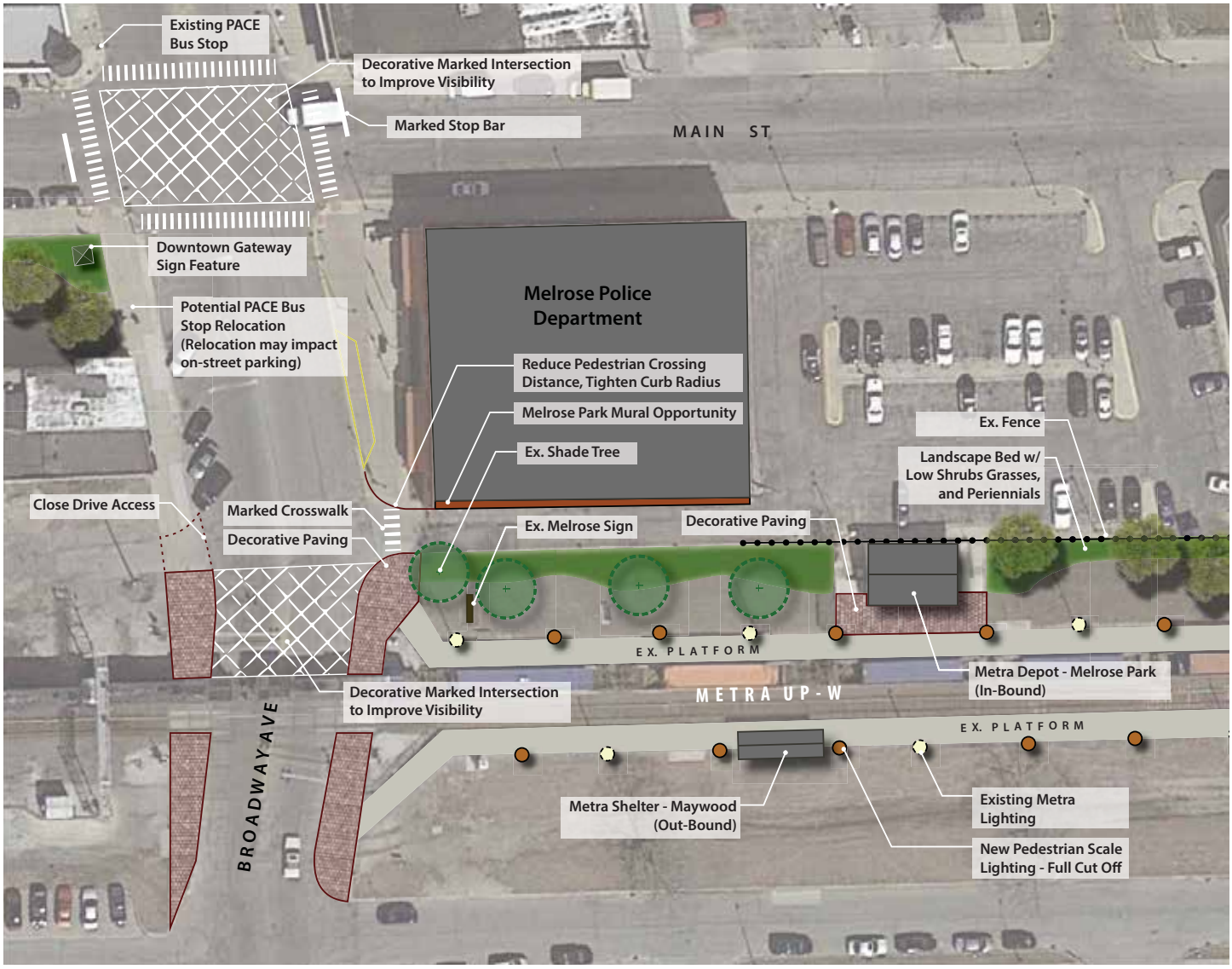
The Melrose Park Metra Station can be seen as an opportunity to create shared trips into the business district. Creating a stronger pedestrian environment around the Police Station and along Broadway Avenue can help to better integrate the station and shopping district. Such signage would also help direct commuters to the park and ride lot. The current pedestrian connection is not fully inviting and could be off-set by enhancing the pedestrian environment and providing wayfinding.

Public Art

An opportunity for aesthetic enhancement since the Village owns the two buildings along the north side of the tracks. Paintings or murals might be added to the south face of the Police Station and Village owned building to the east to create a more attractive and festive appearance to the station area. Examples of murals are shown to the right.

Examples of murals in downtown areas.

METRA STATION AREA IMPROVEMENTS



SUBAREA 3

Broadway Avenue / North Commercial Subarea

The Broadway Avenue / North Commercial Subarea is defined as the segment of Broadway Avenue bounded by North Avenue to the north and LeMoyne Street to the south. Comprised of commercial and multi-family residential uses, the subarea is defined by:

- ☐ Brick and concrete buildings
- ☐ Buildings 1-2 stories high
- ☐ Diagonal on-street parking
- ☐ Ample off-street parking (does not include all the businesses)
- ☐ A drive-thru at Chase Bank
- ☐ Sidewalks in good condition
- ☐ Neatly trimmed lawns
- ☐ A well-maintained vacant lot

Land use for the area at the north end of the Broadway Avenue Corridor from North Avenue to LeMoyne Street is well established. Identified as the North Gateway to the Corridor, the mixed use area is built up primarily with offices, including a number of medical offices, but is also comprised of limited retail and multifamily residential uses. Chase Bank is located in this subarea. This mix of uses and the degree of development intensity function well, as well as fill a niche for these kinds of uses in the Corridor and community. Further, it serves as an effective land use transitional area between the very intensive North Avenue Corridor and single-family neighborhoods to the south.

Given the established nature of the North Gateway, recommendations concentrate on physical improvements to public rights-of-way that advance the vision, goals, and objectives relating to elements such as community character, overall appearance, and branding of the Broadway Avenue Corridor. For example, a telling characteristic of the area is the very wide public right-of-way and street. The area has a great deal of asphalt and concrete and very little landscaping. Other than the planted area along the Silver Creek, there is but a single tree on the block, located at the multifamily building in the middle of the block. This character is not in keeping with the overall pedestrian nature of the Corridor and invites consideration of opportunities to improve appearance.

Development Considerations

In the event that there is new development or redevelopment, the design guidelines noted earlier should be considered and applied as possible through the development approval process. Development should be attentive to the small scale character of the area and any potential impacts on the adjacent residential areas (to the south, east or west) should be mitigated.

The vacant site in the district, located at the northwest corner of Broadway Avenue and LeMoyne Street, may be such a development site. Development there could be appropriately accommodated with 2 -3 story construction. A building should be built along the street line (consistent with other buildings in the area) and designed to minimize impact on residential uses to the south and west. Off-street parking should be well screened with live landscaping and a fence, as useful, included to reduce impacts on the adjacent residential neighborhood. Given other land uses in the area the site lends itself to a small office, medical use or multi-family residential use.

The southbound entry into the Broadway Avenue Corridor from North Avenue holds potential to create a more definable gateway that welcomes all travelers into a unique district in Melrose Park.

Broadway Avenue / North Gateway Designs

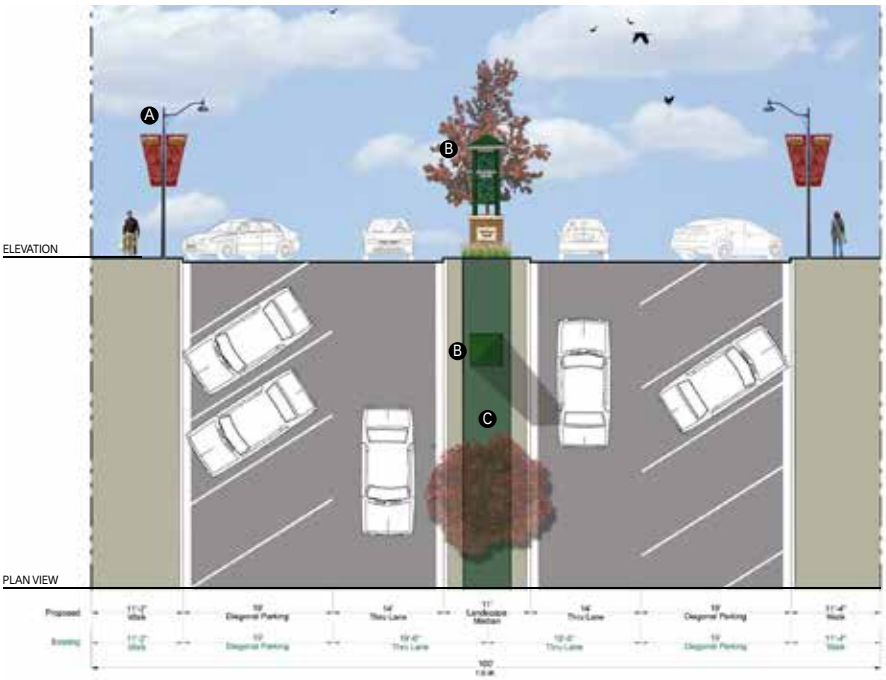
The following renderings illustrate various improvements within the Broadway Avenue right-of-way at the northern end of the corridor between North Avenue and LeMoyne Street, which is identified as the corridor's North Gateway. Improvements include the vertical gateway feature (see page 22 for details), pedestrian-scale lighting, and a reduced right-of-way section to accommodate landscaped islands, a landscaped median, and mid-block crossing at Chase Bank. Vertical elements like the gateway feature and landscaping will be carefully placed to ensure the visibility of motorists, pedestrians and transit riders are not blocked, particularly at marked street crossings and site access points that involve turning movements.

The graphic on page 43 provides section and plan views that relate to the previous 3D rendering of the public improvements at the northern end of the Corridor. These graphics provide a pedestrian-level and birdseye view of the improvements along this stretch of Broadway Avenue.

NORTH GATEWAY VISUALIZATION

- **A** New pedestrian scale lighting w/ banners to match newly installed existing roadway lights located in downtown.
- **B** Provide landscape islands at the ends of parking spaces to provide additional landscape and reduce pedestrian crossing distances.
- **C** New gateway feature along Broadway Avenue attracts visitors into downtown, creating a unique branding feature for the Village.

  This gateway feature is internally illuminated with a perforated aluminum image of a rose.
- **D** Existing wide roadway section can be reduced by the addition of a landscape median. This provides additional area for landscaping, trees, gateway features. This also complements the streetscape character established along the newly developed Division Street.
- **E** Break in landscape median for Chase access.
- **F** Mid-block pedestrian crossing at Chase Bank.



A New pedestrian scale lighting w/ banners to match newly installed existing roadway lights located in downtown.

B New gateway feature along Broadway Avenue attracts visitors into downtown, creating a unique branding feature for the Village.

This gateway feature is internally illuminated with a perforated aluminum image of a rose.

C Existing wide roadway section can be reduced by the addition of a landscape median. This provides additional area for landscaping, trees, gateway features. This also complements the streetscape character established along the newly developed Division Street.

Breaks in landscape median will occur to allow turning movements.

NORTH GATEWAY MEDIAN

Urban Design Improvements

The North Gateway Visualization and North Gateway Median graphics display the elements intended to enhance the streetscape, improve pedestrian safety, and integrate well within the Corridor and adjacent areas. Highlights of those (and other) urban design improvements are described below:

Roadway Median

As is found on the south end of the Corridor, ample right-of-way exists (100 feet) to install a median between Frenzel Drive and LeMoyne Street. The median would serve to add green space to the area and make it more attractive and inviting. The median would also mirror the existing median located at the south end of the corridor, helping to reinforce that these two subareas are part of the same overall community corridor; inviting those who live, work, do business in, or just pass through to know that more commercial and service businesses are located elsewhere on the corridor. Likewise, the median is a noteworthy feature in the middle of the Corridor – although medians are located on Division Street as well – which further supports the sense that Broadway Avenue is a common thread running through the Village. Key to installation of the roadway median is that it supports all necessary turning movements, including trucks and public safety vehicles. Likewise, the median would include breaks to allow appropriate left turns on the corridor; of particular note is access to and from the Chase Bank drive-through, which is a key auto-oriented business in the district.

Landscape Areas

Landscape islands are recommended at the ends and middle of the block between North Avenue and LeMoyne Street to add additional green space to the subarea and establish shorter pedestrian street crossings.

Mid-Block Crossing

In keeping with the pedestrian character of the entire Broadway Avenue Corridor, a mid-block pedestrian crossing is recommended, particularly nearest to the entrance to the Chase Bank on the east side of Broadway Avenue. A midblock pedestrian crossing should include high visibility striping, the addition of bollards, plantings, or other design elements to create a highly visible and accessible crossing location.

Gateway Feature

The gateway feature would be appropriate to locate in the median at the north end of the subarea, as this is a key branding element to distinguish the area and mark the north entry point into the Broadway Avenue Corridor at North Avenue.

Streetscape

Streetscape fixtures and enhancements in this area should reflect those in other

parts of the Corridor. In particular, this would include pedestrian-scale lighting with banners. While banners would match those located downtown and other parts of the Corridor to support consistent branding, these would be specific in that they would reflect a name for the subarea, such as "North End".

Private Spaces

The development economics of the Corridor evaluated in this plan show that the local rent structure makes new retail or office development a challenge. That is, rent received for properties in the area do not support the cost of new construction, ongoing maintenance, and taxes. This fact reinforces that the current uses and structures are likely to remain. This does not present a major challenge to the subarea as the infrastructure and buildings, at least from outward appearance, are well maintained. Ongoing internal maintenance will be important to supporting the economic strength of the district and is the responsibility of local landlords and tenants.

Transportation Improvements

Further improvements to enhance the North Avenue Commercial subarea relates to transportation characteristics of the area. Most notable are that the Broadway Avenue Bridge over Silver Creek narrows, which causes difficulty for motor vehicles, particularly trucks and buses, when crossing the bridge from wider road widths to the north and south. Also, there are no accommodations for bicycles on the bridge, and the sidewalks on the bridge are narrow. Further, the intersection of Broadway Avenue and North Avenue is very wide with limited pedestrian amenities and no ADA accessible infrastructure. Lastly the intersection has an important Pace bus stop with many riders that use the existing shelter on North Avenue.

Intersection Improvements

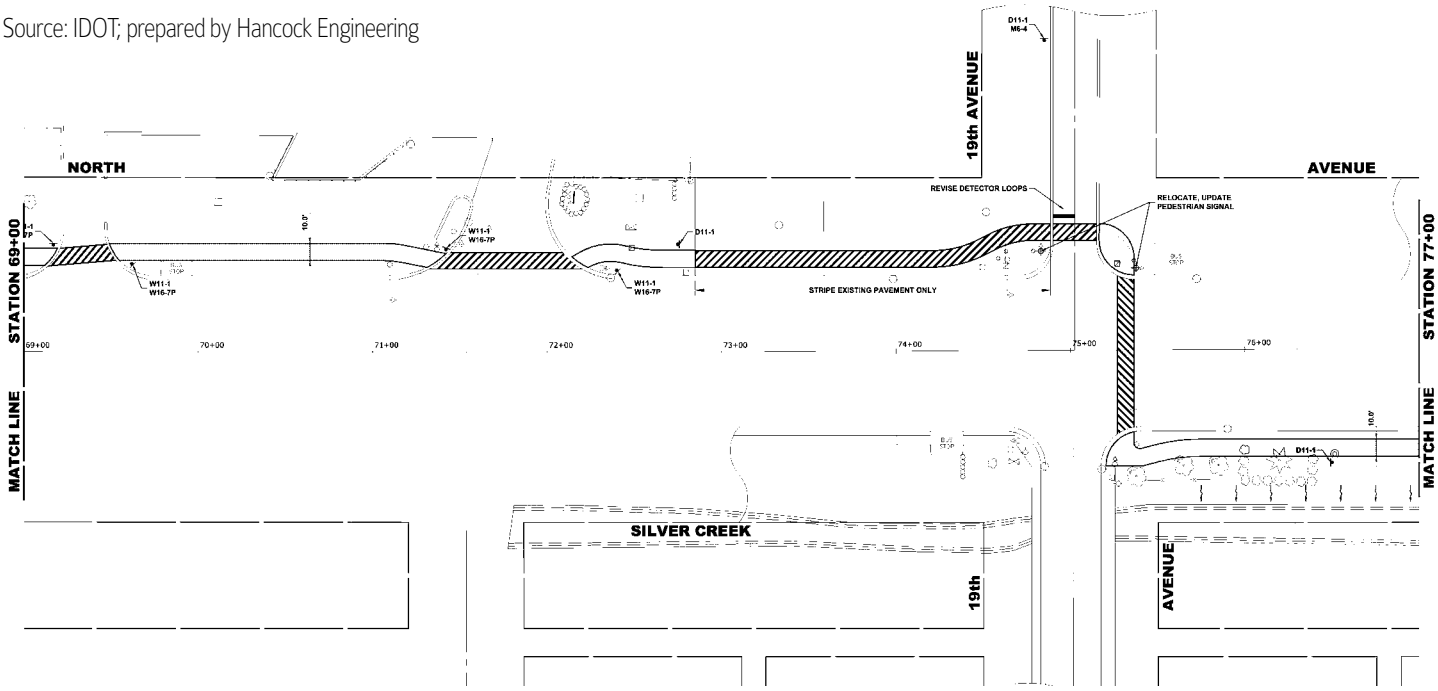
Improve the intersection of Broadway Avenue and North Avenue with median refuge islands, high visibility crosswalks, and count-down signals. The median should start south of Frenzel Drive and extend south to LeMoyne Street. These improvements will be necessary not just for the safety of pedestrians, but also for bicyclists who will use the proposed North Avenue Commuter Bicycle Path. The proposed alignment for the path is along the north side of North Avenue, crossing the east leg of Broadway Avenue to the south side of North Avenue (see the graphic below). Phase I engineering has been completed. Phase II engineering is to be completed. Construction anticipated in 2015/2016.

Bridge

The Broadway Avenue Bridge over Silver Creek is anticipated to be replaced in the

PROPOSED NORTH AVENUE COMMUTER BICYCLE PATH

Source: IDOT; prepared by Hancock Engineering



future. In considering replacement, the bridge should be widened to match the four lane profile of the road south of 20th Avenue. From a community character perspective, this will open up views of the North End District and let those traveling on North Avenue see that there are businesses just around the corner. In addition, a wider road will support the anticipated North Avenue Commuter Bike Path and pedestrian access from North Avenue to the district. To further this benefit, a gateway feature or signage should be included on North Avenue as part of the bridge replacement to highlight the business area. It is not anticipated that the median would be included all the way to North Avenue or as part of the bridge. While the widened bridge could help accommodate larger vehicles or trucks, including the median would make turning movements for such vehicles difficult or impossible.

Wayfinding Signage

Add wayfinding signage as part of the North Avenue Commuter Bike Path, showing connections to the Main Street Subarea, restaurants on Division Street, Metra station, Illinois Prairie Path and Des Plaines River Trail.

Expanded Travel Lanes & Sidewalks

Widen the Broadway Avenue Bridge to expand travel lanes to 11 feet with two (2) lanes in each direction. This would allow for separating left-turning vehicles from those traveling through or turning right and better accommodate Pace buses. Sidewalks should also be expanded to 8 feet on each side. The current cross-section is 48 feet, with two 18 feet travel lanes (one per direction, although two automobiles can squeeze side by side). This cross-section should match up with the roadway width south of the creek. Current sidewalks are 6 feet immediately adjacent to the bridge deck. Expanding the sidewalks to 8 feet will provide better separation from auto traffic. A widening of the bridge has been previously identified by the Village. No design work has yet been completed.

Pedestrian Improvements

Improve the pedestrian environment and reduce auto/pedestrian conflicts, particularly through the use of curb bump-outs at Broadway and Frenzel Drive and at locations where pavement is painted at angled parking spaces.

Transit Improvements

To improve safety of Pace customers, a curb extension should be added to the existing far side bus stop at the southwest corner of Broadway Avenue and Frenzel Drive.

SECTION 3

Implementation Plan

The many concepts identified and tested during development of the Broadway Avenue Corridor Plan require implementation if they are to serve the Village of Melrose Park. However, the format of such implementation varies. In some cases implementation requires installation of physical improvements to the public right of way. Other tasks call for working with, expanding, or developing relationships with other groups and agencies serving the community. Lastly, some forms of implementation are built on taking direct actions to support local businesses.

The challenge related to implementation is that all the tasks require Village resources. While finding the funds to install or construct improvements may be considered the challenge initially, the bigger barrier often is finding the time for staff and Village officials to make the plan happen. That reality is reflected in this chapter of the Broadway Avenue Corridor Plan.

The ideas for plan implementation started with development of the plan vision, goals, and objectives. Those statements, which were considered by the Steering Committee and Village Plan Commission, describe a desired condition for the study area. Those ideas were further defined in the strategies memo provided to the Village. In that report, the strategies and recommendations were organized by geography, corridor-wide and by subareas, and reflected the plan's Vision Statement for the Corridor. A review of the plan's objectives would indicate quite a "to do" list for the implementation related to topics of Urban Design, Business, Culture & Community, Land Use & Zoning, and Transportation, all aimed at implementing the plan's vision.

The Implementation Plan assigns responsibilities, provides funding sources, and sets timeframes for tasks that enable the Village of Melrose Park to meet its strategic objectives. Recommendations can be considered on a short term (projects that can be completed within 1-3 years), mid-term (4-6 years), or long term (7+ years) timeline, while some may take longer due to market conditions, property ownership, and available public and private financing. Costs are included where appropriate and represent estimates of design, engineering, and installation of improvements. Prior to any actual installation, final construction costs will need to be developed as part of the firm design.

Implementation actions are also addressed as being of high, medium or low priority. This is because opportunities or available resources don't always match the defined timeframes. This means that an implementation task with a short-term timeline should not be abandoned if not completed in three years, that timing simply reflects a best case alternative. Likewise, a longer term implementation task need not wait. Conducting implementation tasks often result from opportunities the Village either creates or comes upon – a grant program, a property for sale, a proposed development, plans or programs of other agencies, etc.

In this way, the entire implementation list is always in play, with the high priority items (those the Village should be most attentive to considering as part of annual budgets), attaching to opportunities that arise, or working with other agencies to implement.

Land Use, Zoning, Urban Design & Transportation

The Broadway Avenue Corridor is well-established with clear and separate land uses that support a mixed pedestrian-oriented and commercial corridor. Ensuring the Village's codes, ordinances, and development review process support the land use pattern and the strategies outlined in the plan are fundamental to plan implementation. General recommendations explored include defining zoning regulations to maintain the pedestrian-oriented community and limiting intense land uses, improving pedestrian mobility, and creating better connections to different modes of transportation.

While the Broadway Avenue Corridor's streetscape is well-established in various locations, the following objectives include urban design actions aimed at enhancing pedestrian mobility, and increasing the downtown's effectiveness as a major destination for shopping, dining, and seasonal festivals.

From a transportation perspective, the Broadway Avenue Corridor is a multimodal location, offering a range of choices including walking, commuter rail, bus, and automobile. While residents and visitors have various options, there are aspects that can be improved to provide a safe and convenient user experience. From pedestrian and bicycle access, Metra and Pace transit facilities, roadways, and parking, the transportation implementation tasks are intended to achieve this safe, accessible, and connected multimodal transportation network serving the Corridor.

The Implementation Plan assigns responsibilities, provides funding sources, and sets timeframes for tasks that enable the Village of Melrose Park to meet its strategic objectives.

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
CORRIDOR-WIDE STRATEGIES					
Amend Zoning Ordinance (Report Pages 18–19)	Create a Broadway Avenue Corridor Zoning Overlay ("E1" Zoning District) to regulate businesses and development on Broadway Avenue.	Short-Term	High	Staff Time Consultant Services Cost: $11,500	RTA, Melrose Park General Fund (MP)
	Expand zoning definitions.				
	Establish new "E1" permitted and conditional use lists.				
	Revise zoning height and setback standards in for "E1" District.				
	Establish Conditional Use Process to apply to "E1" District.				
	Refine and adopt parking standards into zoning ordinance.				
	Amend code to have signage regulations on Broadway Avenue reflect those established for Lake Street.				
Identify Funding Sources for Transportation Improvements	Research/apply for roadway & intersection-related grants.	Ongoing	High	Staff Time	MP
	Research/apply for transit-related grants.				
	Research/apply for bike/ pedestrian related grants.				
	Research/apply for urban design & streetscape grants.				
	Research/apply for safety-related grants.				

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
Add Urban Design & Wayfinding Features (Report Pages 20 – 23)	Install gateway pier feature as designed and indicated in the plan.	Short- Term	Medium	Cost Per Gateway: $25,000 to $40,000	TIF, SSA, BID, TED, PPP, ITEP, MP
	Install decorative banners along the north gateway and Downtown median.	Short- Term	Medium	Cost: $8,000 to $30,000	TIF, SSA, BID, TED, PPP, ITEP, MP
	Install Wayfinding Signage to direct pedestrians and drivers to activity centers.	Mid- Term	Medium	Cost Per Sign: Directional Sign= $7,000 to $10,000; Parking Directional Sign= $7,000 to $10,000; Parking Identifier Sign= $4,000 to $5,000; Kiosk= $7,000 to $8,000	TIF, SSA, BID, TED, PPP, ITEP, MP
Develop Corridor-Wide Bicycle and Network & Supportive Amenities (Report Page 25)	Complete Village-wide bicycle/ pedestrian plan.	Short- Term	High	Staff time Consultant Cost: TBD	CMAP, ATA, ITEP, PBS
	Add shared bicycle/vehicle lane markings ("Sharrows") and signage along Broadway Avenue from Silver Creek to Lake Street.	Short- term	Medium	Cost: Bike signage= $500/sign; "Sharrow"; Pavement markings= $400 each	CMAQ, ITEP, MFT, STP, IDNR-BPP
	Coordinate with the West Central Municipal Conference (WCMC) bicycle planning efforts.	Ongoing	Medium	Staff time	MP

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
Improve Pedestrian Environment (Report Page 24)	Correct and/or repair deficient sidewalks (including ADA ramps).	Ongoing	High	Cost: ADA ramps= $1,000; Sidewalk= $20-30/LF	CMAQ, ITEP, TIF, SSA, BID MP
	Replace existing crosswalks with high visibility crosswalks.	Mid-Term	High	Cost: High visibility crosswalks= $2,000/int.	TIF, SSA, BID, ITEP, MP
DOWNTOWN COMMERCIAL SUBAREA					
Mid-Block Crossing between Lake Street & Main Street (Report Pages 33-34)	Complete engineering and design of mid-block crossing.	Mid-Term	High	Consultant Fees: $65,000 to $90,000	TIF, BID, TED, ITEP
	Construct mid-block crossing (100′ x 100′ area). Demolition: $100,000 Construction: $350,000 to $500,000			Cost: $450,000 to $600,000	TIF, BID, ITEP
Broadway Avenue & Lake Street Intersection Improvements (Report Pages 35-36)	Add pedestrian countdown signals.	Mid-Term	High	Cost: Countdown pedestrian signal= $800 each	CMAQ, STP, MFT, TIF
	Improve pedestrian crossing with wider crosswalks, high visibility paint, and stop bars perpendicular to travel lanes.	Mid-Term	High	Cost: High visibility crosswalks = $2,000/int.	CMAQ, STP, MFT, TIF
	Extend curbs at corners in accordance with IDOT engineering standards.	Mid-Term	Medium	Cost: Curb extensions = $13,000 each	CMAQ, STP, MFT, TIF
	Consolidate or narrow driveway on northeast corner of intersection.	Mid-Term	Medium	Cost: Sidewalk = $30/LF	TIF, MP

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
Pedestrian Alley (Report Pages 31-32)	Investigate acquisition of property on one side of the 20th Avenue Parking Lot Broadway Avenue access drive.	Mid- Term	High	Staff Time Cost: TBD	MP
	Upon property acquisition – conduct final design and engineering of alley concept.	Mid- Term	High	Engineering Services Cost: $30,000 to $40,000	MP, TIF, SSA
	Construct alley concept (125'x51' area). Demolition: $30,000 Construction: $195,000 to $245,000	Mid- Term	High	Cost: $225,000 to $275,000	MP, TIF, SSA
Improve 20th Avenue Surface Parking Lot Access & Safety (Reports Pages 30-32)	Investigate alley improvement strategies to improve vehicular/pedestrian separation between the north-south alley and businesses on the west side of Broadway Avenue. Strategies could include a stop sign at the N-S alley and the pedestrian access to Broadway Avenue, bollards, speed hump, landscaping, and signage.	Mid- Term	High	Consultant Fees: TBD	MP
	Conduct engineering design of alley enhancements.	Mid- Term	High	Consultant Fees: TBD	MP, TIF, SSA
	Construct improvements.	Mid- Term	High	Cost: Pavement markings= $350 each; signage= $500 each; bollards= $700 each	MP, TIF, SSA

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
Broadway Avenue & Main Street Intersection Improvements (Report Page 39)	Add stop bars on Main Street perpendicular to travel lanes.	Short-Term	High	Cost: Stop bar pavement marking= $300 each	MFT
	Add decorative marked intersection with high visibility paint.	Short-Term	High	Cost: High visibility crosswalk= $2,000 each	MFT, ITEP, MP
	Add wayfinding signage to depot/platforms.	Short-Term	High	Cost: $500/ sign	ITEP, METRA, MP
	Relocate nearside Pace bus stop at northwest corner of Broadway Avenue and Main Street to a far side stop at the southwest corner. Consider adding bus shelter.	Short-Term	High	Cost: Bus pole w/ Sign= $150 Shelter= $5,000 Bus stop pad= $10,000	ITEP, PACE, MP
Improve Efficiency of Public Parking Resources (Report Pages 24-25)	Prepare internal management plan to implement 2-hour parking time restrictions for the angled, on-street spaces between Lake Street and Main Street. Would include revisions to Village ordinance, establish assessment and collection of fines, and install signage.	Short-Term	High	Staff/police time; Cost: Signage= $500 each	MP, CMAP
	Establish on-going parking monitoring program to determine usage and needs.	Short-Term	High	Staff time	MP, CMAP
	Designate employee-only parking area within a portion of the 20th Avenue surface parking lot.	Short-Term	High	Cost: Signage = $500 each	MP, SSA, BID, TED
	Add wayfinding signs to direct customers to the 20th Avenue parking lot.	Short-Term	High	Cost: See "Urban Design and Wayfinding Features"	MP, SSA, BID, TED

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
RICE STREET PEDESTRIAN CROSSING IMPROVEMENTS					
Broadway Avenue & Rice Street Intersection Improvements (Report Page 37)	Design/install curb bump outs.	Short-Term	High	Cost: Curb extensions = $13,000 each	SRTS, MFT
	Add decorative marked intersection with high visibility paint.	Short-Term	High	Cost: High visibility crosswalk = $2,000/int.	SRTS, MFT
	Add signage indicating pedestrian and school crossing location.	Short-Term	High	Cost: Striping= $2000 each; signage= $500 each	SRTS, MFT
	Add in-roadway warning lights (IRWL) and signage.	Mid- Term	High	Cost: IRWL = $25,000 to $35,000	SRTS, MFT

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
MELROSE PARK METRA STATION SUBAREA					
Station Area Improvements (Report Pages 38–40)	Improve crossing between station area and Police Department building, including narrowed driveway width and marked crosswalk.	Short-Term	High	Cost: High visibility crosswalk= $2,000 each; Sidewalk= $20,000 to $30,000/LF	MFT, MP
	Add decorative marked intersection with high visibility paint at the railroad crossing.	Short-Term	High	Cost: High visibility crosswalk= $2,000 each; Sidewalk= $20,000 to $30,000 /LF	MFT, MP, TIF, BID, SSA
	Close driveway access on west side of Broadway Avenue just north of the railroad crossing.	Short-Term	Medium	Cost: Sidewalk= $30,000/LF	MP
	Relocate nearside Pace bus stop at northwest corner of Broadway Avenue and Main Street to a far side stop at the southwest corner. Consider adding bus shelter.	Short-Term	Medium	Cost: Bus pole w/ Sign= $150 Shelter= $5,000 Bus stop pad = $10,000	MP, PACE
	Evaluate feasibility of installing public art on public building adjacent to the Metra station. If appropriate, identify interested community artists.	Mid- Term	Medium	Cost: $10,000 to $40,000	NEA
	Add wayfinding signage from commuter parking lot to depot/ platforms.	Short-Term	High	See "Urban Design and Wayfinding Features"	MP
	Station landscaping – Work with Metra to install low plantings to create a more attractive area (NOTE: plantings and enhancements must meet Metra and UP requirements and are not intended to create a center for activity other than commuter use.)	Mid- Term	Medium	Cost: $10,000 to $15,000	MP, SSA, TIF, BID, CDAP

Task Category	Task	Time Frame	Priority	Resources / Cost	Potential Funding Source
BROADWAY AVENUE NORTH COMMERCIAL SUBAREA					
Broadway Avenue & North Avenue Intersection Area Improvements (Reports Pages 44-45)	Improve function and safety by adding or enhancing center median refuge islands on North Avenue, high visibility crosswalks, pedestrian countdown signals.	Long-Term	Medium	Striping = $2,000 each; Countdown signal= $800 each; Refuge Island= $10,000	CMAQ, STP
	Coordinate with IDOT and CMAP on the planned North Avenue Commuter Bike Path, including wayfinding signage to local and regional destinations.	Mid-Term	High	Cost: $500/sign	MP, CMAQ, STP
	Coordinate with IDOT on the proposed widening of the 19th Avenue bridge over Silver Creek.	Long-Term	Medium	Staff Time	CMAQ, STP
North Commercial Area Improvements along Broadway Avenue (Report Pages 42-45)	Conduct final design and engineering plan of north corridor roadway median and mid-block crossing.	Mid-Term	Low	Engineering Services Cost: $45,000 to $50,000	MP
	Conduct final design and engineering of landscape areas.	Mid-Term	Low	Engineering Services Cost: $3,500 to $5,000	MP
	Install north corridor, median and mid-block crossing. Demolition: $100,000 Construction: $200,000 to $225,000	Mid-Term	Medium	Cost: $300,000 to $325,000	MP, CDAP
	Install landscape areas.	Mid-Term	Low	Cost: $25,000 to $35,000	MP. CDAP
	Install curb bump outs at Broadway Avenue and Frenzel Drive.	Mid-Term	Low	Cost: Curb extensions= $13,000 each	MP, MFT

Market & Economic Development

The Broadway Avenue Corridor, encompassing all three (3) commercial nodes, has three (3) important competitive advantages.

1. The Corridor's markets are dense with sufficient nearby residents and employees to support the corridor's local businesses and their growth.

2. The ethnic character of the two (2) Broadway Avenue commercial nodes—Hispanic at Main Street, and Italian at Division Street--represent opportunities to enhance the respective market positions of both nodes. The Division Street node with its Italian restaurant cluster has a more established regional reputation. At Main Street, the presence of established business anchors, including the grocers, bakers, and eateries, represents a complete shopping locale. Given its thorough offering, the Main Street area can begin to establish its position as an important Hispanic shopping option between Chicago and Aurora.

3. The Village continues to maintain strong relationships with the regional real estate community. Area brokers work well with the Village on tenant-related issues specific to all corridor nodes, and few vacancies exist. These same brokers and developers recognize the Broadway Avenue corridor as the key location for independent retailers, restaurateurs, services, and small office tenants, particularly at Broadway's North Avenue node.

These competitive advantages also translate into the Village's primary strategic opportunity for Broadway Avenue—supporting business growth. Whether a new corridor business or the expansion of an existing business, an emphasis on business growth can strengthen the businesses in each node, attract more customers from a larger area, and ensure continued reinvestment by local businesses and property owners.

The implementation actions shown below require some new partnerships for the Village and the Melrose Park Chamber of Commerce. With these partners, the Village can access a wider range of resources to help local businesses grow and to methodically promote the Corridor, its businesses, and the Village. This emphasis will also capitalize on the Village's long-standing relationships with Broadway Avenue's business and property owners and with the regional real estate community. Ultimately, these partnerships and their resources will help the Village provide increased services and expertise to corridor business and property owners.

To work directly with these external partners, this section's outreach strategy recommends a new full-time bi-lingual Village staff position dedicated to working directly with the business owners and property owners in all three (3) Broadway Avenue commercial nodes and to identifying ways to enable their collective growth. Building and maintaining these relationships, as well as addressing key business issues will require about 50% of this staff member's time. In coordination with Melrose Park's Chamber, this staff member will pursue partnerships that provide a wide range of business assistance resources, including financing, for the corridor's businesses. Activating these partnerships and helping individual corridor businesses access these resources, such as loan programs, will require another 25% of this staff member's time. This Village staff member will also work with the business owners in each Broadway Avenue node to organize special events, business promotions, and image building activities to strengthen their businesses and increase the visibility of each node. Working with corridor business owners to plan, organize, and manage these corridor-specific promotion activities will require another 25% of this staff member's hours. This dedicated staff approach, combined with access to proven regional business resources and increased visibility, will ensure sustained corridor business growth over time.

MARKET AND ECONOMIC DEVELOPMENT

Objective: Develop partnerships with regional organizations with targeted resources to support corridor business growth.

Benefits: Broadway's Main Street and Division Street nodes include the most visible corridor businesses. Each node has unique challenges. Broadway/Main business owners likely need assistance with access to financing and marketing, based upon national trends. Broadway/Division owners have business transition needs. Providing access to resources consistently and over the long-term will enable sustained corridor business growth.

Resources: Village staff and the Melrose Park Chamber of Commerce will work together to identify local business issues and to develop programs to address those issues. The Village will initiate outreach to potential partners to match their programs to corridor business issues. Longer term, the Village and the Chamber partnership should continue to address market changes or emerging corridor issues and identify additional partners to provide useful resources.

Task	Time Frame	Priority
Meet with Broadway Avenue/Main Street and Broadway Avenue/Division Street business owners to identify their 3 most important needs to grow their businesses and to identify their ideas about programs or services that could address those needs.	Short-Term	High
Identify area partners to assist with helping businesses at Broadway/Main to expand and grow. Potential partners include: • Casa Jalisco (familiarity with local resources); • Illinois' Hispanic Chamber of Commerce and its Small Business Development Center (entrepreneurial support, business planning, business marketing, and access to financing), • Acción Chicago (access to financing and business assistance); and • Dominican University's Brennan School of Business (student interns, local research, new media).	Short-Term	High
Identify area partners to assist with business issues, such as succession planning, specific to Broadway/Division. Potential partners include: • Loyola University of Chicago's Family Business Institute (succession planning and business transitions); and • Triton College (culinary operations).	Short-Term	High

Based on needs identified by new partners, develop 2-3 formal programs structured to foster the expansion and sales growth of Broadway Avenue businesses. These programs should address common needs discussed with corridor business owners.	Short-Term	High

OUTREACH

Objective: Continue existing Village and Chamber outreach to corridor businesses, and begin to emphasize business support and growth in existing outreach.

Benefits: Past outreach has worked for the Village. Increasing emphasis on outreach that provides tangible results for corridor businesses will strengthen businesses and promote the corridor and the Village.

Resources: Coordinated outreach by the Village and the Chamber will remain ongoing.

Task	Time Frame	Priority
Continue to coordinate with the Chamber in its outreach work with corridor businesses.	Ongoing	High
Organize a regular forum for Broadway/Main business owners to meet and obtain information from partners and others to improve their businesses.	Mid-Term	Medium-High
Consider hiring a fully dedicated and bi-lingual Village staff member to work with Broadway corridor businesses to facilitate communications and market and promote the district and coordinate activities with Melrose Park's Chamber.	Mid-Term	Medium
Continue to work with area real estate community to support tenant recruitment.	Ongoing	Medium

MARKETING AND PROMOTION

Objective: Promote the Broadway/Main and Broadway/Division business nodes regionally, communicating the Village's ethnic story, increasing their visibility, and emphasizing promotion activities that generate sales for both nodes.

Benefits: Attracting more consumers and their dollars through a balance of marketing programs is another aspect of supporting business growth. A balance of special events, image building through traditional and social media, and business cluster promotions will raise regional awareness of the corridor's businesses and clusters. These activities can celebrate the Village's cultural history. This can also enhance transit use over time.

Resources: These actions would be conducted by the new Village staff position. Marketing the nodes and their clusters will be critical to capitalizing on the corridor's regional potential.

Task	Time Frame	Priority
Identify and work with business leaders in each node to identify any current efforts to promote each district, and understand what works currently.	Short-Term	High
Strengthen existing efforts, such as the Broadway/Main sidewalk sales, by adding supplemental activities to these events.	Mid-Term	Medium
Work with business owners to develop a cooperative advertising program.	Mid-Term	Medium
Determine any unique marketing opportunities based upon new partnerships described in these implementation steps.	Long-Term	Low
Identify new marketing and promotion activities for each node. Examples include: new restaurant cluster promotions at the Taste and the Feast; marketing Broadway/Main business district as a shopping area regionally in Hispanic media (traditional and new); ethnic-oriented special events or festivals at each node.	Long-Term	Low
Promote Metra and Pace as travel options in promotional materials to market activities such as special events or festivals, relevant image building activities, and shopping or restaurant promotions.	Mid-Term	Medium

FUTURE DEVELOPMENT		
Objective: Assist local owners with any redevelopment proposals specific to Broadway Avenue redevelopment sites, as economy improves.		
Benefits: Cook County's property tax structure inhibits interest in the type of in-fill projects likely to occur at Broadway Avenue's vacant sites. Any development over the mid-term will likely be based on the specific needs of a local business owner with a longer return on investment timeline, particularly monitoring which owners are positioned for expansion.		
Resources: Village officials will lead the implementation of these strategies with assistance from the Chamber.		
Task	**Time Frame**	**Priority**
Identify Broadway Avenue business owners that acquire corridor sites or indicate interest in a future site purchase.	Mid-Term to Long-Term	Low
Consider formulating a local incentive policy to support new development at corridor sites for existing or desired corridor businesses. Components of such a policy may include: • Permit waivers for projects of a certain size; • Regulatory relief based upon this study's recommendations; • TIF assistance, assuming future available increment; • Cook County Class 7a for small commercial uses, as appropriate	Mid-Term to Long-Term	Low
Identify local incentive options available to enable development. Past and current Village funding sources can be considered. • Storefront improvement and awning matching grants; • Design services for storefront and signage work via a grant match through a Village contract with experienced commercial district designers • Matching grants for business security systems and interior night lights to encourage as alternatives to burglar bars and gates; • Signage grants and regulations supporting improved appearance; • Upper story improvement incentives for office and residential uses.	Mid-Term	Medium
Maintain ongoing follow-up with any identified owners.	Mid-Term to Long-Term	Low

APPEARANCE		
Objective: Consider future initiatives that support both sales growth and this study's urban design recommendations.		
Benefits: Certain regulations, urban design, and basic appearance issues affect how consumers perceive any commercial district. Village actions, including incenting behaviors, which mitigate negative perceptions, create the environment that attracts more consumers to Broadway Avenue's businesses.		
Resources: As these recommendations are implemented, the Village will need to examine these design issues and their market implications routinely to incrementally increase Broadway Avenue's attraction power for residents and visitors.		
Task	**Time Frame**	**Priority**
Consider incentives to enable improved appearance, such as security systems to eliminate burglar bars, façade improvements, or signage design services.	Mid-Term	Medium
Assess the need for regulations to ensure quality rental units in any upper story space on Broadway and to maintain visibility in Broadway's store windows.	Mid-Term	Medium
Examine any need for future parking fees in the Broadway/ Main node, as more customers are attracted to the area. Any fees generated could support marketing or cluster promotions to attract more customers or could be used to fund corridor incentives.	Long-Term	Low
Continue to evaluate perception of safety issues throughout the corridor, including the need for additional street and/or storefront lighting, patrols, or liquor ordinance enforcement.	Ongoing	High

Resources

Multiple funding opportunities are available to support implementation of the redevelopment and improvements opportunities outlined in the implementation plan.

LOCAL MUNICIPAL RESOURCES

Municipal funding mechanisms can supplement Melrose Park's ability to use local revenues for potential redevelopment and improvement opportunities. These funding mechanisms can supplement the Village's general revenues and capital improvement plans.

- Tax Increment Financing (TIF): Is a special area designated by the Village to make public improvements within the district that will help generate private-sector development. Taxes derived from increases in assessed property values (i.e. the tax increment) resulting from new development and infrastructure improvements would either go into a special fund created to retire bonds issued to originate the development or leverage future growth in the TIF district.

- Special Service Area (SSA): Can be used for infrastructure, maintenance, or area management purposes in a geography defined by Melrose Park. Such revenues can sup¬port bonding or generate a revenue stream for specific projects for the defined geography.

- Business District (BD): Can generate additional sales tax revenue for certain purposes, similar to the eligible uses for TIF. This approach may be appropriate for commercial and mixed use areas that redevelop for retail uses.

- Public/Private partnerships: Partnerships with a private developer can help to facilitate proposed development or extension of municipal utilities. Partnerships could be established through legal negotiations and performance standards.

- Illinois Motor Fuel Tax Revenue: About 20 percent of the State's Motor Fuel Tax (MFT) revenues are appropriated to municipalities in proportion to population. Counties, Townships, and Road Districts also receive allocations. MFT funds are collected at the sale of gasoline, on a per gallon basis. These funds can be used for infrastructure expenses in coordination with the Illinois Department of Transportation (IDOT). Typical projects include: engineering services; roadway reconstruction; sewer improvements; bicycle paths, lanes, signs, and parking facilities; pedestrian tunnels or overhead crossings; sidewalks; off-street parking facilities; and street lighting systems.

- Other tools: Tax abatements that support capital projects or sales tax rebates could be applicable.

TRANSPORTATION RESOURCES

Funding for transportation related work is available from federal, state, and regional sources.

- Illinois Transportation Enhancement Program (ITEP): The ITEP program is designed to promote alternative transportation options, including bike and pedestrian travel, along with streetscape beautification. The federal funds are awarded competitively, and any local or state government is eligible to apply. Local matching funds are required, and work must begin on the projects within three years. For the current round of funding, IDOT received 232 applications requesting ITEP federal funding totaling nearly $260.5 million.

  A project must fall into one of the eligible categories listed within the ITEP Guidelines Manual and also must relate to surface transportation in order to qualify. Funding will be provided for up to 80 percent of the project costs. The remaining 20 percent is the responsibility of the program sponsor with the exception of street lighting and land acquisition which is funded at 50 percent for projects selected under the program.

  Webpage: http://idot.illinois.gov/transportation-system/local-transportationpartners/county-engineers-and-local-public-agencies/funding-opportunities/ITEP

- Transportation Alternatives Program (TAP): The TAP was authorized under the federal transportation bill, Moving Ahead for Progress in the 21st Century Act (MAP-21). The TAP provides funding for programs and projects defined as transportation alternatives. The TAP will combine into one program three different previous programs: Transportation Enhancements (ITEP), Safe Routes to School (SRTS), and Recreational Trails program.

  Webpage: http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm

- Congestion, Mitigation and Air Quality Improvement (CMAQ): Improvement funding is available via the Federal Highway Administration (FHA) and IDOT. This program is intended to reduce traffic congestion, improve air quality, improve intersections, and increase and enhance multiple travel options, such as biking and walking. These funds are avail¬able locally through the Chicago Metropolitan Agency for Planning (CMAP). CMAQ grants are awarded each fiscal year dependent on available funding from the Congressional appropriation of funds. The recently passed federal transportation authorization legislation, Moving Ahead for Progress in the 21st Century (MAP-21), does not extend the authority to fund CMAQ projects at 100% federal in FFY 2013 and beyond. CMAQ funded phases will require a minimum of 20% local match.

  Starting with the FY 2014-2018 program development, Phase I engineering is no longer a CMAQ eligible phase for funding. Projects that require Phase I engineering must fund that phase with non-CMAQ funds. Project proposals are required to demonstrate that Phase I engineering has been initiated prior to the Project Selection Committee releasing a draft program recommendation to be considered for the inclusion in the program. Transit projects requiring engineering will only be eligible for 50% federal funding under the CMAQ program.

  Local match is a minimum of 20 percent of the total CMAQ funds being requested (some exceptions may apply for a few project types). The local match does not necessarily have to be provided by the sponsor. Several avenues exist through which other funding may be available, but it must be a non-federal source to qualify as match. A firm deadline of two years past the programmed year will be instituted for the accomplishment of each phase. If the phase is not completed on time, regardless of the reasons, the funding for remaining phases will be removed and that work placed on a deferred project list.

  Projects are evaluated, in part, on their ability to help implement the goals and objectives of the region's adopted comprehensive plan, GO TO 2040.

  Webpage: http://www.cmap.illinois.gov/mobility/strategic-investment/cmaq

- Safe Routes to School (SRTS): The SRTS program is administered by the IDOT. SRTS uses a multidisciplinary approach to improve conditions for students who walk or bike to school. The purposes of the program and funding are:

  1. To enable and encourage children, including those with disabilities, to walk and bicycle to school;
  2. To make bicycling and walking to school a safer and more appealing transportation alternative, thereby encouraging a healthy and active lifestyle from an early age; and
  3. To facilitate the planning, development, and implementation of projects and activities that will improve safety and reduce traffic, fuel consumption, air pollution in the vicinity of schools.

  Illinois SRTS funds both infrastructure improvements to the physical environment as well as non-infrastructure projects. Eligible project sponsors include schools and school districts, governmental entities and non-profit organizations. Projects may be organized on a variety of jurisdictional levels.

  Infrastructure-related projects can include the planning, design, and construction of infrastructure-related items within 2 miles of a school (K-8) that will substantially improve the ability of students to walk and bicycle to school (K-8). Funding limits include $200,000 for the application and associated infrastructure project with a maximum $160,000 SRTS funding (80%) and $40,000 local match (20%) funding.

There is a $2,000 minimum funding per individual project. Non-infrastructure-related projects are intended to address activities to encourage walking and bicycling to school (grades k-8), including public awareness campaigns, traffic education and enforcement within 2 miles of a school(s), and student sessions on bicycle and pedestrian safety, health and environment. Funding limits include $30,000 funding limit for the application and associated non-infrastructure project, with maximum $24,000 SRTS funding (80%) and $6,000 local match (20%) funding $2,000 minimum funding per individual project.

The last round of applications was due on January 31, 2014. Municipalities, counties, townships, or park districts could apply for up to $200,000 for infrastructure projects (items like sidewalk upgrades, crosswalks, flashing beacons, bikeways, and parking racks) and up to $24,000 in non-infrastructure projects. Based on the competitive application process for the 2014 Safe Routes to School (SRTS) Program, 58 projects were approved for funding totaling $5.9 million.

Webpages: http://saferoutespartnership.org/state/srts-in-your-state/illinois; http://idot.illinois.gov/transportation-system/local-transportation-partners/county-engineers-and-local-public-agencies/safe-routes-to-school/index

- Regional Transportation Authority (RTA): This program provides funding and planning assistance to applicants for implementation and planning projects that benefit the community and the regional transit system. Eligible implementation projects include zoning code updates, TOD developer discussion panels, pedestrian access improvement plans, and other innovative implementation approaches. Eligible planning projects include TOD plans, and corridor, subregional or local access improvement plans. The Broadway Avenue Corridor Plan is funded by this grant program. This collaborative program between the RTA and CMAP provides funding and planning assistance to communities for planning projects that benefit local communities and the regional transportation system. Projects can include the creation of transit-oriented development plans, local transit improvement plans for bus and rail, and integrated transportation and land use plans.

  Municipalities, counties, townships, councils of government / municipal associations, groups of two or more municipalities, and the RTA Service Boards (Chicago Transit Authority, Metra and Pace) located within the RTA's six-county service region (Cook, DuPage, Kane, Lake, McHenry and Will Counties) are eligible to apply to the Community Planning Program. Nongovernmental organizations must partner with a governmental organization to submit the application. A local funding match is not required for small scale Community Planning projects. Larger transit-focused Community Planning projects may require a local match. Applicants will be notified if a local match will be needed prior to project approval. Individual "not to exceed" project budgets are set by the RTA during the project development process. Project budgets should not be included as part of the application submittal.

  The RTA and CMAP (through its Local Technical Assistance Program and described below) both have separate technical assistance programs, applicants are able to apply for both programs by using one application. Through this coordination, the RTA and CMAP are able to offer planning and implementation assistance to an expanded base of eligible applicants, align all efforts with the GO TO 2040 Plan and provide interagency expertise, technical assistance and capacity.

  Webpage: http://www.rtachicago.com/community-planning/community-planning.html

- Transit Enhancement District (TED): Local municipalities could work cooperatively with the RTA, Metra, Pace, IDOT, and Cook County to create a TED. A TED is a local development tool that helps communities manage parking resources while supporting both economic development and mobility. TEDs charge market rates for parking on the street or off-street public spaces and use part of the increased revenue to make the area more accessible. TEDs are managed similar to a Special Service Area. These districts can be used to make the area more walking-oriented and connected to the larger neighborhood, improve transit connections, invite more bicycling, and revitalize the streetscape to reflect the character of the neighborhood or district.

  Chicago Metropolitan Agency for Planning (CMAP) Local Technical Assistance (LTA) Program: CMAP offers technical assistance to advance the implementation of the regional plan, GO TO 2040. The program is primarily focused on providing technical assistance with a small amount of grant funding available. Typical projects include local comprehensive plans, zoning ordinance updates, subarea plans, and projects related to sustainability and the natural environment.

  Webpage: http://www.cmap.illinois.gov/programs-and-resources/lta

- Surface Transportation Program (STP): Provides flexible funding that is used by states and localities on any Federal-aid highway, bridge projects on any public road, transit capital projects, and bus terminals and facilities. The federal share for the program generally is 80%. Each of the region's 11 Councils of Mayors are allocated STP funding on the basis of population. Each Council oversees the planning and programming of these STP funds within their own region, and has developed their own set of project selection guidelines. The West Central Municipal Conference is the lead agency for programming STP funds in the region serving Melrose Park. All selected projects must be submitted to CMAP for inclusion in the region's Transportation Improvement Program (TIP).

  CMAP Council of Mayors webpage: http://www.cmap.illinois.gov/council-of-mayors

- Active Transportation Alliance (ATA): Provides support services for local governments on bicycle and pedestrian programs and issues.

  Webpage: www.activetrans.org

- Illinois Pedestrian and Bicycle Safety Program Grant (PBS): Is designed to aid public agencies in funding cost effective projects that will improve pedestrian and bicycle safety through education and enforcement. Applicants for this grant can apply for one or more of 3 grant categories: (1) enforcement efforts; (2) educational efforts, which can include pedestrian and bicycle master plans, distribution of education materials, walk and bike promotional programs, and distribution of protective equipment; and (3) research and training.

  Webpage: http://www.trafficsafetygrantsillinois.org

COMMUNITY AND ECONOMIC DEVELOPMENT RESOURCES

The Department of Commerce and Economic Opportunity (DCEO) provides multiple grants and loans to local government for economic and community development purposes. Other state agencies and authorities have certain programs that could sup¬port project implementation.

- Business Development Public Infrastructure Program (BDPI): Provides a grant to local governments to improve infrastructure related to projects that directly create jobs.

  Webpage: https://www.illinois.gov/dceo/ExpandRelocate/Incentives/grants

- Other DCEO Programs: Provide affordable, low interest financing for public infrastructure improvements for economic development purposes.

- Community Development Assistance Program (CDAP): Provides affordable, low interest financing for public infrastructure improvements for economic development purposes. The mission of this program is to assist Illinois communities in meeting their greatest economic and community development needs, with an emphasis on helping communities with substantial low to moderate-income populations. The CDAP consists of the following components:

  - Design Engineering: Local governments may request a maximum of $150,000.00 in grant funds for final design engineering of large-scale construction projects for new or expanding water or sewer systems.

  - Economic Development: Local governments may request a maximum of $750,000.00 for gap financing to assist businesses locating or expanding in the community. Funds may be used for machinery and equipment, working capital, building construction and renovation. Applications may be submitted at any time

  - Public Infrastructure: Local governments needing to improve public infrastructure and eliminate conditions detrimental to public health, safety, and public welfare may request a maximum of $450,000.00 for Public Infrastructure funds to undertake projects designed to alleviate these conditions.

  Webpage: http://www.illinois.gov/dceo/CommunityServices/

- Illinois Finance Authority (IFA): Is a self-financed, state authority with multiple programs for local governments (among other entities). IFA can assist with bond issuance, provide low cost loans, facilitate tax credits, and supply investment capital to encourage economic growth statewide.

  Webpage: www.il-fa.com

- Local Technical Assistance (LTA) Program: CMAP offers technical assistance to advance the implementation of the GO TO 2040 Plan. The program is primarily focused on assistance with a small amount of grant funding available. Typical projects include local comprehensive plans, zoning ordinance updates, subarea plans, and projects related to sustainability and the natural environment.

  Webpage: www.cmap.illinois.gov/programs-and-resources/lta

ENVIRONMENTAL AND NATURAL AGENCY RESOURCES

Illlinois Department of Natural Resources (IDNR): The Illinois Department of Natural Resources (IDNR) administers several outdoor recreation grant programs that may be applicable to Melrose Park.

- Bicycle Path Program: The IDNR Bicycle Path Program helps with the acquisition, construction and rehabilitation of public, non-motorized bicycle paths and directly related support facilities. Applications must be received by IDNR by March 1 of each calendar year. Applications are evaluated on a competitive basis according to criteria set by the Department. Grant awards are generally announced within six months following the application deadline date. Eligible project costs include:

  - Linear corridor land acquisition costs, including associated appraisal fees; and
  - Bicycle path development or renovation including site clearing and grading, drainage, surfacing, bridging, fencing, signage, and directly related support facilities such as potable water and restroom facilities.

  Financial assistance up to 50% of approved project costs is available through the program. Maximum grant awards for development projects are limited to $200,000 per annual request; no maximum exists for acquisition projects.

  Webpage: http://dnr.state.il.us/ocd/newbike2.htm

- Recreational Trails Program: The IDNR Recreational Trails Program (RTP) program can provide up to 80% federal funding on approved projects and requires a minimum 20% non-federal funding match. Applications for grant assistance must be received by IDNR no later than March 1 of each calendar year. Awards are generally announced within 180 days following the application deadline date. Examples of eligible project activities include:

  - trail construction and rehabilitation
  - restoration of areas adjacent to trails damaged by unauthorized trail uses;
  - construction of trail-related support facilities and amenities
  - acquisition from willing sellers of trail corridors through easements or fee simple title

  Webpage: http://dnr.state.il.us/ocd/newrtp2.htm

- Open Space Lands Acquisition and Development program (OSLAD): assists local government agencies in the acquisition and development of land for public parks and open space. This program has been used to fund bicycle/multi-use trail development. The OSLAD program is state financed and grants of up to 50% may be obtained. Acquisition grants are limited to $750,000 and park development grants are limited to $400,000. Applications are accepted between May 1 and July 1 of the calendar year.

  Examples of eligible projects include:
  - Acquisition of land for new park sites or park expansion, water frontage, nature study, and natural resource preservation.
  - Development/Renovation of:
    - picnic and playground facilities
    - outdoor nature interpretive facilities
    - sports courts and play fields
    - swimming pools, beaches and bathhouses
    - campgrounds and fishing piers
    - winter sports facilities
    - park roads and paths, parking, utilities and restrooms
    - architectural/engineering (A/E) services necessary for proper design and construction of approved project components

  Webpage: http://dnr.state.il.us/ocd/newoslad1.htm

SPECIAL PURPOSE RESOURCES

The Illinois Environmental Protection Agency (IEPA) provides programs for specific purposes to local governments as described below

- Illinois Green Infrastructure Grants (IGIG): available to install green infrastructure best management practices to control storm water runoff for water quality protection. Three categories of grants are available: combined sewer overflow rehabilitation projects that will reduce the number and volume of overflow incidents; storm water retention and infiltration projects that improve water quality; and green infrastructure small projects that demonstrate best practices in a highly visible setting. Maximum grant amounts vary among these three categories from $75,000 to $3,000,000; local match requirement minimums are 15%-25%.

  Webpage: http://www.epa.state.il.us/water/financial-assistance/igig.html

- Technical assistance and funding support, depending upon the issue. IEPA has programs intended to protect watersheds and water quality near developments and roadways utilizing federal Clean Water funds. Municipal governments can also apply for revolving low interest loans for new wastewater facilities, collection systems, and sewers. Upgrades are eligible, too.

  Webpage: http://www.epa.illinois.gov/topics/grants-loans/water-financial-assistance/clean-water/

PRIVATE AND FOUNDATION RESOURCES

Certain regional and community foundations, private sector entities, and individuals may provide grants to support economic development, environmental, and land use activities or study.

- Potential grantors may be identified through the Donors Forum of Chicago.

- Local citizens or businesses may also provide a donation or series of donations to fund a specific local public improvement project. These projects can include funding for subsequent studies, or physical improvements and their maintenance. These activities are usually conducted under the auspices of a local public charity and may be subject to written commitment.

SECTION 4

Appendices

Appendix A

EXISTING CONDITIONS SUMMARIES

TABLE OF CONTENTS

The commercial character of Melrose Park's Broadway Avenue corridor truly reflects the Village's ethnic story. The shopping district near the Metra station, located at Broadway and Main and Lake Streets, has the greatest diversity of businesses and generally functions as the Village's downtown. It consists of multiple Hispanic businesses, including grocers, serving the needs of nearby residents and the regional Hispanic community. The same area also includes long-established businesses catering to Melrose Park's large Italian-American community and former area residents. The Village's regionally known Italian-American restaurant row is located on the periphery of the convenience business cluster at Broadway and Division Street. The corridor businesses near North Avenue provide varied services, mostly medical and professional, for Melrose Park residents and visitors from nearby communities. The residential neighborhoods between and surrounding each node contribute customers and community character to Broadway Avenue. From a market perspective, each of these attributes represents a corridor strength.

SECTION 1

MARKET ASSESSMENT

This examination of existing markets incorporates these inherent market strengths and will serve as the foundation for three (3) strategic economic considerations:

1. Identifying what initiatives, including redevelopment at potential corridor sites, will make corridor businesses and each node more economically successful;

2. Recognizing and respecting the importance of the unique cultural appeal of Broadway's ethnic businesses and how they do business;

3. Creating a commercial environment that fosters business success, capitalizes on the corridor's cultural diversity, and attracts more consumers and investors.

While each node faces unique challenges, these considerations will provide the overall framework for the Village and the corridor's businesses and investors to affect the corridor's economic future.

DEMOGRAPHICS

The demographics for Melrose Park and comparable nearby communities are shown in Table 5.1. These communities include Bensenville, Berwyn, and Franklin Park. Each of these communities has a strong ethnic and working class history within the overall development context of Chicago's western suburbs. Three (3) communities have significant employee populations, and all have large Hispanic/Latino populations. Finally, all of the communities also have Metra stations with a surrounding commercial area that includes businesses serving the local Latino community.

Table 5.1: Melrose Park and Nearby Communities

	Melrose Park	Bensenville	Berwyn	Franklin Park
Total Population	25,734	18,623	57,205	18,538
Total HH's	8,128	6,438	19,246	6,288
Household Size	3.2	2.9	3.0	2.9
Employees	12,639	13,932	8,177	23,312
Jobs per HH	1.6	2.2	.4	3.7
Population Density (sq.m.)	5,831.42	2,103.88	14,630.43	6,678.32
Median Age	30.9	34.8	33.4	36.1
Occuppied Housing Units	95.1%	95.4%	92.9%	95.5%
Avg. HH Income	$54,408	$66,849	$62,222	$65,541
Med. HH Income	$41,360	$52,927	$48,311	$53,795
Per Capita Income	$17,212	$23,197	$20,945	$22,242
Total Retail Demand	$148,145,182	$130,050,387	$373,014,807	$127,600,696

Table 5.1: Melrose Park and Nearby Communities continued

	Melrose Park	Bensenville	Berwyn	Franklin Park
American Indian, Eskimo, Aleut	0.4%	1%	0.5%	0.3%
Asian	1.8%	4.9%	2.5%	3.0%
Black	5.8%	3.9%	6.3%	1.3%
White	56.3%	67.3%	60.2%	74.5%
Other	32.1%	19.6%	26.7%	18.1%
Multi-Race	3.3%	3.1%	3.5%	2.6%
Hispanic Ethnicity	71.6%	49.6%	62.0%	45.1%
Not Hispanic Ethnicity	28.3%	50.3%	37.9%	54.8%

Among these communities, Melrose Park has the lowest median age at 30.9, indicating the presence of significant numbers of young families. Nearly one-third of the Village's population (32.5%) is less than 20 years of age. The Village's household size at 3.1 reinforces this family component within Melrose Park's population. The household size for the remaining communities is also nearly as large. While Franklin Park has a lower Hispanic population than Melrose Park and the other communities, Franklin Park has a sizeable foreign-born population (32.8% according to city-data.com), primarily Polish and other eastern European immigrants. Melrose Park's foreign-born population, at 38.4%, is also significant and largely Hispanic. Melrose Park's incomes are lower than those of these same nearby communities. As noted, each community, except Berwyn, has a significant employment base, as reflected in the jobs per household number.

Additional population detail for the Village of Melrose Park is provided in Table 5.2. This Table compares U. S. Census Bureau data, data from the Experian/Alteryx national data service, and the Chicago Metropolitan Agency for Planning (CMAP)'s Go To 2040 population data. (CMAP applies traditional township divisions versus census tracts to calculate total population.) **Despite differences in the data and each entity's projection assumptions, all sources indicate modest population growth (5-6%) for the Village over the next 25 years.**

Table 5.2: Total Population Detail

	Experian/Alteryx Data Source		U. S. Census Bureau		Chicago Metropolitan Agency for Planning (CMAP)	
	2013 Demographics	2018 Projection	2010 Census	5-Year ACS Projection (2012)	CMAP 2010 Census	CMAP 2040 Forecast
Total Population	25,734	25,798	25,411	25,494	23,233	24,418
Projected Increase by Source		0.25%		0.33%		5.10%

RETAIL MARKET

The Broadway Avenue corridor consists of three (3) commercial nodes separated by established residential neighborhoods. The node proximate to Melrose Park's Metra station is the largest in size and retailer numbers. The second area, at Broadway and Division Street, includes retailers and restaurants serving the surrounding neighborhoods, in addition to a gas station and 7-11 Convenience Store. Melrose Park's well-known Italian restaurant cluster borders this second node. The third area is located at Broadway and North Avenue and is primarily comprised of service businesses and professional practices.

Tables 5.3-5.5 provided below show key retail markets for each of the study area's three (3) commercial nodes and for Melrose Park. These commercial areas share customers and markets as these trade areas increase in size and distance, and certain market distinctions are notable. The markets for each node displayed in each Table include:

• Community Affiliated: Successful retail locales, regardless of size, format, or mix, often define the character of their community. These kinds of centers and their businesses routinely attract local residents. **Community residents develop relationships with these businesses, making residents an important customer segment for those centers or districts located in their community.** In identifying with their community, residents often bring visitors to patronize these same businesses.

• Pedestrian: Residents living within one-mile of any retail area are particularly active users and can walk to that area. Their frequent trips due to their proximate location typically add vitality even when businesses are not open. Consequently, this market is more important to the success of retail centers than its spending power often suggests. **Multiple Melrose Park business owners on Broadway/ Metra station indicated that as much as 50% of their sales are generated by pedestrian traffic.**

• Convenience (also Bicycle Convenience): If a customer can drive to a retailer to purchase a needed item within five-minutes, this location becomes the routine choice to meet every day needs. Convenience also assumes the desired quality and variety of goods. **Convenience shoppers represent the core market for most retail centers.** This same five-minute drive time market represents a ten-minute bike ride by area residents to the retail location.

• Destination: Businesses with smaller percentages of sales generated from the convenience market create a destination draw for retail centers and districts. Their unique offering typically attracts shoppers and diners from a larger geography. Customers from this destination market also increase sales in adjacent businesses. Those retailers and restaurants attracting a destination market also give the center, or district, a unique character that distinguishes it from other shopping options.

Table 5.3: Broadway Avenue & Main Street (near the Metra station)

	Melrose Park	.5 Mile	1 Mile	5 Minutes	15 Minutes
Total Population	25,734	10,196	29,587	33,110	321,723
Total HH's	8,128	2,905	8,851	9,809	119,187
Household Size	3.2	3.5	3.3	3.4	2.7
Population Density (sq.m.)	5,831.42	13,355.03	10,273.70	8,848.67	5,468.11
Median Age	30.9	29.8	31.3	31.0	37.9
Occupied Housing Units	95.1%	92.4%	92.4%	95.1%	94.4%
Avg. HH Income	$54,408	$52,109	$57,600	$57,339	$81,935
Med. HH Income	$41,360	$41,083	$44,883	$44,785	$57,748
Per Capita Income	$17,212	$14,910	$17,286	$17,036	$30,503
Total Retail Demand	$148,145,182	$49,774,643	$156,500,313	$174,055,572	$2,386,922,279

	Melrose Park	.5 Mile	1 Mile	5 Minutes	15 Minutes
Asian	1.8%	0.3%	0.8%	0.8%	3.2%
Black	5.8%	27.8%	33.4%	32.2%	22.6%
White	56.3%	43.3%	38.8%	38.8%	60.1%
Other	32.1%	28.2%	26.7%	27.8%	13.7%
Hispanic Ethnicity	71.6%	66.3%	54.9%	55.1%	27.3%
Not Hispanic Ethnicity	28.3%	33.6%	45.0%	44.8%	72.6%

The Broadway/Main pedestrian markets have a significantly higher population density than that of the Village. The population at 1-mile is approaching 30,000, sufficient to support the grocers and other businesses located in this segment of the study area. The retail spending power for this same market is approaching $157 million. This data supports information obtained from many Broadway/Main business owners who stated that most customers lived in the surrounding neighborhoods. This 1-mile market is also the most diverse of the markets shown. Part of this same market geography includes areas located in Maywood, south of the Melrose Park Metra station. The 5-minute drive time market generally mirrors the 1-mile market in incomes, spending power, and diversity. The destination market is less diverse, higher income, and has nearly a $2.4 billion in retail spending power.

Table 5.4: Broadway Avenue & Division Street

	Melrose Park	.5 Mile	1 Mile	5 Minutes	15 Minutes
Total Population	25,734	10,768	26,442	28,633	344,020
Total HH's	8,128	3,288	7,865	8,479	124,735
Household Size	3.2	3.3	3.4	3.4	2.8
Population Density (sq.m.)	5,831.42	14,053.52	6,702.60	6,688.50	5,891.89
Median Age	30.9	30.7	30.3	30.4	37.6
Occupied Housing Units	95.1%	95.7%	94.3%	94.3%	94.6%
Avg. HH Income	$54,408	$56,944	$57,166	$57,544	$79,641
Med. HH Income	$41,360	$44,259	$44,267	$44,701	$57,049
Per Capita Income	$17,212	$17,396	$17,039	$17,074	$29,004
Total Retail Demand	$148,145,182	$61,680,492	$145,151,342	$156,910,520	$2,487,012,157

	Melrose Park	.5 Mile	1 Mile	5 Minutes	15 Minutes
Asian	1.8%	1.7%	1.5%	1.4%	3.1%
Black	5.8%	3.6%	12.8%	13.3%	22.6%
White	56.3%	56.6%	51.2%	50.8%	59.9%
Other	35.8%	37.8%	34.2%	34.2%	14.0%
Hispanic Ethnicity	71.6%	72.3%	68.2%	68.0%	28.0%
Not Hispanic Ethnicity	28.3%	27.6%	31.7%	31.9%	71.9%

Again, this market indicates the presence of young and growing families with similar characteristics as that of Broadway/Main. Given the Division Street area's proximity to the Main Street and North Avenue area (within .5 mile of North Avenue and Broadway and within 1-mile of Broadway and Main), the Division Street markets significantly overlap the pedestrian and convenience drive time markets for the two other commercial nodes along Broadway Avenue. The map in Figure 5.1 below shows this overlap within the 5-minute convenience drive time markets for all three commercial nodes.

Figure 5.1: 5-Minute Market Overlap

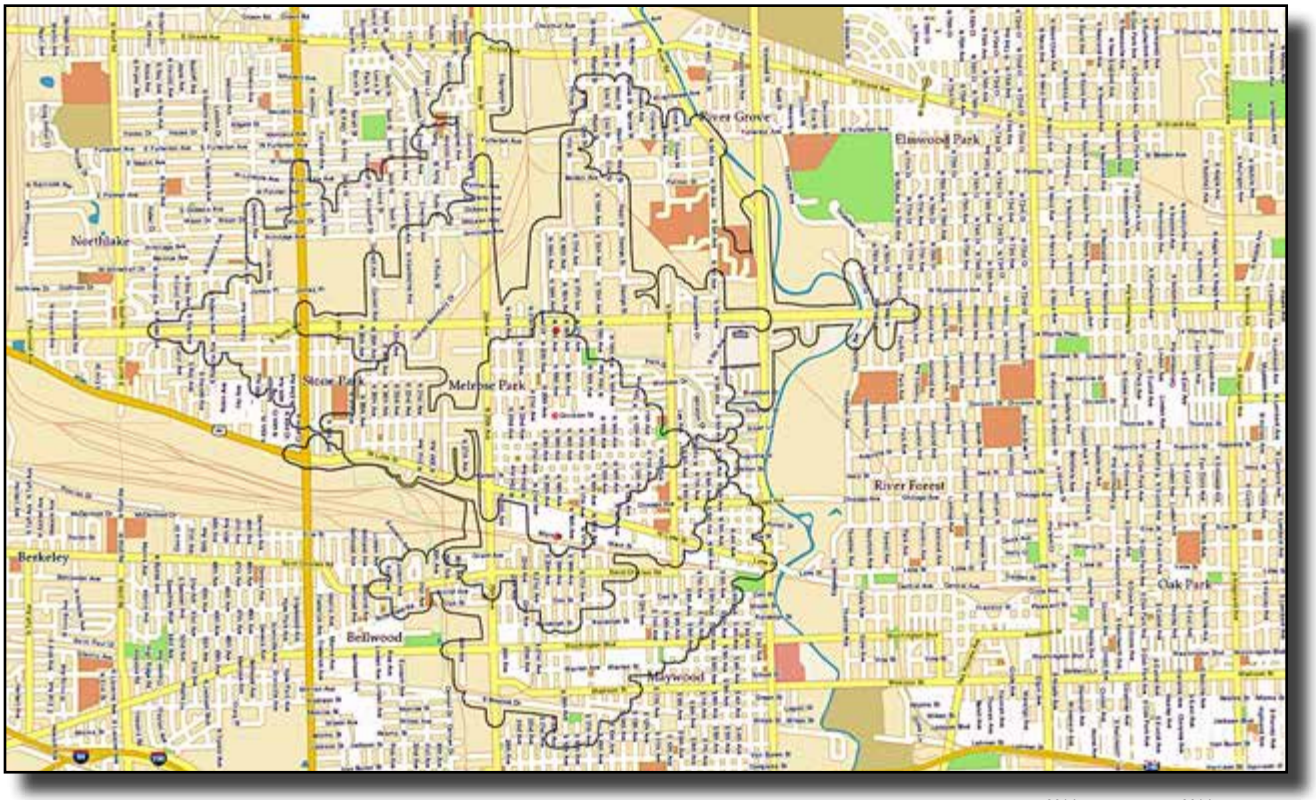


Table 5.5: Broadway Avenue & North Avenue

	Melrose Park	.5 Mile	1 Mile	5 Minutes	15 Minutes
Total Population	25,734	7,376	18,729	33,075	404,665
Total HH's	8,128	2,398	5,703	10,149	145,028
Household Size	3.2	3.1	3.3	3.3	2.8
Population Density (sq.m.)	5,831.42	4,291.36	5,851.53	5,712.89	6,010.56
Median Age	30.9	30.3	30.9	31.5	37.2
Occupied Housing Units	95.1%	94.2%	95.2%	95.1%	94.4%
Avg. HH Income	$54,408	$56,694	$58,692	$61,521	$79,363
Med. HH Income	$41,360	$43,252	$44,988	$46,985	$56,458
Per Capita Income	$17,212	$18,434	$17,885	$18,910	$28,569
Total Retail Demand	$148,145,182	$44,608,626	$107,917,620	$195,007,487	$2,882,650,517

	Melrose Park	.5 Mile	1 Mile	5 Minutes	15 Minutes
Asian	1.8%	2.7%	1.9%	2.3%	3.4%
Black	5.8%	6.1%	4.9%	4.4%	22.0%
White	56.3%	55.2%	57.2%	59.2%	59.4%
Other	35.8%	35.7%	35.7%	33.8%	14.9%
Hispanic Ethnicity	71.6%	67.8%	69.5%	69.6%	30.4%
Not Hispanic Ethnicity	28.3%	32.1%	30.4%	30.3%	69.5%

The market in and near North Avenue is less dense than those at Broadway/Main and Broadway/Division, given the surrounding single-family housing and larger commercial parcels along North Avenue. Income levels are slightly higher than the Village and other markets but are generally consistent. The North Avenue markets also have larger Hispanic populations and are less diverse than those of Broadway/Main and Broadway/Division.

The entire Broadway Avenue corridor has additional strong retail characteristics, supplementing population density and regular users. Vehicular traffic on North Avenue, with a 53,600 ADT, or Average Daily Traffic count, remains strong and reflects that corridor's history as an auto-oriented retail destination. With these ADTs, multiple major retail anchors, and the availability of larger sites, North Avenue will remain Melrose Park's major retail revenue generator. Broadway Avenue's ADTs, from 8,300 near the Metra station to 9,100 near Division Street, are typical for successful traditional and neighborhood serving business districts. Counts on Lake Street near Broadway are 15,200. **When combined with the Broadway counts, the ADTs for this part of the study area represent a positive market attribute for a community-oriented commercial district like Broadway Avenue.**

Asking retail rents in and near the Broadway Avenue corridor range from $10-$15 Per Square Foot (PSF), typically on a triplenet basis. Asking retail rents on North Avenue are generally $27-$30 PSF, with larger retail boxes offered at lower rents or subject to negotiation. Asking prices for retail properties for sale in or near the corridor exhibit significant variations in price, ranging from $35-$81 PSF. (Source: LoopNet.)

HOUSING MARKET

Melrose Park currently has over 8,500 housing units with an estimated and low 4.8% vacancy rate. (See Table 5.6 below.)

Table 5.6: Local Housing

Total Housing Units	8,543	
Occupied Housing Units	8,128	95.1%
Vacant Housing Units	415	4.8%
Occupied Housing Units	8,128	
Owner Occupied Housing Units	4,011	49.3%
Renter Occupied Housing Units	4,117	50.6%

Source: U. S. Census Bureau, American Community Survey 2012; © 2014, by Experian

Like much of the Chicago area, Melrose Park's housing market suffered during the recent recession. According to RealtyTrac, 470 homes in Melrose Park are in some state of foreclosure. Foreclosure activity in the 60164 zip code is significantly higher (1 in 349 homes) versus that of the 60160 zip code (1 in 503 homes). The Village's median home sales price for 2014 (through June for all residential properties) is $115,000, a 2.7% increase from 2013. The median home value for Melrose Park is placed at $136,100. Other sources indicate median sales prices of $131,000 for a single-family home. (Sources: zillow.com, trulia.com)

Residential rentals available in Melrose Park include single-family homes and units in multi-family dwellings. Asking rents, given unit size and type, are ranging from $.90 to $1.40 PSF. About 50% of Melrose Park's residential rental listings are single-family homes. The availability of single-family homes as rentals in markets, such as Melrose Park, is another by-product of the recent housing crisis. (Sources: zillow.com, trulia.com, forrent.com, apartments.com.)

LOCAL EMPLOYMENT

Melrose Park's history and reputation are as an employment center and as a corporate headquarters. Jewel, Wilson Sporting Goods, Home Juice Co., Navistar, and Alberto Culver maintain their headquarters or a major presence in the Village. The Village is home to multiple production facilities. Examples include Megalux, Paragon Manufacturing, and Park Manufacturing, and proximate to the corridor, Dune Manufacturing and Spill-Stop Manufacturing. In addition, Melrose Park is the location for one of the U.S.'s major rail yards.

According to the Illinois Department of Employment Security (IDES)'s Where Workers Work 2014 (See Table 5.7 below), the Village has 16,821 private sector employees. Of these employees, 28.8% (4,847) are employed in manufacturing. Other major sectors include health care, wholesale trade, and retail. The same state report for 2013 indicates 17,659 employees for Melrose Park, indicating a decline of 4.7%.

Table 5.7: Melrose Park Employment

	2013	2014
Total Employees	17,659	16,821
Manufacturing	5,889	4,847
Wholesale	1,114	1,154
Retail	2,680	2,652
Transportation-Related	1,462	1,358
Health Care	2,866	2,782

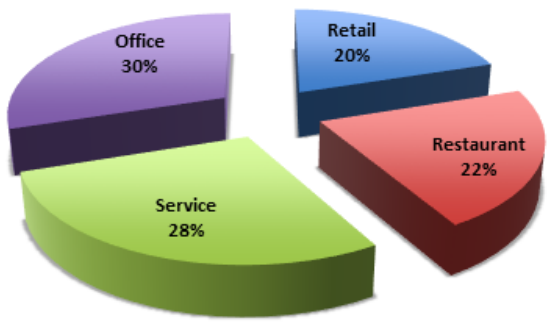
Source: IDES, Where Workers Work 2013 and 2014.

Melrose Park's current unemployment rate is estimated at 7.7%, down from a July 2013 rate of 9.6%. Illinois' May 2014 unemployment rate was 7.5%.

BROADWAY AVENUE BUSINESS MIX

Data to determine the study area's overall business mix was obtained from the Village of Melrose Park and through consultant team fieldwork. The current mix of businesses is shown in Figure 5.2 below.

Figure 5.2: Broadway Avenue Business Mix



The corridor's overall mix of commercial businesses reflects a balance of uses and the concentrations within each of the three (3) nodes within the study area. Retail and restaurant uses are concentrated at Main and Lake Streets with a small group at Division Street. Few vacancies were observed throughout the corridor and are omitted as a category in this mix calculation.

Although the Broadway Avenue Corridor is continuous, it passes through a variety of character zones, ranging from a vibrant downtown district, to bustling office uses and lush green neighborhoods.

Corridor character is influenced by public rights of way and privately owned properties which abut the roadway. Although publicly and privately controlled properties are governed by different sets of values, together they form corridor identity and community image.

SECTION 2

URBAN DESIGN

BROADWAY AVENUE, NORTH AVENUE TO LEMOYNE STREET

BROADWAY COMMERCIAL

Land Use Character
A transition zone between North Avenue and the residential areas towards the south, this section has commercial and office buildings varying in height from one to three story buildings. Building expressions are varied and include masonry, precast concrete, EIFS and steel and glass. Properties are served by a combination of private parking areas and on street parking. Building setbacks are set at or near the property line with front doors presented to the street. Rear alleyways provide service access.

Roadway Character
A gateway into the traditional downtown area towards the south, this section's physical character may be enhanced. The roadway includes one lane of traffic in each direction with diagonal parking northbound and southbound. It appears that there is excess pavement in this area. Private parking lots abut Bensenville Ditch and more landscaping can be added between the pavement and the ditch.

Pedestrian Character
Pedestrian walks are continuous and abut the diagonal parking in this section.

BROADWAY AVENUE, LEMOYNE STREET TO DIVISION STREET & DIVISION STREET TO IOWA STREET

RESIDENTIAL GREENWAY

NORTH
DIVISION
LAKE
MAIN

Land Use Character
Single family detached and duplex homes are served by rear loaded alleyways. Homes are set back behind lush green lawns and are well-maintained. Housing is generally one to two-story masonry with front entries facing the corridor. Rear loaded garages are oriented to the alley.

Roadway Character
One lane of traffic in each direction with parallel parking in the northbound and southbound directions. Parkways are generously wide, filled with mature canopy trees and contribute to a stable neighborhood environment.

Pedestrian Character
Pedestrian walks are continuous and connected. Intersections are clearly marked with ADA curb ramps and painted crossings.

NORTH
DIVISION
LAKE
MAIN

BROADWAY AVENUE, IOWA STREET TO MAIN STREET

BROADWAY BUSINESS DISTRICT

Land Use Character

Mixed use commercial buildings are oriented towards the street and present a continuous street wall frontage, contributing to the downtown atmosphere of this district. Buildings include a variety of materials, including historic facades, traditional masonry, precast concrete, EIFS and siding. Many buildings include visually accessible storefronts and recessed entrances. Generally, buildings are two stories with retail at the first floor and office and residential uses at the second floor. Second story bay windows are a common theme throughout. Rear loaded parking areas and service areas are accessible from the alleyway.

Roadway Character

The downtown streetscape includes one lane of traffic in each direction separated by a raised concrete median with planters. Diagonal parking exists at the northbound and southbound lanes. Wide sidewalks are continuous throughout the downtown and include decorative lighting and trash receptacles. The sidewalk may improve with additional tree plantings. The raised median area includes decorative light poles and tree plantings in raised planters.

Pedestrian Character

Continuous sidewalks are wide and provide ample space for pedestrian activity. Pedestrian crossings and ADA curb ramps can be clearly delineated in some locations to enhance the pedestrian experience. Mid-block crossings can be better defined and enforcement can prevent illegally parked cars.

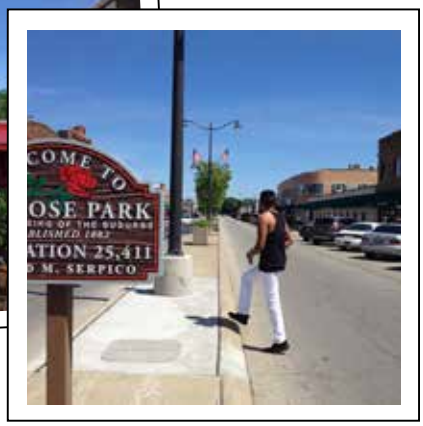
NORTH
DIVISION
LAKE
MAIN

DIVISION STREET, 23RD AVENUE TO 14TH AVENUE

DIVISION STREET MIXED USE

Land Use Character

A mixture of multi-family residential and commercial businesses exist in this area, contributing to a neighborhood oriented commercial district. Multi-family residential generally includes medium to high quality masonry facades with well-maintained landscapes. Building entrances are presented to Division Street with parking at the building rears or sides. Commercial properties include retail, convenience and restaurant uses. Restaurants maintain sidewalk café areas which are well defined by bollards, railings, plantings and lighting.



Roadway Character

Division Street includes one way of traffic in each direction. On street parallel parking exists in those locations without landscaped medians. Recent streetscape improvements to Division Street include raised landscape medians, lighted sculptural columns, overhead string lighting, bollards and landscape plantings. The streetscape is contemporary in its expression and appears to reinforce the sidewalk cafes and night life associated with restaurant uses.

Pedestrian Character

Sidewalks are well defined and continuous, including ADA compliant curb ramps and crossings and landscape plantings. Pedestrian crosswalks are well-defined.

LAKE STREET, 23RD AVENUE TO 15TH AVENUE

LAKE STREET MIXED USE

Land Use Character

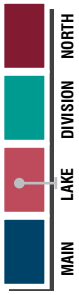
Mixed use commercial buildings are oriented towards the street and abut the sidewalk. Buildings are one and two stories with office and residential uses at the second story. Buildings include traditional masonry, precast concrete and EIFS with visually accessible storefronts. Parking areas are located at the building sides and frontages. In most cases, parking areas lack landscape screening and internal landscaping. Some vacant sites are visible along this section.

Roadway Character

The Lake Street Corridor includes one lane of traffic in each direction with left turn lanes and on street parallel parking. A traffic signal exists at Lake Street and Broadway Avenue, and has been updated as part of recent improvements to Lake Street by IDOT. Pedestrian crosswalks and curb ramps at this intersection can be enhanced to meet ADA standards.

Pedestrian Character

Continuous sidewalks provide ample space for pedestrian activity. Pedestrian crossings and ADA curb ramps can be clearly defined in some locations. Sidewalks and parkway areas may improve with tree plantings in this area.



MAIN STREET, 23RD AVENUE TO 15TH AVENUE

MAIN STREET INSTITUTIONAL

Land Use Character

Institutional and commercial buildings are oriented towards the street and abut the sidewalk. Land uses are situated on shallow lots abutting the Union Pacific Railroad towards the south. Buildings are one and two stories and include traditional masonry, precast concrete and EIFS. Parking areas are located at the building sides. In most cases, parking areas lack landscape screening and internal landscaping. Some vacant sites and buildings are visible along this section.

Roadway Character

Main Street includes one lane of traffic in each direction with on street parallel parking in the eastbound and westbound directions. Pedestrian crosswalks and curb ramps at this intersection can be enhanced to meet ADA standards.

Pedestrian Character

Continuous sidewalks provide ample space for pedestrian activity. Pedestrian crossings and ADA curb ramps can improve in some locations. Sidewalks and parkway areas may improve from additional tree plantings in this area.

The Broadway Avenue Corridor is accessible by several modes of transportation that connect to other major centers such as Oak Park, Chicago, O'Hare International Airport and Chicago Midway International Airport. The Eisenhower Expressway (290), Tri-State Tollway (294), and the Ronald Reagan Memorial Highway 88, run along the western and southern borders of Melrose Park. The Metra UP-W Line runs along the southern edge of the study area on Main Street with the Melrose Park Metra Station situated at Broadway Avenue and Main Street, and connects commuters to the Chicago Loop going east, and past Geneva going west.

Within the study area, Pace Route 309 operates along Lake Street between the CTA Green Line Austin Station in Chicago and the Elmhurst Metra Station in Elmhurst. On weekdays, Pace Route 303 operates along Broadway Avenue between the CTA Blue Line Rosemont Station in Rosemont and the CTA Blue Line Forest Park Transit Center in Forest Park. On weekends, Pace Route 303 operates along Broadway Avenue between North Avenue/9th Avenue in Melrose Park and the CTA Blue Line Forest Park Transit Center in Forest Park. Finally, Pace Route 313 operates on both a portion of Lake Street and Broadway Avenue between the CTA Green Line Austin Station in Chicago and Branding Lane/Finley Road in Downers Grove.

SECTION 3

TRANSPORTATION REVIEW

The Broadway Corridor has much to build on from a transit and transportation perspective. It has connections to destinations throughout the region via transit service. Pace Routes 309 and 313 serve the CTA Green Line Austin Station in Chicago, and Pace Route 303 serves the CTA Blue Line Rosemont Station in Rosemont (weekdays only) and the CTA Blue Line Forest Park Transit Center in Forest Park. The Metra UP-West line provides connections between downtown Chicago and Elburn. The Melrose Park Dial-A-Ride provides connections to local destinations for Melrose Park resident. Broadway Avenue also connects to major arterials and collectors including North Avenue, Lake Street, and St. Charles Road**. With continuous sidewalks throughout, the Broadway corridor has a high level of accessibility.** While there are no direct bicycle routes or paths, the Prairie Path and Des Plaines River Trail are two bicycle facilities not far away (the Village has proposed a commuter bicycle trail along North Avenue as well).

BROADWAY AVENUE

The Broadway Avenue Corridor runs from North Avenue (IL 64) on north to the Metra Union Pacific West Line (UP-W) on the south. Along the corridor are a number of different districts, including the Broadway Business District, the Lake Street corridor, the new Division Street restaurant district, residential neighborhoods, and the North Broadway businesses near North Avenue. North Avenue in Melrose Park has strong trip generators including local stores, restaurants, a Costco, Everest College, Triton College, and a planned commuter bicycle path running the full length of North Avenue that runs through the Village. Pace Route 303 runs the entire length of the Broadway Avenue Corridor, connecting North Avenue, Division Street, Lake Street, and the Metra Station. Several other Pace routes run along North Avenue and Lake Street.

Broadway Avenue is under the jurisdiction of the Village of Melrose Park. According to the Illinois Department of Transportation, average daily traffic volumes (ADT) are 9,100 near Division Street and 8,300 south of Main Street. Other traffic volumes in the area include 16,100 on 25th Avenue; 15,200 on Lake Street, and 53,000 along North Avenue. The Lake Street Corridor Plan designated Broadway Avenue as a minor collector street. One travel lane is provided in each direction. Parking is allowed on both the east and west sides of Broadway north of LeMoyne Street and south of Iowa Street. In between, parking is only allowed along the west side of the street. Marked speed limit is 20mph. Controlled intersections on Broadway Avenue are located at:

- North Avenue – traffic signal
- Hirsch Street – stop sign
- Norwood Street – stop sign
- Division Street – stop sign
- Augusta Street – stop sign
- Lake Street – traffic signal

Broadway Avenue crosses the Union Pacific railroad at grade. There are two sets of rail tracks east of Broadway, widening out to three sets of tracks west of Broadway Avenue. According to the 25th Avenue Grade Separation Phase I Design Study, there are 94 freight trains and 59 Metra trains per day along this section of the UP Railroad. Railroad gates can be activated for up to 20 minutes (or longer) for freight trains. The Phase I report notes that yard trains travel slowly and can occasionally stop altogether, causing traffic delays and backups. The 25th Avenue Grade Separation improvement will be an overpass, carrying 25th Avenue over the UP Railroad. Construction is scheduled to begin in 2014. The primary detour route during construction will be Lake Street and Saint Charles Road to Mannheim Road (see Figure 7.1). However, it is anticipated that Broadway Avenue will also function as an "unofficial" detour route, which will result in increased levels of traffic, congestion, and delays for residents, visitors, and commuters.

Figure 7.1: Detour Map 25th Ave. & Union Pacific Railroad

Source: Bing.com.

PUBLIC TRANSPORTATION

The Broadway Avenue Corridor is well-served by public transportation, including Metra commuter rail, Pace fixed bus routes, Pace ADA Paratransit service, and the Melrose Park Dial-A-Ride service. As stated in the Village's CMAP grant application, the Village envisions Broadway Avenue as an up and coming public transportation corridor, with great potential to increase ridership on Metra and Pace. Village goals for transit include:

- Create a more inviting Corridor for commuters, by adding or improving bus shelters; adding parking; improving the aesthetics of parking areas; and enhancing the Metra station, including the construction of a new facility.

• Improve awareness of the Corridor's public transportation accessibility through real-time schedule displays at all bus depots and the Metra station; ad campaigns; signage.

• Improve safety and security within the Corridor, concentrating especially at bus depots and the Metra station, with improved pedestrian lighting and safer walkways.

Working in coordination with the RTA, Pace, and Metra, improvements will focus on enhancing connectivity via Pace Bus and Metra commuter rail services. Potential improvements may involve improvements to frequency of service, stop locations, signage, stations, parking, and pedestrian/bicycle access to transit services.

METRA COMMUTER RAIL

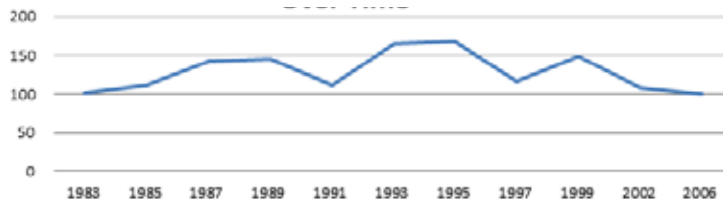
The Metra Union Pacific-West Line (UP-W) travels along the south end of the corridor, just south of Main Street, with a station just east of Broadway Avenue. This line originates in downtown Chicago at the Ogilvie Transportation Center and terminates at Elburn, a distance of just over 43 miles. The Melrose Park station is located in the "C" fare zone. There are a total of 59 trains that run on the UP-W line, of which 30 stop at the Melrose Park station, as follows:

Table 7.1: Daily Metra trains into Melrose Park

Time Period	Inbound	Outbound
AM Peak (6am -9:15am)	7	4
Midday (9:16am-3:29pm)	3	3
PM Peak (3:30pm-6:45pm)	2	4
Night (6:46pm-end of service day)	3	4
Total	15	15

Per Metra's Systemwide Boarding/Alighting Counts conducted in the fall of 2006, there were 100 boardings at the Melrose Park station. Ridership at the Melrose Park station has declined from a high in the mid-1990's. However, historically over time, the ridership has remained relatively steady, as shown in the chart below.

Figure 7.2: Melrose Park Station Boardings Over Time



Source: Metra 2006 Boarding-Alighting Counts.

The majority of riders (90%) travel inbound commuting towards downtown during the morning peak period and travel outbound from downtown during the evening peak period (92%), as shown below.

Table 7.2: Inbound and Outbound Metra Ridership

Time Period	INBOUND		OUTBOUND		TOTAL	
	ONs	OFFs	ONs	OFFs	ONs	OFFs
AM PEAK	69	3	3	5	72 (90%)	8 (10%)
MID DAY	14	3	6	3	20 (77%)	6 (23%)
PM PEAK	1	2	5	70	6 (8%)	72 (92%)
EVE-NING	1	0	1	9	2 (18%)	9 (82%)
TOTAL	85	8	15	87	100	95

Source: Metra 2006 Origin-Destination Survey.

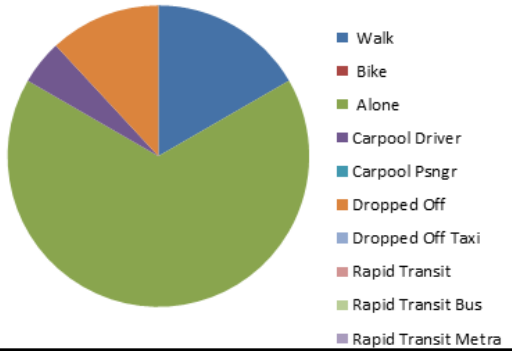
Mode of access to the station is predominantly by driving alone/parking, followed by walking and being dropped off, as shown below. Melrose Park has a much higher percentage of drive alone access to the station and lower percentage of riders who walk compared to both the UP-W line and the Metra system as a whole.

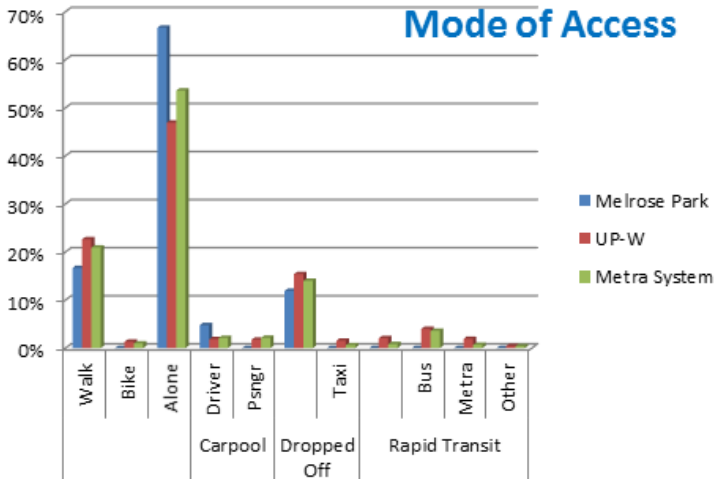
Table 7.3: Mode of Access

Mode	Melrose Park	UP-West	Metra System
Walk	17%	23%	21%
Drive Alone	67%	47%	54%
Dropped Off	12%	15%	14%
Carpool	5%	4%	4%
Bus	0%	4%	4%
Bike	0%	1%	1%
Taxi	0%	2%	1%
Rapid Transit	0%	2%	1%
Metra	0%	2%	1%
Other	0%	0%	1%

Source: Metra 2006 Origin-Destination Survey.

Figure 7.3: Melrose Park Metra Station Mode of Access





The majority of riders at the Melrose Park station come from Melrose Park (see Exhibit 3):

Table 7.4: Origin of Metra Riders+

Origin City	Percent
Melrose Park	56%
Maywood	14%
Unknown	7%
Bellwood	7%
Broadview	5%
Bensenville	2%
Hinsdale	2%
Lemont	2%
Long Grove	2%
Westchester	2%
TOTAL	100%

Source: Metra Origins and Mode of Access.

Melrose Park residents also board stations at:

- River Forest – 6%
- Maywood – 4%
- Bellwood – 1%
- Oak Park – 1%

Figure 7.4: Metra Board Stations

Commuter parking is provided in one lot with 48 regular spaces, none of which are ADA, as shown in Table 7.5. Overall, parking is 90% utilized. The Village of Melrose Park owns and maintains the parking lot.

Table 7.5: Melrose Park Commuter Parking

Lot	Daily Spaces	Use	Percent Occupancy
1	48	43	90%
Total Melrose Park Parking	48	43	90%

Figure 7.5: Metra Commuter Parking Map

METRA UP-WEST LINE UPGRADE

The UP-W Line currently operates on two tracks through the Melrose Park Station. There is a significant amount of freight traffic on this line in addition to the commuter rail traffic. Not only does this impact commuter rail traffic, but also makes it challenging for those commuters crossing the railroad tracks at the mid-platform crossing.

There are several projects going on concurrently on the UP-W Line. First, as part of the CREATE program, the recently completed B2 project constructed several miles of third track from Elmhurst to Melrose Park around UP's Proviso Coach Yard. Secondly, to address operational issues, Metra and Union Pacific are currently completing a Public Private Partnership (PPP) on the UP-W from the Maywood station to the Geneva station. This PPP project will address signal improvements, track improvements, new crossovers (Wheaton and Lombard), and pedestrian safety improvements. A new third mainline track will be constructed from Geneva to West Chicago and from Melrose Park to River Forest. Many of these project elements are completed or underway, and the design for the third main track will begin later this year. These combined elements are necessary to enable the expansion of service; however, they are not sufficient to enable service expansion.

A third project is proposed for the UP-W corridor, the UP-W Upgrade, which would allow for the expansion of service from 59 to up to 80 trains per day. This will include additional rolling stock, increased parking, improved signals east of River Forest, and replacing the A-2 Interlocking near downtown Chicago. With these improvements, the proposed express schedule is expected to grow from 20 to as many as 30 trains per day with accompanying upgrades to reverse commute service. The UP-W Upgrade is currently undergoing environmental review. **After all three projects are completed, more trains can operate, allowing the line's capacity, speed and reliability to increase, enhancing the potential for to serve both the traditional and reverse-commute markets along the UP-W Line.**

PACE

On weekdays, fixed route bus service is provided along Broadway Avenue by Pace Route 303 which offers service from the CTA Blue Line Rosemont Station and O'Hare (via CTA Blue Line) and the CTA Blue Line Forest Park Transit Center, traveling through Rosemont, Schiller Park, Franklin Park, Melrose Park, Maywood, River Forest, and Forest Park. On weekends, Pace Route 303 operates along Broadway Avenue between North Avenue/9th Avenue in Melrose Park and the CTA Blue Line Forest Park Transit Center. Service is provided on weekdays from 5:03am until 11:00pm on a 30-minute headway. Saturday service is provided from 5:36am until 10:14pm on a 60-minute headway.

Routes that cross Broadway Avenue include Routes 309 and 313 that provide service along Lake Street, and Route 318 that provides service along North Avenue

Boardings for a typical weekday along Broadway Avenue for all three routes are listed below.

Table 7.6: Pace Bus Stop Locations

Stop Location	NB	SB	EB	WB	Total
Broadway Ave/North Ave	1	9	33	1	44
Broadway Ave/Division St	1	10			11
Broadway Ave/Thomas St	1	5			6
Broadway Ave/Iowa St	2	0			2
Lake St/Broadway Ave	20	3			23
Lake St at Broadway Ave			50	29	79
Broadway Ave/Main St	1	11	5	8	25

Figure 7.6: Pace Bus Route 303 Map

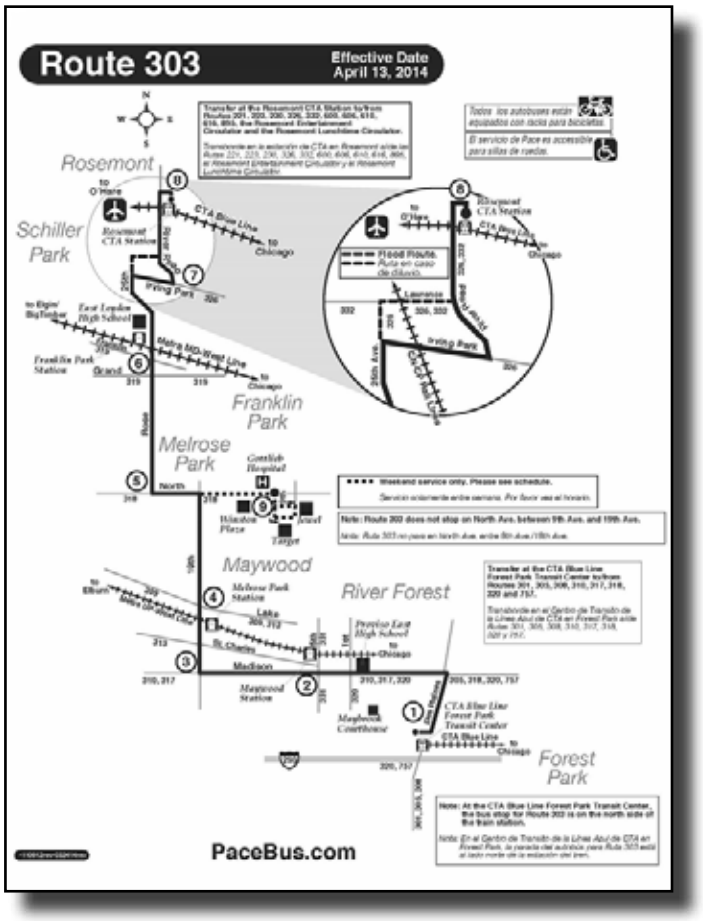


Figure 7.7: Pace Bus Route 303-313

MELROSE PARK DIAL-A-RIDE

A Dial-A-Ride service is provided for residents of Melrose Park only. Service is provided:

- Monday thru Friday: 8:15am – 5:30pm
- Saturdays 8:15am – 2:30 pm

Trip reservations require 24 hour in advance. Service is free.

PEDESTRIAN/BICYCLE

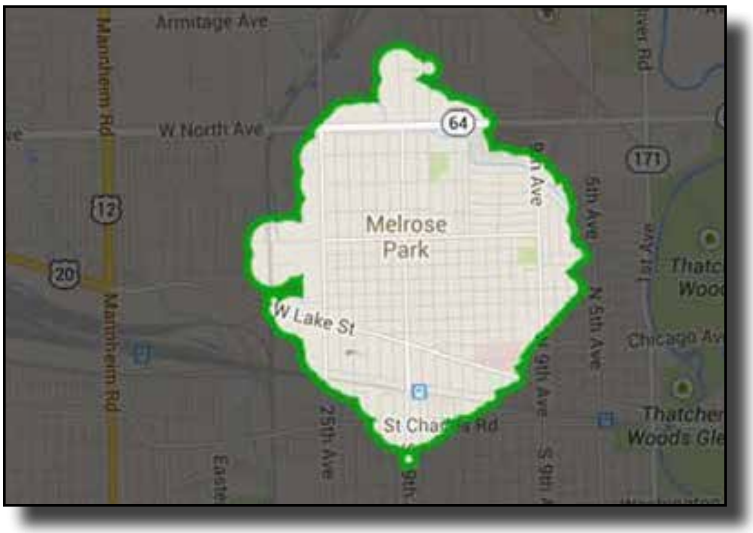
Pedestrians and bicyclists experience a variety of challenges such as sidewalk gaps, numerous driveway curb cuts, intersections with minimal pedestrian considerations, land uses set back from the roadway, and lack of protected facilities. In a mixed-use, transit-oriented environment, pedestrian circulation and connectivity is essential.

Pedestrian Network

Pedestrian facilities in the downtown area include sidewalks, roadway crossings, and plazas. The Broadway Avenue Corridor roadway network includes sidewalks along all streets. Crosswalks are marked at all controlled intersections (all-way stop signs and traffic signals). No pedestrian countdown signals are provided at the signalized intersections. Improvements to intersections should focus on safe pedestrian crossings. Improved pedestrian amenities such as curb bump-outs, high visibility crosswalks, varying roadway textures, lighting, and signage should be considered. Additionally, mid-block crossings, particularly in the Broadway Business District, should be considered for improved pedestrian connectivity and safety.

Based on WalkScore.com, Broadway Avenue/North 19th Avenue has a Walk Score of 75 out of 100. This location is considered "Very Walkable" with most errands able to be accomplished on foot. Figure 7.8 shows how far a pedestrian can walk in 20 minutes from the midpoint of the corridor.

Figure 7.8: Walksource Map, 20 Minute Walk - Melrose Park



Source: Walksource.com

Bicycle Network

While there are no existing bicycle routes or trails along or crossing Broadway Avenue, the corridor is in close proximity to two important trails – the Prairie Path Trail and the Des Plaines River Trail (see Figures 7.9 and 7.10). There are proposed bike plans, which would include opportunities to connect to these trails. The Village has also proposed a commuter bike path along North Avenue. Opportunities exist to enhance bicycle connections along the corridor and possibly its cross-streets. The Lake Street Corridor Plan conducted for Melrose Park in 2007 recommended a network of sidewalks, linear parks, and off-street paths to link residential areas, open spaces, and the different areas of the Lake Street Corridor to provide increased connectivity (see Figure 7.11).

Figure 7.9: Des Plaines River Trail

Figure 7.10: Illinois Prairie Path

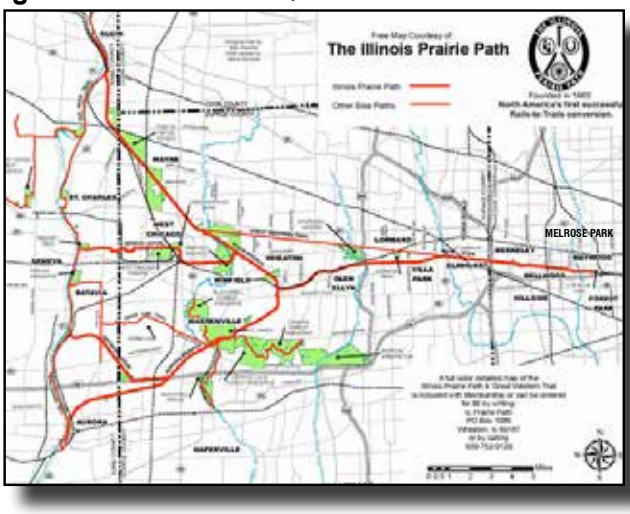
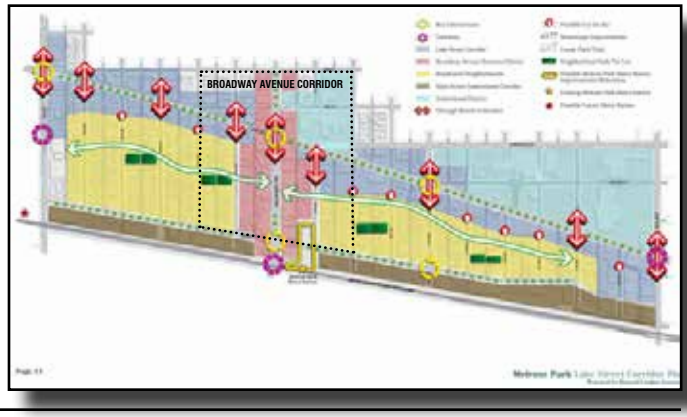


Figure 7.11: Lake Street Corridor Plan Opportunity Map



PARKING

The downtown area is served by public on-street parking, public off-street lots, private off-street lots, and commuter parking (on- and off-street). Commuter parking characteristics were described earlier. A parking study for public parking spaces along Broadway Avenue was conducted, including the following subareas as described below and shown in Figures 7.12 through 7.15.

• Subarea 1 – Along Broadway Avenue south of North Avenue to W. LeMoyne St. Included public on- and off-street parking just south of the creek.

• Subarea 2 – Broadway Avenue/Rice Street area. North-south on Broadway Avenue from Iowa Street to Lake Street and east-west along Iowa from 18th Avenue to 21st Avenue

• Subarea 3 – Broadway Business District, including angled parking along both the east and west sides of Broadway Avenue from Lake Street to Main Street. Includes public lot off of 20th Avenue (west of Broadway Avenue) behind Broadway Business District businesses.

• Subarea 4 – Broadway Avenue/Main Street area. East-west along Main Street from 19th Avenue to 20th Avenue. Includes Metra commuter parking lot.

Figure 7.12: Parking Subarea 1

Figure 7.13: Parking Subarea 2

Figure 7.14: Parking Subarea 3

Figure 7.15: Parking Subarea 4

Inventory/Occupancy Counts

Public parking is available on- and off-street. On-street spaces are free with no time limits. An inventory of the public spaces along each block face in the four subareas was completed. Occupancy counts for these spaces were conducted on a typical weekday for the A.M. and P.M. time periods. Table 7.7 presents the total supply of parking along with the number and percent occupied. Excluding the Broadway Avenue/North Avenue Business District (Subarea 1), the area between Iowa Street and Main Street has 395 total public parking spaces (including 2 blocks east and west of Broadway Avenue) Of this total number of spaces, 52% were included in the two off-streets lots (west of Broadway Avenue behind businesses and Metra commuter lot), and 48% were on-street.

Turnover/Duration Study

In addition to the inventory and occupancy counts, a turnover/duration study of the angled parking in the Broadway Business District between Lake St. and Main St. was conducted. The purpose of this analysis was to determine how often each space turns over during the day and the average length of stay that each vehicle is parked. This statistic is important as the shorter the amount of time a vehicle is parked, the greater the parking

turnover, and the more open spaces available for shoppers and visitors. The longer a vehicle is parked, the less the space turns over, and there are fewer spaces available.

Table 7.8 presents the turnover rate and average duration for the on-street parking on Broadway in the business district. Counts were completed for the primary time periods for the downtown area, between 10am and 2pm, for a total of 5 hours. Since this analysis did not include the entire day and evening, the duration will be slightly less, but does give an indication of the number of vehicles parked for extended time periods.

On the east side of Broadway, over half (52%) of the vehicles were parked for two hours or more. On the west side of Broadway, nearly half (46%) were parked for two hours or more. This indicates that about half of the vehicles were parked for a longer time period and are most likely employees. Commuters could also be parked in these spaces, although the commuter lot was not full the day the study was conducted. On days where the commuter lot fills up, it would be likely that commuters would also use these spaces.

Table 7.7: Parking Inventory & Occupancy by Subarea

Subarea/ Block	Inventory	AM Occupancy		PM Occupancy	
		Number	Percent	Number	Percent
1	80	37	46%	41	51%
2-A	20	8	40%	10	50%
2-B	7	7	100%	7	100%
2-C	31	22	77%	17	55%
2-D	48	19	40%	20	42%
Subtotal	106	56	53%	54	51%
3-East	39	31	80%	33	85%
3-West	46	41	89%	37	80%
Subtotal	85	72	85%	70	82%
3-20th Ave./Rear Parking Lot	156	64	41%	66	42%
4-A	16	4	40%	5	31%
4-B	26	8	31%	9	35%
4-C	6	2	33%	1	17%
Subtotal	48	14	29%	15	31%
Metra/ Public Lot*	48	35	73%	34	71%

Table 7.2: Turnover/Duration

Block	Total Cars Parked	Turnover	Space Hours	Average Duration
Broadway-East	91	2.39	162	1.8
Broadway-West	113	2.76	187	1.7

Summary

In the Downtown Business District (south of Iowa Street), the mix of on-street and public off-street parking is about evenly divided. This is a good split as a way to reduce the amount of traffic for visitors/shoppers circulating in search of a parking space, knowing that they can go to a public lot if no on-street parking is available. On-street parking spaces in the primary downtown block (between Lake Street and Main Street) account for about 20% of the total public downtown parking supply. The large public lot west of Broadway Avenue accounts for about 40% of the total public downtown parking supply. The on-street angled spaces have the highest occupancy, given that these are located in the primary shopping area. All other spaces are about 40-45% occupied. Overall, there is no shortage of public parking, but the public parking supply needs to be managed more efficiently to maximize use and availability.

Since the on-street spaces are free and without time limits, many of the prime on-street spaces are taken up by employees and possibly commuters. The main business area is located between Lake Street and Main Street. On-street parking spaces in this area are the prime spaces, as most customers want to park close and within eyesight of their destination. They may also be unaware of the large parking lot located behind the businesses. Additionally, if businesses on the west side of Broadway Avenue do not have rear entrances, then customers must walk around the block to enter their destination. Improving information and wayfinding as well as the use of time limits are options that should be considered.

The Lake Street Corridor Study also noted some parking recommendations regarding managing and supplementing the existing supply. The study noted that larger public parking lots should be located along 20th and 18th Avenues, behind the Broadway Avenue shops. All public parking areas should be attractively landscaped and screened, well lit, and signed as to identify their location. Opportunities for shared parking between the public and commuter parking lots should be explored throughout the station area. This will expand commuter parking during the weekdays and expand public parking on nights and weekends.

Appendix B

VISION, GOALS & OBJECTIVES

Vision Statement

The Broadway Avenue Corridor plays various roles in the Village of Melrose Park for residents, businesses, and visitors. The Village's diverse population is reflected in the businesses and residents along the corridor, which will continue to support the community as a well maintained and desirable place for businesses, homes, local institutions, and the Village's downtown:

- Businesses are found at both ends and the middle of the corridor. Each meeting a different need in the community but all oriented toward easy access for nearby customers.

- Downtown is a hub of activity serving the entire community, with businesses meeting needs of the Latino community within and beyond the Village.

- Residential areas contain mostly single family homes but include other housing options. The hallmarks of the neighborhood are its sense of community, orderly appearance, and range of community institutions.

- Transit options along the corridor carry riders within and beyond the Village by train and bus, including convenient access to downtown Chicago. The corridor supports walking and biking as desirable transportation options.

Goals & Objectives

URBAN DESIGN

Goal 1: Emphasize and maintain the different land use districts along Broadway, which are clearly part of a single corridor that highlights strengths of Melrose Park.

Objectives:
1. Emphasize gateways and wayfinding signage to define the corridor and its segments, as well as attract visitors into the downtown from North Avenue, Lake Street, the Metra station, and beyond.
2. Establish streetscape design and placemaking that is supportive of Melrose Park's cultural identity.
3. Identify streetscape improvements that support neighborhood connectivity and green parkways along corridor areas.

Goal 2: Support Broadway Avenue businesses through an urban design program.

Objectives:
1. Reinforce downtown's unique architecture through a façade program that identifies design guidelines and funding mechanisms.
2. Implement streetscape improvements that make the Downtown more attractive and usable.

BUSINESS

Goal 1: Develop a retail strategy that supports small businesses and creates jobs for local residents.

Objectives:
1. Recruit businesses in the study area to join the Melrose Park Chamber of Commerce for organizational, financial, and marketing support.
2. Work to actively place businesses within the study area (through the use of marketing/promotional materials).
3. Create workforce/training programs through local businesses and industries to connect residents to local jobs and better prepare them with the skills sought by employers.

Goal 2: Create a more attractive, productive, and distinctive business area through the promotion of urban design.

Objectives:
1. Upgrade storefronts and signage to better present merchandise that represents the culture of Melrose Park and its residents.
2. Promote cleaning of commercial corridors through Village and local business partnerships.
3. Optimize parking opportunities with safe and convenient access and raise awareness of parking options to allow for the maximum number of customers

CULTURE & COMMUNITY

Goal 1: Preserve the cultural identities of the commercial districts and local community.

Objectives:
1. Promote Division Street as an Italian-American commercial corridor through signage and by supporting local Italian businesses.
2. Promote Broadway Avenue (south of Lake Street) as a Mexican-American corridor through signage and by supporting local Mexican and/or Spanish-speaking businesses.
3. Support local festivals celebrating generations of Italian and Mexican families and businesses, and seek opportunities to expand those to the corridor.
4. Investigate use of vacant parcels to design community gathering sites for daily usage or special community events.

Goal 2: Build on the strong foundation of organizations, churches, and schools.

Objectives:
1. Partner with local institutions to provide services that meet the social, economic, educational, spiritual, and recreational needs of the community.
2. Partner with schools and other student organizations to offer interested students opportunities (i.e., Leadership opportunities, community service hours) to participate in community events along the corridor.

LAND USE & ZONING

Goal 1: Preserve the distinct neighborhoods and commercial districts that presently comprise the Broadway Avenue Corridor, while also providing for a balanced mix of land uses that complement each other and enhance the vitality of the corridor.

Objectives:
1. Provide identity signage markers at the entry points into residential neighborhoods to signify distinct places that help define the corridor and Melrose Park community.
2. Retain strong existing businesses to maintain the vitality of the corridor and uphold a basis of identity for the corridor's various and diverse commercial districts.
3. Encourage new businesses to locate in the most appropriate commercial district to maximize their success and compatibility with similar or complementary businesses.
4. Provide for higher employment-generating uses, such as offices and light industrial uses, closest to the Metra Station area to encourage reverse commuting to Melrose Park and provide higher intensity uses closest to the railroad.

Goal 2: Ensure the Village Zoning Code is supportive of the proposed land uses and development concepts envisioned for the Broadway Avenue Corridor.

Objectives:
1. Assess and make any necessary revisions to the zoning designations along the corridor to ensure consistency with the proposed land uses and development concepts.
2. Assess and make any necessary revisions to zoning standards relating to bulk, massing, height, setbacks, and parking to ensure the proposed land uses and development concepts maintain the desired physical character for the corridor.
3. Assess and make any necessary revisions to the list of permitted and special uses to ensure the proposed land uses are allowed by right or required to meet certain performance standards, and undesired uses are prohibited.

TRANSPORTATION

The transportation and parking goals are intended to achieve a safe, accessible and connected network along Broadway Avenue by auto, foot, bicycle, bus, and train.

Goal 1: Create a safe and friendly environment for pedestrians and bicyclists, and transit users to interact safely and travel efficiently throughout the Broadway Avenue Corridor.

Objectives:
1. Enhance sidewalk and crosswalks, bike paths, and other pedestrian areas to create a safe and accessible environment for pedestrians and bicyclists.
2. Create an integrated signage system that enables people to seamlessly navigate through the corridor and beyond, facilitating transition from one mode of transportation to another (car, bike, train, bus, or on foot).
3. Develop community-wide bicycle plan with marked routes connecting to the downtown area and Metra.
4. Identify and implement streetscape improvements that support neighborhood connectivity and green parkways along corridor areas.

Goal 2: Enhance the Metra commuter rail station area and Pace bus stops along the corridor to design safe, user-friendly, and accessible linkages to encourage transit ridership.

Objectives:
1. Improve the signage, lighting, and amenities (e.g., benches, kiosks with train information and maps, etc.) around the Metra Station to create a more welcoming, safe, and easy-to-use transit experience for commuters.
2. Provide well maintained Pace bus stops with benches, shelters, posted bus information, maps, and lighting, where feasible, that integrate well into the streetscape.
3. Partner with Pace and Metra to provide transit information to businesses, commuters, and residents.
4. Coordinate with Metra as improvements to the Union Pacific are implemented.

Goal 3: Improve accessibility, circulation, and safety for motorists traveling to and within the downtown.

Objectives:
1. Improve safety between autos and pedestrians by designing intersections with high visibility crosswalks, curb bump outs, and pedestrian crosswalk signals.
2. Improve safety of access to the public surface parking lot from Broadway with improved signage, lighting, and other features alerting both motorists and pedestrians of vehicles entering.

Goal 4: Maximize efficiency of on- and off-street parking space to meet varying parking needs of customers, businesses, employees, and commuters.

Objectives:
1. Establish parking signage program to ensure parking along the corridor is safe to use, convenient to access, and easy to find.
2. Improve access and signage to surface parking lot.
3. Consider parking management strategies for on-street parking spaces in the downtown.
4. Review Village parking strategies and codes to consider best practices.

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Appendix C

MARKET ANALYSIS & ECONOMIC DEVELOPMENT OPPORTUNITIES

Corridor Market Characteristics

The Broadway Avenue corridor's three (3) unique commercial nodes, each with overlapping markets, serve specific area needs. The North Avenue node primarily consists of office users, mostly small businesses. The Division Street area includes businesses serving the surrounding neighborhood's convenience needs. This area also borders the Village's Italian restaurant cluster that attracts customers from throughout the western suburbs. The corridor's largest node, near Broadway and Main and the Village's Metra station, functions as the Village's downtown and serves the Melrose Park community, including the node's surrounding dense residential neighborhood.

The market assessment, completed as part of the Existing Conditions report for this study, described Broadway Avenue's market strengths and relevant data specific to retail, employment and residential uses. Key strengths include:

- Well-maintained, dense residential neighborhoods accessible to Broadway Avenue and its business nodes, including a very strong pedestrian market near Broadway/Main as described by business owners there.
- These same neighborhoods and markets include significant numbers of young families attracted to Melrose Park because of its large employment base and affordable homes. These families are generally in their highest consumer spending, or family formation, years.
- Projected Village population growth, estimated at 5-6% for the next 25 years.
- Adequate traffic counts along Broadway Avenue for a traditional commercial district (8,300-9,100 on Broadway and 15,200 and increasing to west on Lake Street), access to multiple transit modes, and the corridor's pedestrian character enable accessibility and visibility for Broadway Avenue businesses.

Selected demographic characteristics and Broadway Avenue's current business mix are displayed for reference purposes in Table 1 and Figure 1 below.

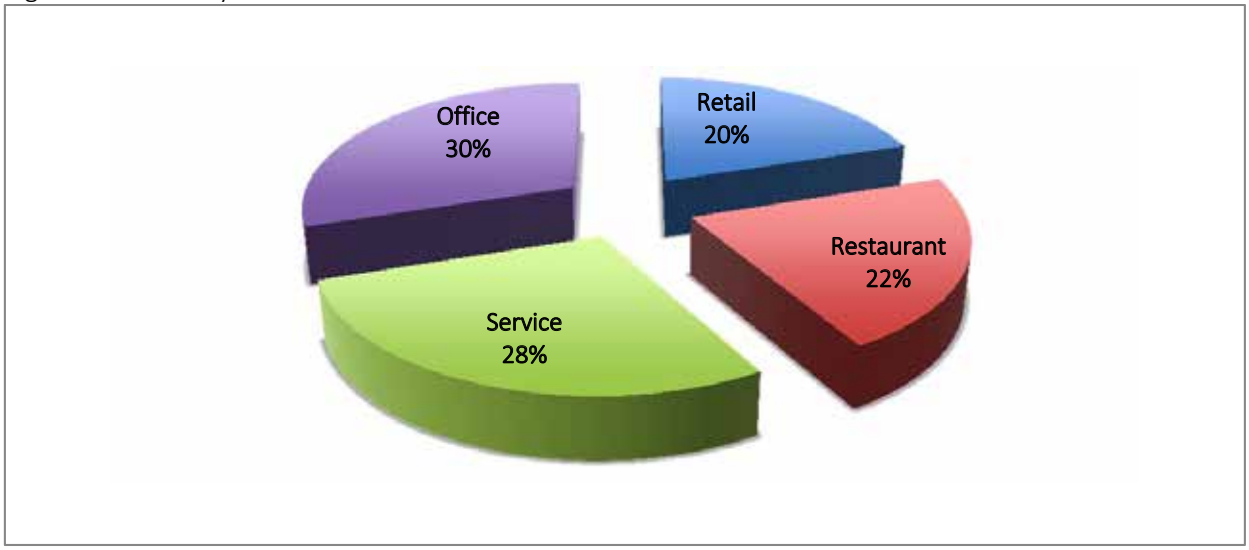
Table 1: Corridor Demographics

Selected Demographics	Melrose Park	5 Minutes: Broadway/Main	5 Minutes: Broadway/Division	5 Minutes: Broadway/North
Total Population	25,811	33,242	28,604	33,166
Total Households	8,150	9,868	8,481	10,183
Household Size	3.2	3.4	3.4	3.3
Population Density (per Sq. Mi.)	6,143.52	10,171.45	7,680.14	5,973.47
Median Age	31.0	31.1	30.5	31.6
Employees	13,549	10,107	15,997	17,934
Average Household Income	$54,315	$57,119	$57,475	$61,660
Median Household Income	$41,148	$44,595	$44,547	$46,922
Per Capita Income	$17,178	$17,005	$17,074	$18,964
Retail Demand	$149,683,817	$179,275,960	$159,593,419	$199,503,305

Source: © 2014, by Experian © 2014 Alteryx, Inc.

The 5-minute drive time market, or convenience drive time, for the Village and each Broadway Avenue node is shown above. For retailers, important core percentages of customers work or reside in this geography. These demographics reflect the population density surrounding the corridor and the overlapping nature of the corridor's market geographies.

Figure 1: Broadway Avenue Corridor Business Mix



The corridor's northern two nodes, at Divisions Street and at North Avenue, function differently than the Broadway/Main area. Both nodes have established businesses and market positions and different uses. Most businesses located in all three (3) nodes are independently owned.

Of the 120 businesses included in the above mix analysis, 72 are located in the Broadway/Main area. This area includes over 40 grocers, restaurants, services, and businesses serving the consumer needs of the Village's large Hispanic community. The business mix in this area is also typical for a commercial district serving a predominantly Hispanic population. Grocers and bakers function as district anchor businesses. Retailers sell goods targeted to the population's specific consumer needs. Service businesses within the district contribute to customer sharing among the overall business mix. Often, these districts include marginal businesses serving these same customers. The presence of marginal street level businesses within Hispanic business districts is another aspect of these districts and a common issue nationally. (Source: Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow by Americas Society/Council of the Americas and the Fiscal Policy Institute. January 2015.)

Corridor Real Estate

Commercial brokers and developers interviewed for this corridor study also described similar market characteristics and their impact on corridor tenancies. Given the commercial uses located on Broadway Avenue, retail and offices uses are considered. (The housing market was addressed in the Existing Conditions Report in Appendix XX.) Table 2 below compares asking rents for Broadway Avenue, for Melrose Park's North Avenue, and for Chicago's western suburban region including the Village.

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Table 2: Asking Rent Comparisons

Average Asking Net Rents			
	Broadway/Main	North Avenue	West Suburban
Retail	$10-$15	$20-$35	$13.97-$19.11
Office	$10-$15	$12-$13	$16.26
Retail Vacancy			5.3%
Office Vacancy			32.9%

Sources: BDI Project Interviews; LoopNet; CBRE Retail Market Overview Q4, 2014; CBRE Suburban Office Market Overview Q$, 2014.

Major national and regional retailers typically prefer and select sites along North Avenue, from 9th Avenue through 25th Avenue in the Village. These same brokers and developers indicated that Melrose Park's North Avenue is a highly desirable retail location, given the nearby Costco and Winston Plaza. Rents, based upon North Avenue location and co-tenancies, range from $20-$35 per square foot (PSF) on a net basis. Brokers uniformly agreed that Broadway/North will likely retain its small office uses, and these brokers estimated gross rents at $12-13 PSF. Small user interest in office space remains steady. The overall office vacancy rate in western Cook County is the highest among Chicago's markets (32.9%) versus in the high teen/low twenty percent range for other regional markets, according to CBRE. (This figure includes Class A, B and C properties.)

The Division Street node is generally perceived as a discreet commercial real estate market. Most businesses own their buildings. The study area at Division Street is generally considered a neighborhood serving extension of the long-established Italian restaurant cluster located just outside the study area. Some broker concerns were expressed about vehicular and parking access to those restaurants due to the Division Street median.

The area of Broadway near Lake and Main Streets and the Metra station is considered as the Village's strongest location for independent and entrepreneurial retailers, restaurants, and services. Area brokers noted few vacancies but also indicated that certain ground floor tenants were likely marginal businesses. (These vacancy rate observations are supported by the regional vacancy rates noted in Table XX above.) Both brokers and published real estate sources indicated commercial asking net rents in the Broadway/Main node range from $10-15 per square foot (PSF). The actual rents are likely within a wider range PSF, based upon lease terms. Small office uses, mostly medical offices and professional practices, near Broadway/Main have asking rents within this same range. Local brokers identified two (2) competitive Hispanic business districts for Broadway/Main in the western suburbs: Aurora and Berwyn's Cermak Road, east of Harlem.

The most significant challenge to local real estate and business growth, according to the regional real estate community, is Cook County's real estate taxes. Specific to Broadway Avenue, any smaller scale development at corridor in-fill sites would be subject to significant real estate tax increases based upon likely project costs. Current rent levels inhibit property owners' ability to pass through real estate tax payments to their business tenants through commercial lease terms. In western Cook County, tenants typically pay $5-8 PSF for real estate taxes. For in-fill development, uses generating income for all floors, either commercial or residential rental, are necessary to mitigate taxes. Over the long-term, the current tax structure inhibits investment. (The Site Typology section below describes the current real estate economics of specific to corridor in-fill properties.)

Strategic Implications: Broadway Avenue's markets are dense with sufficient retail demand to support ground level businesses at Main Street and at Division Street. Small office users remain attracted to the North Avenue cluster. The attractive residential areas between the three (3) commercial nodes remain attractive to the market for their affordability, as the economy improves. Commercial real estate brokers and developers stated that the Village was supportive of new businesses and redevelopment. For Broadway Avenue's commercial areas, the Village and the Chamber have good relationships with property owners and business owners. This work should expand through partnerships that will allow the Village to support business growth but not stretch Village resources.

Corridor Research and Best Practices

As described in the business mix analysis, the Broadway/Main area represents about 61% of the study area's businesses. This corridor node and its large concentration of Hispanic businesses exhibit similar market characteristics to those of Hispanic business districts throughout the U. S. These Hispanic business districts are often located in traditional downtowns or along pedestrian oriented corridors, such as Broadway Avenue, with strong neighborhood connections. They also provide unique opportunities for business growth in communities like Melrose Park.

National and statewide trends in Hispanic business ownership and the importance of immigrant business ownership in commercial areas, like Broadway Avenue, have been described in two (2) recent studies. [1] Both studies identified consistent trends in fostering economic growth in these commercial districts. Nationally, immigrant business owners represent 28% of all business owners in traditional commercial districts, identified for research purposes as 'Main Street' districts. Most of these businesses can be categorized within three (3) sectors: retailers, hospitality (primarily food and beverage), and neighborhood or personal services. Communities with immigrant serving districts now work strategically to maximize the potential of these locally owned businesses.

Illinois' experience is similar in sector concentrations. Hispanic owned businesses are currently the fastest growing small business segment in Illinois. Statewide, there were an estimated 70,000 Hispanic owned businesses as of 2012, and this number represents a 43% increase numbers since 2007. While business formation has been strong, the annual revenues generated by Hispanic owned businesses (about $183,000) are 13% of the annual revenues of a typical Illinois small business (about $1.4 million) About 47% of these businesses are first generation owners. As start-ups, 81% of these businesses were primarily funded by personal savings. Second generation owners represent an additional 39% of owners. In comparison with first generation business owners, these owners are more likely to have a college degree (75%) and to have relevant industry or business experience to start their business. Regardless of their generation, Illinois' Hispanic business owners cite three (3) operating challenges: financing availability and inability to expand their business; marketing and promotion, including new media; and employee management and customer service.

Local communities with these similar districts have developed targeted programs to support business growth, improve business operations, attract new customers to their corridors, and mitigate any local concerns specific to their districts. Municipal staff from five (5) communities was interviewed to identify what efforts are succeeding in their corridors. These communities included Woodburn, OR; Bridgeton, NJ; and Eagle Pass, Kingsville and Harlingen, TX. Most of these communities are suburbs with populations of about 25,000, and all have a large percentage of Hispanic residents (40% or greater). In each of the corridors discussed, the business mix was also similar to that of Broadway/Main. All of these districts have received national or regional recognition for their successful work. Selected demographics for the Village and these communities are displayed in Table 3.

[1] The two studies are: *The State of Hispanic-Owned Businesses in Illinois: Untapped Economic and Job Creation Potential* (December 2013), and published by DePaul University, Illinois Hispanic Chamber of Commerce, and the Center for Hispanic Entrepreneurship, and *Bringing Vitality to Main Street: How Immigrant Small Businesses Help Local Economies Grow* (January 2015), and published by the Americas Society/Council of the Americas and the Fiscal Policy Institute. Specific data cited in the two succeeding paragraphs is from these studies.

Table 3: Comparison Demographics

Selected Demographics						
	Melrose Park	Bridgeton, NJ	Woodburn, OR	Eagle Pass, TX	Harlingen, TX	Kingsville, TX
Total Population	25,811	25,933	24,182	26,285	66,405	26,170
Population Density (per Sq. Mi.)	6,143.52	4,017.99	4,529.35	2,714.20	1,671.56	1,880.12
Median Age	31.0	29.8	31.9	33.5	32.7	26.9
Average Household Income	$54,315	$44,760	$50,688	$49,875	$50,971	$49,601
Median Household Income	$41,148	$30,530	$40,630	$30,842	$33,828	$35,585
Per Capita Income	$17,178	$13,619	$16,199	$15,973	$17,721	$18,056
Retail Demand	$149,683,817	$115,872,841	$181,970,004	$193,599,420	$524,601,925	$212,891,668
Hispanic Ethnicity	71.7%	45.7%	59.2%	94.8%	80.8%	72.2%

Source: © 2014, by Experian, © 2014 Alteryx, Inc.

In identifying local success factors, six (6) common approaches were identified among these communities:

- Municipal leadership. Most of these communities have dedicated staff to focus on their business districts. This staff works as a liaison with the Hispanic business owners and property owners in these districts. Most staff engaged in this work is bi-lingual. They emphasize ongoing communication with the business and property owners and building relationships to develop programs that respond to the needs of both owner groups. These same programs fund their work in varied ways.

- A credible messenger with a consistent message. Much of the initial work by designated municipal staff to improve their Hispanic business districts is structured to build credibility with business and property owners. This outreach consists of initially engaging owners, listening to them, understanding any bases for negative perceptions about the commercial area, and consistently focusing on ways to strengthen the district's businesses and character. These

corridors often include Hispanic business and property owners from multiple generations, and understanding these generational distinctions is a component of building overall credibility.

- Customer attraction. Every event, activity, or program organized in these business districts is focused on customer attraction and increasing overall district sales. This emphasis on customer attraction extends to publicizing the successes of district business owners. Positioning these districts as an authentic cultural experience is another underlying aspect of attraction. Reminding local and regional residents how to access the district, including transportation and parking options, again contributes to attraction. Essentially, any opportunity to celebrate the district, its businesses, and its successes is structured with an economic purpose.

- Business services. One element of the services available to Hispanic business owners within these districts helps owners strengthen and expand their businesses. Entrepreneurial support, business services, and networking opportunities are accessed through partnerships with local, county or regional organizations. Accessing these business support services is often linked to the use of local incentive programs. In addition, these same partners provide services for business planning and access to financing. Partners often include local universities, Small Business Development Centers (SBDCs), or regional Hispanic business organizations. Examples of potential partners for Melrose Park include the Illinois Hispanic Chamber of Commerce, based in Chicago, and Accion Chicago. Local institutions, such as Casa Jalisco, may be a resource for additional partners to assist with business growth.

- Incentive use. The communities with similar districts offer a combination of incentives to assist business and property owners. Larger and smaller incentives, typically matching grants, are available to owners to improve district buildings. Programs address property or façade appearance, interior ground floor space and upper story improvements, code compliance, signage, or awnings. (Larger dollar incentives are generally available to all businesses within that community.) Multiple communities use TIF funds or where available, tax abatements to support incentive programs geared to improving appearance. Some local incentives are developed for specific local needs. One community provides an incentive to jointly address security and appearance needs. An incentive to purchase building surveillance and security systems mitigates the need for less attractive security measures, such as burglar bars.

- Regulation to support quality. Like their incentives, these communities use local regulations to address specific district issues, recognizing cultural differences. For example, window signage is limited to a specific percentage (usually 30%) of any store's windows. This accommodates the business owner's need to communicate the depth of the store's product offering but enables security (visibility in and out) and enhances store appeal to a wider range of customers. Other communities have used parking revenues generated in their commercial district as a funding mechanism to support programs, events, or services assisting business growth. Regulations, such as the adoption of the International Building Code and its companion code for historic buildings, have been instrumental in encouraging quality upper-story residential or commercial uses.

Aspects of these approaches also apply to the Division Street area of Broadway Avenue. This area's Italian restaurant cluster, just outside of the study area boundaries, has an ongoing opportunity to cultivate their regional market position as a dining destination. Established Village events, like the Feast and the Taste, reinforce Melrose Park's important Italian-American story. In similar commercial areas, cluster-specific

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events and business succession support represent two categories of local activities that can sustain area growth. For example, the Italian restaurant cluster at Chicago's 24th Street and Oakley Avenue has developed an event focused on attracting customers and increasing cluster visibility to area restaurants, and by extension, benefitting nearby businesses at Broadway and Division. Succession planning is often the primary business issue facing similar clusters. Owners often own the building and the business, and younger family members may not be engaged in operating the business. Within the Village, ownership at Danny's Café along Division Street recently changed. Providing access to business resources to retain these long-standing, successful businesses will be important to maintaining Division Street's regional appeal in the future.

Strategic Implications: Broadway Avenue represents a truly unique opportunity for the Village to sustain and grow its small businesses. The Village and its partners, including the Chamber, have initiated multiple important outreach and programs to improve each of the corridor's three commercial areas. The Village's awning program was well received, and Village and Chamber staff maintains ongoing relationships with the Broadway Avenue business community and important stakeholders, such as Casa Jalisco. The commercial area at Broadway/Main has the opportunity to attract Hispanic and other consumers from a larger area. There is minimal regional competition, and the district has a strong core of businesses to serve as the platform for attraction. The Division Street area can enhance its reputation through increased marketing of its unique ethnic and business story. Access to resources to support the changing needs of the well-established businesses in this part of Broadway Avenue will also sustain the Village's reputation as a place where small businesses succeed.

The Village and Chamber have the opportunity to extend and strengthen their current, solid relationships with all Broadway Avenue businesses. For the future, developing partnerships and programs and identifying resources to strengthen businesses and events that bring more consumers to the area will ensure economic success. Funding these efforts will be critical to future growth, and the Village, Chamber, and the business community can work together to match initial funding with programs and increase these efforts incrementally.

Site Typology and Analysis

The Broadway Avenue corridor includes four (4) likely sites available for future in-fill development. Detailed descriptions of the sites and their relationship to the corridor's future development options appear in the Land Use section of this report. To consider in-fill development potential and issues for corridor sites, a site development topology was created for the vacant parcel at the southeast corner of Broadway/Lake (the Gazebo site).

To determine the advantages and disadvantages of redevelopment at this site, the following analysis estimates project financial feasibility. It compares project costs to the value of possible development and the resulting rents. Developers and broker concerns about the impact of new development on assessed valuation and the resulting real estate taxes are also reflected in the following scenario. Table 4 shows how the estimated development values were calculated.

Table 4: Site Estimate Definitions

Estimated Project Costs	NOI	Rents	Annual Property Taxes
Uses a standard estimating service that monitors construction costs by location (RSMeans) for construction and parking costs. Land value estimate is based upon current listings for land sales in the Village.	The Net Operating Income (NOI) is the rent required to provide the Return on Investment (ROI) based on the market's perceived risk involved with this project. This NOI includes a factor for property management expenses.	Rents are expressed as an amount per square foot assuming commercial uses for this project.	The property tax estimate applies Cook County's 2013 formulas and rates for commercial property in calculating assessed value and applying the annual multiplier,

The basis of this analysis is the developer's required return for the risk associated with development. The riskiest projects are speculative, and the least risky projects are built to suit the needs of larger, national corporations or the cost effective re-use of an existing building. Every project includes investor, or developer, funds and bank loans. This funding combination is structured to appeal to lenders and to the market. In the current low interest rate environment, the blended return on investment (ROI), as known as the cap rate (capitalization rate), ranges from 6.5% for the least risky projects to 9.5% for higher risk projects.

The analysis makes the following assumptions noted in Table 5. These assumptions are based upon BDI's experience and developer interviews.

Table 5: Project Assumptions

Assumptions	
Site Size SF	10,061
Building Size (2 Stories) SF	8,000
Building Footprint SF	4,000
Parking Spaces	16
Surface Parking Space Cost	$6,000
Commercial ROI/Cap Rate	8.5%
Site Coverage	87%

The analysis appears in Table 6 below. This estimate should be considered as indicative of current market conditions. At this conceptual level, costs and values could vary significantly depending upon designs, site costs or issues, and additional local requirements. The cap rate applied in this scenario (8.5%) assumes a developer or local property owner familiar with Melrose Park with financial resources and access to traditional bank financing.

Table 6: Project Analysis Example

Estimated Project Costs	NOI	Net Rent Estimate	Net Rent Less Taxes
$2,600,000	$221,000	$19	$12

Using Table 7's definitions, the estimated total project cost is $2.6 million. These costs assume a 2-story building with commercial uses—retail on the first floor, and office on the second floor. The resulting project NOI ($221,000) assumes a net rent of $19 before any payment of taxes. While the estimated rents shown are similar to the asking rents for the area, they are subject to negotiation and could be less for a desired tenant.

The estimated real estate taxes, based upon a $2.6 million project cost, appear in Table XX. This table also includes the current taxes paid for the vacant site.

Table 7: Real Estate Tax Estimate

Estimated Real Estate Taxes	
Market Value	$2,600,000
Assessed Value (10%)	$260,000
Multiplier (2.66)	2.66
Equalized Assessed Value	$691,600
Tax Rate (10.544%)	0.10544
Estimated Taxes/Pre-Appeal	$72,922
Taxes PSF	$7
Existing Taxes on Vacant Land	$1,765

This estimate uses Cook County's typical formula for calculating real estate taxes on commercial properties. The resulting nearly $73,000 in taxes would likely be appealed. The combined result of the project cost and its property tax consequences inhibits the likelihood of in-fill development on Broadway Avenue.

Strategic Implications: In the short-term, only a local business or property owner with individual ownership objectives would likely initiate any redevelopment at a location, such as the Gazebo site. An improving economy may improve rents and alter the reinvestment economics for smaller projects. Strengthening the corridor's business environment, particularly at Broadway/Main, will enable potential in-fill development through local business expansion.

Appendix D

PARKING MANAGEMENT BEST PRACTICES

Resources and strategies for improving the efficient use of the parking along Broadway Avenue are presented below in a review of parking management best practices.

Parking management strategies focus on promoting the efficient use of existing parking resources. This is an important component of the parking system, as the location, quantity, and pricing of parking can impact surrounding land uses, the commercial environment, streetscape and pedestrian environment, and even property values. Most parking management projects utilize a variety of strategies, using different strategies as best needed to address the community or district's unique situation. Parking management strategies should be flexible, to adjust to changing needs.

Todd Litman of the Victoria Transport Policy Institute (VTPI) has published numerous documents related to parking strategies, noting that each municipality will have different needs, interests, and viewpoints to consider regarding their parking system. In his report, Parking Management (November 2013), ten general principles were identified to help guide planning decisions to support parking management:

1. Consumer Choice. People should have viable parking and travel options.
2. User information. Motorists should have information on their parking and travel options.
3. Sharing. Parking facilities should serve multiple users and destinations.
4. Efficient utilization. Parking facilities should be sized and managed so spaces are frequently occupied.
5. Flexibility. Parking plans should accommodate uncertainty and change.
6. Prioritization. The most desirable spaces should be managed to favor higher-priority uses.
7. Pricing. As much as possible, users should pay directly for the parking facilities they use.
8. Peak management. Special efforts should be made to deal with peak-demand.
9. Quality vs. quantity. Parking facility quality should be considered as important as quantity, including aesthetics, security, accessibility, and user information.
10. Comprehensive analysis. All significant costs and benefits should be considered in parking planning.

Many, if not most, parking problems arise from improper management of existing parking supply, rather than a parking shortage. Providing and managing a community's supply of parking is an important component to creating livable communities that are healthy, safe, and provide transportation options that include – in addition to driving – transit, bicycling, and walking.

Proper parking management can promote more efficient use of existing parking and reduce the need for more spaces by using the existing ones more efficiently and targeting different types of parkers (short term vs. long term), sharing parking between uses with different peak demands, and by shifting the cost of providing parking from the general public and municipal governments onto the users. Business owners may cite the need to create additional parking, but building additional parking without managing the existing supply can induce driving and increase the demand for even more parking. Managing the existing supply can be a cost-effective way to reduce parking demand through walking or transit, and increase the attractiveness of underutilized spaces.

Parking Time Limits

On-street parking, located as close to a business as possible, is the most convenient type of parking for potential customers. Keeping these spaces available for short-term use should be a high priority. If on-street commercial parking is not managed or priced appropriately, commuters, employees and spillover parkers from other areas will use the parking spaces and the desired patrons will not have a place to park. Ideally, parking spaces should be managed or priced to ensure that parking is no more than 85% utilized. This could be in the form of variable pricing that maintains a high enough price so that there will always be some vacancy, but not so high as to send business to other locations. Prices and restrictions could vary by block, time-of-day, and day-of-week. Restrictions on early morning hours can prevent commuters from parking all day. Hourly restrictions can encourage parking turnover and availability for shoppers. The most important factor influencing parking demand is parking cost to the user, not supply. However, there is also a relationship between parking demand and time limits. It is important for communities to develop contingency plans so that they can provide the minimum spaces, monitor results, and have strategies to provide more parking if necessary.

A parking system designed to manage demand and support the local businesses will not drive customers away. If managed correctly, most of the parking spaces will be used with a few spaces always available on each block, meaning the customers aren't being driven away. More likely, a properly managed parking system will drive employees and long-term parkers out of the congested core.

Parking Pricing

A common philosophy to parking in suburban areas is that parking must be provided for free to attract customers. While providing free parking may encourage customers to visit community businesses, it also encourages employees, and transit commuters to drive and leave their car parked for long amounts of time. As noted in a recent parking study conducted by the Chicago Metropolitan Agency for Planning (CMAP) and the Village of Hinsdale, providing free parking can work in communities without a significant amount of commercial activity, or in areas where land is plentiful and cheap, allowing surface parking to expand outward, but not in busy downtowns or business districts. As demand for parking continues to grow, and municipalities examine the costs to construct additional supply, many more communities will need to make the unpopular decision to charge for parking in high-demand areas.

Parking pricing concepts can include:

- Standard public parking pricing – one common prices for all locations
- Variable rate pricing – rates that may vary by location or time of day to encourage turnover and increase short-term parking supply
- Coordinated off-street and on-street parking prices – rates vary for on-street and off-street facilities to encourage commuters and employees to park in designated areas or use alternative modes
- Parking payment technologies – use of systems such as "Pay and Display" or "PassportParking Mobile Pay"

Parking pricing has been done successfully in communities such as Oak Park, Evanston, Naperville, LaGrange, and Forest Park. Most commuter rail stations have paid parking, but in many cases, prices do not reflect actual costs, and the spaces remain in high demand with long wait lists. This imbalance of supply and demand has kept many lots full, and created parking spillover problems. Pricing parking can be

helpful to businesses while not drive away shoppers and visitors. However, pricing strategies must not be overly complicated or confusing.

Communities should charge the right prices for on-street parking because the wrong prices can produce bad results (Shoup, Free Parking or Free Markets, 2011). The correct approach is to price parking to achieve a target occupancy rate, typically under 85%. If parking prices are too high then there will be too many vacant spaces. If prices are too low, then there will be a shortage of spaces. Appropriately priced parking will also translate into a more efficient transportation system by eliminating customers circulating through the area in search of parking. Businesses will benefit as customers will have access to nearby parking, which may have previously been used for long-term parkers such as employees and commuters.

Parking Management/Benefit Districts

Many communities have established Parking Management or Benefit Districts to oversee parking management and set parking prices. Districts are usually implemented in commercial and retail areas where there may be a variety of parking resources. Districts establish parking pricing rates and use revenue generated (commonly meter revenue) to the community to provide other transportation-related improvements such as streetscape improvement, wayfinding, maintenance, and marketing. An improved street environment can attract pedestrians and bicyclists who add to commercial foot-traffic without congesting the roadways.

The goal of parking districts is to establish the right balance of parking pricing to efficiently manage the parking resources and encourage turnover by charging prices high enough to discourage long-term parkers from using prime retail spaces but low enough not to deter customers. In some cases, parking districts are established under the umbrella of another organization such as a business improvement district, chamber of commerce, economic development commission, or other business-related organizations.

Shared Parking / Cooperative Parking

Shared parking is strongly encouraged where appropriate. The concept of shared parking is based on the concept that different land uses have different parking demand at different times. Allowing shared parking can decrease the total number of spaces required for mixed use developments or mixed use areas, while still providing an adequate supply of parking. The concept promotes more centralized parking resources and supports a more safe and walkable area. To demonstrate shared parking, a shared parking analysis is required to determine the actual parking demand. This analysis is based on the size of each individual land use, maximum parking requirements for each land use, the typical parking user (visitor, employee), and the hourly parking accumulation for each land use.

Cooperative parking is a similar concept to sharing of parking resources, but occurs when 2 or more land uses can cooperatively provide parking resources. Allowing for mixed uses to provide for parking cooperatively allows for more efficient use of space. Cooperative parking is common in State of Washington communities where a 20% reduction of the total combined required parking is allowed. The City of Des Plaines allows for cooperative parking, allowing for a 25% reduction when 4 or more uses are included or a 15% reduction when 3 uses are included. The City of Evanston includes a similar provision, “collective parking”, where the Zoning Administrator may allow for a reduction in the required parking for 2 or more non-residential uses jointly providing off-street parking when their hours of operation do not overlap.

Parking Financing: In-Lieu Parking Fees

In-lieu parking fees provide one strategy for financing centralized parking structures, as well as providing an option to developers. Instead of developers providing on-site parking, the community provides off-site parking that is used by visitors and employees of the development. Benefits of using in-lieu fees:

- Promote shared parking
- Allow for increased Village control of the parking system
- Offer improved location and design of parking facilities that is supportive of the pedestrian environment
- Greater control of urban design in the downtown

In-lieu parking fees are typically set as a per-space fixed cost based on the cost to construct a parking space. This amount could be changed periodically based on estimates of construction costs by referencing construction costs indices. Alternatively, fees could be set on a case-by-case basis. These fees are usually charged at the time of development.

While developers may be concerned about the lack of on-site parking, an appropriately located structure should support development and minimize these concerns. Additionally, this program could be voluntary, and any developer who is concerned about not providing on-site parking could still include parking.

It is difficult to compare fees among different communities, as each has a different set cost per space and different parking requirements. The average in-lieu fee in the U.S. ranges from less than $6,000 to more than $27,000 per space, with the average being $11,305 per space. (Shoup, In Lieu of Required Parking, 1999) Local examples include Oak Park, Highland Park, Lake Forest, Libertyville, and Riverside. The Village of Tinley Park allows for an in lieu of parking fee of $1,000 for each automobile and bicycle parking space that cannot be provided on the subject lot.

The Broadway Business District is a transit oriented downtown with an active commuter rail station and several Pace bus routes. Credits for locating near the commuter station, providing transit benefits, availability of public off-street and on-street parking, and establishing car-sharing would be appropriate strategies.

Summary

The strategies presented have been crafted to address providing an adequate and accessible amount of parking while continuing to support the transit- and pedestrian-oriented nature of Broadway Avenue. Beyond consideration of the suggested parking strategies, the Village should continue to regularly examine parking use in the commercial districts. Ongoing monitoring will be important to ensure that strategies implemented are achieving the intended objectives. Further, since parking in the downtown is generally free and it is not anticipated to be changed, enforcement of parking time limits will be an important component of overall parking management.

“Parking regulations and policies impact urban form. This influences transportation choices and numerous quality-of-life issues, including affordable housing, storm-water management, air and water quality, traffic congestion, and greenhouse gas emissions.” (U.S. Parking Policies: An Overview of Management Strategies, Institute for Transportation and Development Policy, 2010)

Parking is a sensitive topic. To implement strategies successfully, the Village will need to engage stakeholders such as residents, businesses, and property owners; develop a program for the collection and analysis of parking data; and establish a monitoring program for any changes that might be needed over time.

Excerpt - Hinsdale Parking Study

CMAP/VILLAGE OF HINSDALE, 2014

The Village of Hinsdale is known for its quaint neighborhoods, reputable school districts and well-situated location in northeastern Illinois. These assets make Hinsdale a desirable community in which to live and work, along with a major lure—its historic and charming downtown. The downtown is a vital center where residents, visitors and commuters alike can enjoy upscale boutiques, fine dining, and purchase home goods all within a compact, pedestrian-friendly area. The current parking system is proving to be outdated and insufficient, no longer meeting the needs of residents, visitors, employees, rail commuters, local businesses, and restaurants. The limited parking spots available, parking restrictions and fees, and constant congestion caused by those searching for convenient parking add to the frustrations experienced by patrons of downtown Hinsdale.

To alleviate the problems that come with the imbalance of parking demands and supply, the Chicago Metropolitan Agency for Planning (CMAP), in collaboration with the Village of Hinsdale, thoroughly researched the parking patterns of downtown Hinsdale and examined successful parking plans implemented locally and throughout the country. The analyses aided in developing the Innovative Parking Strategies Plan for Hinsdale, which addresses the identified needs and opportunities through strategic parking recommendations.

By taking a closer look at what type of parking opportunities and possibilities already exist in Hinsdale, cost-efficient strategies can be put forth and easily implemented. There are currently over 2,000 public parking spots downtown available to residents, visitors, rail commuters and other community members. This number of parking spots could meet the parking demands of the community if managed properly and effectively with little burden on the general public. The management of these existing parking spaces consists of re-balancing the supply of employee parking geographically, providing improved user information and maps, removing time limits, installing smart meters, and adjusting meter prices to be reflective of the amount of time parked and desirability of the location of parking spots.

Any successful downtown with underpriced parking, and especially towns along commuter rail lines, will have on-street parking occupancy rates above 85 percent. The majority of metered parking is directly adjacent to local businesses and intended for use as customer parking. Finding metered spaces occupied, visitors and customers drive in circles searching for a space, often unaware that they can park for free just a couple blocks away. This is damaging to the local businesses whose customers cannot find a space, waste their time driving in circles hoping for someone to vacate a metered space, and leave frustrated. The employees who park in these desirable spaces either would rather feed the meter than buy an employee permit, do not want to walk more than two blocks, or are not aware of the options available for long-term parking, such as the free merchant permit parking area.

Balancing supply and demand is most easily achieved through market-rate pricing, where the most desirable spaces (like those along Washington Street between Hinsdale Avenue and First Street) are the most expensive, while side streets and remote parking are the cheapest. The least desirable spaces should be free, with restrictions on morning hours to prevent Metra commuters from using them. This system provides a financial motivator for employees and those looking for cheap parking, while making the prime spaces less appealing to long-term parkers. This results in more parking available for customers who are willing to pay for a convenient space. The price change does not need to be drastic, as the goal is only to change the habits and behaviors of a small percentage of drivers. The price change is dependent upon observed levels of occupancy, and should be monitored and adjusted as necessary.

The strategy of adjusting meter rates to manage demand levels is typically not the path of least resistance for a municipality, but it makes the most economic sense and is often the last resort when employees continue to use spaces that are intended for customers. In return for paying the fair market price for parking, the Village will be able to ensure that a customer can easily find a convenient parking space, will no longer have to keep a roll of quarters in the car, will not have to worry about getting a ticket (if they pay), will not have to worry about the two hour time limit, and will not have to drive in circles waiting for someone to leave. Finally, to prove that the meter changes will be initiated with the goal of improving the customer experience, the Village has made a commitment to allow any additional revenue collected to be reserved for improvements to downtown streetscaping and parking management programs and infrastructure.

The Village should also continue to invest in the walkability of the downtown core, as well as improve the bicycling infrastructure. Small increases in the mode share of pedestrians and bicyclists to accomplish short trips can significantly increase public health and community vitality, as well as reduce parking needs.

Implementing changes to downtown Hinsdale's parking system may be more challenging than leaving it as it is, or than spending millions of dollars on a parking garage. However, the alternatives would likely not solve the main problem, which is lack of convenient on-street parking spaces. Implementing the recommended changes would address this key problem, with a customer-first approach focused on convenience and options. This would strengthen the historic downtown and ensure that it continues to be a magnet for people and unique local businesses and restaurants The strategies recommended in this plan begin with improving the user information, working with businesses and downtown employees to improve usage of employee parking areas, using parking pricing to manage demand, and providing increased options for parking convenience in terms of payment options and length of stay.

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