

COUNCIL WORKSHOP ITEM

ITEM: Grant application: Balanced Growth Capacity Building Program
DATE: 03/27/2002
PREPARED BY: Steve Rockwell & Cathy Schuster, Economic Development & Susan Brassfield, Grants Coordinator
PURPOSE: Request waiver of one-week waiting period for resolution authorizing submittal of grant application to Illinois Department of Commerce and Community Affairs.

DISCUSSION:

Staff is recommending the submission of the Balanced Growth Capacity Building Program to the Illinois Department of Commerce and Community Affairs (DCCA) for funding in the amount of \$49,420.00. The Balanced Growth Capacity Building Program Grant will support a Practice Improvement Program for the Ogden Avenue Corridor. This particular grant doesn't require Village matching funds therefore, our grant budget reflects 100% of the anticipated costs. The majority of life cycle costs will be borne in the first year of implementation. Staff feels that anticipated annual costs will be minimal to maintain this program and will be reflective as part of the department's annual operating expenses.

The Village of Downers Grove's Economic Development Department is requesting funding to produce an Integrated Corridor Management Module that will provide detailed instructions for a comprehensive redevelopment plan of the Ogden Avenue Corridor. The goals of the project are to raise awareness of the issues related to accommodating growth, creating instructional materials on best implementation practices, and providing training and education on improved balanced growth planning. Achieving our goals will require implementation of an educational program that will focus on Ogden Avenue businesses as well as local developers and contractors.

Funding of this project will allow the Village of Downers Grove's Department of Economic Development to prepare an Integrated Corridor Management Module that would involve:

- Conducting a street inventory of Ogden Avenue conditions using *The Lakota Group*.
- Preparing a Design Guidelines Workbook, which presents suggested designs of façade improvements that would enhance the appearance of the Corridor.
- Conducting public meetings to discuss façade improvements using recommendations from the Workbook to educate business/property owners, developers, contractors, architects, etc on best design practices for Ogden Avenue.
- Producing and mailing educational newsletters reviewing the façade guidebook recommendations and redevelopment plans for Ogden.

- Coordinating meetings with businesses located within 1-2 blocks of each other to facilitate block redevelopments.
- Placing the educational materials and redevelopment updates on the EDC/Village website.

The grant application became available on 3/18/2002 with the stipulation that the grant application must be submitted to the Illinois Department of Commerce and Community Affairs by 4/15/2002. Therefore, staff requests permission of an expedited grant review with approval by resolution on the same night as Workshop.

Staff is exploring other areas where possibly other governmental and non-governmental agencies can support the Ogden Avenue Redevelopment Plan.

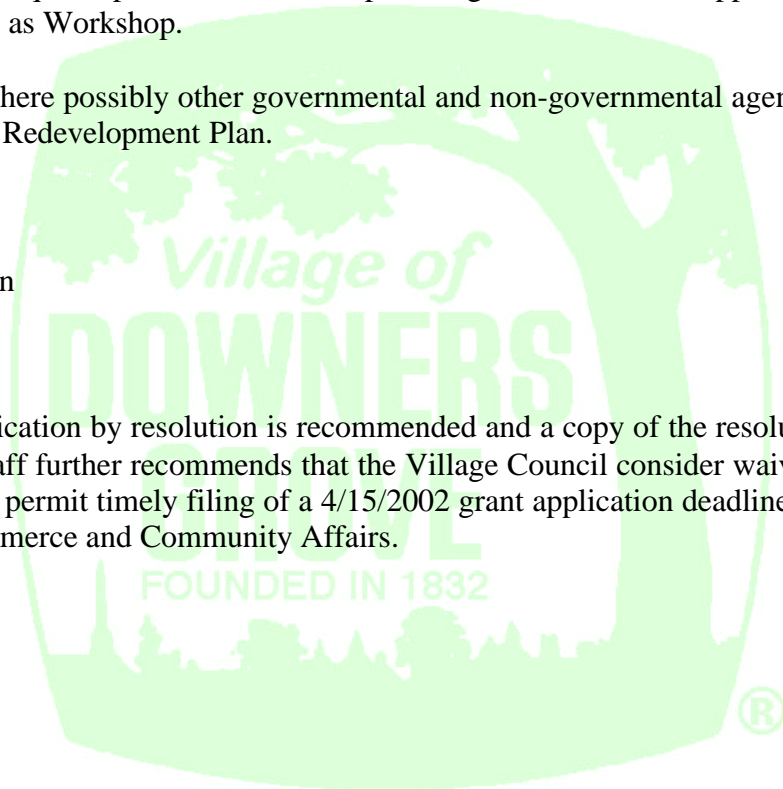
ATTACHMENT:

Attachment 1: Resolution

Attachment 2: Grant application

RECOMMENDATION:

The approval of this grant application by resolution is recommended and a copy of the resolution is attached for your review. Staff further recommends that the Village Council consider waiving the one-week waiting period to permit timely filing of a 4/15/2002 grant application deadline to the Illinois Department of Commerce and Community Affairs.



RESOLUTION NO. _____

A RESOLUTION AUTHORIZING SUBMITTAL OF GRANT APPLICATION TO THE ILLINOIS DEPARTMENT OF COMMERCE AND COMMUNITY AFFAIRS (DCCA)

WHEREAS, the Village of Downers Grove, an Illinois municipal corporation, has developed grant application Balanced Growth Capacity Building Program for funding in the total amount of \$49,420.00 for a Practice Improvement Program of the Ogden Avenue Corridor; and

WHEREAS, the Village Council has reviewed said grant application and agreement conditions, and has authorized the filing of said application with the Illinois Department of Commerce and Community Affairs (DCCA).

NOW, THEREFORE, be it resolved by the Village of Downers Grove, DuPage County, Illinois, as follows:

1. That the Village of Downers Grove submit the Balanced Growth Capacity Building Program of the Village of Downers Grove in the amount of \$49,420.00 for a Practice Improvement Program of the Ogden Avenue Corridor to the Illinois Department of Commerce and Community Affairs (DCCA).

2. That the Village of Downers Grove agrees to the conditions and requirements listed in the grant agreement.

3. That this resolution shall be in full force and effect from and after its passage as provided by law.

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Mayor

Passed:

Attest: _____
Village Clerk

APPLICATION COVER PAGE

Grantee Information:

Legal Name of Grantee: Village of Downers Grove
 Federal Employer Identification Number (9-digit FEIN): 36 - 6 0 0 5 8 5 7
 Name of Chief Executive: Brian Krajewski Title: Mayor
 Address: 801 Burlington Avenue
 City: Downers Grove State: IL ZIP + 4: 60515 - 4776
 County: DuPage Business Phone: (630) 434 - 5524
 Fax: (630) 434 - 5571 E-mail address: bkrajewski@vil.downers-grove.il.us

NOTE: 1) You must provide the FEIN number of the entity that will **directly** receive the grant funds from DCCA. Do not use the FEIN number of any subgrantee or affiliate of the grantee.
 2) You must provide the nine digit zip code address (ZIP+ 4)

Project Administrator/Contact:

Name of Project Administrator/Contact Susan Brassfield
 Title: Grants Coordinator Contact's Phone: (630) 434 - 6878
 Fax: (630) 434 - 5571 E-mail address: sbrassfield@vil.downers-grove.il.us

Applicant Organization Status :

Governmental Entity Not-for-profit Corporation Education Agency

If the applicant entity is a Not-for-profit Corporation, please attach documentation of Good Standing Status; available from the Illinois Secretary of State's office.

Other Funds: List other grants (Grant Number and Amount) received from DCCA within the last 3 years:

Grant Number:	02-122425	Amount:	\$100,000
Grant Number:	02-120099	Amount:	\$ 10,000
Grant Number:	02-120096	Amount:	\$ 82,000

Attachments: Identify all attachments (additions) to the cover page:

	Attached	Not Attached
Section I: Project Overview	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Section II: Scope of Work	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Section III: Budget	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Section IV: Certification	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Type of Project (Select only One)

Practice Improvement
 Demonstration Project

Nature of Recipients (Select only One)

Regional Jurisdiction
 Statewide

Subject Matter of Project: (From page 3-6 of the Application)

Professional Development

Balanced Growth Capacity Building Program Integrated Corridor Management Module

Project Overview

Executive Summary

The Village of Downers Grove is requesting funding for a project that can serve as guide and be utilized by communities throughout Illinois. Our project involves creating an integrated management tool for the comprehensive development of the Downers Grove Ogden Avenue Corridor. The Downers Grove Ogden Corridor is a major east/west thoroughfare that begins at Williams Street, the eastern boundary of Downers Grove and extends for 3.7 miles to the I-355 interchange, which is the western boundary. Ogden continues west through a number of other communities and ends in Aurora.

Need for Project

Ogden Avenue found its origin as an Indian trail. Pierce Downer, one of the first pioneers who traveled this trail, founded the Village of Downers Grove in 1832. Through the years, the trail was widened and paved, becoming a main thoroughfare between Chicago and Aurora.

Haphazard development of this Corridor resulted in conditions that negatively affect its future viability. Many Ogden buildings are unattractive, have a dated appearance and are showing signs of deterioration. Zoning ordinances are difficult to understand and actually discourage redevelopment. The lack of available parking results in parked cars impinging onto the street. Maneuvering in/out of available spots is difficult. Excessive curb cuts on the street provide opportunities for vehicles to dart out into traffic and cause accidents. Signage clutter affects safe traffic flow, makes it difficult to locate businesses, and negatively impacts the Corridor's appearance. Addresses are missing and/or difficult to read on many buildings. Major infrastructure repairs are needed (upgrading the sewers, relocating utilities, improving storm water retention, etc). Commercial properties flanking residential side streets locate dumpsters, storage/loading areas and unattractive landscaping close to the streets, which are the portals to the residential community. The Corridor has scattered, disconnected and missing sidewalks.

There is a need to maintain the Corridor as an economic engine for the Village and improve its competitive edge. The Ogden Corridor is a major transportation thoroughfare with an average traffic count of 35,000 vehicles each day. Its 21 blocks are home to more than 300 businesses, which generate more than \$3.3 million in sales tax revenue. While Ogden has the capability to attract shoppers from surrounding communities, current conditions discourage shopper visits. The residents who live adjacent to Ogden complain of noise, traffic congestion, unsightly appearances, hazardous traffic conditions.

During the late 1990s, the Village of Downers Grove began to make a concentrated effort to improve conditions throughout the Ogden Avenue Corridor. It retained the firm of Kane, McKenna and Associates to prepare a Redevelopment Study. The Village also retained the independent consulting firm, the Lakota Group, to assist with redevelopment

efforts. The Economic Development Commission formed an Ogden Strategic Planning Sub-Committee to spearhead this process. In March 1999, the Lakota Group developed a Master Plan for the Ogden Avenue Corridor. The Master Plan was prepared with the cooperation and input from Downers Grove's leaders, Ogden business and property owners and residents. The Plan was the focus of several public meetings during 2000-2001.

The Master Plan recommended the Village create an Ogden Avenue TIF District, which would provide targeted funding for specific redevelopment sites. In February 2001, an Ogden TIF District was created. However, funding the TIF was delayed to allow local schools to procure the money needed for improvements.

In November 2001, the Economic Development Commission hosted a community meeting with Ogden business and property owners to discuss the need for change throughout the Corridor. To secure continued business and property owner, community and partner support, an integrated management tool that provides step by step directions for implementing and coordinating the various components of the Ogden Corridor Master Plan is needed.

Significance

The Integrated Corridor Management Module will build on the firm foundation already established. The 1999 Lakota Ogden Master Plan provided a true vision for this vital community asset. Establishing an Ogden Corridor TIF District provided for future development. Building a consensus among the Village, business and property owners and residents was a labor-intensive effort, but well worth the investment.

The Integrated Corridor Management Module will result in a tool that will direct the complete private and public redevelopment of the Ogden Avenue Corridor. Specifically, a comprehensive streetscape inventory of current conditions must be completed. A streetscape strategy that addresses deficiencies can then be created. The streetscape strategy will include recommendations for decorative lighting, fencing, benches, sidewalks, landscaping, trash cans, kiosks, special paving, bike racks, elimination of excess curb cuts, etc. Property/business owners, developers/architects/contractors will be able to use the Integrated Corridor Management Module as a guide for future development projects.

Next, an integrated analysis of infrastructure (sewer, utilities and storm water retention, etc.) will be completed and buy in sought from key property owners and developers. Plans to address identified problems will help ensure Ogden will accommodate future development and is a safe environment. Simplified zoning modifications supporting quality redevelopment will be reviewed and adopted. Parking and traffic conditions will be analyzed and appropriate safety recommendations will be outlined. A comprehensive Best Practices Design Guidelines Manual would guide architects, developers and contractors in designing future redevelopments along Ogden. Incorporating the suggested designs into building facades will help enhance appearances and create a more cohesive effect along the Corridor.

A comprehensive plan to improve signage will be developed that will include developing a logo specific to Ogden, designing new, enlarged pole and blade street signs, way-finding and directional signs and Village gateway signs. Recommendations will also be made to improve signage and landscaping at major Ogden intersections.

A thorough landscape analysis will be completed and a plan developed to introduce attractive landscaping throughout the Corridor.

Balanced Growth Benefits:

The Integrated Corridor Management Module will provide step-by-step detailed instructions for all phases of redevelopment of major thoroughfares throughout Illinois. Since Ogden Avenue extends from Chicago to Aurora, all villages along this route could immediately benefit from this project. Many other communities have corridors similar to Ogden, but do not have access to the funding and resources needed to make improvements. The Module will provide a comprehensive guide to achieving major improvements in streetscape elements, traffic, pedestrian safety, façade appearance, infrastructure improvements, improved signage, zoning ordinances and landscaping along the corridor. These changes translate to a more attractive, safer, economically healthy environment to live, work and shop. These improvements should lure shoppers back to the area and sales tax revenues should increase. The increased revenue will contribute more money to the Village's budget, which can be used to improve/increase local government services. This is clearly a win-win for all concerned.

Project Management

The Village of Downers Grove is a municipality that has been in existence since 1832. Downers Grove is a community of approximately 50,000 residents and more than 2,800 businesses. It is a home rule community managed by a Mayor and six Council members. The Village of Downers Grove focuses on quality redevelopment. In 1997, the community adopted the Lakota Central Business District Master Plan to guide future growth. The Village has been implementing the Master Plan on a project-by-project basis. In September 2001, the Village won the American Public Works Association's National Award for Historical Restoration Preservation for its renovation of the Central Business District, the heart and cultural center of the community. The Village currently has multiple redevelopment projects underway including the building of a mixed-use development (condos and retail) and a parking facility in the heart of its Central Business District. The Village has also successfully created SSA and TIF Districts to help fund improvements in key areas of town. In 1995, the Village created an Economic Development Department to foster healthy economic growth. In 2001, the department received accredited economic development organization status (AEDO) to become 1 of 19 other economic development entities in the nation to receive this accreditation, which honors excellence. Our EDC Director obtained Certified Economic Developer designation (C.E.D.) nearly 14 years ago and has years of experience, including managing economic revitalization of a 3500 acre air base and an 850 acre naval facility.

The Village of Downers Grove is dedicated to achieving quality economic development and has the experience and quality focus needed to reach this goal.

We would propose retaining the services of the independent consulting firm, the Lakota Group, to help with the development of this integrated corridor module. As previously noted, Lakota has been providing economic development assistance to Downers Grove since 1995 and has an in-depth understanding of the Village. Lakota's consultants have extensive expertise in urban design, planning, landscape architecture and community relations. They have won a dozen awards for economic development projects including the 2000 Corridor Plan/Design Principles Honor Award. In addition, various Downers Grove community groups would assist with the development of the integrated module, including our very active Chamber of Commerce.

Project Evaluation

Once the Integrated Corridor Management Module is developed, a Gant chart of activities and timelines would enable the Village to monitor progress. The Economic Development Director would be responsible for monitoring the entire process. He will be assisted by the EDC's Ogden Avenue Committee and a community group composed of Ogden business and property owners and residents. The Mayor, Village Council and Village Manager would also ensure the entire project remains on track.

Section II, Scope of Work

Sponsor and Project Personnel:

The sponsoring organization is the Village of Downers Grove. The Village would provide most of the resources pertinent to the project, particularly personnel and supplies. Key project personnel would include: the Village Manager, the Deputy Village Manager, (former Redevelopment Director) the Director of Economic Development, the Director of Redevelopment, the Director of Public Works, the Director of Planning Services, the Director of Code Services, the Police Chief, the Director of Public Information, the Forester and the Village Landscaper. The time commitment of the project manager and key project personnel is as follows:
XXXXXX

Deliverables Proposed:

The deliverables proposed include: an Integrated Corridor Management Module that provides step-by-step detailed instructions to guide the redevelopment of a major thoroughfare; a Design Guidelines Workbook, which proposes complimentary architectural styles for the Corridor; a Catalogue of Signage featuring street, directional and gateway signage, templates for all handouts distributed to Ogden business and property owners, developers and contractors, simplified zoning ordinances that promote quality development and templates for landscaping that would survive in an environment similar to Ogden Avenue.

Illinois communities simply do not have the time, money or resources needed to “reinvent the wheel.” The Integrated Corridor Management Module could be used by any town in Illinois with a thoroughfare similar in nature to Ogden Avenue. In addition, the simplified zoning ordinances, streetscape designs, signage catalogues, and educational handouts could be literally used by any community desiring quality development.

Project Design/Methodology:

Major tasks/milestones for achieving the project output and the parties responsible for implementation follow.

Conduct inventory of Ogden Avenue Corridor conditions/Lakota Group, Public Works
 Develop streetscape strategy for Ogden Avenue/Lakota Group, Public Works, EDC
 Develop streetscape designs/Lakota Group
 Review design, make selection/EDC
 Prepare budget outline/Lakota Group
 Present plan to Council/Lakota Group, EDC
 Develop landscape plan/forestry and landscaper
 Create planting details (plant list, planting schedules, etc.) /forester and landscaper
 Create detail sheets for planters, benches, fencing, etc. for catalogue/Lakota Group
 Develop cost estimates/EDC, Lakota Group
 Submit permit request to IDOT/ Public Works
 Develop Landscape bids/forester, landscaper, EDC
 Develop preliminary sign design sketches/Lakota Group
 Field test with life size cardboard mock up/EDC, Lakota Group
 Select sign designs/EDC, Public Works
 Develop cost estimate/Lakota Group, Public Works, EDC
 Evaluate zoning problems and complaints/EDC, Zoning Dept, Lakota Group
 Develop new zoning ordinance modifications to alleviate issuers/Lakota Group, EDC
 Obtain necessary support and Council approval for proposed zoning changes/EDC, Lakota Group
 Develop architectural design module for owners and developers/Lakota Group, EDC
 Conduct informational meetings to introduce concepts to owners and developers/EDC, Lakota Group
 Produce and distribute educational materials/EDC
 Coordinate formation of block meetings that focus on targeted improvement/EDC, Lakota Group
 Review traffic patterns with state/Public Works
 Review infrastructure, utility, storm water retention issues with DuPage County Public Works/EDC, Public Works

Major Milestones/Timelines	Start Date	Completion Date
Key Milestones		
Conduct streetscape inventory	06/02	07/02
Develop streetscape strategy	07/02	08/02

Develop sign designs	06/02	07/02
Develop architectural designs	06/02	08/02
Develop new zoning ordinances	06/02	09/02
Develop landscape strategy	06/02	08/02
Develop infrastructure strategy	06/02	09/02
Conduct educational meetings	10/02	11/02

Project Dissemination

The deliverables will benefit any entity actively engaged in redevelopment/development of a major public Ogden like thoroughfare. The deliverables will be placed on our website, which is available 24/7/365. We would also be willing to send our deliverables to interested parties and provide technical assistance when needed.

SECTION III, PROJECT BUDGET

13. Budget Narrative:

Supplies: \$300 General office supplies

Consultant: \$33,520 The Lakota Group will serve as consultant for the entire project. The following consulting services have been broken down by milestone classification. **Milestone #1:** Lakota Group will conduct a street inventory of Ogden Ave. \$7,600. **Milestone #2:** Lakota Group will analyze the results of the street inventory and develop an Architectural Design Guidelines Workbook \$11,400 (\$150 for Senior Principal Consultant X 40 hrs. + \$90 for Senior Planner/Designer X 60 hrs.). **Milestone #3:** Lakota Group will conduct meetings with focus groups to explain results of street inventory, present Architectural Design Guidelines Workbook, Signage Design Catalogue and implementation program \$3,000 (\$150 for Senior Principal Consultant X 20 hrs.). **Milestone #4:** Lakota Group will present project to Mayor and Council Members \$1,320 (\$150 for Senior Principal Consultant X 4/hrs. + \$90/ea. for two Senior Planners/Designers X 4/hrs.). **Milestone #5:** Lakota Group will conduct meetings to educate local developers and contractors regarding best practices for Ogden redevelopment \$4,800 (\$150 for Senior Principal Consultant X 20/hrs + \$90 for Senior Planner/Designer X 20 /hrs.). Lakota Group will conduct meetings to educate Ogden Ave. businesses \$3,000 (\$150 for Senior Principal Consultant X 12.5 hr. + \$90 for Senior Planner/Designer X 12.5 hrs). **Milestone #6:** Lakota Group will conduct block meetings with Ogden businesses \$2400 (\$150 for Senior Principal Consultant X 10/hrs. + \$90 for Senior Planner/Designer X 10/hrs.)

Other: \$15,600 The Economic Development Department requests \$2,500 in administrative expenses; \$10,700 in printing expenses of Architectural Design Guidelines Workbook, Signage Design Catalogue, meeting invitations, handouts and newsletters; \$1,000 in mail expenses; and \$1,400 in meeting room rental charges.

14. Budget Worksheet:

	Line Item	Other Project Funds	Proposed DCCA Grant Amount	Total Project Costs
		\$	\$	\$
1	Personnel	-0-	-0-	-0-
2	Fringe	-0-	-0-	-0-
3	Travel	-0-	-0-	-0-
4	Equipment	-0-	-0-	-0-
5	Supplies	-0-	300	300
6	Contractual	-0-	-0-	-0-
7	Consultant	-0-	33,520	33,520
8	Other	-0-	15,600	15,600
9	Sub-Total	-0-	49,420	49,420
10	Indirect/Admin	-0-	-0-	-0-
11	TOTAL	-0-	49,420	49,420

15. Proposed Deliverable Expenditure Schedule:

Milestone/Deliverable #1:	\$7,600
Milestone/Deliverable #2:	\$11,400
Milestone/Deliverable #3:	\$3,000
Milestone/Deliverable #4:	\$1,320
Milestone/Deliverable #5:	\$22,000
Milestone/Deliverable #6:	<u>\$4,100</u>
Total:	\$49,420

SECTION IV, APPLICANT CERTIFICATIONS

The applicant certifies that it will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age or handicap, including but not limited to the Illinois Human Rights Act (775 ILCS 5/8 et seq.), as now or hereafter amended, and the Equal Employment Clause promulgated pursuant thereto.

The applicant certifies that it is in good standing, authorized to do business in Illinois and has no delinquent tax liabilities.

The applicant authorizes the Department of Commerce and Community Affairs to verify in any manner deemed appropriate any and all items indicated in this application which includes information obtained through the Illinois Department of Employment Security, Consumer Credit Bureau Services, business reporting services such as Dunn and Bradstreet and criminal history record check.

The applicant is aware that it must comply with certain state requirements which may impact proposed projects. Department-assisted projects must comply with the Farmland Preservation Act (505 ILCS 75/1 et seq.); the Governor's Executive Order IV (1979) "Flood Disaster Protection"; the State Agency Historic Resources Preservation Act (20 ILCS 3420/4); the Interagency Wetlands Policy of 1989; and the Illinois Natural Areas Preservation Act (525 ILCS 30/1 et seq.).

The applicant certifies that neither the applicant nor the applicant's employees have been convicted of bribery or attempting to bribe an officer or employee of the State of Illinois nor has there been an admission of guilt of such conduct which is a matter of public record.

The applicant certifies that its board of directors has approved the offer(s) contained in this application and, should it be required, has or will approve the receipt of grant funds in a timely manner.

The applicant certifies that the information contained in this application, including the documentation, is true to the best of his/her knowledge and belief.

SIGNATURE OF CHIEF EXECUTIVE:

PRINTED/TYPED NAME OF EXECUTIVE:

Brian Krajewski

NAME OF APPLICANT:

VILLAGE OF DOWNERS GROVE

DATE:
