

## COUNCIL WORKSHOP ITEM

**ITEM:** Grant application: ILLINOIS TOMORROW – Corridor Planning Grant Program  
**DATE:** 05/03/2002  
**PREPARED BY:** Steve Rockwell & Cathy Schuster, Economic Development & Susan Brassfield, Grants Coordinator  
**PURPOSE:** Place on the agenda for resolution authorizing submittal of grant application to the Illinois Department of Transportation

### DISCUSSION:

Staff is recommending the submission of the ILLINOIS TOMORROW – Corridor Planning Grant Program to the Illinois Department of Transportation (IDOT) for funding in the amount of \$44,478.00. The Corridor Planning Grant Program will support planning activities of the Ogden Avenue Corridor. A stipulation of the IDOT grant requires a local match of 10% of the total project cost. The total estimated cost for this project is \$49,420 of which the Village is required to provide \$4,942 as the match. The Village share will be funded from account (001.421.0000.5407) in 2002-03 budget year. The majority of the life cycle costs will be borne in the first year of implementation. Staff feels that anticipated annual costs will be minimal to maintain the 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.

Due to the state's tenuous revenue situation, staff contacted IDOT to determine the status of the ILLINOIS TOMORROW – Corridor Planning Grant Program. Staff was informed that IDOT will proceed with the program and grant applications would not be put on hold for future reference.

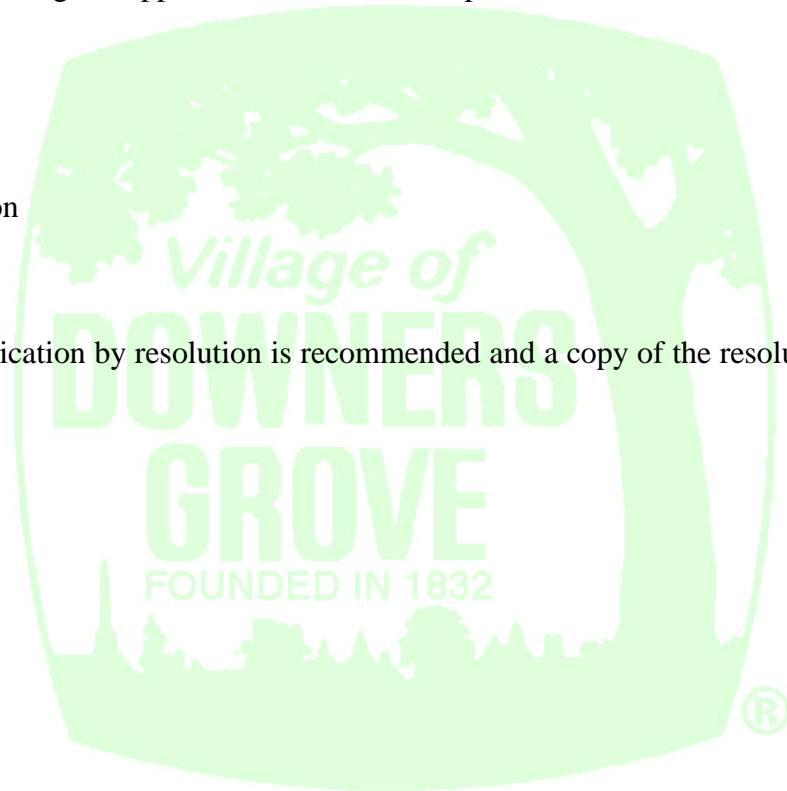
**ATTACHMENT:**

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.



**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION AUTHORIZING SUBMITTAL OF GRANT APPLICATION TO THE ILLINOIS DEPARTMENT OF TRANSPORTATION (IDOT)**

WHEREAS, the Village of Downers Grove, an Illinois municipal corporation, has developed grant application ILLINOIS TOMORROW - Corridor Planning Grant Program for funding in the total amount of \$44,478.00 for planning activities of the Ogden Avenue Corridor; and

WHEREAS, the Village Council has reviewed said grant application and has authorized the filing of said application with the Illinois Department of Transportation (IDOT)

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 ILLINOIS TOMORROW - Corridor Planning Grant Program Application of the Village of Downers Grove in the amount of \$44,478.00 for planning activities of the Ogden Avenue Corridor to the Illinois Department of Transportation (IDOT).
2. That this resolution shall be in full force and effect from and after its passage as provided by law.

-

---

Mayor

Passed:

Attest: \_\_\_\_\_  
Village Clerk

**ILLINOIS TOMORROW- Corridor Planning Grant Program Application**

Local Metropolitan Planning Organization

Local Agency Sponsor: Village of Downers Grove

Contact Person: Susan Brassfield  
Address: 801 Burlington Avenue  
Downers Grove, Illinois 60515-4776

Phone: 630-434-6878  
Fax: 630-434-5571  
E-mail address: [Sbrassfield@vil.downers-grove.il.us](mailto:Sbrassfield@vil.downers-grove.il.us)

Mayor: Brian J. Krajewski  
Address: 801 Burlington Avenue  
Downers Grove, Illinois 60515-4776

Phone: 630-434-5524  
Fax: 630-434-5571

Project Title: Integrated Corridor Management Module

Total Cost of Project: \$49,420

Local Match Amount: \$4,942

Source of Local Match: General Operating Budget

## VILLAGE OF DOWNERS GROVE

### **Project Description:**

The Village of Downers Grove requests funding for a practice improvement project that will serve as a guide for planning practitioners. Our project involves creating an integrated management tool for the comprehensive development of the Downers Grove Ogden Avenue Corridor. This project will create and disseminate knowledge and skills on all phases of redevelopment. This project will also consist of a training and education component geared toward property/business owners, developers, architects, and contractors. The Downers Grove Ogden Corridor is a major east/west thoroughfare that begins at Williams Street, the eastern boundary of the Village of Downers Grove and extends for 3.7 miles to the I-355 interchange, which is the western boundary. Funding of this grant will assist the Village of Downers Grove to achieve our vision of smart growth through better planning, modeling, and community involvement and will allow our successes to be achieved by other planning practitioners. The tangible deliverables will include: an Integrated Corridor Management Module, a Design Guidelines Workbook, a catalogue of Signage, and various templates.

### **Product to be Produced:**

The Integrated Corridor Management Module will result in a tool that will direct the complete private and public redevelopment of the Ogden Avenue Corridor. The first milestone will result in the development of a comprehensive streetscape inventory of current conditions. A streetscape strategy addressing deficiencies will be created. The streetscape strategy will include recommendations for decorative lighting, fencing, benches, sidewalks, landscaping, trash cans, kiosks, special paving needs, 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.

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. Identified problems will be addressed to help ensure Ogden will accommodate future balanced “smart growth” development. Current zoning codes will be reviewed and revised when necessary to promote quality redevelopment in a more simplified fashion. Parking and traffic conditions will be analyzed and appropriate safety recommendations will be outlined. A comprehensive Best Practices Design Guidelines Manual will guide architects, developers, and contractors in designing future redevelopment projects along Ogden Corridor. 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 including 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.

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

## VILLAGE OF DOWNERS GROVE

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 appropriate to an environment similar to Ogden Avenue.

Many 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. Moreover, the simplified zoning ordinances, streetscape designs, signage catalogues, and educational handouts could be literally used by any community desiring quality development. With this knowledge, informed decisions for promoting economic sustainability can be made. These tools can be utilized by those planning new communities and restoring older ones. This plan of balanced growth will work hand-in-hand in supporting livable community initiatives that serve the economy, community, and environment.

The product to be produced will benefit any municipality actively engaged in redevelopment/development of a major public Ogden like thoroughfare. The Design Guidelines Workbook could serve as a resource for architects, developers, and contractors in designing future redevelopment projects. The deliverables will be placed on our website at the following Internet address: <http://edc.vil.downers-grove.il.us>.

### **Work previously completed that this project will complement:**

During the late 1990s, the Village of Downers Grove began to make a concerted effort in improving conditions throughout the Ogden Avenue Corridor. The Village retained the independent consulting firm, The Lakota Group, to assist with redevelopment efforts. The Economic Development Commission (EDC) 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 held during 2000-2001.

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 community 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.

### **Participating agencies:**

The Village of Downers Grove will serve as local agency sponsor for this project. Downers Grove is a community of approximately 50,000 residents and is home to more than 2,800 businesses. It is a home rule community managed by a Mayor and six Council members. In 1995, the Village created an Economic Development Department to foster healthy economic growth. The Village of Downers Grove is dedicated to quality economic development and has the experience and staff needed to reach its goal in successfully achieving revitalization of the

## VILLAGE OF DOWNERS GROVE

Ogden Avenue Corridor. The Village will provide most of the resources pertinent to the project, particularly personnel and supplies. The project manager will be Mr. Steve Rockwell, Director of Economic Development. The Village's Economic Development Director will 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.

### **Project Timeline:**

<b>Major Milestones/Timelines</b>	<b>Start Date</b>	<b>Completion Date</b>
<b>Key Milestones</b>		
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

### **Issues prompting the need for this Project:**

Haphazard development of this Corridor has resulted in conditions that are negatively affecting its future viability. Zoning ordinances are difficult to understand and due to their complexity they often discourage rather than promote redevelopment. Excessive curb cuts on the street impede traffic flow and pose significant safety issues. Vehicles backing onto moving lanes, stopping for turn-offs and crossing numerous lanes of traffic present potentially dangerous traffic situations. Signage clutter adversely affects safe traffic flow, making 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). The overall character of Ogden is a piece-meal development in various stages of decline; it is the victim of the unintended consequence of unplanned development.

### **Needs being incorporated into this project:**

There is a significant 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, current conditions often discourage repeat customers.

The Integrated Corridor Management Module will provide step-by-step detailed instructions for all phases of redevelopment of any major thoroughfare. 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

## VILLAGE OF DOWNERS GROVE

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 healthier environment to live, work, and shop.

### **Promotion of the Illinois Tomorrow Corridor Planning Grant Program Goals:**

The Village of Downers Grove considers this planning project very much aligned to the goals of the Illinois Tomorrow Corridor Planning Grant Program. The impetus of our project will result in the reduction of traffic congestion thereby, improving the overall air quality of the community. Traffic congestion will be reduced through comprehensive plans that would ultimately result in the elimination of curb cuts. Where feasible, the Village would like to consolidate driveways to more efficient, shared locations. Closing driveways and possibly side streets along Ogden Avenue could reduce curb cuts from 308 to 196- a 36 % reduction. Moreover, working in tandem with improved wayfinding in the form of signage improvements for street/directional and gateway signs, the Village strongly feels that traffic congestion will be significantly reduced. Funding of our project will allow the Village to move from the conceptual planning design stage of wayfinding-signage improvement to the virtual reality stage of new wayfinding signs at each intersection along the Corridor. A total of 58 signs will be installed along the Corridor thereby allowing motorists increase visibility of street addresses when in pursuit of business location.

The Village of Downers Grove has an excellent working relationship with the consulting firm, The Lakota Group. The Lakota Group has been providing economic development assistance to Downers Grove since 1995 and has an in-depth understanding of the Village.

The Village of Downers Grove will work interdepartmentally in a comprehensive review of its current zoning codes. Revisions will be implemented when necessary to promote quality redevelopment in a more simplified fashion.

This planning project will be contiguous beginning at Williams Street, the eastern boundary of the Village and extending for 3.7 miles to the I-355 interchange, which is the western boundary. At each of the borders, planning designs will lead to the construction of key gateway signs announcing to motorists that they are entering into the Village of Downers Grove.

Coordination of the project will be conducted between the Village of Downers Grove and the Illinois Department of Transportation (IDOT) regarding the elimination of curb cuts and signage. The Village of Downers Grove will work with the County of DuPage for the necessary permits involving storm water retention. The Lakota Group along with a team of city planners and landscape architects retained by the Village will facilitate the process and work with leaders and businesses to create this coordinated development plan. The Lakota Group will serve as advisor/consultant in the balanced growth process. As consultant they will be actively involved with the development of a comprehensive streetscape inventory, and the development of design concepts for directional, address, and gateway signs. The Lakota Group along with a team of city planners and landscape architects retained by the Village will facilitate the process and work with leaders and businesses to create this coordinated development plan. In addition, various

## VILLAGE OF DOWNERS GROVE

Downers Grove community groups would assist with the development of the integrated module, including our very active Chamber of Commerce. All contracts will require approval by Village Council at a Village Council Meeting. The Council follow the rules of conduct for these meetings as provided in Section 2.5 of the Downers Grove Municipal Code. These meetings offer the public the opportunity to comment at several points in the meeting. All concerned residents and businesses are provided an opportunity for comments and questions on all actions pertaining to the Ogden Avenue Redevelopment Project.

The Village will be actively seeking grant support from the Congestion Mitigation and Air Quality Improvement Program to support construction costs in the elimination of curb cuts. Additionally, the Village will seek Illinois First Funds to help defray the cost of sign construction. If the Illinois Transportation Enhancements Program becomes available in FY04, the Village will pursue grant funding for final beautification costs along the Corridor. It is the goal of the Village to seek grant support to minimize costs to the Village's taxpayers.

Funding of our planning project will allow the Village to achieve a smarter urban design, improved land use, promote economic sustainability and environmental quality, and better traffic circulation.