



VILLAGE OF WESTMONT
COMPREHENSIVE PLAN

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CHAPTER

1

INTRODUCTION

This document represents the Village of Westmont's Comprehensive Plan and is an update to the Village's previous plan adopted in 1998. The updated Comprehensive Plan addresses changes that have occurred in the Village in the last 14 years and sets a course to guide land use decision-making for the next 10 to 15 years. The Comprehensive Plan for the Village of Westmont provides community-wide plans for land use and development, community facilities, parks and open space, and transportation. In addition to these community-wide plans, the Comprehensive Plan provides in depth recommendations for the Village's residential neighborhoods and commercial area and includes detailed subareas plans for Downtown Westmont and the Ogden Avenue, Cass Avenue, Naperville Road, and 63rd Street corridors.

The Comprehensive Plan addresses issues within the municipal boundaries of the Village as well as unincorporated areas of DuPage County adjacent to the Village, predominantly on the northwest and southeast sides of Westmont. Planning by the Village for these unincorporated areas is permitted and encouraged by the Illinois Municipal Code to promote orderly growth and change.

COMMUNITY PROFILE

The Village of Westmont comprises six square miles with a population of nearly 25,000. The Village has a council-manager form of government led by a mayor and six trustees who are elected at-large. Westmont is located approximately 20 miles southwest of the City of Chicago in DuPage County.

COMMUNITY SETTING

Westmont is located in a part of DuPage County that has experienced significant growth in terms of population, jobs, and development in recent years. Many communities in DuPage County continue to be attractive to residents and employers due to the developed transportation system, a reputation for quality schools, relatively affordable housing, and a high quality-of-life. By many measures a success story, these factors also increase competition between municipalities to attract and retain residents and employers. This requires significant investments in individual downtowns, retail centers, parks and recreation, schools, and the housing stock to remain competitive.

At the center of this is Westmont, well served by regional transportation systems including connections by car, transit, and air. The Village has close proximity to the region's interstate system with I-88 to the north, I-55 to the south, I-294 to the east and I-355 to the west. The Village is also served by commuter rail service, connecting it to Chicago and Aurora with nearly 30 trains per day in each direction as well as connecting bus service. Westmont is located approximately 20 miles from both Midway International Airport and O'Hare International Airport, which provides direct access to domestic and international destinations.

HISTORY OF WESTMONT



Known then as Gregg's Station, the first train passed through the Village in 1864 when the Chicago, Burlington & Quincy (CB&Q) railroad constructed a rail line to connect Chicago and Aurora. The land in this area was made of clay, a highly desirable material to builders in Chicago after its great fire in 1871. Much of Westmont's early industrial growth was built around the clay and brick industry and centered upon access to rail. The area was eventually renamed Westmont, because it was the highest point along the rail line.

The Village was incorporated in 1921, nearly fifty years later than its neighbor, Downers Grove. For most of the early 20th century, Westmont was largely a bedroom community, attractive to residents (in particular, immigrants) because of its affordability. Westmont expanded its borders to the north and south through annexation from the traditional core of the Village surrounding the railroad. Most of the development in these areas occurred during a boom in the 1960s and 1970s. Today, Westmont is a largely built out community with new development taking the form of infill and redevelopment within the Village's established neighborhoods and commercial areas.

DEMOGRAPHIC TRENDS



The Village of Westmont has maintained a stable population with steady household incomes over the past decade. The Village has also witnessed an increase in its older population. This shift has been accompanied by a corresponding increase in median age and a decrease in the size of the typical household.

Demographic trends show that change in both the population and number of households within Westmont has been minimal, having increased only 0.5% between 2000 and 2010. Younger age groups have experienced modest decline, and growth has been concentrated among those aged 45 to 64. Patterns of change are varied among lower and middle income households, while a pattern of steady growth can be observed among upper income households. The combined result is an older population with moderately increasing household incomes.

PURPOSE OF THE PLAN



The Comprehensive Plan serves as the Village's official policy guide for physical improvement and development. The Comprehensive Plan provides a vision for the future, based on community input and consensus, to ensure quality-of-life remains high. At the most basic level, the Comprehensive Plan should direct orderly growth and change as well as maintain and enhance livability of the Village. The Plan should also be used by the Village to shape policy and direct spending to make improvements necessary to attain the community's desired vision for Westmont.

“The Village of Westmont comprises six square miles with a population of nearly 25,000.”

COMPREHENSIVE SCOPE

The Comprehensive Plan is comprehensive in both scope and coverage; every property within the Village is within the scope of the Plan, as well as parcels situated within the Village’s extra-territorial planning jurisdiction (ETJ). The State of Illinois permits and encourages communities to plan for unincorporated areas within 1.5 miles of its corporate limits (65 ILCS 5/11-12-5). Every parcel of the Village’s planning area is evaluated. The timeframe is of a length that allows for implementation and tracking, and the types of analyses and subject areas address every aspect of livability. As a policy document with such a comprehensive scope, it guides the creation or amendment of Village regulations as well as individual actions and investments. As a result, the existing qualities that make the Village great should be preserved while any aspect found lacking should be enhanced or introduced.

USING THE PLAN

The Comprehensive Plan establishes the “ground rules” for private improvement and development and provides guidelines by which the Planning and Zoning Commission and Village Board can review and evaluate private development proposals. The Comprehensive Plan also provides a guide for public improvements to help ensure that local resources are used wisely and in a cost effective manner. Finally, the Comprehensive Plan serves as a basis for updates to zoning and subdivision regulations, and provides direction and rationale for public improvements. All of these plan components are designed to advance the goals and objectives established by Westmont residents and businesses and to achieve the future envisioned by the Westmont community.

“The updated Comprehensive Plan addresses changes that have occurred in the Village in the last 14 years and sets a course to guide land use decision-making for the next 10 to 15 years.”

THE PLANNING PROCESS

Updating Westmont’s Comprehensive Plan entailed a multi-step, community-driven process over the course of one year. The Planning Process included six major steps:

Engaging the Community to solicit concerns, needs, desires and aspirations of residents, businesses owners, and community stakeholders.

Analyzing Existing Conditions to establish a baseline of current strengths, weaknesses, issues, opportunities, and conditions in the Village.

Establishing a Vision for the community and formulating related goals and objectives to serve as a foundation for future planning efforts;

Developing and evaluating ***Village-wide Plans and Policies***;

Preparing Detailed Subarea Plans with area specific strategies; and,

Preparing the Final Comprehensive Plan recommendations and implementation strategies to realize the Westmont community’s vision for the future.

This planning process was designed to produce a Westmont Comprehensive Plan that promotes responsible and desirable redevelopment and reinvestment in the community while addressing the needs of established neighborhoods and businesses.

ORGANIZATION OF THE REPORT

The Comprehensive Plan is divided into the following 11 chapters:

Chapter 1: Introduction - This section of the Plan provides an overview of the Plan's purpose and the process involved in its creation.

Chapter 2: Community Outreach - This chapter presents a summary of the outreach exercises conducted as part of the planning process, highlighting community issues and opportunities.

Chapter 3: Vision - This section provides a narrative description of the future desired by the Westmont community. The community vision statement highlights improvements within Westmont that will occur in the 15 years following the adoption of the Comprehensive Plan.

Chapter 4: Goals and Objectives - This section presents the Comprehensive Plan's goals and objectives, and specific actions that are needed to help the Westmont community achieve its desired future.

Chapter 5: Land Use Plan - The Land Use Plan establishes land use designations for all areas of the Village, describing the location and type of each future land use in general terms.





Chapter 6: Residential Areas Plan - The Residential Areas Plan provides more specific recommendations and policies to guide future growth and reinvestment within the Village’s existing residential neighborhoods.



Chapter 7: Business Areas Plan - This section provides recommendations and policies specific to improving the Village’s commercial areas.



Chapter 8: Subarea Plans - This section builds upon the general guidelines established in the Village-wide plans in preceding chapters of the Comprehensive Plan. The subarea plans provide more detailed and site specific improvements and recommendations related to a variety of issues including the role and function of an area; land use and development; access and mobility; and image and identity.



Chapter 9: Community Facilities Plan - This section provides a detailed inventory of community facilities and presents policies and recommendations for municipal facilities, public utilities, schools, cultural facilities, and other community facilities and services.



Chapter 10: Parks, Open Space, and Environmental Features Plan - This section presents policies and recommendations intended to preserve and protect important and sensitive environmental features and to provide adequate open space and recreation to the community.



Chapter 11: Transportation Plan - The Transportation Plan presents policies and recommendations related to access, traffic circulation, parking, pedestrian and bicycle movement, and public transportation.



Chapter 12: Implementation - This section presents specific actions including recommendations regarding development controls, priority improvement projects and redevelopment sites, and potential funding sources for implementing the recommendations of the Comprehensive Plan.



CHAPTER

2

COMMUNITY OUTREACH

The planning process for the Westmont Comprehensive Plan sought input from a broad spectrum of the community including residents, business and property owners, community service providers, elected/appointed officials, students, and Village staff. A variety of outreach efforts were used to provide multiple avenues to gather feedback regarding existing conditions and local issues, needs, and aspirations. Outreach exercises were also used to promote a sense of community and foster stewardship for the plan by underscoring that participants' voices have been heard and that their ideas have influenced the final decisions.

This section summarizes the community outreach efforts that were completed in the early stages of the planning process and used to document existing conditions in the community and identify issues the Comprehensive Plan is to address. The following activities were conducted as major components of the outreach process:

- Project Website
- Questionnaires
- Community Issues Mapping
- Project Initiation Meeting and Workshop
- Community Workshop
- DIY (Do It Yourself) Workshop Kits
- Key Person Interviews
- Business Outreach

PROJECT WEBSITE

A project website was created in order to provide a single source for all information related to the Comprehensive Plan process. The website contains project information and updates, meeting notices and summaries, and downloadable copies of draft documents. In order to provide convenient and comprehensive information, the project website was linked to the Village's website, Twitter feed, and Facebook page. Visitors also have the option of subscribing to an RSS feed to be notified of updates to the website. The project website will remain active beyond the process to serve as an archive of the process.

COMMUNITY QUESTIONNAIRES

Two questionnaires were developed to solicit input from the public. One questionnaire was designed for residents, while a second was designed specifically for business owners and managers. The questionnaires were created to supplement other face-to-face community outreach efforts and were not intended to be a scientific survey instrument to statistically validate community opinions. In order to reach a broad spectrum of the community, including those without access to the internet, hard copies of the resident questionnaire were also provided at Village Hall. The input provided valuable information on community concerns and aspirations to assist in formulating recommendations for the plan.

RESIDENT QUESTIONNAIRE SUMMARY OF RESULTS

In total, more than 580 residents completed the questionnaire. The following is a narrative summary of the key results. Among those that responded, the majority (47.5%) have lived in Westmont for more than fifteen years. Nearly 18% are recent residents, meaning they have lived in the Village five years or fewer. When asked about the five best things about living in Westmont, the most popular response was “parks and recreation” (55.2%). Following that, in order of popularity were “access to regional transportation”, “location/proximity to Chicago”, “small town feel/character” and “friendly neighbors.” Provided the opportunity to choose “other” and leave comments, many respondents reported about the excellent Village services/facilities including the library, snow removal, responsiveness to storm events, and fire department.

As a follow-up question, respondents were asked about the things they like least about Westmont. The majority responded that “available shopping” and “community appearance” (tied at 49%) were what they liked least. Other top-ranking items included “taxes”, “job opportunities” and “Village leadership.” Many open-ended comments dealt with the number of rental properties in the Village and property maintenance issues.

When asked to rate public facilities and services within Westmont using a scale from “excellent” to “poor”, most respondents rated all of the options as “good” with two exceptions: services for youth and services for senior citizens. For these categories, the majority of respondents selected “did not know.” This response may indicate that these services are not readily available or adequately visible in the Village.

Most respondents stated that the overall quality of housing stock (appearance, cost, property maintenance) in the Village was good (50.9%) which was followed by 41.4% who rated it as fair. When asked how the quality of housing is changing in the Village, the majority of respondents (40.6%) answered that it was staying about the same, however, nearly 30% of the respondents said it is getting somewhat worse. When reflecting on the quality of life in the Village over the past ten years, the majority (45.7%) felt that Westmont largely stayed about the same but nearly 26% felt that quality of life is somewhat worse. When asked to look forward over the next

COMPREHENSIVE PLAN ADVISORY COMMITTEE

A Comprehensive Plan Advisory Committee (CPAC) was established to work with the Consultant Team throughout the course of the study. The CPAC consisted of Village staff, elected and appointed officials, community service providers and members of the Westmont community. The CPAC’s role was to provide input throughout the planning process and serve as a sounding board for the community.

five years, 48.5% of respondents felt that Westmont will stay about the same, 28% felt that the Village will be a better place, and 23.5% felt that it is likely to get worse.

When asked to identify the types of development that they would like to see in Westmont, the most frequent response was “retail shops” (76.1%). Other popular responses were restaurants, single-family homes, and parks and open space. The overwhelming response to what respondents would not like to see developed in the Village was more apartments/rental housing (80.5%). This was followed by other uses such as industrial/manufacturing, condominiums, and hotel/lodging.

When asked to rate the three most important issues facing the Village, “revitalizing Downtown” was the most frequent response (64%). Other popular responses included “improving overall community appearance and character” (45.1%), “quality of local infrastructure” (34.9%), and “tax rate” (26%).

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28 maps were
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COMMUNITY ISSUES MAPPING

An on-line community issues mapping tool was posted on the project website to provide another opportunity for public participation in the process. The community issues mapping tool allowed residents to identify, map, and provide comments on specific, or general, areas of concern within the Village. Using a legend with “point of interest” categories, users were able to pinpoint specific locations to demonstrate their point of view. The “points of interest” provided include:

- **COMMUNITY ASSET** An asset to the community that should be maintained or enhanced.
- **DEVELOPMENT PRIORITY SITES** Sites that should be developed or redeveloped in the short term.
- **PROBLEMATIC INTERSECTIONS** Intersections that are a safety concern or negatively impact the smooth flow of traffic.
- **PUBLIC SAFETY CONCERNS** Areas that pose a concern to public safety and pedestrians.
- **UNDESIRABLE USES** An existing use in the community that is undesirable.
- **KEY TRANSIT DESTINATIONS** An area that should be better served by public transit.
- **DESIRED USE/DEVELOPMENTS** An area and/or use that should be developed.
- **POOR APPEARANCE** Areas that are unsightly or could benefit from additional landscaping or aesthetic improvements.
- **OTHER** All other comments regarding opportunities, threats, or assets.

In total, 28 maps were created with 239 unique points of interest. Below is a summary of points of interest by category.

COMMUNITY ASSETS – 45 POINTS

An asset is defined as something that is valuable or desirable within the community. As it pertains to the Comprehensive Plan, an asset is something that residents, business persons, and/or elected and appointed officials desire to maintain or enhance for the Village's long-term future. A common feature among identified community assets was the Village's parks and open spaces, most notably Ty Warner Park and Veteran's Memorial Park. Other popular assets were the Westmont Library, Downtown, and the Metra station.

DEVELOPMENT PRIORITY SITES – 24 POINTS

A development priority site is a site that has been identified as a short-term priority for development or redevelopment; one that should take precedence over other sites in the Village and planning area. Oftentimes, these sites were identified as underutilized or in poor condition and include sites that are currently for sale, are home to incompatible and/or undesirable uses, or consist of buildings that are dated or suffering from functional obsolescence. Most of the identified development priority sites were located along Cass Avenue particularly near its intersection with Naperville Road, Burlington Avenue and 63rd Street.

PROBLEMATIC INTERSECTIONS – 24 POINTS

Problematic intersections are intersections within the Village that negatively impact the smooth, continuous flow of traffic, or pose a safety concerns for area residents and visitors. Intersections that received multiple points of interest from participants were: Cass Avenue and Naperville Road, Burlington Avenue and Cass Avenue, 55th Street and Cass Avenue, and difficulty turning into the U.S. Post Office on Cass Avenue.

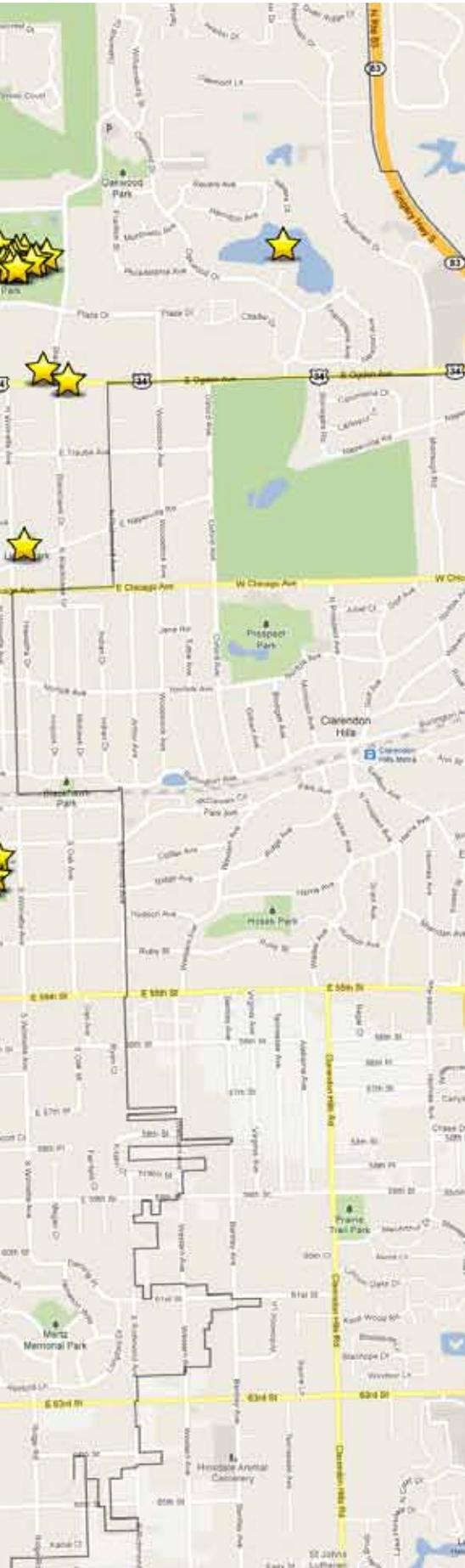
PUBLIC SAFETY CONCERNS – 28 POINTS

Public safety concerns are areas that pose a threat to public safety, quality of life, and pedestrians in the community. Locations where community members observed these safety concerns are located throughout the community, with dense clusters along Cass Avenue, Naperville Road, and Ogden Avenue. Only a few locations were identified by multiple users. The majority of comments, though site specific, related to common concerns about public safety such as sidewalk gaps, lack of street lighting, desired crosswalk improvements, flooding, traffic concerns, and reports of illicit activity.

UNDESIRABLE USES – 30 POINTS

An undesirable use is one that community members would like to see less of within Westmont or would like to see in a different location within Westmont. The block of Warwick Avenue, Chicago, Avenue and Naperville Road received five points of interest with concerns about the 7-11, apartment building, and intense auto and industrial uses in this area. Many points of interest focused on downtown including the Westmont Pharmacy, Hookah Buzz, and West Suburban Alano Club.





KEY TRANSIT DESTINATIONS – 15 POINTS

Key transit destinations are areas that should be better served by public transit. A review of the points of interest for this category reveal that participants may not have clearly understood the intent of this category as most of the comments related to desired transportation improvements such as Ogden Avenue between Pasquinielli Drive and IL 83 and the desire for improved north-south access via a railroad underpass.

DESIRED USE/DEVELOPMENTS – 11 POINTS

Desired uses/developments are areas in the community that residents felt should be developed, or targeted, for a specific land use. Community members identified a variety of existing uses and development that they deemed desirable and identified several desirable uses for potential development sites. Most points of interest focused on Cass Avenue and Downtown, particularly north of the railroad tracks. Most points included a desire to see additional development in this area including commercial, residential, and parking. Of note was a proposal to relocate the Village's water tanks to create a redevelopment opportunity.

POOR APPEARANCE – 39 POINTS

Poor appearance indicates that an area is unsightly in its current state, or that it could benefit from additional landscaping or aesthetic improvements. Most of the points of interest were focused on properties along Cass Avenue, Naperville Road, 55th Street, and Downtown. The following areas received several comments from participants:

- Cass Avenue between south of 55th Street focused on vacant retail.
- The Com Ed Station on Cass Avenue (near Melrose Avenue) was also singled out.
- The area around Naperville Road and Cass Avenue
- Southeast corner of 55th Street and Warwick Avenue
- Gas stations (both vacant and in operation) throughout the Village were singled out as unsightly and in need of aesthetic improvements.

OTHER – 23 POINTS

Other points of interest identified by participants included a wide range of issues and suggestions including:

- Gateway signage: install gateway welcome signs at key entry points along Burlington Avenue and Ogden Avenue.
- Recreation improvements: add lights to Twin Lakes tennis courts, add more courts (and lights) at Ty Warner Park, and improvements and expanded programming at the Westmont Park District Fitness Club.
- Infrastructure and traffic concerns: flooding issues, intersection improvements and cut-through streets.
- Downtown: commuter parking suggestions and questions over the future of Westmont Center.

PROJECT INITIATION MEETING

On July 6th, 2011, a project initiation meeting was held with Village staff and the Comprehensive Plan Advisory Committee at Village Hall, to set the foundation for the planning program and review and discuss the overall direction and policy issues facing the Westmont community. The meeting reviewed overall project objectives and concluded with a Project Initiation Workshop. The workshop solicited the views of the Committee regarding their concerns and aspirations for the Village of Westmont and its planning area

WORKSHOP QUESTIONNAIRE

The project initiation workshop included a brief questionnaire that focused on issues and concerns in the Village and its planning area, as well as community strengths and assets. The following is a summary of the thoughts, comments, and opinions recorded and voiced verbally during workshop dialogue.

1. IDENTIFY FIVE (5) ISSUES OR CONCERNS CONFRONTING THE VILLAGE OF WESTMONT.

Committee members discussed a variety of issues and concerns confronting the Village. While almost thirty unique issues were identified, the primary areas of concern were:

- A lack of sense of community (due to north-south divide and multiple school districts)
- Traffic
- Infrastructure and utilities (alleys, electricity, flooding)
- Village budget and lack of a diversified tax base
- Future development (63rd Street, South Westmont Business District)
- An active Downtown (vacancies, more family-oriented, façade improvements)
- Only one railroad crossing
- Incompatible land uses and outdated ordinances
- Lack of green space
- Perception (community appearance, competitive position with neighboring communities, loitering and crime)
- Not enough residents “shop local”
- Housing stock to meet future demands of residents

2. LIST, IN ORDER OF IMPORTANCE, THE THREE (3) MOST IMPORTANT ISSUES DISCUSSED THUS FAR.

Committee members were asked to list the three most important issues discussed thus far. The most frequent choices were:

- Sales tax diversification
- Traffic
- Limit rental housing
- Downtown revitalization
- Land use (compatibility and enforcement)





3. IDENTIFY THREE (3) SPECIFIC PROJECTS OR ACTIONS THAT YOU WOULD LIKE TO SEE UNDERTAKEN WITHIN THE VILLAGE.

The Committee was asked to think big and not be constrained by fiscal realities for this exercise. In response, a wide variety of projects were proposed. The most frequent responses were centered upon improving the appearance/identity of the community, improved service and infrastructure, and new development projects.

Appearance/Identity Projects

- Improvements to the South Westmont business corridor
- Create a façade improvement program

Infrastructure and Services

- Residential lighting
- Alley pavement program
- Electric grid upgrade
- Grade-separated crossing
- Street re-pavement program
- Turn lane at Cass/55th
- New north/south road at Cass/55th
- Create a unified school district

New Development Projects

- Create a modern public works facility
- New mixed-use development within Downtown
- Big box retail development on 63rd Street
- Property assembly and new development at Cass/Naperville
- Redevelop the Westmont South Shopping Center on 62nd Street and Cass Avenue
- Expand Downtown through acquisition
- Build a parking deck in Downtown

4. WHAT ARE THE GREATEST ASSETS, STRENGTHS, AND ADVANTAGES OF THE VILLAGE?

A long list of assets, strengths, and advantages were received in response to this question. Responses included affordability (housing and taxes), great location, family-oriented, small town character, diversity, Downtown, parks, public transit, committed volunteers, business and development opportunities, friendly people, car dealerships (tax revenue generators), and a well-run municipality.

COMMUNITY WORKSHOP

On Tuesday, October 4, 2011, a community workshop was held at the Village Hall. This workshop was the first of many opportunities for the community to get involved in the Comprehensive Plan process. In this workshop, community members were asked to share their thoughts on Westmont's strengths, weaknesses, assets, and opportunities. In the workshop, community members voiced their concerns about issues ranging from transportation to schools, and nearly everything in between.

WORKSHOP QUESTIONNAIRE

The project initiation workshop included a four-part questionnaire that focused on issues and concerns facing the Village. The following is a summary of the thoughts, comments, and opinions recorded and voiced verbally during workshop dialogue.

1. IDENTIFY FIVE (5) ISSUES OR CONCERNS CONFRONTING THE VILLAGE OF WESTMONT.

A number of issues and concerns, covering a wide range of topics, were identified by the community. The list of identified issues has been broken down into the following categories: downtown; taxes/revenue; policy/government; transportation; utilities/infrastructure; community facilities; development; housing; crime; pedestrian issues. A more detailed explanation follows for each topic.

Downtown

Residents are concerned about the perceived stagnation of downtown. While they recognize the downtown area as a strong asset, they also believe that downtown is stuck in the past. Residents would like to see fewer vacant storefronts and more diverse offerings in the downtown area. Some want to see more chains while others are looking for independent stores and restaurants. One common theme, however, is the need to establish more variety and better quality in the business offerings. Additionally, residents are concerned that there is a lack of parking downtown. A parking deck adjacent to the railroad tracks was a popular solution.

Taxes/Revenue

Residents would like to see the village focus on increasing the quality of development throughout the Village. One resident expressed a desire for the village to put quality above tax revenues. Another suggested that the Village needs to broaden and diversify its tax base.





Policy/Government

Residents claim that the Village has created a policy situation where businesses cannot thrive, and that the board should move both swiftly and with an eye toward historic preservation. Residents also want to see communication improved between the village and residents. Two residents complained about a lack of progressive leadership.

Transportation & Infrastructure

The red light cameras on Cass were cited during the workshop, with claims stating that it alters traffic behavior to the detriment of local business. Traffic congestion along Cass and road quality/maintenance throughout the Village were also a concern. Residents also brought up a few storm water flooding issues that they wish to see addressed.

Community Facilities

Residents would like to see school facilities improved upon, better cooperation between the fire and police departments, post office improvements, library maintenance, and a stronger parks department.

Development

Residents are concerned about stagnant development patterns. They would like to see Ogden Avenue development continue. In addition, 63rd Street vacancies were a concern. Residents mentioned a desire for both chains and independent, small businesses. They also would like to see the community develop in a way that provides the Village of Westmont with a strong identity and sense of place.

Housing

Residents are concerned about the high level of rental housing in the community. Some, however, would like to see more high density and/or mixed use residential in the downtown and the adjacent areas. One resident mentioned a zoning ordinance change to the current R-3 designation near downtown to accommodate this type of development.

Safety

Child safety was a common theme throughout the meeting, with completion of sidewalks on both sides of the street a top concern. Also the need for a stop sign at Quincy and Cass was mentioned. At least two residents believe there has been an increase in crime or drug activity in Westmont that they would like to see addressed.

2. LIST, IN ORDER OF IMPORTANCE, THE THREE (3) MOST IMPORTANT ISSUES DISCUSSED THUS FAR.

The top issues reported in this category were making the downtown a destination, improving downtown in general, and pedestrian/safety issues throughout the Village. Along with these downtown specific concerns, creating an identity for the Village was also a top issue. Business vacancies throughout the community, the speed at which the board moves on issues, vacancies, traffic, and the need for a parking structure were also popular topics. The topics and their corresponding vote tallies are below.

- Pedestrian safety/lighting/sidewalks (5)
- Downtown destination (4)
- Improve downtown (4)
- Business vacancy on Cass (3)
- Identity of Village (3)
- Board move forward faster while remembering past (3)
- Parking structure Downtown/parking general (3)
- General vacancy (2)
- Traffic (2)
- Business friendly policies
- Storm water management
- Cass traffic
- Bad development at 63rd and Cass
- New Regional Transit Hub
- Communication to residents
- Post office improvement
- New transit options
- Lack of leadership
- 63rd and Cass TIF
- Re-zone R3 to multi-family adjacent to downtown
- Too many rentals

3. IDENTIFY THREE (3) SPECIFIC PROJECTS OR ACTIONS THAT YOU WOULD LIKE TO SEE UNDERTAKEN WITHIN THE VILLAGE.

There were a few standout responses in this category. More downtown parking was by far the highest priority item. Storm water system upgrades, the completion of sidewalks throughout the Village, and the revitalization of Downtown were also ranked high. Below is the complete list of responses:

- More downtown parking (6)
- Downtown revitalization (2)
- Stormwater system upgrade (2)
- Over/underpass for Metra
- More mixed use development downtown
- Smart clustering of commercial
- Infrastructure improvements
- SWOT analysis
- Lower taxes
- Additional police officers
- Sidewalk completion (3)
- Building vacancies
- Post office upgrade
- Upgrade park on Dallas and South Grant Street
- 63rd and Cass TIF
- Expand multi-story condos to R-3
- Downtown destination
- Traffic improvements
- Update image
- Adjust Cass/Burlington traffic light
- Parking garage downtown
- Attract businesses downtown
- Resurface roadways

4. WHAT ARE THE GREATEST ASSETS, STRENGTHS, AND ADVANTAGES OF THE VILLAGE?

Finally, Westmont residents were asked to identify those things about the community that they appreciate and wish to retain. The top response in this category was the fire and police departments. This was followed by the location of Westmont within the larger community. Seven other items received more than one vote, including the quality of community members, trees, affordable housing, schools, quiet streets, the opportunity represented by downtown, and the library. A complete list follows:

- Fire/police (5)
- Location (4)
- Neighbors (2)
- Affordable housing (2)
- School districts (2)
- Downtown opportunity (2)
- Library (2)
- Quiet streets (2)
- Trees (2)
- Parks well maintained
- Auto dealerships
- Diversity
- Small town feel
- Restaurants
- Family activities
- Historic buildings
- Ogden Ave tax base
- Home ownership
- Train station

KEY PERSON INTERVIEWS

As a part of the Community Outreach phase of the Comprehensive Plan’s planning process, confidential interviews were conducted with individuals to discuss conditions and potentials within the Westmont community. Persons interviewed, who possessed various and unique interests and insights into the Westmont community, included local government officials, business owners, developers, and residents. Over two days in late September and early October, ten individuals were interviewed for approximately 40 minutes each. Each interview was asked a series of questions regarding the community. Their responses are provided in aggregate below.

1. How would you define/describe the character of Westmont?

Comments about the character of Westmont largely fell into two categories: its social character and its physical character. Regarding its social character, Westmont was described as cosmopolitan, diverse, a home for professionals, and a place that yearns to be more than it is. Others commented on its hometown appeal – small town in nature, almost rural – where word spreads fast and there are lots of opportunities to gather as a community. The Village was further described as introspective, family-oriented, friendly, dependable and safe.

Comments regarding Westmont’s physical character included the observation that it is largely a bedroom community – residents tend to go elsewhere for work. The Village was described as a great place to do development but others noted that development in Westmont is inhibited by the fact that it is landlocked and limited by the size of its streets. The phenomenon of teardown development was described as having a permanent effect on the Village’s residential neighborhoods, but it was noted that updating homes has attracted younger families to the Village.

2. What do you believe are the primary assets and advantages of Westmont?

Village Services A common theme in terms of a local asset was the high quality Village services. This included an “exceptional” fire department, “user-friendly” police department, economic development staff, street snow plowing, good schools and parks, and cooperative spirit with other taxing bodies.

The People Many interviewees listed the people of Westmont as a primary asset. This included friendly neighbors, the hard-working mentality of citizens, caring leaders, local business owners, active volunteers, and organizations such as the Chamber, Lions Club, and Rotary Club.

Physical Advantages Westmont’s location was identified as an advantage including its proximity to the region’s interstate system and access to rail. Ogden Avenue and Cass Avenue were each mentioned as assets for their retail development (existing and potential).

Other Other assets and advantages included access to daily needs, community special events, strong financial footing of the Village, and affordability of housing.





3. What do you believe are the primary weaknesses and disadvantages of Westmont?

Responses to this question can be grouped into two major categories:

Impediments to Downtown Success Many interviewees noted weaknesses and disadvantages of a struggling downtown. This included the economic downturn stymieing Village plans for the area, the number of vacancies, the layout of Downtown (i.e., long and narrow), lack of residential density around downtown, and the at-grade crossing at Cass Avenue.

Impediments to Development Many issues cited related to perceived impediments to development (including physical and economic). These included a government mindset that perpetuates status quo, needed utility and infrastructure improvements (especially electricity), lack of a diversified tax base, the fact that the Village is landlocked, and absentee or neglectful strip mall owners.

4. What do you consider to be the single most important issue confronting the Town today?

The single most important issues, as described by interviewees fell into two categories:

Business Development Many responses related to business development including attracting new businesses, business retention, the importance of industrial users (particularly for job creation/retention), and a perception that national chains are not welcome.

Economic Development Other responses dealt with the future of the Village's economic development, in particular uncertainty over future revenues, lack of a diversified and stable tax base, a perception that non tax revenue-generating uses take up an inordinate amount of land in the Village, and a desire to see redevelopment in the pending south TIF district occur expediently.

5. If you had the power to undertake one project or improvement within the Village, what would it be?

Many responses to this question were focused on Downtown including: improving parking in Downtown with a parking deck on the existing surface parking lot at the corner of Cass Avenue and Burlington Avenue; and a proposal to re-layout Downtown to make it bigger and more conducive to redevelopment. Other comments focused on the southern part of the Village including attracting a Lowe's to 63rd Street and completing the proposed TIF district.





6. What are your primary concerns regarding future development of the area?

Many of the interviewees desired to see additional development in the Village, especially development that created jobs and/or provided additional sales tax revenue (i.e., retail). More specific comments included that development should be focused on 63rd Street (including a big box anchor). Some comments also related to the Downtown area including the potential for development east of Cass Avenue and increased residential density in Downtown (and along the railroad tracks).

7. Do you have any other comments or suggestions regarding our work on Westmont's Comprehensive Plan?

In addition to the questions that guided the discussion during the interviews, participants were also given an opportunity to provide other comments or suggestions. Listed below, in no particular order, are these comments and suggestions.

- One success of the 1998 Comprehensive Plan was that most of the proposed annexation has been completed.
- The Village needs business development and jobs; these create the revenue to accomplish anything else.
- The high turnover rate of locally-owned stores in Downtown has been a perpetual issue.
- The Village's fraternal organizations are an important resource.
- Westmont is the best municipality I've worked in (for development) across the board; the staff is knowledgeable, efficient, and very sharp.
- The Village should consider a TIF district for Downtown.
- Additional residential density is needed to support Downtown businesses.

BUSINESS OUTREACH

Targeted outreach to the Westmont business community occurred through two mechanisms: a business workshop and a business questionnaire. The business workshop was held on September 29th, 2011, in order to gauge the opinion and perspective of the business community. Three general concerns emerged: a disconnect between the Village's business districts (Ogden Avenue, Downtown, and 63rd Street), a lack of business-to-business cooperation/cross-marketing, and the perception that the railroad is a north-south divide that creates a strong barrier (e.g., residents who live south of the tracks rarely patronize Ogden Avenue and residents who live north of the tracks do not travel south).

The business questionnaire received 66 responses from businesses throughout the Village, 40% of which are located in Downtown. The types of businesses who responded broke down as follows:

- Consumer service: 29.5%
- Retail: 15.9%
- Professional Office: 25%
- Manufacturing/Industry: 4.5%
- Restaurant/Tavern: 22.7%
- Grocery/Food Store: 2.3%

The majority of businesses responding (52.4%) have been in business more than fifteen years. When asked about the three best things about having a business in Westmont, 76.4% chose "regional location." This was followed by "proximity to home" (58.2%) and "proximity to clients/shoppers" (50.9%). Respondents were split over whether there are other businesses, features, services, events or attractions that are particularly advantageous to their business. Those that responded "yes" noted the active Chamber of Commerce, the Village's special events (Cruisin' Nights, Taste of Westmont, etc.), the residents and their recognition of the importance of shopping locally, Metra, and the diverse mix and complementary nature of other Village businesses.

When asked what they liked least about having a business in Westmont, 45.7% stated "parking availability" followed by "taxes" (34.3%) and "proximity of competition" (20%). As a follow-up, respondents were asked if they would move their business out of Westmont if they could. To this, 43.6% stated "not sure" while 30.9% stated "no" and 25.5% stated "yes." Those who responded yes were asked to explain why. Reasons listed included taxes and competition, low foot traffic, a non-local customer base, lack of parking, quality of infrastructure, high cost of utilities, lack of clarity/consistency with code enforcement and business regulations.

“When asked about the three best things about having a business in Westmont, 76.4% chose regional location”

Respondents were asked to rate public facilities and services within the Village. Those that received an “Excellent” rating were trash pickup, fire protection, police protection, Metra service, and snow and ice removal. The following received a majority of responses of “Good”: sidewalks, sewer service, electric service, trees and landscaping on public property, stormwater drainage, water quality and service, and local streets. Public parking was the only item to receive a “Fair” rating by a majority of respondents. When asked about Pace bus service, the majority of respondents stated “Don’t Know/No Opinion.”

Businesses were also asked if they had any concerns with the Village’s zoning requirements or code enforcement. Respondents were split, 48.9% stated “yes” while 51.1% stated “no.” For those who answered “yes,” a consistent theme was the lack of clarity and consistency in code enforcement. One suggestion was to create a handbook for new businesses. Zoning was cited as an issue in terms of a perception of inflexibility and outdated regulations. Specific comments included an overabundance of B-1 zoning in the Village and a feeling that B-1 and B-2 regulations were too restrictive. Fire and sprinkler requirements were cited several times as overly onerous on business owners. Similarly, respondents were asked if they had concerns with the Village’s development or permitting process. Of those that responded, 54.2% stated “no” and 45.8% stated “yes.” When asked to explain why they stated “yes”, lack of consistency in enforcement was a frequent comment. Other comments included restrictive signage regulations and a permitting process viewed as complicated, time consuming, and costly.

“When asked about what type of new development or uses would they like to see in Westmont, the most frequent answer was “retail shops” (66%) followed by “restaurants” (50%) and “single family homes” (34%)”

When asked about what type of new development or uses would they like to see in Westmont, the most frequent answer was “retail shops” (66%) followed by “restaurants” (50%) and “single family homes” (34%). When asked what type of new development or uses they would not like to see, 80.5% chose “apartments/rental housing” followed by 43.9% who chose “industrial/manufacturing” and 24.4% who chose “hotel/lodging.”

Asked to list the three most important issues facing the Village, 56% said “revitalizing Downtown” followed by “improving overall community appearance and character” (42%), and “improving communication between the Village and businesses” (36%). When asked what is the most important thing the Village could do to improve the business climate, 66.7% said “more support for local businesses” followed by “improve community appearance (33%) and “improve development/permitting process” (33%).

St James Crossing

MAINTENANCE LINE

Sushi House

UrbanTriGear

NATURAL FOODS

ireland

BODY DYNAMICS

SAS COMFORT SHOES

OPEN ADVANCED MRI

A Shade Better

NEEDLEWORKS

HARMONY HAIR

verizon

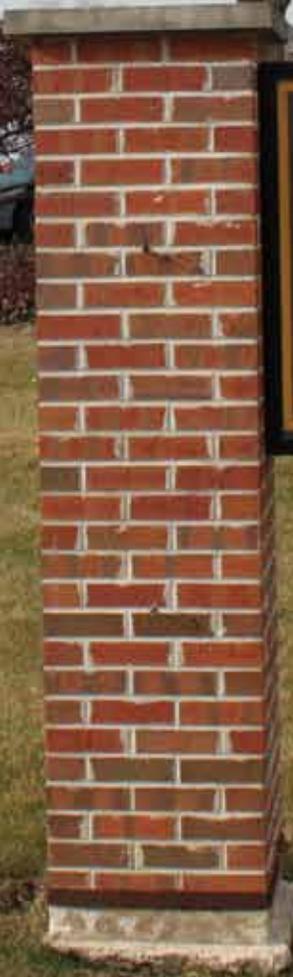
SUBWAY

ORECK

IRC Physical Therapy

WINDOW CLEANERS

LEASING 954-5656



WELCOME
 THE VILLAGE
 WESTM

MAYOR: Bill Ra



CHAPTER 3

VISION

The **vision** includes statements of the desired characteristics of various aspects of the community written as a retrospective. It provides a basis for identifying the specific goals and objectives needed to lead the Village of Westmont in the direction of implementation.

A Vision for the Future

The Vision provides a basis for identifying the specific goals and objectives needed to lead the Village of Westmont in the direction of implementation. Together, the Vision Statement, and Goals and Objectives begin to present a framework for future policy decisions and actions.

The Vision Statement that follows is a description of the Village of Westmont as the community desires to be in the future and is written as a “retrospective.” The Vision Statement identifies how the Village has changed in the 15 years since the updated Comprehensive Plan was adopted in 2012.

IN 2027...

The Village of Westmont has harnessed its important assets and strengthened itself as a place where residents and businesses contribute to a high quality of life through local investment. Residents of all ages can find attractive housing options in active and safe neighborhoods, while accessing local and regional retail and services throughout the Village’s various commercial areas. Westmont’s regional transportation access makes it an important destination in Chicagoland, and recent modifications to the local network have enhanced circulation and mitigated impacts of the rail corridor. In all, Westmont has evolved into a community recognized for its access, housing, open space, goods and services, and safety.

Village leadership has responded to the desires of residents for quality neighborhoods throughout the community. The neighborhoods are founded upon stable housing, including strong single-family areas and apartments that have maintained a high level of ownership and local investment. Access throughout and between neighborhoods is better due to expanded sidewalk networks and better traffic management on corridors that had previously divided neighborhoods. This has allowed for better policing and safer residential areas that are attractive to professionals and families.

Westmont has capitalized on the potential of its layered multi-modal transportation network. Just as it once grew around rail access, the Village has invested around its Metra station to revitalize the downtown area. Cass Avenue and Ogden Avenue are the backbones of the community and provide access to major regional and interstate corridors. The Village is managing traffic on its primary corridors in order to minimize impacts on surrounding neighborhoods and enhance access to goods and services. They have taken measures to mitigate the impacts of at-grade rail traffic in order to enhance both neighborhood circulation and emergency response.

The safety of streets has been improved for all users. Better lighting provides a safer environment for motorists, bicyclists, and pedestrians. A more comprehensive sidewalk network makes walking a viable option for getting to destinations throughout the Village. Finally, the Village has implemented a proactive maintenance program that anticipates repairs and minimizes unforeseen liabilities.

Westmont has worked hard to enhance its appearance and menu of local activities. Its prominent corridors, including Ogden Avenue, Cass Avenue, and 63rd Street, are attractive gateways that distinguish the Village from its neighbors and shape positive perceptions for motorists passing through. Streetscape treatments create a unified aesthetic throughout the Village, and integrate multi-modal transportation options, utilities and infrastructure, sidewalk and landscaping amenities, and characteristics of private development. Important civic and community-based destinations and programs provide activities for adults and youth and attract residents from neighboring communities.

A strong and diverse commercial environment has been the foundation for a fiscally sound Village. Westmont continues to balance regional commercial activity along Ogden Avenue with local and specialty activities in other parts of the Village. This approach has provided a sound model for a strong commercial tax base and the effective provision of local goods and services for residents. Ogden Avenue continues to leverage its high level of access to attract strong commercial tenants, and beautification has helped create a more positive image for the Village. Gateways, decorative landscaping, and streetscaping elements create a distinct local experience as one travels through the western suburbs on Ogden Avenue, and leaves those passing through with a positive image of Westmont.

The Village's local commercial areas have evolved, enhancing access to basic goods and services and providing attractive places for residents to shop and dine. Larger lots accommodate regional big-box tenants, yet use innovative design to create local "neighborhood centers" that provide a unique shopping experience. Smaller lots have creatively accommodated desirable and sensitive development that reinforces a positive local image and integrates site planning principles to maximize access and safety.

Downtown Westmont has benefited from local investment in infrastructure and development. Residential units in Downtown provide a strong base of spending power that supports downtown businesses and has increased commercial occupancy. Locally-owned businesses thrive as a result of concerted efforts to enhance community-based investment in the downtown. Shoppers are able to spend an entire day in Downtown and experience a wide range of restaurants, shops, and services. The Village has implemented a comprehensive parking strategy that balances on-street parking, private lots, and municipal lots so that capacity is provided without compromising the character of the Downtown. A new streetscape with designed open spaces provides an attractive environment that can accommodate a wide range of events, such as markets, concerts, and ceremonies. As the Downtown thrives, the Village has a clear direction on how it should grow in order to responsibly take advantage of new investment while maintaining the





integrity of surrounding neighborhoods.

Ogden Avenue serves as the primary regional gateway into Westmont. The Village has been successful in working with property owners to provide better and safer access to commercial lots, enhance the image and aesthetics of the corridor, and make it an experience that is distinctly unique compared to surrounding communities. High-quality gateways announce entry to the Village, and comprehensive streetscape improvements provide a more enjoyable trip through Westmont. Older properties have been renovated or redeveloped to provide state-of-the-art commercial services. Desirable uses have been preserved and improved through façade design, access management, and site landscaping. Signage on Ogden Avenue has a less prominent visual impact, allowing residents and visitors to enjoy the character of the streetscape. Pedestrians, bicyclists, and transit users are able to access businesses and other parts of the community via Ogden Avenue.

63rd and Cass is a thriving commercial district thanks to the modernization of public infrastructure and private development. New streetscaping establishes an image that is consistent with other commercial areas in Westmont. Gateway signage announces visitors to the Village of Westmont from the western, eastern, and southern approaches, with additional signage marking entry to the 63rd and Cass commercial district from the northern approach. The private development community has also contributed to the local character by enhancing active commercial sites and redeveloping those that were obsolete or out of place. On active sites, landscaping, façade design, and signage are better coordinated to establish a more consistent theme. Obsolete commercial sites have been reformatted to meet emerging market demands, and incompatible or inappropriate uses have relocated to create opportunities for development that complement the overall character and functionality of the area. Large sites incorporate civic space that makes them attractive “places” to gather for recreational, civic, or commercial events.

Naperville Road and Cass Avenue is a unique commercial node within the Village. It is both its own “place” and an extension of the traditional downtown area located to its south. Uses at Naperville and Cass offer basic goods and services to residents of Westmont and are carefully arranged to minimize impacts on the surrounding neighborhoods. Lots on Naperville Road support a range of uses, including retail, small office, and low-impact service or industrial. On either side of Cass Avenue, Naperville Road has created an appropriate transition to surrounding residential areas through the redevelopment of obsolete or incompatible uses. Despite the local focus of this intersection, it is highly visible and has a strong association with the Village. To this end, the intersection of Naperville Road and Cass Avenue has been transformed into a focal point through streetscaping and private development and investment. It provides a gateway to the north end of Downtown and reinforces the pedestrian-oriented character of this segment of Cass Avenue.

Westmont’s employment base is thriving as new office and industrial investment occurs in the northern portion of the Village. The Village has found creative and effective ways to provide new infrastructure and technologies that keep job generators competitive and locally invested. This portion of the Village takes

advantage of easy regional access provided by Route 83, and now includes a diverse mix of thriving businesses that are highly resilient to market fluctuations. The character of development in this area reflects the Village's efforts to enhance the relationship between industrial development and its context, including neighborhoods, recreational facilities, and other uses within the industrial area that may be sensitive to noise, vibration, and other impacts.

Westmont continues to provide a broad range of services and community facilities for its residents. Schools are a critically important foundation in the Village and provide a central point of local pride. The School Districts strive to get the most out of staff and facilities, and have strengthened relationships with residents to create a system of quality education that weaves together formal education in the schools and social education at home. Westmont continues to use its public facilities as important gathering places for community events, including recreation, arts, culture, and civic activity. New public spaces are integrated into key development areas and create synergy between community-based activity and commercial vitality.

Westmont is now regarded as a regional leader in sustainability and environmental stewardship. Leadership has enhanced the role of development in this regard, and has fostered opportunities for residents to actively participate in local programs. The Village has improved its recycling program in order to remove barriers to participation. Local elected and business leaders have supported the development of new green technologies that enhance the performance of infrastructure and industrial processes. Neighborhoods are benefitting from better stormwater management practices that have reduced flooding and eased the pressure on local sewers. A comprehensive Village-wide system of open space, bike paths, and sidewalks provides the necessary mobility for residents to choose transportation modes that both reduce harmful emissions and improve personal health.







CHAPTER

4

GOALS AND OBJECTIVES

The Village of Westmont Comprehensive Plan looks forward over the next 10-15 years and expresses what the Village desires to become in the future. This section presents the Plan's goals and objectives which outline how the Village can achieve its desired outcome. The goals and objectives form the framework for planning recommendations, policies, future projects, and actions:

Goals describe desired end situations toward which planning efforts should be directed. They are broad and long-range. They represent an end to be sought, although they may never actually be fully attained.

Objectives describe more specific actions that should be undertaken by the Village to advance toward the overall goals. They provide more precise and measurable guidelines for planning action.

Together, the goals and objectives provide specific direction and serve as a guide for the evaluation of development proposals and land use alternatives. ***They are based heavily on the input and focus areas that resulted from the multi-faceted Comprehensive Planning process*** in order to provide a reliable policy guide for decision-making in the Village. In addition to the input received from extensive public participation, these goals and objectives are based on input from the Comprehensive Plan Advisory Committee.

Goals and Objectives have been established for:

- Residential Areas;
- Commercial Areas;
- Industrial and Office Areas;
- Transportation and Circulation;
- Infrastructure and Development;
- Community Facilities;
- Parks, Open Space and Environmental Features;
- Image and Identity;
- Economic Development; and,
- Village Services and Administration.

RESIDENTIAL AREAS

Goal 1

Strengthen Westmont's desirability and regional competitiveness by preserving the quality and character of its residential areas.

Objectives

1. Align subdivision and zoning regulations with the Comprehensive Plan to ensure that housing densities and patterns, surrounding land uses, and access to local amenities within neighborhoods evolve in order to achieve a predictable result.
2. Use a combination of regulatory tools, local incentives, and state or federal programs to ensure that the Village does not experience over-development on multi-family housing, and that the current stock of multi-family housing is properly maintained.
3. Adopt and enforce property maintenance standards that preserve the visual and structural integrity of housing of all types, including single-family, multi-family, rental, and owned.
4. Adopt and enforce contextual standards that ensure infill housing is compatible with surrounding development in terms of scale, setback, massing, and basic architectural components.
5. Consistently administer and enforce residential development regulations, including compliance with setbacks, maximum height, tree preservation, stormwater, bulk, density, and other development regulations.
6. Ensure that zoning regulations adequately address buffering and screening between residential areas and incompatible non-residential uses.
7. Maintain close and open communication with residents, block groups, and home owners associations regarding capital improvements, neighborhood maintenance issues, and the upkeep of vacant properties and structures.
8. Explore the creation of a vacant building registration and inspection program to prevent foreclosed properties from having a detrimental impact on surrounding properties.

Goal 2

Support the long-term stability and maintenance of multi-family development in the Village so that it is an asset that provides quality housing choice for a variety of household types.

Objectives

1. Continue to enforce minimum multi-family property maintenance standards that raise the quality and long-term viability of multi-family housing in developments such as Eagle Creek, The Ponds, Willow West and others.
2. Encourage landlords, through education and potential incentives, to consolidate maintenance efforts in order to benefit from economies of scale so that they can provide maintenance services and amenities that they might not otherwise offer.
3. Encourage or incentivize multi-family unit types that offer amenities that make them competitive with single-family housing and attract professionals and families.
4. Encourage the transition of rental property to condominiums through expedited review and permitting processes, local property tax abatements, and finance programs for property and housing improvements.





Goal 3

Provide high-quality neighborhood services and infrastructure.

Objectives

1. Establish a detailed neighborhood capital improvement plan that identifies planned expenditures related to all aspects of infrastructure and utilities specifically related to neighborhood services and quality of life.
2. Continue to implement the 2011 Stormwater Master Plan in order to mitigate flooding and protect the long-term viability of the Village's neighborhoods.
3. Consider the application of green infrastructure practices in order to achieve multiple benefits, including flood reduction, water quality enhancements and a more attractive community character.
4. Initiate and support a sidewalk maintenance and upgrade program that allows residents to partner with the Village in addressing local issues related to pedestrian infrastructure.
5. Modify subdivision and zoning requirements to ensure that all new development includes adequate pedestrian infrastructure, stormwater management infrastructure, and open space.
6. Consider expedited review for projects that include residential renovation or contextual development in existing neighborhoods.
7. While the annexation of small unincorporated residential areas may not be viable, consider service agreements that ensure that such areas will meet a high level of maintenance and help preserve the character of adjacent Village neighborhoods.
8. Provide strong policing of residential areas, especially those known to be "hot spots" of criminal activity.
9. Establish and support partnerships and communication protocol between neighborhoods and police to identify emerging patterns of activity and proactively curb impactful behavior.
10. Strengthen the connections between neighborhoods and other parts of the Village by managing traffic and designing pedestrian infrastructure on prominent corridors that often act as barriers, such as 55th Street, Naperville Road, and others.
11. Consider a property maintenance program for Senior Citizens that allows them to stay in local housing and continue to invest in their neighborhood.

COMMERCIAL AREAS

Goal 1

Create a Village-wide base of economically viable and attractive commercial areas that capitalize on the regional market and provide necessary goods and services for local residents.

Objectives

1. At the Village-wide scale, maintain a diverse range of services and business activities by identifying targeted locations for specific uses based on locational factors, lot characteristics and regional market context.
2. Within specific commercial areas, define specific commercial markets based on their ability to meet the needs of neighborhood, local or regional demand based on surrounding land uses and populations, accessibility to regional and local arterials, parcel and block characteristics, and ability to assemble parcels of various sizes for development.
3. Ensure that adequate regulations are in place to foster compatible development in terms of scale, access management, and parking, screening, landscaping and buffering.
4. Use zoning regulations such as cross access easements to encourage focused areas of complementary land uses that can create synergy or multiple stops as part of the same trip.
5. Recognize and support the role of important institutions in catalyzing commercial development and providing critical community services.
6. Where applicable, require the design of new commercial developments to incorporate public amenities such as parks, plazas, arcades, and connections to existing or proposed trails and sidewalks.
7. Inventory aging or obsolete commercial areas and consider programs that encourage the improvement and rehabilitation of facades, signage, streetscaping, landscaping, and parking areas.



8. Establish a commercial building and site improvement program in priority commercial investment areas to assist businesses and property owners with façade improvements, landscaping, parking improvements, and modernization of aging structures and technologies.
9. Encourage the use of high-performance green building and site techniques to better manage water and energy use, stormwater runoff, and other impacts of development.
10. Continue to utilize and consider additional incentives such as sales tax rebates, TIF, SSA, and business district funds to initiate redevelopment of key opportunity sites.
11. Implement a more proactive property maintenance and code enforcement process in commercial areas of the Village.
12. Provide programs or incentives for the renovation of aging or obsolete commercial buildings so that they can be market-viable and meet all local building and fire codes.

Goal 2

Enhance the economic viability, appearance, and function of the Village's commercial corridors, including Ogden Avenue, 63rd Street, and portions of Naperville Road and Cass Avenue.

Objectives

1. Use development regulations and incentives to enable and encourage a healthy and complementary mix of commercial, retail, and service uses along key corridors.
2. Require high-quality development (i.e. design, building materials, landscaping, and signage controls) on prominent corridors, such as Ogden and Cass, Cass and Naperville Road, and Cass and 63rd, especially in areas of high visibility such as entry points to the community and major intersections.
3. Adopt design and improvement standards for commercial areas to guide the scale, appearance, orientation, and overall character of new development.



4. Adopt standards that guide the functional aspects of site development, including access management, parking and circulation, pedestrian circulation and building access, and lighting.
5. Encourage signage of appropriate scale and type along corridors to ensure safe traffic movements and create an orderly appearance in commercial areas.
6. Enhance the character of the public street by encouraging all development to build attractive facades, high-quality signage, and decorative landscaping towards the primary frontage.
7. Require commercial development to provide safe and attractive entrances from both the public street and predominant parking areas.
8. Modify signage regulations to appropriately balance the need for business identification with visibility, functionality, safety and character of the Village's key corridors.
9. Promote the relocation of certain types of less desirable businesses away from prominent corridors and sites to more appropriate places.
10. Develop and install a streetscape program (including benches, bus shelters, trash cans, streetlights, medians, way finding signage, and other amenities) to create a unified Village theme with some flexibility within each commercial area to define its own character.
11. Encourage the use of green infrastructure practices in streetscaping and infrastructure projects on public streets.
12. Work closely with IDOT to design and implement improvements to Ogden Avenue that enhance the functionality and character of the corridor.
13. Integrate transit infrastructure, facilities, and technologies (such as Transit Signal Priority) into the public right-of-way, private street networks, and large developments that may generate significant ridership.
14. Work with property owners and developers to identify underutilized parcels, establish a specific redevelopment program, and market them to investors.
15. Identify opportunities to assemble large tracts of land for redevelopment, either as a way of initiating redevelopment or accommodating incremental redevelopment over time.
16. Encourage the use of site planning and high quality urban design as part of large-site commercial development to create pedestrian-scaled environments and public spaces that include art, furnishings, plantings, innovative lighting, landscaping, and other elements to attract patrons and provide community spaces.
17. Consider innovative parking and access management techniques implemented through regulations or incentives such as shared curb cuts to commercial sites, cross-access easements between properties, discounted parking requirements for shared or remote parking, on-street parking discounts, reduced parking requirements for bike parking and trail connections, and maximum parking requirements, among others.

Goal 3

Strengthen Downtown Westmont and enhance its role as the Village's center and a destination for surrounding communities.

Objectives

1. Continue to revitalize Downtown with a mixture of uses including commercial, office, restaurant, and residential.
2. Through public investment and private partnerships, continue to encourage the creation of downtown public spaces that can host seasonal activities (i.e. farmers market, concerts, etc.) and integrate green infrastructure, art, furnishings, plantings, innovative lighting, landscaping, and other elements to attract patrons and provide community spaces.
3. Maintain Downtown as a pedestrian-oriented and walkable shopping area that is unique to the community through mixed-use development and infrastructure focused on the pedestrian.
4. Establish development regulations that ensure compatibility of new development and address characteristics such as scale, materials, design details, façade transparency, awning and signage, lighting, and sidewalk cafes and displays.
5. Remove burdensome regulations or procedures that create barriers to Downtown investment and development.
6. Establish a comprehensive parking strategy that addresses awareness, capacity (i.e. on-street parking, on-site parking, and public lots or structures that serve the entire Downtown), accessibility, time limits and potential pricing that returns revenue to the Downtown district for other improvements.
7. Permit Downtown businesses to meet parking requirements through innovative practices such as shared lots, remote parking, or the existing fees-in-lieu of parking program that can be used to provide municipal lots.
8. Ensure that bicycle and pedestrian access is provided from surrounding neighborhoods and from other commercial or public land uses in the Village.
9. Maintain a strong relationship between the Downtown and public transit, including Metra commuter rail service and Pace bus service, by encouraging denser development around transit access points and requiring development to provide direct pedestrian access.

INDUSTRIAL AND OFFICE AREAS

Goal 1

Support a strong and diversified office/industrial base north of Ogden Avenue, specifically on Pasquinelli Drive, Plaza Drive, and Oakmont Lane that provides employment opportunities and local investment within the community.

Objectives

1. Broadly support the establishment and growth of local businesses through procedural or fiscal incentives, marketing and promotional activities, and training services sponsored by the Village.
2. Promote and encourage the improvement and rehabilitation of older industrial buildings and areas which are, or are becoming, functionally obsolete or undesirable, including improvements to loading docks, technology infrastructure, access, building facades, signage, high-performance green streetscaping, landscaping, parking areas, and fire alarm/suppression systems to accommodate more appropriate and market viable uses.
3. Encourage and market the use of green technology and best management practices (BMPs) in the development and redevelopment of industrial uses.
4. Adopt specific performance and buffering regulations for office or industrial areas that abut residential districts.
5. Identify obsolete office or industrial sites that abut other uses and can be redeveloped to accommodate a different type of use.
6. Require all industrial development to meet specific applicable performance standards for noise, air, odor, and any other forms of environmental pollution.
7. Through zoning and public street design, ensure that office and industrial properties do not negatively impact civic spaces such as parks and schools.
8. Establish a process and/or program for assisting businesses that have adverse impacts on surrounding development in finding new sites and relocating.
9. Manage truck and vehicular traffic on industrial streets so that truck traffic does not negatively impact traffic related to public events at nearby parks or schools.

TRANSPORTATION AND CIRCULATION

Goal 1

Improve the safety and efficiency of vehicular movement within the Village.

Objectives

1. Utilize Intelligent Transportation Systems (i.e. coordinated signalization, real-time traffic management, etc.) to minimize the impacts of peak congestion on the Village's primary corridors, including Ogden Avenue, Naperville Road, 63rd Street and Cass Avenue.
2. Improve the function of the street network through land use and zoning policies, access management practices, and roadway and intersection design.
3. Establish a clear program that identifies and allocates funds necessary to properly maintain public roadways and surfaces.
4. Encourage curb cut consolidation in commercial areas by providing cross access between and shared access into adjacent businesses wherever possible.





5. Provide priority parking spaces for no- and low-emissions vehicles in all public parking facilities and encourage the provision of similar spaces in private parking facilities.
6. Install wayfinding signage that directs motorists to key commercial and civic destinations.
7. Plan and implement specific traffic and circulation management strategies for areas impacted by congestion at specific times, such as blocks surrounding schools or major destinations.
8. Explore the feasibility of a grade-separated rail crossing near Downtown, perhaps at Washington or Williams where the grade is higher than the rail corridor and clearance may be easier to attain.
9. Implement the comprehensive Downtown parking plan that addresses signage, capacity, access, time limits, and potential parking fees as a means of funding improvements to the Downtown.

Goal 2

Establish a coordinated bicycle and pedestrian network that links neighborhoods, shopping areas, employment centers, and community facilities.

Objectives

1. Continue to establish and maintain designated on-street bike routes that connect to local uses and to the Southern DuPage County Regional Trail.
2. Modify subdivision and zoning regulations to require that all public and private streets be designed to accommodate vehicles, bicycles, and pedestrians.
3. Encourage new development/redevelopment to include networks that connect to surrounding sites, and amenities for pedestrians, bicyclists, and commuters.
4. Expand the Village's network of trails and sidewalks to provide better connections between residential neighborhoods, parks, schools, Downtown, and other commercial areas.
5. Inventory dangerous pedestrian crossings on key corridors, including Ogden Avenue, Naperville Road, 63rd Street, and Cass Avenue, and identify specific case-by-case improvements (i.e. additional lighting, signalization, bollards, bulb outs and/or curb extensions) that will result in safer pedestrian mobility.
6. Prioritize streetlight and traffic signal improvements based on pedestrian use and surrounding land use and development patterns.
7. Continue to budget for on-going maintenance and repair of sidewalks as part of the Village's Capital Improvement Plan including the consideration of a cost-sharing program with private property owners.
8. Continue the use of pedestrian safety technologies, such as vehicle warning systems similar to the one used on Cass Avenue and Quincy Street, to ensure adequate information is provided to both motorists and pedestrians.
9. Assess the viability of on-street bike lanes on commercial corridors and install them where appropriate.
10. Work with local agencies and departments to establish a comprehensive bike safety educational program for schools and local service providers.

Goal 3

Ensure that public transit continues to serve Westmont for both regional and local mobility.

Objectives

1. Work with Pace and Metra to ensure that levels of public transit service are maintained and enhanced throughout the Village.
2. Undertake a Comprehensive Transit Plan to identify key traffic generators and destinations within the Village and ensure they are adequately served by Pace Bus routes and other modes of alternative transportation.
3. Align land use policies based on Pace service plans to provide the greatest possible level of access to areas best served by regional and local bus transit.
4. Modify zoning regulations to require private development to provide better on-site links for the “last mile” of the transit trip (between the public right-of-way and front door of the destination).
5. Work closely with Pace to explore all possible ways to provide transit access from the Westmont Metra station to major commercial and employment centers, including traditional service restructuring and the Vanpool Incentive Program (VIP).
6. Coordinate with Pace to understand the long-term impacts of new service models, such as Bus Rapid Transit, that may require unique facilities, rights-of-way, and technologies.
7. Continue to work with Pace and Metra to encourage coordinated scheduling so that bus service aligns with train arrivals and departures at the Westmont Metra station.
8. Work with local employers and businesses to identify locally-sponsored services that fill in gaps in the public transit service, including carpools and local shuttles.
9. Encourage employers to offer incentives for transit use by employees by making them aware of the range of public transit options.
10. Establish subdivision and public works standards that ensure that sidewalk links are in place between transit stops and community facilities, employment centers, and other key destinations.

INFRASTRUCTURE AND DEVELOPMENT

Goal 1

Provide high-quality infrastructure networks through the Village to serve residential, commercial, employment, and recreation areas.

Objectives

1. Inventory sidewalks and roadways throughout the Village to determine areas in need of repair or replacement.
2. Establish and support a comprehensive maintenance program that anticipates improvements and funding over several years.
3. Promote the sidewalk improvement program that allows residents to partner with the Village and address gaps in the pedestrian network proactively.
4. Modify zoning and subdivision regulations to require comprehensive

infrastructure for new development and redevelopment.

5. Work with the Downers Grove Sanitary District (DGSD) to extend sewer infrastructure to portions of the Village that are currently underserved.
6. Continue to implement the recommendations of the 2011 Stormwater Master Plan, including larger projects that will require long-term programming and planning.
7. Encourage infiltration-based strategies to improve flood management, water quality, urban ecology, community aesthetics and property values.

Goal 2

Utilize local infrastructure as a tool for environmental conservation.

Objectives

1. Encourage or incentivize “green architecture and infrastructure,” such as green rooftops, solar energy, and permeable paver parking lots, in new development to reduce environmental impact related to stormwater runoff, urban heat island effect, and green footprint.
2. Promote the use of sustainable design and development practices for new development throughout the Village.
3. Continue to promote the implementation of Best Management Practices (BMPs) throughout the Village to address flooding issues.
4. Work with environmental advocacy groups to educate the public on the benefits of incorporating the use of green/Best Management Practices (BMPs) in the management of residential properties.
5. Consider codifying basic sustainable practices into the subdivision and zoning codes.
6. Consider incorporating the use of solar powered and LED street lights and other green technologies into future roadway improvements, street lighting and traffic signalization.
7. Consider the use of permeable paving systems on low-speed public streets and walkways, parking lots and bike and pedestrian trails.
8. Work closely with the Flagg Creek Water Reclamation District (FCWRD) and Downers Grove Sanitary District (DGSD) to identify techniques and technologies for lessening the impacts of stormwater on sewer and treatment infrastructure.

Goal 3

Establish a sustainable fiscal model for the efficient development and maintenance of infrastructure systems and amenities.

Objectives

1. 1. Establish a comprehensive capital improvement program that outlines life cycles and anticipated replacement costs for the community’s infrastructure – including roadways, stormwater drainage system, water production and distribution infrastructure, and sewer collection and treatment infrastructure – and assesses the replacement/retrofit costs and long-term benefits of integrating green infrastructure techniques throughout the Village.
2. Focus infrastructure investment in areas that the Village envisions as important and appropriate areas of growth in order to capitalize on local or regional markets.

3. Coordinate infrastructure and utility projects with other agencies in order to take advantage of economies of scale and avoid redundant investments.
4. Seek grants, loans, and other sources of intergovernmental funding to help fund capital improvements and other projects to minimize the financial impact on the Village.

COMMUNITY FACILITIES

Goal

Maintain high-quality public facilities, including municipal and educational facilities, for all residents of the Village of Westmont.

Objectives

1. Establish a comprehensive program that outlines the Village's community facilities and how they will be maintained over time, respond to anticipated changes in population and demographics, and relate to private or quasi-private services provided by other entities.
2. Establish adequate multi-modal connections to neighborhood schools that balance the need for vehicular, bicycle, and pedestrian access.
3. Establish strong physical connections (i.e. paths and sidewalks) between neighborhoods, local school facilities, and parks.
4. Work closely with CUSD 201 to determine impacts, if any, of its strategic plans regarding the structure of its school system and the long-term maintenance of facilities, and ensure that any approach to providing educational services is equitable within Westmont and among surrounding communities in the district.
5. Work closely with CUSD 201 and the Westmont Park District to establish cost and program sharing agreements in order to best serve residents of all ages in Westmont.
6. Work closely with Maercker School District 60 to ensure that the Maercker Intermediate School remains competitive with other districts and continues to provide a high-quality third through fifth grade education.
7. Maintain and strengthen relationships with other community service providers by supporting their operations and partnering to provide services or acquire resources.
8. Work with other public agencies to maintain adequate and appropriate sites and facilities for the provision of public services.
9. Establish a comprehensive life cycle plan for Village buildings, equipment, vehicles, facilities, and properties and develop/revise a multi-year maintenance plan and on-going maintenance program.
10. Consider pursuing LEED certification for new or renovated Village facilities.
11. Identify alternative sources of funds for a wide range of public projects including parks and recreation enhancements, transportation improvements, economic development related projects, and social services.





PARKS, OPEN SPACE AND ENVIRONMENTAL FEATURES

Goal 1

Through the Westmont Park District, provide opportunities for passive and active recreation through high-quality facilities and programming.

Objectives

1. Support the Park District in creating a comprehensive Parks and Open Space Master Plan that inventories existing facilities, establishes benchmarks for new facilities as population changes occur, establishes standards for facilities and amenities, and sets the course for the long-term maintenance of all park properties.
2. Continue to work with the Parks District in identifying grants and securing alternative funding for parks, open space, trail segments, trail connections, and other recreation amenities for the community.
3. Work with the Park District to identify potential park site locations in any identified underserved areas of the community.
4. Continue to work with the Park District to address the Village's stormwater issues through such techniques as permeable pavement, bioretention, rainwater harvesting/re-use systems, etc.
5. Integrate access to parks and open space as a key component of prioritizing bike and pedestrian infrastructure within the context of capital improvement programming.

Goal 2

Take proactive measures to preserve the natural environment and minimize impacts of new development on natural resources.

Objectives

1. Provide opportunities for increased public participation in environmental advocacy through the use of the Village website, social media, etc.
2. Provide non-motorized links between neighborhoods, parks and open space, community facilities, commercial areas, and employment centers.
3. Improve water quality, aesthetic beauty, and ecology of open water in stormwater detention basins through retrofit with low-input, infiltration-based hydrology and living systems to replicate natural process and reduce algae, pest and insect breeding conditions.
4. Prohibit burning of leaves and other debris.
5. Consider converting passive, non-programmed park and open space landscapes to native landscapes to improve biodiversity, provide habitat, and authentic beauty.

IMAGE AND IDENTITY

Goal 1

Modify local regulations and standards to improve the appearance of the community and its prominent corridors and neighborhoods.

Objectives

1. Amend zoning and other development regulations to create attractive private investment related to building design and materials, landscaping, screening of utilities and parking areas, and decorative lighting and on-site signage.
2. Provide for consistent and high-quality maintenance of all local streets, parkways, sidewalks, water towers, and other visible municipal infrastructure.
3. Install streetscape elements that strengthen the unified theme of the community such as gateways (i.e. signs, landscaping, fountains, etc.), benches, bus shelters, trash cans, streetlights, way finding signage, and other amenities.
4. Encourage subdivision and business park monument signs to include the Village of Westmont's name and/or logo.
5. Install wayfinding signage to direct vehicles to key community destinations including Downtown and prominent commercial areas or community facilities.
6. Develop and implement landscaping and tree planting and maintenance programs that beautify the residential and commercial areas of the Village.
7. Encourage or require the use of water conserving, native and adapted trees and ornamental plantings to minimize maintenance costs and enhance the unique local character of the Village.
8. Develop a program to bury and/or relocate overhead utility lines along key commercial areas, including Downtown, Ogden Avenue, Naperville Road, and 63rd Street.
9. Expand the Village's façade program to encourage private property owners to implement landscaping, façade, and signage improvements to their sites, buildings, and businesses.
10. Require the screening of fixed utility locations, such as lift stations, pump houses, transformer sites, antennas, telephone switches, etc.
11. Modify signage regulations to appropriately balance the need for business identification with visibility, functionality, safety, and character of the Village's key corridors.
12. Review development controls to ensure that they require appropriate screening of public utilities, dumpsters, rooftop equipment, etc.

Goal 2

Establish strategies and programs to enhance communication within the Village and better market Westmont to the rest of the Chicago region.

Objectives

1. Continue to work with the Chamber of Commerce to market the advantages and benefits of living, working, visiting, and doing business in the Village.
2. Foster civic participation in and improve communication with residents regarding programs, services, and events within the Village.
3. Improve and maintain relationships with the local and regional press and other media outlets.

ECONOMIC DEVELOPMENT

Goal 1

Foster investment in development and redevelopment of key sites throughout the Village.

Objectives

1. Use TIF as a means of fostering redevelopment in Downtown and at 63rd and Cass.
2. Consider the use of tax credit incentives and other grant programs to fund renovation and expansion.
3. Maintain strong Village infrastructure and services that are the foundation for new private sector investment.
4. Identify resources for the maintenance of the Village's physical facilities that frequently serve as a catalyst for additional investment in commercial development or housing that supports professional recruitment.
5. Identify small business assistance programs to stabilize and improve conditions for existing businesses.
6. Work with developers to renovate or redevelop aging shopping centers and commercial areas into state-of-the-art destinations in order to maximize their contribution to the Village's tax base and increase the likelihood of long-term viability.
7. Enhance the appearance of commercial districts to attract businesses and customers, particularly Downtown, Ogden Avenue, and 63rd Street.
8. Integrate procedural incentives for projects that meet specific design or development criteria that align with the Village's vision for high-quality development and responsible investment.

Goal 2

Maintain and strengthen the Village's diverse tax base through the attraction, retention, and expansion of businesses.

Objectives

1. Support the Westmont Chamber of Commerce and Tourism Bureau and Village Community Development Department in their efforts to attract, market, and promote local businesses.
2. Identify opportunities to reduce the cost of establishing and conducting business in Westmont in order to enhance the Village's competitiveness.
3. Collectively market the Village's commercial areas as a regional asset that brings patrons from surrounding communities and benefits all commercial areas of the Village.
4. Establish localized entities like the Downtown Westmont Business Alliance that market individual commercial areas within the context of the Village-wide commercial marketing campaign.
5. Identify targeted business development sectors and establish marketing campaigns to recruit employers, attract workers, and use community-based education to create a localized work force.
6. Maintain an appropriate and diverse balance of retail, office, and industrial services throughout the Village.

7. Ensure that land use and development policy supports the use of high-visibility sites for tax-generating uses, and that non-tax generators are appropriately accommodated in areas where there is less opportunity cost to such development.
8. Where appropriate, maximize the concentration of retail tax-generating uses in areas of high activity, such as Ogden and Cass, Downtown, and 63rd and Cass.
9. Ensure that existing employers have access to the infrastructure, services, and workforce they need to sustain a long-term model of growth and prosperity.
10. Establish benchmarks such as return on investment (ROI) reporting to ensure that new development is economically viable and pays for itself over time in terms potential stress it places on Village facilities, infrastructure, and financial resources.

VILLAGE SERVICES AND ADMINISTRATION

Goal 1

Continue to provide high-quality and efficient Village services that allow businesses and neighborhoods to thrive and grow in a positive manner.

Objectives

1. Work with utility providers to offer reliable infrastructure to the residents and businesses within the community, including electricity, water supply and distribution, sanitary sewers, and telecommunications.
2. Maintain an adequate level of fire and police protection throughout the Village.
3. Assess Village service levels to determine appropriate staffing levels and/or consultant/contractor support for all departments, and establish benchmarks for changes in services in response to changes in population or expectations.
4. Develop, monitor, and implement a Long-Range Financial Plan for the Village and formally adopt long term strategies and solutions to address difficult financial decisions.
5. Maintain a consistent budgeting process that can adapt to changing economic conditions.
6. Make available existing and/or new financial resources to implement the recommendations of the Comprehensive Plan.
7. Regularly review and update the Village's Zoning Ordinance to appropriately meet the changing needs of the community.
8. Monitor fees charged for Village Services to ensure they are both fair and accurate, and consider a fee-based model for some local services that are currently funded by the Village's tax levy for all properties.
9. Work with energy providers and other entities to create a Renewable Energy Program that enables Village residents and businesses to purchase electricity from renewable sources in the State of Illinois.
10. Continue to coordinate the review and input of new development proposals with all affected public agencies and departments such as the Fire Department, School Districts, and Park District.



Goal 2

Maintain a high level of communication with residents, business owners, property owners, and partner agencies.

Objectives

1. Expand community outreach efforts for large capital projects, including additional opportunities for public review and comment such as open houses or online tools to solicit input and feedback.
2. Continue to utilize the “community on-line mapping tool” introduced during the Comprehensive Planning process to gather public input on future planning issues and projects.
3. Improve customer service levels at all points of contact with residents and provide regular training to ensure that a consistent message is delivered regarding Village policies.
4. Continue to regularly update and publish information through the Village’s multiple news platforms.
5. Maintain transparency related to Village operations, including public finances and Village expenditures.
6. Attend annual Homeowners Association meetings to update residents on Village projects.
7. Actively encourage resident participation in notifying the Village of potential code violations.
8. Coordinate with adjacent communities, including Clarendon Hills, Downers Grove, Darien, Oak Brook, Hinsdale, and Willowbrook in realizing mutual objectives and addressing issues such as traffic that transcend municipal boundaries.
9. Maintain a positive channel of communication with agencies such as Metra, Pace, Regional Transportation Authority, DuPage County, Illinois Department of Transportation (IDOT), and major local service and utility providers for better coordination regarding projects on their properties or within their jurisdiction.





This example from West Des Moines, IA demonstrates how contemporary development can be used to meet market demands and community character objectives

CHAPTER

5

LAND USE PLAN

The Land Use Plan provides a general assessment of land use potential and recommendations for what types of land uses will best meet the needs of the community in the long-term. Since much of the community is well established, the Land Use Plan builds upon the existing land use pattern of the Village. In general, the plan strives to promote a compatible land use pattern that promotes reinvestment in the Village's neighborhoods and its key commercial areas, including the Ogden Avenue Corridor, Downtown, 63rd Street and Cass Avenue, and Naperville Road and Cass Avenue. The Plan also emphasizes the stabilization, enhancement, and protection of residential neighborhoods, the provision of community facilities, and the preservation and enhancement of desirable environmental assets including its parks and recreation system.

The Land Use Plan is based on sound community planning principles, as well as several factors and influences including community input; the Vision Statement along with the Goals and Objectives established as part of this Comprehensive Plan; a detailed market and demographic analysis; and an assessment of existing physical conditions of the community.

USE AND PURPOSE

A goal of the Land Use Plan is to assist staff, residents, businesses, and elected and appointed officials in making future land use and development related policy decisions. While the Land Use Plan is specific enough to provide guidance on land-use decisions, it is also flexible enough to allow for individual negotiations and the consideration of creative approaches to land development that are consistent with the overall policies and guidelines included in the Comprehensive Plan.

The Land Use Plan is intended to be a general guide to development and reinvestment within Westmont and is not a development plan of rigid and finite recommendations. The Land Use Plan presents recommendations for improving and enhancing existing areas within the Village's current municipal boundaries through better organization of land uses, as well as unincorporated areas adjacent to the Village's corporate limits.

PLANNING AREA

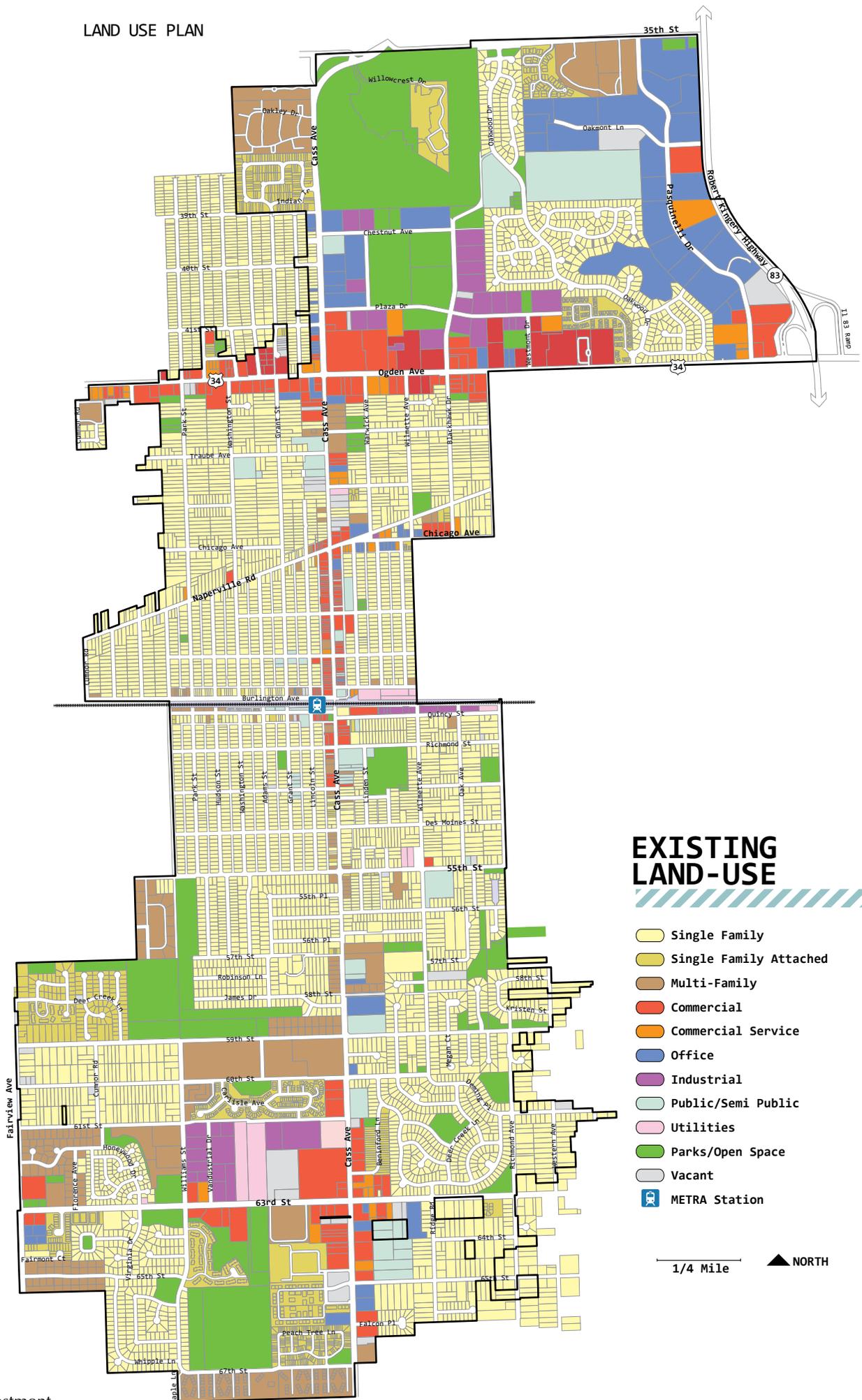
The Land Use Plan provides polices and identifies appropriate land uses for the future development of the Village of Westmont and its planning area. Illinois State Statutes allow for a community to plan for its growth areas – one and one-half miles beyond its municipal limits (Illinois Municipal Code 65 ILCS 5/11-12-5). The Village of Westmont is primarily landlocked, with neighboring municipalities on all sides, however there are unincorporated areas including small pockets on the southeast side of the Village and the Liberty Park Subdivision on the northwest.

EXISTING DEVELOPMENT PATTERN

Westmont is nearly “built out” and existing development is well established. As a result, an understanding of the existing built form and land use is important, as the Land Use Plan must build upon the existing land use pattern of the Village.

Geographically, the Village of Westmont is long and narrow, generally running from 35th Street to the north to 67th Street to the south (a street naming convention that continues westward from the City of Chicago). The development pattern of most of the Village is a grid system, which was established in the early 1900s. The grid system remains largely intact, particularly in between Ogden Avenue and 59th Street. On the northern and southern ends of the Village, more recent development has abandoned the grid system in favor of large lot commercial and industrial development and residential development based on curvilinear streets and cul-de-sacs.

In addition to a diverse development pattern within the Village, there is also diversity in land uses. As part of the planning process an inventory of existing land uses was conducted in order to gain insight into how the Village has grown and developed over time. This inventory has served to identify potential land use conflicts and to provide a base of understanding for potential changes in the future.



EXISTING LAND-USE

- Single Family
- Single Family Attached
- Multi-Family
- Commercial
- Commercial Service
- Office
- Industrial
- Public/Semi Public
- Utilities
- Parks/Open Space
- Vacant
- M METRA Station

1/4 Mile NORTH

LAND USE PLAN

The Land Use Plan builds upon the existing land use pattern in the Village and its larger planning area. In general, the plan strives to promote a compatible land use arrangement while providing opportunities for shopping and employment, and fostering a diverse tax-base for the community. The plan should serve as a basis for decisions related to zoning and development review to assess how well proposals align with the community-wide vision and goals.

In addition to the Land Use Plan, the Comprehensive Plan contains chapters that provide more direction for Westmont's residential areas (**Chapter 6 – Residential Areas Plan**) and commercial areas (**Chapter 7 – Business Areas Plan**). Four key areas of the Village are further explored in **Chapter 8 – Subarea Plans**. Subsequent sections of the Plan will address land uses related to community facilities, parks and open space, and transportation.

In total, nine (9) distinct future land use classifications, modified from the existing categories, have been established, including:

- Single-Family Detached
- Single-Family Attached
- Multi-Family
- General Commercial
- Corridor Commercial
- Mixed-Use Downtown
- Light Industrial/Business Park
- Public/Semi-Public
- Parks/Open Space

RESIDENTIAL

Today, more than half of the Village's land area is occupied by residential uses, and in the future Westmont should continue to be predominantly a residential community. Residential land uses in the Village are divided into 3 sub-classifications: single-family detached, single-family attached, and multi-family, each described in this section.

The classification of residential uses is based on the dwelling unit type, not the form of ownership. Each residential category could conceivably contain both owner-occupied and rental units; it is likely that each category does. For example, a single-family detached home could be owned or rented by a family living there. Similarly, a multi-family housing development could be apartments (rented) or condominiums (individually owned). The brief overview below presents a concise definition and planned locations of these land use categories. An expanded discussion of the Village's residential areas, along with detailed policies for residential development and improvement are provided in **Chapter 6: Residential Areas Plan**.

SINGLE-FAMILY DETACHED RESIDENTIAL

Single-family Detached Residential is, and should continue to be, the predominant land use designation in the Village. These areas provide for freestanding residential dwellings such as single-family homes. Single-family residential areas should consist of one detached single household per lot, organized into neighborhoods or

subdivisions. New homes should consider the established character of surrounding single-family areas. In some single-family portions of the Village there are stand-alone commercial uses. These uses should transition to residential lots over time to sustain the residential character of neighborhood blocks.

SINGLE-FAMILY ATTACHED RESIDENTIAL

Areas designated as Single-Family Attached Residential provide for single-family homes that share a common wall such as duplexes, townhomes, and rowhomes. Single-family attached residential development exists in several locations in the Village and additional areas are recommended to increase density near Downtown and the Metra Station and to serve as a transitional land use between business uses and single family neighborhoods.

MULTI-FAMILY RESIDENTIAL

Multi-family Residential areas provide opportunities to accommodate multiple residential dwellings in the same building. Examples include both apartment buildings and condominiums. Responding to community input, the Comprehensive Plan identifies no additional Multi-Family Residential Areas, but does provide for multi-family units as a component of mixed-use development within Downtown.

COMMERCIAL



A wide range of commercial uses ensures that residents have places to shop and dine and access to services. Commercial areas also help to diversify the tax base of the community and provide revenue to the Village to fund its operation and capital projects. Uses within the commercial areas include retail, professional and personal services, restaurants, taverns, and more, while the size of these uses range from smaller-scale independent businesses to large-scale national retailers. The Comprehensive Plan classifies Westmont's commercial areas into the following 4 classifications: General Commercial, Corridor Commercial, Downtown, and Office/Business Park. An overview is provided below while **Chapter 7: Commercial Areas Plan** and **Chapter 8: Subarea Plans** provide an expanded discussion of these uses along with detailed policies for development and improvement.

GENERAL COMMERCIAL

General Commercial areas are intended to accommodate less intense commercial uses to primarily cater to the day-to-day needs of Westmont residents. These areas can accommodate a wide range of commercial uses including retail, service, and office, and should be generally compatible with nearby residential areas. Areas designated as General Commercial are primarily smaller lots situated along Cass Avenue and Naperville Road.

CORRIDOR COMMERCIAL

Corridor Commercial areas provide for businesses to both serve the daily needs of Westmont residents as well as a destination for the larger market. The Corridor Commercial areas can be found along both Ogden Avenue and 63rd Street, major regional arteries that pass through the community. These corridors offer the visibility

and access desired by commercial businesses such as grocery stores, restaurants, and retail stores. Development within the Corridor Commercial areas can consist of both standalone buildings/sites such as big box retail and auto dealers or a multi-tenant building in a mall or plaza.

DOWNTOWN MIXED-USE

As the Village's center and focus of a range of activities from civic and business to entertainment and residential, the downtown should provide for an appropriate variety of land uses. Mixed-use buildings should be encouraged to accommodate first floor retail/restaurant uses with office or residential above. Situated around the Westmont Metra Station, Downtown provides a tremendous opportunity for transit-oriented development which should consist primarily of mixed-use development that fosters an active pedestrian oriented node. More specific recommendations for Downtown are presented in **Chapter 8 – Subarea Plans**.

LIGHT INDUSTRIAL/BUSINESS PARK

Areas designated as Light Industrial/Business Park provide for employment uses within the Village of Westmont. The visibility and access needs of office and business uses differ somewhat from other commercial land use types due to the nature of their work. Uses within these areas should consist of office and business uses, ranging from multi-story buildings found in the Pasquinelli Drive Office Park to more industrial type uses at Ty Warner Industrial Park and along Vandustrial Drive.

PUBLIC/SEMI-PUBLIC

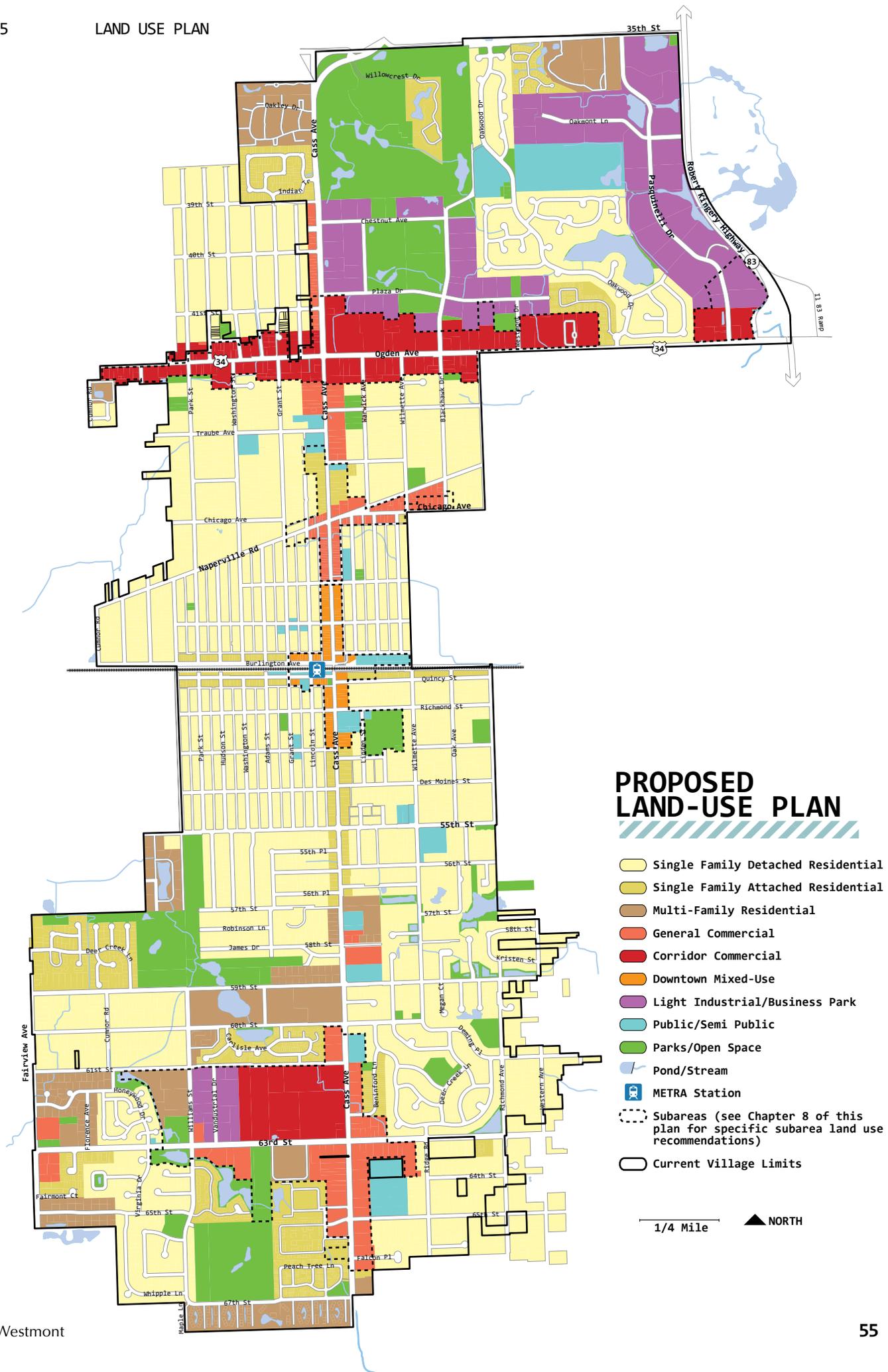


Public/Semi-Public land uses include land used for facilities such as government buildings, community service providers, utilities, and religious institutions. These uses are found throughout the Village and are typically located based on their need to serve their constituents, members, or targeted population. Through this designation the Land Use Plan expresses a desire for these parcels to remain as a public or semi-public use. **Chapter 8: Community Facilities Plan** provides an expanded discussion of these areas along with detailed policies and recommendations.

PARKS/OPEN SPACE



Parks/Open Spaces as a land use are public or privately owned areas used for parks and recreational uses, or lands intentionally preserved in a natural state. As a group, these uses make up nearly 14% of the Village's land area. These land uses are located throughout the Village, range in size and purpose, and provide the community with many open space and recreation opportunities. The Land Use Plan identifies areas that should remain for parks and open. **Chapter 10: Environmental Features and Open Space Plan** includes a more detailed discussion of these areas and identifies policies regarding the preservation, maintenance, and expansion of Westmont's natural areas and recreation opportunities.





CHAPTER

6

RESIDENTIAL AREAS PLAN

The Residential Areas Plan builds upon the recommendations of **Chapter 5 – Land Use Plan** and presents additional policies and recommendations that pertain to the Village’s residential areas. The residential neighborhoods are one of the defining characteristics of the Village of Westmont, and account for the majority of its land use. As a primarily residential community, Westmont’s neighborhoods and residential areas are among its most important assets.

The Village’s housing stock is diverse in age, architecture, and overall design and character. The Residential Areas Plan builds on the three categories established in the Land Use Plan: single-family detached residential, single-family attached residential and multi-family residential, and further defines the type and locations of each kind of residential land use.

The Residential Areas Plan identifies policies that apply to the community as a whole although the issues these policies address are not necessarily present in every single one of the Village’s residential neighborhoods. As such, the application of Village-wide policies should be tailored to the needs and conditions of Westmont’s various neighborhoods.

Plan recommendations seek to:

1. preserve and enhance the Village’s housing stock;
2. maintain and/or reduce the ratio of rental units to owner-occupied units; and,
3. promote transit-supportive land uses, including multi-family residential and mixed use development within Downtown and near the Metra Station.

HOUSING MARKET IMPLICATIONS

The Village of Westmont has maintained a steady population over the last decade, but data indicates that households are growing older, smaller, and more affluent. The proportion of middle-age and senior households and upper income households are both increasing. While demand is likely to remain steady for owner occupied single-family homes, these demographic shifts point to increasing demand for multi-family and single-family attached housing, both for-sale and rental. For this reason, it is anticipated that multi-family units will continue to increase in terms of total percentage of housing stock. There may also be increased demand for senior housing, which is consistent with the trend throughout the region. The integration of multi-family housing as a component of downtown mixed-use should be strongly considered as a tool for providing such housing while also supporting downtown commercial uses. For the full analysis of the housing market in the Village of Westmont please refer to the Phase I: Existing Conditions Report that was completed as part of the planning process and is on file at the Village.

RESIDENTIAL LAND USE POLICIES

The Residential Land Use Policies establish Village policy on improving the residential character of the Village. The following policies will assist the Village in future decision-making regarding residential land use throughout the community:

- Preserve the character of the single-family residential neighborhoods of the Village by encouraging the maintenance and proper upkeep of existing structures while accommodating appropriately designed and scaled new construction.
- Using a condominium conversion ordinance, encourage the transformation of rental properties to owner-occupied condos to further stabilize the housing stock and strengthen the long-term residency characteristic of the Village's population.
- Provide a range of quality housing types that serve residents in all stages of life, including single-family homes of varying sizes and types and multi-family units of different sizes and types.
- Promote the development of owner-occupied dwelling units as a component of mixed-use development within Downtown to help foster transit-oriented development and an active downtown.
- Consider the potential impact of new residential development on the schools, public library, water, wastewater, and other municipal services.
- Study opportunities to provide senior housing in appropriate locations that provide proximity and easy access to daily goods and services.
- Provide sidewalks throughout Westmont's residential neighborhoods linking homes to schools, parks, and other destinations in the Village.
- Employ traffic calming measures to discourage "cut-through" traffic in residential neighborhoods as necessary.
- Enforce property maintenance codes for residential properties.
- Ensure residential areas are adequately screened/buffered from adjacent non-residential uses and activity.
- Remove stray commercial uses from residential areas in order to reinforce the neighborhood character on predominantly residential blocks.

RESIDENTIAL USES

Today, more than half of the Village's land area is occupied by residential uses, and the Land Use Plan recommends that Westmont continue to be primarily a residential community. Residential land uses in the Village are divided into 3 sub-classifications: single-family detached, single-family attached and multi-family, each described in this section.

The classification of residential uses is based on the dwelling unit type, and not form of ownership. Each type of residential category could conceivably contain both owner-occupied and rental, it is likely that each category does. For example,

a single-family detached home could be owned or rented by a family living there. Similarly, a multi-family housing development could be apartments (rented) or condominiums (individually owned).

SINGLE-FAMILY DETACHED RESIDENTIAL

Single-family Detached Residential is, and should continue to be, the predominant land use designation in the Village. These areas provide for freestanding residential dwellings such as a single-family home. Presently, single-family detached housing accounts for almost 70% of Westmont's dwelling units and the community desires to increase this percentage by either (1) promoting the construction of additional single-family detached units; (2) taking some existing multi-family units offline; or, (3) some combination of both of these efforts.

Single-family residential areas should consist of one detached single household per lot, organized into neighborhoods or subdivisions. The design and construction of new homes should take into consideration the established character of surrounding single-family areas.

CONTEXT SENSITIVE DEVELOPMENT

Existing homes between Ogden Avenue and 56th Street conform largely to a well-established grid system from the original plat for the Village. Homes in the western half of this area have detached garages that are accessed by an alley. The north, east, and south sides of this area have curb cuts and driveways from the street without rear alleys. North of Ogden Avenue and south of 56th Street, more recent residential development has occurred in a manner that deviates from the grid system with curvilinear streets and cul-de-sacs.

Since Westmont is a mature community, new single-family development will occur as either small lot subdivisions or as teardown/infill development. New development should be context-sensitive and compatible with the existing scale and density of the existing and established neighborhood. The Village could assist this effort by identifying design prototypes reflecting the existing character of homes within the residential areas of the Village or by creating a design manual illustrating design and building practices that could be deployed to ensure compatibility.

Improve Neighborhood Quality

A community survey conducted as part of the Comprehensive Plan asked respondents to rate the quality of the Village's housing stock. Most respondents stated that the overall quality of housing stock (appearance, cost, property maintenance) in the Village was good (50.9%) which was followed by 41.4% who rated it as fair. Less than 10% of respondents indicated the housing stock was excellent.

The housing stock is generally well maintained, and residents exhibit pride in their homes and neighborhoods. However, as a measure to protect its neighborhoods, the Village should continue to enforce codes and ordinances. Residential areas can also be improved through the provision of adequate community facilities and infrastructure improvements, including street and alley repair and maintenance.

Parkway Trees

Many of the streets within the Village's residential neighborhoods are covered with a canopy from mature parkway trees lining the street. These mature trees contribute significantly to the overall desirability and character of the neighborhoods and the Village as a whole. It is recommended that existing parkway trees be protected and preserved to maintain the character of the neighborhoods. It is also recommended that new parkway trees be planted along streets that currently do not have them, in an effort to improve the desirability of these areas and improve their overall character and appearance. Parkway trees not only improve the appearance of an area, they also increase property values and strengthen the environmental quality of a community.

"Cut-Through" Traffic

The residential neighborhoods between Ogden Avenue and 55th Street may be the most susceptible to non-local, or "cut through", traffic due to the grid street-pattern which provides better predictability for motorists. A combination of signage, improved traffic enforcement, and traffic management measures should be used to discourage cut-through traffic in all residential areas when it is identified as a problem, and a threat to a neighborhood's safety and residential quality of life. Through traffic should be routed around residential neighborhoods on arterial roadways and collector streets designed to carry higher volumes of traffic with minimal impact on residential areas.

Commercial Buffering

There are several areas throughout the Village where commercial properties abut residential neighborhoods. The use of horizontal and vertical buffering and screening, including berms, fencing, and landscaping, should be promoted to protect single-family neighborhoods from abutting commercial or industrial land uses.

SINGLE-FAMILY ATTACHED RESIDENTIAL

Areas designated as Single-Family Attached Residential provide for single-family homes typically share a common wall such as duplexes, townhomes and rowhomes, with each unit having direct access to outside. Single-family attached residential development exists in several locations in the Village, particularly in the northern and southern sections of the Village as a component of larger developments. Traditionally owner-occupied, these areas also assist in diversifying the Village's housing stock, providing opportunities for first-time homebuyers and empty nesters.

Transitional Uses

Additional single-family attached residential areas designated in the Land Use Plan include areas where this residential type can serve as a transitional use between single-family detached residential neighborhoods and more intense non-commercial areas such as busy commercial corridors or business use areas. Single-family attached residential development provides for more dense residential areas, promoting smaller units that may be more desirable for individuals and couples, rather than for families with children.

Transit-Oriented Development

Single-family attached residential can contribute to desired densities associated with a transit-oriented environment. On the north side of Quincy Street, west of the Village Hall, there are several row houses that back to the railroad and frame the fronting street. It is recommended that this development pattern continue on both Burlington and Quincy to help support the desired TOD environment and help buffer the single-family neighborhoods.

MULTI-FAMILY RESIDENTIAL

Multi-family Residential areas provide opportunities to accommodate multiple residential dwellings in the same building. Examples include both apartment buildings and condominiums. The majority of existing multi-family housing in Westmont is comprised of large tracts of land with low-rise buildings located along major roadways. There are also several residential subdivisions with townhome or duplex units interspersed near or within single-family neighborhoods.

Responding to community input, the Comprehensive Plan provides no additional Multi-Family Residential Areas, but does provide for multi-family units as a component of mixed-use development within Downtown. A priority of the community is to achieve the appropriate balance of single-family and multi-family residential in the Village to ensure the established character of the community is reinforced as a single-family detached community.

Rental to Condominium

The composition of the Village of Westmont's housing has a high percentage of rental units in comparison with surrounding communities. Throughout the outreach process, the community voiced a concern about the number of rental units and expressed a desire to convert rental units to owner-occupied condominiums.

Traditionally, a condominium conversion ordinance may be enacted to either protect rental tenants or preserve dwindling rental housing stock by inhibiting conversions. Westmont, however, seeks to do the opposite; encourage condo conversion to promoting home ownership, improve building maintenance, reduce transiency in schools, and strengthen community pride. The Village can help facilitate condo conversions by actively encouraging apartment building owners to convert their units. In addition, the Village can make the process easy and less costly to a building owner by waiving fees, creating an overlay district with different approval requirements, providing tax incentives, or establishing an expedited review process to streamline approval. There are several housing developers in Westmont who are exploring the feasibility of converting rental units into owner occupied senior housing. These are critical partners in achieving an important objective and the Village should strive to foster its relationship with them.

Other programs typically meant to assist apartment conversions from office, industrial, or other uses could be applied to condo conversions to help offset the physical improvements often necessary to make a project sellable or meet building codes. These options might include:

- Adaptive reuse incentives – providing incentives for redeveloping an underutilized building
- Density bonuses – allowing an increase in the number of units for redevelopment or new development
- Context-sensitive tax credits – tax credits applied to projects that strive to reflect the traditional character of the surrounding context, especially in valued historic buildings and blocks
- Smart Growth incentives – granted to projects that meet Smart Growth objectives

Incentives can be any number of benefits including expedited review, requirement/regulation exemptions, tax credits, loans and grants, and technical assistance.

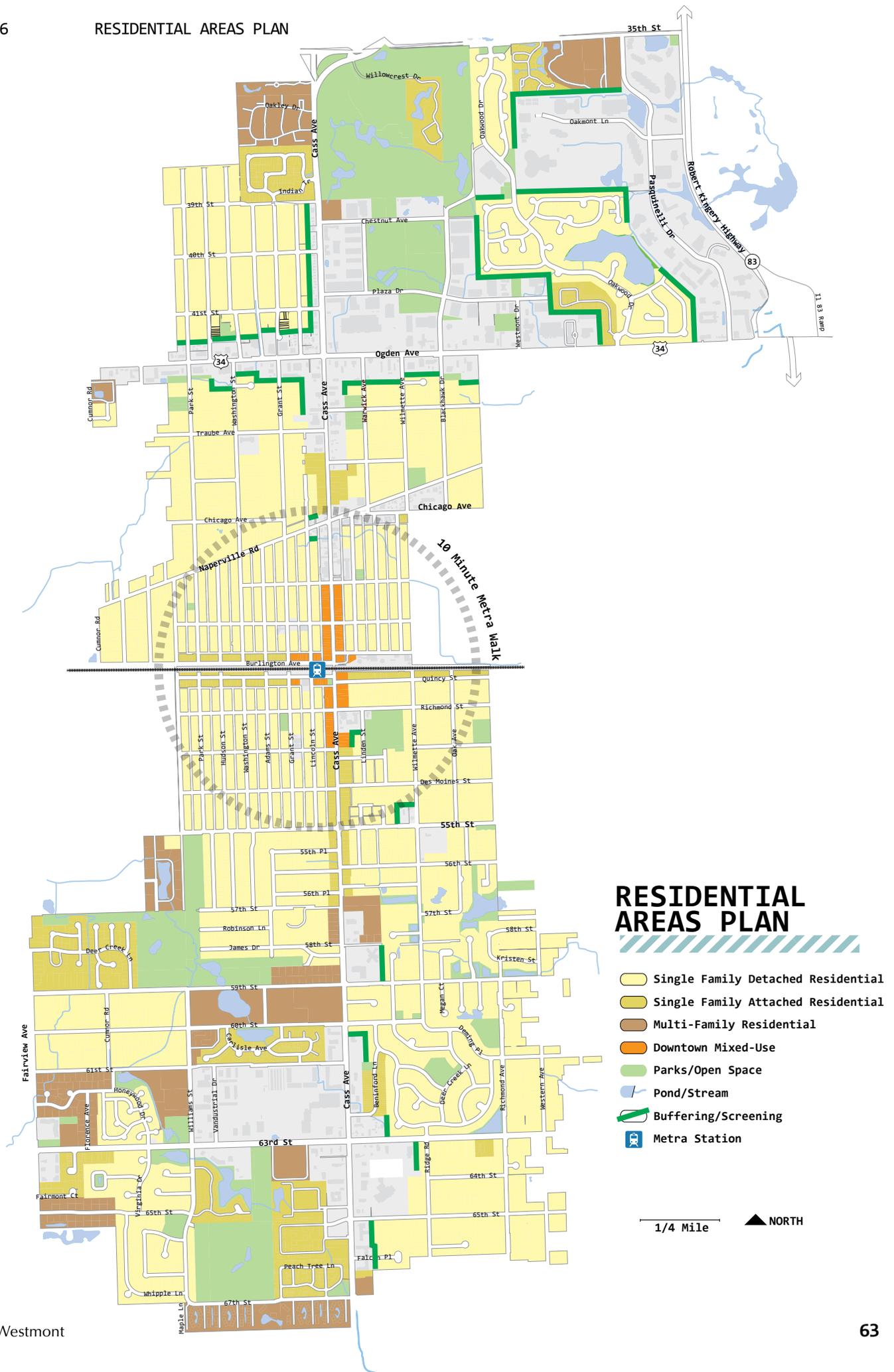
After a building is converted, there are a number of local, state, and federal programs to assist first-time homebuyers that the Village could promote or adopt. The DuPage Homeownership Center, Illinois Housing Development Authority, Illinois State Treasurer, U.S. Department of Housing and Urban Development, and many municipalities in the region all have versions of these programs. Common ones are tax credits, low or no-interest mortgages, grants for down payments or closing costs, financial management classes, and pre-purchase counseling.

Downtown Mixed-Use

In addition to areas designated as Multi-Family Residential on the Land Use Plan and Residential Areas Plan, the Plan also provides opportunities for multi-family residential development as a component of mixed-use development within Downtown. The Village has embraced transit-oriented development within Downtown near the Metra Station, thus providing new opportunities for mixed-use residential development. More detailed recommendations relating to the development within the Downtown can be found in **Chapter 8 – Subarea Plan**.

Senior Housing

Senior Housing is an essential component of the Village’s residential offerings and should be appropriately accommodated in select locations. The notion of “aging in place” is important, as it allows residents to remain in the Village as they progress through the different stages of life. Although the Residential Areas Plan does not call out specific locations for senior housing, the Plan recognizes the importance of developing additional senior housing within the community to accommodate the Village’s existing and future senior population. In general, senior housing can be in the form of single-family detached, attached, or multi-family dwellings. As locations are considered, preference should be given to proximity to transit, goods, and services. The ability to walk to restaurants, shops, transit, entertainment, and services is important to seniors as it reduces their dependence on automobiles for daily needs. Given issues of proximity, areas within or near the Downtown and the Village’s Metra Station should be considered ideal for senior housing. Exploring partnerships with existing senior housing providers could be a way to ensure the provision of quality senior housing options in desirable locations.



RESIDENTIAL AREAS PLAN

- Single Family Detached Residential
- Single Family Attached Residential
- Multi-Family Residential
- Downtown Mixed-Use
- Parks/Open Space
- Pond/Stream
- Buffering/Screening
- Metra Station

1/4 Mile ▲ NORTH



CHAPTER

7

COMMERCIAL AREAS PLAN

The Commercial Areas Plan builds upon the recommendations of *Chapter 5 – Land Use Plan*, presents additional policies and recommendations that pertain to the Village’s commercial areas, and provides an initial framework for *Chapter 8 – Subarea Plans* which provides even more detailed recommendations. Commercial uses are key to the Village’s tax base and represent the largest percentage of the Village’s revenue. A wide range of commercial uses exist in the Village, providing a variety of goods and services to residents.

In general, some commercial areas are newer, well maintained, well occupied, provide a desirable mix of uses, and are generally considered attractive. Other commercial areas and shopping centers are older/dated, suffer from deferred maintenance and obsolescence, and suffer from a less desirable mix of uses and higher vacancy rates. Westmont’s commercial corridors and its downtown play a significant role in establishing perceptions about the Village. Motorists traveling through the community, visitors shopping in the corridors, and commuters passing through Westmont via Metra experience and view these high profile areas, and they can create perceptions both good and bad for the entire community.

An overall goal of the Comprehensive Plan is to improve the appearance and function of the existing commercial areas and attract new commercial development to under-performing infill sites as well as new development areas in the future. These areas are high-profile properties that attract visitors to the area and therefore play a significant role in defining the image of the community. Each new commercial development should be considered an opportunity to incrementally improve the appearance and character of the community by ensuring that new development uses quality building materials and provides attractive architecture as viewed from all sides, is well-landscaped and incorporates appropriate pedestrian amenities, and provides an overall high-quality design and appearance.

Plan recommendations seek to:

1. Expand shopping opportunities for residents;
2. Strengthen and diversify the Village’s tax base;
3. Improve the image, identity, and character of the community;
4. Maximize the potential provided by regional traffic; and,
5. Provide employment opportunities



LABOR & WORKFORCE MARKET IMPLICATIONS

Westmont has a diverse employment base that many communities strive to achieve. Although local employment has decreased in recent years, projections for DuPage County indicate there is potential for the Westmont economy to regain lost jobs and expand in the coming years. With a diverse range of employers and an employment base that is slightly larger than the local labor force, Westmont has a strong local economy that should stabilize over the long term.

Moving forward, the Village of Westmont should continue to focus on balanced economic growth and work to attract and retain employers across a range of industries. The sectors employing the most workers within Westmont, namely Health Care and Social Assistance, and Professional, Scientific and Technical Services industries, are also the region's fastest growing industries. The community should continue to support its office and industrial employers and promote the development of areas to accommodate additional non-retail employment.

For the full analysis of the labor and workforce market in the Village of Westmont please refer to the Phase I: Existing Conditions Report that was completed as part of the planning process and is on file at the Village.

RETAIL MARKET IMPLICATIONS

Westmont is a built-out community located within a well-established commercial landscape. As such, Downtown Westmont and the community's commercial corridors must compete with retail areas in neighboring communities, the most significant of which being the 75th Street/Lemont Road corridor. Despite a relatively saturated market place, there may still be opportunities to expand retail that caters to local needs and takes advantage of the limited level of retail development in the areas to the south and southwest of the village.

Reinvestment

Given current and near term market conditions, this may be an appropriate time to invest in retaining and expanding existing businesses. While new development should be encouraged, the Village of Westmont may see a larger return for its efforts if it were to focus on reinvesting in and repositioning established commercial areas.

For example, portions of the Ogden Avenue and Cass Avenue corridors suffer from poor appearance, access management and circulation issues, and aging or functionally obsolete development. Investments in beautification, transportation improvements, and building renovation may help reinvigorate commercial areas that have not witnessed significant reinvestment or redevelopment in recent years.

Downtown Westmont

The downtown area will continue to face competition from within the community given its close proximity to both the Ogden Avenue and 63d Street corridors. As such, the area's traditional downtown environment should be preserved as a unique asset that separates it from the more auto-oriented commercial areas. A retail gap analysis indicates that there are several retail categories, such as grocery stores, florists, and stationary/gift shops, that demonstrate the potential to accommodate additional storefronts within the local market area and that are well-matched to a traditional downtown, mixed-use environment.

For the full analysis of the retail market in the Village of Westmont please refer to the Phase I: Existing Conditions Report that was completed as part of the planning process and is on file at the Village.

COMMERCIAL AREAS PLAN AND POLICIES

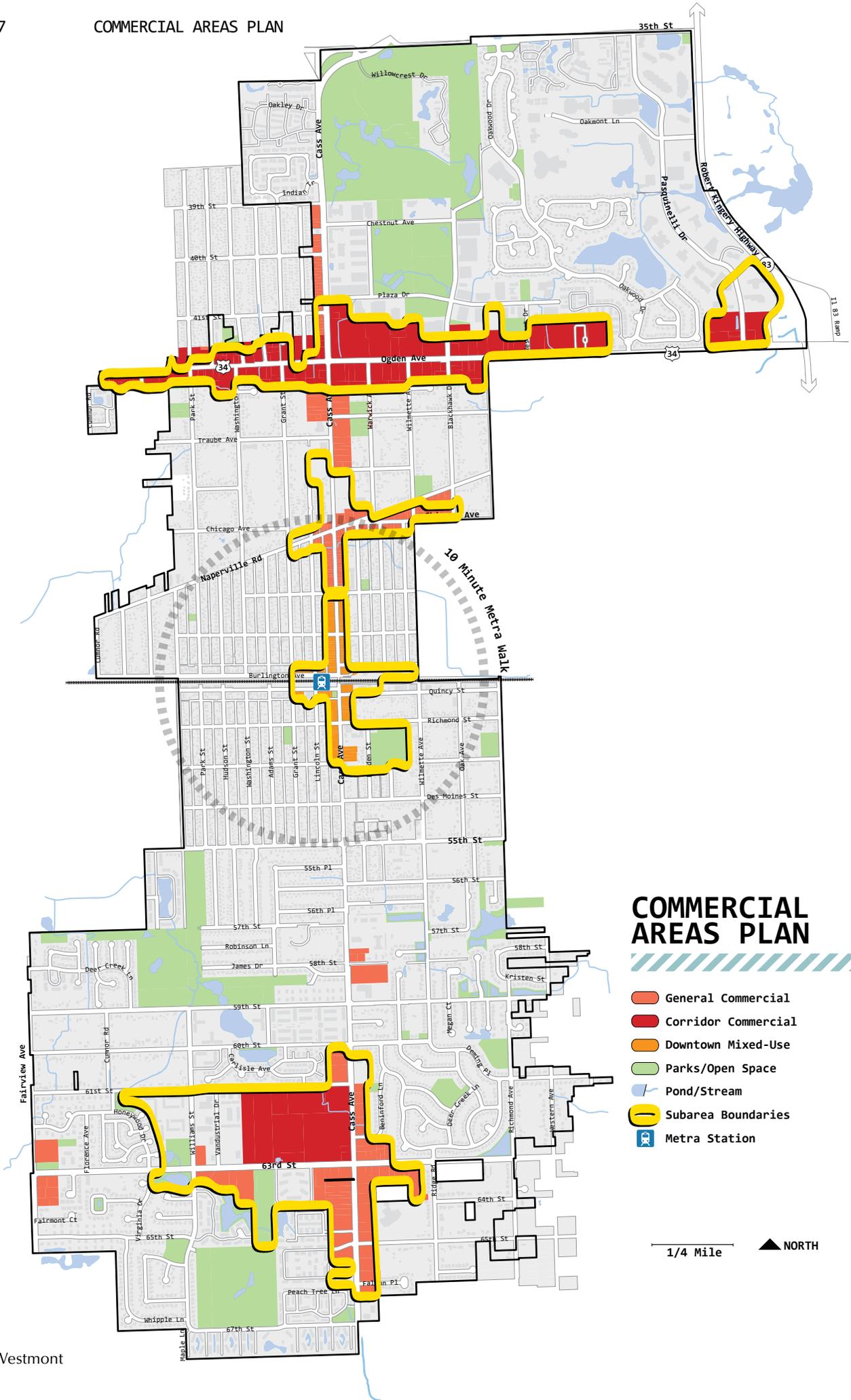
The Land Use Plan designates four commercial land use categories: General Commercial, Corridor Commercial, Downtown Mixed-Use and Light Industrial/Business Park. The following policies will assist the Village in future decision making regarding commercial land use areas throughout the Village:

- Continue to provide a mix of different types of commercial development to keep the Village's tax base diverse while at the same time providing a range of shopping opportunities within the Village for Village residents.
- Strengthen the role, function, and "uniqueness" of each commercial area to bolster the Village's identity as well as the identity and place making of each area.
- Promote connectivity between commercial areas and residential neighborhoods, Pace Bus routes, and the Westmont Metra Station.
- Consider the use of parking maximums to prevent businesses from providing excess parking.
- Continue to work with existing property owners and businesses to improve the appearance of their façades and sites to help improve the appearance and image of the commercial areas and the Village of Westmont.
- Promote the transit supportive mixed-use development in Downtown to improve its vitality and housing options for residents.
- Improve the appearance of the surface parking lots along the Village's commercial corridors with landscaped islands, trees, and perimeter landscaping and screening.
- Encourage cross-access and shared parking areas between commercial uses to improve synergy between adjacent commercial uses and prevent unnecessary trips on to public streets.
- Buffer and screen commercial uses from adjacent residential areas.
- Encourage larger commercial developments to incorporate "green building" techniques and best management practices.

SUBAREA PLANS



In addition to identifying appropriate areas for commercial land uses, the Comprehensive Plan contains a detailed analysis of 4 key commercial areas in the Village, including the Ogden Avenue Corridor, Cass Avenue and Naperville Road, Downtown, and 63rd Street and Cass Avenue. The purpose of examining targeted subareas is to provide more specific recommendations for these important commercial areas of the Village. These areas are a concern to most residents, are most likely to change, face increased redevelopment pressure, have significant vacant or underutilized properties, are “tired” and in need of revitalization, or all of the above. Subarea plans for these areas can be found in next chapter of the Plan.



COMMERCIAL AREAS PLAN

- General Commercial
- Corridor Commercial
- Downtown Mixed-Use
- Parks/Open Space
- Pond/Stream
- Subarea Boundaries
- M Metra Station

1/4 Mile NORTH



CHAPTER

8

SUBAREA PLANS

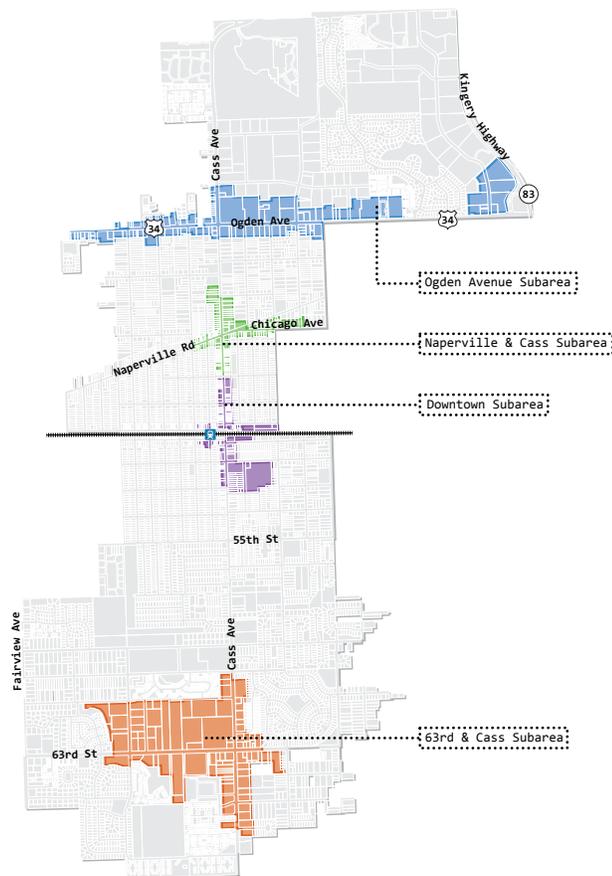
Westmont is a diverse community with distinct functional areas. While all these areas are an important part of the community, there are several portions of the Village that, because of high visibility, local significance, or redevelopment opportunity, have been identified as subareas to be studied in greater detail. This chapter describes specific recommendations related to four subareas with Westmont:

- Ogden Avenue
- Naperville Road and Cass Avenue
- Downtown
- 63rd Street and Cass Avenue

The map below illustrates their locations.

Each subarea plan includes recommendations based on three primary categories:

- A Land Use Framework that identifies what kinds of activities should take place and where there are opportunities for redevelopment,
- An Access Framework that identifies the key transportation improvements that will enhance local and regional multi-modal mobility, and
- An Image and identity Framework that describes how each subarea can utilize streetscaping, gateways, and investment in private development to enhance the character of Westmont.



OGDEN AVENUE SUBAREA

The Ogden Subarea includes retail, service, and office uses. The subarea is surrounded by strong industrial uses, office parks, and stable single family and multi-family residential neighborhoods.

The subarea consists of the parcels directly adjacent to the Ogden Avenue corridor to the north and south, village limits to the east, and village limits to the west. Within this 2.2-mile regional corridor through the north side of the Village are several areas with unique functional and physical characteristics.

The goals of the Ogden Subarea include improving the image, appearance, and overall attractiveness of the corridor, as well as leveraging the high visibility provided by Ogden Avenue to foster new investment in quality development that overcomes local challenges and creates a unique Westmont character along an important regional arterial. Proximity to four regional arterials/highways (Route 83, Interstate 88, Interstate 355, and interstate 294) as well as strong existing commercial development make Ogden Avenue an important asset for the Village. However, in order for positive change to occur, several barriers must be overcome, including small development parcels, a lack of coordination of uses, no real sense of place or identity, and IDOT jurisdiction over the public right-of-way.

This subarea plan identifies four distinct character districts along Ogden Avenue:

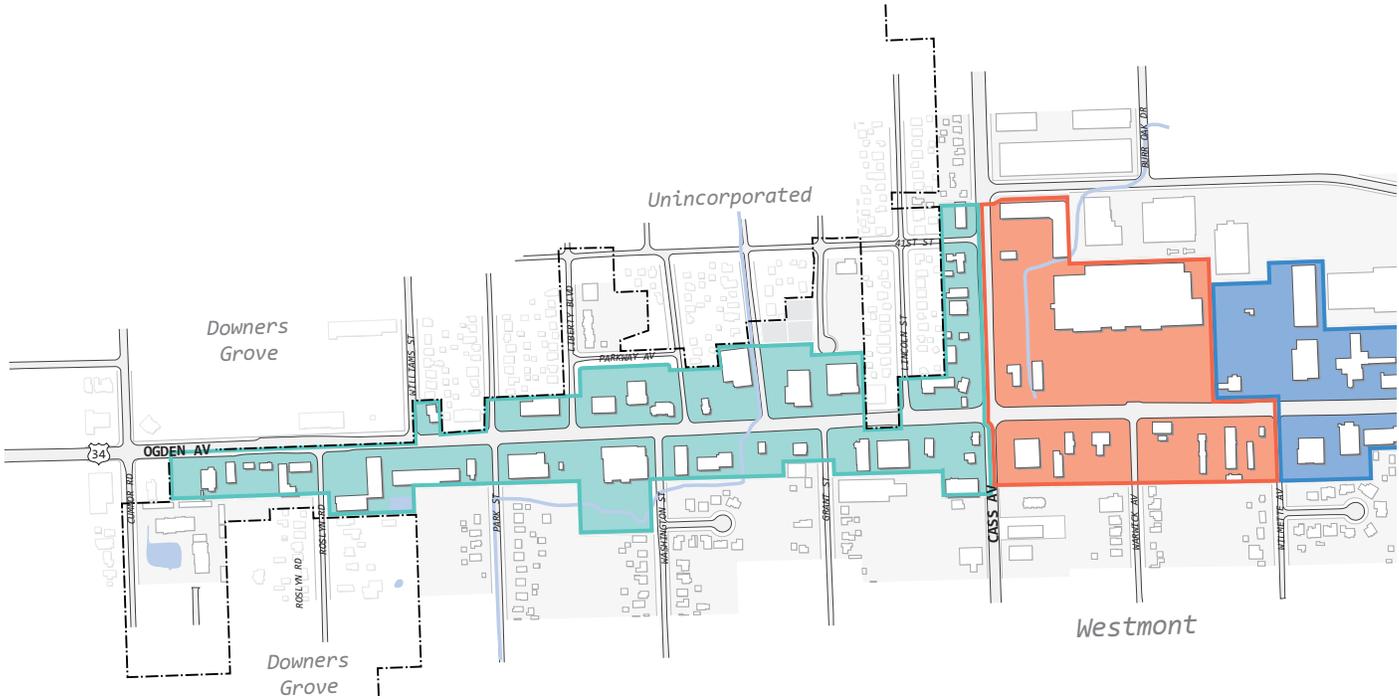
- The East gateway
- The Auto Mile
- Ogden and Cass
- The West Gateway

Each framework plan within this section provides recommendations for both subarea-wide improvements and district-specific enhancements.





Ogden Avenue Overall Character Districts



West Gateway Character District

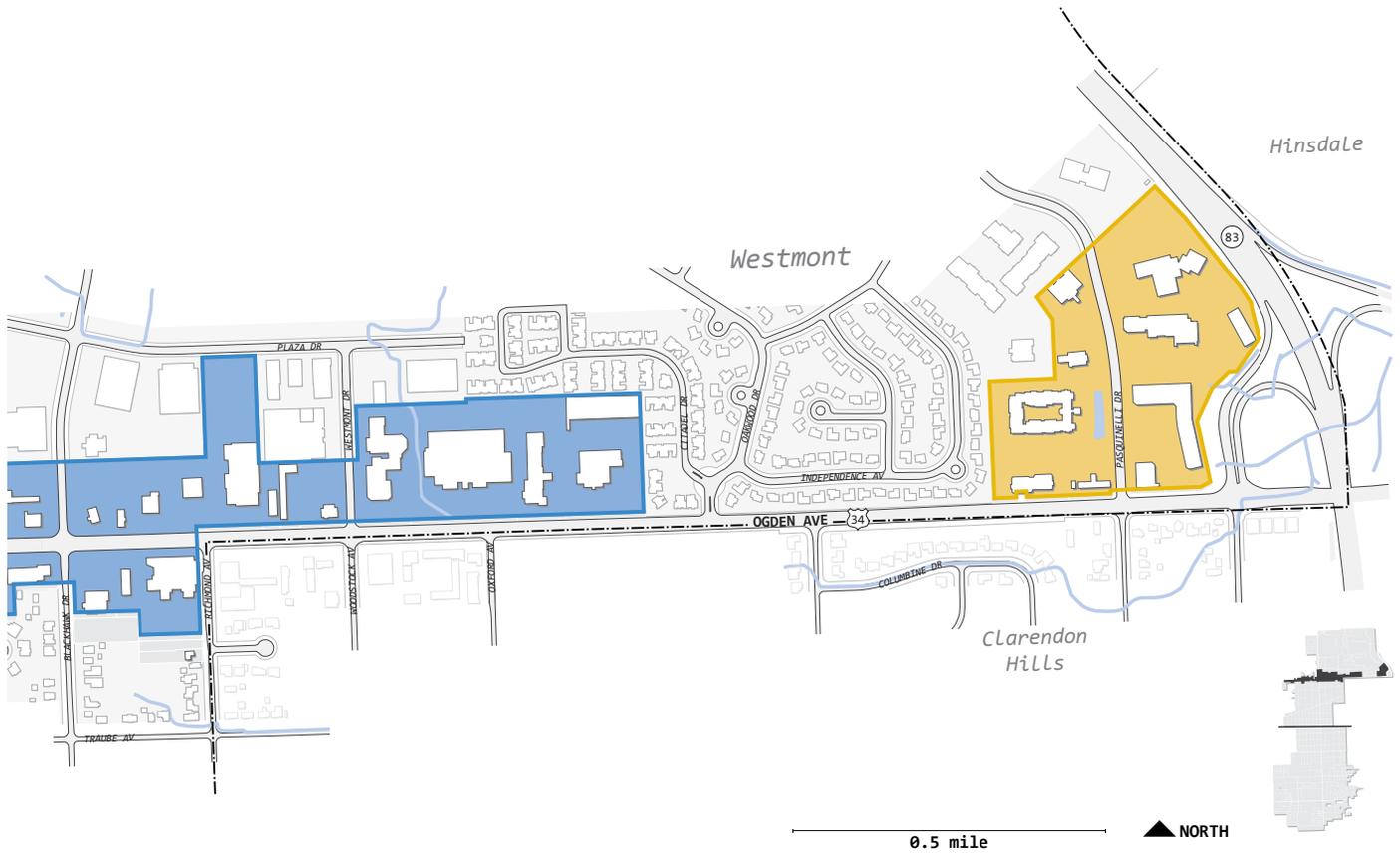
The West Gateway character district is important because it provides an opportunity to establish a clear entry into Westmont. Currently, there is no intelligible difference between Downers Grove and Westmont on this portion of Ogden Avenue. The West Gateway district should strive to integrate signage, streetscaping, and development character in order to create a unique environment that feels distinctly different than its neighbors.

The West Gateway character district includes lots that front on Ogden Avenue or Cass Avenue up to approximately 41st Street. There are several locations where parcels on the north side of the street are outside of Westmont’s municipal boundary. Some parcels on both sides of Ogden that are in Westmont abut other municipalities. Still, all development along this corridor minimizes the impacts of commercial activity on surrounding neighborhoods.

Ogden & Cass Character District

The Ogden and Cass character district, centered around the intersection of two of Westmont’s most prominent corridors, is home to the largest commercial development lots in this portion of the Village. The centerpiece of the district is a multi-tenant shopping center that includes a Jewel-Osco, Hobby Lobby, and Micro Center electronics retailer. To the north is a strip center hosting local restaurants and retailers. The south fringe of the district include small- to medium-lot commercial uses in individual parcels.

The primary goal of this character district is to strengthen the presence of the main shopping center. As the anchor to the area, it offers great benefit to surrounding commercial uses. Its long-term stability, along with more incremental improvements to smaller lots, can enhance the image and functionality of this community focal point.



Auto Mile Character District

The Auto Mile character district includes a mix of small- to -medium sized development lots hosting local goods and services, restaurants, and regional automobile sales centers. This includes ten major auto dealers, many of which offer luxury brands, which collectively generate high levels of sales tax revenue for the community. Though the physical character of this portion of Ogden Avenue is nondescript, the agglomeration of auto dealerships introduces a unique opportunity for a coordinated environment.

The character district begins with the Oakbrook Toyota dealership just west of Citadel Drive, and includes properties fronting on Ogden Avenue west to Wilmette Avenue. In this segment of Ogden Avenue, development on the north side of the street backs up to office or industrial development, while development on the south side abuts residential neighborhoods.

The goal of the Auto Mile character district is to create a more attractive environment in which patrons can easily access auto dealerships through a coordinated network of access points and linkages. It should also strive to minimize the impact of commercial activities on nearby residential neighborhoods. Since this district is not the sole location of auto dealerships, these objectives can also be applied elsewhere in the corridor.

East Gateway Character District

The East Gateway character district serves as the most visible gateway to Westmont with traffic entering from the east on Ogden Avenue and from IL 83. The district includes the St. James Crossing shopping center, as well as other office or service uses that front on Ogden Avenue or the first ¼-mile of Pasquinelli Drive.

The East gateway character district includes a diverse mix of retail, office, hotel, and healthcare uses. It is bound to the east by a limited-access portion of IL 83, to the west by single-family residential, and to the south by Ogden Avenue and residential areas in the Village of Clarendon Hills. This district should serve as an attractive entry point to Westmont and establish an overall character that is unique from other communities on Ogden Avenue. It should also maximize the benefit of regional access provided by IL 83 to surrounding communities in the western suburban market.

OGDEN AVENUE LAND USE FRAMEWORK

Ogden Avenue is an important regional corridor that includes much of Westmont's most prominent development. This subarea should strive to meet the following goals with a more focused consideration given to specific opportunities and constraints issues that exist in the individual character areas as described in subsequent paragraphs.

OGDEN AVENUE LAND USE CONCEPT

Ogden Avenue is a complex corridor, and the future land use pattern will depend upon a variety of conditions that change along the corridor, such as parcel depth, access and visibility, ownership patterns and ability to assemble properties, and relationships to surrounding land uses. The Land Use Framework identifies the following as categories that describe the general nature of desired development within the subarea.

Anchor Retail Centers include development areas with high levels of access and visibility, as well as adequate parcel size to accommodate medium- to large-footprint retail stores. Outlot development may accommodate smaller uses towards the Ogden Avenue frontage. Generally, land uses should include regional retail, and local retail, restaurants, or services as secondary uses.

Local Retail Centers include lots that can accommodate substantial multi-tenant commercial development but not to the scale or intensity of anchor retail centers. These developments are often anchored by modest mid-box tenants, and are supported by local retail, restaurant, or service uses. Where possible, outlot development may provide additional commercial square footage.

Local Commercial Areas include small to medium size lots that can accommodate single-tenant development or modest multi-tenant shopping centers. Desired uses in these areas include small retail stores, services, and restaurants. Small offices may be compatible with the area as a secondary use.

Professional Office/Services Areas include areas with good access but a lower level of visibility from Ogden Avenue. The larger lots that exist in these areas can accommodate developments of significant scale. Appropriate land uses for these areas include offices, low-impact industrial activities, and destination services (i.e. day care, small medical offices, etc.)

The Regional Auto Center includes an agglomeration of auto dealerships. Development in this area should focus on land uses that enhance patron experience or dealership operations and image (i.e. restaurants, vehicle storage and inventory garages, test drive areas, etc.)



Ogden Avenue development should balance regional auto-oriented uses with good building and site design.

WEST GATEWAY DISTRICT

The West Gateway character district is made up of local and franchise restaurants, a bowling alley, auto service and detailing, local offices, and small multi-tenant shopping centers. Typical parcel depths range from 180' to 200'. In many instances, however, commercial development has absorbed residential lots to create parcels up to 425'. Development should continue to include secondary retail, office, and service uses, but should respect adjacent residential neighborhoods by installing proper buffers/screening. The area's best opportunities for significant reinvestment would be realized through lot acquisition/consolidation to create larger projects with a more substantial impact on the existing character. These notions could be advanced through the use of TIF or other economic development tools.

OGDEN & CASS DISTRICT

The current land use pattern in the Ogden and Cass character district includes a broad variety of small commercial uses surrounding a commercial center with significant anchors. The shopping center has made the most of available land, access from two primary frontages, and office, recreation, and industrial uses to the north. However, the remainder of the areas is hemmed in by surrounding residential areas. Additional out-lot development is possible along the Ogden Avenue frontage of the primary commercial center. Such development should result in buildings and sites that benefit from a high level of visibility and establish an attractive character for the district. The vacant motel, car wash, and existing gas station on the south side of Ogden Avenue just east of Warwick Avenue represent potential for improvement if considered holistically. The connectivity, appearance, and use of these sites, whether developed individually or together, are important to the entire character district.

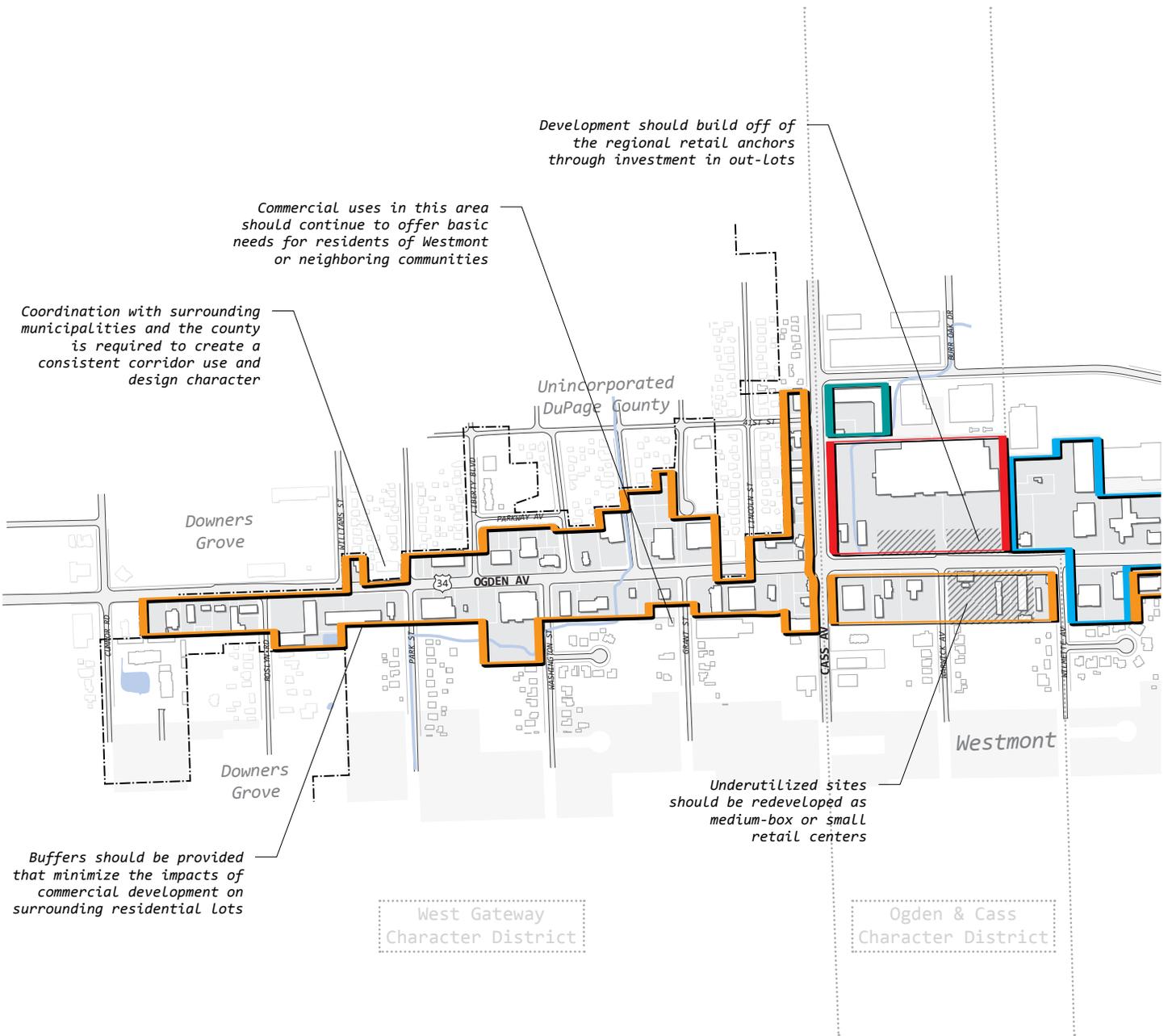
AUTO MILE DISTRICT

In essence, this character district is a regional destination for car buyers. This most prominent use, auto sales, is supported by local activities, such as restaurants, local offices, and a new Standard Market food store. While smaller lots are appropriate supporting uses, they could be absorbed into auto dealerships over time, though this is not considered a priority. As redevelopment occurs over time, extensive buffering and screening should be provided between commercial and residential uses.

EAST GATEWAY DISTRICT

The East Gateway character district's office development has established Pasquinnelli Drive as the Village's most contemporary professional office area. The visibility offered by Ogden Avenue and IL 83 support retail activities along the Ogden Avenue frontage, although limited parcel sizes and regional competition limit the potential of the area for regional retail. The St. James Crossing shopping center, with its mix of local retail, services, and restaurants, is the appropriate spectrum of uses for the area. The poor visual and physical access to the site, however, has led to vacancies. The International Plaza Shopping Center immediately north of St. James Crossing also suffers from poor visibility. This area should continue to serve local retail and commercial uses, but the shopping centers should be reconfigured to provide greater access and visibility from the Ogden Avenue corridor.



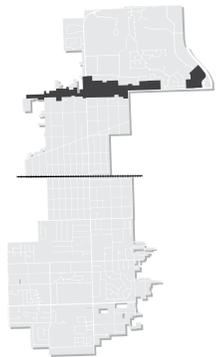
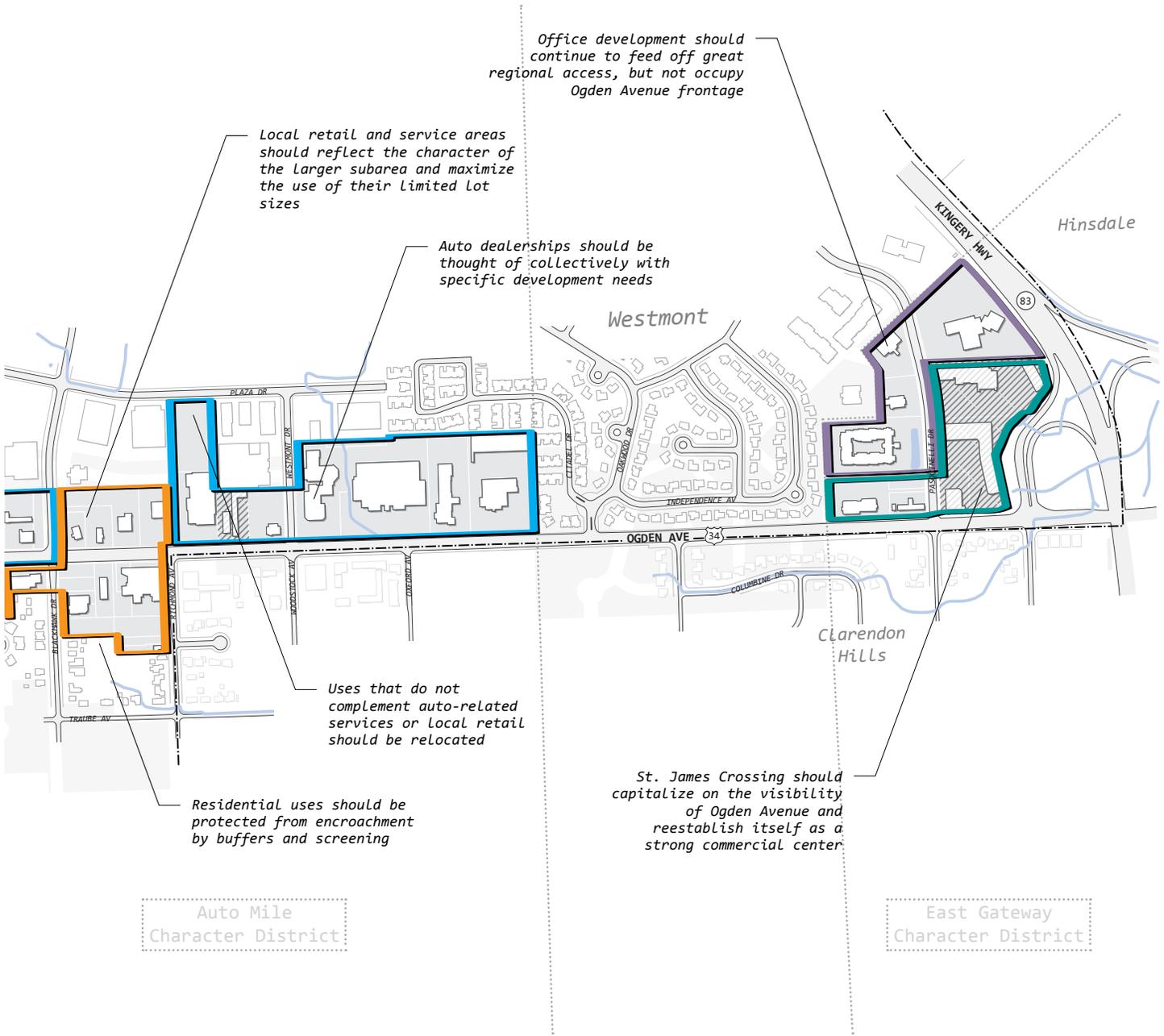


Ogden Avenue Land Use Framework

-  Anchor Retail Center
-  Local Commercial Area
-  Local Retail Center
-  Professional Office / Services
-  Regional Auto Center
-  Opportunity Sites

0.25 mile





OGDEN AVENUE

ACCESS FRAMEWORK



Ogden Avenue thrives because of its ability to provide efficient access between local uses and a regional market. Investment in transportation infrastructure and local development should strive to maintain vehicular mobility while enhancing pedestrian, bicycle and transit mobility to and throughout Westmont. The following represent overall goals for transportation and access in the Ogden Avenue corridor.

- Maintain the integrity of vehicular traffic flow on Ogden Avenue through the combined use of roadway infrastructure and traffic management technologies.
- Enhance access to local land uses through better managed curb cuts and on-site circulation.
- Create a comprehensive and safe pedestrian network throughout the corridor that connects to residential areas on either side of the corridor.
- Foster the use of transit through improvements in traffic signalization, facilities, and roadway infrastructure.
- Enable regional and local bicycle access by installing trail or path segments that provide access to local uses and link to networks in other communities.

Access Concepts

The following recommendations provide a menu of specific improvements that would enhance the functionality of the multi-modal transportation system along Ogden Avenue.

Intersection Enhancements

Existing signalization on Ogden Avenue provides the opportunity to enhance multi-modal mobility along and across Ogden Avenue. These intersections should be modified to include countdown features and push buttons for pedestrians. The intersections should also include clearly delineated and highly visible crosswalks. Wherever possible, buffering, medians and other urban design elements should be used to create a more comfortable environment for pedestrians, bicyclists and transit users. These and other enhancements should be coordinated with IDOT design requirements and capital improvement plans.

Wayfinding

Several streets that intersect Ogden Avenue provide access to other amenities within Westmont. At strategic locations, wayfinding signage should be provided in order to foster efficient and direct access. Such signage should be unique to Westmont and highly visible to motorists, but not overwhelm the character of the corridor or signage for active businesses.



Cross-Access Circulation

Frequently, adjacent lots have dedicated curb cuts on Ogden Avenue and parking lots that abut but do not connect. Cross-access circulation between adjacent parking areas would provide several benefits, including reduced reliance on Ogden Avenue to access adjacent sites, the potential reduction of curb cuts and the opportunity to restore the pedestrian network, and development parcels that may be able to accommodate more development because less of the site is required for access and circulation.

Consolidated Curb Cuts

Site and access management is a significant issue on this portion of Ogden Avenue. There are several lots that have multiple curb cuts that occupy over half of the lot frontage. This frequently is a result of front yard parking lots with inadequate depth to safely provide on-site aisle circulation. To the greatest extent possible, curb cuts should be consolidated to remove potential conflict points and clearly define the private and public realms. This will both enhance traffic operations on Ogden Avenue and help stitch together a comprehensive pedestrian network along the corridor.



Existing breaks in the sidewalk network make pedestrian mobility difficult and unsafe.

Future Bike Paths

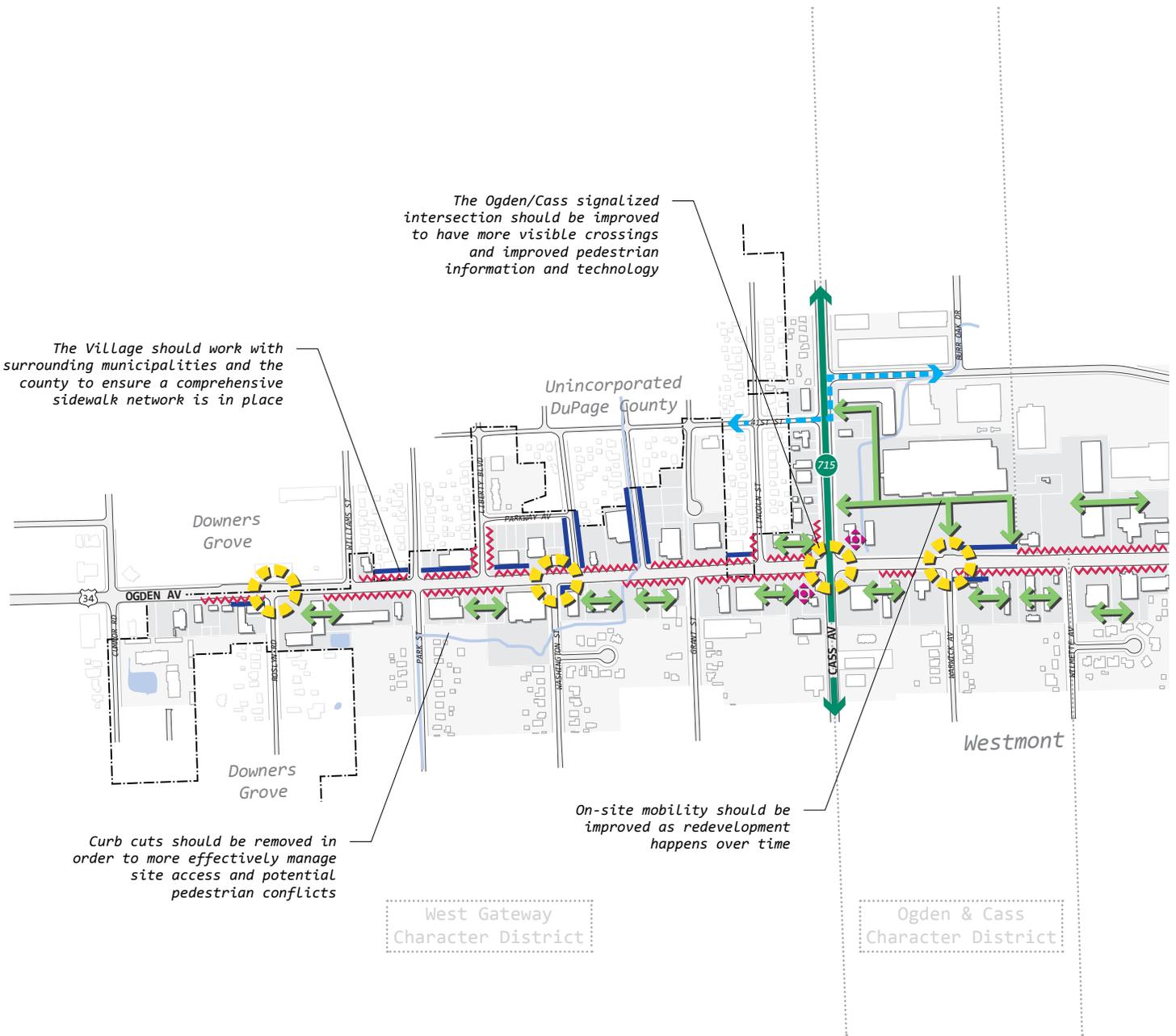
There is currently a designated bicycle route that runs on Pasquinelli Drive from 35th Street to Ogden Avenue. To the north, the bicycle route connects to the Oak Brook bike path network. However, the Village should work with Clarendon Hills to extend it south on Middaugh Road to connect to a proposed path segment on Chicago Avenue. This would tie the bike path network back into the core of Westmont and other neighborhood centers.

Sidewalk Enhancements

The primary challenge to safe pedestrian mobility throughout the corridor is the interrupted sidewalk network. Sidewalk enhancements along Ogden Avenue should be addressed in a three-pronged approach; 1) install segments where sidewalks currently do not exist, creating the foundation for a comprehensive network, 2) inventory and repair segments that are unsafe or do not meet accessibility requirements, and 3) ensure that surrounding blocks have pedestrian infrastructure that enables local residents to safely get to Ogden Avenue by foot. (This may require coordination with adjacent municipalities and DuPage County.) To the greatest extent possible, all sidewalks should be sited along the right-of-way line and a landscaped buffer should be provided between the sidewalk and roadway curb.

Transit Enhancements

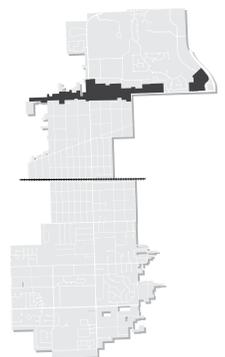
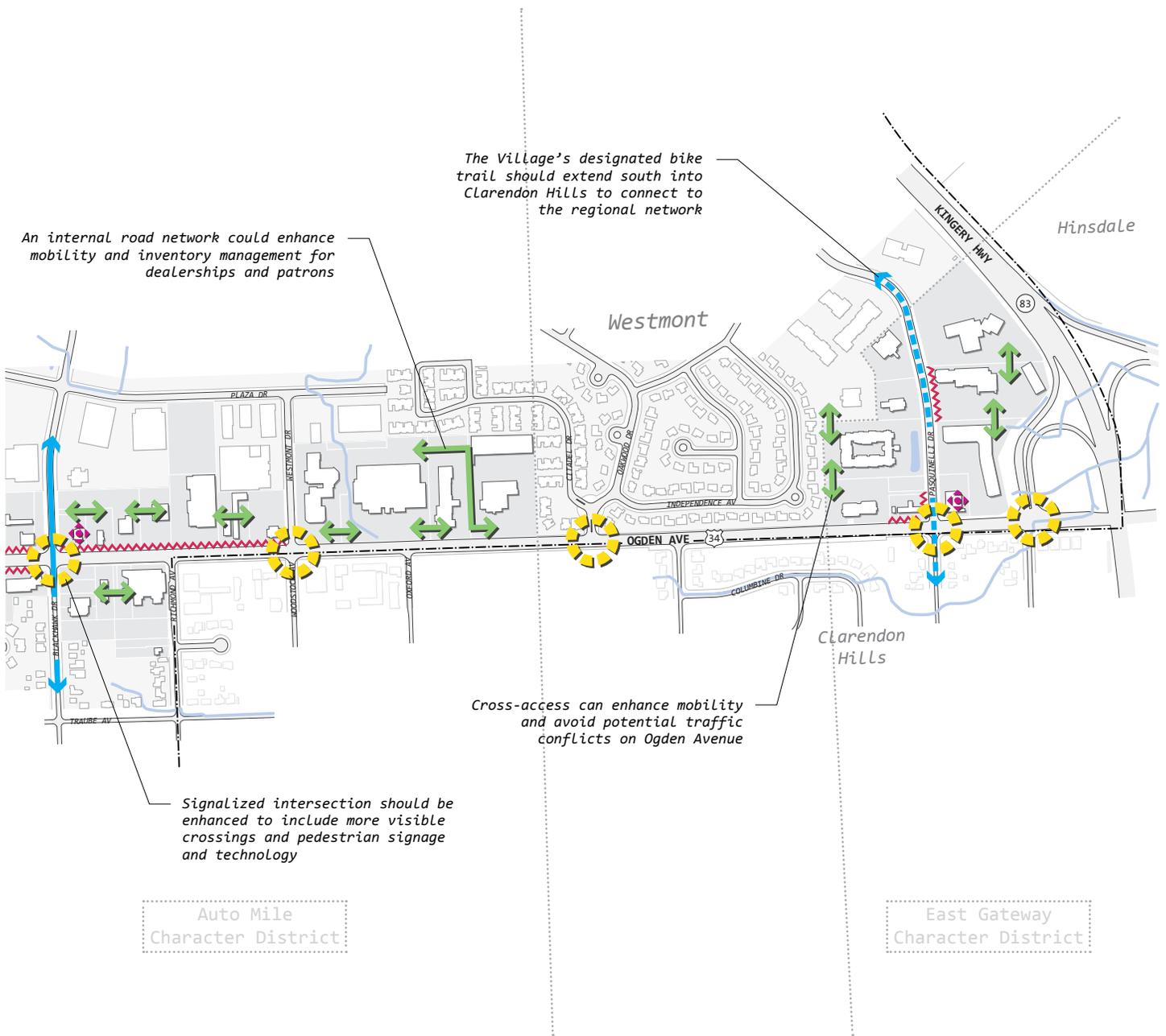
Pace route 715 serves Cass Avenue through the Ogden and Cass character district. Though the route provides access to Downtown Westmont and several other destinations in and around Westmont, transit facilities need to be upgraded in order to encourage bus transit as a reasonable option. Comprehensively addressing public realm, private realm, and transit improvements can create a more transit-friendly environment that enables access to the area for additional residents and shoppers. Actions include improving the sidewalk network and street crossings, eliminating curb cuts and on-site sidewalks, and updating shelters, maps and schedules, and real-time transit information.



Ogden Avenue Access Framework

- | | |
|--------------------------|-----------------------|
| Pace Bus Route 715 | Consolidate Curb Cuts |
| Intersection Enhancement | Existing Bike Route |
| Wayfinding | Planned Bike Route |
| Provide Cross Access | Sidewalk Enhancements |

0.25 mile NORTH



OGDEN AVENUE

IMAGE & IDENTITY FRAMEWORK

Image and identity are critical components of the long-term success of Ogden Avenue. The corridor accommodated approximately 32,000 vehicles per day, many of whom are coming from surrounding communities. For the most part, Ogden Avenue is mostly indistinguishable from one community to the next. Westmont has a significant opportunity to set itself apart through streetscaping, gateways, and improvements to private development.

Streetscaping

In some portions of the Ogden Avenue corridor, there is adequate parkway width to install decorative street lighting with banners that would establish a unique and distinguishable character in Westmont. In other areas however, the right-of-way is fully occupied by roadway or sidewalk. In these instances, opportunities should be sought to reconfigure private parking lots to accommodate a small parkway planting and lighting strip. In addition, to the extent possible, the Village should work with IDOT and local utility providers to coordinate the burying of overhead utilities with future roadway projects. In the eastern portion of Ogden Avenue where single-family residences back up to the north side of the corridor, a decorative median could be installed. Limited left-hand turning opportunities could be provided at cross streets, but the lack of active uses fronting on the corridor in this segment allows for a median that could significantly improve the character of the corridor.

Primary and Secondary Gateways

Gateway elements should be used to mark entry to Westmont or specific portions of the corridor. Primary gateways should be used at points of entry into the Village. These would announce entry to Westmont and establish the local identity of the community. Secondary gateways would denote specific areas within the corridor. For example, the agglomeration of auto dealerships could establish its own identity area through a secondary gateway and lighting banners that advertise themselves as a unique and unified district.

Enhanced Parking/Inventory Lots

There are several developments that feature large parking lots. These lots provide an opportunity to enhance the character and sustainability of the community. Parking lot screening and island landscaping would enhance the visual character of Ogden Avenue. Planting material would also advance the Village's vision of a more sustainable community by reducing stormwater runoff and the urban heat island effect. Permeable pavers could be used to dramatically reduce the stress placed on municipal infrastructure during significant rain events. Parking lot lighting should be closely regulated to avoid excessively tall or bright lighting, especially in areas where auto dealerships are clustered together.

Property edge landscaping should be required along all segments of Ogden Avenue. However, dealerships could be permitted a designated "showcase" area where landscaping and hardscaping is used to show off a selected product within a limited space. Since auto dealerships create comparatively large parking areas, landscaping,



Existing gateway signage is inadequate in terms of its conveyance of a local character and relationship to the speed of traffic flow on Ogden Avenue.

permeable pavers, and other sustainability measures should be used to create a more attractive environment and reduce the stress on local infrastructure.

Development Character

Private development plays as much of a role in defining community character as the public realm. Architectural design should integrate quality materials and site planning principles that help create an environment in which buildings have a direct relationship with the public street and complement the character of streetscaping elements. This does not imply strict control over design, but rather flexibility within a vocabulary of acceptable elements and materials.

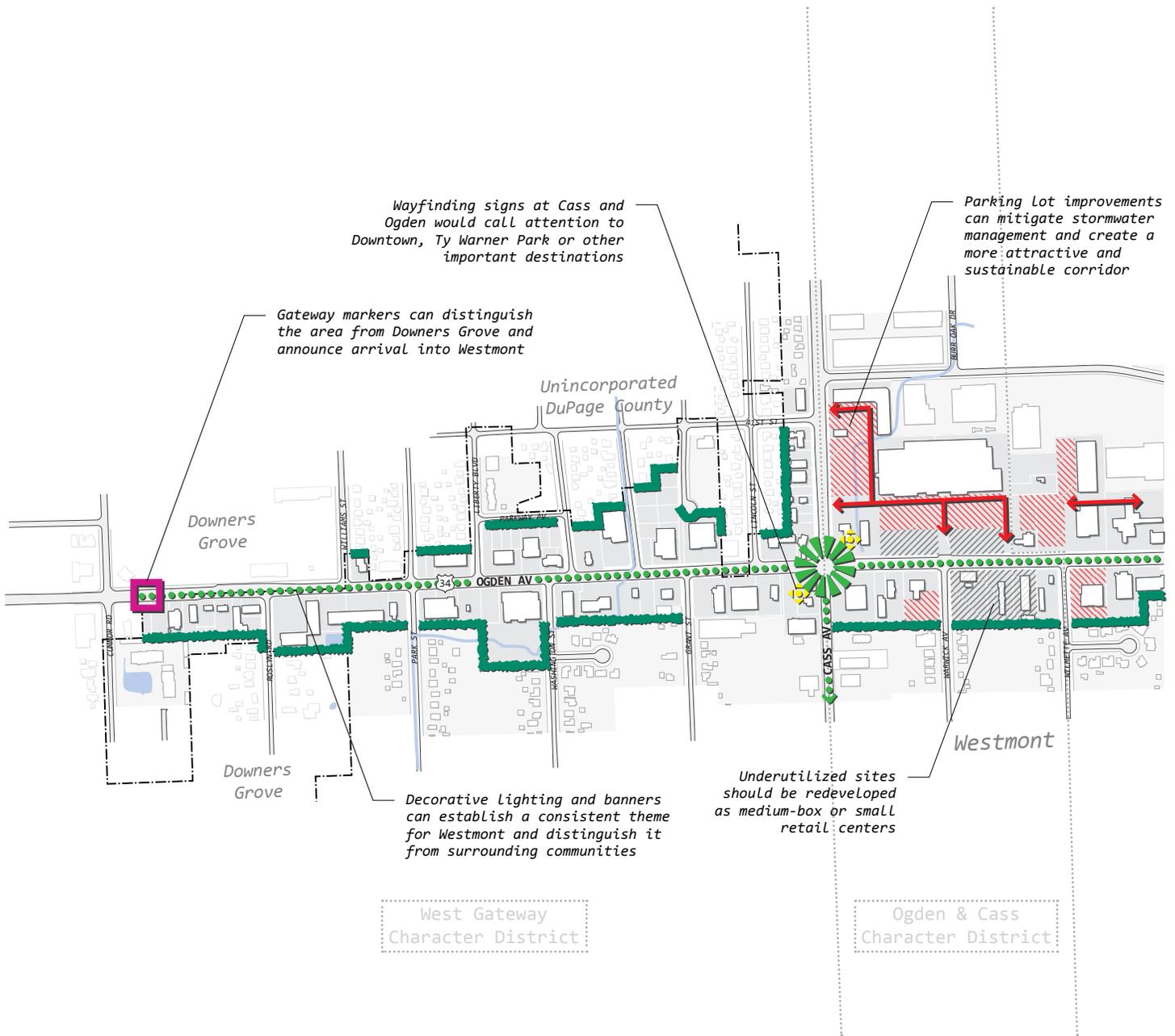
Building setbacks vary throughout the Ogden Avenue Corridor. To the extent possible, buildings should be located towards the front lot line with parking located to the rear. Smaller front yard setbacks can integrate decorative landscaping and well-designed building facades, thereby creating a comfortable sense of scale and aesthetic character. This would require a modification to the existing zoning code which defines the minimum setback on Ogden Avenue as 30 feet. All building facades should use quality building materials and integrate transparent elements that create a more welcoming front face from Ogden Avenue. Buildings that are set back far enough to accommodate parking in the front yard should incorporate decorative fencing and landscaping to screen the parking areas from public view.

Development along Ogden Avenue should use quality building materials and decorative landscaping in front yards. Buildings should have enough façade transparency to make them welcoming from the corridor, and extended parapets or roof lines that screen rooftop mechanical equipment.

Auto dealerships are known for unique building design that reflects their product and attracts targeted clientele. This variation in design is appropriate for the portion of Ogden Avenue that hosts the agglomeration of auto dealers. However, to the extent possible, dealerships should be encouraged to locate buildings towards the street to convey the image of their brand, limiting front yard parking to one double-loaded aisle. In this regard, less emphasis should be placed on signage in lieu of a prominent and attractive showroom façade. Lighting on dealership lots should be coordinated and consistent. Rather than competing with one another and creating excessive glare and light pollution, a consistent fixture and level should be used by all dealerships.

Large sites with on-site circulation, or adjacent sites with significant cross-access, should design such elements to look and feel like local streets. Clearly marked cross walks providing access to storefront entries, trees and landscaping, and decorative lighting should be integrated into the design of on-site circulation networks.

Development on Ogden Avenue should strive to minimize its impact on adjacent residential areas. Screening and buffering should be provided along rear or side lot lines. This should include dense vegetation and/or opaque fencing, depending on the scale of commercial development, the location of various operations on its site, and the general character of the commercial use.



Ogden Avenue Image Framework

- | | | | |
|--|-------------------------------------|--|-----------------------------------|
| | Maintain Streetscape | | Opportunity Sites |
| | Pedestrian Intersection Improvement | | Enhanced Parking / Inventory Lots |
| | Primary Gateway / Wayfinding | | Planted Median |
| | Secondary Gateway | | Screening / Buffering |
| | Wayfinding | | Decorative Fence |
| | Onsite Character Street | | |

0.25 mile NORTH

NAPERVILLE & CASS SUBAREA

The subarea focuses on the intersection of Naperville Road (which splits into Chicago Avenue east of Linden Avenue) and Cass Avenue. The area is generally bounded by the Westmont Public Library and Traube Avenue to the north, Blackhawk Drive to the east, Norfolk Street and the Downtown subarea to the south, and Grant Street to the west. The Naperville and Cass subarea comprises a variety of uses including single family, multi-family, commercial service, office, and retail and is surrounded by stable residential neighborhoods.

The area developed in an incremental manner with little coordination or connections between adjacent uses. The area sits between the Downtown and Ogden Avenue corridor and provides a unique opportunity to serve as a transition between these two important community destinations. There is an opportunity to establish a unique identity for the Naperville and Cass subarea as an entrance to the heart of the Village from the east and west, as well as a clear long-range vision for land use.

While traditionally treated as part of the Downtown, the portion of Cass Avenue between Naperville Road and Norfolk Street has a form and type of development character that is dissimilar from that of downtown. Differing development characteristics such as land use mix, building setbacks, parking, and vehicular access create a sense of separation from the Downtown. As such, more appropriate site development regulations should be established for the Naperville and Cass subarea that vary from those applied to the Downtown, as they are both currently regulated under the B-1 Limited Commercial zoning district. Such regulations will help establish a more distinct transition between Downtown Westmont and the Ogden Avenue corridor. Furthermore, creating a more formalized border to Downtown Westmont at Norfolk Street will encourage high density development to concentrate around the Metra station and the Downtown core.





NAPERVILLE & CASS SUBAREA

LAND USE FRAMEWORK

The Naperville and Cass subarea has a unique mix of commercial, residential, and light industrial uses. Though the industrial uses impose relatively small impacts on surrounding residential areas, relocation of these uses should be considered a long-term goal. Through the retrofitting of existing development or incremental redevelopment, enhancements are needed to ensure compatibility between differing uses and create a more unified appearance within the subarea.

Commercial Node

The intersection of these two streets provides the best opportunity for prominent commercial development. However, in recognizing its context as a tertiary area after Downtown and Ogden Avenue, the commercial core should target local retail, restaurant, or service uses that benefit from the visibility of Naperville Road and Cass Avenue. It should also create an environment that is highly accessible by foot or bicycle from surrounding neighborhoods.

Commercial/Multi-family Infill

Cass Avenue is currently hosting commercial uses throughout much of the Village. This tends to take the energy out of focused areas where it should be concentrated. In order to create a more vibrant subarea, areas of Cass Avenue north and south of the commercial core should encourage multi-family or low-intensity commercial development, such retail, services or offices. This pattern will maximize the potential of the corridor and provide benefit to other portions of Cass Avenue in Westmont.

Residential Transition

Naperville Road and Chicago Avenue host residential uses on all sides of the subarea. Subarea land use should transition from concentrated commercial activity to a mix of commercial and residential uses. This will lessen the impacts of the commercial uses and focus traffic generating activities more towards the Naperville and Cass intersection.

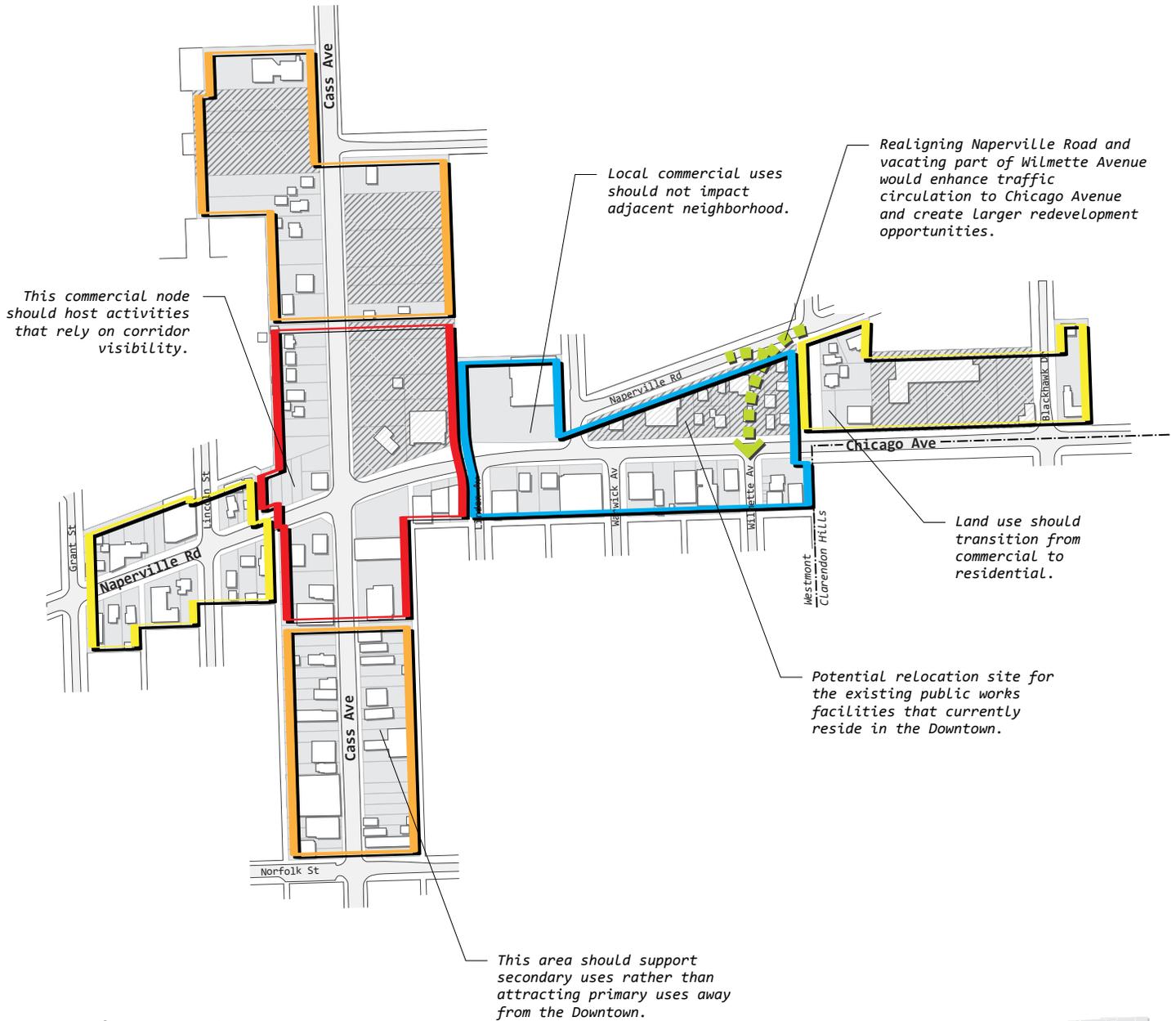
Neighborhood Business

Naperville/Chicago Avenue between Linden Avenue and Wilmette Avenue hosts an eclectic mix of service and small industrial uses. These can be sustained here, but they should strengthen the buffer against residential lots in order to minimize their impact. Relocation can happen naturally over time, and the consolidation of these smaller lots may accommodate multi-family or commercial redevelopment.

Redevelopment and Infill Opportunities

There are several vacant or underutilized parcels located within the subarea. These parcels should be assembled with adjacent vacant or underutilized properties to facilitate comprehensive redevelopment. Site assembly should particularly be encouraged in areas where narrow lot width or shallow lot depth limit the potential of individual parcels, such as along the southern portion of the Cass Avenue corridor. A clear delineation between commercial properties and surrounding neighborhoods should be reinforced, thereby minimizing the encroachment of corridor development on residential blocks.

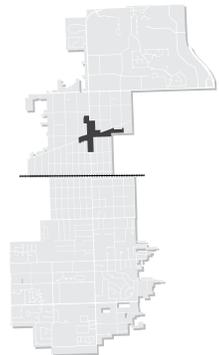




Naperville & Cass Land Use Framework

-  Commercial Node
-  Commercial/Multi-Family Infill
-  Residential Transition
-  Neighborhood Business
-  Consolidate Curb Cuts
-  Road Realignment

500 feet  NORTH



NAPERVILLE & CASS SUBAREA ACCESS FRAMEWORK

This subarea is in a traditional portion of Westmont. Recently, the area has struggled to balance its traditional character as the demands of a more efficient transportation network have grown. It is critical that multi-modal transportation be addressed comprehensively to ensure that surrounding areas reap the benefits of proximity.

Site Access Management

Within the subarea there are many lots that have large curb cuts. These spans increase the potential for traffic conflicts, creating multiple points where vehicles can back out directly into the roadway. Curb cuts should be minimized wherever possible.

Lots along Naperville Road are in compromised condition with shallow lot depths making future redevelopment challenging. These challenges include vehicular access and circulation, inability to meet parking requirements, and meeting lot coverage percentages. Allowing for cross-access between adjacent lots would encourage parking to be at the rear of the property, eliminate the need for direct access to parking, and reduce the amount of curb cuts needed along a corridor.

Pedestrian and Bicycle Circulation

The sidewalk network in the subarea is generally intact, though it is frequently disrupted by large curb cuts that in some cases span several parcels. The intersection of Naperville and Cass has signalized crosswalks, but there are few other designated locations to cross either of these primary streets. There are also several segments where the sidewalk is placed immediately adjacent to the back of the curb. A comprehensive program should be implemented that ensures that there are sidewalks throughout the subarea and surrounding neighborhoods, and they are designed to provide a safe walking path that is adequately buffered from vehicular traffic. Site access should be restricted so that the sidewalk can be clearly delineated and potential conflict points minimized. Currently, segments of Grant, Linden, Warwick, and Blackhawk host north/south bike routes. The Village should work to implement a planned bike route on Naperville Road/Chicago Avenue that would better connect these segments and other portions of the regional bike path network.

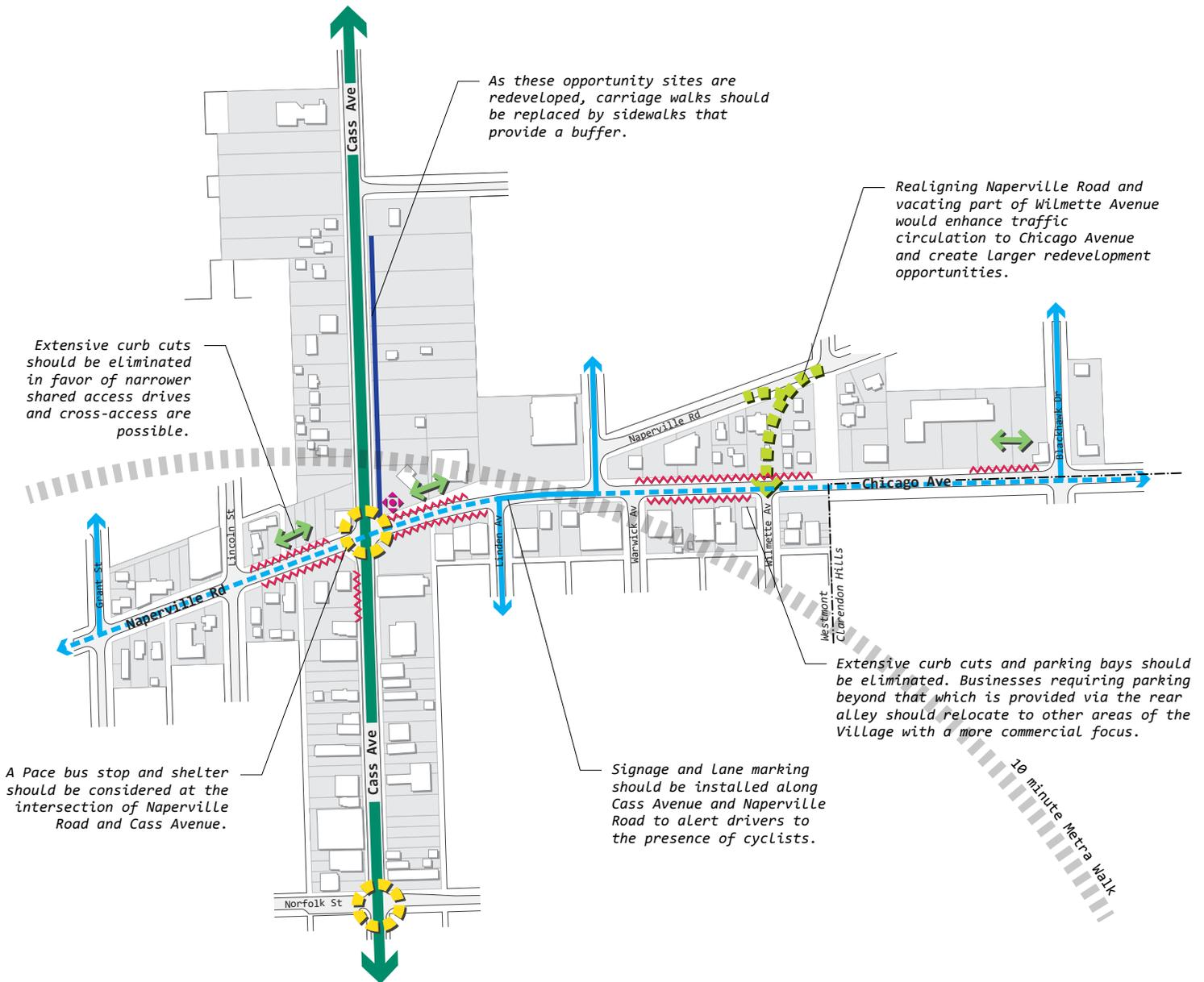
Transit Access and Amenities

Pace bus service is provided through the subarea on Cass Avenue. The 715 route provides local access to the Westmont Metra station and other Pace routes, however rider amenities are minimal. The Village should work with Pace to identify locations for shelter and route signage that enhances transit effectiveness.

Traffic Management

Traffic congestion at Naperville Road and Cass Avenue is not, in and of itself, a major issue. The intersection is, however, impacted by congestion caused at the downtown rail crossing and intersection with Ogden Avenue. This area may benefit from a new grade-separated rail crossing, carefully considering signal timing, dedicated turn lanes, and the impacts of potentially higher traffic counts on surrounding neighborhood streets prior to identifying a preferred alternative.





Naperville & Cass Access Framework

- Pace Bus Route 715
- Intersection Enhancement
- Wayfinding
- Provide Cross Access
- Consolidate Curb Cuts
- Existing Bike Route
- Planned Bike Route
- Sidewalk Enhancements
- Road Realignment

500 feet NORTH



NAPERVILLE & CASS SUBAREA IMAGE & IDENTITY FRAMEWORK

Streetscape & Public Realm

The creation of a coordinated streetscape program in this subarea would help establish a unique sense of identity and provide better visual connection to Westmont's Downtown. Naperville and Cass subarea streetscapes should share common elements with the existing downtown streetscape program, but the overall program should be tailored to the distinct form and function of the area.

Gateways & Wayfinding

The Naperville and Cass subarea lacks a defined character. It serves as a strong connection between adjacent communities and is an ideal location to install gateway features and landscaping to capitalize on the volume of vehicles traveling east-west through the Village. Naperville Road and Cass Avenue is a key intersection in the community and provides an opportunity to install wayfinding signs to direct vehicles into Westmont's Downtown (to the south) or the Ogden Ave corridor (to the north).

Buffers

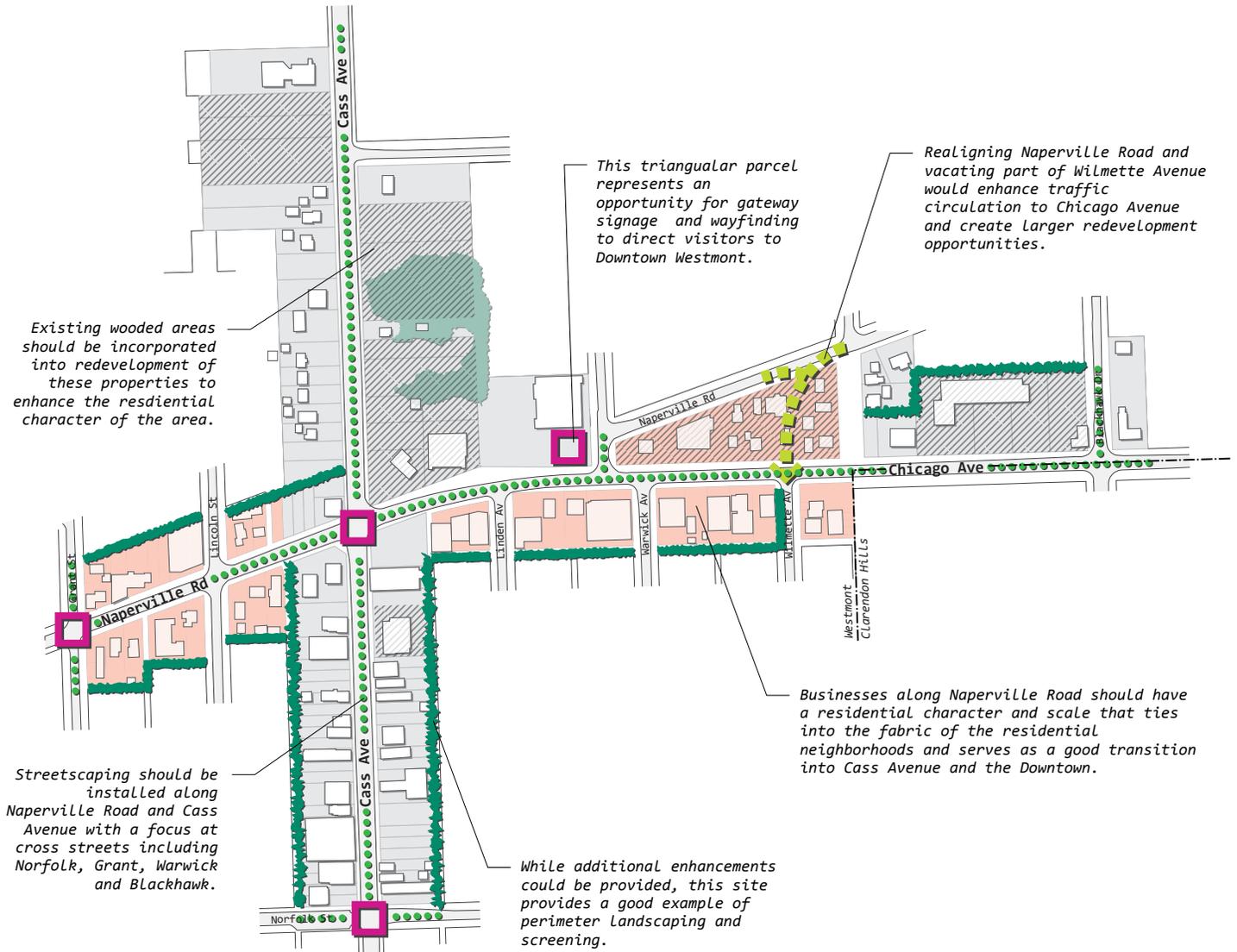
The subarea has a close relationship to the surrounding residential blocks, creating a mix of uses along Naperville Road. In some cases, existing alleys have been abandoned, removing any buffer between commercial uses and the adjacent neighborhood. More comprehensive site development and screening standards are needed to address the potential for use conflicts related to noise, light, and traffic.

Development Character

Though it is secondary to the Downtown in terms of prominence and image, the subarea should strive to be an attractive "front door" for those entering the traditional part of Westmont from the north or east. Future redevelopment should strive to reflect the residential scale and character of the surrounding residential neighborhoods. Structures should utilize architectural forms that are compatible with adjacent development and use quality building materials that result in an image that is distinct from that of the nearby downtown.

To promote a development character that is in keeping with nearby residential development, commercial parking areas should be located to the rear or sides of buildings and, where possible, vehicular access should take advantage of alleys and side streets.





Naperville & Cass Image Framework

-  Streetscaping Program
-  Gateway / Wayfinding Treatment
-  Screening / Buffering
-  Opportunity Sites
-  Residential Character Commercial
-  Tree Canopy Preservation
-  Road Realignment

500 feet  NORTH



DOWNTOWN SUBAREA

The Downtown Subarea focuses on the intersection of Cass Avenue and Burlington Avenue and consists of the area bounded by Norfolk Street to the north, the Village limits to the east, Dallas Street to the south, and Grant Street to the west. The subarea comprises a mix of uses including single family, multi-family, commercial, office, traditional mixed use buildings, new public buildings, and parks.

While no longer the primary economic engine for Westmont, the downtown continues to play a significant role and serves as the “heartbeat” of the Village. The downtown is served by the BNSF Metra Commuter line, which has the highest ridership of any of Metra’s service lines. Recent reinvestment in Downtown includes a new Village Hall, updated train station, new community park and fountain, new decorative streetscape, community sound system, new Police and Fire Department Facility, Westmont Centre, and the Westmont Chamber of Commerce and Tourism Bureau.

Revitalization of the Downtown has been consistently identified as a priority by the community, which desires to see even more reinvestment within the downtown with an emphasis on traditional pedestrian-oriented, mixed use development. Redevelopment opportunities near the existing downtown core and Metra station should be a priority. Reinvestment should focus on infill development and the redevelopment of key sites to maximize the downtown’s potential while enhancing the climate for existing businesses. Recommendations in this subarea plan take into consideration both the historic value of downtown as well as the recent economic development initiatives undertaken by the Village.





DOWNTOWN SUBAREA

LAND USE FRAMEWORK

As the historic core of the Village, Downtown Westmont has a mix of residential and commercial uses complemented by a variety of civic uses and amenities. This should continue within the downtown and higher intensity development should be concentrated near the intersection of Cass and Burlington Avenues. One of Downtown's primary challenges is defining its boundaries. It tends to gradually fade, especially to the north, and is perhaps too big to support concentrated vibrancy. It is recommended that the northern boundary of Downtown Westmont be formally defined at Norfolk Street. The designation, reinforced through unique streetscaping, wayfinding and gateway enhancements, and revised development regulations, will serve to concentrate higher density development and private reinvestment around the Metra station and the downtown core. As the boundaries become more established, the Village should consider zoning regulations that treat Downtown differently than the Cass/Naperville subarea. Such a district could address more specific building regulations and desired uses in the Downtown.



Mixed Use Core

Blocks on which specialty retail, pedestrian-intensive services, and restaurants should be focused, and buildings should be placed along the front property line and integrate a high level of design and building materials.

Civic Core

Areas containing public offices, services, and open space, as well as secondary downtown retail and restaurant activity in a mix of building forms, including multi-story buildings placed at the front lot line, building with small setbacks, and residential structures converted for commercial use.

West Burlington

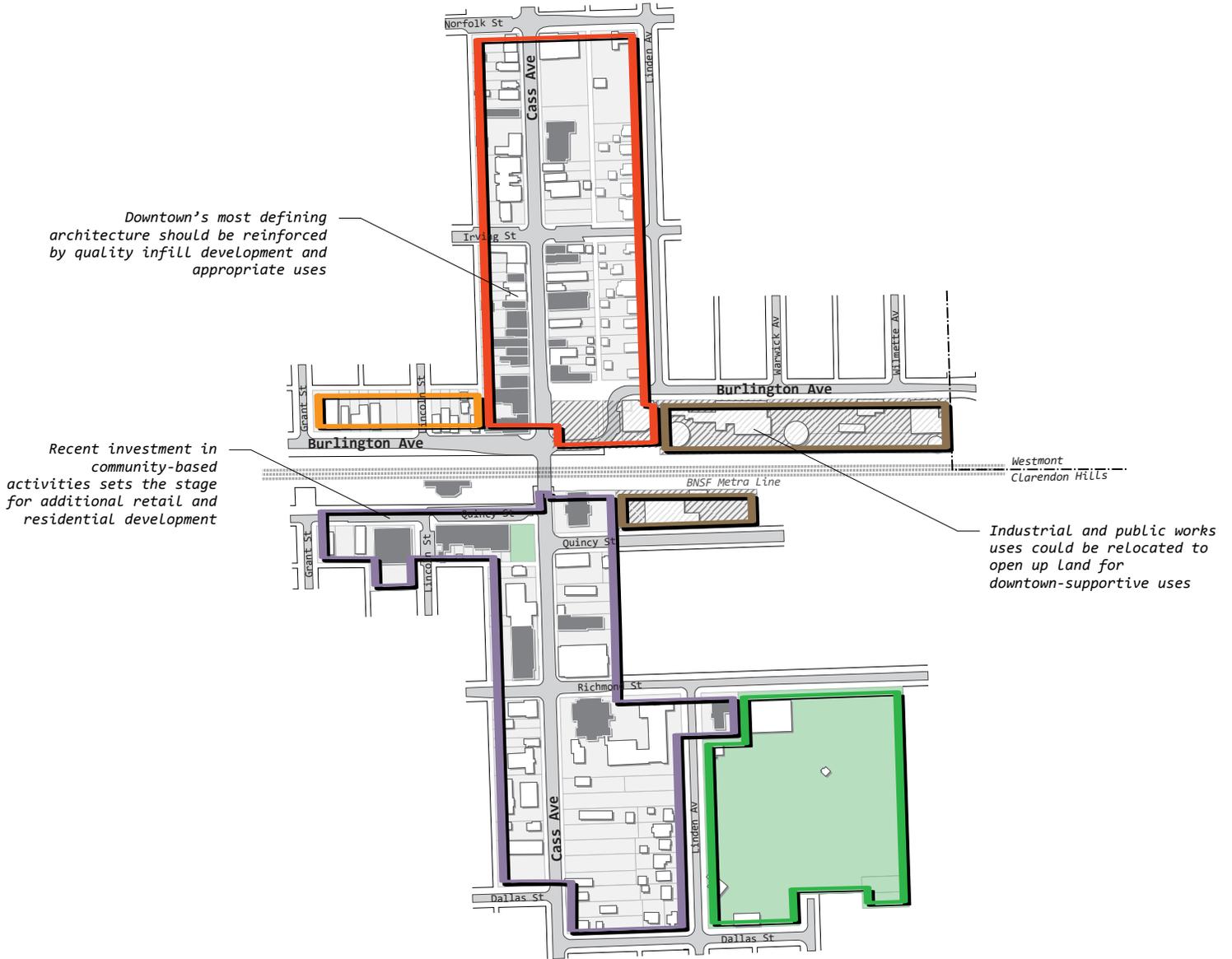
Two-block area west of Cass Avenue containing one- to two-story mixed use buildings that host secondary office and retail uses and transition in scale and setback to adjacent neighborhoods.

East Burlington

Three-block area east of Cass Avenue currently hosting secondary retail, light industrial, or public works uses that can transform over time into Downtown supportive housing, mixed-use, and/or Downtown square.

Redevelopment and Infill Opportunities

The primary redevelopment opportunity in Downtown Westmont exists on properties east of Cass that front on Burlington or Quincy. These areas should aim to transform into multi-family housing or townhomes, mixed use, or urban open space that complements other investment in Downtown and strengthens the market for retail and restaurants. On the north side of the rail line, this also presents the opportunity to realign Burlington Avenue. As redevelopment occurs, it should be realigned closer to the rail corridor west of Hiawatha Drive. This will allow development to front on Burlington and provide a more clear buffer between the mixed-use frontage and adjacent residential areas.



Downtown Land Use Framework

-  Mixed Use Core
-  Civic Core
-  Burlington West
-  Burlington East
-  Community Open Space
-  Opportunity Sites
-  Distinct Architecture

500 feet  NORTH



DOWNTOWN SUBAREA ACCESS FRAMEWORK

Cass Avenue in Downtown must balance two primary objectives. First, it must move traffic on what is a significant north-south corridor, and second it must convey the image and character that makes Downtown Westmont a unique place.

Parking strategy and investment plan

Westmont needs to address the perception of a parking shortage in the downtown. The 2008 parking study outlines recommendations for managing existing and future parking. Easy access to parking, be it on-street or surface lots, is critical to the vitality of the downtown. Surface parking on Cass Avenue should be discouraged since it detracts from the traditional downtown character. However, strategically located lots or structures should be developed in various portions of the downtown periphery, and signage should be provided to enhance access to designated parking areas.

Downtown Traffic and Circulation

Traffic management in Downtown is generally effective, with signalized intersections at Burlington and Richmond. During peak rush hour when trains are frequently passing through Downtown, Cass Avenue becomes congested and there is no grade-separated crossing of the rail corridor. In the past, Washington Street had been discussed as a possible overpass location, but further analysis should be done to assess the real benefits to Downtown traffic against the potential impacts of increased traffic counts on Washington Street and other residential streets.

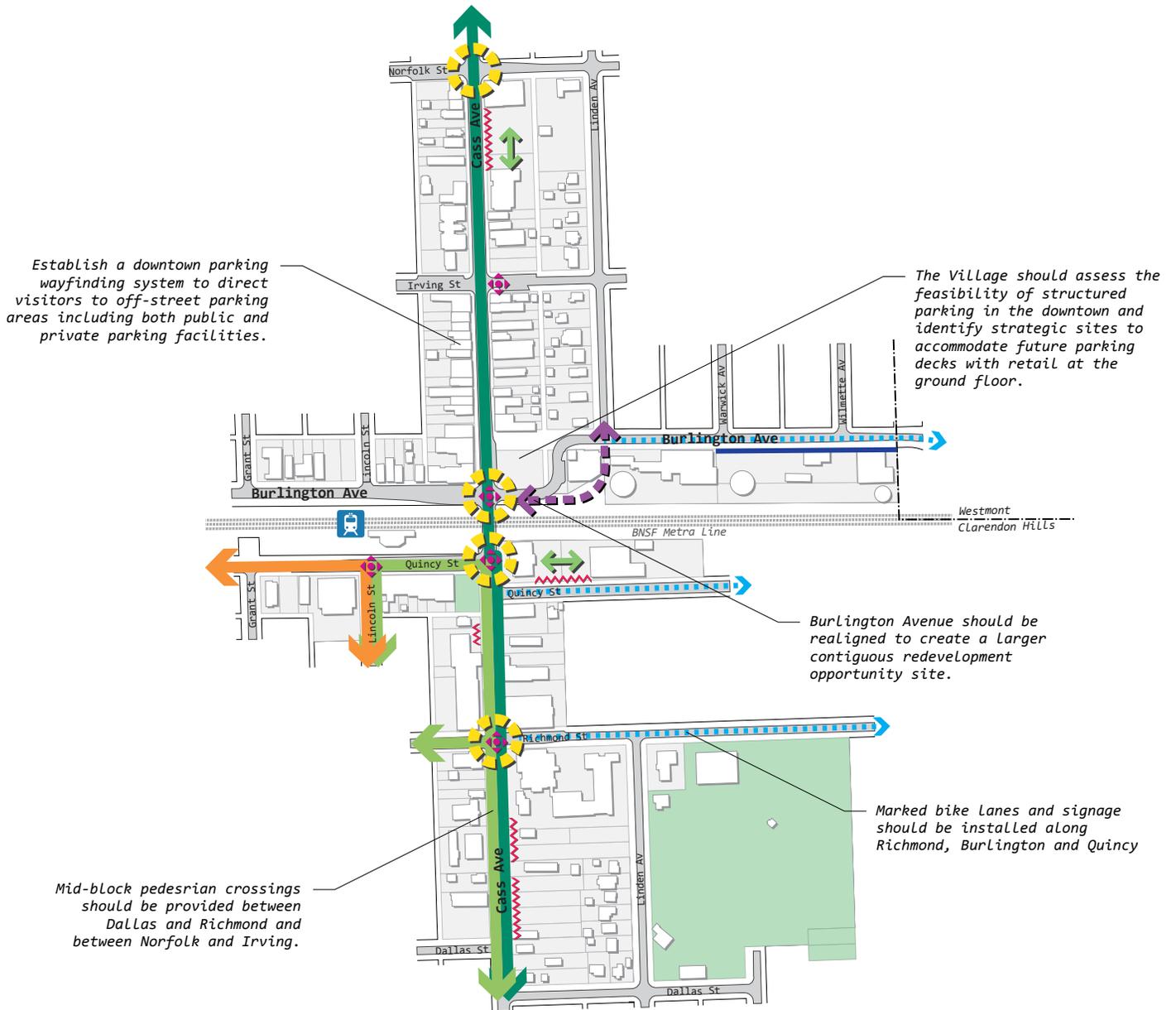
One opportunity for more efficient Downtown traffic flow would be the redevelopment of the existing surface parking lot, strip center, and Village public works facilities along East Burlington Avenue. If redeveloped, the Village could realign Burlington Avenue to enhance east/west traffic flow and create more feasible redevelopment lots on the eastern edge of Downtown.

Bicycle and Pedestrian Mobility

It is important that Downtown Westmont be accessible through multiple modes of transportation. The pedestrian network is generally intact and comprehensive, including residential areas immediately surrounding the Downtown. However, there are two significant challenges. First, sidewalk width on Cass Avenue is rather narrow. While it is impractical to create building setbacks or narrow the roadway cross-section, it is critical that sidewalk width be preserved wherever possible. In portions of the Downtown south of Richmond, it may be possible to widen the sidewalk incrementally through redevelopment that includes a small setback. Secondly, blocks in Downtown are extremely long. In some instances, mid-block crosswalks have been provided. This should be emulated in other blocks, such as Cass Avenue between Norfolk and Irving, and between Richmond and Dallas.

Westmont's Bike Plan designates bike routes that generally stay off of Cass Avenue, except where one must cross the rail corridor. This places bike traffic on safer and less traveled residential streets. However, south of the rail line, the designated route is on Williams Street ½-mile west of Cass Avenue. A bike route that provides more direct access to Cass Avenue should be designated.





Downtown Access Framework

- Pace Bus Route 715
- Bike Lane Enhancements
- Pace Bus Route 665
- Realignment
- Pace Bus Route 661
- Impacted Parcels
- Metra Station
- Sidewalk Enhancements
- Intersection Enhancement
- Provide Cross Access
- Parking Wayfinding
- Consolidate Curb Cuts

500 feet NORTH



DOWNTOWN SUBAREA

IMAGE & IDENTITY FRAMEWORK

Gateways & Entries

The streetscape program implemented by the Village within Downtown Westmont has been successful in creating a more inviting downtown environment. Wayfinding and gateway treatments should be installed to continue this momentum established by the streetscaping program. Gateway features, such as signage and landscaping, should be installed at key intersections to announce entry into downtown Westmont. A downtown wayfinding program should also be implemented, highlighting key destinations, public facilities, Village Hall, recreational facilities and vehicular/bicycle parking facilities. Historic markers that identify important buildings, sites, or events should also be considered, perhaps into a coordinated walking tour route.

Redevelopment Character

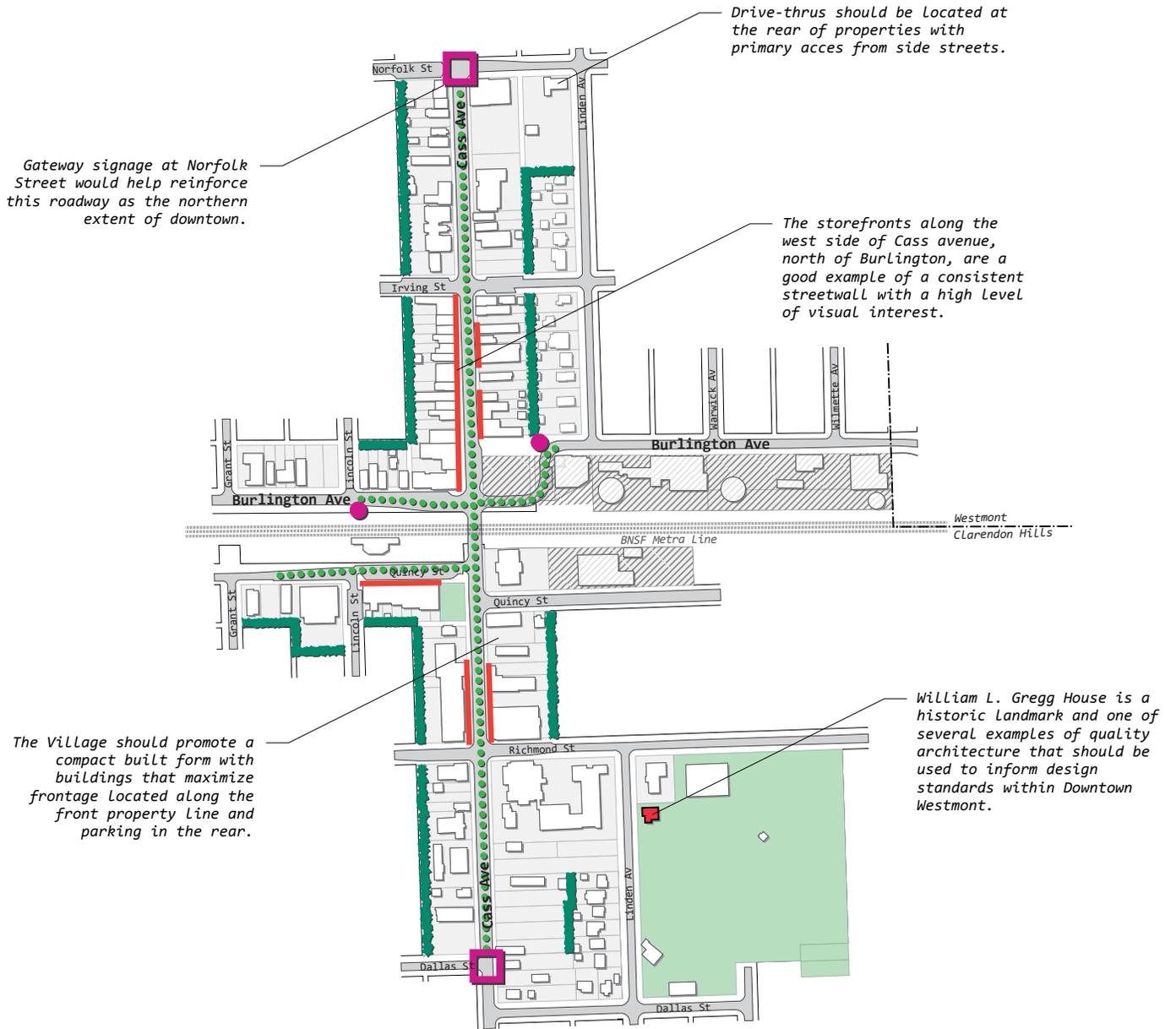
Development and uses that maintain visual interest and generate foot traffic should be encouraged, such as retail and businesses with attractive display windows and restaurants with sidewalk cafes. Ground-floor transparency requirements should be considered to create a more active retail environment. Retail and service uses should be the primary form of development with residential development prohibited on the ground floor.

Maintaining the streetwall is critical to creating a welcoming, interesting, and walkable pedestrian environment. Previous studies have recommended an increase in the building height maximums to allow for a four-story streetwall. Further analysis should be considered so that the Village can realistically respond to current development trends and market limitations.

To maintain downtown's unique identity and character, the Village should develop building design standards with architectural review to assure the construction of "destination" quality architecture. Architecture types vary within the downtown subarea, therefore the design guidelines and development standards should be based on representative downtown buildings.

A suburban development pattern, characterized by auto-oriented development with large setbacks, has begun to encroach into the downtown subarea in some places. New commercial and mixed-use buildings should be built to the front lot line and surface parking lots should be consolidated and located behind buildings for a traditional downtown development pattern with an established streetwall.





Downtown Image Framework

-  Maintain Streetscape
-  Primary Gateway / Wayfinding
-  Secondary Gateway
-  Consistent Streetwall
-  Opportunity Sites
-  Screening / Buffering
-  Historic Landmark
-  Suburban Development Pattern

500 feet  NORTH



63RD & CASS SUBAREA

The intersection of 63rd Street and Cass Avenue is one of Westmont's most prominent commercial areas. With Downtown serving a niche restaurant and specialty retail market and Ogden Avenue providing regional retail and services to communities adjacent to Westmont's northern areas, 63rd and Cass is positioned to provide both regional and local retail goods and services.

The 63rd and Cass subarea faces many challenges as it evolves to respond to changing market demand and consumer taste. First, it is contained by surrounding neighborhood development, including single family and multi-family neighborhoods. Second, it includes a mix of parcel and block types. Large parcels provide the greatest opportunity for redevelopment. However, many commercial lots are 300' deep, which is deep enough for smaller strip centers, but too small for large-scale projects. Finally, it includes many conditions of development. Several lots have seen recent reinvestment in the form of new development or building and site rehabilitation. However, other lots are showing significant signs of stress, and others are experiencing high levels of vacancy.

The 63rd and Cass Subarea Plan attempts to balance the area's issues and opportunities by recognizing where existing development can be improved or intensified, and where redevelopment should occur to create positive momentum for the subarea and its surrounding neighborhoods. The intent in the 63rd and Cass Subarea Plan is to create a viable and sustainable commercial district that meets the needs of residents in the southern portion of the Village and serves as a regional destination for nearby communities.





63RD & CASS SUBAREA

LAND USE FRAMEWORK

The current land use pattern in this subarea includes a mix of multi-tenant commercial centers, small-lot retail, office and restaurant, office and distribution campuses, and manufacturing. However, this subarea should, over time, focus on the development of commercial activities in order to take advantage of the high visibility offered by both Cass Avenue and 63rd Street. Manufacturing uses on primary frontages should be relocated to other portions of the Village since they are less dependent on corridor visibility and more reliant upon easy access to highways and interstates.

Regional Retail Center

Large redevelopment site that is poised to receive major commercial development that accommodates big-box retailers and local commercial strip retail according to a unified master redevelopment concept

Local Commercial Area

Small- to medium-lot commercial development that includes retail, small office, or service activities in either single-tenant or small multi-tenant formats

Multi-family Area

Areas of multi-family development that include several structures arranged in a campus like environment

Office/Manufacturing Area

Areas that are not located on primary frontage that accommodate local professional office or manufacturing and distribution activities

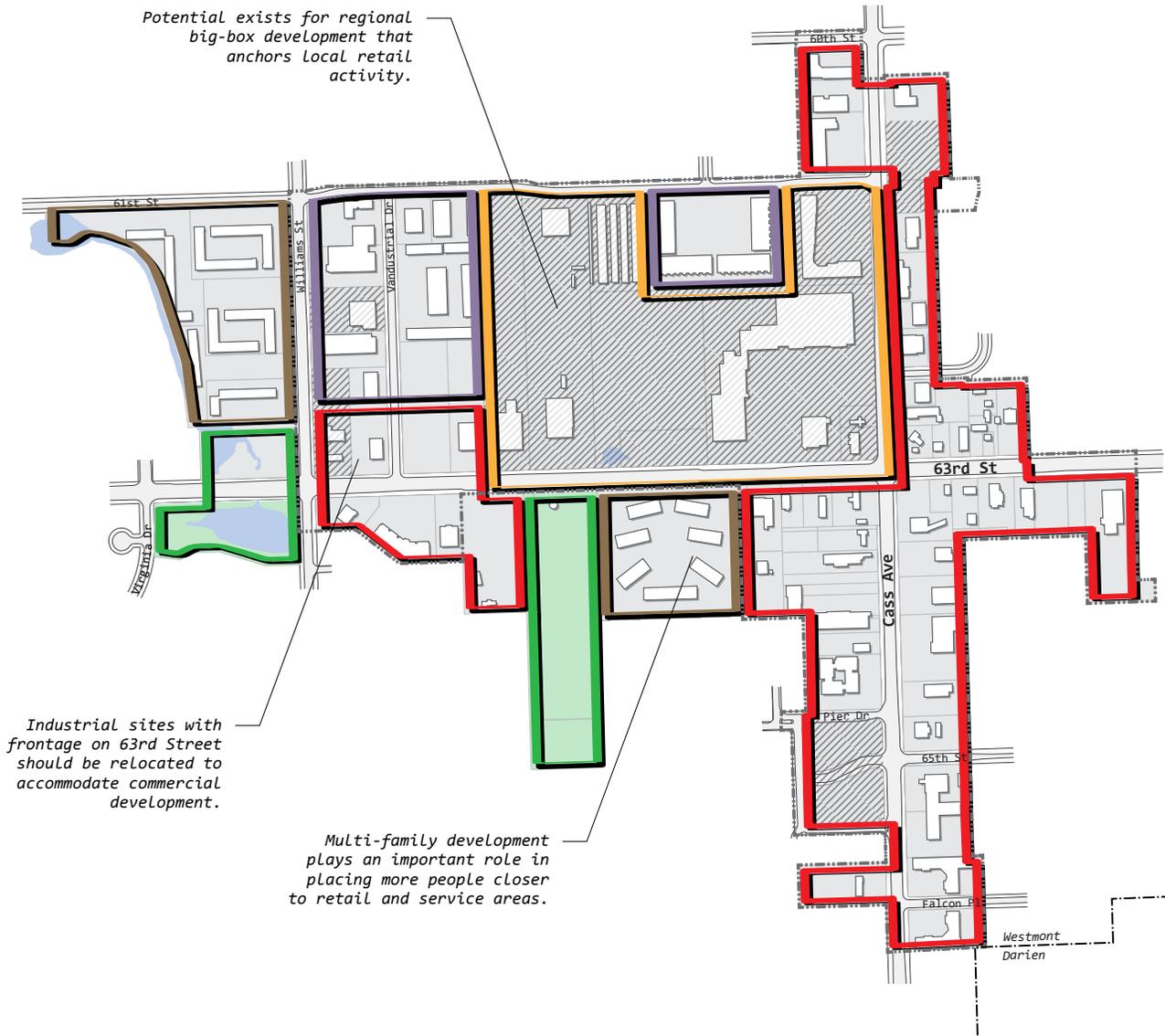
Open Space and Recreation

Areas of passive or active open space that include natural plantings, ponds, or programmed recreation

Opportunity Sites

There are several opportunities for significant investment in this subarea. The most prominent location is the northwest quadrant of 63rd and Cass. This area should be developed with big-box retail that serves as an anchor for smaller pockets of local retail or service activities. Less prominent portions of this site, such as Vandustrial Drive or northern portions of the site along 61st Street, could accommodate a new Village Public Works facility since the neighborhood to the north is well screened and the roadway is already engineered for vehicles serving industrial uses. Other significant sites include the east side of Cass at 61st Street and the west side of Cass straddling 65th Street. These areas, located at the fringe of the retail portion of Cass, could accommodate either small retail uses or multi-family development.

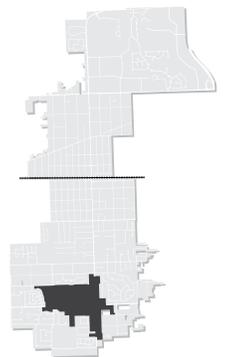




63rd & Cass Land Use Framework

- Commercial Infill / Improvement Area
- Commercial Redevelopment Area
- Multi-Family to Remain
- Repositioned Office / Light Industrial
- Open Space to Remain
- Proposed TIF Boundary
- Opportunity Sites

1,000 feet NORTH



63RD & CASS SUBAREA

ACCESS FRAMEWORK



Development within the subarea is dependent upon high visibility and ease of access to uses that front 63rd Street or Cass Avenue. Several improvements should be taken to ensure that access is maintained or enhanced.

Facilitate Cross-Access

Enhance access between adjacent small-lot developments by encouraging cross-access agreements. This provides several benefits in addition to enhanced access, such as greater parking capacities on retail lots, reduction of access points, and safer and more efficient traffic management along the arterial corridors.

Connect to Surrounding Blocks and Amenities

Wherever possible, linkages should be made between uses along the retail corridors and surrounding neighborhoods. This can be done by extending existing roads or trails where existing development can accommodate them, or by designing new internal street networks on commercial sites that logically align with the surrounding street network.

Internal Street Network

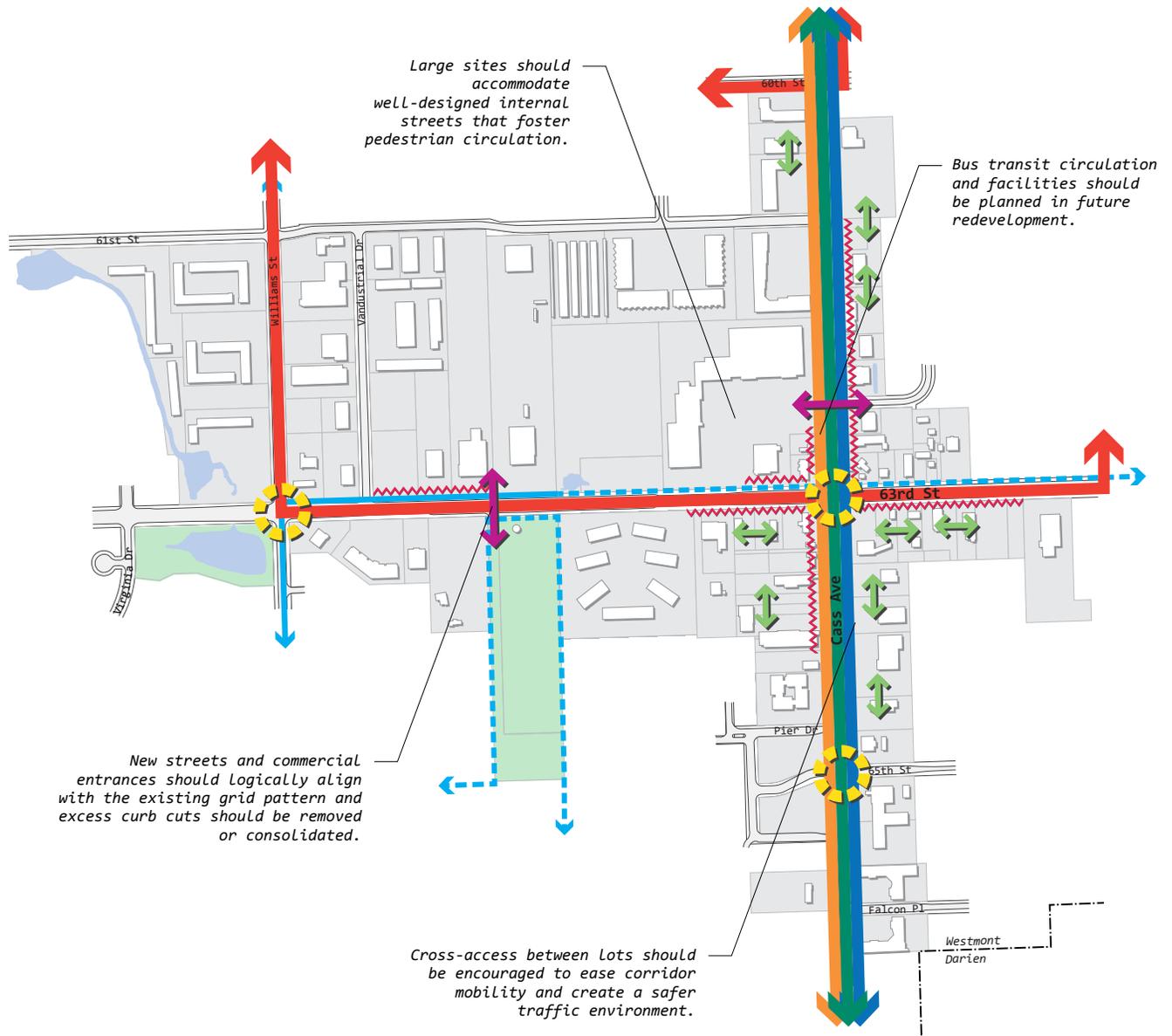
Logical internal street networks should be provided within redevelopment projects. Large-scale redevelopment, like that illustrated at 63rd and Cass, requires its own internal circulation network. The design of the network should minimize internal circulation conflicts and appropriately connect to the surrounding roadway system. It should also fully consider pedestrian and bike traffic when determining cross-section design and public realm amenities.

Transit Mobility

The subarea is served by three Pace bus routes; 665 which stays on Cass Avenue, and 661 and 662 which each provide local circulation between the subarea and Downtown Westmont. As redevelopment occurs, especially on the large site at 63rd and Cass, the Village should work closely with Pace to identify on-site circulation or connections to local shuttles. Throughout the subarea, shelters, scheduling information, and a well connected pedestrian network should be provided.

Intersection Improvements

Intersection improvements should be made in order to enhance traffic flow, make crosswalks more visible, and create a safer environment for all users. Effective techniques include coordinated signal phasing, crosswalk painting patterns and pavement patterns, pedestrian signals and countdown timers, and enhanced vehicle and pedestrian lighting.



63rd & Cass Access Framework

- | | |
|--------------------------|------------------------|
| Pace Bus Route 715 | Existing Bike Route |
| Pace Bus Route 665 | Bike Lane Enhancements |
| Pace Bus Route 661 | Roadway Linkage |
| Pace Bus Route 662 | Provide Cross Access |
| Intersection Enhancement | Consolidate Curb Cuts |

1,000 feet NORTH



63RD & CASS SUBAREA

IMAGE & IDENTITY FRAMEWORK



63rd and Cass is a prominent retail area in Westmont and a point of entry from several surrounding communities, and it should project an appropriate image and character that make it an attractive place to shop. The design of the physical environment can help give it a character that is distinct from other portions of the Village and surrounding communities.

Streetscaping & Public Realm

Over time, the Village may consider large-scale streetscape improvements, such as burying utility lines or adding medians to 63rd Street. However, short-term benefits can emerge by better managing the private property edge through zoning and landscaping standards. Managing site access can reduce the number of requested curb cuts, and additional parking lot landscaping and screening can create a consistent and attractive “front door” throughout the subarea. Other short-term improvements include decorative street lighting and banners that offer a character that is consistent with other prominent portions of the Village.

Gateways & Entries

The 63rd and Cass subarea is significant within Westmont, but even more so given its relationship to access from other communities and nearby interstates. Cass Avenue is a critical north-south connector between I-88 to the north and I-55 to the south. It carries an average of almost 22,000 vehicles daily at 63rd Street. However, there is no announcement as one enters Westmont. The redevelopment area should take advantage of its prominent intersection at 63rd and Cass by integrating a significant design element, such as a corner tower or turret, gateway marker, or decorative landscape or sculptural element, that is visible from the southern approach on Cass Avenue.

Buffers

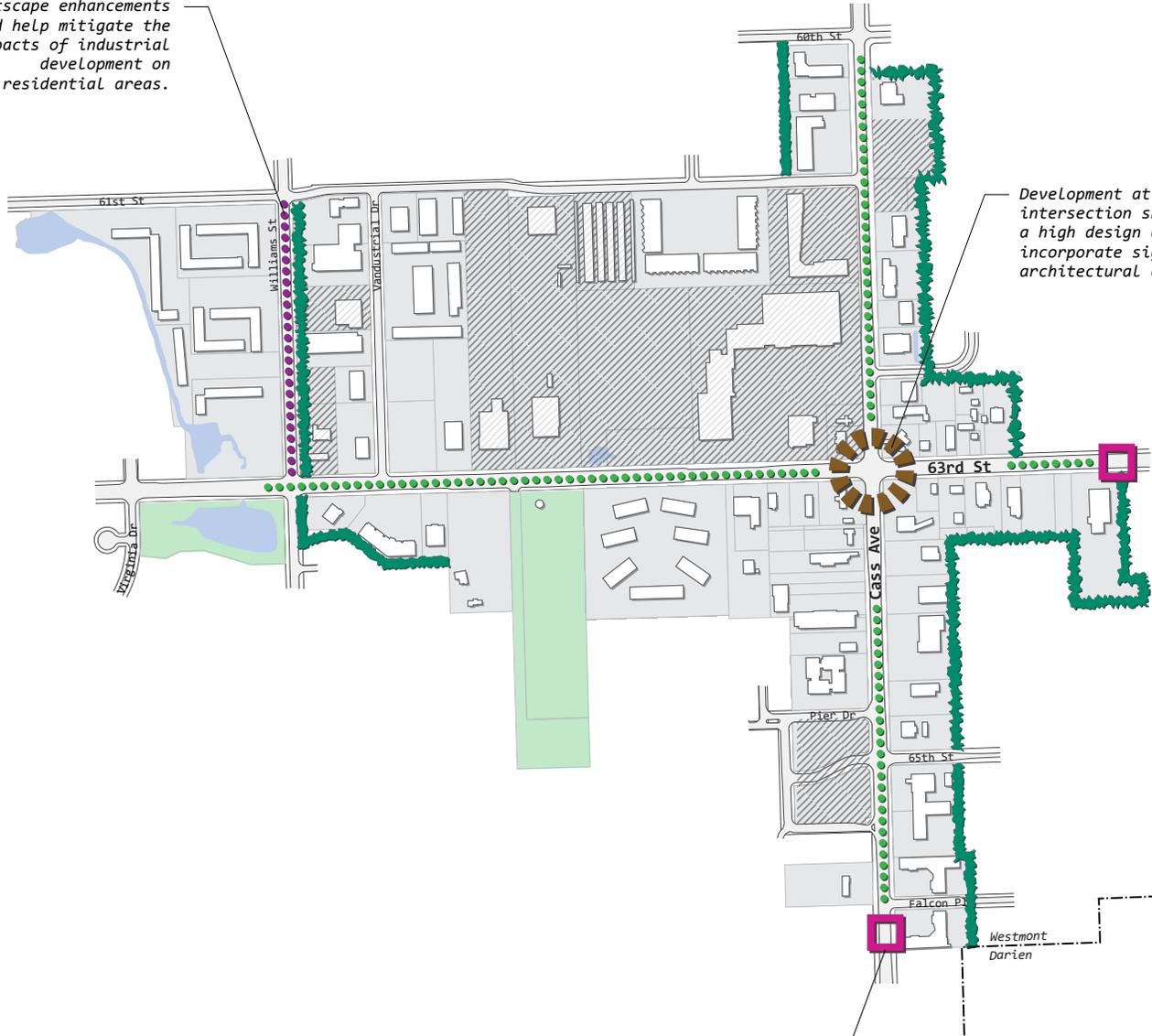
Existing uses adjacent to commercial development are generally buffered by a fence or landscaping. In several instances, however, the buffering is inadequate to mitigate all impacts related to the use of commercial lots and their servicing. Fencing, landscaping, and/or berming should be integrated into commercial sites to ensure the preservation of neighboring blocks, especially when immediately adjacent to residential development.

Redevelopment Character

The character of new development will have a critical role in defining the success of the 63rd and Cass subarea. This is especially true for the large-scale redevelopment area, where there is the opportunity to create a unique “place” that is unlike the conventional strip retail center there now. Site planning, access management, and urban design should be used to create an environment that provides a comfortable place for safe pedestrian and vehicular circulation. Building architecture should also be used to define a high quality of development that makes the subarea unique within the context of Westmont and its surrounding communities.

Streetscape enhancements should help mitigate the impacts of industrial development on residential areas.

Development at this intersection should be of a high design quality and incorporate significant architectural elements.

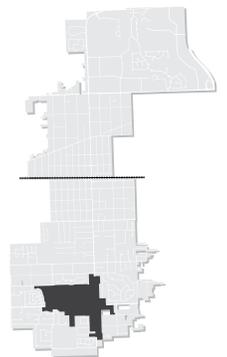


This subarea is an important point of entry from major interstate corridors south of Westmont.

63rd & Cass Image Framework

-  Streetscaping Program
-  Commercial Streetscaping Program
-  Gateway / Wayfinding Treatment
-  Prominent Corner
-  Opportunity Sites
-  Screening / Buffering

1,000 feet  NORTH

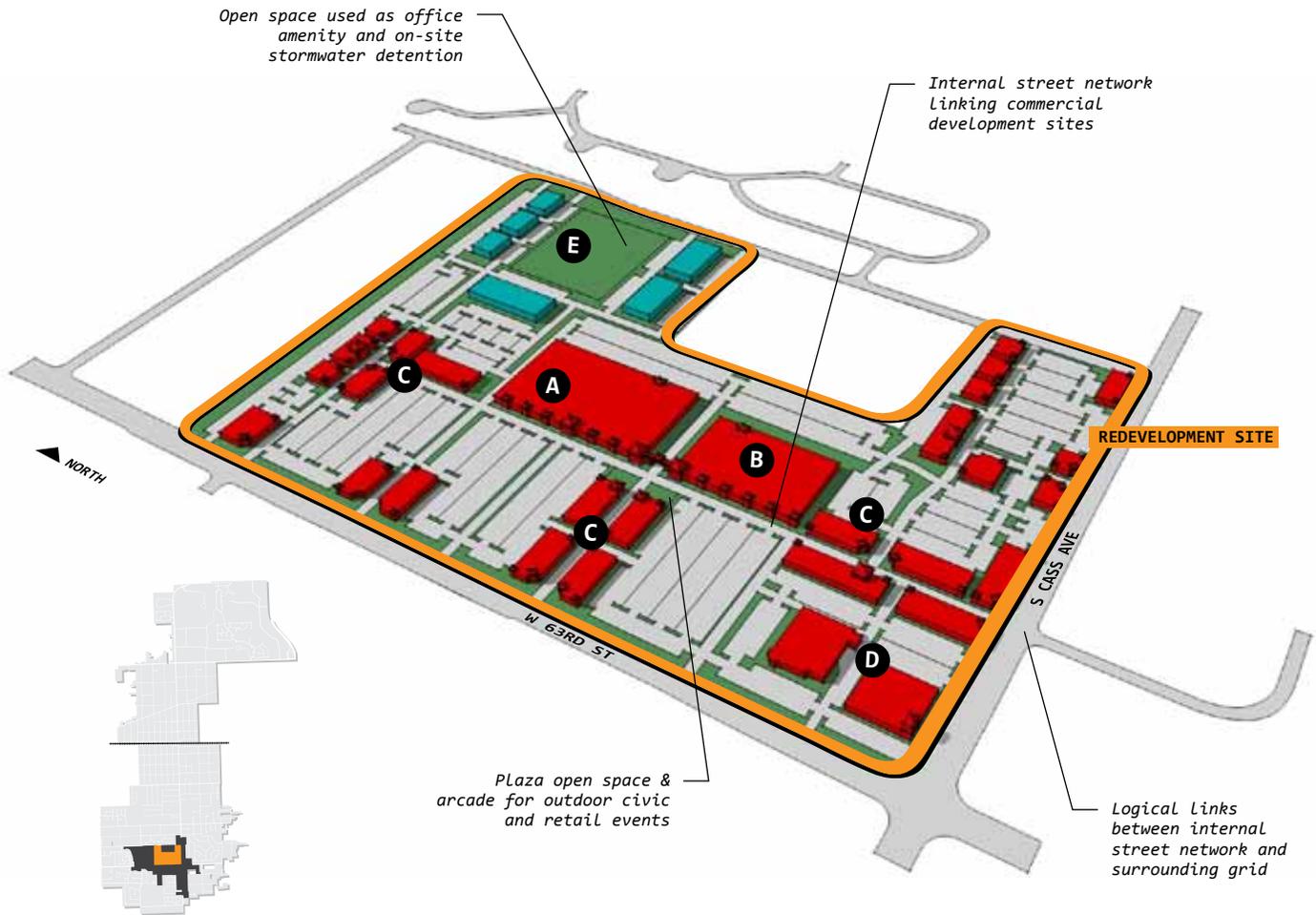


63RD & CASS SUBAREA REDEVELOPMENT CONCEPT

The way that the subarea changes over the next twenty years will depend on several factors, such as the strength of the commercial real estate development market, availability of lots and structures, and development policy related to site regulations and financing. However, it is critical that, where public policy can influence investment, it does so in a way that fosters incremental actions that lead towards a viable long-term vision for the subarea. For example, the redevelopment plan described in this section illustrates a primary big-box anchor on the Village-owned parcel. This allows the subarea and Village to benefit from an attainable short-term opportunity. However, in order to create synergy with future development, certain standards and expectations will have to be recognized and adhered to, such as the provision for access to adjacent commercial development and appropriate standards for architectural design. This will allow future investment to most closely reflect the goals of the Subarea Plan by creating a vibrant commercial center that attracts patrons from throughout western suburban communities.



Communities similar to Westmont have partnered with developers to create attractive suburban models of commercial investment.



A - Primary anchor on existing Village-owned parcel

The primary anchor serves as a destination for shoppers throughout Westmont and the region and provides the larger development site with a steady stream of traffic and revenue. Possible retailers for this site include Costco, Target, Home Depot, or other big box retailers. As drawn above, the site demonstrates a short-term development opportunity with the long-term potential of being integrated into the overall redevelopment scheme.

B - Secondary anchor built as add-on to primary anchor

As a complement to the primary anchor site, the secondary anchor site will accommodate a medium-box retailer, such as Dick’s Sporting Goods, Kohl’s, or major grocery store.

C - Pedestrian-friendly development nodes on internal street network

The new 63rd and Cass development goes beyond the standard automobile-oriented commercial strip by providing opportunities for people to gather outside, to walk from store to store, and enjoy a comfortable pedestrian-scale environment.

D - Gateway corner building with iconic massing visible from arterial corridors

In order to provide the new 63rd and Cass development with a sense of place and identity, a major landmark in the form of a gateway, corner building, or other prominent feature is illustrated at the corner of 63rd and Cass. This landmark will be visible from cars passing by, and may be integrated into the branding of the site as a whole.

E - Office development linking 61st Street and retail uses

A new office development on the northwest corner of the site, with a green space and detention pond at its center, will help to transition from the residential areas north of 61st Street to the commercial uses on the new 63rd and Cass site. The detention pond and green space at the center of this area may be used as an amenity for nearby office workers and shoppers.



CHAPTER

9

COMMUNITY FACILITIES PLAN

Community facilities provide vital services to the Westmont community and are key contributors to the quality of life enjoyed by residents and the experience of visitors. Community services and facilities include public and quasi-public uses provided by the City, the County, other governmental districts, organizations, and religious institutions.

This section of the Comprehensive Plan highlights Westmont’s community facilities and presents recommendations to help ensure high-quality facilities and services are available and desirable throughout the Village today, and in the future. As a mature community with little opportunity for significant growth and annexation, the recommendations presented in this section support existing community facilities and provides strategies and recommendations to ensure the Village continues to be well served.

The Community Facilities Plan presents general policies and guidelines for community facilities; however, it is not intended to supersede goals and policies of other agencies, or substitute for the more detailed planning which should be undertaken by the Village and other service agencies and organizations such as the school districts. Since many of the community facilities are not under the control or direction of the Village of Westmont, it is important that the Village maintain active communication and coordinate planning efforts with other agencies including the local service providers.

WESTMONT PUBLIC WORKS DEPARTMENT

The mission of the Public Works Department is to “maintain public-owned infrastructure and properties in a condition that meets the needs of the citizens of Westmont, free of any defects, and clean in appearance; through efficient, high quality service in a timely and fiscally responsible manner.” The Department accomplishes this through its five divisions: Public Works Administration, Street Operations, Water, Fleet Maintenance, and Facilities Operations. The Department is responsible for numerous facilities and properties in the Village including roads and streets (addressed in more detail in **Chapter 11 – Transportation Plan**), administrative facilities such as Westmont Centre and Village Hall, and Village-owned properties such as detention basins and vacant land.

The Public Works Department is anticipating the need to address water storage and stormwater management issues in the future. The Department reports that the water quality in the Village is excellent but that there are some capacity issues with wastewater treatment. Stormwater managements is discussed in **Chapter 10 – Parks, Open Space and Environmental Features Plan** and wastewater recommendations are discussed later in this chapter.

NEW PUBLIC WORKS FACILITY

At the time of adoption, the Department has not formally studied the renovation or add facilities, however, a combined Public Works facility has been discussed. A new facility would provide more efficient service delivery and address space needs for equipment and yard storage. A needs assessment was conducted more than ten years ago to evaluate the potential for a Public Works facility. According to the study 5-6 acres would be needed to accommodate the new facility.

The most appropriate locations for a public works facility in the north sections of the Village include areas along Pasquinelli Drive and within the industrial areas near Ty Warner Park. Currently however, neither location has an available parcel that could meet the size requirements. The park is more centrally located than Pasquinelli Drive and the public works use would be more compatible with the uses around it.

In the southern section of town, the Village of Westmont owns an 8-acre parcel along 63rd Street, west of Cass Avenue. Although the parcel could accommodate a new public works facility, the property is being reserved for a development that could serve as a catalyst for additional growth in the area. Redevelopment concepts presented in **Chapter 8 – Subarea Plans** identify a larger area for redevelopment which could provide an opportunity for a public works facility on 61st Street, behind the properties on Vandustrial Drive.

Recommendations

The Village should continue to provide the community with high-quality infrastructure and essential services.

The Village should continue to explore potential locations for a new public works facility and consider land use compatibility.

The Village should continue to explore options for a water tank or tower to adequately meet the water demands of the community. This would require more detailed analysis to determine local demand, storage capacity needs, locational requirements, etc.

WESTMONT FIRE DEPARTMENT

The Westmont Fire Department serves the Village of Westmont and portions of unincorporated Hinsdale. The Department operates two facilities: its Headquarters Station at 6015 S. Cass Avenue and Station 2 at 502 N. Cass Avenue (a shared facility with the Westmont Police Department).

The Fire Department reports that the water supply and distribution systems are currently adequate for firefighting operations. The Department has a current fire insurance rating of 2 which is better, on average, than peer communities. The Fire Department plans to add additional office, parking, and storage space to its facility at 6015 S. Cass in the future.

Recommendations

- The Village should continue to support the Westmont Fire Department's effective fire and emergency medical services throughout the Village.
- The Village should work with the Fire Department on any expansion of the operations along Cass Avenue and consider any impact on adjacent residential properties.

WESTMONT POLICE DEPARTMENT

The Westmont Police Department is located at 500 N. Cass Avenue and consists of five internal divisions: Patrol Operations, Detective Division, Communications Division, Records Division and Administration. The Police Department does not have any plans to renovate or add facilities within the Village. Short-term projects include routine maintenance of the facility and grounds and an updating of the pistol range.

Recommendations

- The Village should continue to support the Westmont Police Department to ensure that effective police protection services are maintained throughout the Village.

SCHOOL DISTRICTS

Schools educate the community's youth and prepare them for post-secondary education and the workforce. The quality of schools and education provided in a community is one of the most important community services and often provides a direct correlation to property values. It is also a criteria used by businesses and industries looking to relocate or establish themselves in a new community. The ability to offer quality schools to the families of prospective employees is an important consideration for corporations and businesses, particularly those seeking to relocate operations or key employees.

The Village of Westmont is served by six public school districts, many of which operate outside of the municipal boundaries of the Village. This means that some Westmont residents attend schools in neighboring communities such as Hinsdale and Downers Grove. Within Westmont, there are five public schools in two districts.

COMMUNITY UNIT SCHOOL DISTRICT 201

Community Unit School District 201 (CUSD 201) operates four schools within the Village of Westmont: Manning Elementary School, Miller Elementary School, Westmont Junior High School and Westmont High School. These four schools have an estimated enrollment of about 1500 students that come from Westmont, Clarendon Hills and Downers Grove. CUSD 201 also owns the building that formerly housed South Elementary School; it is not currently operated as a school by the district.

CUSD 201 recently completed an extensive strategic planning effort for each of its facilities. Part of this process included reviewing the benefits of maintaining its current system of neighborhood schools (based on geographic boundaries) versus moving to grade-based schools (where each school serves students by age rather than geography). The process also considered options to address overcrowding at Manning Elementary School.

In the short-term, CUSD 201 is planning renovations at both elementary schools and the installation of windows at the high school. Having recently been renovated, there are no short-term plans for the junior high school. The future of the former South Elementary building was also up for discussion. The recommendations of the strategic planning effort included relocating administrative offices for CUSD 201 to the South Elementary building, leasing space for administrative functions for Maercker School District 60, and creating an early childhood center. Long-term plans for CUSD 201's facilities included full renovations of each of its schools, a field house addition at the high school and pool upgrades at the high school with the potential to do cost and program-sharing with the Westmont Park District.

MAERCKER SCHOOL DISTRICT 60

Maercker School District 60 (MSD 60) operates three schools: Holmes Primary School (for children in kindergarten, first, and second grade), Maercker Intermediate School (third, fourth, and fifth grade) and Westview Hills Middle School (six, seventh, and eighth grade). The district's total enrollment is approximately 1,323 students. Only Maercker Intermediate School is located within the Village of Westmont. It is located at the corner of Cass Avenue and 59th Street and has an estimated enrollment of 420.

Recommendations

- Given the importance of schools to the community, the Village should work closely with the public school districts to assist the schools in continuing to provide high-quality education and facilities and to expand existing facilities or construct new facilities when necessary.

WESTMONT PUBLIC LIBRARY

The Westmont Public Library is located at 428 N. Cass Avenue, in the northern section of the Village. As a result of the northern location, the Library is exploring options to better serve residents in the southern sections of the Village. In addition, the Library is concerned with the impact of increased residential density on the ability of the library to provide service.

The Library is also planning to renovate its existing facility with a first floor remodeling project, installation of an energy efficient boiler, and improved plumbing.

Recommendations

- The Village should work with the Library to coordinate necessary expansion to maintain adequate levels of service for the community.
- The Village should continue to require cash-dedications to the Westmont Public Library as required by Article IV. - Subdivision Design Standards of Appendix B - Land Development of the Village's Municipal Code.

FLAGG CREEK WATER RECLAMATION DISTRICT

The Flagg Creek Water Reclamation District (FCWRD) serves 11 different communities in DuPage County: Clarendon Hills, Oakbrook Terrace, portions of Burr Ridge, Hinsdale, Darien, Willowbrook, Elmhurst, Westmont, Oak Brook, Villa Park, and Lombard for a combined service area of approximately 24 square miles. FCWRD owns and operates 21 lift stations in the service area and has approximately 300 miles of sewers. Within Westmont, they own a sanitary sewer collection system east of Cass Avenue. FCWRD is currently installing a relief sewer on Quincy Street between Richmond Avenue and Maple Avenue but does not have plans to add new facilities within the community nor any major projects or improvement over the short- or long-term.

Recommendations

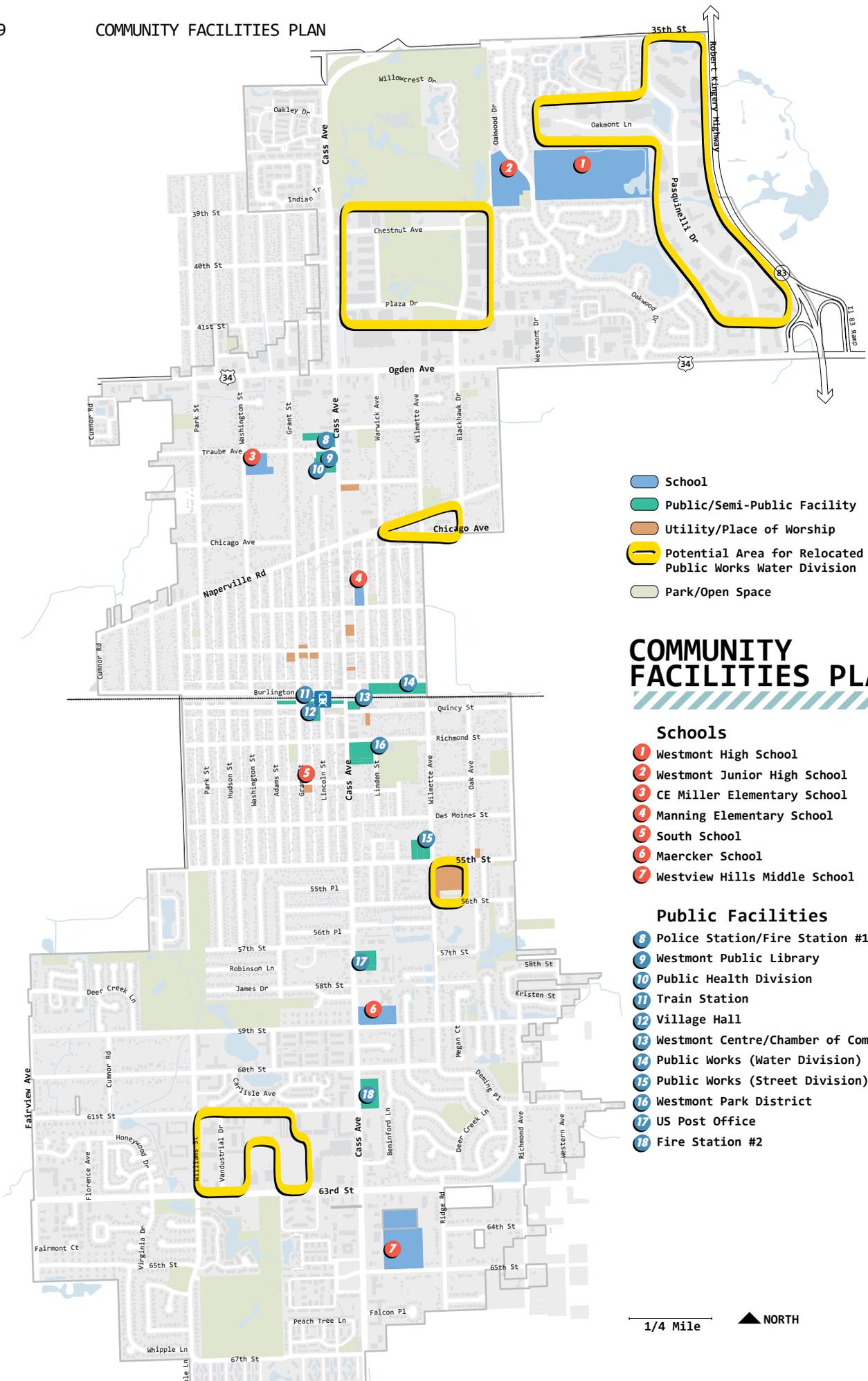
- Continue to work cooperatively with the Flagg Creek Water Reclamation District and support their provision of services within the Village of Westmont.
- Coordinate improvement and development plans with the Flagg Creek Water Reclamation District to allow the District to adequately anticipate impacts of new development.

DOWNERS GROVE SANITARY DISTRICT

The Downers Grove Sanitary District (DGSD) provides sanitary sewer service for much of the Village of Downers Grove, the portion of the Village of Westmont west of Cass Avenue, and portions of Woodridge, Lisle, Oak Brook, and Darien. DGSD collects sanitary wastewater through over 245 miles of sanitary sewers and maintains nine wastewater pumping stations located throughout its service area. Sanitary wastewater is collected and treated at its Wastewater Treatment Center, located at 5003 Walnut Avenue in Downers Grove. The treated wastewater (effluent) is discharged to the East Branch of the DuPage River or St. Joseph's Creek, as permitted by the State of Illinois with authority from the United States Environmental Protection Agency. DGSD operates two lift stations within the Village of Westmont as well as sanitary sewers in the Village west of Cass Avenue. The Sanitary District is planning for periodic sewer rehabilitation and replacement as needed. New sewers are planned for unsewered areas of Westmont but will be installed as needed under special assessments.

Recommendations

- Continue to work cooperatively with the Downers Grove Sanitary District and support their provision of services within the Village of Westmont.
- Coordinate improvement and development plans with the Downers Grove Sanitary District to allow the District to adequately anticipate impacts of new development.



- School
- Public/Semi-Public Facility
- Utility/Place of Worship
- Potential Area for Relocated Public Works Water Division
- Park/Open Space

COMMUNITY FACILITIES PLAN

Schools

- 1 Westmont High School
- 2 Westmont Junior High School
- 3 CE Miller Elementary School
- 4 Manning Elementary School
- 5 South School
- 6 Maercker School
- 7 Westview Hills Middle School

Public Facilities

- 8 Police Station/Fire Station #1
- 9 Westmont Public Library
- 10 Public Health Division
- 11 Train Station
- 12 Village Hall
- 13 Westmont Centre/Chamber of Commerce
- 14 Public Works (Water Division)
- 15 Public Works (Street Division)
- 16 Westmont Park District
- 17 US Post Office
- 18 Fire Station #2

1/4 Mile ▲ NORTH



CHAPTER

10

PARKS, OPEN SPACE & ENVIRONMENTAL FEATURES PLAN

Parks, open space, and environmental features contribute significantly to the Village's appeal, overall quality of life, image, character, desirability, and aesthetics. Public parks and open space provide places for residents and visitors to recreate and enjoy nature. Within the Village, public parks and formalized open space areas are provided primarily by the Westmont Park District and local schools.

This section of the Comprehensive Plan presents the plan, policies, and recommendations which generally seek to preserve and protect important and sensitive environmental features and to provide adequate open space and recreation to the community, acquiring and developing park sites when necessary.

PARKS

Parks in the Village are owned and managed by the Westmont Park District. The Park District was created by referendum in 1959 and manages more than 20 parks and facilities, totaling more than 150 acres of parkland in the Village. The Westmont Park District provides recreational activities throughout the year for all age groups including both indoor and outdoor recreation.

Playground equipment in tot lots provides activities for Westmont's youngest residents; sports facilities and other amenities are included in many parks for programmed athletics and unstructured recreation; Twin Lakes Golf Course and the Fitness Club offer activities for all ages; and the Senior Center provides activities for the Village's older population.

The Village's first park was Veteran's Memorial Park, which includes a multi-purpose Community Center, administrative offices of the Park District, and Gregg House (the Village's Community Museum). Ty Warner Park is the Village's largest park (36 acres) with a variety of features and amenities including ball fields, a spray park, playgrounds for different age groups, interpretive woodland and wetland trails, and more. The Twin Lakes Complex is a unique facility that includes Twin Lakes Park, the Twin Lakes Golf Course, Twin Lakes Woods, and a day care center.

The Park District is considering the construction of an aquatic center, an issue first identified in their 1973 Master Plan. The most recent proposal is to locate such a facility on a 5-acre site south of Ty Warner Park owned by the Park District.

Recommendations

- The Village should continue to work with and support the District in their efforts to maintain and improve existing parks and acquire new park sites within the community.
- The Village should continue to support the Park District in their efforts to acquire additional parkland on the Village's southeast side.
- Periodically review the Article IV. - Subdivision Design Standards of Appendix B - Land Development of the Village's Municipal Code to ensure parkland dedication and cash-in-lieu of parkland dedication adequately reflect the impact of new development on the existing parks and recreation system.
- Through the existing site plan review process, work cooperatively with the Park District and developers to identify future park locations required per the Village's Municipal Code.
- The Village should work with the Park District to identify potential new neighborhood parks in any under-served areas of the Village.
- In the event that the Park District constructs an aquatic center, work with the Park District to ensure access and egress to the amenity is well managed and impacts on residential properties are minimized.
- The Village should collaborate with the district to accommodate temporary stormwater management for significant rain events.
- Consider the use of inter-governmental agreements with neighboring communities or other districts within Westmont as a cost efficient means of providing local parks and recreation amenities.

FOREST PRESERVES

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Situated in DuPage County, the residents of Westmont are also served by the Forest Preserve District of DuPage County. The Forest Preserve District is a special taxing district in the County whose stated mission is to acquire and hold lands containing forests, prairies, wetlands, and associated plant communities or lands capable of being restored to such natural conditions for the purpose of protecting and preserving the flora, fauna, and scenic beauty for the education, pleasure, and recreation of its citizens. In total, the Forest Preserve District maintains 25,000 acres of land at over 60 forest preserves. In addition, they provide numerous recreation amenities and programs, all of which are available to the residents of Westmont.

**Recommendation**

- The Village should promote and market the availability of the Forest Preserve District, including its forest preserves and recreation facilities, as an amenity to residents of Westmont.

## TRAILS AND BIKEWAYS

In addition to providing recreational and health benefits, trails and bikeways provide important connections to community facilities such as parks and schools. Many of these facilities are accessible via on-street bike routes which are locally-designated. In addition, the Southern DuPage County Regional Trail, managed by the Forest Preserve District of DuPage County, runs along 59th Street.

Most of the off-street trails and bikeways in the Village are managed by the Westmont Park District. Bellerive Park includes walking paths; Twin Lakes Woods has interpretive pathways; Veteran's Memorial Park has lighted pathways; and Ty Warner Park has interpretive woodland and wetland trails.

### Recommendations

- Consider conducting a comprehensive trail and bicycle plan for the Village to designate the safest and most efficient pedestrian routes to connect the residents to key community destinations as well important connections to regional trail networks beyond Westmont's borders.
- To improve the use of the existing trails and bicycle routes, the Village should create and implement a Village-Wide bicycle route/signage program. Installing directional and wayfinding signage (both on-street and off-street) at key locations such as parks and at street crossings will improve the visibility of the trail routes and improve circulation.

## STORMWATER MANAGEMENT

The Village of Westmont has a stormwater master plan in place that identifies various flooding sources and storm water sewer system inadequacies. A detailed engineering study was conducted in 2009 and 2010, culminating in a Master Plan report dated January 2011. The study solicited community involvement through four public meetings and a Village-wide questionnaire.

Four drainage watersheds were identified within the Village. These are generally located in the four geographical quadrants of the Village of Westmont as follows:

- Northwest – North Branch of St. Joseph Creek
- Northeast – Salt Creek (includes Lake Charles within the Oakwood Subdivision)
- Southeast – Flagg Creek
- Southwest – St. Joseph Creek

The report recommends a number of public and private projects within each of the four watersheds. Cost estimates were prepared, and both the public and private projects were ranked by priority based on cost/benefit and likely construction timing factors. Most of the projects involve measures to alleviate flooding in residential areas of the Village and vary considerably in project size, scope, and cost.

### **Recommendations**

- Continue to implement the recommendations of the Stormwater Master Plan based on priorities established in the Plan, budgeting appropriately each year to finance larger capital projects.
- The Village should encourage infiltration-based hydrology and stormwater management practices, such as permeable pavement, bioretention, native landscaping systems, etc., as opposed to rip-rap and manicured turf grass.
- Through the existing site plan review process, work with developers to minimize the amount of impervious surface created by new development, reduce long-term contributions to stormwater run-off, and encourage the installation of high-performance green infrastructure.
- Update appropriate sections of the Village's Municipal Code, including Appendix A - Zoning Ordinance, Appendix B - Land Development and Chapter 34 - Engineering and Flood Control to ensure stormwater management practices reflect current best practices.

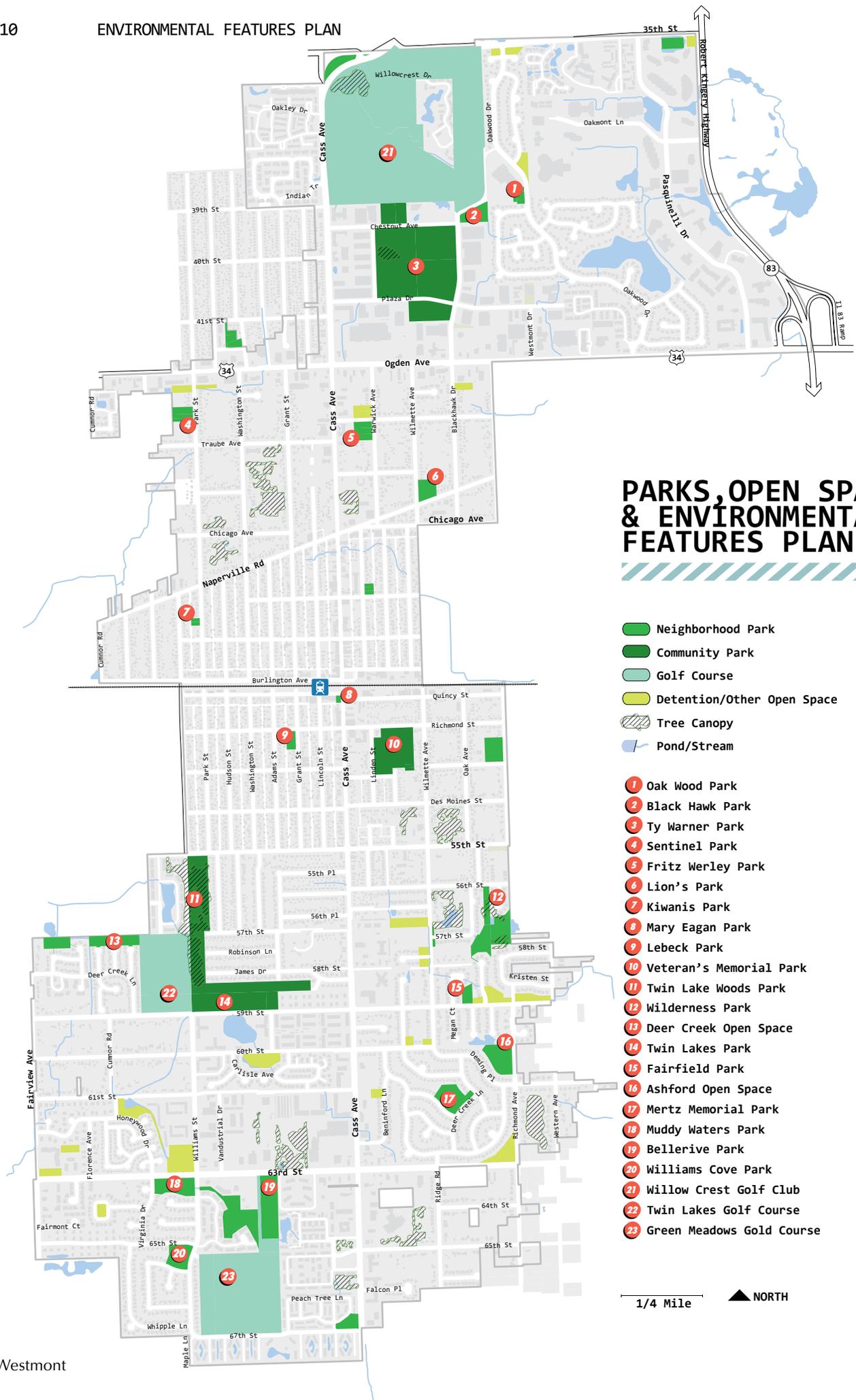
## **OTHER ENVIRONMENTAL FEATURES**

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Whenever feasible, the Village should work with property owners and developers to protect and enhance environmentally sensitive areas such as those that contain, open water, floodplain, wetlands, and mature stands of trees. These features can be found throughout the Village and they contribute significantly to the character of the community and local ecosystems. In some instances, the wooded areas are owned by public agencies such as the Park District; however, the majority of the wooded areas are located throughout the residential portions of the community.

### **Recommendations**

- Work with property owners and developers to maintain and enhance the community's environmental assets.



# PARKS, OPEN SPACE & ENVIRONMENTAL FEATURES PLAN

- Neighborhood Park
- Community Park
- Golf Course
- Detention/Other Open Space
- Tree Canopy
- Pond/Stream

- 1 Oak Wood Park
- 2 Black Hawk Park
- 3 Ty Warner Park
- 4 Sentinel Park
- 5 Fritz Werley Park
- 6 Lion's Park
- 7 Kiwanis Park
- 8 Mary Eagan Park
- 9 Lebeck Park
- 10 Veteran's Memorial Park
- 11 Twin Lake Woods Park
- 12 Wilderness Park
- 13 Deer Creek Open Space
- 14 Twin Lakes Park
- 15 Fairfield Park
- 16 Ashford Open Space
- 17 Mertz Memorial Park
- 18 Muddy Waters Park
- 19 Bellerive Park
- 20 Williams Cove Park
- 21 Willow Crest Golf Club
- 22 Twin Lakes Golf Course
- 23 Green Meadows Gold Course

1/4 Mile ▲ NORTH



## CHAPTER

## 11

## TRANSPORTATION & MOBILITY

Westmont maintains a comprehensive network of multi-modal travel options for its residents and business members which help to make the community and its Central Business District one of the most modern in the area. The existing transportation network in Westmont consists of an integrated system of transit service, regional and local roads and bikeways, and pedestrian facilities. The community's transportation system has historically played a key role in shaping its character and development and will continue to do so in the future.

The Village of Westmont benefits from excellent regional access with one of the most frequently-used stops on the Metra Burlington Northern Santa Fe (BNSF) commuter line and easy access to the interstate system via a roadway network hierarchy from local roadways to major arterial thoroughfares generally developed on a traditional grid system. Pace also operates several fixed route bus services through Westmont connecting to major county destinations and other transportation hubs. A community bikeway system is in place to connect residents with the transit system and other community and regional destinations. Pedestrian mobility is a priority for the Village which generally recognizes that almost every trip involves walking. The underlying principle is that each mode or user is not a separate entity but part of an interconnected, functional system.

### TRANSIT

#### METRA

Westmont has commuter rail service on the BNSF line. This commuter line, which has the highest number of boardings of any of Metra's service lines, generally serves western Cook, DuPage and southern Kane Counties. The line originates in downtown Chicago at Union Station and terminates in Aurora, a distance just under 38 miles. The BNSF Line carries approximately 64,600 trips per weekday. The Westmont station is the first of the inbound stations in the "D" fare zone, followed by Clarendon Hills Station and preceded by Fairview Avenue Station.

| Station                         | Fare Zone | Weekday Boarding |
|---------------------------------|-----------|------------------|
| Main Street (Downers Gove)      | E         | 2,328            |
| Fairview Avenue (Downers Grove) | E         | 403              |
| Westmont                        | D         | 1,168            |
| Clarendon Hills                 | D         | 799              |
| West Hinsdale                   | D         | 323              |
| Hinsdale                        | D         | 1,065            |
| Highlands                       | D         | 176              |
| Western Springs                 | D         | 1,093            |

Source: Metra Commuter Rail

Per Metra's boarding and alighting counts conducted in 2006, there were 1,168 weekday boardings at the Westmont station which was the second highest number of boardings on the line in the area behind Main Street in Downers Grove, as shown below. Of the weekday boardings, approximately 96% were traveling in the traditional commute direction inbound towards the City of Chicago and 4 percent were traveling in the reverse commute direction outbound towards Aurora.

| Time Period  | Inbound ON   | Inbound OFF | Outbound ON | Outbound OFF |
|--------------|--------------|-------------|-------------|--------------|
| A.M. Peak    | 910          | 13          | 13          | 21           |
| Midday       | 119          | 10          | 7           | 104          |
| P.M. Peak    | 71           | 22          | 17          | 861          |
| Evening      | 26           | 7           | 5           | 144          |
| <b>TOTAL</b> | <b>1,126</b> | <b>52</b>   | <b>42</b>   | <b>1,130</b> |

Source: Metra Commuter Rail

**“A notable 14 percent of riders take Pace to and from the Westmont station which is a much higher percentage over Metra’s systemwide 4 percent.”**

The table below shows that ridership remained fairly stable until 2006 when ridership dropped by 75 boardings per day at the Westmont station. The BSNF Line has continued to see an increase in ridership every year over the same period.

|                          | 1991  | 1993  | 1995  | 1997  | 1999  | 2002  | 2006  |
|--------------------------|-------|-------|-------|-------|-------|-------|-------|
| <b>Weekday Boardings</b> | 1,254 | 1,275 | 1,260 | 1,292 | 1,282 | 1,243 | 1,168 |

Source: Metra Commuter Rail

Commuters access the Westmont station predominantly by driving and parking, as shown below with 49% driving alone. A significant amount of Metra riders walk from the surrounding residential neighborhoods. In addition, a notable 14% of riders take Pace to and from the Westmont station which is a much higher percentage over Metra's systemwide 4%. This is attributed to the fact that Metra parking is near capacity and that Pace operates multiple bus routes between the station and the neighborhoods to the south. Furthermore, the number of Pace riders accessing the Westmont Metra station has increased from 11% in 2002.

| Mode          | Westmont | Metra System |
|---------------|----------|--------------|
| Walk          | 18%      | 21%          |
| Drive Alone   | 49%      | 54%          |
| Dropped Off   | 13%      | 14%          |
| Carpool       | 4%       | 4%           |
| Bus           | 14%      | 4%           |
| Bike          | 1%       | 1%           |
| Taxi          | 0%       | 1%           |
| Rapid Transit | 0%       | 1%           |
| Other         | 0%       | 1%           |

Source: Metra Commuter Rail

Future Metra plans include extending the existing BNSF commuter rail service from its current terminus in Aurora to Oswego (in Kendall County). A longer extension terminating in Plano is also proposed. The 2030 Regional Transportation Plan (RTP) anticipates completion of an initial segment to new stations in Montgomery and Oswego in the mid-term and completion of the entire proposal, including a new maintenance facility at the service terminus, over the long term. Funding for construction is anticipated through discretionary federal grants and financing arrangements are still needed.

RTA's Future Capital Program (2012 - 2015) does not identify future funding for projects related specifically to the Westmont station. There are no future plans for changes to service, stations, or grade crossings in Westmont.

### PACE



The Westmont Metra station has connecting bus service on Pace Routes 661, 662, 665, and 715. The table below summarizes Westmont's bus service.

As mentioned, a significant number of Westmont's Metra riders access the station via Pace. Of the riders boarding in Westmont, a notable 14% take Pace to and from the Westmont station. In comparison, only about 4% of Metra riders systemwide access their stations via Pace.

|     | Name                          | Description                                                                                                                                                                                                                                                                                                                                 | Weekday Ridership (2011) |
|-----|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| 661 | Southwest Westmont Feeder     | Provides rush hour commuter service from southwest Westmont to the Westmont Metra Station. Residential areas served on this route are Willow View Apts., The Ponds, Willow West, The Piers, and the King Arthur Apts.                                                                                                                       | 39                       |
| 662 | South Central Westmont Feeder | Provides rush hour commuter service from south central Westmont to the Westmont Metra Station. Residential areas served by this route are Radcliffe, Ashford, Cass Lake Village, and Twin Lake Towers                                                                                                                                       | 115                      |
| 665 | Darien-Westmont               | Provides rush hour commuter service from Darien to the Westmont Metra Station. Serves Hinswood, Farmingdale Terrace, and Brookhaven Plaza                                                                                                                                                                                                   | 45                       |
| 715 | Central DuPage                | Weekday service from Addison to Darien operating from Addison Walmart to Brookhaven Plaza along Cass Avenue. Rush hour service extends to Argonne National Laboratory. Serves the Westmont Metra Station and major destinations throughout central Dupage County including a connection to the Metra Union Pacific West Line at Glen Ellyn. | 489                      |

## BIKEWAYS

Bikeways are an integral part of the overall transportation system, and bicycle travel plays an important role in reducing the number of vehicular trips and commuter parking demand, as well as providing recreational opportunities. Bikeways provide essential connections that increase mobility and accessibility for many groups of people, particularly for those who do not drive. Not only is biking an environmentally friendly transportation mode, it is a popular recreational activity that contributes to physical fitness and overall quality of life in the community.

Westmont places a high value on bicycle travel and strives to make bike trips a safe and viable option for travel within the community and regionally. Bicycling is encouraged, and the Village is proactive in establishing and expanding its bikeway system. These efforts include providing a bike route map, constructing new off-street trails where possible, linking the bike route system to the transit system, and cooperating with DuPage County and neighboring municipalities to plan regional trails. The Village also provides public bicycle racks for secure bike parking.

The Village's existing bikeway system mainly consists of local on-street bike routes, as well as some off-road multi-use paths, that connect residential neighborhoods with schools, businesses, recreation, Metra and Pace. The on-street routes are identified on lower volume, lower speed collector streets and are strategically planned to connect with Oak Brook, Downers Grove, Clarendon Hills, and Willowbrook bike routes and the Southern DuPage County Regional Trail, a 46-mile trail extending along 59th Street through Westmont which connects to ten other communities.

## WALKABILITY

Westmont strives to be a community in which walking is a vital component of the transportation system. The Village recognizes the benefits of pedestrian-friendliness and aims to capitalize on the community's excellent public transportation services and compact development pattern which puts a lot of residents within walking distance. Considering pedestrian travel is necessary in almost every trip, whether it involves walking the entire trip or just walking from a parking space, train station, or bus stop to an ultimate destination, the benefits of pedestrian activity are tremendous. This is especially true for downtown business districts such as Westmont's downtown area where foot traffic is important to support restaurant and retail uses and create a destination environment. In the last 15 years, the Village of Westmont has liberally invested in capital improvements, infrastructure updates, and grant programs to enhance pedestrian mobility, including installation of missing public sidewalks, an updated Metra station, new civic facilities, a new community park and fountain, new decorative streetscapes, and a community soundsystem. The Village sees the improvement of poor pedestrian facilities, and the maintenance of good pedestrian facilities, as important priorities.

**Sidewalk Maintenance**

The Village administers regular sidewalk maintenance in which sidewalks that are deemed hazardous according to the Public Sidewalk Policy criteria are replaced entirely by the Village at the Village's cost. A resident may also replace sidewalk himself, and with the approval of the Director of Public Works, the resident will be reimbursed at cost, up to a certain amount per square foot. If a resident wishes to have sidewalk replaced that does not qualify as hazardous, there may be cases in which Public Works deems it to be appropriate and may reimburse the resident at a portion of the cost.

## VEHICULAR ACCESS AND CIRCULATION

Even considering the excellent other travel modes, mobility by personal automobile is high in Westmont. The primary north-south route through Westmont is Cass Avenue, which is the only continuous roadway crossing the BNSF railroad tracks in the Village except Fairview Avenue on the western boundary. Cass Avenue serves as the main arterial through the community, as well as its “Main Street” through Downtown. Westmont is generally long and narrow in the north-south direction along Cass Avenue with a traditional grid street and alley network making up most of the Village’s roadway system. Major east-west routes include Ogden Avenue, 55th Street, and 63rd Street. To the east of the Village, IL Route 83 is major limited-access regional arterial. Regional access is also provided via the interstate system which surrounds the community with I-88 located to the north, I-55 to the south, I-294 to the east and I-355 to the west.

|                                | Major Arterial                                            | Minor Arterial                                 | Collector Street                                                                                                                                     | Local Street                          |
|--------------------------------|-----------------------------------------------------------|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| <b>Typical Spacing</b>         | 1-1 ½ mile                                                | ½ mile                                         | ¼- ½ mile                                                                                                                                            | Block                                 |
| <b>Desired Traffic Volumes</b> | >15,000 ADT                                               | 5,000 – 15,000 ADT                             | 1,000 – 5,000 ADT                                                                                                                                    | <1,000 ADT                            |
| <b>Desired Right-of-Way</b>    | 80-100’                                                   | 80-100’                                        | 66-80’                                                                                                                                               | 60-66’                                |
| <b>Cross Section</b>           | 3-5 lane section with center lane or median               | 3 lane section with turn lane at intersections | 2 travel lanes                                                                                                                                       | 2 travel lanes                        |
| <b>Land Access</b>             | Occasional or Shared                                      | Shared access preferred                        | Direct access and local intersections                                                                                                                | Direct access and local intersections |
| <b>Speed Limit</b>             | 30-40 mph in CBD<br>40-55 mph                             | 25-40 mph in CBD<br>40-50 mph                  | 25-30 mph in CBD<br>30-40 mph                                                                                                                        | 25-30 mph                             |
| <b>Parking</b>                 | Limited Allowed in CBD                                    | Some restrictions possible<br>Allowed in CBD   | No restrictions                                                                                                                                      | No restrictions                       |
| <b>Pedestrian Facilities</b>   | Provide Sidewalks/<br>Consider multi-use paths            | Provide Sidewalks                              | Provide Sidewalks                                                                                                                                    | Provide Sidewalks                     |
| <b>Westmont Roadway</b>        | Cass Avenue<br>Ogden Avenue<br>55th Street<br>63rd Street | Naperville Road<br>59th Street                 | Blackhawk Drive<br>Oakwood Drive<br>Pasquinelli Drive<br>Burlington Avenue<br>Qunicy Street<br>Richmond Street<br>Williams Street<br>Wilmette Avenue | Other                                 |

## FUNCTIONAL CLASSIFICATION

Based on the desired function of the streets making up the Westmont roadway network, all streets in the community are classified into categories that describe their character. Depending on the roadway's function, it will provide varying degrees of travel mobility and land access. Overall, a community's roadway system should make up a balance of mobility and access. The roadway classifications that most appropriately make up the Westmont roadway system are summarized below.

### Traffic Circulation

North-south traffic flow through Westmont is hindered by the limited number of area BNSF railroad crossings. Cass Avenue is a strategically designated arterial because it provides an at-grade railroad crossing. The closest crossing is at Fairview Avenue beyond the western edge of Village limits. Because area traffic must funnel across the tracks in so few crossing locations, the Cass Avenue crossing acts as a bottleneck to north-south traffic movements resulting in high traffic volumes and a significant amount of non-local trips. Exacerbating the issue, train activity is at a peak at the same time as vehicular activity. Given the crossing is at-grade, traffic progression on Cass Avenue stops while the railroad gates are down resulting in long delays/queues. This is not an uncommon situation in many communities throughout the area where downtown arterials cross the heavily used BNSF tracks. DuPage County has identified several BNSF railroad crossings as "severe congestion" locations, including Cass Avenue.

### Jurisdiction

There are several types and jurisdictional interests that govern the Westmont roadway network. These roadways are generally supportive of local circulation as well as providing linkages to the nearby system of Interstates. The following figure is a map of the existing roadway system by jurisdictional classification.

Between Ogden Avenue (US 34) and 55th Street, the Village of Westmont maintains jurisdiction for all roads and traffic signals. DuPage County has jurisdiction of Cass Avenue north of Ogden Avenue and south of 55th Street, as well as 55th and 63rd Streets, and all traffic signals along these corridors. The Illinois Department of Transportation (IDOT) maintains jurisdiction of Ogden Avenue and all traffic signals along the corridor including at its intersection with Cass Avenue.

| Jurisdiction        | Name                                                                                                                      | Segment                                    |
|---------------------|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| IDOT                | IL 83 (Kingery Highway)<br>US 34 (Ogden Avenue)                                                                           |                                            |
| DuPage County       | Cass Avenue (County 15)<br>Cass Avenue<br>55th Street (County 35)<br>63rd Street (County 38)                              | From US 34 north<br>From 55th Street south |
| Village of Westmont | Cass Avenue<br>59th Street<br>Naperville Road<br>Pasquinelli Drive<br>Burlington Ave/Quincy Street<br>Other local streets | From US 34 to 55th Street                  |

## TRAFFIC SIGNALS

The Village maintains a total of seven traffic signals, all of them along Cass Avenue south of Ogden Avenue and north of 55th Street. Several of the signalized intersections within the downtown area are on an interconnected system that allows the signals to be timed together to help facilitate efficient traffic flow. This system is also connected to the railroad “pre-emption” equipment and adjusts accordingly when trains prompt the crossing gates down and back up.

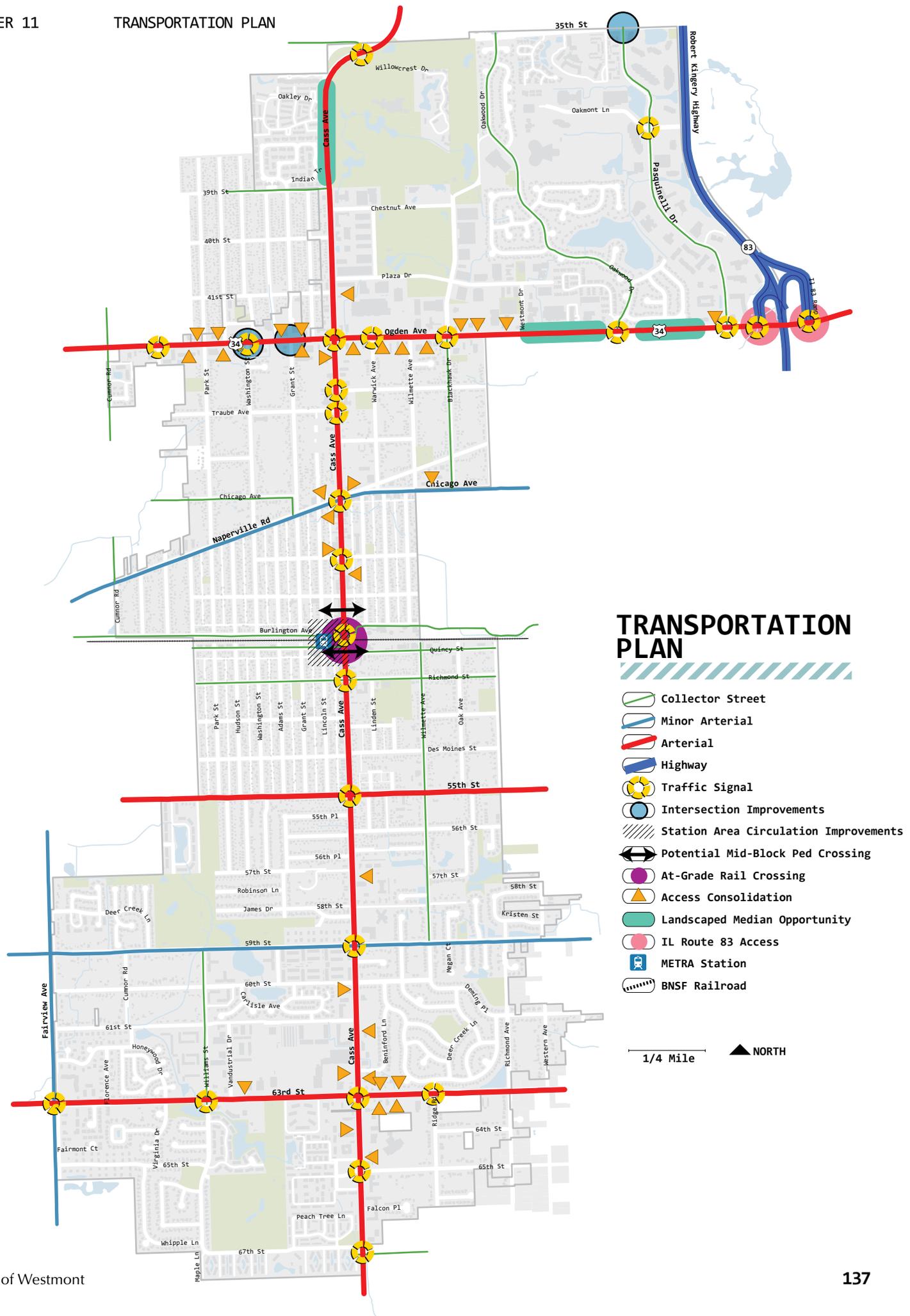
### Roadway Maintenance

The Village of Westmont administers regular street maintenance in the form of annual Motor Fuel Tax (MFT) Street Resurfacing Projects which are funded by both the Village’s allotment of the MFT fund and the Emergency Repair Program (ERP). Work in 2011 included street resurfacing by pavement grinding and replacement, as well as curb and gutter repairs, street patching, and sidewalk repairs. Locations include:

- Grant Street: 55th Street to Dallas Street
- Hudson Street: 55th Street to Quincy Street
- Chicago Avenue: Grant Street to westerly Village limits
- Naperville Road: Warwick Avenue to Richmond Avenue
- Oak Avenue: 55th Street to 56th Street
- Washington Street: Naperville Road to Traube Avenue
- Washington Street: 55th Street to 57th Street

### Truck Routes

IDOT and DuPage County designate truck routes on their respective roadway systems. Ogden Avenue is the only designated continuous truck route through Westmont. It is a State Class II truck route and is a major east-west route connecting the main north-south routes in the area, I-294 and IL 83 east of Westmont and I-355 and IL 53 to the west. The Village has the authority to designate truck routes or restrict weight limits on its roadways only.



## TRANSPORTATION PLAN

- Collector Street
- Minor Arterial
- Arterial
- Highway
- Traffic Signal
- Intersection Improvements
- Station Area Circulation Improvements
- Potential Mid-Block Ped Crossing
- At-Grade Rail Crossing
- Access Consolidation
- Landscaped Median Opportunity
- IL Route 83 Access
- METRA Station
- BNSF Railroad

1/4 Mile

▲ NORTH

## **PARKING**

### **COMMUTER PARKING**

Metra commuter parking is provided in several locations including along the south side of Burlington Avenue, in the surface lot on Quincy Street, and in three surface lots on Irving Street. Within the facilities, 418 spaces are provided. Metra reports that in 2008, 370 permits were sold resulting in an effective utilization of 89 percent. Generally, Metra parking is comprised of monthly permit spaces and some 12-hour metered spaces. Parking on Burlington Avenue and Quincy Street is open for general use after 9:00 A.M. Metra maintains additional parking spaces will be needed in the future for those that choose to drive and park at the station. While more parking can generate additional ridership, new commuter parking must be carefully planned and located to not isolate the station from downtown.

### **DOWNTOWN PARKING**

Downtown Westmont public parking consists of over 800 spaces with a mix of on-street parking and off-street surface lots. On-street parking is free and generally restricted to a 2-hour time limit, though there are several 30-minute and 1-hour spaces signed throughout. The Village has four surface parking lots that provide about 560 spaces of free long and short-term parking. Permit parking is provided on Burlington Avenue and the Metra commuter lots. Many businesses in the downtown area also provide privately-owned parking for their customers which consist of more than 1,200 spaces.

The Village had a downtown parking study prepared in 2008 (by Rich and Associates, Inc.) in part to provide parking recommendations and policy considerations for a comprehensive plan. According to the report, there is more than adequate parking available Downtown Westmont where, at a maximum, less than 50 percent of the downtown public and private parking spaces are utilized. However, it is important to note that there is a common community perception of not enough parking in the downtown area. This is attributed to the fact that 60 percent of the parking is essentially reserved for specific uses as it is privately owned and not available for general public use, only individual businesses. It is generally recommended that a community control at least 50 percent of its parking in a downtown as it allows the municipality to manage allocation, demand fluctuations, pricing, enforcement, and allows shared parking. The study recommends the Village consider increasing the amount of Village-owned parking by acquiring existing private lots for transition to public parking.





## CHAPTER

## 12

## IMPLEMENTATION

The Comprehensive Plan will guide development and reinvestment within Westmont over the next 10 to 15 years. The Comprehensive Plan is the result of a collaborative effort between the Comprehensive Plan Advisory Committee, Village staff, Village Board, Planning and Zoning Commission, and the larger Westmont community.

This section outlines the actions the Village should take to ensure the implementation of plan recommendations, including:

1. Adopt and use the updated Comprehensive Plan on a day-to-day basis;
2. Review and update the Zoning Ordinance and other development controls;
3. Review and update the Capital Investment Plan (CIP);
4. Update the Comprehensive Plan on a regular basis;
5. Enhance public communication;
6. Promote cooperation and participation among various agencies, organizations, community groups and individuals; and,
7. Explore possible funding sources and implementation techniques.

### ADOPT AND USE THE PLAN ON A DAY-TO-DAY BASIS

Although the adoption of this Comprehensive Plan marks the end of the formal planning process, it also marks the beginning of the plan's life as a tool for the implementation of the community's long term vision. It is vital that the Village Board adopt the Comprehensive Plan as Westmont's official policy guide for growth and change. Once adopted, use of the Comprehensive Plan by Village staff, boards, and commissions should become routine as they review and evaluate all proposals for improvement and development within the community in the years ahead. The Plan should be referenced on a day-to-day basis as a living document rather than gathering dust in a back office.

## REVIEW OF ZONING ORDINANCE

The Village's zoning ordinance establishes the types of uses allowed on specific properties and prescribes the overall character and intensity of development to be permitted. Zoning is one of the most powerful tools in implementing planning policy including the recommendations of the Comprehensive Plan.

Adoption of the new Comprehensive Plan should be followed by a review and update of the Village's zoning ordinance, subdivision regulations, and various related codes, ordinances, and other development controls. Policies regarding land use and the quality, character and intensity of new development established in the Comprehensive Plan should be used to revise existing zoning and development regulations. To better reflect the unique needs and aspirations of the Westmont community, all development controls should be made to be consistent with the recommendations of the Comprehensive Plan.

### MIXED-USE

Mixed-use development is not currently permitted by-right in any zoning district. This may impede the Village's ability to encourage desired increases in density and a mix of uses within targeted areas such as the Downtown Westmont. The Village should examine requirements within its B-1 and B-2 districts and consider revisions that would permit vertical mixed-use development (i.e. multiple uses on different floors of the same structure) by-right. Such regulations could include standards and reviews, or be supplemented, that would ensure quality design, pedestrian oriented details, and other beneficial outcomes.

### SPOT ZONING

The practice of allowing a single lot or small area to have a more intense zoning than surrounding properties is referred to as "spot zoning." The comprehensive planning process identified spot zoning as a potential issue within the Village. In addition to updating district regulations, the Village's zoning map should be updated to more closely reflect the recommendations contained in the Land Use Plan and map figure.

### CODE ENFORCEMENT

Enforcement of existing ordinances has been characterized as inconsistent and unpredictable for commercial and residential properties. The Village needs to develop a uniform approach to code enforcement and follow-up to ensure that all property reviews are performed efficiently and regulations are thoroughly enforced. Local residents should also be encouraged to help with code enforcement by reporting potential violations to the Village.

## CAPITAL IMPROVEMENT PLAN

Another tool for implementing the Comprehensive Plan is a Capital Improvement Plan (CIP). It establishes schedules, priorities, and funding sources for all public improvement projects within a defined period, typically five years.

Creating and updating the CIP typically involves scheduling the implementation of a range of specific projects related to the Comprehensive Plan, particularly the restoration and upgrading of existing utilities, infrastructure and facilities. Relocation, renovation and expansion of Village facilities, such as development of a new Public Works Facility, should also be included in the CIP.

Municipal resources in Westmont will always be limited and public dollars must be spent efficiently. The Capital Improvements Plan should allow the Village to provide the most desirable public improvements while staying within budget constraints.

### ACTION AGENDA

In conjunction with the Capital Improvement Plan, the Village should prepare an implementation “action agenda” which highlights the improvement and development projects and activities to be undertaken during the next several years. This would include all actions supported by the comp plan and could assist in more special budgeting and prioritization decisions. For example, the “action agenda” might consist of:

1. A detailed description of the projects and activities to be undertaken;
2. The priority of each project or activity;
3. An indication of the public and private sector responsibilities for initiating and participating in each activity; and
4. A suggestion of the funding sources and assistance programs that might potentially be available for implementing each project or activity.

The action agenda should be updated on a regular basis similar to the CIP.

## REGULAR UPDATES

The Comprehensive Plan is not a static document and should be revised and updated accordingly, should community attitudes change or new issues arise which are beyond the scope of the current plan.

Although a proposal to amend the Comprehensive Plan can be brought forth by petition at any time, the Village should regularly undertake a systematic review of the plan. The Village should initiate review of the Plan at least every three to five years. Ideally, this review should coincide with the preparation of the Village’s budget and Capital Improvement Plan. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the commitments for the upcoming fiscal year.

Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations. The Village, including Community Development staff, should:

5. Provide an electronic file of the Comprehensive Plan on the Village's website;
6. Make copies of the Comprehensive Plan document available for public review and purchase at the Village Hall;
7. Provide assistance to the public in explaining the Comprehensive Plan and its relationship to private and public development projects and other proposals, as appropriate;
8. Assist the Planning and Zoning Commission and Village Board in the day-to-day administration, interpretation, and application of the Plan;
9. Maintain a list of current possible amendments, issues or needs which may be a subject to change, addition or deletion from the Comprehensive Plan; and,
10. Coordinate with, and assist the Planning and Zoning Commission and Village Board in the Plan amendment process.

## **PUBLIC COMMUNICATION**

Implementing the recommendations of the Comprehensive Plan will require the support and extensive participation of the community. The Village should take steps to ensure that local residents, businesses, and property owners are familiar with the overarching vision and primary recommendations of the Comprehensive Plan. In addition to making the Comprehensive Plan readily available to residents, the Village should prepare an executive summary of the Comprehensive Plan and distribute it widely throughout the community. This would include a brief overview of existing conditions, the vision, and the goals and objectives, and would specifically be designed to live outside of the plan document so that it is valid even as plan specifics may be amended.

The Village should also consider tools and techniques to improve the ability of staff and officials to more quickly and accurately respond to questions and concerns regarding planning and development. For example, the Village should consider creating a user's guide to zoning and development that summarizes land use recommendations and simplifies the Village's building code and various land use and development regulations.

## COOPERATION

The Village of Westmont should assume the leadership role in implementing the new Comprehensive Plan. In addition to carrying out the administrative actions and many of the public improvement projects called for in the Plan, the Village may choose to administer a variety of programs available to local residents, businesses and property owners.

Successful implementation of the Comprehensive Plan will rely heavily on a strong partnership between the Village, other public agencies, neighborhood groups and organizations, the local business community, and the private sector. The Village should be the leader in promoting the cooperation and collaboration needed to implement the new Comprehensive Plan. The Village's partners should include:

- Other governmental and service districts, such as Community Unit School District 201 (CUSD 201), Maercker School District 60 (MSD 60), DuPage County, Westmont Public Library, Flagg Creek Water Reclamation District (FCWRD), Downers Grove Sanitary District (DGSD), private utility companies, the Illinois Department of Transportation (IDOT), the DuPage County Forest Preserve, etc;
- The real estate and development community should be encouraged to undertake improvements and redevelopment that conform to the Comprehensive Plan and enhance the overall quality and character of the community; and,
- The Westmont residents, neighborhood groups, and community as a whole should be encouraged to participate in the long-term implementation of the plan, and all should be given the opportunity to voice their opinions on improvement and development decisions within the Village.

## FINANCING TOOLS & OPTIONS

The following section contains descriptions of several tools and strategies available to the Village as it strives to enhance quality of life and encourage reinvestment and redevelopment throughout the community. While the Comprehensive Plan provides a foundation upon which to build, further analysis is required to more fully evaluate and prioritize economic development opportunities. The Village's Community Development Department should continue to work with Village officials to closely examine strategies to foster redevelopment, recruit new businesses, and retain, enhance and expand existing businesses. This section will be revisited and expanded as the planning process evolves and Comprehensive Plan goals, objectives, and recommendations are implemented.

## GENERAL FUNDING SOURCES

While it is likely that many of the projects and improvements that the Comprehensive Plan will identify could be implemented through administrative or policy decisions and funded through conventional municipal programs, other projects may require special technical and/or financial assistance. The Village should continue to explore and consider the wide range of local, state, and federal resources and programs that may be available to assist in the implementation of planning recommendations. It should be noted that the Village's Home Rule status will impact the viability of implementing various funding and economic development programs. The Village currently has greater flexibility and local control as a result of its home rule status.

### Tax Increment Finance

The Village of Westmont is exploring the potential Tax Increment Finance (TIF) districts along the 63rd Street corridor near Cass Avenue in the South Westmont Business District (SWBD) and in the Central Business District (CBD) near Cass and Burlington Avenue. The boundaries of the potential TIF districts have not been finalized. The areas under study would be the Village's first TIF districts.

TIF utilizes future property tax revenues generated within a designated area or district to pay for necessary improvements and incentivize further reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF district increases, the incremental growth in property tax over the base year that the TIF was established is reinvested in the area. Local officials may also issue bonds or undertake other financial obligations based on the growth in new tax revenue within the district.

The maximum life of a TIF district in the State of Illinois is 23 years although the TIF district can be extended via approval from the Illinois state legislature. Over the life of a TIF district, the taxing bodies present within the district, such as school or park districts, receive the same amount of tax revenue that was generated in the base year in which the TIF was established. There are provisions that allow for schools to receive additional revenue. TIF funds can typically be used for infrastructure, public improvements, land assemblage and in offsetting the cost of development – including but not limited to engineering, stormwater and other site related issues.

Pending the results of the TIF eligibility studies the availability of TIF funding could serve as an incentive for developers to pursue projects in line with the community's vision.

### Business Development Districts (BDD)

A Business Development District (BDD) would allow the Village to levy up to an additional 1% retailers occupation tax, 1% hotel tax, and 1% sales tax within a designated district. Similar to a TIF district, a BDD has a maximum life of 23 years. BDD legislation also permits municipalities to utilize tax revenue growth that has been generated by BDD properties to fund improvements in the district.

As designated in Division 74.3 of the Municipal Code of the State of Illinois, a municipality may designate, after public hearings, an area as a Business District. Business district designation also empowers a municipality to carry out a business district development or redevelopment plan through the following actions:

- Approve development and redevelopment proposals.
- Acquire, manage, convey or otherwise dispose of real and personal property acquired pursuant to the provisions of a development or redevelopment plan.
- Apply for and accept capital grants and loans from the federal and state government, for business district development and redevelopment.
- Borrow funds for the purpose of business district development and redevelopment, and issue general obligation or revenue bonds, subject to applicable statutory limitations.
- Sell, lease, trade or improve such real property as may be acquired in connection with business district development and redevelopment plans.
- Business district planning activities.
- Establish by ordinance or resolution procedures for the planning, execution and implementation of business district plans.
- Create a Business District Development and Redevelopment Commission to act as an agent for the municipality for the purposes of business district development and redevelopment.

BDD funds can be used for infrastructure improvements, public improvements, site acquisition, and land assemblage. Given the limited amount of funds that a BDD is capable of generating compared to a TIF district, BDD is best suited for funding small scale improvements and property maintenance programs.

In addition to the potential 63rd Street and Downtown TIF districts, the Village should consider BDD designation for Downtown Westmont and the Ogden Avenue corridor. For example, within the Downtown a BDD could be used to support or expand funds used for the Downtown Development Grant program. Within the Ogden Avenue corridor a BDD would be capable of generating substantial sales tax revenue and could be used to fund more significant improvements and enhance the appearance and function of the corridor. However, in considering BDD designation, the Village should seek input from local businesses, some of which may view an additional sales tax as a drawback and potential threat to their competitive location within Westmont.

### **Special Service Area (SSA)**

A Special Service Area (SSA) could provide another means of funding improvements and programs within the Village's commercial areas. In an SSA, a small percentage is added to the property tax of the properties within the defined service area. The revenue received from this targeted increase is channeled back into projects and programs benefiting those properties. An SSA can be rejected if 51% of the property owners and electors within a designated area object. SSA's are particularly useful in areas with a concentration of businesses such as a downtown or corridor.

SSA funded projects can include such things as district marketing and advertising assistance, promotional activities and special events, streetscape and signage improvements, and property maintenance services. As with a BDD, an SSA could serve as an alternative funding mechanism for a variety of incentives such as the Village's Downtown Development Grant program, or others such as a small business loan fund.

### **INCENTIVES**



There are several incentive programs and strategies that the Village may choose to utilize in encouraging desirable development throughout the community. These programs can be used to not only attract new development to Westmont, but also facilitate the retention and expansion of existing businesses.

The following discussion of business assistance and incentives is not intended to be exhaustive, but rather highlight those programs that are believed to be most applicable to the Village of Westmont and its economic development goals. Additional incentives and strategies exist including several programs offered by the State of Illinois.

These tools are available to Illinois communities, but will require careful consideration and analysis on behalf of the Village of Westmont on a case-by-case basis. Further research should be undertaken as economic development opportunities materialize.

### **Sales Tax Rebate**

A sales tax rebate is a tool typically used by municipalities to incentivize businesses to locate to a site or area. The rebate is offered as a percentage of the annual sales tax revenue generated by the establishment and is often tied to benchmarks such that as sales volume increases, so too does the proportion of the rebate. Sales tax rebate percentages can range from 1% to 100% and are dependent on the goals and objectives of the local municipality. Sales tax rebates have proven effective in attracting new businesses and encouraging redevelopment and renovation. Home Rule communities also have the authority to issue bonds based on sales tax revenue.

**Tax Abatement**

A property tax abatement is a versatile tool that can be applied to address a wide range of community issues. Property tax abatements are typically used as an incentive to attract business and revitalize the local economy. In the State of Illinois, municipalities and other taxing districts can abate any portion of the tax that they individually levy on a property. The period of tax abatement on a given property can be no longer than 10 years and the total combined sum of abated taxes for all taxing districts cannot exceed \$4 million over that period. A taxing district can administer the abatement by one of two methods: 1) lowering the tax rate; or 2) initiating a property tax freeze where the property is taxed based on a pre-development assessed value.

In some circumstances municipalities can also petition the County to lower a property's assessment. For example, a commercial property could be assessed at a percentage equivalent to that of a residential property. This is an effective means of lowering a property tax bill, however, it should be noted that this method impacts all taxing districts and not just the district making the request.

**Façade Improvement Program**

A façade improvement program provides financial and technical assistance to owners that invest in the aesthetics of their property. Such a program is targeted at existing buildings and businesses in areas that may be dated in appearance. The Village currently administers a Downtown Development Grant that can be used toward either façade improvements or utilities and infrastructure.

The Downtown Development Grant, as is typical of façade improvement programs, operates as a matching grant with a portion of work (50%) payable upon completion of the project. As defined by the Village, costs eligible for reimbursement include improved signage, windows, painting, shutters and awnings, brickwork, and desired architectural elements. The Downtown Development Grant has been used to improve existing retail or restaurant space and enhance the overall appearance of Downtown Westmont. While façade improvement funds have limited direct impact in attracting new development to Westmont, such a program has benefited existing retailers and helped improve the overall health of the commercial area.

The use of a façade improvement program could be expanded to other commercial areas of the Village, however unique goals, objectives and design guidelines would likely have to be established for each area so as to encourage a unique sense of character. The Village could also consider increasing the maximum grant ceiling from its current level of \$8,000, provided that a sufficient funding source can be identified, to incentivize more significant projects.

**Business Assistance Program**

A business assistance grant program can be utilized to attract targeted retail businesses and assist existing businesses located within a particular area. As with a façade improvement program, business assistance funds are typically offered in the form of a matching grant that pays for a defined percentage of eligible expenditures. The expenditures are typically limited to build-out costs, signage, moving expenses, and physical improvements to a property necessary to accommodate a new business or the expansion of an existing business.

Priority can be given to businesses that complement the community's vision for its commercial areas and current retail needs. The size of the grant available can also be tied to the overall impact the proposed project could have on the local area. For example, the grant could be varied based on the anticipated sales tax to be generated by the project. Grant monies could be used to lessen the cost burden of relocating or expanding in Westmont. A business assistance program would likely have the most influence in attracting small and medium-sized retail tenants and restaurants.

**Commercial Loan/"Gap" Financing Program**

Securing funding for development can be a long and complicated process and it has become increasingly common for projects to rely on multiple funding sources to come to fruition. Economic instability in the larger marketplace can further reduce the amount of risk conventional lenders are willing to assume with a given project and thus further limit financing options. Municipalities, counties and other public economic development entities have played an increasing role in providing "gap" financing to make up for shortfalls in financing provided by other financial institutions.

Through partnerships between Westmont and local lending institutions, commercial loan/"gap" financing programs could be established to lessen the risk to conventional lenders while providing more favorable loan terms to businesses looking to relocate or expand in the community. Such loan programs typically stipulate that the program cannot be the primary lender of the project. Loan terms may vary, but are typically either a short term loan to cover immediate capital needs before sufficient long term financing can be secured, or a secondary loan that coincides with the life of the primary loan. Regardless, the goal is to encourage and facilitate development by providing a project with a blended financial package that is below market rate.

Such programs are typically capitalized by money from the municipality and lines of credit extended to partner financial institutions and guaranteed by the municipality. Loan terms vary depending on the goals of the project (e.g. startup capital, job creation, business modernization, etc.) and size of the loan principal.

**Restaurant Assistance Program**

A restaurant assistance program is similar to a business assistance program, but specifically targeted at restaurants seeking to locate within a community. As with any grant program, the Village can define exactly what types of businesses qualify for funding. For example, the assistance program could be limited to full-service restaurants only, by specifying a minimum threshold for the percent of gross income derived from sales made for on-site consumption.

Such funds could be intended to assist with renovating existing space to accommodate restaurant use or in the construction of a new restaurant and are typically limited to improvements to real property (i.e. kitchen equipment is ineligible). Funds are typically offered as a matching grant with a requirement that the business remain open for a minimum number of years. A lien is typically placed on the subject property which is then reduced by a proportionate amount for every year of operation and forgiven after completion of a minimum period of operation.

It should be emphasized that such a program could be utilized to capitalize on the market potential for restaurants identified within the Downtown Westmont and 63rd Street corridor market areas. It should not be intended to create competition for existing restaurant uses.

**Commercial Site Improvement Grant**

There are some commercial properties within Westmont that are in need of maintenance and enhancement to better contribute to the surrounding commercial area. A site improvement grant could be utilized to revitalize existing commercial development and ensure complementary site design and amenities between new and old. This type of grant is often used to enhance the appearance and function of auto-oriented areas through improvements to parking, signage, landscaping, and site access and circulation for both pedestrians and automobiles.

For example, the Village could offer a grant program for properties located along an important commercial corridor such as Ogden Avenue or the 63rd Street corridor. Property owners could be reimbursed for a portion of project costs and a tiered grant ceiling could be established depending on the location of the subject property, thus promoting reinvestment in targeted areas.

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## **TRANSPORTATION AND INFRASTRUCTURE FUNDING SOURCES**

On July 6, 2012, President Obama signed into law Moving Ahead for Progress in the 21st Century (MAP-21), a two-year transportation reauthorization bill. MAP-21 replaces the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which expired in September 2009 and was extended nine times. The goal of MAP-21 is to modernize and reform the current transportation system to help create jobs, accelerate economic recovery, and build the foundation for long-term prosperity. MAP-21 continues funding for numerous programs previously funded through SAFETEA-LU.

Given the recent passage of MAP-21, it is still uncertain how changes in Federal policy will ultimately impact existing funding programs. The Village should continue to keep informed as to the status of these programs and any new funding sources that may be introduced in the near future as a result of MAP-21.

The following discussion summarizes grant programs covered under MAP-21 that could be utilized by the Village to make enhancements to local transportation infrastructure, including roadways, bridges, sidewalks and trail.

### **Safe Routes to School**

The SRTS program has provided funding for the planning, design, and construction of infrastructure-related projects that will substantially improve the ability of students to walk and bicycle to school, including:

- Sidewalk improvements;
- Traffic calming and speed reduction improvements;
- Pedestrian and bicycle crossing improvements;
- On-street bicycle facilities;
- Off-street bicycle and pedestrian facilities;
- Secure bicycle parking facilities; and,
- Traffic diversion improvements in the vicinity of schools.

### **Illinois Transportation Enhancement Program (ITEP)**

The Illinois Department of Transportation administers the ITEP and has funded projects including bicycle/pedestrian facilities, streetscaping, landscaping, historic preservation and projects that control or remove outdoor advertising. In the past, federal reimbursement has been available for up to 50 percent of the cost of right-of-way and easement acquisition and 80 percent of the cost for preliminary engineering, utility relocations, construction engineering and construction costs.

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### **Congestion Mitigation and Air Quality Improvement Program (CMAQ)**

The CMAQ program focuses on projects that provide solutions to regional congestion and air quality problems. Eligible project types have included transit improvements, commuter parking lots, traffic flow improvements, bicycle/pedestrian projects and projects that result in emissions reductions. In the past, these projects have been federally funded at 80 percent of project costs.

The Chicago Metropolitan Agency for Planning (CMAP) has been the administrator of CMAQ funds for the northeastern Illinois region. CMAP has supported a wide range of projects through the CMAQ program including improvements to bicycle facilities, commuter parking, transit facilities, intersections, sidewalk improvements, and signal timing. Funds have also been used to make transportation improvements to eliminate bottlenecks and limit diesel emissions, and to create promotional campaigns to enhance use of transit and bicycles.

### **Surface Transportation Program (STP)**

In the past, these funds have been allocated to coordinating regional councils to be used for all roadway and roadway related items. Projects in this funding category have required a local sponsor and have been selected based on, among other factors, a ranking scale that takes into account the regional benefits provided by the project among other factors.

The DuPage Mayors and Managers Conference is the body designated to select and program local STP projects in the DuPage County region. The Council's STP funds have been used to fund a variety of project types including sidewalk enhancements, intersection improvements, roadway reconstruction, bridge rehabilitation, and signal interconnection.

### **Green Infrastructure Funding**

There is a growing trend for state and federal funding to be used to prioritize and implement green infrastructure to address flood reduction, water and environmental quality, and other issues. The EPA has funded many of these programs, including the 319 Non-Point Water Quality grants, the Illinois Green Infrastructure Grant (IGIG), and others. The EPA is currently developing new stormwater standards that will rely much more heavily on green infrastructure to address flood reduction and water quality at the same time. These programs represent a real opportunity for the Village of Westmont to implement infrastructure enhancements that will have significant and multi-faceted benefits to the local environment, character, and other infrastructure systems.

## **PARKS AND OPEN SPACE FUNDING**

### **Illinois Department of Natural Resources**

The Village should continue to work with the Westmont Park District to identify projects where a cooperative pursuit of parks and open space grants may be beneficial. The Illinois Department of Natural Resources (IDNR) administers seven grants-in-aid programs to help municipalities and other local agencies provide a number of public outdoor recreation areas and facilities. The programs operate on a cost reimbursement basis to local agencies (government or not-for-profit organization) and are awarded on an annual basis. Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location.

IDNR grants are organized into three major categories: Open Space Lands Acquisition and Development (OSLAD)/Land and Water Conservation Fund (LWCF); Boat Access Area Development (BAAD); and Illinois Trails Grant Programs. While the BAAD and Trails Grant Programs may still be utilized, the OSLAD program may be most applicable to achieving the Village's goal of expanding parks and open space available to Westmont residents.

#### ***OSLAD***

The OSLAD program awards up to fifty percent of project costs up to a maximum of \$750,000 for acquisition and \$400,000 for development/renovation of recreation facilities such as tot lots and playgrounds, community and regional parks, outdoor nature interpretive areas, park roads and paths, and waterfront improvements.

#### ***Land and Water Conservation Fund (LWCF)***

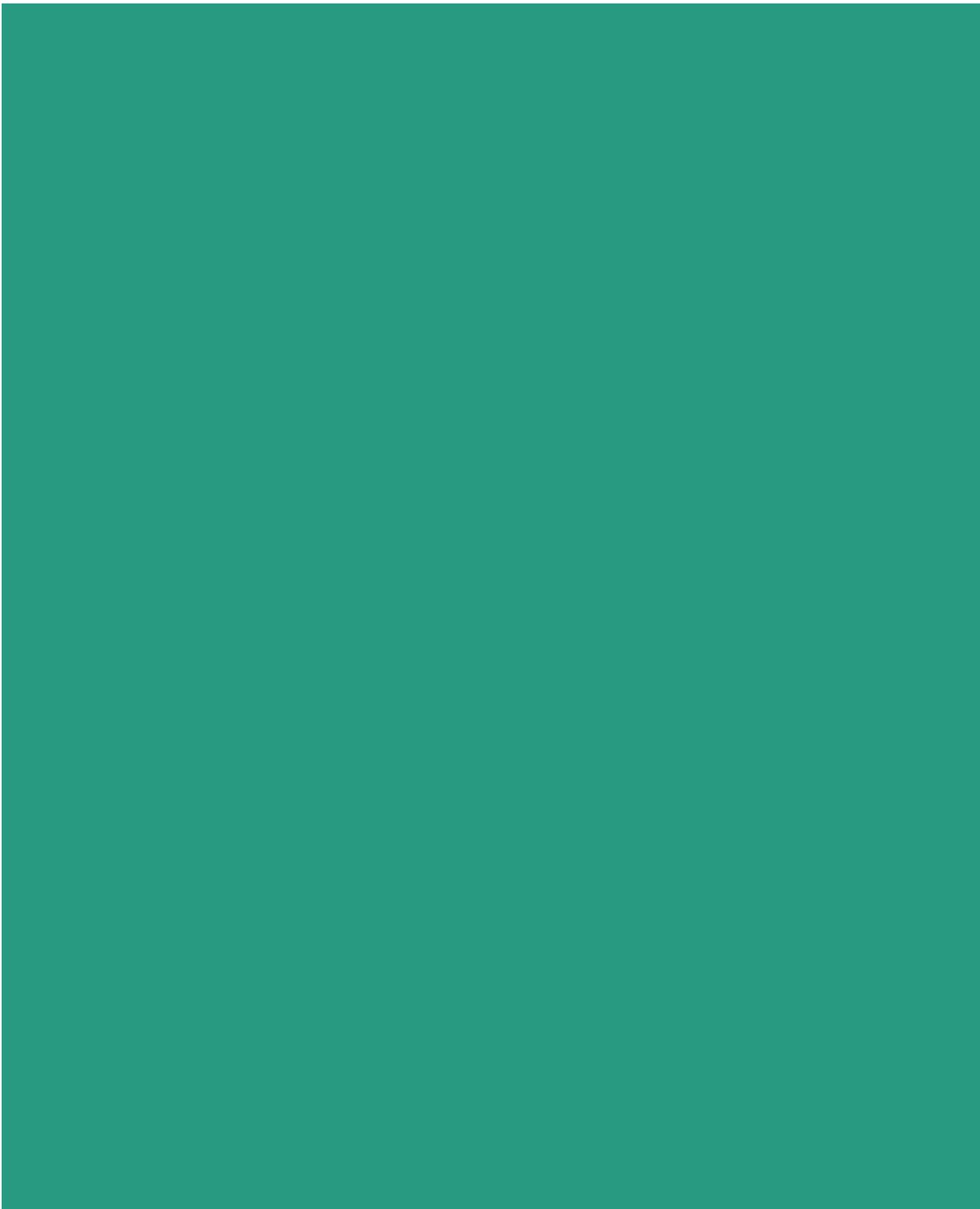
Land and Water Conservation Fund grants are available to cities, counties and school districts to be used for outdoor recreation projects. Projects require a fifty percent match. All funded projects are taken under perpetuity by the National Park Service and must only be used for outdoor recreational purposes. Development and renovation projects must be maintained for a period of 25 years or the life of the manufactured goods. LWCF grants are managed by the IDNR and the application process is identical to the OSLAD application process.

### **Recreational Trails Program (RTP)**

Another program is the federal Recreational Trails Program (RTP), which was created through the National Recreational Trail Fund Act (NRTFA) as part of the Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) and reauthorized by MAP-21. By law, 30% of each States' RTP funding must be earmarked for motorized trail projects, 30% for non-motorized trail projects and the remaining 40% for multi-use (diversified) motorized and non-motorized trails or a combination of either. The RTP program can provide up to 80% federal funding on approved projects and requires a minimum 20% non-federal funding match.

The IDNR administers RTP funds and stipulates that funds can be utilized for trail construction and rehabilitation; restoration of areas adjacent to trails damaged by unauthorized uses; construction of trail-related support facilities and amenities; and acquisition from willing sellers of trail corridors through easements or fee simple title.





## APPENDIX

## A

## DEMOGRAPHIC OVERVIEW & MARKET ANALYSIS

An analysis has been conducted to establish a firm understanding of existing market conditions within the community and inform decision making with regard to land use and development. The market analysis begins with a demographic overview of recent trends in population, households, income, age, racial and ethnic composition, and labor force and employment. This is followed by an assessment of Westmont's competitive position within the residential, commercial and industrial markets. The analysis identifies the issues the community is facing and will likely face and creates a foundation to assist with future land use designation and planning objectives.

The market analysis comprises four primary sections: 1) Demographic Overview, 2) Residential Market Assessment, and 3) Commercial Market Assessment, and 4) Industrial Market Overview.

### DEMOGRAPHIC DATA

Changes in population, households and demographic composition will influence future land use and development as well as other issues within the village. At the time of analysis, data from the 2010 US Census have only been recently released and represent the most accurate snap shot of Westmont's current population.

Given the recent release of data, demographic projections which are based on Census data, have yet to be finalized. For purposes of this analysis, 2010 Census data for the Village of Westmont have been contrasted with data from the 2000 Census to document demographic shifts and market trends within the community. Additional market data regarding housing, income and retail demand were also obtained from the U.S. Census Bureau's American Community Survey and ESRI Business Analyst, a nationally recognized provider of market and demographic data.

### RETAIL MARKET AREAS

For the purposes of this analysis, separate retail market areas have been defined for downtown Westmont and the community's retail corridors (Ogden Avenue and 63rd Street). These retail market areas represent the geography from which Westmont businesses will draw the majority of their customers and are used in estimating potential demand for retail goods and services. The Ogden Avenue and 63rd Street corridors have larger market areas that reflect their larger regional draw while the downtown has a smaller market area which primarily relies on local residents.

- **Downtown Westmont.** The retail market area is defined as the area within a 5 minute drive from the intersection of Cass Avenue and Burlington Avenue. This area encompasses the village in addition to portions of adjacent communities.
- **Ogden Avenue.** The retail market area for businesses along the Ogden Avenue corridor is defined as the area within a 10 minute drive time of the intersection of Cass Avenue and Ogden Avenue. This larger area stretches from Roosevelt Road to 75th Street and from I-355 to I-294.
- **63rd Street.** The 63rd Street corridor market area is defined as the area within a 10 minute drive time of the intersection of Cass Avenue and 63rd Street. Similar in extent to the Ogden Avenue market area, the 63rd Street market area stretches between I-355 and I294, but encompasses the I-55 corridor and terminates at the I-88 corridor.

## DEMOGRAPHIC OVERVIEW

The Village of Westmont has maintained a stable population and household incomes over the past decade, but has witnessed an increase in its older population. Over the last decade, the median age has increased while the typical household has fewer persons. Household income in the area has grown at a rate slightly slower than the pace of inflation.

Demographic trends summarized in this section show that both the population and number of households within Westmont has been minimal, having increased at an annual rate of less than 1% between 2000 and 2010. Younger age groups have experienced modest decline and growth has been concentrated among those aged 45 to 64. Patterns of change are varied among lower and middle income households, while a pattern of steady growth can be observed among upper income households. The combination of stable household income and a stable population base also points to an increase in the community's overall purchasing power.

| Demographic Summary<br>Village of Westmont, 2000 - 2010 |        |        |                             |
|---------------------------------------------------------|--------|--------|-----------------------------|
|                                                         | 2000   | 2010   | Total Change<br>2000 - 2010 |
| <b>Population</b>                                       | 24,554 | 24,685 | 131 (0.5%)                  |
| <b>Households</b>                                       | 9,900  | 10,357 | 457 (4.6%)                  |
| <b>Median Age</b>                                       | 36.2   | 39.0   | 2.8 (7.7%)                  |
| <b>Average Household Size</b>                           | 2.37   | 2.34   | -0.06 (-2.3%)               |

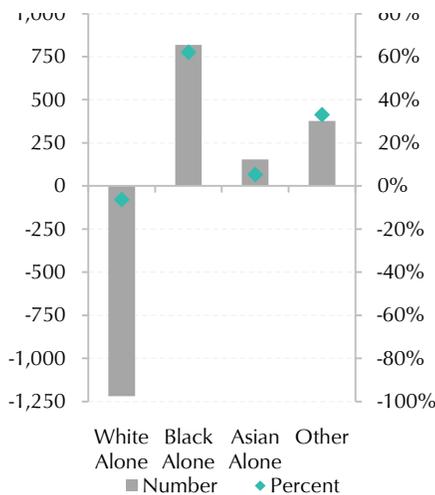
Source: ESRI Business Analyst; Houseal Lavigne Associates

### POPULATION CHANGE

The table below summarizes changes in population and the number of households in the Village of Westmont.

- Westmont’s population increased by less than 1% over the last decade to 24,685 in 2010. This represents an average annual growth rate of 0.05%.
- The number of households in Westmont has grown by 457 (a 5% increase) since 2000 to 10,357 in 2010. This represents an average annual growth rate of 0.5%.
- The increase in the number of households compared to population is in part a reflection of a trend toward smaller household size within the community. Between 2000 and 2010, the average household decreased from 2.37 persons to 2.34 persons per household.
- Between 2000 and 2010, the median age of the village increased by nearly 8% to 39.0 years old.
- Despite modest growth within the community, the portion of the DuPage County area population that is made up of residents from the Village of Westmont has remained at 2.7%. Both the village and DuPage County are largely built out and growth has been limited over the last decade.

**Change in Population by Race**  
Village of Westmont, 2000 & 2010

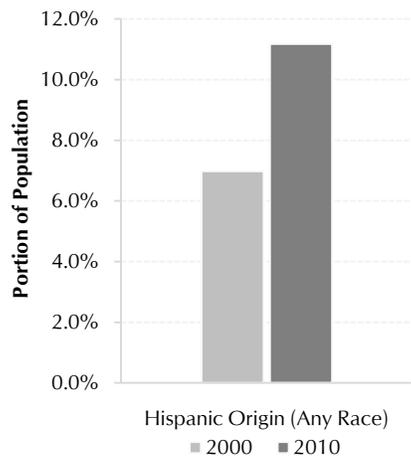


### RACIAL & ETHNIC COMPOSITION

The charts below illustrate the estimated 2000 and 2010 racial and ethnic composition of the Village of Westmont.

- In 2010, it is estimated that 78.0% of Westmont’s population is composed of individuals who are considered White Alone (as classified by the US Census). The White Alone population has decreased by 1,219 individuals since 2000, a 6.4% decrease.
- The community’s non-White Alone population has grown. Since 2000, the non-White Alone population increased by 1,350 individuals. This represents an increase of 25%.
- The Asian Alone population (as classified by the US Census) is the largest racial minority population within Westmont, with 3,089 individuals making up an estimated 12.5% of the community’s 2010 population. This group grew by 154 individuals, representing a 5.2% increase over 10 years.
- The community’s Hispanic population has an estimated 1,043 individuals in 2010 and has grown by more than 61% since 2000.

**Estimated Hispanic Population**  
Village of Westmont, 2000 & 2010

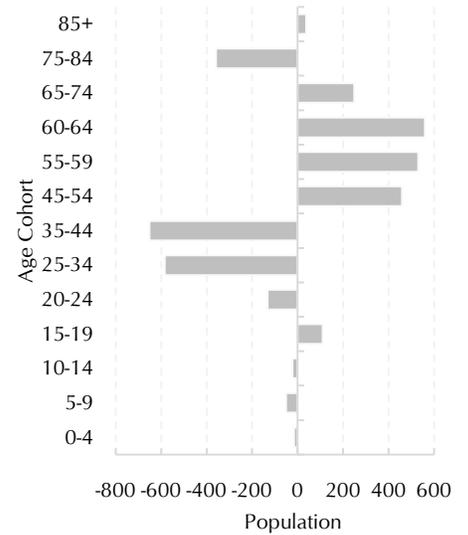


**AGE PROFILE**

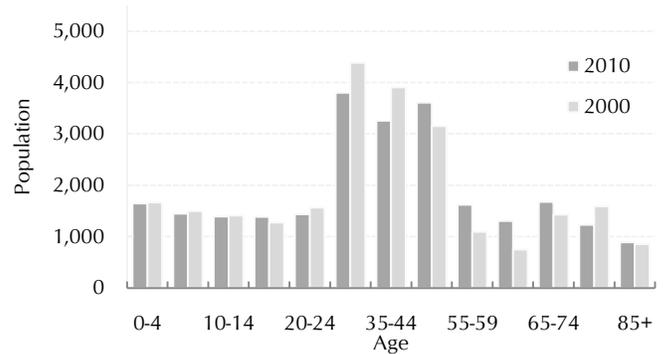
The charts below illustrate population change by age group over the ten year period between 2000 and 2010. Middle aged cohorts experienced significant decline while significant increases have occurred among the village’s older residents. Meanwhile, the Westmont’s youth population has remained stable.

- Westmont’s population under the age of 25 experienced minimal change, decreasing by 110 individuals (-1.5%) between 2000 and 2010.
- The Westmont population aged 25 to 44 decreased by 1,236 individuals, representing a decline of 15% between 2000 and 2010.
- The largest increases in population were among those aged of 45 to 74. Overall, the four cohorts that make up this group increased by 1,798 (+28%) and came to make up approximately one-third (33.3%) of Westmont’s total population in 2010.
- The population over the age of 75 decreased by 321 individuals (-13%) between 2000 and 2010.

**Change in Population by Age**  
Village of Westmont, 2000 - 2010



**Age Profile**  
Village of Westmont, 2000 & 2010



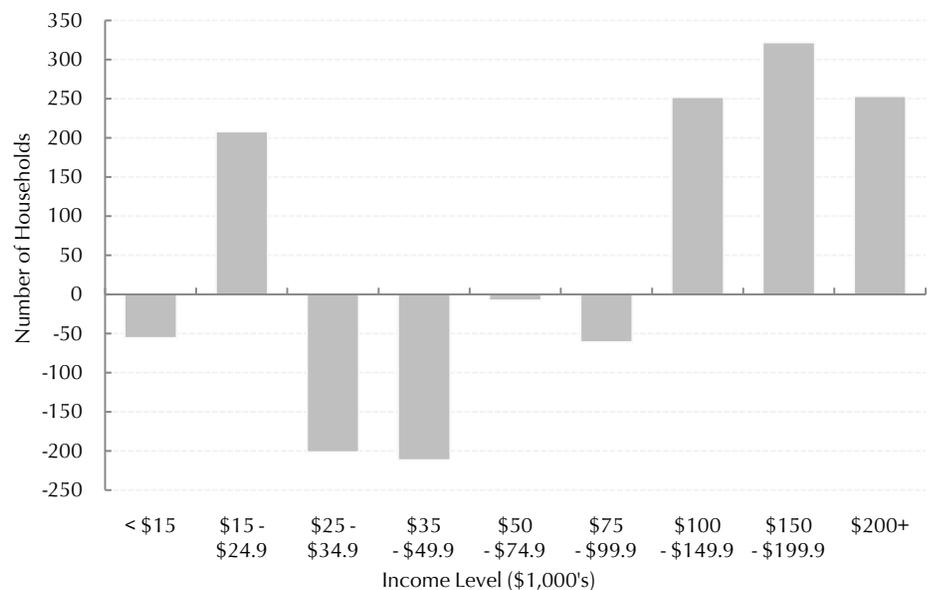
## HOUSEHOLD INCOME

The following chart presents estimated change in household income levels from 2000 to 2009 (the most recent year for which detailed household income data are available). Average household income has increased over the last decade at a rate of increase that has been slightly slower than that of inflation since 2000. The stability in local household income reflects increases among upper income households, minimal change among lower and middle income households.

- The number of households earning less than \$50,000 within Westmont decreased by 5.6%, a loss of 262 households, between 2000 and 2009.
- The number of households earning between \$50,000 and \$100,000 remained stable. Between 2000 and 2009, middle income households decreased by 69, a loss of 1.9%.
- The number of households earning more than \$100,000 grew by 55.0% within Westmont, an increase of 827 households.
- The average income among Westmont households increased by 16.5% to \$74,616 in 2009. This represents an average annual increase of 1.54%. The national rate of inflation over the same period was 2.56%.

**NOTE:** Household income is calculated as a measure of income, investments, assets and overall net worth. So, while older segments of the population will in fact experience declines in employment income, their net worth and disposable income tends to increase due to a combination of such things as a reduction in expenditures, home equity, retirement funds and other factors.

**Change in Households by Income**  
Village of Westmont, 2000 - 2009



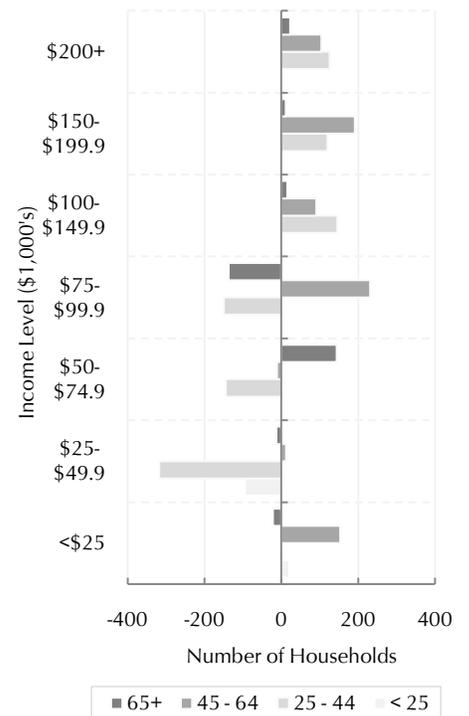
## AGE BY INCOME

The following chart illustrates the changes in the number of households according to the age of the head of household and household income. Changes that occurred between 2000 and 2009 (the most recent year for which data regarding household income is available) are shown as they pertain to each respective household age cohort in the community. For example, the dark gray columns indicate change within the Westmont householder population over the age of 64. A bar for this age group is shown in each income bracket. A dark gray bar located above the zero line of the graph indicates growth, while a dark gray bar below the zero line indicates decline in this particular age cohort.

Overall, Westmont has experienced a decline among both lower and middle income households, and growth among upper income households. Those aged 25 to 44 were largely responsible for decreases among the lower and middle income brackets. This group, in combination with those aged 45 to 64, also accounts for the increases among upper income households. The combined result of these demographic shifts is a local population that is becoming older on average with increasing household income.

- Households aged 25 or younger experienced minimal change regardless of income, with the exception of households earning between \$25,000 and \$50,000. This age and income cohort decreased by 58%, while the overall under 25 age cohort decreased by just 19%.
- Westmont households aged 45 to 64 increased across nearly all age cohorts. Those middle aged households earning between \$25,000 and \$75,000 experienced a net gain of one (1) household. Meanwhile the other five (5) income groups in this age cohort grew by an average of 66%.
- The number of households earning more than \$100,000 increased in all middle aged and senior age cohorts. There were no households aged 25 and under within these upper income groups. Within each age cohort, the number of Westmont households earning more than \$100,000 grew by between 49% and 62%.
- Changes in the number of households aged 25 to 44 varied considerably based on household income. Within this age cohort, all three lower and middle income groups (under \$100,000) decreased by between 11% and 20%. Conversely, all upper income groups (households earning more than \$100,000) grew by between 34% and 162%.

**Households by Age & Income**  
Village of Westmont, 2000 - 2009



## MARKET IMPLICATIONS

While the Village of Westmont's total population has remained stable over the last decade, demographic shifts have taken place within the community.

Decreases among lower income households have been offset by growth among the village's upper income groups. These income shifts have coincided with an overall decrease among middle aged populations and an increase among the village's older population. The combined result is an older population with moderately increasing household incomes. It is estimated that the average household income within Westmont has increased by an average annual rate of slightly more than 1.5%, while the median age has increased by nearly 3 years.

The Westmont market, just like so many communities throughout the Midwest, has been impacted by the economic downturn. Despite stable population and household income, data indicate that the spending power of the Westmont area has decreased slightly. When the average household income (adjusted for inflation) is multiplied by the number of households, it is estimated that total household income in Westmont has decreased by \$51.3 million since 2000, representing a decrease of 6.3% over a decade.

While the community-wide average household income has not kept pace with inflation, the total number of upper income households has increased significantly. The demographic shifts that have occurred among upper income, middle-aged and senior households may be indicative of increased demand for both owner-occupied, multi-family development and senior housing.

## LABOR FORCE & EMPLOYMENT

### TOTAL EMPLOYMENT

Historic employment estimates for 2002 through 2009 indicate that the number of jobs offered by Westmont employers has fluctuated over the last decade. After several years of job gains, the village witnessed three successive years of decreasing employment wherein it lost nearly 2,400 jobs.

A comparison of data from 2006 (the last year an increase in jobs was reported) and 2009 show that the majority of recent employment loss within Westmont has been concentrated in the Administration & Support; Retail Trade; and Professional, Scientific, and Technical Services sectors. The number of local jobs in these three industries decreased by 48%, 48% and 36% respectively, combining for a loss of nearly 2,800 jobs over a three year period.

These losses were partially offset by growth among the Health Care & Social Assistance and Transportation & Warehousing sectors which grew by 29% and 67% respectively, adding over 500 jobs in Westmont.

### EMPLOYMENT BY INDUSTRY

Employment estimates for 2009 (the most recent year for which data are available) show that the village's economy is relatively diverse with several industries employing between 5% and 11% of the workforce. Despite recent employment loss, the range of employers within Westmont points to long term economic stability in the community.

In 2009, it is estimated that the public- and private sector businesses in Westmont employed 12,542. The majority of the village's jobs are located in the Ty Warner Industrial Park and along the Pasquinelli Drive/Kingery Highway corridor.

As shown in the following table, the Health Care & Social Assistance sector provided 1,377 jobs, representing 11.0% of all employment in the village. The Wholesale Trade and Administrative & Waste Management Services sectors (i.e. businesses that specialize in support activities for the day-to-day operations of other organizations) provided the second largest number of jobs within Westmont, employing 1,217 and 1,204 individuals respectively.

Another seven industries employed at least 600 workers, each comprising between 9.4% and 5.0% of the village's employment base. These data demonstrate that Westmont has developed a balanced local economy that should provide for a steady employment base over the long term.

#### Change in Total Employment Village of Westmont, 2002 - 2009

|      | Total<br>Employment | Change  |         |
|------|---------------------|---------|---------|
|      |                     | Number  | Percent |
| 2002 | 13,936              | -       | -       |
| 2003 | 13,334              | (602)   | (4.3%)  |
| 2004 | 13,512              | 178     | 1.3%    |
| 2005 | 13,681              | 169     | 1.3%    |
| 2006 | 14,898              | 1,217   | 8.9%    |
| 2007 | 14,625              | (273)   | (1.8%)  |
| 2008 | 13,149              | (1,476) | (10.1%) |
| 2009 | 12,542              | (607)   | (4.6%)  |

Source: Illinois Department of Employment Security; Houseal Lavigne Associates

#### Employment by Industry Village of Westmont, 2009

| Industry (NAICS Code)            | Employees |        |
|----------------------------------|-----------|--------|
|                                  | 12,542    | 100.0% |
| Health Care & Social Assistance  | 1,377     | 11.0%  |
| Wholesale Trade                  | 1,217     | 9.7%   |
| Admin. & Waste Mgmt. Svcs.       | 1,204     | 9.6%   |
| Professional, Sci. & Tech. Svcs. | 1,179     | 9.4%   |
| Educational Services             | 1,120     | 8.9%   |
| Retail Trade                     | 1,106     | 8.8%   |
| Accommodation & Food Services    | 907       | 7.2%   |
| Finance & Insurance              | 788       | 6.3%   |
| Manufacturing                    | 634       | 5.1%   |
| Transp., Warehousing & Utilities | 621       | 5.0%   |
| Other Services                   | 530       | 4.2%   |
| Mgmt. of Companies & Enterprises | 479       | 3.8%   |
| Information                      | 376       | 3.0%   |
| Real Estate & Rental and Leasing | 285       | 2.3%   |
| Government                       | 261       | 2.1%   |
| Construction                     | 243       | 1.9%   |
| Arts, Entertainment & Recreation | 195       | 1.6%   |
| Natural Resources and Mining     | 20        | 0.2%   |

Source: Illinois Department of Employment Security;

Houseal Lavigne Associates

## EMPLOYMENT PROJECTIONS

A comparison of local employment to the larger region further highlights the importance of a diverse job base to the village's well-being. The following table contains employment estimates for the Village of Westmont and DuPage County (which defines the State of Illinois' Workforce Investment Area (WIA) #6). In addition to reported employment estimates, the table also calculates the village's local share compared to that of the larger region and uses that share alongside employment projections for the region to determine anticipated job growth within Westmont.

While Westmont's population made up approximately 2.7% of DuPage County's 2010 population, the village accounted for a slightly smaller proportion (2.1%) of jobs within the county. When Westmont's local share is applied to the region's projected employment growth of 70,404 jobs, it is indicated that Westmont could stand to gain an additional 1,489 jobs between 2008 and 2018.

Industries that are projected to be the largest contributors to job growth in Westmont between 2008 and 2018 (the most recent years for which projections are available) include:

- Administrative Services & Waste Management (387 new jobs)
- Accommodation & Food Services (125 new jobs)
- Health Care and Social Assistance (285 new jobs)
- Educational Services (108 new jobs)
- Professional, Scientific & Technical Services (264 new jobs)
- Retail Trade (108 jobs)

**Employment Projections by Industry**  
Village of Westmont & WIA #6<sup>1</sup>, 2008 - 2018

| Industry (NAICS Code)                     | Employment by Industry (2008) |                     |             | Projected Growth (2008 - 2018) |                     |
|-------------------------------------------|-------------------------------|---------------------|-------------|--------------------------------|---------------------|
|                                           | WIA #6                        | Village of Westmont | Local Share | WIA #6                         | Village of Westmont |
|                                           | <b>621,521</b>                | <b>13,149</b>       | <b>2.1%</b> | <b>70,404</b>                  | <b>1,489</b>        |
| Administrative & Waste Mngmnt. Services   | 56,247                        | 1,712               | 3.0%        | 12,704                         | 387                 |
| Health Care & Social Assistance           | 50,633                        | 1,112               | 2.2%        | 12,961                         | 285                 |
| Professional, Scientific & Tech. Services | 53,316                        | 1,042               | 2.0%        | 13,531                         | 264                 |
| Accommodation & Food Services             | 40,698                        | 810                 | 2.0%        | 6,282                          | 125                 |
| Educational Services, Private & Public    | 37,759                        | 930                 | 2.5%        | 4,380                          | 108                 |
| Retail Trade                              | 69,752                        | 1,787               | 2.6%        | 4,205                          | 108                 |
| Other Services                            | 28,859                        | 700                 | 2.4%        | 4,345                          | 105                 |
| Finance & Insurance                       | 34,463                        | 880                 | 2.6%        | 2,120                          | 54                  |
| Wholesale Trade                           | 55,365                        | 980                 | 1.8%        | 2,780                          | 49                  |
| Transportation & Warehousing & Utilities  | 33,166                        | 479                 | 1.4%        | 3,138                          | 45                  |
| Construction                              | 29,700                        | 360                 | 1.2%        | 3,423                          | 41                  |
| Management of Companies & Enterprises     | 18,864                        | 467                 | 2.5%        | 1,468                          | 36                  |
| Real Estate & Rental & Leasing            | 9,959                         | 387                 | 3.9%        | 854                            | 33                  |
| Arts, Entertainment & Recreation          | 5,901                         | 161                 | 2.7%        | 1,046                          | 29                  |
| Information                               | 14,312                        | 402                 | 2.8%        | 737                            | 21                  |
| Government, Total                         | 23,510                        | 214                 | 0.9%        | 1,963                          | 18                  |
| Natural Resources & Mining                | 113                           | -                   | 0.0%        | -12                            | 0                   |
| Manufacturing                             | 58,904                        | 726                 | 1.2%        | -5,521                         | -68                 |

<sup>1</sup>Workforce Investment Area #6 comprises DuPage County.

Source: Illinois Department of Employment Security; Houseal Lavigne Associates

## LABOR INFLOW/OUTFLOW ANALYSIS

The figure below illustrates the volume of labor inflow and outflow for the Village of Westmont.

Purple – Workers employed in Westmont, but living outside the village.

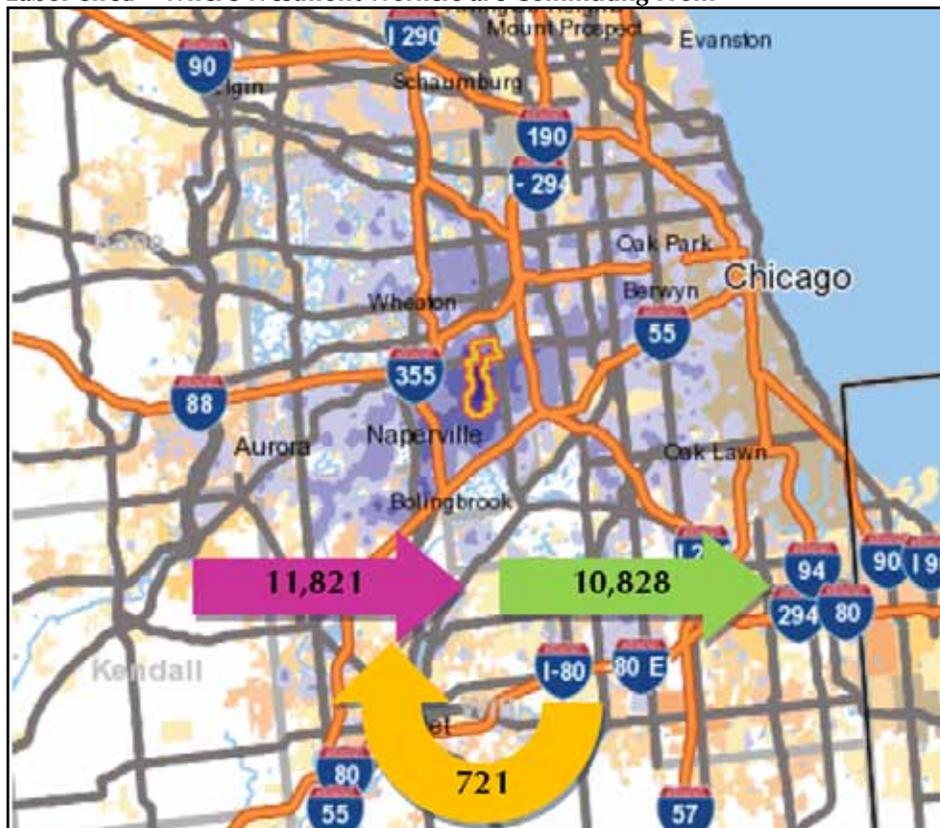
Green – Workers employed outside of Westmont, but living in the village.

Orange – Workers that live and work in the Village of Westmont.

The labor flow data discussed here is from 2009 which is the most recent year for which data is available. The community's labor shed is dispersed throughout the western Chicago metro area, with the highest concentration of workers living in area bound by the I-88, I-295, I-55 and I-355 corridors. In 2009, over 94.3% of the community's estimated 12,542 primary jobs were performed by workers who live outside of Westmont. Only 721 individuals both live and work within Westmont, with nearly 94% of local workers travelling to jobs outside of the village.

Data indicate that on a given weekday, the number of workers entering Westmont (11,821) is approximately 9% higher than the number of workers commuting outside of the village (10,828). As shown in the following figure, Westmont's workers are predominantly travelling from the nearby western Chicago suburbs. Approximately 44% of people employed in Westmont are travelling less than 10 miles and another 43% of all workers are commuting between 10 and 24 miles. On the other hand, an even larger proportion (99%) of Westmont residents is commuting less than 24 miles to their places of work.

### Labor Shed – Where Westmont Workers are Commuting From



**MARKET IMPLICATIONS**

Westmont is a mature community with a diverse employment base that many communities strive to achieve. Although local employment has decreased in recent years, projections for DuPage County indicate there is potential for the Westmont economy to regain lost jobs and expand in the coming years. With a diverse range of employers and an employment base that is slightly larger than the local labor force, Westmont has a strong local economy that should stabilize over the long term.

Moving forward, the Village of Westmont should continue to focus on balanced economic growth and work to attract and retain employers across a range of industries. The sectors employing the most workers within Westmont, namely Health Care and Social Assistance, and Professional, Scientific and Technical Services industries, are also the region's fastest growing industries. The community should continue to support its office and industrial employers and promote the development of areas to accommodate additional non-retail employment.

## RESIDENTIAL MARKET ASSESSMENT

### AGE OF HOUSING

As indicated in following table, Westmont is a mature community in which the majority of the housing stock was built during the mid- to late 20th century. During the last two decades, the village has maintained relatively steady building activity.

- Over half of the total housing stock was built between 1970 and 1989.
- Slightly less than 20% of all housing in the village has been constructed since 1990.
- As a largely built out community, it is likely that the addition of new housing units and the growth of the local housing stock will slow over the next decade. It is anticipated that new housing will primarily take the form of infill development and the replacement of existing housing units.

### HOUSING PROFILE

The table on the following page summarizes select housing characteristics for Westmont. Data is from the 2005-2009 American Community Survey by the U.S. Census and is the most current, detailed information available regarding the attributes of the local housing stock.

The Westmont housing stock comprises an even mix of owner occupied and rental units. The most common type of housing in Westmont is a renter occupied, multi-family unit with one or two bedrooms. A single family, detached home with three bedrooms is the most common owner occupied unit.

- Approximately 48% of all housing units in Westmont are owner occupied and nearly three quarters of these owner occupied housing units are single family detached homes.
- Nearly 42% of all housing units are renter occupied and approximately 88% of all these rental units are in multi-family structures. Only 5% of rental units are in single family detached homes.
- Nearly 40% of owner occupied units have three bedrooms while rental units typically have one or two bedrooms.
- Slightly more than 47% of all occupied units and more than 50% of total housing units in the village are contained in multi-family units.

Age of Housing  
Village of Westmont,  
2005-2009 Average Estimate

| <i>Year Built</i>       | <i>Number</i> | <i>Percent</i> |
|-------------------------|---------------|----------------|
| <b>1939 and Earlier</b> | 962           | 8.4%           |
| <b>1940 - 1949</b>      | 330           | 2.9%           |
| <b>1950 - 1959</b>      | 940           | 8.2%           |
| <b>1960 - 1969</b>      | 1,354         | 11.9%          |
| <b>1970 - 1979</b>      | 3,528         | 30.9%          |
| <b>1980 - 1989</b>      | 2,162         | 19.0%          |
| <b>1990 - 1999</b>      | 1,076         | 9.4%           |
| <b>2000 or Later</b>    | 1,056         | 9.3%           |
| <b>Total</b>            | <b>11,408</b> | <b>100%</b>    |

Source: 2005-2009 American Community Survey

Housing by Tenure, Type &  
Number of Bedrooms  
Village of Westmont,  
2005-2009 Average Estimate

| <i>Total Housing Units</i> | <i>11,408</i> | <i>100.0%</i> |
|----------------------------|---------------|---------------|
| Owner Occupied             | 5,490         | 48.1%         |
| Renter Occupied            | 4,764         | 41.8%         |
| Vacant                     | 1,154         | 10.1%         |

#### Tenure by Units in Structure

|                        |              |               |
|------------------------|--------------|---------------|
| <b>Owner Occupied</b>  | <b>5,490</b> | <b>100.0%</b> |
| Single Family Detached | 3,952        | 72.0%         |
| Two Family             | 855          | 15.6%         |
| Multi Family           | 683          | 12.4%         |
| <b>Renter Occupied</b> | <b>4,764</b> | <b>100.0%</b> |
| Single Family Detached | 230          | 4.8%          |
| Two Family             | 360          | 7.6%          |
| Multi Family           | 4,174        | 87.6%         |

#### Tenure by Number of Bedrooms

|                        |              |               |
|------------------------|--------------|---------------|
| <b>Owner Occupied</b>  | <b>5,490</b> | <b>100.0%</b> |
| Studio                 | 43           | 0.8%          |
| One Bedroom            | 276          | 5.0%          |
| Two Bedrooms           | 1,204        | 21.9%         |
| Three Bedrooms         | 2,103        | 38.3%         |
| Four Bedrooms          | 1,573        | 28.7%         |
| Five+ Bedrooms         | 291          | 5.3%          |
| <b>Renter Occupied</b> | <b>4,764</b> | <b>100.0%</b> |
| Studio                 | 110          | 2.3%          |
| One Bedroom            | 2,068        | 43.4%         |
| Two Bedrooms           | 2,070        | 43.5%         |
| Three Bedrooms         | 431          | 9.0%          |
| Four Bedrooms          | 55           | 1.2%          |
| Five+ Bedrooms         | 30           | 0.6%          |

Source: 2005-2009 American Community Survey

## BUILDING PERMITS

As shown in table below, data for new construction permits for residential units were gathered for the Village of Westmont and the neighboring communities of Clarendon Hills, Darien, Downers Grove and Willowbrook. The chart compares permitting activity for Westmont to the combined total permitting activity among surrounding communities. It is important to note the year of the issuance of the permit does not always correlate with timing of construction.

New construction activity in Westmont has mirrored the larger trend among surrounding communities. Overall, single family permitting activity has declined since 2001 with multi-family development reaching its height between 2004 and 2006. Permitting within all communities has dropped substantially since the height of activity in the middle part of the decade.

- 2003 and 2004 marked the height of permitting activity within Westmont, accounting for 41% of all units permitted within the village between 2000 and 2010.
- Permitting activity within surrounding communities peaked in 2001 and 2002, which accounted for 30% of all units permitted.
- Between 2001 and 2010, the total number of new residential permits issued within the Village of Westmont decreased from 77 to 4. All area communities have experienced similar declines.
- The Village of Westmont has accounted for nearly two-thirds of the combined total of multi-family permits issued over the last decade by the village and surrounding communities. Within all communities inventoried, only six multi-family units have been permitted since 2007.

New Residential Construction Permits  
Village of Westmont & Surrounding Communities, 2001 - 2010

| <i>Single Family Detached</i> | 2001       | 2002       | 2003       | 2004       | 2005       | 2006       | 2007       | 2008      | 2009      | 2010      |
|-------------------------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| Clarendon Hills               | 55         | 61         | 36         | 54         | 62         | 34         | 26         | 11        | 6         | 16        |
| Darien                        | 28         | 30         | 38         | 12         | 8          | 25         | 9          | 2         | 0         | 1         |
| Downers Grove                 | 62         | 76         | 156        | 109        | 150        | 105        | 86         | 61        | 26        | 24        |
| Westmont                      | 53         | 54         | 46         | 76         | 93         | 63         | 35         | 13        | 2         | 4         |
| Willowbrook                   | 20         | 4          | 2          | 6          | 10         | 16         | 9          | 2         | 0         | 4         |
| <b>Area Total</b>             | <b>218</b> | <b>225</b> | <b>278</b> | <b>257</b> | <b>323</b> | <b>243</b> | <b>165</b> | <b>89</b> | <b>34</b> | <b>49</b> |
| <i>Multi-Family</i>           | 2001       | 2002       | 2003       | 2004       | 2005       | 2006       | 2007       | 2008      | 2009      | 2010      |
| Clarendon Hills               | 0          | 49         | 0          | 0          | 0          | 0          | 0          | 0         | 0         | 0         |
| Darien                        | 0          | 0          | 0          | 0          | 10         | 0          | 0          | 0         | 0         | 0         |
| Downers Grove                 | 12         | 0          | 0          | 0          | 0          | 0          | 4          | 0         | 0         | 0         |
| Westmont                      | 24         | 0          | 10         | 35         | 30         | 34         | 0          | 0         | 2         | 0         |
| Willowbrook                   | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0         | 0         | 0         |
| <b>Area Total</b>             | <b>36</b>  | <b>49</b>  | <b>10</b>  | <b>35</b>  | <b>40</b>  | <b>34</b>  | <b>4</b>   | <b>0</b>  | <b>2</b>  | <b>0</b>  |

\* US Census has no reported data available for this geography and time period.

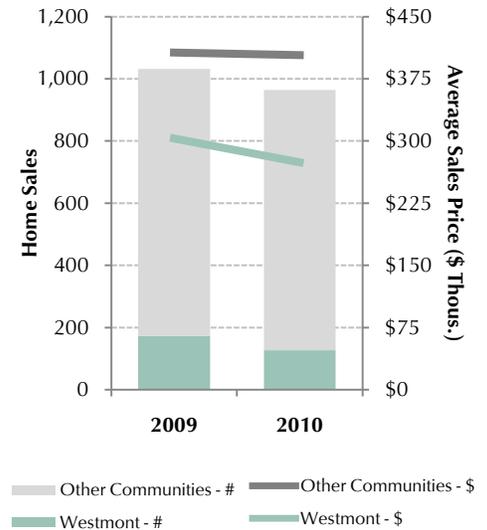
Source: US Census; Houseal Lavigne Associates

**HOME SALES**

The following table and chart illustrate changes in single family home sales between 2009 and 2010. Data indicate that Westmont and its neighboring communities have not been immune to the current downturn in the national housing market. While sale prices and sales volume have declined throughout the area, the decline has been more pronounced in the local Westmont market.

- The average sale price for a single family home in Westmont decreased from \$303,175 in 2009 to \$274,228 in 2010. This represents a decrease of \$28,947, or 9.5%.
- The 2010 average price for homes sold in surrounding communities decreased by slightly less than \$3,000 compared to 2009. This represents a 0.7% decrease in the average sales price.
- The number of single family homes sold within Westmont decreased by nearly 27% between 2009 and 2010. Sales dropped by less than 3% among surrounding communities.
- Darien, which witnessed a 31% decrease in single family home sales and an 8% decrease in sales price, was the only other community to experience a similar decrease in sales volume and pricing.

**Single Family Home Sales  
Village of Westmont &  
Surrounding Communities**



**NOTE:** Due to the structure of available data sources, ZIP codes have been used to approximate community boundaries. While the Westmont housing stock has a significant multi-family component, data regarding multi-family home sales is not reliable due to the limited number of home sales recorded within Westmont as well as neighboring communities.

**Single Family Home Sales Statistics  
Village of Westmont & Surrounding Communities, 2009 - 2010**

|             | Sales               |                               |                   |                             |                             |                             |
|-------------|---------------------|-------------------------------|-------------------|-----------------------------|-----------------------------|-----------------------------|
|             | Westmont<br>(60559) | Clarendon<br>Hills<br>(60514) | Darien<br>(60561) | Downers<br>Grove<br>(60515) | Downers<br>Grove<br>(60516) | Willow-<br>brook<br>(60527) |
| <b>2009</b> | 173                 | 104                           | 163               | 247                         | 177                         | 168                         |
| <b>2010</b> | 127                 | 111                           | 112               | 236                         | 191                         | 187                         |

|             | Average Sales Price |                               |                   |                             |                             |                             |
|-------------|---------------------|-------------------------------|-------------------|-----------------------------|-----------------------------|-----------------------------|
|             | Westmont<br>(60559) | Clarendon<br>Hills<br>(60514) | Darien<br>(60561) | Downers<br>Grove<br>(60515) | Downers<br>Grove<br>(60516) | Willow-<br>brook<br>(60527) |
| <b>2009</b> | \$303,175           | \$499,867                     | \$307,391         | \$382,964                   | \$320,024                   | \$571,597                   |
| <b>2010</b> | \$274,228           | \$545,001                     | \$282,464         | \$382,088                   | \$300,398                   | \$525,527                   |

Source: OnBoard Informatics; Houseal Lavigne Associates

**HOUSING MARKET IMPLICATIONS**

As indicated in the demographic section, the Village of Westmont has maintained a steady population over the last decade, but data indicate that households are growing older, smaller and more affluent. The proportion of middle-age and senior households and upper income households are both increasing. While demand is likely to remain steady for owner occupied single family homes, these demographic shifts point to increasing demand for multi-family and single-family attached housing, both for-sale and rental. For this reason, it is anticipated that multi-family units will continue to increase in terms of total percentage of housing stock. There may also be increased demand for senior housing, which is expanding throughout the region.

## COMMERCIAL MARKET ASSESSMENT

The potential for commercial development at any given location is influenced by several factors including local and regional demand for goods and services, the health of local commercial districts, the location of surrounding commercial nodes, and the consumer expenditure patterns of the market area population.

### BUSINESS INVENTORY

In 2010, it is estimated that the Village of Westmont is home to 272 retail businesses and eating and drinking establishments. There are a variety of retailers present within the community, the most numerous being 89 restaurants and drinking establishments (33% of total), 37 miscellaneous retailers (14% of total), and 23 food and beverage stores (9% of total). These retailers are concentrated along the Ogden Avenue corridor, within downtown Westmont along Cass Avenue, and along the 63rd Street corridor.

### TRAFFIC COUNTS

National retailers adhere to specific standards when evaluating a potential site. One determining factor is a location's Average Daily Traffic (ADT). The ADT figure measures the average volume of traffic on a given street on any given day. Retailers typically look for an ADT count of between 20,000 and 30,000 when deciding if a particular site is good for future development. Based on these standards, the Ogden Avenue and 63rd Street corridors are the most desirable locations for large format national retailers to consider. Based on the aforementioned criteria, these areas are also the current location of Westmont's major retail centers.

**- Downtown Westmont** – An average of 11,600 vehicles passes through downtown along Cass Avenue daily. Naperville Road has an ADT of 8,200 as it approaches Cass Avenue, resulting in a combined total traffic count of nearly 20,000 ADT in downtown Westmont. Traffic counts increase along Cass Avenue as the roadway intersects Ogden Avenue to the north and 55th Street to the south.

**- Ogden Avenue Corridor** – Ogden Avenue, which is a primary east-west route within Westmont, has an average daily traffic count of nearly 32,000 as it enters the community from the west. Ogden Avenue maintains this traffic volume throughout the village until intersecting with Kingery Highway in the east. Cass Avenue has an ADT of 15,500 as it approaches Ogden Avenue resulting in a combined traffic count of more than 47,000. This is the most heavily trafficked intersection in the village.

**- 63rd Street Corridor** – The 63rd Street corridor, which forms a commercial anchor on the community's southern end, maintains traffic counts of between 21,000 as it passes through the community. The intersection of Cass Avenue and 63rd Street is the community's second most trafficked intersection with average daily traffic counts of more than 42,000.

#### Retail Business Inventory Village of Westmont, 2010

| <b>Total Businesses</b>                | <b>272</b> | <b>100.0%</b> |
|----------------------------------------|------------|---------------|
| Total Retail Trade                     | 183        | 67.3%         |
| Total Food & Drink                     | 89         | 32.7%         |
| <b>Industry Group</b>                  | <b>272</b> | <b>100.0%</b> |
| Food Services & Drinking Places        | 89         | 32.7%         |
| Miscellaneous Store Retailers          | 37         | 13.6%         |
| Food & Beverage Stores                 | 23         | 8.5%          |
| Bldg Materials, Garden Equip. & Supply | 21         | 7.7%          |
| Motor Vehicle & Parts Dealers          | 20         | 7.4%          |
| Electronics & Appliances               | 20         | 7.4%          |
| Clothing & Clothing Accessories        | 14         | 5.1%          |
| Sporting Goods, Hobby, Book & Music    | 13         | 4.8%          |
| Health & Personal Care                 | 12         | 4.4%          |
| Furniture & Home Furnishings           | 9          | 3.3%          |
| Gasoline Stations                      | 8          | 2.9%          |
| Nonstore Retailers                     | 5          | 1.8%          |
| General Merchandise                    | 1          | 0.4%          |

Source: ESRI Business Analyst

Sites located along these major roadways will represent some of those most likely to undergo commercial development and redevelopment. When assessing the potential for commercial development, other factors in addition to traffic counts must also be taken into consideration. While a site may have high traffic counts, site characteristics such as lot depth or size, existing structures, access, or adjacent uses may limit its potential to accommodate successful commercial development. Conversely, other advantages a site offers may compensate for less favorable traffic counts and maintain the site as an attractive location for commercial development.

## COMPETITIVE ENVIRONMENT

Defining the retail market for the study area requires a firm understanding of the context within which development would reasonably occur. Households located in Westmont and adjacent areas are served by three commercial areas within the village including downtown Westmont, the Ogden Avenue corridor, and the 63rd Street corridor. In addition, residents of Westmont also have access to significant commercial areas in surrounding communities.

### Westmont Retail Areas

**Downtown Westmont.** The portion of Cass Avenue between Richmond Street and Naperville Road forms the core of downtown Westmont. Retailers and restaurants also line the side streets, especially near the Metra station. The district has a traditional downtown setting and is home to a mix of national retailers, independent stores, and restaurants. The southern portion of the area is characterized by one- and two-story, mixed use buildings while the northern portion of downtown Westmont has a larger component of residential buildings and institutional uses such as a church and school. The Westmont Metra station, located along the BNSF Railway, also anchors the southern portion of downtown Westmont and it is estimated that nearly 1,200 passengers utilize the station on an average weekday.

**Ogden Avenue Corridor.** Ogden Avenue is a commercial corridor that stretches through many of the communities in the western suburbs and represents the most significant concentration of retailers in Westmont. The corridor is characterized by auto-oriented development and has several small strip centers and drive-thru restaurants. Westmont's largest retail center, which is anchored by Jewel-Osco, Hobby Lobby, and Micro Center, is located on the northeast corner of Ogden and Cass Avenues. There are also numerous auto dealerships along Westmont's portion of Ogden Avenue selling brands such as Mercedes-Benz, Porsche, Lamborghini, Audi, Acura, Lexus, BMW, Toyota, and Chevrolet.

While the Kingery Highway provides a natural break in development along the corridor to the east, there is no discernible transition between the Naperville and Westmont portions of the Ogden Avenue corridor to the west. The Village of Clarendon Hills also occupies the southern half of the corridor between Richmond Avenue and Kingery Highway, but with the exception of two short blocks, the area comprises non-retail uses.

**63rd Street Corridor.** The Westmont portion of the 63rd Street corridor is located between Fairview Avenue and Richmond Avenue. Much of the development along the corridor consists of single family neighborhoods with retailers concentrated at Cass and Fairview Avenues. Westmont's second largest retail center occupies the northwest corner of this intersection and is anchored by Westbrook Market. As with the Ogden Avenue corridor, 63rd Street is characterized by auto-oriented development and features several smaller retail strip centers and drive-thru restaurants.

### **Retail Competition**

There are a number of commercial areas in surrounding communities that represent competing retail destinations for Westmont. These include a variety of retail environments such as downtowns, corridor and regional destinations.

**Competing Downtowns.** Downtown Downers Grove and Downtown Clarendon Hills are similar in character to downtown Westmont in that they have neighborhood scale retailers that serve the local community. Both of these downtown districts are characterized by traditional mixed use development with a mix of independent retailers. Downtown Downers Grove is larger than either downtown Westmont or Clarendon Hills and is considered more of a destination environment with a wider market area.

**Ogden Avenue.** Ogden Avenue is a major commercial corridor throughout the region and also represents one of the most significant sources of retail competition for Westmont businesses. Ogden Avenue is characterized by a mix of auto-oriented retailers and strip retail centers. Major tenants along the corridor in neighboring communities include Jewel-Osco, CVS, Office Depot, Dominick's, Starbucks, and Trader Joe's.

**Butterfield Road/22nd Street.** The Butterfield Road Corridor is the location of several community scale and life style shopping centers. Major retailers in the corridor include Kohl's, PetsMart, Home Depot, The Great Indoors, Best Buy, Dick's Sporting Goods, and Target. A portion of this corridor is located within the Village of Downers Grove and a significant amount of retail, including the Yorktown Mall, is also located in the neighboring Village of Lombard. The Butterfield Road corridor is also the location of Oakbrook Center, a 2.1 million square foot regional shopping mall in the Village of Oak Brook. The center has over 170 tenants and was converted from an enclosed mall to an open-air shopping center in 1991.

**75th Street.** The 75th Street corridor in neighboring Downers Grove and Woodridge is the location of several community scale shopping centers and big box retailers. The most significant cluster of commercial development in this corridor is located at Lemont Road where major tenants include Best Buy, Dress Barn, Marshall's, Michaels, TJ Maxx, Old Navy, Toys R' Us, Ultra Foods. Other major tenants along this corridor include Kohl's, Home Depot, PetsMart, and Wal-Mart.

**Burr Ridge Village Center.** Burr Ridge Village Center is a 239,000 square foot lifestyle shopping center located in Burr Ridge, approximately 4.5 miles to the southeast of downtown Westmont. The center is part of a mixed-use development that includes retail, office and residential development.

## RETAIL GAP ANALYSIS

The following analysis uses a comparison of projected spending by market area households to the existing supply of retail space to assess the potential for retail development in Westmont and the surrounding area. This 'gap' analysis provides an indication of "surplus" or "leakage" within a given retail category. The presence of a surplus within a given retail category suggests that there is at least enough retail space to accommodate demand for the range of goods and services provided by stores in that category.

Conversely, leakage indicates that demand exceeds supply and consumers are spending dollars outside of the market area. This leakage could potentially be recaptured and may represent a commercial opportunity within the market area. It is important to distinguish between support in the market and development potential of a specific site or location. The availability of alternative sites, specifications of particular retailers, the number of projects actively pursuing tenants and similar issues can affect whether market potential translates to development potential.

### Downtown Westmont - 5 Minute Drive

As previously indicated, a five minute drive time is utilized for the downtown Westmont market area. Downtowns by nature tend to attract from a more localized market generally extending within five to ten minutes. For purposes of this analysis the shorter drive time is utilized. In analyzing existing retail supply and demand within the downtown Westmont market area, there is currently an unmet demand for retail space of approximately \$190 million. Within the market area, there are approximately 21,356 households contributing to a current retail demand of \$470.7 million. This demand equates to a potential expenditure per household of approximately \$22,000, with a current supply of just over \$13,000 per household. This figure, as well as those identified for the Ogden Avenue and 63rd Street corridors, includes all retail, eating, and drinking establishments with the exception of Motor Vehicle & Parts Dealers, Gasoline Stations and Nonstore Retailers.

**Ogden Avenue – 10 Minute Drive**

Ten minute drive times are used for both the Ogden Avenue and 63rd Street corridors to reflect the larger regional draw of these areas. For households within a 10 minute drive of the Ogden Avenue corridor, it is estimated that there is an oversupply of retail space of nearly \$1 billion. The 69,187 households within the market area contribute to a retail demand of approximately \$1.7 billion, while the supply is nearly \$2.3 billion. This equates to an oversupply of nearly \$8,000 per household. This large oversupply of retail space area is due to the fact that the Butterfield Road/22nd Street corridor, which encompasses two regional malls and several large retail centers, is located within the market area.

**63rd Street – 10 Minute Drive**

Retail supply within the 63rd Street market area is approximately \$203 million less than current demand. There are approximately 73,945 households contributing to a current retail demand of \$1.8 billion. This demand equates to a potential expenditure per household of more than \$24,500, with a current supply of less than \$22,000 per household. Unlike the Ogden Avenue market area, there are no regional retail destinations within the 63rd Street corridor market area.

**DEVELOPMENT POTENTIAL**

Annual sales-per-square-foot can be utilized to equate consumer expenditures to a preliminary indication of development potential. While sales-per-square-foot revenues vary by individual retailer and industry sources, including the Urban Land Institute (ULI) and Costar, general assumptions of supportable square footage can be made by using a benchmark average. A generally accepted range for national retailers is \$200 to \$400 per-square-foot. The use of a per-square-foot amount on the higher end of this range allows for a more conservative approach so as not to overstate retail potential. As shown in the following table, when a per-square-foot amount of \$400 is applied, demand is effectively translated to a potential number of square feet that could be supported within a given market area.

**Local Needs – Downtown Market Area**

There appear to be opportunities for retail expansion in the near term within the downtown Westmont retail market area. Downtowns typically serve the local market, relying on the most proximate population for the majority of their customers. However, the Ogden Avenue corridor and the regionally significant Butterfield/22nd Street corridor are also located within a short drive of downtown Westmont. Despite the significant competition these areas represent, there may still be opportunities for niche retailers and boutiques that benefit from a traditional downtown environment. There may also be opportunities for limited service-restaurants, small specialty food stores, or a health and personal care store.

## Retail Gap Analysis Profile

Downtown, Ogden Avenue &amp; 63rd Street Market Areas, 2010

|                                                            | Downtown<br>Westmont -<br>5 Minute<br>Drive Time | Ogden<br>Avenue -<br>10 Minute<br>Drive Time | 63rd<br>Street -<br>10 Minute<br>Drive Time |                              |                             |                              |
|------------------------------------------------------------|--------------------------------------------------|----------------------------------------------|---------------------------------------------|------------------------------|-----------------------------|------------------------------|
| <b>Summary Demographics</b>                                |                                                  |                                              |                                             |                              |                             |                              |
| 2010 Population                                            | 53,189                                           | 177,574                                      | 192,835                                     |                              |                             |                              |
| 2010 Households                                            | 21,356                                           | 69,187                                       | 73,945                                      |                              |                             |                              |
| 2010 Median Disposable Income                              | \$59,823                                         | \$63,569                                     | \$64,166                                    |                              |                             |                              |
| 2010 Per Capita Income                                     | \$40,252                                         | \$44,459                                     | \$43,378                                    |                              |                             |                              |
| <b>Retail Gap by Market Area (\$M)</b>                     |                                                  |                                              |                                             |                              |                             |                              |
| <b>Summary</b>                                             | <b>Downtown</b>                                  | <b>Ogden Avenue</b>                          | <b>63rd Street</b>                          |                              |                             |                              |
| <b>Total Retail Trade and Food &amp; Drink<sup>1</sup></b> | <b>\$190.2</b>                                   | <b>(\$542.5)</b>                             | <b>\$202.9</b>                              |                              |                             |                              |
| Total Retail Trade <sup>1</sup>                            | \$145.2                                          | (\$496.5)                                    | \$73.9                                      |                              |                             |                              |
| Total Food & Drink                                         | \$45.0                                           | (\$46.1)                                     | \$129.0                                     |                              |                             |                              |
| <b>Industry Group</b>                                      | <b>Retail Gap<br/>(\$M)</b>                      | <b>Potential<sup>2</sup></b>                 | <b>Retail Gap<br/>(\$M)</b>                 | <b>Potential<sup>2</sup></b> | <b>Retail Gap<br/>(\$M)</b> | <b>Potential<sup>2</sup></b> |
| <b>Furniture &amp; Home Furnishings Stores</b>             | <b>\$12.1</b>                                    | <b>30,288</b>                                | <b>(\$8.0)</b>                              | <b>(19,977)</b>              | <b>(\$16.4)</b>             | <b>(40,993)</b>              |
| Furniture Stores                                           | \$12.0                                           | 29,917                                       | \$1.1                                       | 2,822                        | \$41.8                      | 104,431                      |
| Home Furnishings Stores                                    | \$0.1                                            | 371                                          | (\$9.1)                                     | (22,799)                     | (\$58.2)                    | (145,425)                    |
| <b>Electronics &amp; Appliance Stores</b>                  | <b>\$11.1</b>                                    | <b>27,690</b>                                | <b>(\$153.0)</b>                            | <b>(382,405)</b>             | <b>(\$33.8)</b>             | <b>(84,395)</b>              |
| <b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>   | <b>\$17.3</b>                                    | <b>43,160</b>                                | <b>\$32.6</b>                               | <b>81,503</b>                | <b>\$38.5</b>               | <b>96,233</b>                |
| Building Material and Supplies Dealers                     | \$15.6                                           | 39,084                                       | \$41.7                                      | 104,349                      | \$47.5                      | 118,656                      |
| Lawn and Garden Equipment and Supplies Stores              | \$1.6                                            | 4,076                                        | (\$9.1)                                     | (22,846)                     | (\$9.0)                     | (22,423)                     |
| <b>Food &amp; Beverage Stores</b>                          | <b>\$2.3</b>                                     | <b>5,840</b>                                 | <b>(\$90.0)</b>                             | <b>(225,062)</b>             | <b>(\$31.1)</b>             | <b>(77,630)</b>              |
| Grocery Stores                                             | (\$2.2)                                          | (5,577)                                      | (\$100.7)                                   | (251,787)                    | (\$49.3)                    | (123,154)                    |
| Specialty Food Stores                                      | \$2.7                                            | 6,781                                        | \$7.0                                       | 17,458                       | \$10.9                      | 27,255                       |
| Beer, Wine, and Liquor Stores                              | \$1.9                                            | 4,636                                        | \$3.7                                       | 9,267                        | \$7.3                       | 18,268                       |
| <b>Health &amp; Personal Care Stores</b>                   | <b>\$5.4</b>                                     | <b>13,563</b>                                | <b>\$4.4</b>                                | <b>11,014</b>                | <b>\$2.9</b>                | <b>7,258</b>                 |
| <b>Clothing and Clothing Accessories Stores</b>            | <b>\$21.8</b>                                    | <b>54,507</b>                                | <b>(\$149.3)</b>                            | <b>(373,303)</b>             | <b>\$23.2</b>               | <b>58,027</b>                |
| Clothing Stores                                            | \$18.5                                           | 46,305                                       | (\$135.3)                                   | (338,296)                    | \$14.4                      | 36,119                       |
| Shoe Stores                                                | \$2.0                                            | 4,883                                        | (\$7.1)                                     | (17,760)                     | \$3.6                       | 8,920                        |
| Jewelry, Luggage, and Leather Goods Stores                 | \$1.3                                            | 3,319                                        | (\$6.9)                                     | (17,247)                     | \$5.2                       | 12,989                       |
| <b>Sporting Goods, Hobby, Book, and Music Stores</b>       | <b>\$3.8</b>                                     | <b>9,486</b>                                 | <b>(\$12.4)</b>                             | <b>(31,084)</b>              | <b>\$3.3</b>                | <b>8,127</b>                 |
| Sporting Goods/Hobby/Musical Instrument Stores             | \$2.4                                            | 5,986                                        | (\$8.4)                                     | (20,992)                     | \$0.6                       | 1,569                        |
| Book, Periodical, and Music Stores                         | \$1.4                                            | 3,501                                        | (\$4.0)                                     | (10,092)                     | \$2.6                       | 6,558                        |
| <b>General Merchandise Stores</b>                          | <b>\$75.4</b>                                    | <b>188,581</b>                               | <b>(\$102.1)</b>                            | <b>(255,140)</b>             | <b>\$105.1</b>              | <b>262,812</b>               |
| Department Stores Excluding Leased Depts.                  | \$38.3                                           | 95,813                                       | (\$166.7)                                   | (416,867)                    | (\$3.4)                     | (8,482)                      |
| Other General Merchandise Stores                           | \$37.1                                           | 92,768                                       | \$64.7                                      | 161,727                      | \$108.5                     | 271,293                      |
| <b>Miscellaneous Store Retailers</b>                       | <b>(\$4.1)</b>                                   | <b>(10,148)</b>                              | <b>(\$18.7)</b>                             | <b>(46,692)</b>              | <b>(\$17.9)</b>             | <b>(44,726)</b>              |
| Florists                                                   | (\$4.5)                                          | (11,143)                                     | (\$5.3)                                     | (13,214)                     | (\$4.5)                     | (11,143)                     |
| Office Supplies, Stationery, and Gift Stores               | (\$1.9)                                          | (4,680)                                      | (\$13.8)                                    | (34,586)                     | (\$1.9)                     | (4,680)                      |
| Used Merchandise Stores                                    | (\$1.1)                                          | (2,637)                                      | (\$2.0)                                     | (4,890)                      | (\$1.1)                     | (2,637)                      |
| Other Miscellaneous Store Retailers                        | \$3.3                                            | 8,312                                        | \$2.4                                       | 5,999                        | \$3.3                       | 8,312                        |
| <b>Food Services &amp; Drinking Places</b>                 | <b>\$45.0</b>                                    | <b>112,554</b>                               | <b>(\$46.1)</b>                             | <b>(115,219)</b>             | <b>\$129.0</b>              | <b>322,591</b>               |
| Full-Service Restaurants                                   | \$6.4                                            | 15,970                                       | (\$56.1)                                    | (140,336)                    | \$41.1                      | 102,703                      |
| Limited-Service Eating Places                              | \$22.0                                           | 55,019                                       | (\$21.5)                                    | (53,857)                     | \$49.9                      | 124,634                      |
| Special Food Services                                      | \$15.4                                           | 38,401                                       | \$22.9                                      | 57,260                       | \$35.5                      | 88,652                       |
| Drinking Places - Alcoholic Beverages                      | \$1.3                                            | 3,164                                        | \$8.7                                       | 21,713                       | \$2.6                       | 6,600                        |

<sup>1</sup> Excluding the *Motor Vehicle & Parts Dealers*, *Gasoline Station* and *Nonstore Retailers* retail categories.

<sup>2</sup> Potential based on an average annual sales per-square-foot of \$400.

Source: ESRI Business Analyst ; Houseal Lavigne Associates

**Unmet Demand – Ogden Avenue & 63rd Street Market Areas**

The Ogden Avenue market area is largely saturated due to its proximity to a concentration of regional retailers. However, there is a potentially significant degree of unmet demand within certain retail categories and within the 63rd Street corridor market area as a whole. These include:

- Building Materials & Supplies Dealers;
- Specialty Food Stores;
- Health & Personal Care Stores;
- General Merchandise Stores; and,
- Food Services & Drinking Places.

When an estimate of average annual sales-per-square-foot is applied to these leakage values, there is sufficient indication of demand to support additional retail space in select retail categories.

***Building Materials & Supplies Dealers.*** All three market areas demonstrate additional demand for building material and supplies dealers. This retail category includes large format home centers, such as Home Depot or Lowe’s, as well as smaller retailers selling building materials, hardware, paint, wallpaper and related supplies such as a Do it Best or specialty store. Retail gap estimates for the 63rd Street Corridor may be significant enough to support a large home center store. Smaller shops may also be viable in the near term within the downtown Westmont and Ogden Avenue market areas. Within a neighborhood shopping center context, the typical size for stores in the building materials and supplies category range between 4,000 and 6,500 square feet.

***Specialty Food Stores.*** Retail leakage is occurring in the ‘Specialty Food Stores’ sub-category, which has an estimated retail gap of \$7.0 and \$10.9 million in the Ogden Avenue and 63rd Street market areas respectively. The typical annual sales for a specialty grocer can approach \$500 per-square-foot, which translates to approximately 14,000 and 22,000 square feet of unmet demand in the two market areas. Local specialty food stores typically range between 2,500 and 3,000 square feet, however the typical store size for a national chain such as Trader Joe’s is between 8,000 and 10,000 square feet.

***Health & Personal Care Stores.*** This retail category comprises pharmacies as well as smaller cosmetics and beauty supply stores. A retail gap of \$5.4 is estimated for the Downtown Westmont market area which translates to unmet potential of more than 13,500 square feet of retail. The Cass Avenue corridor is bookended by Walgreens pharmacies at 63rd Street and at Ogden Avenue, which may limit the ability to attract another national retailer such as CVS. Other boutique retailers such as a beauty supply store may be more likely over the near term. These retailers have smaller space requirements and are more likely to occupy space in a mixed use location such as Downtown Westmont.

**General Merchandise Stores.** The General Merchandise retail category is made up of two subcategories, Department Stores and Other, Non-Department Store General Merchandise Stores. This retail category is represented by stores such as supercenters, warehouse clubs, or general stores. Given the large format nature of the General Merchandise retail category the ability to capture demand within this category will be influenced by site availability and the identification of larger development opportunities. There is an estimated retail gap of \$75.4 and \$105.1 million in the 63rd Street and downtown Westmont market areas respectively. The Ogden Avenue corridor is the most likely target for such development, but the corridor's market area is also saturated within this retail category.

**Limited-Service Restaurants.** A retail gap of \$22.0 million has been indicated for limited-service eating places within the downtown Westmont market area. The 63rd Street market area has a larger gap of \$49.9 million within the same retail category. Limited service restaurants include a wide variety of eateries such as deli and sandwich shops, cafes, pizza parlors, and fast food restaurants. These eateries have a typical size of between 1,500 and 3,000 square feet and require direct access to major roadways.

**Full-Service Restaurants.** The retail gap analysis indicates that there is an unmet demand for full-service restaurants within both the Downtown Westmont market area (\$6.4 million gap) and 63rd Street market area (\$41.1 million gap). Full-service restaurants have a typical footprint of between 3,000 and 5,000 square feet and also require frontage along main thoroughfares and/or prominent locations within retail centers.

## RETAIL MARKET IMPLICATIONS



Westmont is a built-out community located within a well-established commercial landscape. As such, Downtown Westmont and the community's commercial corridors must compete with retail areas in neighboring communities, the most significant of which being the Butterfield Road/22nd Street corridor. Despite a relatively saturated market place, there may still be opportunities to expand retail that caters to local needs and takes advantage of the limited level of retail development in the areas to the south and southwest of the village.

### Reinvestment

Given current and near term market conditions, this may be an appropriate time to invest in retaining and expanding existing businesses. While new development should be encouraged, the Village of Westmont may see a larger return for its efforts if it were to focus on reinvesting in and repositioning established commercial areas.

For example, portions of the Ogden Avenue and Cass Avenue corridors suffer from poor appearance, access management and circulation issues, and aging or functionally obsolete development. Investments in beautification, transportation improvements, and building renovation may help reinvigorate commercial areas that have not witnessed significant reinvestment or redevelopment in recent years.

### Downtown Westmont

The downtown area will continue to face competition from within the community given its close proximity to both the Ogden Avenue and 63d Street corridors. As such, the area's traditional downtown environment should be preserved as a unique asset that separates it from the more auto-oriented commercial areas. A retail gap analysis indicates that there are several retail categories that demonstrate the potential to accommodate additional storefronts within the local market area and that are well-matched to a traditional downtown, mixed use environment.

## INDUSTRIAL MARKET OVERVIEW

The Chicago area industrial market is classified into several submarkets. The Village of Westmont straddles the border between the I-88 Corridor and I-55 Corridor industrial submarket. Westmont is located on the eastern edge of these two submarkets which abut the Southwest Cook submarket along the I-294 corridor. The majority of industrial space within Westmont is located in the Ty Warner Industrial Park Area to the northeast of the intersection of Ogden and Cass Avenues which is within the I-88 Corridor submarket.

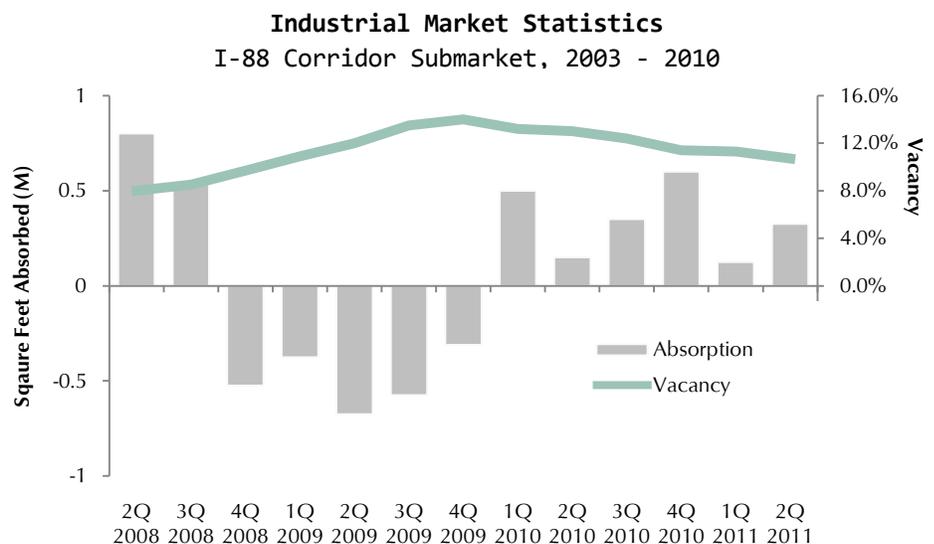
### I-88 CORRIDOR INDUSTRIAL SUBMARKET

After increasing steadily for several quarters, vacancies in the I-88 Corridor submarket reached their height in the fourth quarter of 2009 at 13.2%. Since then, more than two million square feet of space has been absorbed and the overall vacancy rate declined to 10.9% at mid-year 2011. Despite recent gains, the I-88 Corridor submarket still has a higher vacancy rate than the adjacent I-55 Corridor and Southwest Cook submarkets.

Information related to the larger Chicago Metro industrial market indicates that the I-88 Corridor submarket is anticipated to stay on its current track for the near term with regard to continued positive absorption, decreasing vacancies, and increasing leasing activity. While there are sites available, speculative development will be minimal at best. As with the office market, build-to-suit projects will likely be the source of any future development in the near to mid-term.

| Industrial Market Statistics<br>Metropolitan Chicago, Second Quarter 2011 |               |               |                |               |               |
|---------------------------------------------------------------------------|---------------|---------------|----------------|---------------|---------------|
|                                                                           | I-88 Corridor | I-55 Corridor | Southwest Cook | Chicago Metro |               |
| Total Inventory                                                           | Buildings     | 771           | 655            | 490           | 16,410        |
|                                                                           | Square Feet   | 61,834,957    | 80,357,318     | 39,226,488    | 1,193,181,550 |
| Vacancy Rate                                                              | 10.9%         | 7.6%          | 7.8%           | 10.8%         |               |
| Under Construction                                                        | 0             | 0             | 0              | 717,958       |               |

Source: NAI Hiffman; Houseal Lavigne Associates



## MARKET ANALYSIS CONCLUSIONS



Westmont is a built-out community that has maintained a stable population over the last decade. Household incomes are increasing slightly in concert with a more pronounced increase in senior households. These shifts may indicate potential for residential development catering to an aging demographic including both owner-occupied, multi-family development and senior housing. Retailers and restaurants that appeal to the older segment of the population also demonstrate potential within the Downtown Westmont and 63rd Street corridor market areas. The Village's has already invested millions within Downtown Westmont and is considering establishing a TIF district for the 63rd Street corridor. Continues targeted economic development initiatives and improvements in existing commercial areas may be most effective in attracting further reinvestment and facilitate desired development.