



# Village of Clarendon Hills

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## Clarendon Hills Downtown Master Plan Economic Development Subcommittee Draft Summary of Recommendations and Findings (March 17, 2014)

### Comments on the current draft of the Downtown Master Plan:

- Flexibility in uses makes sites more valuable to property owners. Loosen single use designation to allow commercial first floor/other use on upper floors as an option.
- Design Committee should evaluate step backs for upper stories to avoid a tunnel effect
- The completion of one tall building next to an existing one story building could create a jarring effect, or make a property less desirable. Land Use or Design should consider concepts for regulating relative height differences for adjacent buildings.
- Consideration should be given for public space/public art wherever possible.
- Consideration should be given to designation of electric car parking spaces, bike repair stations, ample water fountains, and pet friendly features, or other ideas that can reinforce DT Clarendon Hills as a destination.
- Maintain building height restrictions at current levels unless it can be conclusively demonstrated that a building at that location with required uses is not economically feasible.

### Recommendations for Additional Validation Steps to be taken by the Village prior to Implementation Phase of Downtown Master Plan:

- Conduct a study to determine the traffic and economic impact on Downtown Clarendon Hills of fully opening the intersections of Middaugh Rd. and Ogden Ave. and/or Coe Rd. and Ogden Ave., as well as improvements to Oxford Avenue to facilitate an easier flow of traffic downtown.
- Conduct a study to determine the parking needs and capacity of Downtown Clarendon Hills if the maximum density allowable in draft land use concepts were attained, and if the community center concept were realized. Any such study should also consider how parking could be phased along with the evolution and phasing of downtown development.
- Inventory and Analysis of existing retail square footage and capacity for additional retail
- Physical, parking, and financial feasibility of community center concept needs to be thoroughly analyzed before final inclusion into the plan.
- We need an analysis of reasonable rents for retail/office/service/residential space in a small district like ours
- Analysis of how large a structure would be necessary to reach economic feasibility under today's market conditions and rent levels in downtown Clarendon Hills to educate decision makers about today's realities.

**Steps needed to begin implementation of Downtown Master Plan**

- Village Board discussion of general financial economic development tool options
  - Write-Down of sale price of Village owned property
  - Special Service Areas
  - Tax Increment Financing (site specific or district wide)
  - Sale Tax Rebates
  - Long-term Lease Hold agreements with private entities
  - Bond Offerings
  - Note: Use of taxpayer dollars to support development as a last resort
- Creation of an Economic Development/DTMP Implementation Committee
- Continued engagement of existing property and business Owners
- Better signage along Ogden, 55<sup>th</sup>, and Route 83/use of Village social media efforts to promote business development/existing spaces, etc.
- Discussion of a community “identity” plan to help promote DT Clarendon Hills as a destination
- Identification and discussion of Initial Opportunity Sites (See attachment)
- Identification and discussion of best tools for circumstances for each project/site
- Identification of partners/information needed for development of a particular site (ie adjacent property owners, developers, consultants, etc.)
- Thorough analysis of public costs and benefits and probability of financial success of the project
- Marketing of sites
- Deal making and implementation