



**Village of Itasca**  
**2015 Comprehensive Plan**

Adopted July 7, 2015 by Ordinance 1751-15

# Acknowledgements

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Special thanks is also due to present and former Village staff members, other governmental jurisdictions and organizations serving Itasca, and interested citizens who spent time assisting with various facets of this project.

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The Village of Itasca's Comprehensive Plan sets a course for future development, redevelopment, reinvestment, and growth within the Village of Itasca and the unincorporated areas that surround the community that have the potential to be annexed into the Village. The Comprehensive Plan establishes a long-range vision for the community to maintain and enhance the existing neighborhoods and commercial areas including Downtown, the Rohlwing Road Corridor and Hamilton Lakes.

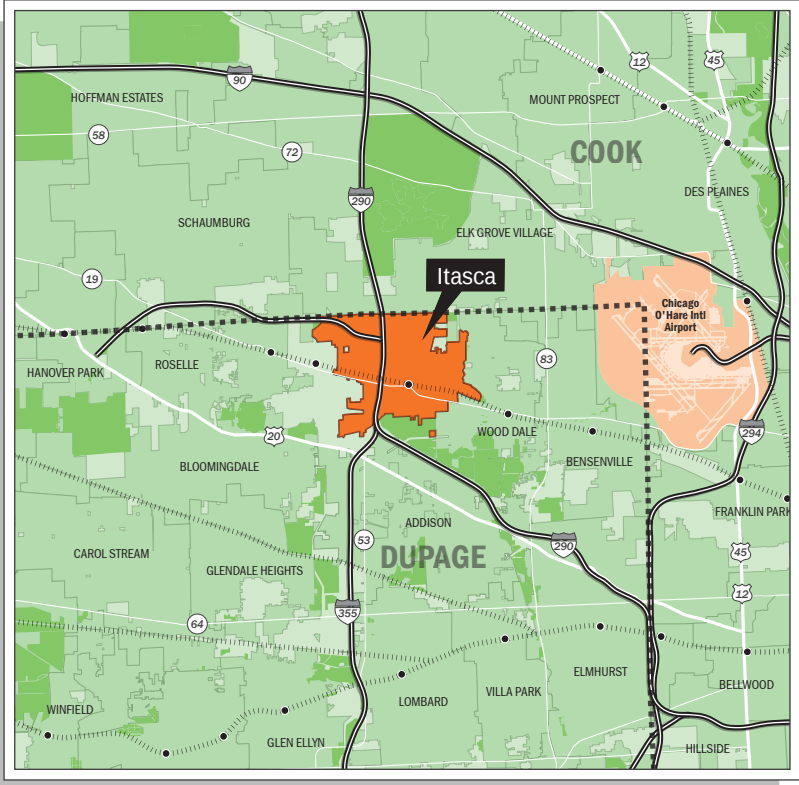
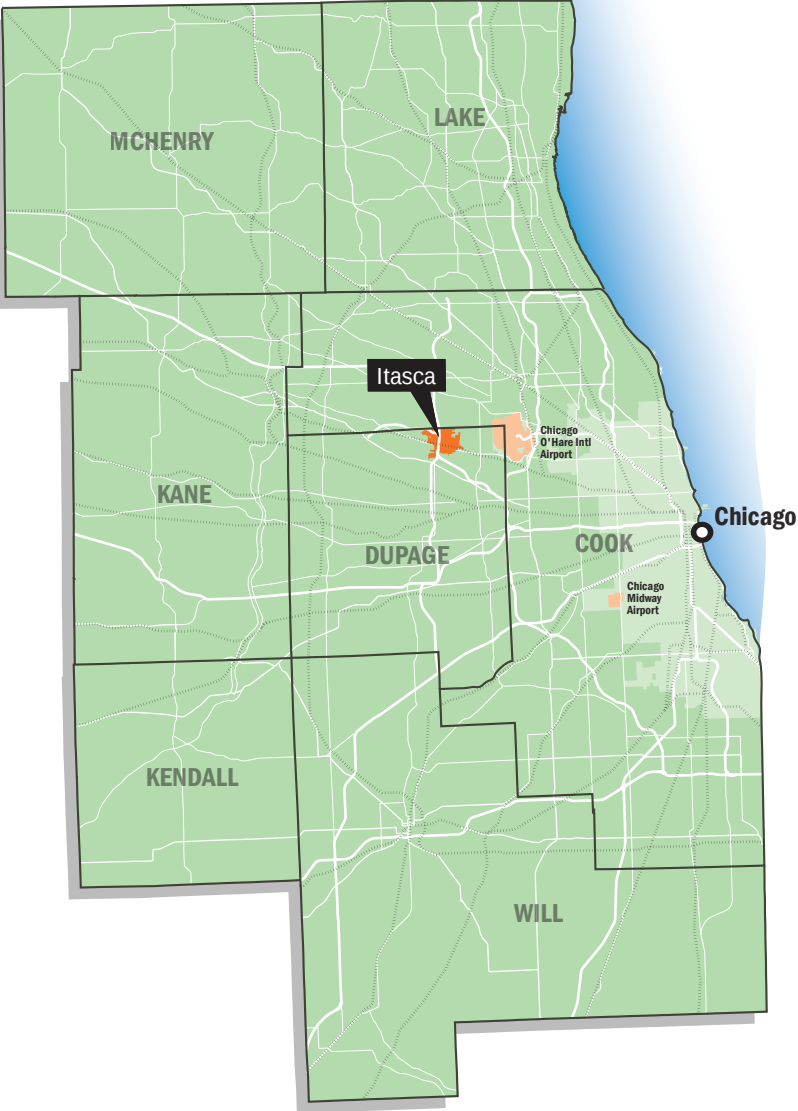
This section of the Plan provides an overview of the Itasca community and reviews the purpose of the Comprehensive Plan and the planning process that was undertaken.

## Community Setting & History

Itasca is a community of approximately 8,600 people located 20 miles northeast of Downtown Chicago. Situated in DuPage County, it enjoys a high level of regional and international multi-modal access due to the area's network of interstates, highways, commuter rail, and proximity to O'Hare International Airport. The Village is neighbored on the east by Wood Dale, on the north by Elk Grove Village, on the northwest by Roselle, and on the west and south by unincorporated DuPage County.

Itasca was originally settled in 1841, but was not incorporated until 1890. In 1873, the original platting of the town was completed and rail service from Chicago was accommodated on a donated right-of-way, thus establishing a long-term engine for commerce and transportation. Much of Itasca's early growth followed a "traditional" pattern of smaller lots on a gridded street network established in 1873. However, more "suburban" development took hold in the Village's outlying areas in later years, expanding the Village's population, geographic footprint, and prominence in industry and commerce.

**Figure 1**  
**Regional Setting**



The Central Manufacturing District along Rohlwing Road was established in 1961 on the west side of the Village, and the Itasca Industrial Park followed in 1970 on the east side. These areas, along with development at Hamilton Lakes and Spring Lake office parks, account for the majority of the Village's industrial and employment base.

Over the past several decades development and redevelopment has continued within the Village and a system of local and regional parks and trails has been interwoven into the community's fabric. Today Itasca is a diverse community consisting of quiet residential neighborhoods, active industrial areas, commerce centers and office towers, and parks and environmental features – all contributing to the Village's unique and distinct character and the high-quality of life enjoyed by residents.

## Existing Plans and Policies

There are several adopted plans or proposed initiatives that will impact the future of Itasca. Some are policies developed and endorsed by the Village, while others are being proposed by other entities or agencies. This section briefly describes a number of policies or plans that may, in concert with this Comprehensive Plan, help shape the community over the next fifteen to twenty years.

## Downtown Strategies Action Plan

The Downtown Strategies Action Plan outlines a number of recommendations aimed at strengthening the Downtown business environment. Recommendations relate to organization and finance, redevelopment, support and communication, recruitment, and planning. In addition to a complete market analysis, assessment of issues and opportunities, and specific actions related to a number of categories, the fundamental themes of the plan include:

- 🏡 Establishment of a Downtown residential base to support retail activities
- 🏡 Placing complementary activities close to one another is mutually beneficial
- 🏡 Access and visibility of the Downtown are critical
- 🏡 Development should target a specific tenant base
- 🏡 Success will require public/private partnerships

It is recommended that the Downtown Strategies Action Plan supplement the recommendations of the Comprehensive Plan and continue to be utilized by the Village to help guide development and redevelopment within Downtown.



## **Itasca Design Guidelines**

The downtown design guidelines provide design direction on type, character, and quality in order to articulate a set of standards that aim to create a coherent character and theme in Downtown Itasca. The design guidelines separate Itasca's core into three distinct sections that mimic the surrounding historical architecture. These sections include:

🏡 **Traditional Downtown North District**, where development should include 0'-10' setbacks, a maximum height of three stories, and ground level architecture that is inviting to pedestrian passersby. The guidelines for the downtown are meant to mimic the architectural and structural style of historic buildings in the area, like the current Itasca State Bank at 308 W Irving Park Rd.

🏡 **Traditional Downtown South District**, which includes office and municipal services, and reflects building heights similar to the North District but with larger building setbacks. Improvement standards include awnings and limestone and brick facades to imitate the historic style of the area.

🏡 **Irving Park Road District**, which historically includes buildings with masonry or painted wood facades and parapet or gable end roofs. Building height in this area is increased to a maximum of 5 stories and medium setbacks create a wider streetscape.

It is recommended that the Itasca Design Guidelines supplement the recommendations of the Comprehensive Plan and continue to be utilized by the Village to help guide foster attractive and desired development and redevelopment within the community.

## **Elgin O'Hare Western Access (EOWA)**

The initiative with the most profound potential to impact Itasca is the Elgin O'Hare Western Access (EOWA). The proposed improvements include the extension of the Elgin O'Hare Expressway (IL Rt 390) east to approximately York Road along the west side of O'Hare International Airport, as well as a western bypass of O'Hare between I-294 and I-90. A complementary long-term proposal is a western terminal at O'Hare that would be independent of the Elgin O'Hare Expressway or Western Bypass projects. According to concepts developed to date, the extended Elgin O'Hare Expressway would terminate at the western terminal.

In 2006, the West O'Hare Corridor Economic Development Study was completed to assess the impacts of the EOWB project on local municipalities. Its findings included the following related to Itasca:

🏡 Western access to O'Hare would result in increased development potential for office, hotel and retail/restaurant uses along the corridor, which is centered around the Thorndale Avenue corridor heading west from O'Hare.

🏡 The study concluded that, while impacts would resonate throughout the County, the communities most proximate to the airport would realize the greatest benefit.

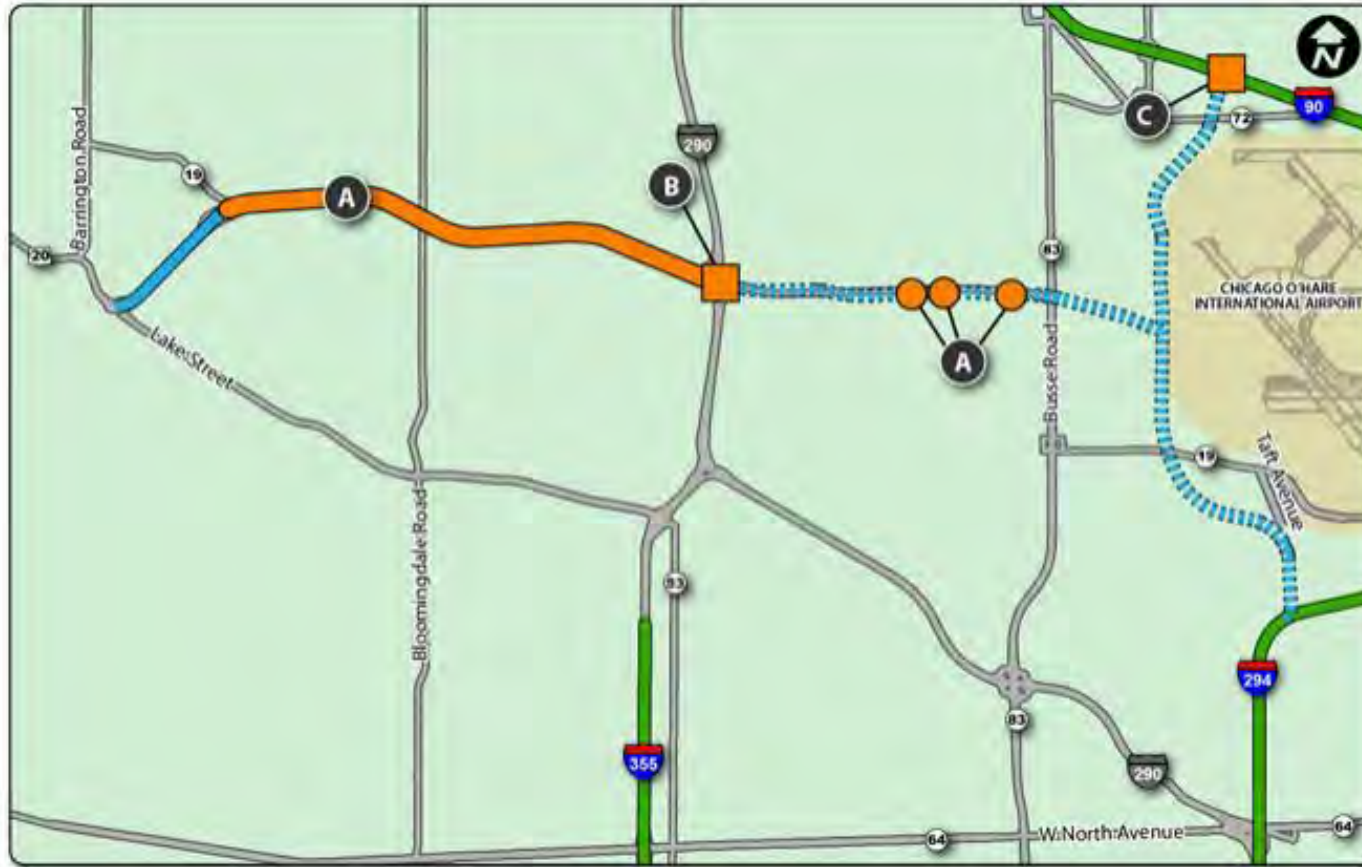
🏡 Given greater ease of access to the airport from the west, end users that may otherwise move to locations such as the Cumberland Corridor, on the east side of the airport, may instead gravitate to the west side of the airport.

🏡 Itasca was identified as one of the municipalities best positioned to take advantage of the O'Hare Modernization Program (OMP) and related roadway improvements. The Hamilton Lakes area in particular was highlighted for its availability of land, extension of infrastructure, and proximity to the highway.

The proposed Elgin O'Hare Expressway extension will alter the Village's street network and access to businesses. Illinois State Toll Highway Authority's (ISTHA) plans for the new road accommodate key access points that provide regional mobility for local industrial and distribution businesses, but local circulation may be impacted. It is recommended that the Village maintain regular communication with the tollway as it relates to this project, and keep residents well informed. In addition, the Village should continue to plan for the project's construction and mitigate impacts to the greatest extent possible recognizing fiscal constraints.

**Figure 2**

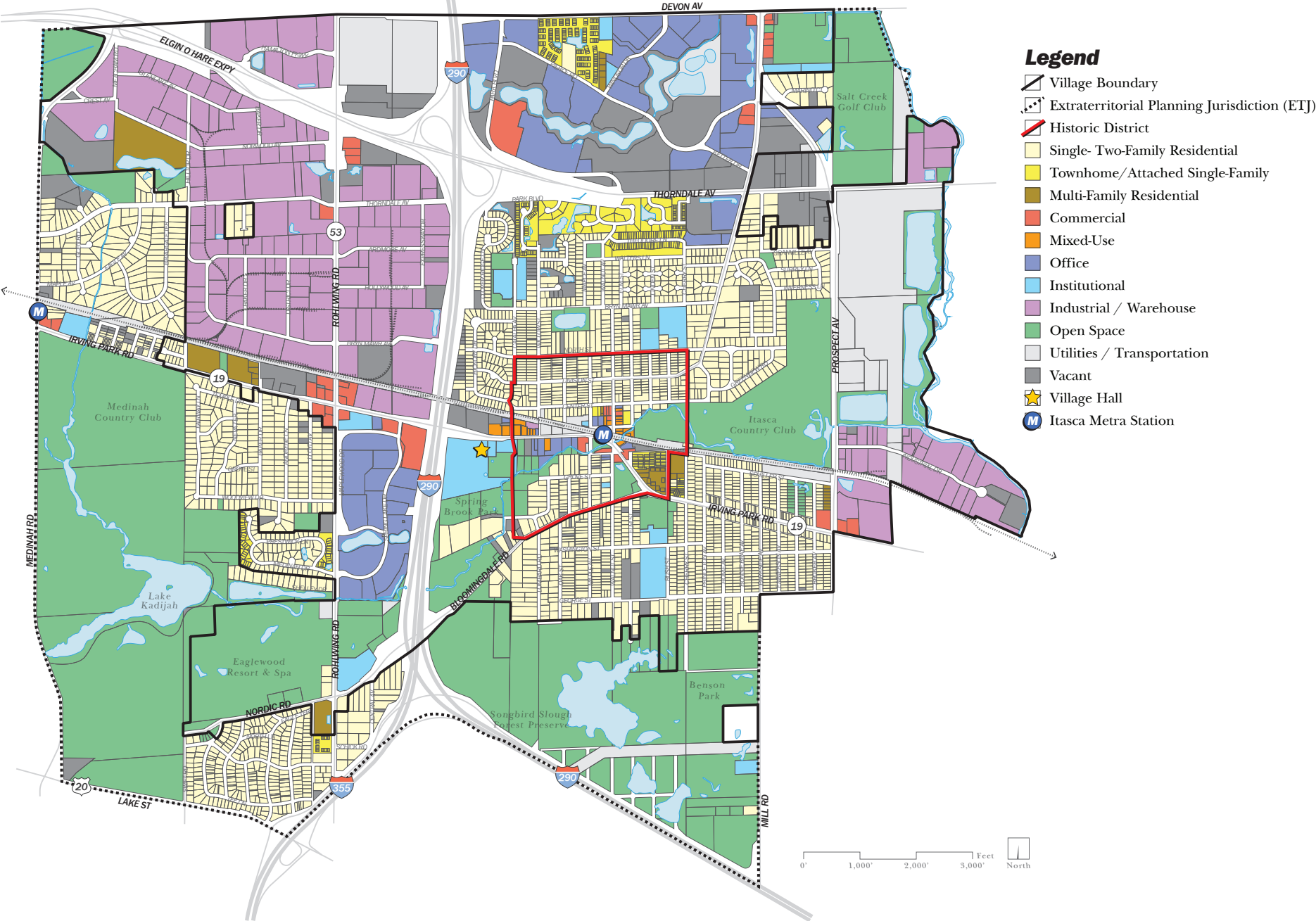
## **Elgin O'Hare – West Bypass (EOWB) Overview**



- A** Elgin O'Hare Expansion/IL Rt 390
- B** I-290 Interchange Project
- C** Elmhurst Road Interchange Project

Source: <http://www.illinoistollway.com/construction-and-planning/projects-by-roadway/elgin-o-hare-western-access>

**Figure 3**  
**Existing Land Use**



## **Purpose of the Comprehensive Plan**

As a plan for Itasca's future, the Comprehensive Plan serves as the Village's official policy guide for physical improvement and development. The plan is comprehensive in both scope and scale, addressing a wide range of issues that impact areas throughout Itasca. The Plan considers not only current needs and opportunities in Itasca, but also presents recommendations for new improvements and developments over the life of the plan. The Plan establishes the "ground rules" for private improvements and developments, while at the same time, provides a foundation for decision-making based on community consensus and visioning. The Plan provides a guide for land use and development; a plan to provide for the safe and efficient movement of vehicles and pedestrians; the provisions for parks, schools, and other public facilities; and the preservation of environmental features and open space.

## **Planning Area**

The Itasca Comprehensive Plan provides policies and recommendation for future development and reinvestment for the Village of Itasca and its planning area. Illinois State Statutes give communities the ability to plan for unincorporated areas, with annexation potential, one and one-half miles beyond their municipal limits (Illinois Municipal Code 65 ILCS 5/11-12-5). The Village of Itasca is a mature community that is substantially built-out.

## **The Planning Process**

The Comprehensive Plan is a product of a multi-step, community-driven process that engaged the community; analyzed existing conditions including both physical and market conditions; identified opportunities and constraints; established a vision statement, goals, and objectives for the Village of Itasca; and provided plans, policies and recommendations for land use and development, community facilities, transportation and mobility, and parks and open space.

To assist the Village with this process, the community hired Houseal Lavigne Associates, an urban planning consulting firm with specialized expertise in developing comprehensive plans. A Comprehensive Plan Steering Committee (CPSC) was established to work with the Houseal Lavigne Associates throughout the course of the study. The Steering Committee consisted of Village staff, elected and appointed officials, community service providers, and members of the Itasca community.





## CHAPTER 2 COMMUNITY OUTREACH

The planning process for the Itasca Comprehensive Plan sought input from a broad spectrum of the community including residents, businesses, community service providers, elected/appointed officials, and Village staff. A variety of outreach activities were undertaken to provide multiple avenues solicit input on existing conditions and local issues, community needs and future aspirations. These efforts provide the foundation for this Comprehensive Plan, strengthen community pride and foster stewardship for the plan by ensuring that participants' voices have been heard and that their ideas have influenced the Plan's development.

This chapter of the Comprehensive Plan summarizes the community outreach efforts that were completed as part of the planning process. For full summaries of the outreach activities, please refer to the Comprehensive Plan Existing Conditions Report dated November 9, 2012 which is on file with the Village.

### **Project Website**

To assist in community outreach and overall communication of the planning process, a project website was created and linked to the Village's website. The project website provided visitors with information on the plan and process, including draft documents and meeting dates. The website also contained interactive tools allowing residents to provide input into the Plan.

### **Community Issues Mapping**

sMap, an on-line community issues mapping tool, was available on the project website and provided a web-based interactive application for public participation. sMap allowed residents to identify, map, and provide comments on specific, or general, areas of concern within the Village. However, due to a low rate of participation on sMAP, the results of the tool are not summarized in this report.



## **Project Initiation Meeting**

On March 6, 2012, a meeting was held to initiate the Comprehensive Plan process. This meeting was attended by Village staff and members of the Comprehensive Plan Steering Committee (CPSC). The intent of the meeting was to gain initial input from the CPSC regarding the issues that the Comprehensive Plan should address.

## **Community Workshop**

On May 14, 2012, a community workshop was held with residents of the Village. Participants were asked to provide their concerns and issues affecting the Village and projects or actions they would like to see undertaken. The intent of the meeting was to identify community issues and priorities from Village residents to ensure the Comprehensive Plan responds to their desires and aspirations.

## **Business Workshop**

On April 26, 2012, a business workshop was held to engage local business owners as part of the Comprehensive Plan process. This meeting was attended by members of the Itasca business community to gain their input on specific issues faced by business owners and operators in the community.

## **Community Charrette**

On September 12, 2012, a community charrette was held with residents of the Village. Putting pen to paper, participants were divided into groups and asked to mark-up a map of Itasca with the projects or actions they would like to see undertaken within the Village.

# Summary of Public Input

## Key Issues of Concerns Facing the Village

- Elgin O'Hare, the Western Bypass and their related impacts.
- Establishing, promoting and projecting a clear community identity and brand.
- Infrastructure, including overall maintenance and flood prevention.
- Stability of sales tax revenue and overall fiscal health of the Village.
- Industrial and office revitalization, including Central Manufacturing District and Hamilton Lakes.
- Vitality of the Village's commercial areas, including Downtown and Irving Park Road revitalization.
- Changes in markets/Maintaining and improving business base.
- Pedestrian and bicycle accessibility and mobility.
- Traffic and congestion.

## Specific projects or actions that you would like to see undertaken

- Establish a clear vision for the future.
- Develop and execute an economic development strategy to retain and recruit commercial and industrial businesses to Itasca.
- Reinvest and redevelop within Downtown while maintaining its character.
- Continue to develop, implement, and fund comprehensive Capital Improvement Program to provide for new infrastructure and to plan for lifecycle replacement.
- Address flooding issues with better stormwater management infrastructure and systems.
- Improve pedestrian mobility through the community and consider policy and/or guidelines for "complete streets".
- Increase intergovernmental cooperation, manpower, and equipment sharing and/or consider a consolidation of local taxing districts.
- Beautify the Village's key entry points, corridors, and commercial areas.

- Redevelop the intersection of Irving Park Road and Rohlwing Road and explore transitioning Rohlwing Road to a retail corridor.
- Develop a "new" vision for Hamilton Lakes and its future development, exploring its full build out and establishing an SSA road improvements within the campus.
- Develop and implement a position and vision relative to the Elgin O'Hare and Western Bypass, specifically to protect the Village from negative impacts/consequences through advocacy and physical improvements.
- Further communication between the Village and its residents and businesses.
- Continue fiscal responsibility and accountability among all village departments.
- Develop clear information on Village budgeting choices.
- Maintain, upgrade, and improve upon recreational facilities to the standards of our municipal neighbors in order to meet the needs and demands of residents and other users.

## Primary strengths and assets of the Village

- The small town charm and character, community minded, friendly people.
- A small Village that has a good industrial and employment base and shows support for local businesses
- The population of the community is engaged and well-informed.
- Good local leadership and direction, including good staff and services.
- An excellent location with access to regional transportation, close proximity to O'Hare, and Metra service to Chicago.
- Itasca has quality schools, parks and open space, recreation, and public library.
- Safe neighborhoods and business areas.
- The community has managed development well – development is of high quality and the community is not over-developed or congested.
- Hamilton Lakes is a high-quality development with land available for additional development.
- The neighborhoods are attractive, safe and quiet, and there continues to be resident investment and maintenance in the homes and neighborhoods.





## CHAPTER 3 A VISION FOR ITASCA

### **A Vision for the Future**

The Vision provides a basis for identifying the specific goals and objectives needed to lead the Village of Itasca 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 Itasca 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 2015.

### **In 2030...**

Itasca is a desirable place to live that offers a broad range of neighborhoods and housing. Seniors enjoy a high quality of life in comfortable housing, and young families can afford excellent housing with easy connections to parks, schools, and other community assets. Multi-family housing continues to serve Itasca’s professional class, seniors, and empty nesters and provides a “point of entry” for young professionals coming from other areas to work at Hamilton Lakes and other local employment centers. Throughout the Village, neighborhood infrastructure has been upgraded to ensure equal access to sidewalk networks, curbs and gutters, lighting and stormwater management. Itasca’s neighborhoods are closely connected to its schools, reinforcing the Village’s emphasis on quality

education for its residents. Collectively, the characteristics have made Itasca an attractive place for people of all ages to invest.

The community has thrived on the extension of the Elgin-O’Hare Expressway and O’Hare Western Bypass project. In addition to enhanced regional mobility, the project has been the foundation of significant economic development adjacent to Hamilton Lakes and the nearby industrial areas. Locally, residents can use a comprehensive trail system to access recreation, shopping and civic destinations. The North Salt Creek County Forest Preserve, Songbird Slough Forest Preserve, Downtown Itasca, Hamilton Lakes and other areas are well-connected and offer safe pedestrian, bicycling and multi-purpose paths to encourage a healthy lifestyle choice.



Downtown Itasca is a stable and vibrant local center for specialty shopping and civic activities. Surrounding neighborhoods offer excellent access for residents, and key corridors provide access to the larger Itasca community. Development on Walnut Street and Orchard Street take advantage of transit riders and visitors, and Irving Park hosts a variety of quality office and commercial uses. The Civic Campus anchors the western edge of Downtown, and provides a strong community-oriented presence on Irving Park Road.

Itasca's commercial corridors have seen positive growth and reinvestment. West of Downtown, Irving Park Road offers local goods and services, and establishes an attractive and unique community character. Devon and Arlington Heights Road continue to cater to small offices, restaurants, and retail. The most significant growth has occurred on Rohlwing Road. Due to increased traffic flow resulting from the Elgin/O'Hare Expressway, several large industrial lots have been repositioned to support regional retail at key points of the corridor. Collectively, these areas provide a strong and stable source of tax revenue to support local services and amenities.

Itasca is still a regional center for professional office and industry. Hamilton Lakes continues to evolve as one of the region's best planned developments for office uses. Its combination of prime office space, natural amenities and trails, regional access, and local work force make it competitive for national and international headquarters. Its broad mix of uses provides employment, shopping and dining options for local residents. The Spring Lake Executive Park provides a strong local office environment that supports a broad range of tenants and expands the market for local business growth and investment in Itasca.

Meanwhile, the Central Manufacturing District and Itasca Industrial Park continue to support local manufacturing and distribution. However, within each industrial area, tenant collaboration has resulted in more attractive built environments, better policies related to traffic management and vehicle storage, and cooperative marketing campaigns that have helped maintain high occupancy rates with quality tenants.



## CHAPTER 4 LAND USE PLAN

The Land Use Plan provides policies and identifies appropriate land uses for the future development of the Village of Itasca and its extraterritorial planning jurisdiction (ETJ) as permitted by Illinois State Statutes. As a mature community, the Land Use Plan is heavily influenced by the existing development pattern and well-established land uses in the Village.

The Land Use Plan is also informed by sound community planning principles, as well as several other factors and influences, including the Vision for Itasca and Goals and Objectives, both presented earlier in the Comprehensive Plan; a detailed market and demographic analysis completed as part of this planning process; and, an assessment of existing conditions and future potential, including the impact of the planned Elgin-O'Hare Expressway east of Rowling Road.

The 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. In general, the Land Use Plan strives to promote a compatible land use pattern that promotes reinvestment in the community, and focuses on infill and redevelopment opportunities, as well as maximizing redevelopment potential within Itasca's business areas.

### Existing Pattern

Itasca hosts a broad mix of land use and development types. The community balances history and progress as its neighborhoods are rooted in the community's small-town heritage, but its industry and commerce serves contemporary international markets and tenants. The community enjoys several parks and natural spaces that provide residents with access to local amenities. The existing land use pattern and future land use plan are to a great extent defined by major transportation corridors. Interstate 290 bisects the community into halves – with the western half host to much of the Village's industry and businesses; and the eastern half predominated by Itasca's quiet residential neighborhoods centered around a traditional downtown. Thorndale Avenue is a significant separator between the traditional residential area and the Hamilton Lakes office development, and a planned elevation and expansion of the Elgin O'Hare Expressway will further separate this area of the Village.

### Future Land Uses

The Land Use Plan identifies the appropriate uses throughout the Village of Itasca to provide for compatible and orderly development. The primary land uses identified in the Land Use Plan includes the following lands uses:

- 🏡 Single-Family Detached Residential
- 🏡 Single-Family Attached Residential
- 🏡 Multi-Family Residential
- 🏡 Mixed Use (Commercial Residential)
- 🏡 Neighborhood Commercial
- 🏡 Regional/Corridor Commercial
- 🏡 Office Park
- 🏡 Industrial/Business Park
- 🏡 Public/Semi-Public
- 🌳 Parks and Open Space

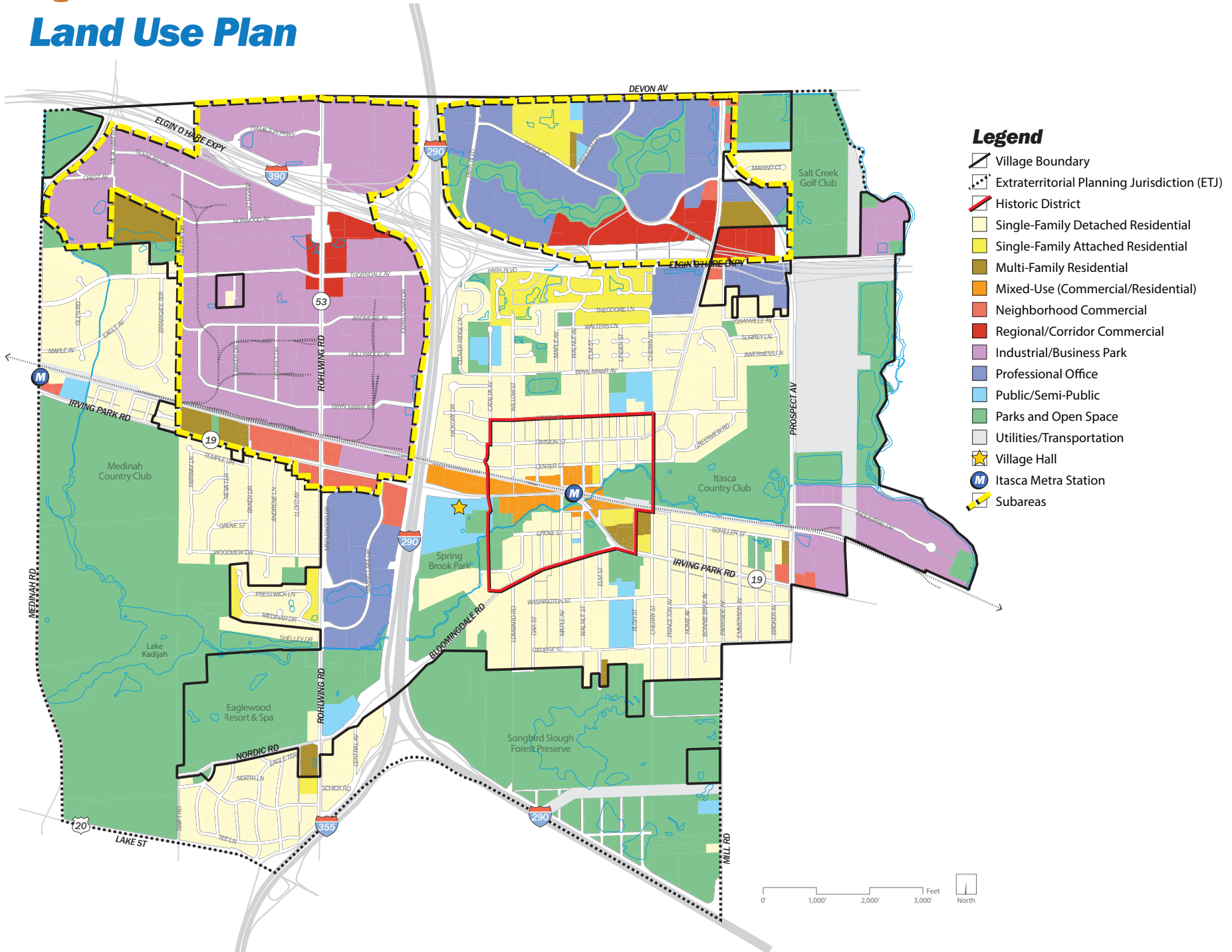
### Single-Family Detached Residential

Single-family Detached Residential areas comprise much of Itasca's residential areas and should continue to do so. Single-family Detached areas provide for freestanding dwellings or homes on a single residential lot, organized into neighborhoods or subdivisions. The community has, and will continue to experience tear-down redevelopment, replenishing and modernizing its housing stock. It is important that new homes consider the established character of surrounding single-family areas and the history of the community.

### Single-Family Attached Residential

Attached residential units are single-family homes that share a common wall such as duplexes, townhomes, and rowhomes. Single-family attached uses assist in diversifying the Village's housing stock, providing opportunities for first-time home buyers and empty nesters. Single-Family Attached Residential areas identified in the Land Use Plan consist primarily of existing areas in the community which are scattered throughout the Village. In some cases, these areas tie into the traditional street grid, while in other cases they are isolated from peripheral neighborhoods. Although not specifically identified, the Village should remain flexible in considering additional single-family attached residential development in areas where it could assist in creating a transitional area between intense commercial uses or busy corridors and the quieter single-family residential neighborhoods of Itasca.

**Figure 4**  
**Land Use Plan**





### **Multi-Family Residential**

Multi-Family Residential areas should consist of condominiums, apartments, and senior housing developments. Presently multi-family residential areas are not concentrated in any one particular area, rather they are scattered through the community in isolated areas. Two large developments exist near Downtown, while another is located at Rohlwing Road and Nordic Road. These vary in terms of scale (between three and six stories tall) and configuration, with some including several small buildings and others comprising fewer large-footprint structures. In addition to areas designated Multi-Family Residential, the land use plan also provides for multi-family units within the Mixed-Use land use designation.

### **Mixed-Use (Commercial/Residential)**

The Land Use Plan for Itasca includes a designation for Mixed-Use primarily within the Downtown. Mixed Use areas should be characterized by uses and development patterns that provide a vibrant, safe, attractive, and “walkable” pedestrian environment. This includes active commercial uses on the ground floor, and opportunities for multi-family residential units on upper floors. Although the Land Use Plan designates only Downtown Itasca as a Mixed Use area, there is potential for mixed-use development within Hamilton Lakes as identified in the Hamilton Lakes Subarea Plan.

### **Neighborhood Commercial**

Neighborhood Commercial areas are the least intense type of commercial land use. They are intended to conveniently provide daily goods and services to local residential neighborhoods. They should be of smaller scale and intensity, and be comprised of a mix of uses that does not typically attract shoppers from the larger region. Given the nature of neighborhood commercial, these uses are often adjacent to residential properties, and should be developed appropriately, minimizing their impact on nearby residential areas.

### **Regional/Corridor Commercial**

The Regional/Corridor Commercial designation is an intense commercial land use consisting of larger commercial properties along primary streets within the Village. These areas are intended to contain businesses or shopping centers that cater to the automobile, such as big box retailers, wholesale commercial, car sales, general commercial, and other similar businesses. Given the mix and intensity of uses, these areas should draw from the larger region, servicing the entire Village and beyond. In addition to the areas designated on the Land Use Plan, there is potential for regional commercial uses along the Rohlwing Road corridor, where traffic volumes are heavy as identified in the Rohlwing Road Subarea Plan.



### **Industrial/Business Park**

Industrial and business parks should consist of a range of business uses, including service- and consumer-oriented businesses and light manufacturing. While industrial uses are desirable and contribute to the economic health of the community, they can also negatively impact the environment and the quality of life for residents living in adjacent properties. Accordingly, the Land Use Plan identifies a land use arrangement that seeks to minimize land use conflicts, promoting appropriate separation from residential areas.

### **Professional Office**

Professional Office provides for more intensive office development that can benefit from the strategic position of the area near the intersection of the Elgin O'Hare Expressway/Thorndale Avenue and Interstate 290. While much of the area is built out, including office buildings within Hamilton Lakes, opportunities remain for additional high-quality office development. Corporate campuses and office buildings would increase employment opportunities, enhance the local tax base and viability of nearby commercial areas, and could contribute to a positive community image. Development within the Professional Office designation should also consider the environmental assets, including lakes, streams and wooded areas and incorporate these areas into their overall site design. In addition to office uses, the Village should consider commercial uses catering to the needs of area employees on a case-by-case basis, such as lodging/hotels, restaurants and convenience retail.

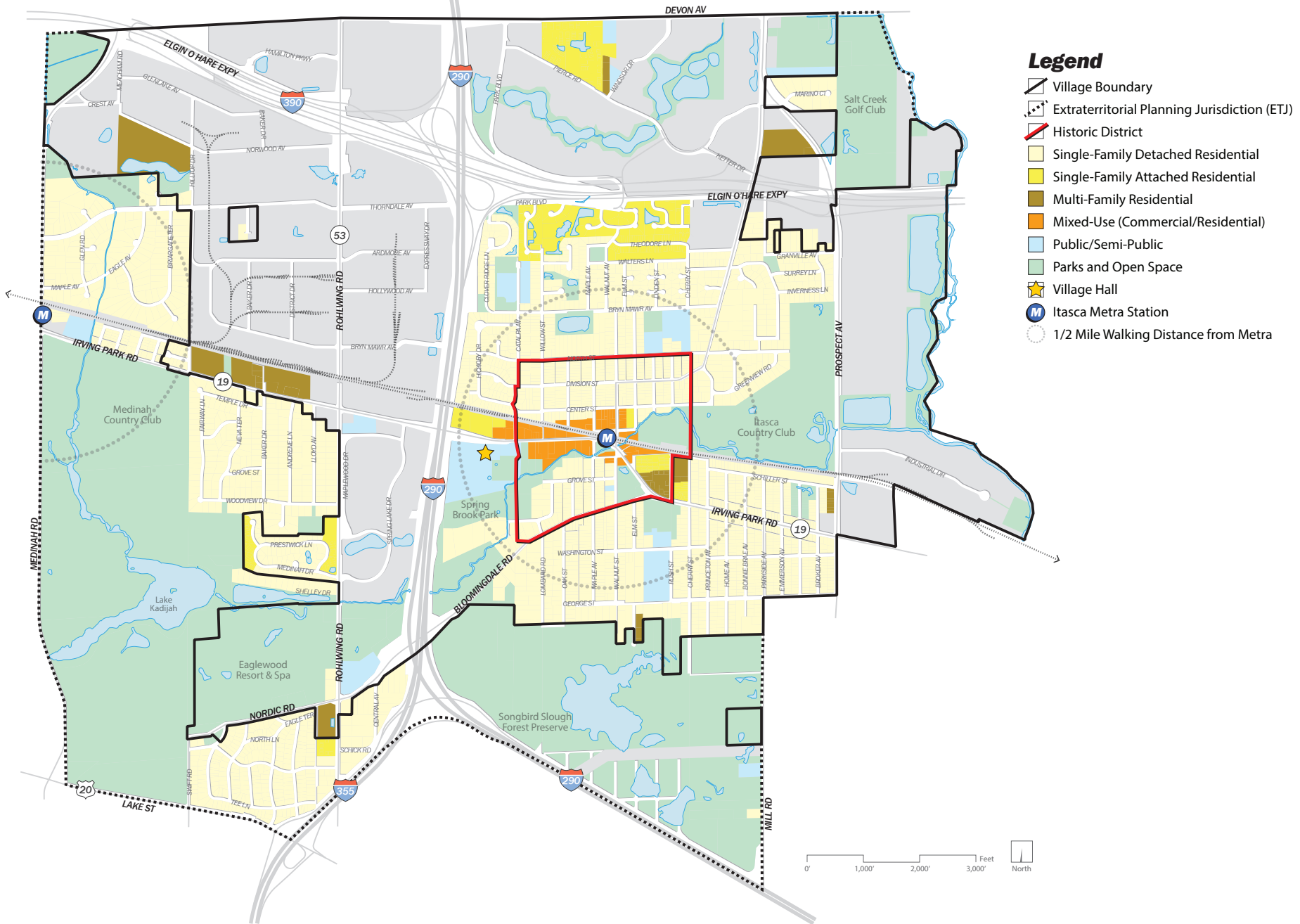
### **Public/Semi-Public**

Public and semi public uses include public facilities or municipal infrastructure. This designation includes a number of existing government and institutional facilities including Itasca Village Hall, the Police Station, fire stations, schools, and religious institutions. These uses provide necessary community services and infrastructure while adding to the overall quality of life for residents. Community facilities that are expected to attract a high volume of visitors such as the Village Hall should be located within the Downtown area. Public/semi-public uses in other areas of the Village, particularly residential areas, should consider and mitigate their impacts on adjacent residential properties. Additional goals, recommendations and policies pertaining to public and semi-public land uses are located in Chapter 6: Community Facilities Plan.

### **Parks and Open Space**

The parks and open space land use designation includes both public and private open space, including parks and public and private golf courses. Parks and open space are a valued asset in the community, however not all areas are under the direct control of the Village. It is therefore recommended that the Village continue to work with appropriate agencies and property owners, including the Itasca Park District and the DuPage County Forest Preserve District, to ensure the community remains well served by parks and recreation. Additional goals, recommendations and policies pertaining to parks and open space are located in Chapter 7: Parks and Open Space Plan.

**Figure 5**  
**Residential Areas Plan**



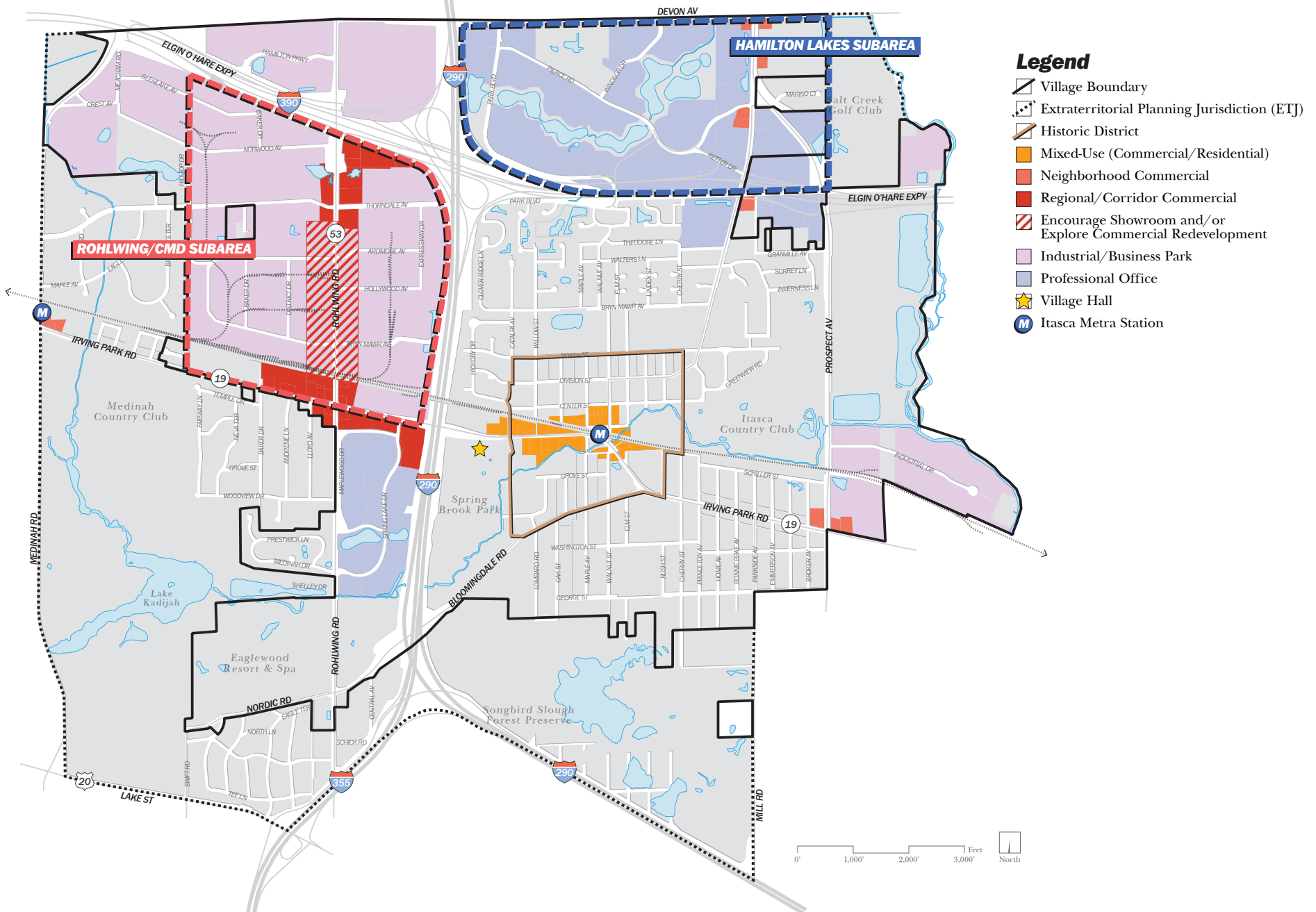


# **Residential Goals, Objectives, Policies & Recommendations**

**Sustain and improve the safety, quality and value of the Village's housing stock and its neighborhoods while providing access to amenities, shopping areas and other community destinations.**

- 🌱 Promote the importance of maintaining a variety of housing types (single-family and multi-family) and economic choices (owner-occupied and rental) within the Village to provide for the specific needs of all people and allow for residents to remain in Itasca through all stages of life.
- 🌱 Preserve the community's existing housing stock by promoting preventative maintenance and reinvestment. Regular and active code enforcement and other programs will continue to help ensure properties remain in good repair.
- 🌱 Provide and promote housing opportunities for senior citizens and elderly residents. Consideration should be given to providing accessible single-story units with technologies that can assist in providing for high-quality independent living within the Village of Itasca.
- 🌱 Ensure adequate infrastructure is provided to meet resident's demands for modern water, sewer, stormwater, utilities, and telecommunications.
- 🌱 When financially and functionally feasible, upgrade residential streets to include curb and gutter cross-sections.
- 🌱 Strictly enforce buffering, landscaping, screening, and lighting requirements of adjacent commercial areas to minimize the negative impacts of commercial development on adjacent and/or nearby residential uses.
- 🌱 Discourage "cut through" commercial traffic from the Village's commercial, industrial, and office areas on local residential streets. This can be achieved through signage, enforcement, traffic calming, and other measures.
- 🌱 Periodically revisit residential development regulations as they relate to teardown redevelopment, including compliance with setbacks, maximum height, tree preservation, stormwater, bulk, density, and other development regulations.
- 🌱 Consider developing a design manual and/or standards to inform the design of new residential construction (including infill and teardown construction) and residential additions. This would foster improvements that are appropriate in scale and character and promote diverse architectural styles consistent with the traditional architecture of the Village.
- 🌱 Continue to use subdivision requirements to ensure that new neighborhoods include basic pedestrian infrastructure and open space allowances, and connect into the Village's existing networks, including streets and sidewalks.
- 🌱 Identify flooding and flood related issues within the community and explore measures necessary to mitigate its impacts and promote homeowner and/or builder improvements that can assist with flood management, including the use of permeable pavers, rain barrels and cisterns, and rain gardens.

**Figure 6**  
**Business Areas Plan**





# Professional Office Goals, Objectives, Policies & Recommendations

**Sustain Itasca’s standing as a premier location for office development by retaining existing, and attracting new business to the community by leveraging the benefits of Itasca’s strategic location and access to the region.**

- Hamilton Lakes is a master-planned development in the northern section of the Village operated by Hamilton Lakes Partners. Boasting 3.5 million square feet of office space, Hamilton Lakes Business Park represents a significant portion of the Village’s existing office land uses and has even more potential, as 80 of its approximately 300 acres remain available for development. Given the significance of the development, along with its future potential, it is important that the Village work closely with Hamilton Partners to prioritize areas of new investment within the Hamilton Lakes development and maximize use of the remaining development opportunities.
- Require new development to pay its fair share of the costs of providing expanded public facilities and services.
- Identify targeted developers and tenants for priority properties that will be highly marketable as a result of the Elgin-O’Hare Tollway extension and Western Bypass projects. Work closely with Hamilton Lakes, Spring Lake Executive Campus, and other owners to inventory and market available business spaces and properties.
- Establish a clear development vision for available properties, including infrastructure needs, access and transportation upgrades, design standards, integration with existing trails, telecommunications, sustainable building design, on-site recreational amenities, etc. that should be implemented in order to maintain competitiveness for specific types of professional tenants.
- Enhance the appearance and “sense of place” of professional office areas and strengthen their connections to business districts and Downtown through joint marketing efforts, community events, district identification signage, and transportation.
- Continue to support and work with the Itasca Chamber of Commerce and other non-profit organizations who share similar goals in their efforts to attract, market, and promote local businesses. Identify additional small business assistance programs to stabilize and improve conditions for existing businesses.
- Itasca’s office areas should consider the recreational needs of employees. Where appropriate, the Village should encourage or require new larger business developments to incorporate public amenities such as parks, plazas, arcades, and connections to existing and proposed trails.

## Commercial Goals, Objectives, Policies & Recommendations

**Provide opportunities for attractive commercial development in Downtown and along the Village's key corridors to meet the needs of Itasca residents and, where appropriate, draw shoppers from the larger region, to help strengthen and diversify Itasca's tax base.**

- Maintain a range of retail and service activities throughout the Village, including commercial uses catering to the needs of Itasca residents in easily accessible locations. In addition, the Village should maximize the commercial potential of parcels accessible and visible to the larger region which are capable of drawing traffic from beyond Itasca to diversify the tax base and lessen the tax burden borne by residents.
- Ensure that zoning is aligned to accommodate commercial development in desired locations and can foster and accommodate desired uses, considering site design, context, and other development concerns.
- Downtown reinvestment and redevelopment does not have to come at the detriment of the charm and character of Downtown. To ensure that what is cherished is not lost, the Village should continue to promote a mixture of uses including commercial, office, restaurant, and residential development within Downtown and fully implement and enforce design standards established in the 2006 Downtown Design Guidelines.
- Development and redevelopment within Itasca's commercial areas will likely occur incrementally, one development at a time. The Village should focus efforts and resources on development projects that are likely to catalyze other investment and lead to more development and investment in the community.
- To help strengthen the community's identity and improve the appearance of Itasca's commercial corridors, the Village will continue to work cooperatively with IDOT. Both Irving Park Road and Rohlwing Road are within IDOT's jurisdiction, and desired improvements within the right-of-way, including improved landscaping, lighting, and gateway signage, will require their approval.
- Itasca's festivals and special events contribute to its strong sense of community and small town charm. The Village should continue to host, promote, and encourage temporary or seasonal uses, such as a farmers market, Itasca Fest, 4th of July Fireworks, Oktoberfest, and the Highland Games on underutilized sites and community open spaces. In addition, when hosted Downtown, community festivals and special events can reinforce the importance of Downtown as the community's focal point.
- Consider retail, dining, lodging, and other uses within areas designated as office or industrial in the Land Use Plan, such as Hamilton Lakes. In maintaining this flexibility, the Village should consider uses that serve the daily needs of the employees and employers within the community which make these areas more viable and marketable, while at the same time broadening the Village's tax base and expanding shopping and dining opportunities for residents.
- Consider establishing façade and/or site improvement programs to assist with enhancements to existing properties and bring them to current codes and standards. This would help to sustain occupancy and market competitiveness while at the same time improving the appearance of the Village's commercial areas.
- Consider establishing design and development regulations for the Village's other commercial and office areas to ensure a high level of character and design quality. For many of the employees, shoppers, and motorists passing through the community, these areas are the community's "front door" and help create impressions of Itasca. Design and development guidelines can help define appropriate and desired scale, appearance, orientation, and overall character of new development.
- The widening of Rohlwing Road, the future Elgin-O'Hare Expressway and continued improvements at O'Hare International Airport will likely alter local traffic patterns and volumes and could improve the commercial viability of the Village's corridors, including Rohlwing Road. The Village should consider, at a minimum, encouraging showrooms and storefronts as components of the business and industrial uses along the corridor, and as a longer range objective, consider encouraging commercial redevelopment along the frontage.



## Industrial Goals, Objectives, Policies & Recommendations

**Maintain the competitiveness and accessibility of Itasca's industrial areas and continue to work with the Village's economic development partners to strengthen the Village's diverse tax base through the attraction, retention, and expansion of businesses in the Village.**

- 🌱 Ensure adequate water, sewer, storm-water, utility and telecommunications infrastructure is provided to meet the needs of current and emerging industry.
- 🌱 The proposed Elgin O'Hare Expressway extension will alter the Village's street network and access to businesses. ISTHA's plans for the new road accommodate key access points that provide regional mobility for local industrial and distribution businesses, but local circulation may be impacted. Installing directory signage and wayfinding at key locations, could assist in directing traffic within the Village's industrial areas to address impacts related to new circulation patterns and assist in promoting the Village's businesses community.
- 🌱 Like any commercial district, industrial areas have to be marketed to potential businesses looking to relocate. The Village should establish gateway signage and landscaping at the entry points to industrial areas from major corridors to increase their visibility and consider alternative and innovative marketing techniques.
- 🌱 The Village should prevent the encroachment of businesses or land uses that could impact the long-term viability of Itasca's industrial area, reserving them for light industrial, research and development, and business park uses.
- 🌱 It is important to maintain roadways that provide access to and circulation throughout industrial areas, and ensure that they are properly engineered and maintained to accommodate truck traffic and the wider turning radii of vehicles servicing the industrial uses. In addition, the Village should continue to enforce parking and standing regulations for trucks and industrial vehicles within its commercial areas. The Village should consider designating waiting areas where trucks can stand while waiting for access to businesses and loading docks.
- 🌱 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, streetscaping, landscaping, and parking areas.
- 🌱 Encourage the integration of green technology and best management practices (BMPs) in order to minimize the impact on local infrastructure and services. Identify flooding and flood related issues within the community and explore measures necessary to mitigate its impacts.
- 🌱 Encourage the formation of industrial tenants associations within the Village's industrial areas to address common issues and share resources related to image and marketing, parking and access management, snow removal, and provide a central contact for Village communications.
- 🌱 In priority commercial areas, including the Central Manufacturing District, continue to utilize and consider additional incentives such as sales tax rebates, TIE, SSA, and business district funds to initiate redevelopment of key opportunity sites and improvements to properties.
- 🌱 In order to maximize their benefits to the greater community, the appearance and impact of industrial areas on surrounding neighborhoods has to be carefully managed. The Village should require appropriate setbacks, screening, buffering, and site design to minimize the negative effects of industrial uses such as noise, vibration, air pollutants, odor, truck traffic, etc., on adjacent areas. The Village should also consider adopting uniform signage, landscaping, and screening standards to create a consistent image within industrial districts.

# Hamilton Lakes Subarea Plan

## Land Use and Development

### Professional Office

Professional office uses occupy the majority of the Hamilton Lakes campus and should continue to do so. Some existing areas may transition to other appropriate uses, or could redevelopment and intensify, based on changes to the access or visibility associated with the future Elgin O'Hare Tollway. In addition, there are areas that remain undeveloped that could accommodate complementary office development, or potentially Mixed Use. New development should strive to maintain the character of the campus and logically tie into existing transportation and infrastructure systems, including the open space network along the system of lakes.

Supporting commercial uses or multi-family housing should be considered appropriate uses in the Hamilton Lakes area, and should be considered on a case-by-case basis. Such development should be compatible with the character of the area, and be integrated into the overall development through linked green spaces, trails, and other amenities. Mixed-use and residential areas should be highly walkable and attractive to both residents and professional tenants.

### Local Commercial

Although the Land Use Plan designates most of this subarea as Professional Office, it does recommend that the Village consider commercial uses catering to the needs of area employees on a case-by-case basis. In addition to hotel, lodging and regional commercial uses around the future Elgin-O'Hare interchange, there will likely be other opportunities for local commercial uses to complement and support the larger campus and provide commercial services, shopping, and dining opportunities for nearby residents.

### Hotel & Lodging/ Regional Commercial

The future Elgin O'Hare Tollway will alter local circulation within the community, and access to Hamilton Lakes business park. The areas near Ketter Drive, Prospect Avenue and Arlington Heights Road will benefit from a full interchange with the Elgin-O'Hare Tollway, providing convenient access to the regional transportation network. Around these areas the Village should promote the uses that can benefit from this favorable location, such as hotels and lodging, a conference center, dining and entertainment, and larger commercial uses that are capable of attracting shoppers from beyond the community.

### Lower Intensity Office/ Commercial Service

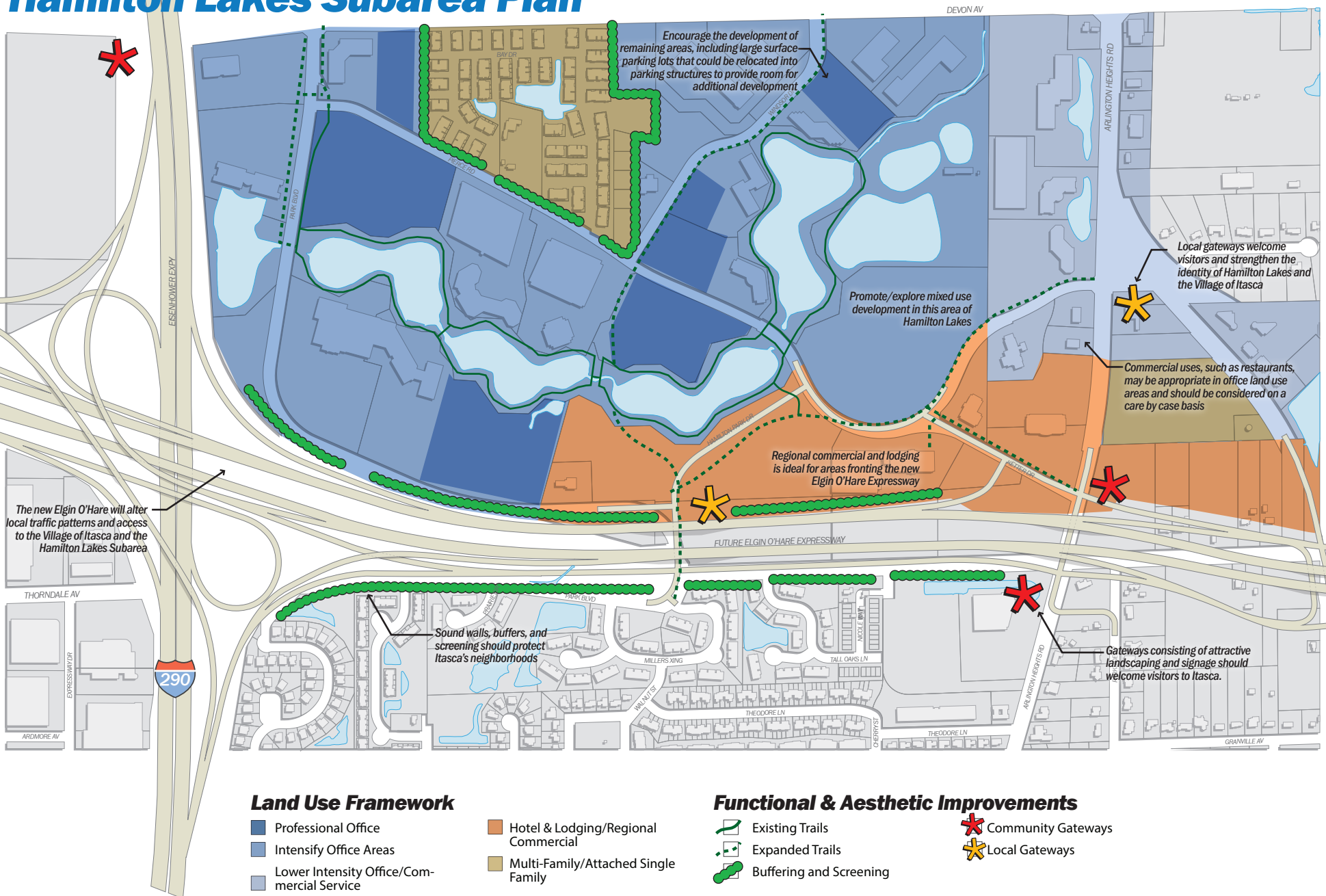
It is important to recognize that not all areas designated as professional office in the Land Use Plan exhibit the same development potential. Lot size, access, visibility, and adjacent land uses all affect a site's development intensity and future use. Within the Hamilton Lakes subarea, there are some sites that are smaller or do not benefit from access or direct connection to the Hamilton Lakes development. In these areas, lower intensity office uses or commercial services should be promoted. If a developer or property owner is confident they can overcome these locational disadvantages, the Village should consider more intense development on a case-by-case basis.

### Multi-Family/Attached-Single Family Multi-Family & Townhouse

The Hamilton Lakes business park development currently exists along Devon Avenue adjacent to and surrounded by the Hamilton Lakes campus. This area is stable and should remain in the future. However, within this area there are small pockets of undeveloped areas. These sites offer little benefit to the Hamilton Lakes campus, and should be built out as multi-family housing that is appropriately integrated into the existing residential community.

At the east end of the subarea, multi-family development should be considered in the triangle defined by Arlington Heights Road, the Elgin O'Hare Tollway, and Prospect Avenue. This would enhance residential access to local employment and commercial goods and services.

**Figure 7**  
**Hamilton Lakes Subarea Plan**





## **Functional & Aesthetic Improvements**

### **Expanded Trails**

An expanded trail networks should be provided in order to enhance on-site mobility and connect to the surrounding community. New trail segments should be provided on Park Boulevard and Ketter Drive to serve potential commercial development. A trail segment on Windsor Drive would enhance access from neighborhoods to the north, and provide direct access to Itasca residents south of the Elgin-O'Hare Expressway. Expansion of the Village's current trail network along Arlington Heights Road would provide bike and pedestrian connections to the heart of the Itasca community. Within Hamilton Lakes, new development should integrate on-site trails that provide linkages to the campus-wide system.

### **Community Gateways**

Community gateways should be installed at prominent entry points from surrounding municipalities. The intersection of Arlington heights Road and Ketter Drive offers an opportunity to announce entry into Itasca and establish the character of the community for motorists on local or interstate roadways. A similar opportunity exists at Devon Avenue and I-290.

### **Local Gateways**

Local gateways should be used to establish the character of the Hamilton lakes campus. These gateways should be installed at prominent points of entry, especially at the existing Park Boulevard and Pierce Road entrances.

### **Buffering and Screening**

Buffers and/or screening should be installed at the edge of the campus to lessen the impacts of the elevated Elgin-O'Hare Expressway corridor. Towards the western edge of the campus where there is not enough room for development along the corridor, this will provide a more natural and attractive barrier. To the east where there is development opportunity between local streets and the expressway, this will mitigate the impacts of noise and aesthetics on quality commercial and retail uses.

## Central Manufacturing District (CMD) Subarea Plan

### Land Use and Development

#### Industrial/Manufacturing

Industrial and manufacturing uses comprise much of this subarea, including parcels fronting Rohlwing Road, a high-traffic volume corridor. Industrial and manufacturing uses should continue to be the predominant land use within this area of the community, which is removed from the Village's residential areas and provides access to the regional transportation network. However, the Village should maximize the commercial potential of parcels fronting Rohlwing Road between the Elgin O'Hare Tollway and the Metra line to diversify the local tax base and lessen the property tax burden. The Village should consider, at a minimum, encouraging showrooms and storefronts as components of the business and industrial uses along the corridor; and as a longer-range objective consider encouraging Regional Commercial redevelopment along the frontage in this area.

#### Regional Commercial

Retail uses along the Rohlwing Road corridor represent a sales-tax revenue generating opportunity for the Village. The widening of Rohlwing Road, the future Elgin-O'Hare Tollway, and continued improvements at O'Hare International Airport will likely alter local traffic patterns and improve the commercial viability of the Rohlwing Road corridor. The Village should promote commercial redevelopment of existing industrial sites along the Rohlwing Road frontage, beginning at Irving Park Road on the south and the Elgin O'Hare Tollway on the north, working to incrementally transform the corridor into a regional commercial destination. North of the Elgin-O'Hare Tollway, the Village should work with the owner of the telecommunications tower on the east side of Rohlwing Road to determine if roadway frontage can be used for regional commercial development.

#### Local Commercial

Although the Land Use Plan designates most of this subarea as Industrial and Regional Commercial, the Village should consider commercial uses catering to the needs of area employees on a case-by-case basis within these other larger land uses areas. In addition to hotel, lodging and regional commercial uses, there are other opportunities for local commercial uses to complement and support the large employment base of the subarea and nearby residents. Regional commercial uses may also be considered in this area on a case-by-case basis.



# CMD Subarea Plan



## **Functional & Aesthetic Improvements**

### **Buffering and Screening**

Buffers and screening should be installed at the edge of the CMD where it abuts to non-commercial uses to lessen impacts on adjacent land uses. Efforts should be taken to continue to protect the Village's residential neighborhoods from any impacts resulting from adjacent business uses. Screening, signage, parking restrictions, engine idling restrictions, regulating hours of operation, and strict traffic/route designations should be implemented for the Subarea.

### **Showroom Overlay**

Although comprehensive commercial redevelopment is preferred along Rohlwing Road, it is expected that this will occur incrementally over the course of several years. In the meantime, the Village should encourage existing industrial uses to incorporate showrooms and storefronts as components of their businesses that create an attractive front street façade from the primary corridor.

### **Wayfinding and Directory Signage**

The Village should install directory signage at entrances to the CMD to direct traffic within the industrial area and promote the businesses to residents and motorists. These types of signs can include both directory information as well as Village logos to reinforce an identity for the area.

### **Management and Organization**

Management and organization will play a critical role in improving and repositioning the Central Manufacturing District. Effective management and organization can assist in sustaining the community's vision and investment for this important area of Itasca and help it remain competitive. The Village should encourage the creation of an association of businesses to 1) to act as liaison and communicator between the Village, residents, the CMD property and business owners, and other organizations; 2) provide facilitation and to advocate for or against issues that specifically affect the CMD and its stakeholders; and, 3) build awareness of the CMD, its activities, and its importance to the Village.

### **Improve Gateways and Identity**

The new Elgin O'Hare Tollway will alter the Village's street network and access to businesses. The Tollway's plans for the new road accommodate key access points that provide regional mobility for local industrial and distribution businesses, but local circulation may be impacted. Installing directory signage and wayfinding at key locations could assist in directing traffic within the Village's industrial areas, address impacts related to new circulation patterns, and assist in promoting the Village's businesses community.

### **Roadway Improvements**

The heavy trucks used in the operation of many businesses within the CMD have created depressions, washouts, and tire tread ruts at street corners and adjacent to many driveways within the Subarea. Driveway widening and surface repair/improvements should be undertaken where this has occurred to prevent further worsening of the problem. As roadway and utility improvements are made over time, infrastructure should be appropriately sized to accommodate truck access and mobility,

### **Parking and Idling**

The Village should continue to enforce parking and standing regulations for trucks and industrial vehicles within the Village's commercial areas. Additionally, the Village should consider designating waiting areas where trucks can stand while waiting for access to businesses and loading docks. At minimum the Village should prohibit unnecessary idling of trucks within the Village right-of-way and explore idling restrictions throughout the entire CMD.

### **Improve and Maintain Buildings**

The Village should 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, streetscaping, landscaping, and parking areas.

### **Highway Exposure**

The Village should maximize the exposure and capitalize on the access to the Elgin-O'Hare corridor by promoting users and businesses that benefit from, and cater to, a larger regional market and employment base near interchanges and promoting and encouraging better signage and appearances on facades fronting the interstates.





## CHAPTER 5 TRANSPORTATION PLAN

The Village of Itasca is served by a well-developed transportation system. This section of the Plan presents the Transportation and Circulation recommendations for the roads and streets, as well as transit, sidewalks and trails. The Transportation & Circulation Plan for the Village of Itasca strives to provide a balanced transportation system to ensure the safe and efficient movement of vehicles, pedestrians and cyclists. The Transportation and Circulation Plan reinforces the Goals and Objectives presented earlier in the Comprehensive Plan and provides additional recommendations and policies to assist the Village in achieving the community's desired Vision.

### **Functional Street Classification**

Before improvements for roadway capacity can be made, it is important to first determine the hierarchy of streets within the community. The functional street classification determines the type of traffic a street will carry and the level of access it requires to serve adjacent land-uses. Once the hierarchy is established then the Village can undertake street improvements supporting each street's function or role.

The five functional street classifications below describe the expected use of the street and are intended to be consistent with current regional and community transportation plans. The hierarchy is related to the

number of vehicles (traffic volume) a street is designed to carry, the type of service the street is intended to provide, and the type of access provided to properties adjacent to the street.

The Village should protect and improve the function of the overall street hierarchy as this comprehensive network of roadways provides access to the Village from surrounding areas and enables the movement of people and vehicles within and around the Village. The efficiency and convenience of the transportation system significantly affects the quality of life within the community, and will influence any new development and redevelopment within the Village.



## Interstates

Interstates are the backbone of a high-speed roadway network that connects into a national system of roadways. Interstates provide quick access to destinations within the Region and beyond. Access to the interstate network is provided by interchanges, which typically connect arterial streets to the interstate network through a series of ramps and acceleration and deceleration lanes. The Village is served by two interstates – Interstate 290 and Interstate 355. (Upon completion of its expansion, the Elgin O'Hare Tollway will be reclassified as Interstate 390.) Although most of the interstate traffic passes through the community, an interchange is provided at Thorndale Avenue/Elgin O'Hare Expressway and I-290 and another at Lake Street and I-355 in the south end of the Village's planning area. Together, the interchanges connect Itasca to the Interstate system and provide excellent access to the region. The interstates are within the jurisdiction of the Illinois Department of Transportation.

## Freeways

Freeways are similar in some respects to Interstates, however their primary role is regional connectivity – connecting to the interstate network, neighboring communities, and regional destinations. Freeway traffic moves at a high rate of speed, and access points are limited. The Elgin O'Hare Tollway, the Village's only freeway, is currently being expanded to become an interstate.

## Arterial Streets

Arterial streets move traffic within and through the Village. By design, arterials have high traffic volumes and provide regional access to other communities with a significant portion of trips having destinations beyond the boundaries of the Village. Arterials are generally wider and have limited access points, to both local streets and local land uses. Arterial streets within the Village include Thorndale Avenue, Irving Park Road, Rohlwing Road, Medinah Road, Devon Avenue, and Prospect Avenue.

## Collector Streets

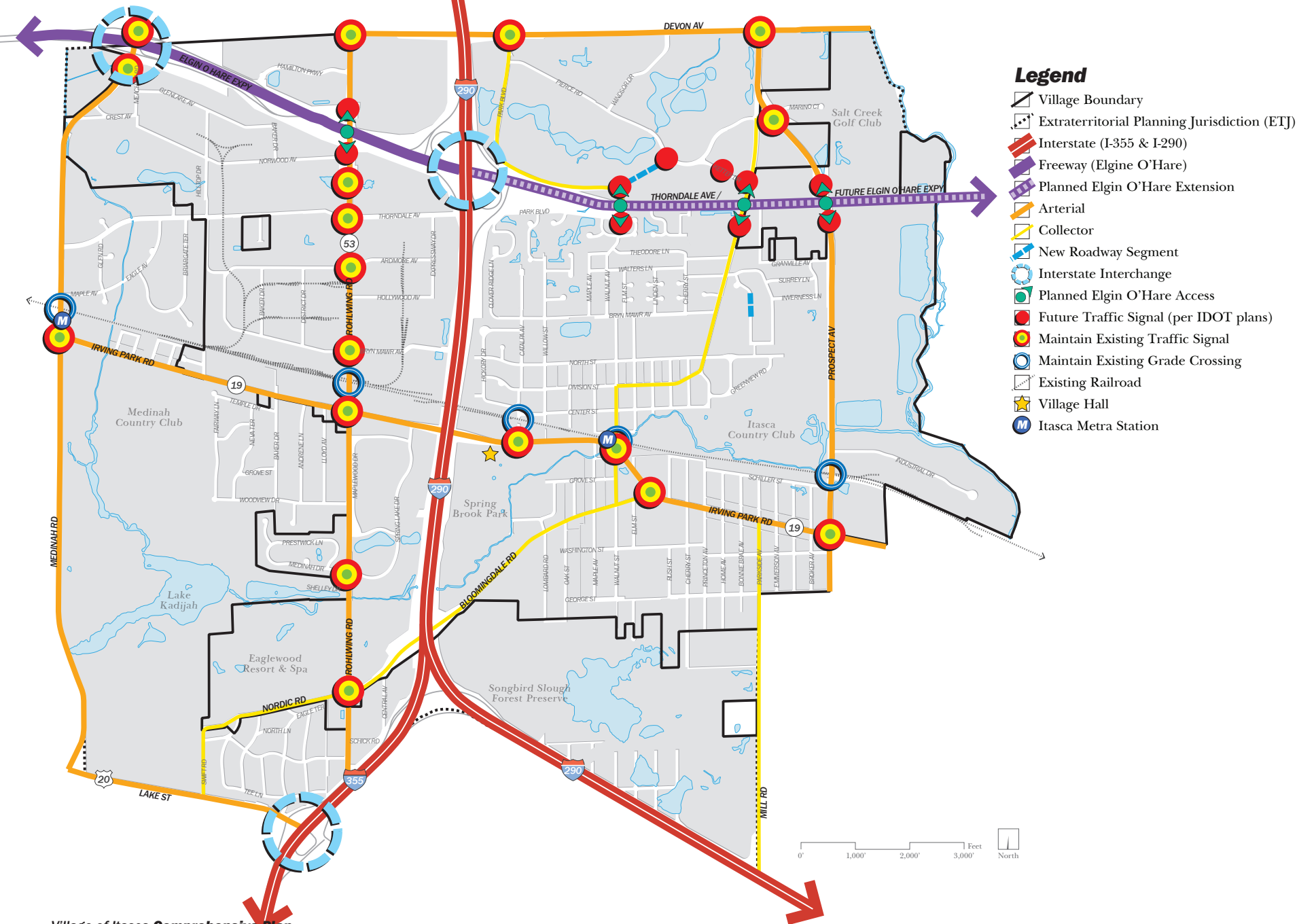
Collector streets "collect" traffic from local streets and the residential neighborhoods of Itasca and move the traffic toward arterial streets or other collectors. Collector streets are intended to serve the local population and are an important component of the Village's street hierarchy. Collector streets in the Village include Nordic Road, Bloomingdale Road, Arlington Heights Road, Division Street, Walnut Street, Mill Road, and Parkside Avenue.

## Local Streets

Residential or local streets provide a means of access between a property and the other streets within the Village's street hierarchy. Local streets are not designed to accommodate high volumes of traffic. The function of this type of street is to provide access to and from individual properties within the Village's residential areas. Traffic using local streets for purposes other than property access can create safety concerns.

**Figure 9**

# Transportation Plan





## Transit Services

### Metra Commuter Rail Service

The Metra Milwaukee District West (MD-West) Line provides access to Union Station in Downtown Chicago from the Itasca Metra Station, located in the heart of downtown Itasca. In addition, the Medinah Station, located east of the Village, but within Itasca's extraterritorial planning jurisdiction, also provides Metra Service to the community. Rush hour express trains from Itasca to Chicago take approximately 40 minutes, while express trains from Medinah are about 50 minutes. At the Itasca Station, commuter parking lots of approximately 342 spaces are available. Quarterly Metra Parking Permits are available for Village residents at a discounted rate, and daily parking is also available for a daily fee. There are 400 parking spaces provided at the Medinah Station. Parking in that lot is also provided by permit and daily fee.

### Pace Bus Service

Pace Suburban Bus provides two fixed-routes that service the Village and its planning area. The 616 Bus provides rush hour express service and begins at the Spring Lake Executive Campus in Itasca and runs through the Village connecting to the Rosemont Transit Center via I-90 where it connects with the CTA (Chicago Transit Authority) Blue Line.

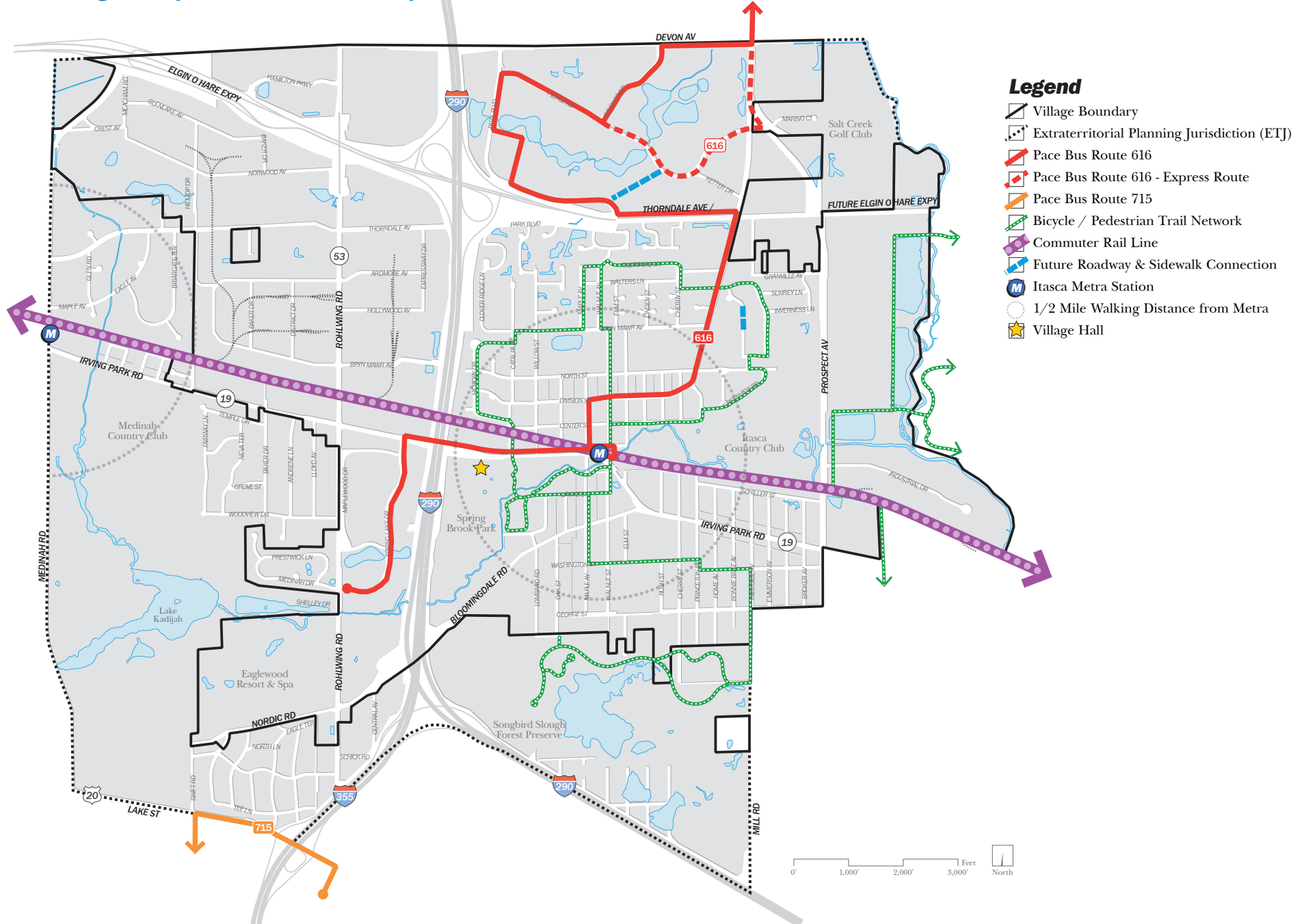
The 715 Bus provides weekday service and begins at the Walmart at I-355 and Lake Street, near the southwest portion of the Village's planning area, and then heads south through Glen Ellyn, Yorktown Center, Westmont, and finally to the Argonne National Laboratory in Darien.

## Bicycle and Pedestrian Network

The movement of pedestrians and bicyclists is an important consideration of the Comprehensive Plan. The Plan promotes sidewalks and other pedestrian amenities throughout the Village as components for consideration of any new development in the community. The Comprehensive Plan offers a unique opportunity to establish the desire to provide a potential variety of recreational and commercial uses within walking distance of future residents. However, these developments must be properly designed in order to allow for safe multi-modal access. Any improvements, public or private, should consider the pedestrian and incorporate sidewalks, cross walks, greenways, and multi-use paths that connect to surrounding networks and uses.

The pedestrian network in the Village and planning area is currently not a cohesive framework that can provide safe pedestrian access to all parts of the Village and to regional trail networks. The system, consisting of sidewalks, paths and trails is inconsistent and incomplete. Several older neighborhoods lack sidewalks, while many of the community's prominent streets lack other adequate pedestrian infrastructure, such as crosswalks, curb cuts, and pedestrian signalization. There are however, some areas where development has resulted in a well-connected network of sidewalks and paths, and the Village has established bicycle network. The bicycle network is made up of a combination of shared pedestrian/bicycle segments through forest preserve areas, dedicated bike paths like those along Prospect Avenue, and on-street signed segments. Collectively, these segments provide some non-motorized access to several schools, churches, activity centers, and other amenities in and around Itasca.

**Figure 10**  
**Bicycle, Pedestrian, and Transit Plan**



## Transportation Goals, Objectives, Policies & Recommendations

**Provide an interconnected system of transportation infrastructure consisting of roads, sidewalks, trails, paths, and public transit to facilitate the safe and efficient movement of vehicles and pedestrians within and through the Village of Itasca.**

- 🚗 Arterial roads move traffic within and through the Village. It is important for the function of these streets that access be limited and controlled, land use decisions are appropriate, and streets and intersections are designed appropriately. The Village should monitor local conditions, making improvements as needed to improve traffic flow, site access, and overall circulation.
- 🚗 A well-connected street network assists with mobility for motorists, pedestrians, and emergency responders. To this end the Village should work toward completing logical “gaps” in the existing roadway network, such as extending Country Club Lane and Walnut Street. Additionally, the Village should minimize the use of cul-de-sacs and dead end streets in new developments, providing for, and connecting to stub-streets where appropriate.
- 🚗 Pedestrians and bicyclists are as important of a component to a transportation network as vehicles. The Village should identify opportunities for pedestrian connections across busy streets, including Thorndale Avenue, Rohlwing Road, and Arlington Heights Road. In addition, pedestrian crosswalks, such as the intersection of Irving Park Road and Walnut Street, should be improved where feasible. Additional lighting, signalization, bollards, bulb outs, and curb extensions would create safer and more noticeable crossings.
- 🚗 The Village of Itasca should work closely with existing business owners and employers to provide transportation amenities and improvements on individual sites, including removing unnecessary curb cuts, providing cross access between and shared access into businesses, installing connections and amenities for pedestrians and bicyclists, and promoting and implementing traffic demand management and reduction techniques such as staggered work hours, public transit, carpooling, walking, and bicycling.
- 🚗 Work cooperatively with IDOT to install and manage an “intelligent” transportation system along the Village’s arterial streets to facilitate the efficient movement of vehicles within and through the Village. This could consist of synchronized traffic signals with real-time signalization phasing and transit and emergency priority technologies.
- 🚗 To preserve the quality of the existing public transit options, the Village should work closely with Pace and Metra to ensure that levels of public transit service are maintained and enhanced. The Village should consider inventorying and assessing the condition and location of all transit shelters in the Village, ensuring schedules are adequately posted, shelters are in good condition, and links are in place to Village’s sidewalk network connecting to community facilities, employment centers, and other key destinations.
- 🚗 The Village should consider local circulator services, sponsored by a combination of Pace, the Village, and local employers, to enhance access between major employment areas and commercial destinations in the Village.
- 🚗 It is important for the Village to ensure adequate resources for the maintenance of Village streets and rights-of-way. The Village should continue to budget for ongoing maintenance and repair of streets and sidewalks as part of the Village’s Capital Improvement Plan and consider a cost-sharing program with private property owners to enhance the sidewalk network on at least one-side of every street throughout all neighborhoods.
- 🚗 To help promote unique assets and to assist with navigation throughout the Village, establish wayfinding and directional signage systems to help motorists navigate to key retail, office, industrial, and community facility destinations.
- 🚗 Establish a Sidewalk Gap Program to expand the community’s pedestrian infrastructure and take a proactive stance on improving sidewalks where a general public benefit exists.
- 🚗 The Village should consider adopting a “Complete Streets” ordinance that establishes standards for streets that provide safety mobility for motorists, transit riders, bicyclists and pedestrians, especially in mixed-use areas or on streets that connect recreation areas.



## CHAPTER 6 COMMUNITY FACILITIES PLAN

Itasca is well served by a number of community facilities that provide vital services to the Village and its residents, helping maintain Itasca's safety and high quality of life. Community services and facilities include both public and quasi-public uses and buildings such as the library, schools, recreation center, municipal complex, churches and religious institutions and more.

The Community Facilities Plan presents broad recommendations, policies and guidelines for community facilities and reinforces the Goals and Objectives presented earlier in the Comprehensive Plan in order to support existing community facilities and services to ensure the Village continues to be well served today and in the future.

Since the Village of Itasca does not have direct control over all types of community facilities, the Village will need to continue to maintain communication and cooperation among federal, state, county, and local agencies and organizations potentially having interest in Itasca to ensure the greatest level of efficiency and effectiveness in the provision of municipal services. Furthermore the recommendations set forth are not intended to supersede goals and policies of other agencies, or substitute for the more detailed planning which should be undertaken by the Village or other service agencies and organizations such as the school districts. Rather, these recommendations underscore the need for the Village of Itasca to work with other service providers to accommodate the appropriate expansion and modernization of community facilities within the Village.

## Village of Itasca

The Village of Itasca's administrative offices are housed at the Itasca Municipal Complex, on Irving Park Road west of Downtown, in a civic campus alongside a collection of other facilities. The Municipal Complex hosts Itasca's administrative and legislative functions, including the Administrator and Village Clerk, and the Department of Community Development. The Municipal Complex is also the location for most community meetings, including Village Board Meetings, Plan Commission Meetings, and meetings for other various committees and commissions. During the planning process, the Village's various departments were asked to offer their input with regard to current and anticipated needs. Feedback received is reflected below.

### Police Protection

Police protection in the Village is provided by the Itasca Police Department, headquartered in the Itasca Police Station located east of the Village Hall. When asked about issues growth and reinvestment may have on their department, they cited increases in crime and traffic, and decreases in quality of life as primary concerns. The Police Department also indicated however, that they have no plans for expansion or major renovation of the Police Station.

### Itasca Public Works

The Village of Itasca's Public Works Department oversees the operations of several infrastructure systems within the community. The Public Works Department operates from a facility on Prospect Avenue on the Village's east side. According to the department, the last major public works capital improvement project was a new wastewater treatment plant that opened in 2011. It replaced an existing plant and increased capacity from 2.65 to 4 million gallons per day. The department is responsible for:

- 🚧 Village-owned parks
- 🚧 Forestry
- 🚧 Street signs
- 🚧 Street and sidewalk maintenance
- 🚧 Street lighting
- 🚧 Stormwater collection and management
- 🚧 Wastewater collection and treatment
- 🚧 Water distribution and storage
- 🚧 Fleet Maintenance

### Fire Protection

Fire protection within most of the Village of Itasca is provided by the Itasca Fire Protection District Number 1. (The Wood Dale and Bloomingdale Fire protection Districts also serve a small portion of the Village.) The District is a separate taxing body whose purpose is to provide the Village with emergency services. The Fire District covers a 6.5 square mile area and includes portions of Itasca, Addison and Wood Dale as well as unincorporated areas adjoining these jurisdictions. The Fire District and the Village work closely together on a daily basis, especially in matters regarding public safety. The Fire Protection District operates a station near Downtown Itasca, centrally located in the community, helping contribute to its excellent ISO (Insurance Service Office) rating of 3. According to the district, they have potential long-term plans for both renovating their existing facility and constructing a second facility. As it relates to growth, the Itasca Fire Protection District is concerned about impacts on response time, including existing obstacles like the railroad and future plans for the Elgin O'Hare Tollway.

## Education

Public schools are a very important asset. Quality education and schools within a community have the ability to attract residents; retain existing residents; and increase property values. The quality of the public school system has a strong impact on the desirability and market-ability of the area. Itasca is served by two public school districts (Itasca Public School District 10 and Lake Park High School District 108) as well as one parochial school (Lutheran School of St. Luke).

### Lake Park High School District 108

Lake Park High School District consists of one high school divided into two campuses in Roselle, approximately 4 miles west of Itasca. Freshmen and sophomores attend East Campus (600 S. Medinah Road) while juniors and seniors attend West Campus (500 W Bryn Mawr Avenue). Lake Park High School District 108 serves all or part of the following communities: Roselle, Itasca, Bloomingdale, Keeneyville, Medinah, Wood Dale and Hanover Park.

### Itasca Public School District 10

The Itasca Public School District 10 serves Itasca, Nordic Hills, and part of Wood Dale. The School Districts administrative offices are located on Maple Avenue just west of Downtown, and all three of its schools are located in Itasca, which include:

- 🏡 Raymond Benson Primary School  
(Grades Pre-K-2)  
301 E. Washington
- 🏡 Elmer H. Franzen Intermediate School  
(Grades 3-5)  
730 N. Catalpa
- 🏡 F. E. Peacock Middle School (Grades 6-8)  
301 E. North Street

## Itasca Community Library

The Itasca Community Library is located on Irving Park Road west of Downtown, in a civic campus that includes the Village Hall, Police Station, Fire Station and the Caribbean Water Park. The Itasca Community Library was established as a taxing body by voter referendum in October 1957. At that time, the library was housed in a former Post Office building, but as their collection grew, it was necessary to request public approval of a building bond issue. This resulted in the construction of a 8,938 square foot library building, which served the Library's needs until the early 1990's. In 1993, the community approved a second referendum to enlarge the existing structure to 27,000 square feet. According to library administration, there are no existing plans to add new facilities; however, there may be a need for additional parking and a new roof.

## Religious Facilities & Institutions

Itasca is home to several religious facilities, including a number of churches or temples that represent a broad spectrum of beliefs and denominations. The facilities are scattered throughout the community, and the size and services provided by each facility vary greatly. In addition, several churches offer private education opportunities that complement the public school district. Others may be involved in local community development and support housing and professional training programs.

## Community Facilities, Objectives, Policies & Recommendations

**Working cooperatively with community partners, continue to provide the high-quality and efficient services to the community to maintain the high-quality of life enjoyed by residents.**

- 👉 Ensure stormwater infrastructure is adequate throughout the community, especially in areas not served by curb and gutter systems.
- 👉 Continue to assess the impacts of new development on existing infrastructure and public services.

👉 As Itasca grows and changes, the needs of the community will also grow and change. The Village should establish a public safety services plan that outline benchmarks for new investment in staff, facilities, and vehicles as portions of the community become more fully built-out, such as future development within Hamilton Lakes.

👉 In order to maintain quality fire and police protection, the Village should ensure existing facilities provide adequate response times to all portions of the Village and consider the impact of limited rail crossings and the potential separation caused by the proposed Elgin-O'Hare Expressway extension.

👉 The Village should partner with the Itasca Community Library, School Districts #10 and #108, the park district, and local employers and business leaders to address challenges related to changes in population and providing high-quality education and technical training.

👉 To adequately plan for large capital expenditures, the Village should continue to conduct a comprehensive life cycle assessment of Village buildings, equipment, vehicles, facilities, and properties, and regularly update its multi-year maintenance plan and/or capital improvement plan.

👉 The Village should continue to identify alternative sources of funds such as grants to help fund a wide range of public projects.

👉 Continue to coordinate the review of new development proposals with all affected Village departments and other taxing bodies.

👉 Public engagement should be an on-going practice. The Village should continue community outreach efforts for large capital projects and planning projects, including opportunities for public review and comment such as open houses or web-based tools.

👉 The Village should continue to maintain transparency in its operations and provide updates on important Village issues regularly through its website, social media, and other techniques.

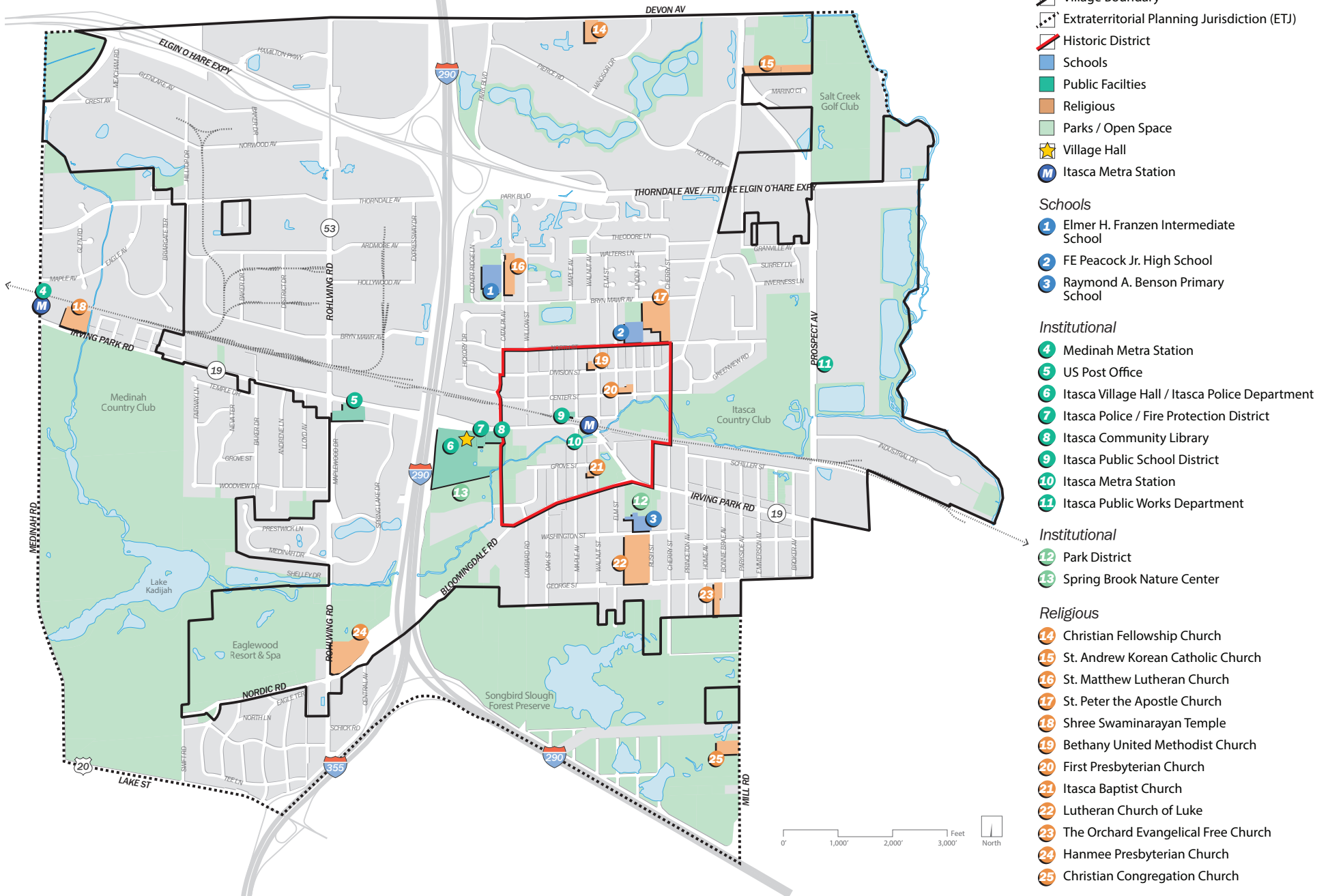
👉 The Village should continue to coordinate with Metra, Pace, Regional Transportation Authority, IDOT, DuPage County, the DuPage Mayors and Managers Conference, and adjacent communities, to assist in realizing mutual objectives and addressing issues, such as traffic, environment, and growth which transcend municipal boundaries.

👉 The Village should continue to work with other communities impacted by the Elgin-O'Hare Expressway and Western Bypass projects to advocate for responsible investment in transportation for the greatest benefit to Itasca and the region.

👉 Investment in infrastructure can be used strategically to implement or facilitate other goals, like guiding development into areas that can support it. In addition to budgeting for the regular maintenance of community infrastructure, the Village should incorporate components into standard projects that serve multiple purposes, such as landscaping and other beautification elements.

👉 The Village should set an example by incorporating sustainable construction techniques like solar energy, green roofs, LED/LEP lights, pervious paving materials in parking lots, and other sustainable design practices in public projects wherever feasible. The Village should also encourage private developers to use similar techniques, especially for large-footprint industrial or commercial developments that may have significant incremental impacts on energy use, stormwater management, water quality, sensitive ecosystems, etc.

**Figure 11**  
**Community Facilities Plan**







## CHAPTER 7 PARKS & OPEN SPACE PLAN

Itasca is a community that is greatly defined by its natural features and open space. Collectively, a layered system of parks, preserves, recreational areas, lakes, streams, and wetlands frames the community and its neighborhoods and contribute significantly to the Village's appeal, overall quality of life, image, character, desirability, and aesthetics. Parks and open space provide places for residents and visitors to enjoy nature, exercise and recreate. Within the community, public parks and formalized open space areas are provided primarily by the Itasca Park District, the DuPage County Forest Preserve District, and the Village of Itasca.

This section of the Comprehensive Plan presents the plan, policies and recommendations which pertain to parks, open space and environmental features 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.

### **Itasca Park District**

Parks in the Village are owned and managed by the Itasca Park District, a separate taxing body with its own elected board. The Itasca Park District maintains nine parks, totaling over 43 acres of open space. The parks are developed with varying degrees of intensity, providing for both active and passive recreation.

Facilities in the community include athletic complexes with lighted ball fields, playgrounds and picnic shelters for families and small children, walking trails and a nature center to connect with nature, a Historical Depot Museum, a fitness and recreation center, and an outdoor waterpark. The Park District provides recreation programming year round, and program guides are distributed to Itasca's residents throughout the year

providing information on all the classes and leagues the Park District has to offer. The park district is a two-time National Gold Medal winner from the National Parks and Recreation Association.

### **Springbrook Nature Center**

The Spring Brook Nature Center is a conservation area and educational facility in the Village of Itasca. The nature center includes classrooms, an aquarium, educational programs, and snowshoe rental. The nature center site features woodland, brooks, prairies, meadows, and marsh land. The area also includes over two miles of hiking trails, a picnic shelter, camp site, butterfly garden, and provides opportunity for learning about natural systems, flora, and fauna.



## DuPage County Forest Preserve

Situated in DuPage County, the residents of Itasca are also served by the Forest Preserve District of DuPage County. The Forest Preserve District of DuPage County is 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, two of which are in the Village of Itasca - Salt Creek Marsh on the Village's east side, and Songbird Slough Forest Preserve on the Village's southwest side. In addition, they provide numerous recreation amenities and programs all of which are available to the residents of Itasca.

### Songbird Slough Forest Preserve

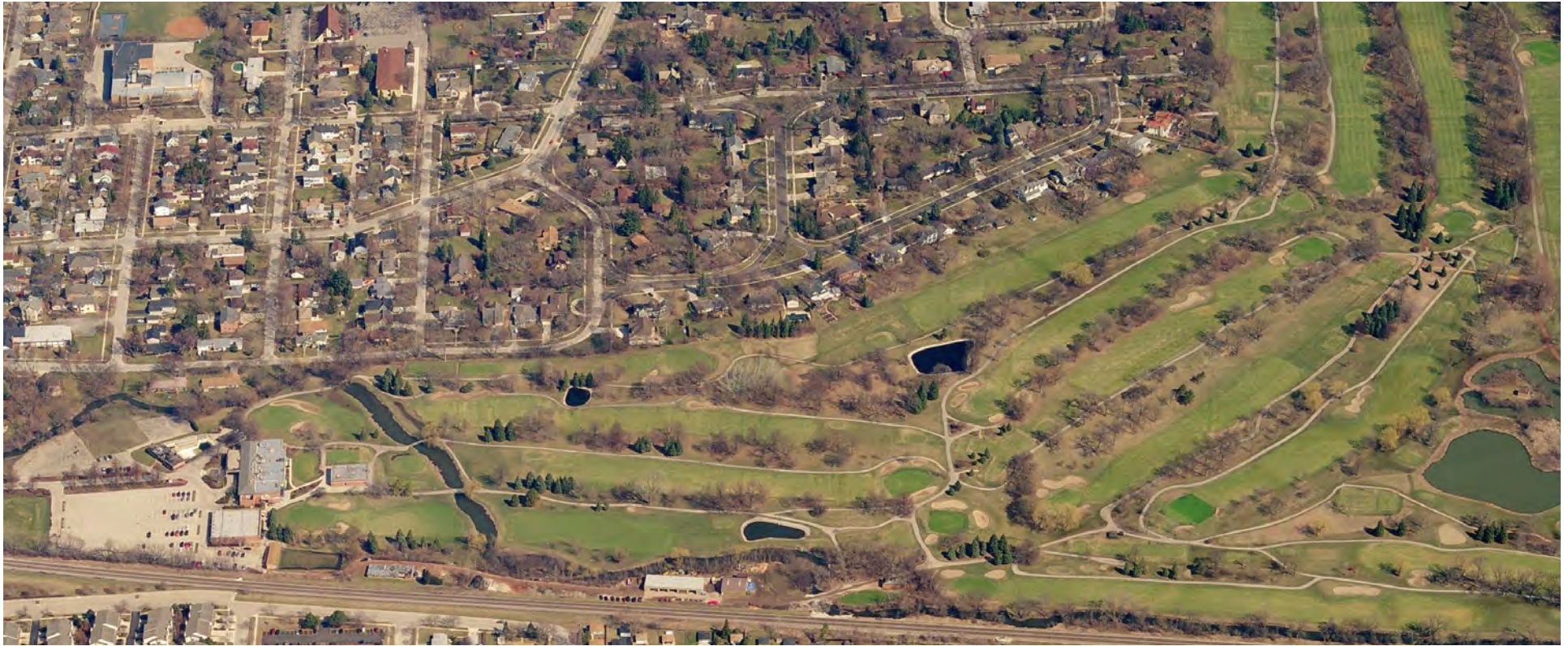
Songbird Slough Forest Preserve is a 391-acre preserve is a part of a large glacial kettle formation that is the low point for a 1,000-acre watershed that drains the surrounding urbanized areas of Itasca and other areas. Songbird Slough is a combination of natural and constructed wetlands, fishing ponds, restored prairies, and meadows. This urban retreat serves as a nesting spot for numerous grassland and song birds, and is a great spot for wildlife viewing, especially during waterfowl migration season. The preserve also serves Itasca residents and businesses by collecting storm-water overflow, thus assisting with flood control and protection for the Village. The Forest Preserve District regularly offers fishing clinics at Songbird Slough. In addition, other nature, conservation, and leisure-activity programs are offered at other preserves throughout the district.

### Salt Creek Marsh

Salt Creek Marsh currently stands largely undeveloped on the Village's east side, straddling the border between Itasca and Wood Dale. An undeveloped, natural area comprised of ponds, wetlands and floodplain forest along Salt Creek, the preserve hosts wetland birds such as great egret, spotted sandpiper, and great blue heron while the Regional Trail system accesses some portions of the preserve. Additionally, the retention basins and marshes aid in storm-water control for Itasca and the surrounding area.

## Stormwater Management

The Village includes several small lakes, many of which have been incorporated into development. Hamilton Lakes represent the biggest system of lakes and act as decorative retention areas for office development. Happy Acres Park is located within a residential area and serves as a central detention resource. The Wood Dale/Itasca Regional Detention Project and Flood Control Reservoir represent significant investment in multi-jurisdictional stormwater management infrastructure. All of these elements, as well as smaller local stormwater detention areas, are designed to mitigate the impacts of stormwater in and around the Village, as well as the 100-year floodplain that runs along Salt Creek and Spring Brook.



## Private Open Space & Recreation

In addition to the parks and open space provided by the public agencies, four golf courses within or adjacent to the community and within its extra-territorial planning jurisdiction provide recreational opportunities for residents, contribute to local tourism, and provide additional open space.

They include:

- 🌳 Itasca Country Club (pictured above), a private, members only course, on the east side of the Village
- 🌳 Eaglewood Resort and Spa, a public course in the southwest corner of the Village
- 🌳 Salt Creek Golf Club, a public course operated by the Wood Dale Park District, located northwest of the Village

- 🌳 Medinah Country Club, a private, members only course in an unincorporated area west of the Village. Medinah is widely known for its Course 3, which has hosted five professional golf championships, including three U.S. Opens (1949, 1975, 1990), two PGA Championships (1999, 2006), and the 2012 Ryder Cup, bringing both notoriety and tourism to the area.

Though these golf courses remain active, they could be redeveloped in the future as different uses. If this is to occur, such development should be guided by the following principles:

- 🌳 Uses should include primarily single-family housing that is compatible to adjacent neighborhoods.
- 🌳 Townhomes or local commercial development could be permitted on a case-by-case basis.
- 🌳 Existing streets and sidewalks should be extended where logical opportunities exist.
- 🌳 The new street pattern should utilize fairways in order to preserve trees and natural features on the site.



## Parks & Open Space Goals, Objectives, Policies & Recommendations

**Continue to preserve, enhance, and protect the unique environmental features and open spaces within the Village, providing access to a balanced network of local and regional parks and open space**

🌿 Continue to maintain Spring Brook Nature Center and create a plan to enhance multi-use path networks and parking that would increase access to the facility.

🌿 The community should have access to parks, open space, and recreation such as neighborhood parks and playgrounds. The Village should continue to work cooperatively with the Itasca Park District to identify potential park site locations in any underserved areas of the community, particularly for small-scale playgrounds and pocket parks.

🌿 Partnering with the Park District and DuPage County Forest Preserve, the Village should continue to link existing and future parks and open space through a comprehensive pedestrian and bicycle trails system. Songbird Slough Forest Preserve, North Salt Creek County Forest Preserve, and other regional open spaces should be a focal point for trail connectivity. The Village's trail system should be marketed and promoted, including the on-line posting of the existing and proposed trail system.

🌿 It is important for Itasca to be a responsible environmental steward, setting a positive example for others to follow. To that end, the Village should ensure adequate resources for the maintenance of Village-owned environmentally-sensitive lands.

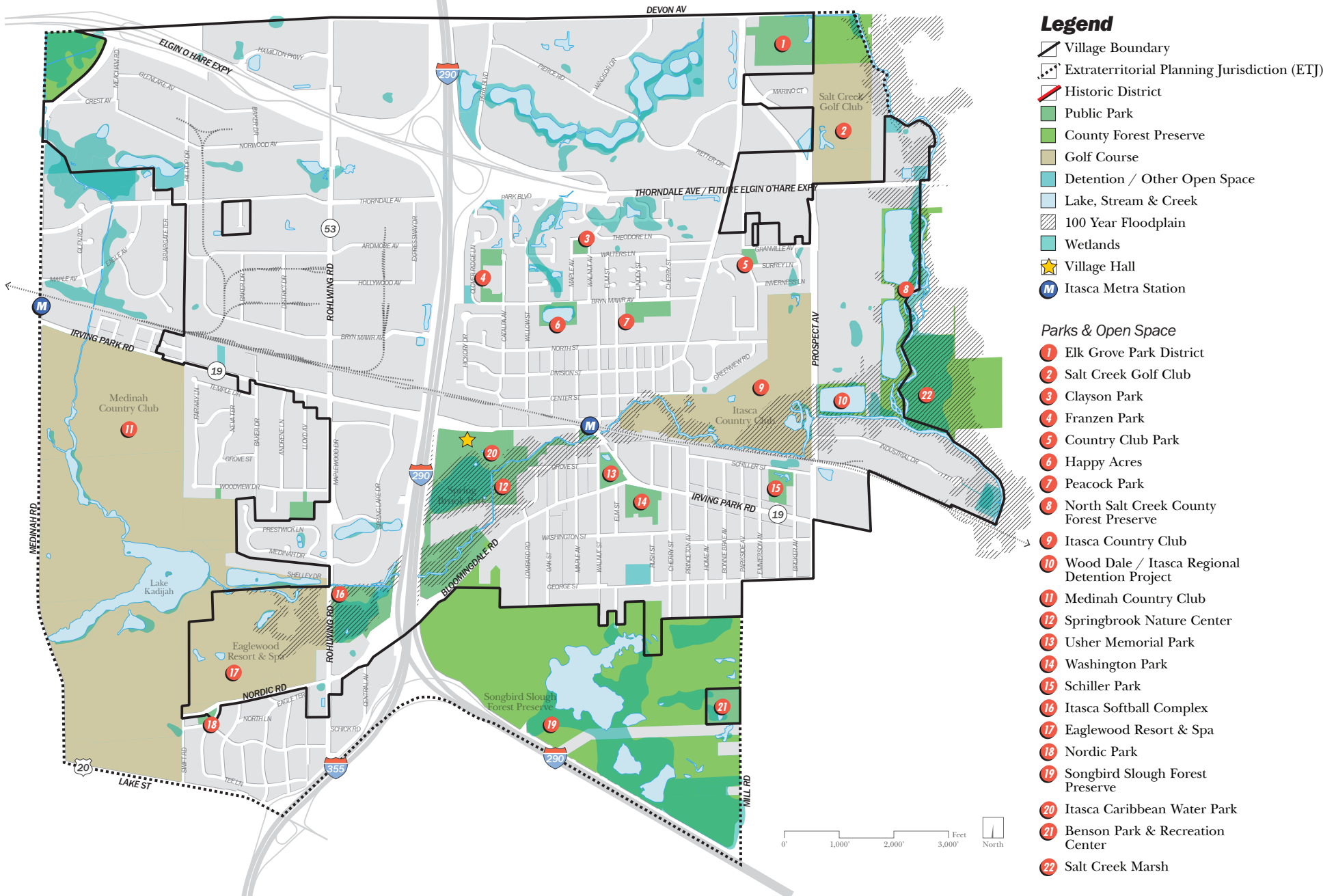
🌿 Local ordinances and regulations should continue to preserve and protect trees and other environmental features throughout the Village and its neighborhoods, and be revised to do so where provisions are lacking. With the Park District and DuPage County Forest Preserve District, the Village should look for opportunities for public participation and education, like installing interpretive signage in locations with important natural areas and assets.

🌿 Develop a vision for golf courses that could transition to other uses over time, ensuring they remain compatible with adjacent neighborhoods and commercial areas.

🌿 In conjunction with infrastructure-based solutions, the Village should explore natural methods of flood control and stormwater management and retention. New zoning regulations and standards could assist in reducing run-off and help protect floodplains, Localized Poor Drainage Areas, wetlands, and other sensitive environmental features, especially along Salt Creek and Spring Brook.

🌿 Flooding was a common concern throughout the community during the outreach process for the Comprehensive Plan. The Village should review and update its Subdivision Ordinance to reflect current and future urban design and stormwater practices and continue to invest in flood management infrastructure in areas of the Village regularly impacted by flooding. The Village should also investigate options for implementing Best Management Practices (BMPs) to address flooding issues through infiltration-based mitigation techniques.

**Figure 11**  
**Parks and Open Space Plan**







## CHAPTER 8 PLAN IMPLEMENTATION

The Comprehensive Plan will guide development and reinvestment within Itasca over the next 15 years. The Comprehensive Plan is the result of a collaborative effort between the Comprehensive Plan Steering Committee (CPSC), Village staff, Village Board, Plan Commission, and the larger Itasca 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 Improvement Plan (CIP) on an annual basis;
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 the Comprehensive Plan marks the end of the 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 Itasca'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. In an effort to help with plan implementation, the Village Board, Plan Commission and Village Staff should prioritize, assign responsibility and develop a reasonable time line of completion for each item in the plan.

## Review of Development Regulations

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 Itasca community, all development controls should be made to be consistent with the recommendations of the Comprehensive Plan.

## Capital Improvement Plan

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

Reviewing 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 should also be included in the CIP.

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

## Action Agenda

In conjunction with the Capital Improvements 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. 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 Plan Updates

The Comprehensive Plan is not a static document and should be revised and updated accordingly as 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 five to seven 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:

1. Provide an electronic file of the Comprehensive Plan on the Village's website;
2. Make copies of the Comprehensive Plan document available for public review and purchase at the Village Hall;
3. Provide assistance to the public in explaining the Comprehensive Plan and its relationship to private and public development projects and other proposals, as appropriate;
4. Assist the Planning Commission and Village Board in the day-to-day administration, interpretation, and application of the Plan;
5. 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,
6. Coordinate with, and assist the Planning 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.

In addition to providing information about community objectives and plan recommendations, the Village should provide regular updates regarding the status of plan implementation and successes or accomplishments that have been attained.

## Cooperation

The Village of Itasca 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.

## 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 development 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 encourage new development, foster redevelopment, recruit new businesses, and retain, enhance and expand existing businesses.

Some of the funding sources described in this section fall under the direct purview of the Village and its statutory capabilities. Others include outside grant programs available at the regional, state, or federal levels. It should be noted that several of these grant opportunities may require a local match.

### General Funding Sources

While it is likely that many of the projects and improvements that the Comprehensive Plan identifies 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.

### Tax Increment Finance

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 tax revenue based on the property value 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 certain cost of development – including but not limited to engineering, stormwater and other site related issues.

### 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 a public hearing, 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:

- 👉 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.
- BDD funds can be used for new construction, 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.
- 👉 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.

### **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. An SSA could serve as an alternative funding mechanism for a variety of incentives such as a small business loan fund, as well as public infrastructure improvements.

### **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 Itasca, 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 Itasca 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 Itasca 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.

### **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.

### **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 Itasca. 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 Itasca 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 ex-

pand in the community. Such loan programs typically stipulate that the program cannot be the primary lender of the project. Loan terms may range, 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, Hamilton Lakes and the Rohlwing Road 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 Itasca 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 within the Central Manufacturing District located along an important commercial corridor such as Rohlwing Road. 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.

## Transportation 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 different times. The 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 various infrastructure-related projects including the planning, design, and construction of improvements 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.

### 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 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.

The Village should continue to actively pursue STP funds for local projects, and remain active in discussions with the DuPage County Mayors and Managers Conference and DuPage County to maximize the potential for county-wide spending that offers benefit to the Itasca community.

## **Parks and Open Space Funding**

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

The Village should work with the Itasca 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 Itasca 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 such recreation facilities 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 trail uses; construction of trail-related support facilities and amenities; and acquisition from willing sellers of trail corridors through easements or fee simple title.



## APPENDIX DEMOGRAPHIC AND MARKET OVERVIEW

Prior to the development of Comprehensive Plan recommendations, an analysis was conducted to establish a firm understanding of existing local market conditions and inform decision making with regard to land use and development. It should be noted that this analysis is based on data, plans, and other information available during the summer of 2012.

The market analysis begins with a demographic overview of recent trends in population, households, income, age, and labor force and employment. This is followed by an assessment of Itasca's competitive position within the context of the residential, retail and office markets. The analysis identifies the issues the community is facing and will likely face and creates a foundation to assist with future land use designations and planning.

## Demographic Overview

Changes in population, households and demographic composition will influence future land use and development as well as other issues within the Village. 2010 Census data for the Village of Itasca 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.

The Village of Itasca has maintained a stable population and number of households over the past decade. Trends show that growth in population and number of households within Itasca has been minimal between 2000 and 2010. Younger age groups have been stable or declined while larger shifts have occurred among those aged 45 to 74. Meanwhile, decreases among lower and middle income households have been offset by a pattern of growth among upper income households. Population projections to the year 2016 indicate a very slight increase in population of less than 1%.

## Population Change

The table to the right summarizes changes in population and the number of households in the Village of Itasca.

- 👤 Itasca's population increased by approximately 4% over the last decade to 8,649 in 2010.
- 👤 The number of households in Itasca has grown by 135 since 2000 to 3,325 in 2010. This represents an increase of approximately 4%.
- 👤 Average household size has remained at 2.7 persons per household over the last decade. This is slightly higher than the average household size in the State of Illinois (2.59 in 2010).
- 👤 The median age of residents increased to just over 40.3 in 2010. Projections call for this trend to continue with median age reaching 41.5 by 2016.
- 👤 There has been a modest increase in the Asian and Hispanic populations, and the Hispanic population is expected to continue to grow.

The following charts illustrate population change by age group over the ten year period between 2000 and 2010. While younger age cohorts are declining in number, increases have occurred in all age cohorts over the age of 45.

| Population and Households | 2000  | 2010  | 2000-2010 Annual Rate |
|---------------------------|-------|-------|-----------------------|
| Population                | 8,288 | 8,649 | 0.43%                 |
| Households                | 3,179 | 3,325 | 0.42%                 |
| Avg Household Size        | 2.57  | 2.57  |                       |
| Median Age                | 37    | 40.3  |                       |

| Race                                                                                                                                                                                       | 2000 | 2010 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|
| White                                                                                                                                                                                      | 88%  | 84%  |
| Asian                                                                                                                                                                                      | 6%   | 9%   |
| Black                                                                                                                                                                                      | 2%   | 2%   |
| Other                                                                                                                                                                                      | 2%   | 3%   |
| Two or more races                                                                                                                                                                          | 2%   | 2%   |
| Hispanic population*                                                                                                                                                                       | 7%   | 11%  |
| *Hispanic population can be of any race according to U.S. Census data collection. Therefore total Hispanic population would also include those who may have reported another race as well. |      |      |

| Population by Age  | 2000  |        | 2010  |        |
|--------------------|-------|--------|-------|--------|
| <b>Total</b>       | 8,302 | 100.0% | 8,649 | 100.0% |
| <b>Age 0 - 4</b>   | 535   | 6.4%   | 523   | 6.0%   |
| <b>Age 5 - 9</b>   | 508   | 6.1%   | 569   | 6.6%   |
| <b>Age 10 - 14</b> | 556   | 6.7%   | 550   | 6.4%   |
| <b>Age 15 - 19</b> | 477   | 5.7%   | 483   | 5.6%   |
| <b>Age 20 - 24</b> | 459   | 5.5%   | 479   | 5.5%   |
| <b>Age 25 - 29</b> | 602   | 7.3%   | 480   | 5.6%   |
| <b>Age 30 - 34</b> | 731   | 8.8%   | 594   | 6.9%   |
| <b>Age 35 - 39</b> | 702   | 8.5%   | 605   | 7.0%   |
| <b>Age 40 - 44</b> | 705   | 8.5%   | 653   | 7.6%   |
| <b>Age 45 - 49</b> | 597   | 7.2%   | 694   | 8.0%   |
| <b>Age 50 - 54</b> | 621   | 7.5%   | 674   | 7.8%   |
| <b>Age 55 - 59</b> | 516   | 6.2%   | 629   | 7.3%   |
| <b>Age 60 - 64</b> | 347   | 4.2%   | 532   | 6.2%   |
| <b>Age 65 - 69</b> | 255   | 3.1%   | 409   | 4.7%   |
| <b>Age 70 - 74</b> | 230   | 2.8%   | 265   | 3.1%   |
| <b>Age 75 - 79</b> | 191   | 2.3%   | 193   | 2.2%   |
| <b>Age 80 - 84</b> | 139   | 1.7%   | 140   | 1.6%   |
| <b>Age 85+</b>     | 131   | 1.6%   | 177   | 2.0%   |

### Household Income

Average household income has increased over the last decade and is projected to continue to increase over the next several years, exceeding that of the greater regional area. 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.

- 👤 The number of households earning less than \$75,000 has decreased since 2010 and is projected to further decrease over the next five years.
- 👤 The number of households earning more than \$100,000 is continuing to grow.
- 👤 The median income among Itasca households in 2011 was estimated at \$82,326 with 2016 projections of \$92,221.
- 👤 Per capita income is projected to grow from \$37,694 to \$43,479 between 2011 and 2016.
- 👤 Older age cohorts continue to have the greatest gains in overall income.

### Market Implications

Overall, the Village of Itasca has maintained a stable population over the last decade. Decreases among the younger age cohorts have been offset by increases among middle and older age households. These age profile shifts have coincided with an increase in the number of upper income households. With a stable population and incomes exceeding area median, Itasca is well positioned to continue to experience reinvestment and growth in its tax base. From a development standpoint, the Village will likely experience increased demand for multi-family and senior oriented housing. Coinciding with this is market potential for goods and services in close proximity to residential development.

| Household Income         | 2011          |                | 2016          |                |
|--------------------------|---------------|----------------|---------------|----------------|
|                          | <i>Number</i> | <i>Percent</i> | <i>Number</i> | <i>Percent</i> |
| <\$15,000                | 221           | 6.6%           | 186           | 5.5%           |
| \$15,000 - \$24,999      | 157           | 4.7%           | 107           | 3.2%           |
| \$25,000 - \$34,999      | 155           | 4.6%           | 105           | 3.1%           |
| \$35,000 - \$49,999      | 301           | 9.0%           | 215           | 6.4%           |
| \$50,000 - \$74,999      | 626           | 18.8%          | 546           | 16.2%          |
| \$75,000 - \$99,999      | 572           | 17.1%          | 691           | 20.6%          |
| \$100,000 - \$149,999    | 792           | 23.7%          | 895           | 26.6%          |
| \$150,000 - \$199,999    | 281           | 8.4%           | 349           | 10.4%          |
| \$200,000+               | 232           | 7.0%           | 268           | 8.0%           |
|                          |               |                |               |                |
|                          | <b>2011</b>   | <b>2016</b>    | <b>Change</b> |                |
| Median Household Income  | \$82,326      | \$92,221       | \$9,895       | 12.0%          |
| Average Household Income | \$98,240      | \$113,397      | \$15,157      | 15.4%          |

## Labor and Employment

According to the Illinois Department of Labor and Employment Statistics the Village of Itasca experienced a slight gain in total primary jobs in 2010 (the most recent year for which historical data is available) increasing from 16,355 in 2009 to 16,649 in 2010. This number, however, remains down from a 2006 total of 19,417. Jobs by the greatest percentage of total were in the following categories:

🏥 Services (includes health, education, hospitality): 23.2%

🏠 Finance, Insurance and Real Estate: 20.7%

🏭 Manufacturing: 19.6%

🛒 Retail Trade: 10.5%

The number of employees at businesses within the Village is approximately two times the resident population. While all of these jobs are not daytime positions, the majority do fall within regular working hours. This has positive implications from a retail market standpoint in the Village's ability to capture retail and dining expenditures, particularly during weekday hours. The location of additional eating and drinking establishments and some retailers could be facilitated by proximity to concentrations of employment. Wherever possible the Village should work to enhance connections between larger employers and retail/restaurant uses.

## Market Implications

The Village is well located and well positioned to continue to attract a proportionate share of business and employment opportunities. However, the job losses highlighted above are indicative of what has occurred throughout the region. The diversity and range of businesses and employment provides the Village with some insulation from economic downturns. In the future, enhanced office and industrial development potential resulting from the O'Hare expansion and the western bypass, should further enhance the Village's job base.

## Retail Market

The retail market has been analyzed based on drive time from the center of the Village. While it is recognized that there are several commercial areas within the Village planning area, the market area and potential is generally consistent regardless of the starting point. Drive times of 5, 10 and 15 minutes were analyzed. A five minute drive is more consistent with Downtown area potential; whereas the ten and fifteen minute drives better reflects the complete market area of a commercial corridor and related types of uses. Drive time is utilized in that it best illustrates consumer behavior. This area represents where local business may draw as well as the competitive environment.

The 15 minute drive time is analyzed more for illustrative purposes. This is less indicative of Itasca's potential at this time. However, the introduction of the western bypass, may in fact open development potential to markets from the north and west that do not currently have easy access to the Village thus allowing for more development opportunities that draw from a larger region.

Our 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 Itasca 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.

There are indications of market potential for eating and drinking establishments within both the five and ten minute drive times. This may include fast casual uses such as well as bars with food. Though somewhat limited, potential is also indicated for a small or specialty grocery store as well as for a wine/liquor store. Other retail categories with potential within the ten minute market include: Home furnishings, furniture, clothing, sporting goods and general merchandise.

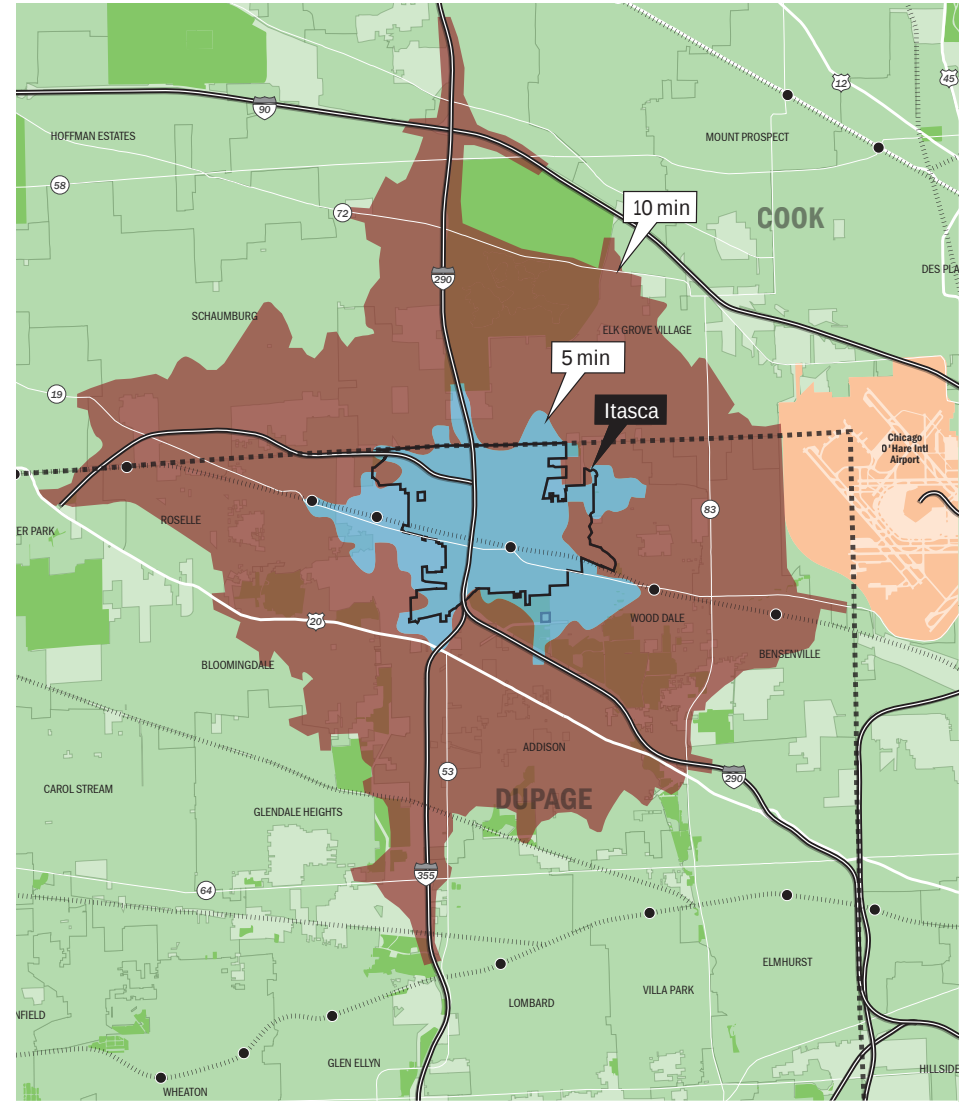
## Retail Gap Analysis

A retail gap analysis can be used to identify specific retail categories that show potential for new development in a community. 5-minute and 10-minute travel times from the center of Itasca have been analyzed to determine these opportunities. The map to the right illustrates the coverage of these drive time areas, and the table below summarizes critical demographic characteristics within each of the areas.

| Summary Demographics          | 5-Minute Drive | 10-Minute Drive |
|-------------------------------|----------------|-----------------|
| 2010 Population               | 22,838         | 188,698         |
| 2010 Households               | 8,304          | 68,673          |
| 2010 Median Disposable Income | \$62,009       | \$55,749        |
| 2010 Per Capita Income        | \$36,732       | \$31,671        |

The table on the following page indicates overall potential in the Itasca market area as well as potential for specific retail categories. Market data typically includes all retail segments including automotive dealers, auto parts, gas stations and nonstore retailers (those locations that conduct retail transactions, but do not have a standard “bricks and mortar” store). However, Itasca has several such businesses that skew the overall capacity for bricks and mortar development. These businesses have been excluded from the analysis to provide a more realistic snapshot of development potential.

In the table, a Leakage/Surplus Factor is assigned to each category which represents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents ‘leakage’ of retail opportunity outside the market area. A negative value represents a surplus of retail sales relative to overall supply. The Retail Gap represents the difference between Retail Potential and Retail Sales. North American Industry Classification System (NAICS) are used to classify businesses by type.



|                                                          | 5-Minute Drive Time          |                        | 10-Minute Drive Time         |                        |
|----------------------------------------------------------|------------------------------|------------------------|------------------------------|------------------------|
|                                                          | Retail Gap (Demand - Supply) | Surplus/Leakage Factor | Retail Gap (Demand - Supply) | Surplus/Leakage Factor |
| <b>Industry Summary</b>                                  |                              |                        |                              |                        |
| Total Retail Trade and Food & Drink                      | \$28,061,101                 |                        | -\$48,458,912                |                        |
| Total Retail Trade                                       | \$22,667,168                 |                        | -\$34,066,083                |                        |
| Total Food & Drink                                       | \$5,393,933                  |                        | -\$14,392,829                |                        |
| <b>Industry Group</b>                                    |                              |                        |                              |                        |
| <b>Furniture &amp; Home Furnishings Stores</b>           | <b>\$5,859,019</b>           | <b>59.9</b>            | <b>\$7,298,923</b>           | <b>6.8</b>             |
| Furniture Stores                                         | \$3,683,637                  | 63.9                   | \$15,387,532                 | 27.8                   |
| Home Furnishings Stores                                  | \$2,175,382                  | 54.1                   | -\$8,088,609                 | -15.5                  |
| <b>Bldg Materials, Garden Equip. &amp; Supply Stores</b> | <b>-\$408,082</b>            | <b>-1.8</b>            | <b>-\$120,431,507</b>        | <b>-50.8</b>           |
| Building Material and Supplies Dealers                   | -\$104,410                   | -0.5                   | -\$29,971,490                | -16.4                  |
| Lawn and Garden Equipment and Supplies Stores            | -\$303,672                   | -17.6                  | -\$24,308,242                | -14.5                  |
| <b>Food &amp; Beverage Stores</b>                        | <b>\$20,809,247</b>          | <b>27.4</b>            | <b>-\$5,663,248</b>          | <b>-37.7</b>           |
| Grocery Stores                                           | \$19,660,411                 | 28.1                   | \$669,409                    | 0.1                    |
| Specialty Food Stores                                    | \$951,027                    | 48.3                   | -\$4,207,048                 | -0.6                   |
| Beer, Wine, and Liquor Stores                            | \$197,809                    | 5.1                    | \$68,499                     | \$0                    |
| <b>Health &amp; Personal Care Stores</b>                 | <b>-\$10,766,453</b>         | <b>-38.4</b>           | <b>\$4,807,958</b>           | <b>\$17</b>            |
| <b>Clothing and Clothing Accessories Stores</b>          | <b>\$9,948,229</b>           | <b>67.9</b>            | <b>\$248,261</b>             | <b>0</b>               |
| Clothing Stores                                          | \$9,052,368                  | 86.3                   | \$37,084,863                 | 25.4                   |
| Shoe Stores                                              | \$791,372                    | 52.6                   | \$29,720,722                 | 26                     |
| Jewelry, Luggage, and Leather Goods Stores               | \$104,489                    | 3.9                    | \$3,667,791                  | 24.9                   |
| <b>Sporting Goods, Hobby, Book, and Music Stores</b>     | <b>\$643,185</b>             | <b>14.7</b>            | <b>\$2,381,917</b>           | <b>6.3</b>             |
| Sporting Goods/Hobby/Musical Instrument Stores           | \$424,641                    | 13                     | \$2,381,917                  | 6.3                    |
| Book, Periodical, and Music Stores                       | \$218,544                    | 19.6                   | \$1,040,147                  | 4                      |
| <b>General Merchandise Stores</b>                        | <b>-\$2,160,840</b>          | <b>-3.1</b>            | <b>\$7,038,929</b>           | <b>1.5</b>             |
| Department Stores Excluding Leased Depts.                | \$6,072,659                  | 32                     | \$7,038,929                  | 1.5                    |
| Other General Merchandise Stores                         | -\$8,233,499                 | -16.3                  | -\$9,912,672                 | -5.1                   |
| <b>Miscellaneous Store Retailers</b>                     | <b>-\$1,257,137</b>          | <b>-13.5</b>           | <b>-\$9,963,410</b>          | <b>-14.2</b>           |
| Florists                                                 | \$207,856                    | 26                     | -\$584,997                   | -8.2                   |
| Office Supplies, Stationery, and Gift Stores             | -\$1,539,552                 | -47.5                  | -\$7,011,561                 | -35.3                  |
| Used Merchandise Stores                                  | -\$180,885                   | -35.1                  | -\$1,964,533                 | -40.5                  |
| Other Miscellaneous Store Retailers                      | \$255,444                    | 5.4                    | -\$402,319                   | -1.0                   |
| <b>Food Services &amp; Drinking Places</b>               | <b>\$5,393,933</b>           | <b>6.4</b>             | <b>-\$14,392,829</b>         | <b>-2.1</b>            |
| Full-Service Restaurants                                 | -\$491,192                   | -1.2                   | -\$7,025,416                 | -2.3                   |
| Limited-Service Eating Places                            | \$5,360,335                  | 16.1                   | \$2,877,994                  | 1.1                    |
| Special Food Services                                    | -\$544,241                   | -5.7                   | -\$18,287,976                | -20.2                  |
| <b>Drinking Places - Alcoholic Beverages</b>             | <b>\$1,069,031</b>           | <b>81.9</b>            | <b>\$8,042,569</b>           | <b>58.1</b>            |

### Market Implications

It is important to emphasize that while market potential may exist, actual development potential is based on having a site with good access, exposure, visibility, adequate traffic counts and other related criteria. There is potential within the market area for Itasca to capture a proportionate share of the market. In the Downtown area there is the potential for additional residential density and the attraction of new restaurants to complement existing uses and provide synergy to the area. In other commercial areas such as those proximate to Hamilton Lakes, enhanced connectivity to surrounding uses and arterials will further market potential of these locations.

In addition, commercial sites within Itasca that are proximate to future roadway improvements may be able to capture a large percentage of area market potential. In addition, the Village may also be positioned to attract businesses from less desirable locations elsewhere in the competitive market.

In the table to the left:

**Red numbers** indicate an excess of a certain type of use (surplus).

**Green numbers** indicate a shortage of a certain type of use (opportunity for local development).

## **Office Market**

Itasca straddles both the O'Hare and Northwest office markets, both of which continue to experience high vacancy rates in the range of 21 to 22 percent (as of second quarter 2012). New speculative construction is not likely until a significant amount of the existing inventory is absorbed. Over the next several years, any new construction will be in the form of build to suit or smaller scale professional space.

Hamilton Lakes is perhaps one of the better known and recognizable locations in the market. Its presence and exposure provides the development and the Village a competitive advantage over many other locations. As mentioned, speculative construction is unlikely, a build to suit development at this location may be possible. Additional retail and restaurant space that is proximate to and easily accessed by office workers would further enhance the attractiveness of this area to potential businesses.

## **Market Implications**

While recovery in the office market throughout the Chicagoland area is expected to be slow, construction of the western bypass would be a catalyst for the Itasca office market. The amount of new space that might be feasible will be dependent on the timing of construction of the western expansion of the airport and bypass.

Additional impacts on the office market will be dependent on transportation improvements. Improved/increased access to Hamilton Lakes in particular, would better position the property to capitalize on its proximity to the Elgin-O'Hare Expressway.

## **Industrial Market**

The Village of Itasca is proximate to the O'Hare, I-290 North and Central Du Page industrial market areas. While the I-290 North market continues to experience a vacancy rate in excess of 12% (exceeding the regional Chicagoland rate of 10.1%), vacancies in both the O'Hare and Central Du Page markets have declined to 10.06 and 9.8% respectively. While the O'Hare market has experienced some decline, it still contains the largest percentage of available space in the Chicago market (11.7%) or approximately 14 million total square feet.

Given the amount of available space, in both buildings and vacant land, it is not anticipated that new speculative development will take place in the near to mid-term. However, the Village's location and the condition of its sites place it in a positive competitive position. The Village should continue to work to ensure that infrastructure within and surrounding these sites continues to meet the evolving needs of industries.

## **Market Implications**

The Village's industrial and business parks are important to diversifying its economy and tax base. The Village is positioned to attract end users looking for existing space or build to suit opportunities. As with the office market, the industrial market would also be impacted by the western bypass and related infrastructure improvements. Proximity and greater access to the airport, rail and interstates, will place Itasca in an advantageous position to attract manufacturing and distribution uses.

## Residential Market

According to the US Census 2009 American and Community Survey (the most recent year for which information is available) the median year for which a residential unit was constructed is 1976. Approximately 30% of the housing stock has been built since 1990 and an equal amount constructed prior to 1960. The remaining 40% was constructed between 1960 and 1990.

Single family home permits have declined over the past several years from a high of 71 in 1997 to a total of 5 in 2010.

The following provides a delineation of percentage of total housing stock by year built.

- 🏡 2005 or later: 2.7%
- 🏡 2000 to 2004: 7.0%
- 🏡 1990 to 1999: 21.5%
- 🏡 1980 to 1989: 10.5%
- 🏡 1970 to 1979: 19.2%
- 🏡 1960 to 1969: 9.3%
- 🏡 1950 to 1959: 17.5%
- 🏡 1940 to 1949: 5.5%
- 🏡 1939 or earlier: 6.8%

The Itasca housing stock comprises a mix of owner occupied and rental units. The most common type of housing in Itasca is an owner occupied, single family home with two bedrooms. A multi-family unit with one or two bedrooms is the most common renter occupied unit although single family homes are also typical.

- 🏡 Approximately 72% of all housing units in Itasca are owner occupied and nearly 69% of these owner occupied housing units are single family detached homes.
- 🏡 Approximately 28% of all housing units are renter occupied
- 🏡 Approximately 25% of all housing units are in structures containing more than 5 units.

| Housing         | 2000  | % of Total | 2010  | % of Total |
|-----------------|-------|------------|-------|------------|
| Total Units     | 3,258 |            | 3,573 |            |
| Occupied Units  | 3,179 | 98%        | 3,325 | 93%        |
| Owner Occupied  | 2,406 | 76%        | 2,403 | 72%        |
| Renter Occupied | 773   | 24%        | 922   | 28%        |

## Housing Market Implications

The average sales price of a home in Itasca at the end of the second quarter of 2012 was \$249,750 up from \$218,000 at the end of the second quarter 2011, but down from \$258,000 at the end of the second quarter of 2010. This is indicative of the continued fluctuation and uncertainty in the housing market; not just in Itasca, but throughout the region. The second quarter 2007 sales price averaged more than \$330,000 a change of approximately 25% over the five year period. It is anticipated that in the mid-term, single-family home construction will consist of infill/teardown construction for specific buyers. Speculative building will be limited at best. Condominium, townhome and rowhome development will be contingent on specific circumstances. However, this segment of the market is expected to remain slow for the foreseeable future.

The rental market is strong based on a combination of factors: Lack of confidence in the for-sale market, tighter mortgage standards and available capital for apartment construction. The Senior Housing market is also relatively strong, particularly in areas with growing, aging populations such as Itasca. In the mid-term, the rental market will remain active at all price points. Upscale rental units at the higher end of the market would be best accommodated in the Downtown and proximate to the Village's Metra station. This would create additional needed density and critical mass in the Downtown to support additional retailers and restaurants and foster a TOD environment. Development should be targeted toward an increasing trend of empty-nesters with higher incomes gravitating toward rental versus ownership. To that end, development should include covered and preferably underground parking. The Village should carefully address and provide continued oversight of new development to ensure that it reflects the long term vision for the Downtown.