
VILLAGE OF MORTON GROVE

DEMPSTER STREET COMMERCIAL CORRIDOR

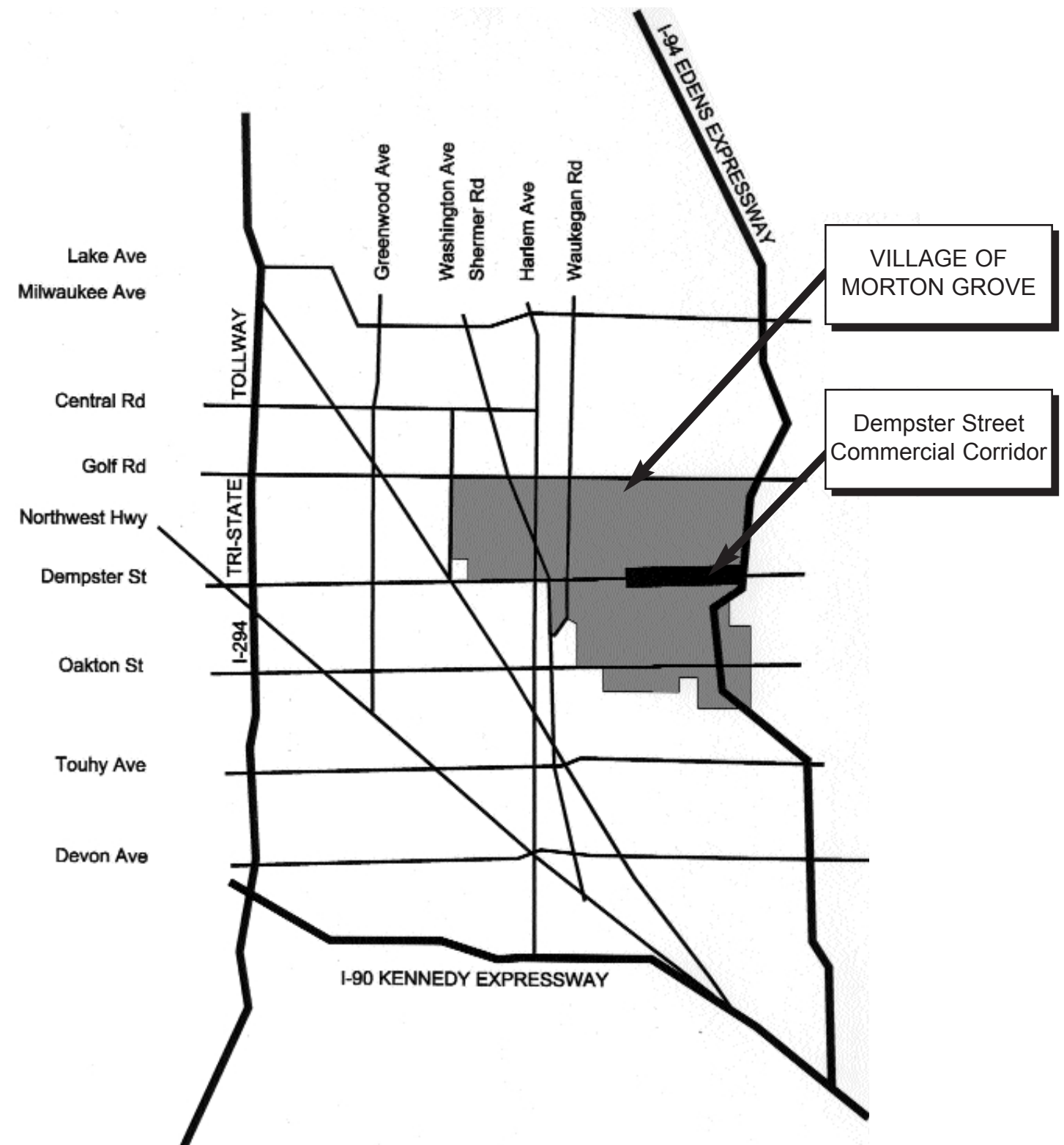
M A S T E R P L A N

August 2001

Prepared by The Lakota Group

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Dempster Street Commercial Corridor

INTRODUCTION

Dempster Street Commercial Corridor

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INTRODUCTION

This document is a Master Plan for the revitalization and redevelopment of the Dempster Street Commercial Corridor between Lehigh Avenue and the Edens Expressway (Interstate 94) in the Village of Morton Grove. The Master Plan's land use strategy, redevelopment recommendations, and streetscape concepts are intended to highlight opportunities for changing the Corridor's land uses and physical conditions.

The Plan was prepared for the Village by the following team:

- **The Lakota Group**
(Planners, Urban Designers, Landscape Architects)
- **McDonough Associates**
(Civil & Traffic Engineers)

PLANNING MISSION

Historically, Waukegan Road and Dempster Street (between the Edens Expressway and Harlem Avenue) have been the Village's most active and successful shopping districts. Without a traditional downtown, these streets have provided the Village's residents as well as regional shoppers with a wide variety of goods and services.

However, limited parking, difficult access, deteriorating physical conditions, unattractive and poorly maintained streetscape, sub-optimal land uses, and increasing competition from north suburban shopping centers have affected the long-term viability of these mile-long commercial corridors.

To address these problems, the Village established a Tax Increment Financing District for the Waukegan Road Corridor in 1995 and a Master Plan in 1997 for revitalization of the Corridor from Golf Road to Dempster Street. A design plan for Waukegan Road was prepared in 1999 that addressed infrastructure and streetscape improvements. Construction of the improvements began in 2000 and are scheduled for completion in 2001.

In 1999, the Village also commissioned Lakota and McDonough to prepare a master plan for Dempster Street as a follow-up initiative to its 1998 Comprehensive Plan. The Village-wide policy plan recommended a Dempster Street Corridor redevelopment strategy that incorporated a mix of uses with parking and streetscape improvements.

A Dempster Street Planning Committee was created to guide the process and work with the consultant team to comprehensively assess land use, parking, traffic, streetscape conditions and overall redevelopment potential. This Committee included property owners, businesses, and community leaders.

PLANNING GOALS

The master plan development was based on the following goals:

- Establish a dynamic community planning process, which involves a cross-section of community and business representatives.
- Generate a shared comprehensive vision for the future of the Dempster Street Corridor.
- Consolidate diverse land use and development needs into a unified, cohesive plan.
- Improve the Corridor's image with streetscape elements that enhance its commercial viability. Establish a unified design framework to guide future public and private improvements.
- Improve vehicular and pedestrian access, circulation, and safety.
- Continue the streetscape design theme established in the Waukegan Road Corridor Design Plan.
- Maintain the Corridor as a viable, attractive, and convenient community level shopping area that continues to attract shoppers from the community and surrounding region.

PLANNING PROCESS

The master planning process involved the following steps:

- a tour with Village leaders, staff, and consultant team to review and identify Corridor planning issues;
- a focus group meeting with the Dempster Street Committee to discuss Corridor strengths and weaknesses;
- a workshop with the Committee to review a range of design concepts and redevelopment strategies;
- a workshop with the Committee to review and refine the design concepts and redevelopment strategies;
- an "Open House" tour at Village Hall for residents to review a Corridor planning exhibit, which included the preliminary corridor plan and streetscape design;
- technical meetings with the Illinois Department of Transportation;
- a workshop with the Village Board to review the plan and design;
- a meeting with the Committee to review/refine the preliminary plan;
- submittal of the Final Plan/Design to Village staff, boards, and commissions for formal review and approval.

Dempster Street Commercial Corridor

STATE OF THE CORRIDOR

Dempster Street Commercial Corridor

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CORRIDOR CONTEXT

The "Dempster Street Commercial Corridor" is a 1 mile stretch of commercial frontage providing a variety of retail, office, and restaurant uses. It is a community-level shopping district that includes several businesses that attract customers from the Chicago north suburban area.

Residential uses surround most of the Corridor with the exception of the area located north of Dempster Street and west of Fernald where Harrer Park and the Cook County Forest Preserve are located.

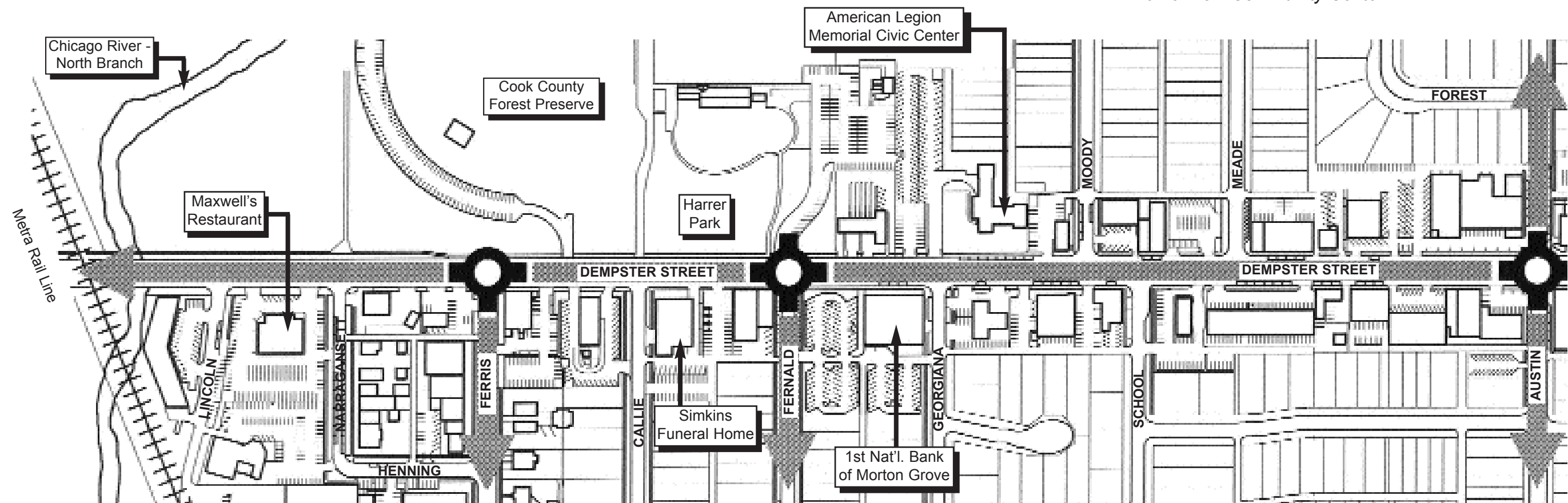
The Corridor is a long, four-lane arterial roadway that has five signalized intersections and parallel parking on both sides. The roadway moves large amounts of traffic through the area on a daily basis (40,000 vehicles per day).

The Corridor's major activity generators include:

- *Harrer Park*
- *Cook County Forest Preserve*
- *American Legion Memorial Civic Center*
- *Oscro Drug Store*
- *Walgreens Drug Store*
- *First National Bank of Morton Grove*
- *Cambridge Bank*
- *Simkins Funeral Home*
- *Restaurants*
- *Medical Offices*
- *Furniture Stores*

Activity generators that are located nearby and also draw visitors to and through the Dempster Street Corridor include:

- *Edens Expressway (165,700 cars per day)*
- *Waukegan Road Corridor (30,000 cars per day)*
- *Lehigh/Austin Industrial District*
- *Village Hall (44 staff/200 visitors per day)*
- *Metra Train Station (989 riders per day)*
- *Prairie View Plaza Shopping Center*
- *Prairie View Community Center*



Dempster Street Commercial Corridor

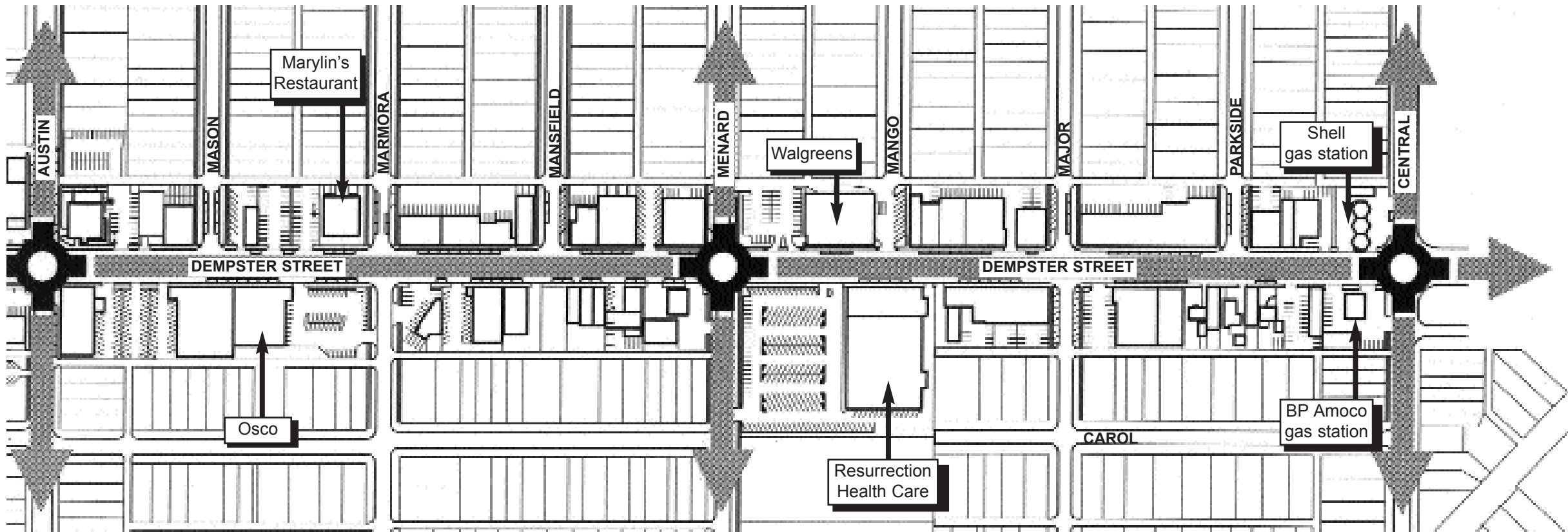
STATE OF THE CORRIDOR

LAND USE OVERVIEW

The Corridor has approximately 2.9 million square feet (67 acres) of land within 23 blocks.

Within the Corridor there is approximately 542,500 square feet of building space. Office/service and retail establishments comprise the principal land uses (82%), with the remaining space being comprised of restaurants (14%) and institutional facilities (2%). Only 2% of the overall building space is vacant.

Land Use	Total Building Space
Retail	171,000 square feet
Restaurant	75,000 square feet
Auto Related	30,200 square feet
Office/Service	243,000 square feet
Institutional (Public/Semi-Public)	9,000 square feet
Single Family Residential	6,000 square feet
Vacant	8,300 square feet
Total Building Space	542,500 square feet



CORRIDOR CONDITIONS

Corridor West (River to Callie):

The west end of the Corridor is primarily comprised of restaurants and office/service uses on the south and a forest preserve and a public park on the north. This west zone has numerous curb cuts and intersections that need improvement. The Village's 1999 Comprehensive Plan identified the south side of Dempster west of Ferris as a potential location for a small village center with physical links to both Dempster Street and the Metra Station, which is located two blocks south on Lehigh Avenue.

From west to east, the land uses in this west portion of the Corridor include:

- The intersection of Dempster and the Metra tracks forms the western gateway to the Corridor; however, the intersection lacks identity or coordinated landscaping. A small shopping center along the North Branch of the Chicago River has insufficient parking, vacancies, and an unattractive, dated facade.
- Two restaurants, Maxwell's and The Studio, are located between Lincoln and Narragansett. The block lacks landscaping especially in the parking lot. Additional parking spaces beyond the need of the site's businesses provide a potential shared parking opportunity.

Curb cuts along Dempster Street may not be necessary since both businesses have access from Lincoln and Narragansett Avenues.

- The auto-oriented businesses, including a gas station, fronting Dempster Street between Narragansett and Ferris are in fair condition, lack landscaping, and have an excessive amount of curb cuts. There is insufficient parking for local office/service businesses along Ferris.
- The turning radii (curb lines) at the signalized intersection of Ferris and Dempster do not meet modern standards and need to be increased to facilitate the movement of trucks turning onto or in from Dempster.
- The Cook County Forest Preserve entrance drive terminates at an unsignalized intersection and does not line up with Ferris, which contributes to traffic problems in this section of the Corridor.
- The large Sea Port and McDonalds restaurant sites are located between Ferris and Callie. The vacant Sea Port restaurant building is deteriorated and the overall site lacks attractive landscaping.

Corridor West Central (Callie to Austin):

The west central end of the Corridor is characterized by office/service uses and restaurants as well as Harrer Park and Legion Hall on the north. Several sites have numerous curb cuts and limited opportunities for traffic circulation between properties.

From west to east, the land uses in this west central portion of the Corridor include:

- The north side of Dempster between Callie and Moody contains Harrer Park, the American Legion Memorial Civic Center, and a historic home. The Village is reusing American Legion Memorial Civic Center as a Senior Center.
- Simkins' Funeral Home on the southeast corner of Dempster is a viable, attractive business. The furniture stores east of the Funeral Home are in good condition. The block contains more parking than needed by the businesses, which may provide shared parking opportunities for nearby businesses.
- The First National Bank of Morton Grove's drive-thru facility, located on the north side of Dempster Street just east of Fernald in the Harrer Park parking lot, blocks views of the park and decreases parking opportunities for park users.

The Bank's main facility, located on the south side of the street between Fernald and Georgiana, has an underutilized parking lot, which may provide a relocation site for its drive-thru facility.

- The block between Georgiana and School contains Dempster Car Care, North Shore Medical Specialists, and Chinatown Restaurant. The car care center is in deteriorated condition and presents a redevelopment opportunity. This block appears to have ample parking.
- The north side of Dempster between Moody and Meade contains a variety of service oriented businesses. The central building on this block impedes traffic circulation between parking lots.
- The north side of Dempster between Meade and Austin contains a shopping center and office buildings. The buildings' sides and rears attract litter and have unscreened dumpsters. The block, as a whole, lacks sufficient parking for its businesses.
- The south side of Dempster between School and Austin has a combination of service and retail establishments including Cambridge Bank, Bella Via Ristorante, and Jacobson Electric. The block's parking lots are disconnected and a small structure southeast of the restaurant prevents a complete alley connection between School and Austin. An existing parking lot along Austin, south of this block, remains underutilized and has overgrown vegetation.

Dempster Street Commercial Corridor

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Corridor East Central (Austin to Menard):

The east central end of the Corridor is characterized by larger retail and restaurant uses. This east central zone has the Corridor's second largest parking shortage after the Corridor East zone. Several redevelopment opportunities exist along this portion of the Corridor.

From west to east, the land uses in this east central portion of the Corridor include:

- Giordano's Restaurant and the Cotton Picker Fabric Store, which front the north side of Dempster between Austin and Mason, are in good condition and appear to have ample parking. The Cotton Picker Store has a charming "Main Street" character. This block also contains a ComEd substation, which has an unattractive facade.

The turning radius (curb line) on the northeast corner of Dempster and Austin does not meet modern standards and needs to be increased to facilitate the movement of vehicles at this intersection.

- Overall, the block on the north side of Dempster between Mason and Marmora contains underutilized sites and has dated building facades. However, Marilyn's is a popular neighborhood restaurant located on the northwest corner of Dempster and Marmora. The block has ample parking and contains excessive curb cuts.

- Osco Drug and the La-Z Boy Gallery, located on the south side of Dempster between Austin and Marmora, have inactive, blank facades facing Dempster. Both have parking lots in fair condition. The La-Z Boy lot also has low light levels.

The turning radius (curb line) on the southeast corner of Dempster and Austin does not meet modern standards and needs to be increased to facilitate the movement of vehicles at this intersection.

- Several small storefronts to the west and a dentist and martial arts center to the east front the north side of Dempster between Marmora and Mansfield. It is difficult to turn into or from the narrow driveway between Chang's Martial Arts and the dentist office. The fronts of the buildings have unattractive, dated facades and the rear of the buildings are cluttered and unorganized regarding trash, storage, and parking.
- The north side of Dempster between Mansfield and Menard contains a variety of service businesses including the Chiropractic Center on the northeast corner of Dempster and Mansfield. This block as a whole lacks sufficient parking for its businesses and has unattractive building facades.
- The south side of Dempster from Marmora to Menard contains a variety of small service, retail, and restaurant uses. The block has an excessive amount of curb cuts. The Village recently purchased a small commercial property along with a vacant parcel east of Stromberg Construction to create a public parking lot.

Corridor East (Menard to Central):

The east end of the Corridor is characterized by a new Walgreens and Resurrection Health Care, a large institutional use. This east zone has the largest parking deficit and the most significant traffic issues due to its proximity to Interstate 94. The intersection of Central Street and Dempster forms the eastern gateway into the Corridor.

An existing Village identity marker on the northeast corner of Dempster and Central is hard to see for motorists entering the Corridor from the Expressway.

From west to east, the land uses in this east portion of the Corridor include:

- The new 13,500 square-foot Walgreens with a drive-thru on the north side of Dempster between Menard to Mango. Mango was changed to a one-way northbound street with angled parking and is being used for the Walgreens drive-thru facility.
- A variety of small service and retail stores in need of facade improvements front the north side of Dempster between Mango and Major. The building rears are cluttered and unorganized. It is difficult to turn into or from the narrow driveway just west of Major. The Village acquired the Lee Auto Parts site to create a public parking lot to ease the block's parking shortage.
- The north side of Dempster between Major and Parkside contains a variety of retail and service businesses. This block has a significant off-street parking deficiency. The buildings have dated, deteriorated facades.
- The north side of Dempster between Parkside and Central contains service and auto users with a Shell Gas Station on the northwest corner of Dempster and Central. The gas station's curb cuts are close to the intersection. As stated earlier, the intersection of Dempster and Central serves as the eastern gateway into the corridor.
- Resurrection Health Care and a variety of small retail uses front the south side of Dempster between Menard and Major. Parking is limited for the small shops as the on-street spaces are difficult to access. These stores are especially hard to see by motorists traveling along the Corridor. There may be some additional spaces available behind these storefronts if rear lots were consolidated.
- The south side of Dempster, between Major and Central, has uncoordinated land uses including a single family home, gas station, small storefronts, and a vacant lot. Magical Mystery Tour, a local costume store, recently renovated the building on the southeast corner of Dempster and Major.

PHYSICAL CONDITIONS

Overall the Corridor is in fair to good physical condition. Most buildings are well maintained and attractive, while some older buildings are deteriorated, have a "dated" appearance, and are unattractive. The sub-optimal condition of some establishments negatively impacts the image of the Corridor as well as adjacent neighborhoods.

Corridor development has not been coordinated regarding front entrances, building setbacks, shared parking/drive-ways, loading/trash areas, and landscape improvements.

The sides and backs of stores as well as storefronts need improvement as most buildings are very visible from Dempster Street, side streets, and parking lots.

Streetscape:

Dempster Street is very similar to most suburban commercial corridors located along major arterial roadways. While in fair to good overall condition, it has an unattractive streetscape lacking distinct character. Uneven building setbacks, varied sidewalk widths and locations, and large unlandscaped parking lots visually dominate much of the Corridor.

Landscaping:

The Corridor's inconsistent landscaping is evident in sites with attractive green settings as well as others with poorly designed and/or maintained areas. Older central blocks have poor landscape conditions where narrow setbacks and excessive lot coverage leave limited room for landscaping.

Corridor/Village Identity:

The Corridor lacks a cohesive image or distinct identity as a special shopping district or "Main Street" for Morton Grove. It appears to be a collection of small strip shopping centers. Its entrances at the Metra tracks and the Edens Expressway (I-94) are not clearly identified and do not signal the Corridor's importance as an active shopping area.

There is also minimal Village identity on the Corridor. Motorists find difficulty in determining which community they are in as they travel through this major east/west roadway.

As motorists travel between the Edens and Chicago River, there is a sharp visual contrast with uneven building placement, chaotic signage, and uncoordinated landscaping.

Signage:

The Corridor lacks a coordinated sign system that identifies the Corridor as a special shopping area and provides clear wayfinding direction to businesses and places of interest.

Most signage along the Corridor is dated in appearance, confusing, and unattractive, making it difficult to identify businesses and storefronts. Signs in the older, more densely developed blocks of the Corridor are often disproportionately large for sites and are deteriorating. Most business signage is not visible/readable to motorists traveling along the congested Dempster Street Corridor.

Business addresses are missing and/or difficult to read on many buildings and signs. In addition, the Corridor lacks directional signage to key businesses, institutions, the Forest Preserve, and parking lots.

Existing regulatory signage is uncoordinated and confusing.

Many signs were constructed prior to the current signage regulations and do not meet modern Village standards. Some of these signs have been removed, while others were granted variations for continued use.

The Corridor especially lacks unified directional signage for parking lots, including those located at the rear of businesses.

Pedestrian Circulation:

As noted earlier, sidewalk width and condition vary along the Corridor with seriously deteriorated sidewalks in some locations.

While the Corridor is not a traditional "walking" type shopping environment, improved sidewalks could facilitate pedestrian movement and safety, especially within more densely developed blocks.

Pedestrian crosswalks and signals need better coordination of timing.

Street lighting located in the middle of sidewalks impedes pedestrian circulation.

Neighborhood Side Streets:

All north/south streets that intersect Dempster provide access to and from the adjacent residential neighborhoods. Some commercial properties flanking these neighborhood side streets have unscreened dumpsters, unimproved driveways/parking lots, deteriorated buildings, and minimal landscaping. These unattractive sites are the first things seen upon entering the adjacent neighborhoods.

Neighborhood Edges:

As stated earlier, much of the Corridor is surrounded by residential uses. Landscaping and/or fencing is used to buffer/screen homes from some Corridor businesses. However, much of the screening is inconsistent and in several places needs to be improved.

Lighting:

The Corridor lacks distinct and/or decorative street and parking lot lighting. Along with much of the street, many parking lots, driveway entrances, and alleys have limited light levels and need lighting improvements to increase safety, security, and visibility. Also, street and parking lot lighting fixtures are not coordinated regarding design and color from property to property.

TRANSPORTATION

Dempster Street was designated by Illinois Department of Transportation as a Suburban “Strategic Regional Arterial” (SRA) road in 1993 with a final roadway study in 1998. The report recommended the following changes:

- develop two thru lanes in each direction with center left turn lanes between intersections;
- remove parking on both sides of the roadway;
- relocate Forest Preserve access opposite existing traffic signal at Ferris.

Roads/Streets:

Seventeen local streets intersect with Dempster Street from the Edens Expressway on the east to the Metra Railroad tracks on the west.

Overall traffic conditions in and around the Corridor are good to fair with approximately 35,000 to 40,000 average trips per day (ADT). At peak hour, Dempster operates at a level of service of “D,” which defines Dempster as an operable Corridor with room for improvement. The traffic signals at Ferris, Fernald, Austin, Menard, and Central are operating within their capacity based on peak hour traffic volumes, but are nearing those capacities. Also, the timing of traffic signals may need to be better coordinated.

Despite the efficiency of the roadway, several problems exist including the large number of driveway curb cuts, difficult left turns into driveways and sidestreets, curb radii not meeting modern standards for turning movements, and inconsistent on-street parking.

Approximately, 91 curb cuts exist along the Corridor. Many of these curb cuts are very close to each other, especially in the more densely developed blocks with small strip shopping centers and sub-optimal building setbacks.

Accident data shows a higher percentage of rear end collisions in these blocks, which result from motorists turning quickly into the many driveways and making left hand turns.

Limited connections between parking lots forces multiple stop shoppers to repeatedly enter and exit Dempster to access adjacent businesses. Interconnected parking lots and alleys could facilitate access for multiple-stop shoppers and reduce short trips on Dempster Street.

Driveway and alley links could also improve access to the Corridor for local residents who could use side streets rather than Dempster Street to access businesses.

Bus Service:

Pace provides bus service along the Corridor via Route #250 with 39 eastbound and 41 westbound trips during the week and 27 eastbound and 27 westbound trips on Saturday. There are approximately 448 daily riders on weekdays and approximately 230 daily riders on Saturdays.

Pace also provides service at the west end of the Corridor via Route #210 with 16 southbound and 17 northbound trips during the week and 9 southbound and 8 northbound trips on Saturday.

Dempster Street Commercial Corridor

STATE OF THE CORRIDOR

PARKING

A total of approximately 1,904 (on-street and off-street) parking spaces exist along the Corridor's 23 blocks. On-street parking, limited to 90 minutes, is located throughout most of the Corridor except west of Fernald.

Off-street parking provides the greatest number of spaces but in some locations does not meet the Village regulations by use and/or square footage (see Tables 1 & 2). Several businesses have poorly designed parking lots that discourage maximum use and are not visible from Dempster Street.

Some businesses have customers overflowing into the lots of adjacent businesses to meet customer needs, especially in densely developed blocks. These blocks were primarily developed prior to the Village's current zoning requirements and typically have limited room for parking expansion. In certain circumstances, several businesses have lots that have potential for shared parking for the overall Corridor.

Parking is particularly a problem in the following locations:

- North side of Dempster: Meade to Austin
- North side of Dempster: Mango to Major
- South side of Dempster: School to Austin
- South side of Dempster: Marmora to Menard

Table 1: Existing Parking Conditions

Block	Off-street (incl. side streets)	On-street (Dempster Street)	Total	Commercial Use Ratio	Surplus/Deficit (incl. Dempster)	Surplus/Deficit (without Dempster)
North						
1	22	8	30	7	23	15
2	14	2	16	24	-8	-10
3	135	5	140	193	-53	-58
4	65	0	65	48	17	17
5	70	5	75	51	24	19
6	47	8	55	62	-7	-15
7	47	8	55	68	-14	-22
8	41	3	44	58	-12	-15
9	36	8	44	80	-36	-44
10	35	9	44	61	-17	-26
11	18	0	18	23	-5	-5
South						
12	32	0	32	58	-26	-26
13	205	0	205	113	92	92
14	61	0	61	80	-19	-19
15	62	0	62	112	-30	-30
16	87	0	87	54	33	33
17	118	3	121	95	26	23
18	58	7	65	51	14	7
19	155	12	167	202	-35	-47
20	124	11	135	137	-2	-13
21	61	14	75	108	-31	-45
22	198	11	209	188	21	10
23	70	9	79	100	-21	-30
TOTAL	1,781	123	1,904	1,870	-66	-189

Table 2: Commercial Use Parking Ratios

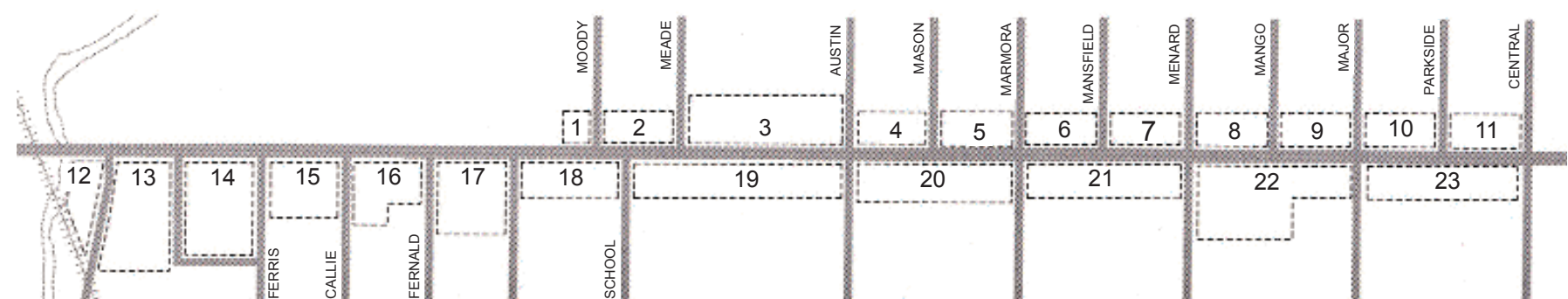
Barber or Beauty Shop	3.3 spaces/1,000 sq. ft.
Dry Cleaning	4.0 spaces/1,000 sq. ft.
Funeral Parlor	10 spaces/chapel + 1.0 space/business vehicle
Furniture Store	2.0 spaces/1,000 sq. ft.
Lounge, Bar Tavern	1.0 space/50 sq. ft.
Office	3.3 spaces/1,000 sq. ft.
Restaurant	1.0 space/150 sq. ft.
Restaurant-Drive-In, Carry-Out	1.0 space/100 sq. ft.
Retail	4.0 spaces/1,000 sq. ft.
Service	3.3 spaces/1,000 sq. ft.

Table 1 & 2 Notes

The commercial use parking ratios listed in Table 1 were calculated using the parking ratios listed in Table 2.

The parking ratios listed in Table 2 are typical parking ratios used for general commercial area planning purposes.

The Village Code requires 3.0 parking spaces per operator station in all barber and beauty shops and requires 4.0 parking spaces per 1,000 square feet for all office and service uses.



INFRASTRUCTURE

Street/Alley/Parking Lot Conditions:

Dempster Street underwent street resurfacing in Spring 2001. The three-inch resurfacing, a temporary five-year treatment, will provide safer road conditions until the Corridor has more significant future road improvements based on the Master Plan.

Pavement drainage is provided via curb and gutter, which empties into the Village's storm sewer system through catch basins in the gutters.

Alleys exist behind most Corridor businesses. They range from good condition to poor condition in a few locations. A specific assessment of pavement or drainage conditions in the alleys was not conducted as part of the Corridor planning process. Such studies may be conducted in later phases based on redevelopment projects and/or roadway and streetscape design.

As mentioned earlier, the alleys represent an opportunity to interconnect parking areas and provide an alternative access route to the Corridor for adjacent neighborhoods.

Utilities:

Overall the location and capacity of the Corridor's existing/planned public and private utilities appear to meet current and future development needs. There appears to be no significant conflicts in regards to the location and massing of new buildings. Individual development projects will require more specific analysis of utility conditions on a site by site basis.

Under the sidewalk on the south side of Dempster is a nine-foot wide corridor for buried electrical lines.

Phone lines are also located on the south side of Dempster behind the curb and may require minor manhole adjustments as part of any roadway or driveway changes.

AT&T cable television lines are located on overhead telephone poles in alleys north and south of the corridor. These lines do not cross the Dempster Corridor.

Northern Illinois Gas maintains no lines within the Corridor and typically has the capacity nearby to accommodate new development.

Sewer System:

A combined sanitary-storm sewer line ranging in size from 15 to 48 inches runs along the south side of Dempster Street between the Forest Preserve and Mason Avenue. A second line ranging in size from 12 to 21 inches runs between Mason and Menard. A third combined sewer line, 33-inches in diameter, runs from Menard to Central.

The capacity of all three lines appears to adequately serve existing buildings. New development in the Corridor is not expected to cause any significant impacts on the system.

Future development proposals will be more specifically evaluated for their impact on the sanitary-storm sewer system on a site-by-site basis.

MUNICIPAL CODES

The Village regulates development through its Zoning and Subdivision Ordinances. Overall, the Village's municipal codes appear to be effective in addressing various issues affecting new development in the Corridor.

There have been recent updates of the Subdivision Ordinance. The Village is preparing a Unified Development Code that combines and streamlines its development related regulations.

The majority of the Corridor is zoned as a C-1 Retail Commercial District, except for the Cook County Forest Preserve area and Harrer Park, which are zoned R-1 Single Family Residential.

Many businesses were developed prior to the current regulations and do not meet modern Village standards. Key problems with these more densely developed blocks include:

- narrow building setbacks;
- limited parking;
- limited landscaping in parking lots and parkways;
- poorly located and designed signage.

Setbacks:

The Village requires no front or side yard building setbacks (zero front/side yards) in the C-1 district. However, a five-foot landscape buffer is required between parking lots and sidewalks and/or the right-of-way. Buildings have been set-back at different depths. Landscape buffers have also varied in width. This has resulted in inconsistent landscaping and parking between adjacent properties.

Closely placed buildings and signage also impact the Corridor's commercial viability as motorists miss businesses with narrow setbacks. In some locations motorists turn around in adjacent driveways and/or back out onto Dempster from the driveways.

Parking Lot Landscaping:

Interior landscaping is required for all parking lots greater than 2,000 square feet, with 5% landscaping required for lots up to 20,000 square feet and 7% for lots greater than 20,000 square feet. In addition, low shrubs and street trees are required between parking lots and abutting public streets and/or sidewalks to separate pedestrians and vehicles as well as to provide an attractive green edge along the Corridor. These standards apply to all new development.

For existing developed areas, parking lots that were developed prior to the current parking standards are not required to meet the present landscape standards. If exterior modifications to existing structures are made, parking lots are required to be landscaped based on criteria established to balance the need for parking with the need for landscaping.

These criteria include:

- for lots 20,000 square feet or less, not more than 1 space per 20 spaces, or 3% of the parking area, whichever is greater shall be lost to provide landscaping; and
- for lots greater than 20,000 square feet, not more than 1ft spaces per 20 spaces, or 5% of the parking area, whichever is greater shall be lost to landscaping.

Parking Requirements:

Generally, four parking spaces per 1,000 square feet of gross building space are required for commercial uses. Restaurants, carry-out food establishments, and taverns must provide one space per 150 square feet, per 100 square feet, and per 50 square feet of space respectively. Hotels/motels must provide one space per lodging room. These ratios are consistent with the requirements of similar commercial corridors.

Shared parking lots for contiguous commercial use within a block created through the use of joint access easements and other agreements may be considered a single zoning lot for the purpose of off-street parking only. Existing regulations regarding dual-use of parking spaces and parking variation requirements would still apply for the block as a whole.

Mixed-use (commercial/residential) development is allowed by special use in the Zoning Ordinance in commercial districts. Parking for mixed-use sites may be provided separately or shared between uses as peak demand times between commercial and residential uses can sometimes overlap during evenings and weekends. Shared parking for mixed-use developments is allowed up to 75% of the required parking for each of the combined users, but with one space for each residential unit.

Off-site "satellite" parking lots are permitted to supplement parking shortages if the lot is under the same ownership as the principal use and located within 300 feet of the building entrance. While this can be beneficial, the limited amount of vacant land in the Corridor makes it difficult for business owners to take advantage of this option.

Variations which may be granted by the Zoning Board of Appeals include:

- a reduction in the amount of off-street parking by 10%;
- an increase in the maximum distance from the parking lot to the building entrance (300 feet) by up to 20%; and
- dual use of parking spaces by more than one user provided that the peak activity times (days/hours) for each use is different.

On-Site Storm Water Detention:

All new development, subdivisions, planned unit developments, and special-use projects are required to provide on-site detention of storm-water run-off that does not alter off-site drainage patterns. The small size of many Corridor parcels makes on-site detention difficult.

Storm-water detention studies will be done as needed on a site by site basis.

CORRIDOR ISSUES SUMMARY

Land Use:

- Office uses make up 45% of the Corridor's total building space, with the remaining being mostly retail or service uses.
- Older portions of Dempster Street are densely developed and contain some sub-optimal uses such as auto service facilities on small sites and office uses that do not attract visitors and potential shoppers to the Corridor.
- Small lot sizes and depths limit new development opportunities as well as the growth/expansion of existing businesses.

Physical Condition/Streetscape:

- Inconsistent landscaping, poor quality signage, short building setbacks, large unlandscaped parking lots, and disconnected sidewalks negatively affect the attractiveness and safety of the Corridor.
- Unattractive and dated looking storefronts are located throughout the area and also negatively affect the Corridor's image.
- Dempster Street's intersection at the Metra Tracks lacks special identity as a "gateway" for the Corridor and Village while the gateway at Dempster and Central needs improvement.
- The Corridor lacks directional signage to surrounding destinations such as Harrer Park and the Cook County Forest Preserve, and Village Hall.
- Some alleys are dark and deteriorated, and often unsafe for motorists and pedestrians to maneuver through, especially at night.
- Several commercial properties flanking neighborhood side streets have highly visible dumpsters, unimproved driveways/parking lots, deteriorated buildings, and unattractive landscaping.

Road/Streets:

- The Corridor has too many curb cuts (91), which make driveway identification and turning difficult for motorists.
- Left turns in and out of driveways and streets are difficult during the morning and afternoon rush hours, especially at Central, Major, and Menard.
- The lack of interconnected parking lots and alleys forces multiple stop shoppers to use Dempster Street to access adjacent businesses.
- The signals at Ferris, Fernald, Austin, and Menard are nearing their capacity to efficiently move traffic through the Corridor.
- The alleys behind Corridor businesses are deteriorated in some locations and are not providing interconnected secondary access between parking areas.

Parking:

- The older parcels in the Corridor are do not meet the Village's current parking regulations. The size of these parcels also limits the possibility of creating new parking areas.
- Many parking lots are unattractive, poorly configured, and lack landscape buffering between adjacent buildings and sidewalks as well as internal landscaping.

Municipal Codes:

- A number of properties in the Corridor do not meet the Village's modern zoning requirements.
- Several older developments are too close to the right-of-way and have limited parking and landscaping.

Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

CORRIDOR POTENTIAL SUMMARY

Corridor Resources:

- Approximately 10% of the Corridor is located in a Tax Increment Financing District west of Ferris.
- There is significant new interest in improving and redeveloping the Corridor from property and business owners as well as the Village.

Land Use:

- Harrer Park, Simkins' Funeral Home, Resurrection Health Care, and Walgreen's are large activity generators for the area.
- Vacant, deteriorated, and sub-optimal uses provide opportunities for new large-scale development.
- The parcels on the south side of Dempster between Narragansett and Callie as well as between Austin and Marmora, and on the north side of Dempster between Meade and Austin have significant redevelopment potential.
- There are potential sites for relocating Corridor businesses to "free up" blocks for larger development.

Circulation/Parking:

- The alleys located along the Corridor could be interconnected to create a secondary circulation route and reduce use of Dempster Street.
- Parking lots on most parcels could be linked and shared by adjacent businesses.
- Many driveway curb cuts could be eliminated and consolidated to make access to businesses easier and safer.

Streetscape:

- The Cook County Forest Preserve and North Branch of the Chicago River create an attractive entrance to the Corridor from the west.
- A new Village identity marker located at the Corridor's eastern entrance is planned for the north east corner of Dempster and Central from the west.
- The width of Dempster Street's right-of-way and a number of deeper building setbacks provide opportunities for improving or adding landscaping along portions of the east and west sides of the roadway.
- The streetscape design palette prepared for Waukegan Road serves as a model for streetscape elements along Dempster Street. Coordinated streetscape design between these two roadways will promote a unified Village identity.

Potential Redevelopment Sites:

Corridor West (River to Callie):

- 76 Gas Station Site south to Henning.
- Sea Port Restaurant Site.
- Entire Site (potential for "Village Center").

Corridor West Central (Callie to Austin):

- Dempster Car Care Site.
- Adam's Printing Block, including the northwest corner of Dempster and Meade.

Corridor East Central (Austin to Menard):

- Osco Drug Block.
- Marylin's Restaurant Block.
- Chiropractic Center Block.
- Hillerich's Block west to the vacant lot.

Corridor East (Menard to Central):

- Southeast corner of Dempster and Menard (potential for an out lot).
- Bridal Elegance Block.
- Sites between the new Magical Mystery Tour building on the west and BP (formerly Amoco) on the east.

Dempster Street Commercial Corridor

MASTER PLAN

Corridor Revitalization Strategy

The following is a master plan for the revitalization of the Dempster Street Commercial Corridor. It focuses on short-term and long-range actions that will dramatically change its physical conditions and land use mix.

The Master Plan is presented as two scenarios focusing on short-term roadway, parking, and streetscape improvements and long-range corridor redevelopment of several blocks. Short-term improvements are already underway as the Village has begun to acquire properties for off-street parking on blocks with the largest parking deficits. The long-range scenario indicates the significant potential for new retail, service, office, restaurant, and residential development.

Several existing businesses and the nearby Metra train station, Village Hall, Waukegan Road Corridor, and Edens Expressway generate significant shopper and visitor activity for the Dempster Street Corridor. Numerous businesses operate along Dempster Street, providing the Village and northwest suburbs a wide variety of retail, service, and dining options. However, there has been limited new development or improvement of older, more densely developed and deteriorating properties along the Corridor. This is mainly due to the small size and shallow depth of many Corridor properties as well as its limited parking and difficult access.

Revitalization of Dempster Street must address these issues in a comprehensive manner to strengthen the Corridor's role as a community level shopping district serving local residents and employees, as well as people traveling to and through the area to other destinations.

The Master Plan recommends the following components:

- *Reconstructed Roadway*
- *Comprehensive Parking System*
- *Streetscape Program*
- *Comprehensive Signage Program*
- *Consolidated Development Sites*
- *Mix of Land Uses*

Reconstructed Roadway

Major changes to the Dempster Street roadway are needed to improve traffic flow and turning movements along the street, improve access for local residents and shoppers from side streets and driveways, and enhance the safety of motorists and pedestrians.

Master plan recommendations for improving access, circulation, and safety include:

- reduction of curb cuts by consolidating and sharing driveways in more efficient locations;
 - existing conditions: 91 curbcuts
 - master plan (short-term): 79 curbcuts
 - master plan (long-range): 54 curbcuts
- removal of all on-street parking along Dempster Street and creation of two full through lanes in each direction and a continuous 12 foot bi-directional turn lane in the center of the roadway;
- interconnected parking lots using shared driveways and alleys behind buildings;
- common directional signs that clearly direct traffic to all parking lots along the Corridor; and
- common business signage that clearly indicates to motorists the locations of businesses along the Corridor.

Comprehensive Parking System

A comprehensive system should be established that improves access to parking along the entire street, increases parking supply where needed, and facilitates uses of parking behind buildings and on side streets. This system should include:

- phased removal of all on-street parking along Dempster Street;
- reconfiguration of parking lots, including parking spaces behind buildings, to improve traffic flow and increase spaces;
- consolidation of trash dumpster and loading areas behind buildings to add spaces;
- interconnection of parking lots through common drive ways to reduce the need to travel on/off Dempster to access adjacent businesses;
- cooperative sharing of parking lots between property owners to accommodate shoppers, restaurant patrons, and visitors;
- creation of new Corridor parking lots by the Village, businesses, and property owners to add parking in strategic locations;
- addition of parking spaces on side streets where possible; and
- common directional signage that clearly directs traffic to all parking lots along the Corridor.

Parking Analysis Summary

Short-Term Master Plan:	Off-street spaces:	1,784
	Spaces by ratio:	1,950
	Surplus/deficit:	-166
Long-Range Master Plan:	Off-street spaces:	1,915
	Spaces by ratio:	1,880
	Surplus/deficit:	+35

Streetscape Program

Another main feature of the Master Plan is a new streetscape program that is intended to dramatically enhance the visual quality of the Corridor for shoppers, visitors, and residents. A comprehensive and coordinated approach is recommended that is based on the new streetscape design theme established for the Waukegan Road Corridor. This theme involves:

- new street trees along sidewalks;
- low wall planters along wide sidewalks;
- standard flower pots along narrow sidewalks;
- landscape buffers along all parking lots;
- decorative metal fencing to screen parking lots where landscaping is not feasible;
- decorative lighting, benches, trash cans, bollards, bicycle racks, concrete pavers, and new concrete sidewalks;
- a Village identity gateway near the Edens Expressway;
- a continuous wood fence to screen views of the backs of Corridor businesses;
- where needed, guardrails along the alleys to protect fencing; and
- building front, side, and rear improvements.

See Page 44 for the three streetscape design scenarios based on new sidewalk widths. Please note that the removal of parking along both sides of Dempster will allow approximately three feet to be added to existing sidewalks.

In addition, developers and property owners should install light fixtures that are coordinated in design with the new Dempster Street decorative street lighting for improved parking lots and new developments. Other streetscape amenities installed within a property, such as fencing, trash cans, benches, bicycle racks, bollards, and decorative pavers, should also follow the new Dempster Street streetscape design theme.

Comprehensive Signage Program

A comprehensive signage program should be established to create a unique identity for Dempster Street and to facilitate access to shops, restaurants, and parking.

Corridor Signage

- **A gateway identity** sign at the Corridor's east end.
- **Directional signs** to guide visitors/shoppers to parking and key activity generators.
- **Identity signs** for the Village Hall, Metra train station, and Harrer Park.
- **Information kiosks or sign boards** at activity generators and pedestrian access points to make visitors aware of events, shops, and special places.

Building/Business Signage

Building and business signage along the Corridor needs improvement. Signs with a dated, unattractive look or in poor condition should be replaced with more readable images.

A comprehensive Village-controlled signage program could include uniform building and ground signs. Narrow building setbacks, flat building signs, and fast moving traffic make it difficult to view and locate many Corridor businesses. Uniform overhanging (blade) signs and ground signs would increase visibility of individual stores, facilitate safer traffic movement, and create a unique identity for the street.

Blade signs could be part of the Corridor streetscape design theme. They could include street numbers and standard lettering that identifies business type, (i.e., dentist, beauty salon, cafe, etc.) to make it easy to read for motorists. Traditional business signs with logos/colors would be placed flat on buildings.

Ground mounted signs would have a common brick base and frame, similar to the new Cambridge Bank sign at the southeast corner of School and Dempster.

Consolidated Development Sites

The Long-Range Master Plan delineates several sites along the Corridor that have significant redevelopment potential. These locations can be considered "opportunity sites" based on suboptimal land uses; key corner locations; and/or the potential for consolidation with other parcels to create larger developable sites.

Overall there is potential for approximately 200,000 square feet of new building space along the Corridor. Site designs in the Master Plan indicate conceptual development densities, site plans, and parking layouts. Actual building locations, heights, and densities and parking layouts will vary as property owners, businesses, and developers generate more specific site plans.

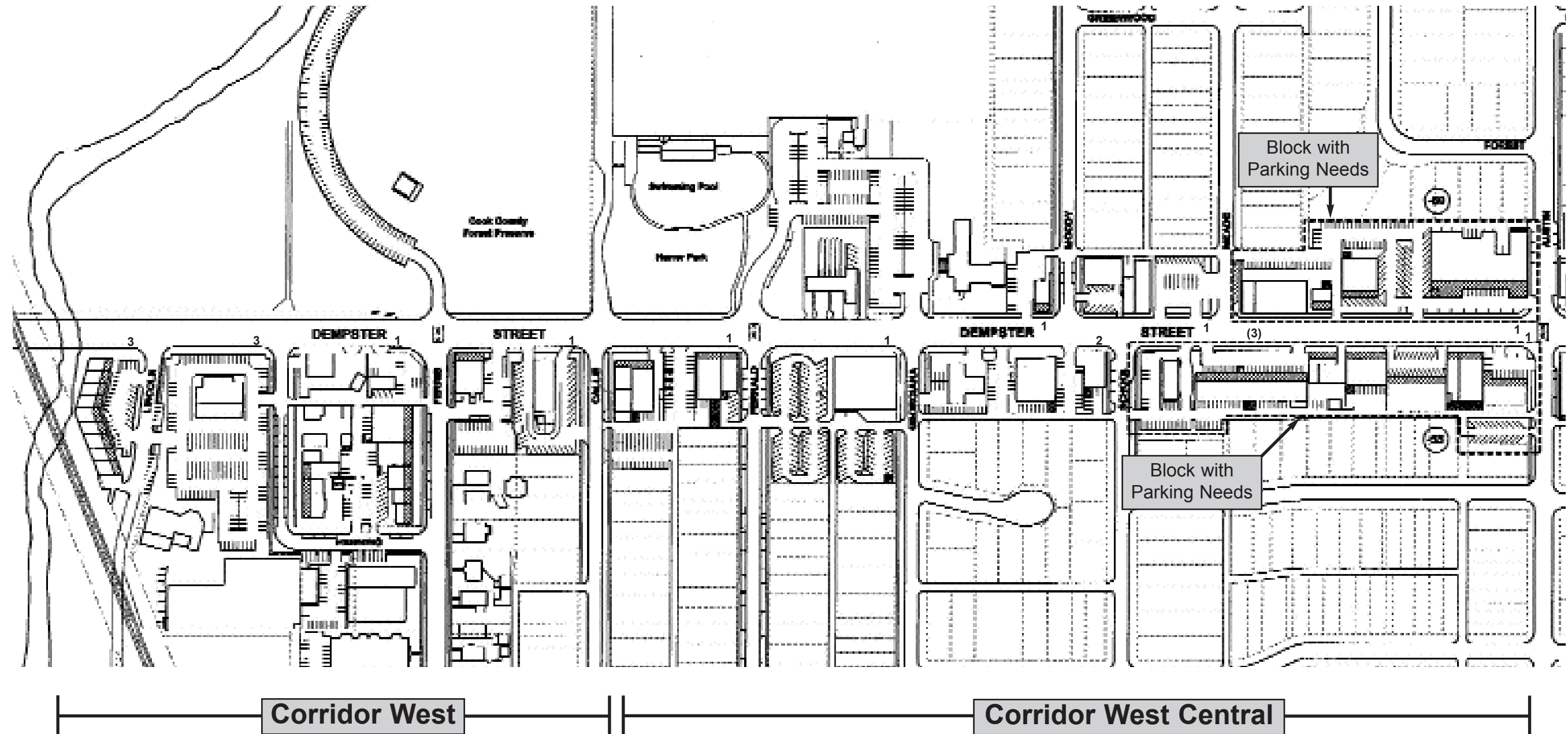
Mix of Land Uses

The Master Plan encourages a mix of land uses including recreational, public, retail, office, service, restaurant and multi-family residential development. The Village's 1999 Comprehensive Plan encouraged consideration of multi-family residential development on blocks near Georgiana and Moody; between Marmora and Menard; and near Major. Another location suited for such residential uses is within a potential "Village Center" setting located adjacent the Chicago River, south of Dempster Street, and west of Ferris.

Dempster Street Commercial Corridor

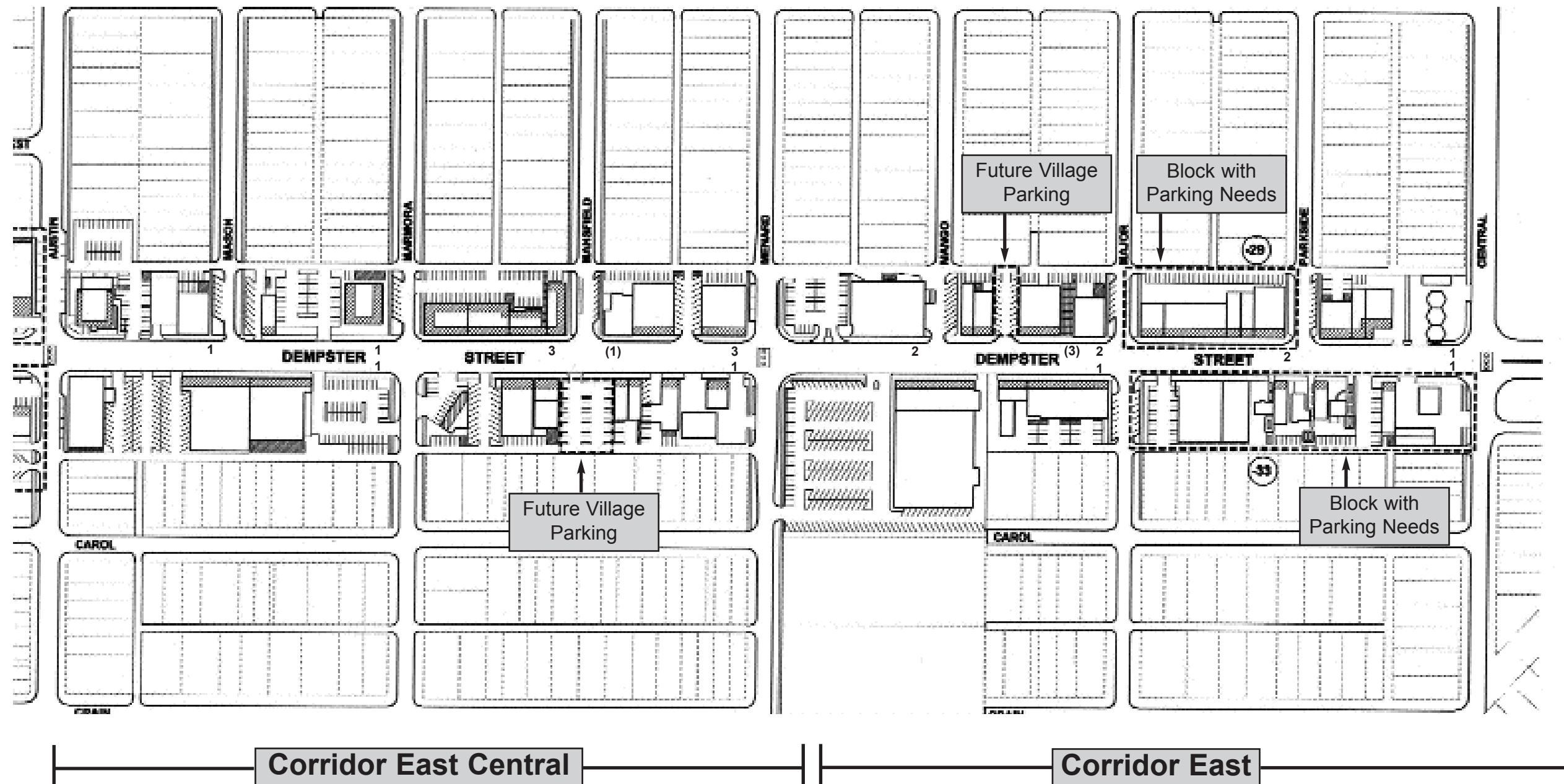
VILLAGE OF MORTON GROVE

Master Plan: Short-Term





Dempster Street Commercial Corridor


MASTER PLAN



Note: Numbers along street refer to streetscape design scenarios on Page 44.

 Parking Deficit

 Block deficient in parking.
Acquire a site for parking.

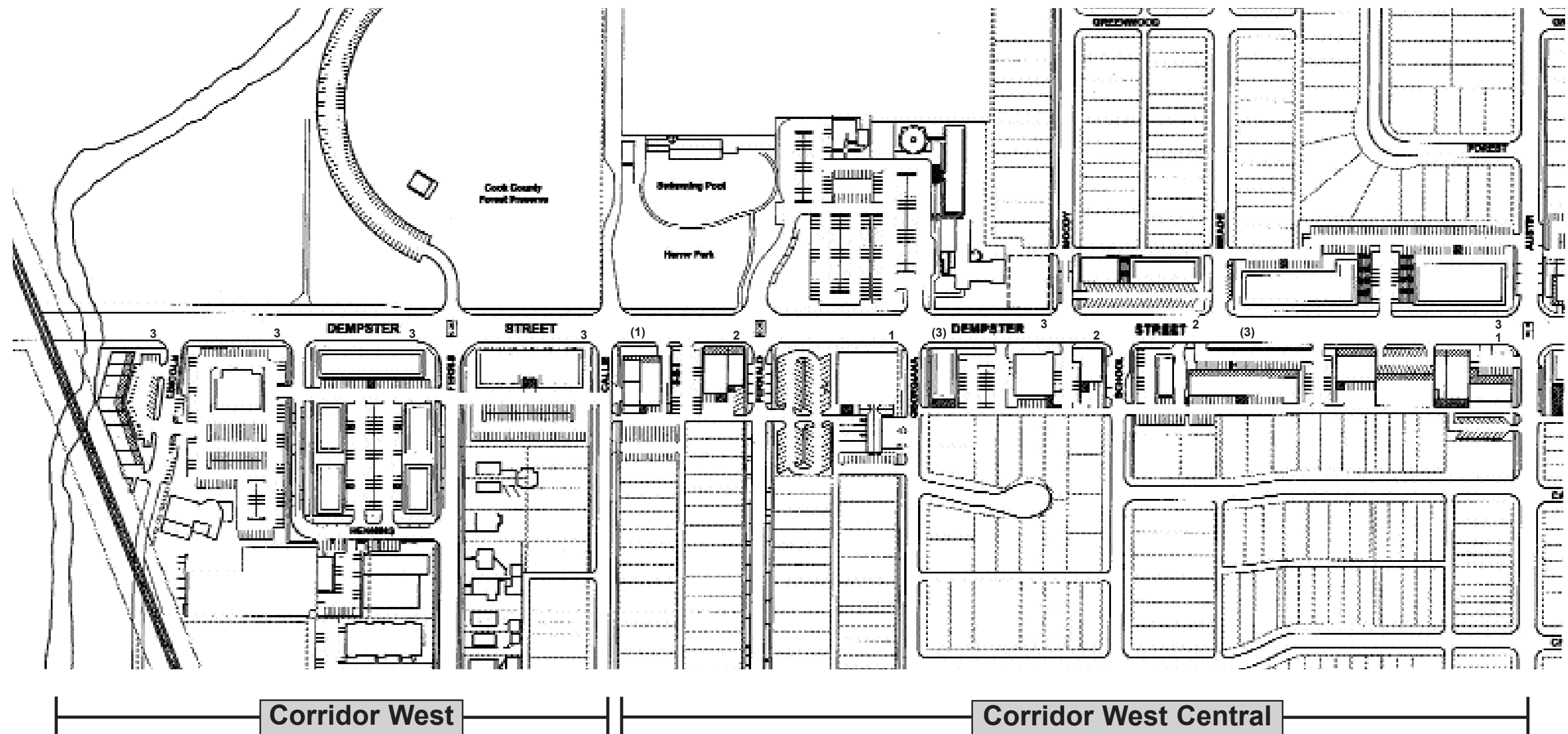
 Property acquired by
Village for parking.



Dempster Street Commercial Corridor

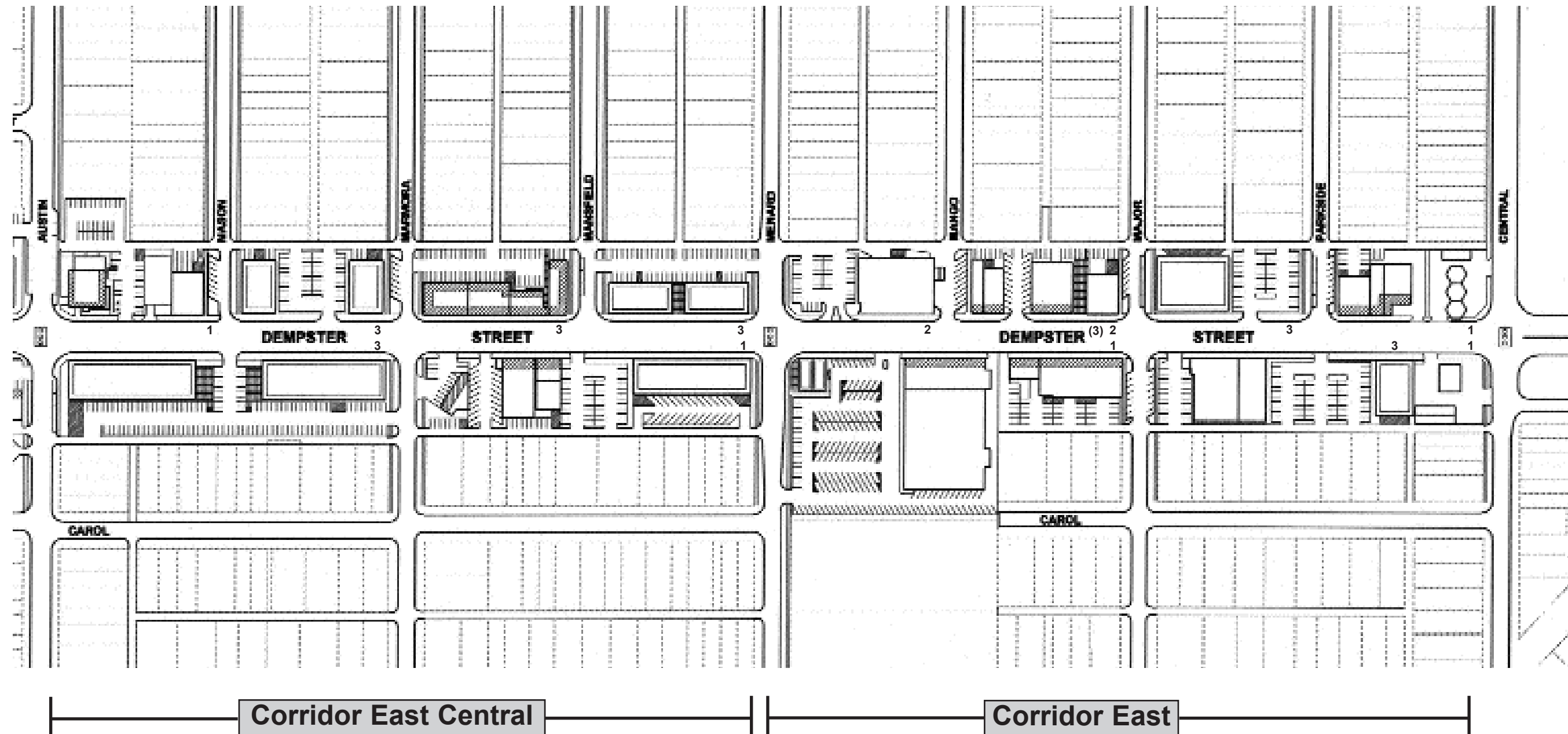
VILLAGE OF MORTON GROVE

Master Plan: Long-Range



Dempster Street Commercial Corridor

MASTER PLAN



Note: Numbers along street refer to streetscape design scenarios on Page 44.



Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

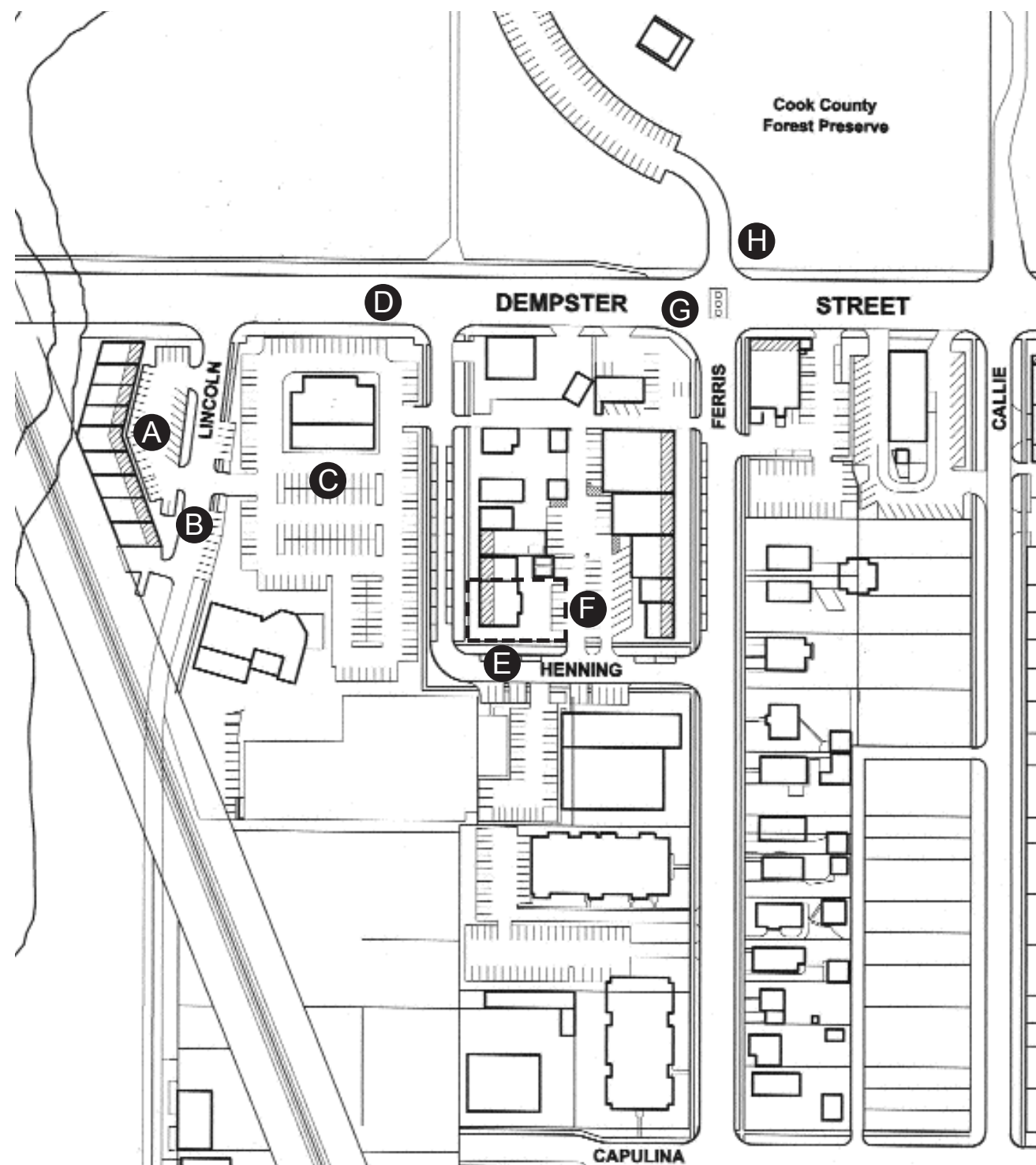
MASTER PLAN RECOMMENDATIONS

Corridor West (River to Callie):

- A. Improve building facades (i.e., new awnings/signage, tuckpointing, etc.).
- B. Realign site driveways.
- C. Reconfigure parking lots and consolidate curb cuts.
- D. Remove all on-street parallel parking and improve Corridor streetscape and signage. Realign/reconstruct Dempster with four 11-foot through lanes and a 12-foot bi-directional center turning lane.
- E. Recently purchased property by Village for future redevelopment.
- F. Reconfigure parking lot and improve building fronts, sides and backs.
- G. Redesign Corridor intersections to improve turning movements.
- H. Realign Forest Preserve entrance with signalized intersection at Ferris.
- I. Redevelop frontage with retail/office space (13,000 square feet/51 spaces).
- J. Redevelop block between Narragansett and Ferris with retail/office space. Consider residential uses above first floor office/retail. (24,000 square feet total - 4 buildings/95 spaces).
- K. Create large shared parking lot inside the block (146 spaces).
- L. Redevelop Dempster frontage with retail/office space (18,000 square feet/67 spaces).
- M. Consolidate two curbcuts at Narragansett and Lincoln into one centralized entry point for a new Village Center development.
- N. Enhance River edge with pedestrian paths/overlooks/terraces.
- O. Redevelop consolidated site with five new buildings for retail/office/residential use (115,750 square feet).
- P. Create a shared parking system with limited curbcuts (446 spaces).
- Q. Create a central space for public uses such as farmers markets, fairs, and holiday displays.
- R. Cul-de-sac Lincoln, eliminating the railroad crossing.

* All on-street (side street) parking is not included in the above calculations.

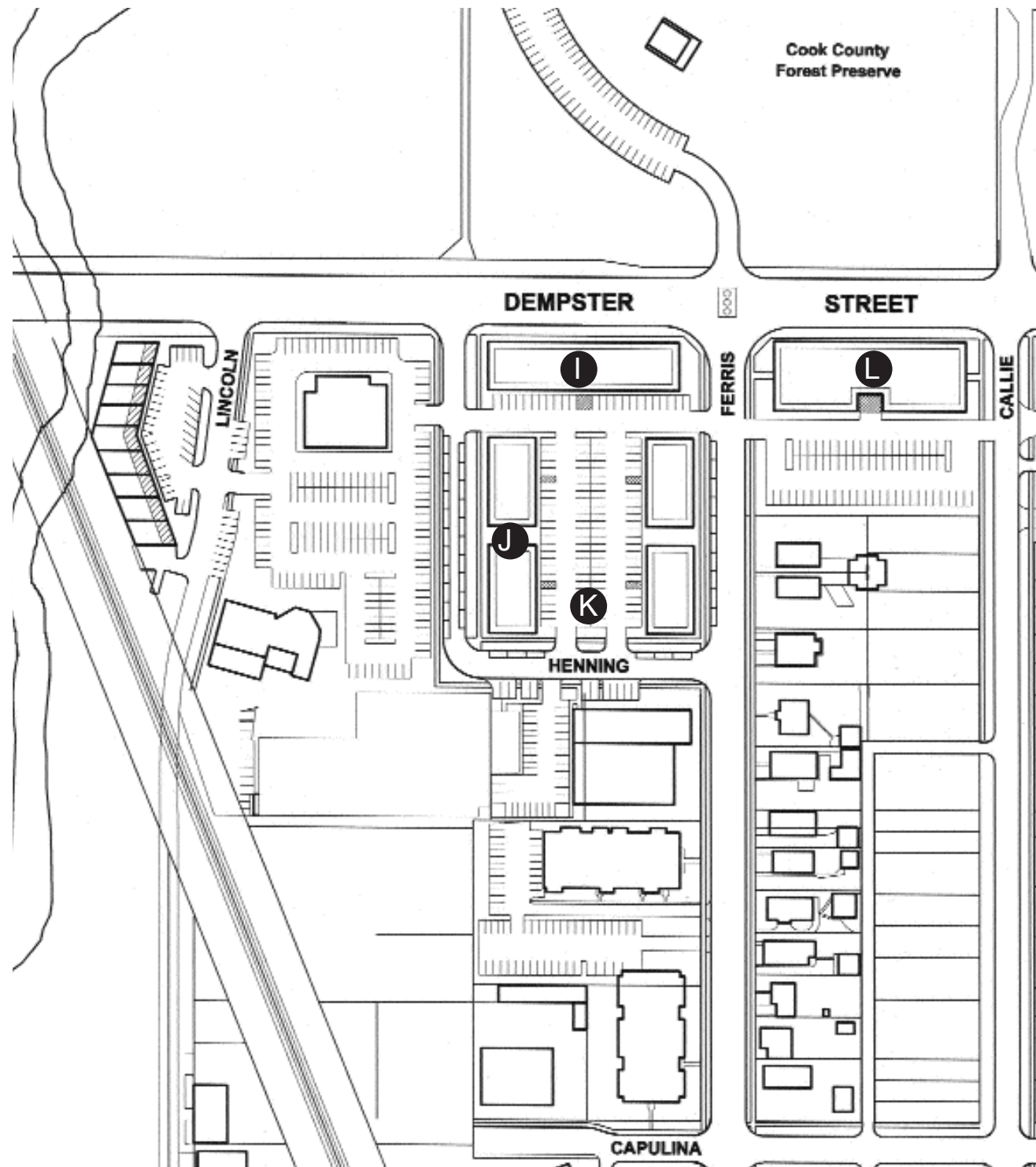
Master Plan: Short-Term



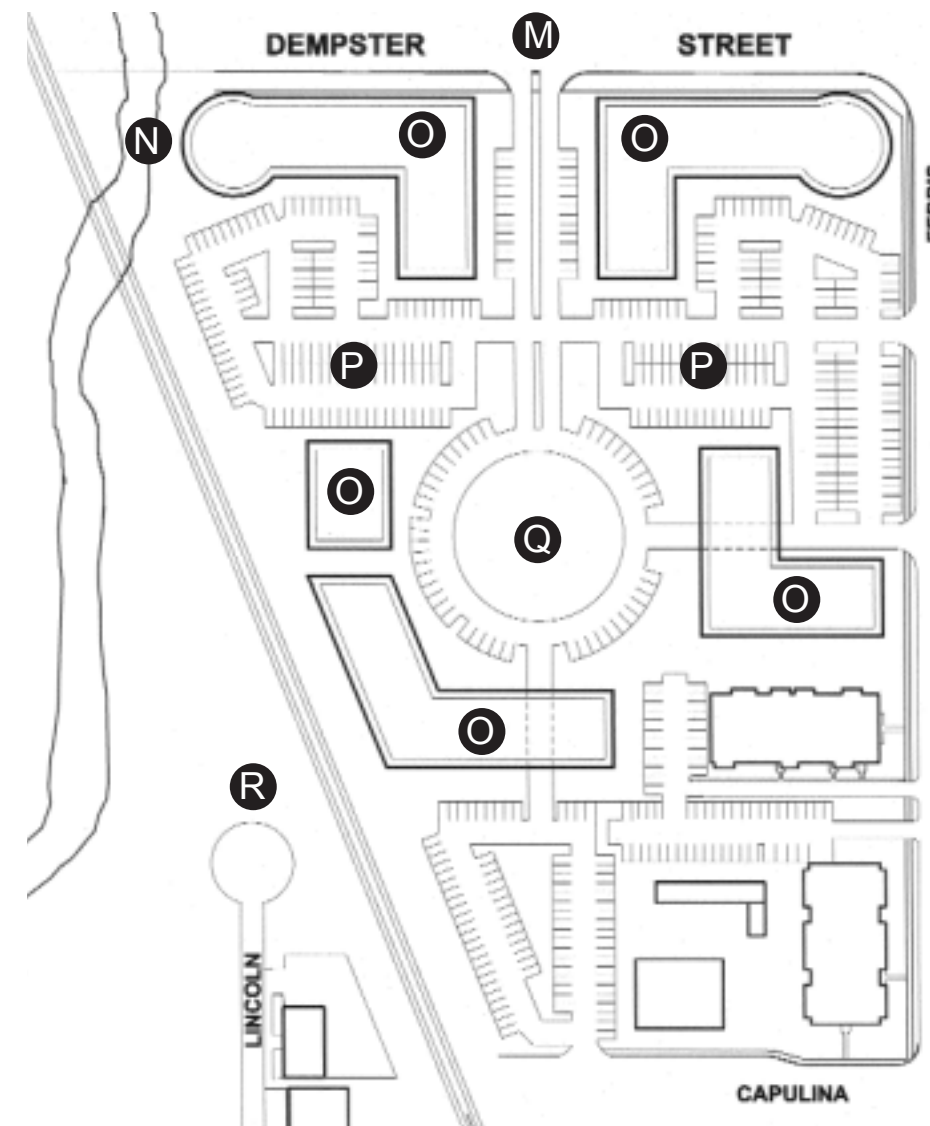
Dempster Street Commercial Corridor

MASTER PLAN

Master Plan: Long-Range



Long-Range Redevelopment Option (Village Center)



Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

Corridor West Central (Callie to Austin):

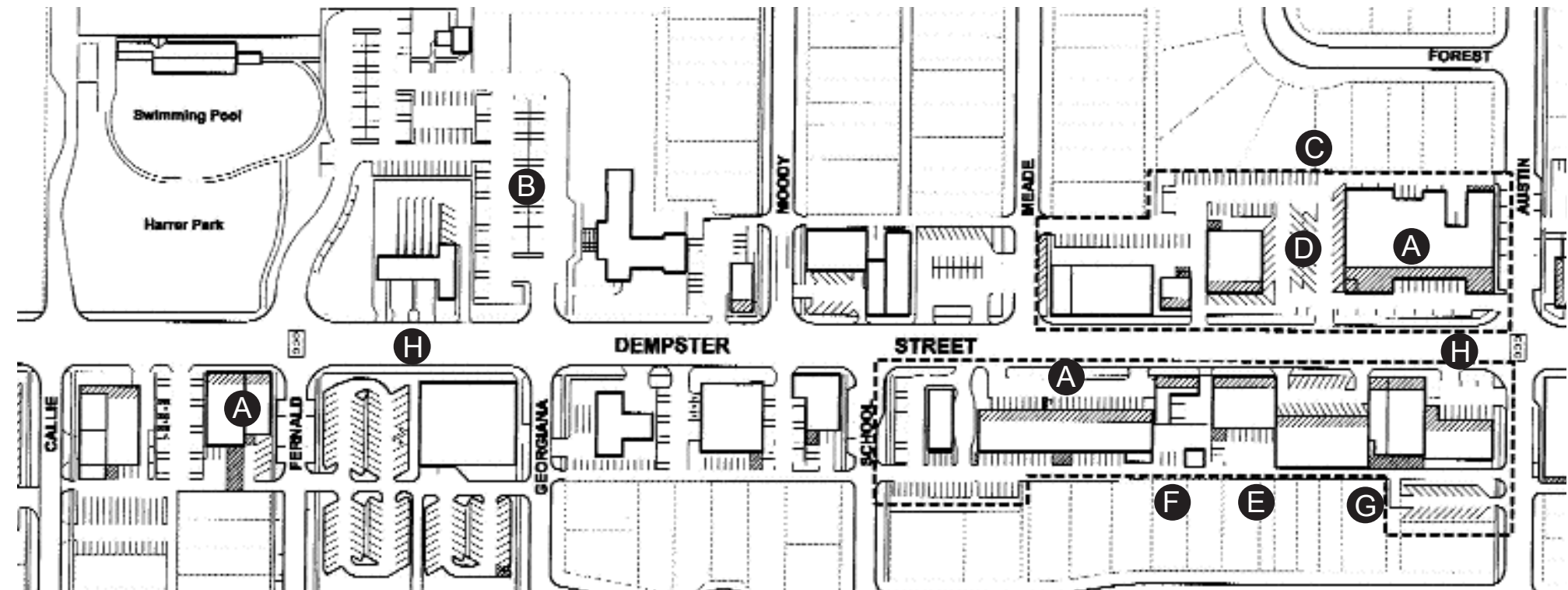
- A. Improve building facades (i.e., new awnings/signage, tuckpointing, etc).
- B. Reconfigure parking at Harrer Park and consolidate curbcuts (153 spaces).
- C. Improve block between Meade and Austin (north side) with additional shared parking (approx. 60 needed).
- D. Reconfigure parking lots and consolidate curb cuts.
- E. Improve block between School and Austin (south side) with additional shared parking (approx. 55 needed).
- F. Connect alleys between parcels and improve with new paving and lighting.
- G. Improve parking lot into shared parking lot (18 spaces).
- H. Remove all on-street parallel parking and improve Corridor streetscape and signage. Realign/reconstruct Dempster with four 11-foot through lanes and a 12-foot bi-directional center turning lane.
- I. Relocate bank drive-thru facility. Expand/reconfigure parking into one shared lot and further consolidate curb cuts (214 spaces).
- J. Convert American Legion Memorial Civic Center into a Senior Center. Consider expansion for a new Village Hall.
- K. Consider redevelopment of property with community/retail/office/residential uses.
- L. Relocate drive-thru to south side of First National Bank of Morton Grove.
- M. Redevelop southeast corner of Dempster and Georgiana with retail/office use (5,500 square feet) and create a shared parking lot on east side of site (36 spaces).
- N. Redevelop northwest corner of Dempster and Meade with retail/office use (8,000 square feet/29 spaces).
- O. Redevelop block between Meade and Austin with retail/office use (36,000 square feet in one or two buildings). Consider residential use above first floor retail/office.
- P. Reconfigure parking into one shared lot and consolidate curbcuts (135 spaces).
- Q. Redevelop center of block on south side of Dempster between School and Austin for shared parking lot (22 spaces). Consolidate trash dumpster locations and increase/improve parking along alley.

* All on-street (side street) parking is not included in the above calculations.

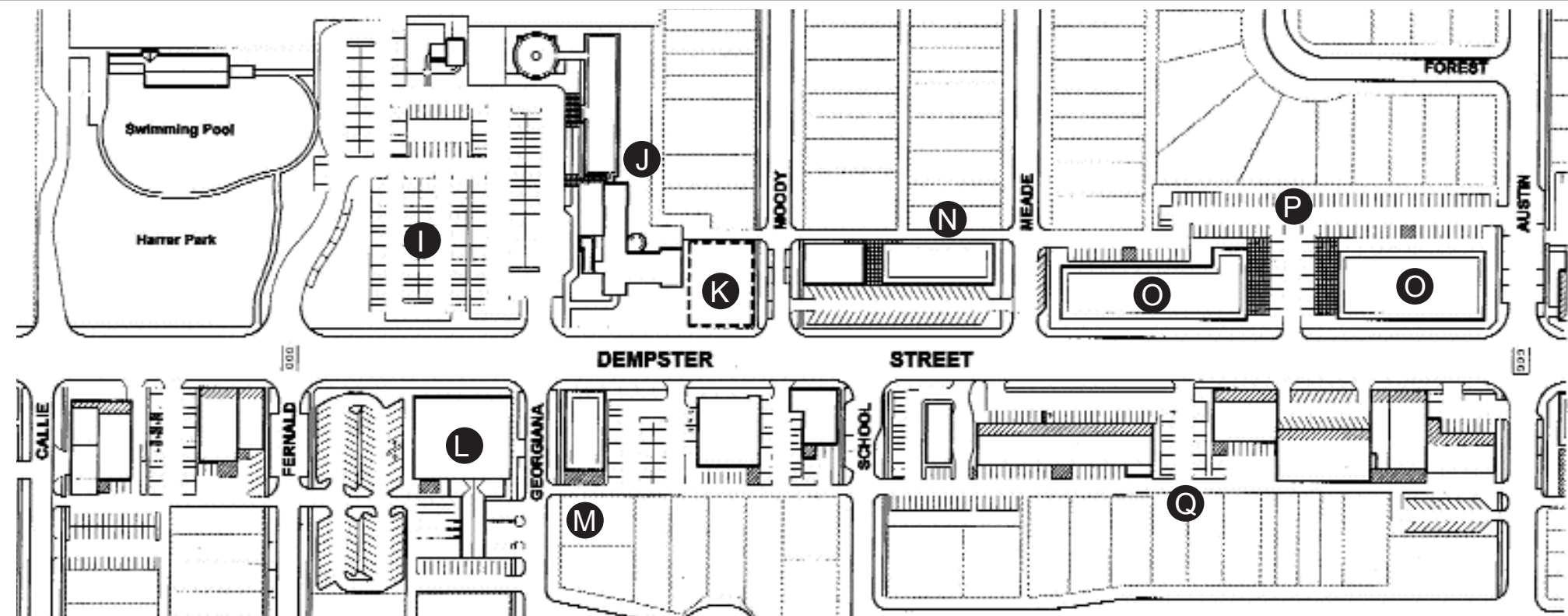
Dempster Street Commercial Corridor

MASTER PLAN

Master Plan: Short-Term



Master Plan: Long-Range



Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

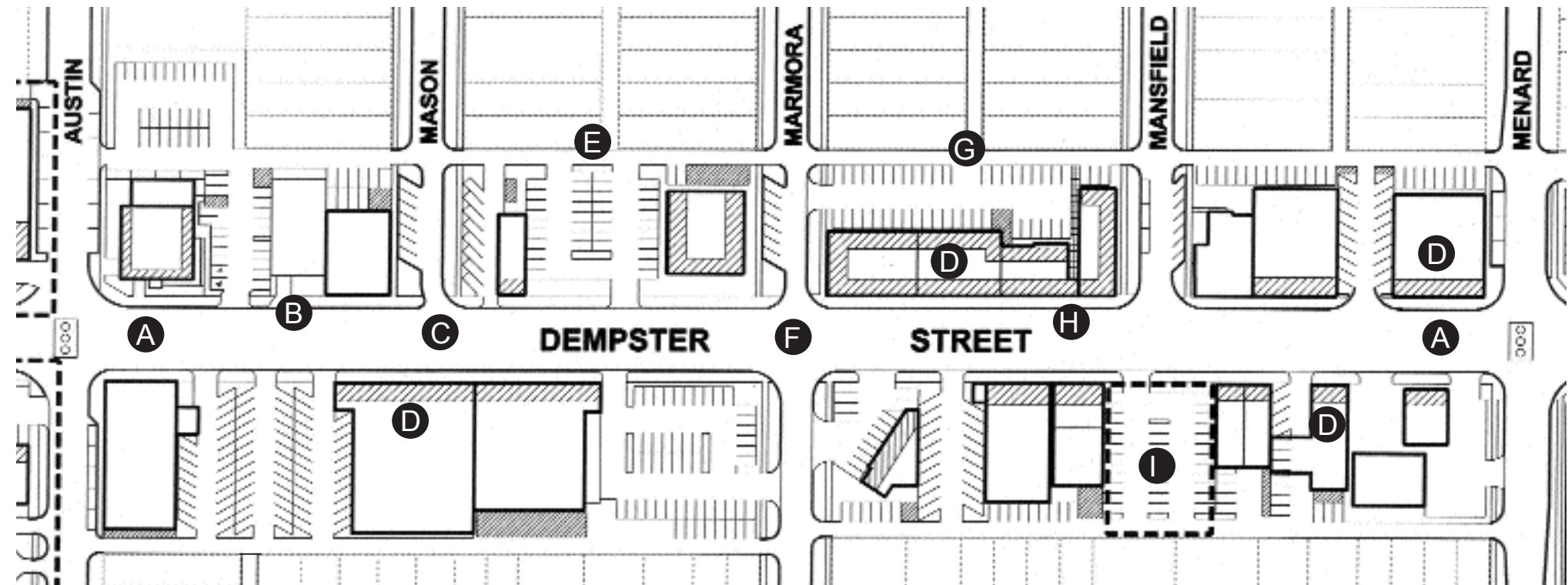
Corridor East Central (Austin to Menard):

- A. Remove all on-street parallel parking and improve Corridor streetscape and signage. Realign/reconstruct Dempster with four through 11-foot lanes and a 12-foot bi-directional center turning lane.
- B. Enhance ComEd substation facade with landscaping and/or architectural improvements.
- C. Construct a right-in only intersection, creating a northbound one-way street along Mason between Dempster and the alley.
- D. Improve building fronts, sides, and backs throughout Corridor (i.e., new awnings/signage, tuckpointing, etc).
- E. Reconfigure parking lot and consolidate curb cuts (36 spaces).
- F. Construct a northbound one-way street along Marmora between Dempster and the alley.
- G. Reconfigure parking lot and improve appearance of building backs (46 spaces).
- H. Eliminate driveway curb cut. Create pedestrian path.
- I. Construct shared parking on site acquired by Village in center of block between Marmora and Menard (33 spaces).
- J. Redevelop block between Austin and Marmora with retail/office space (32,000 square feet/one or two buildings).
- K. Create shared shopper parking system with limited curb cuts (124 spaces).
- L. Redevelop block between Mason and Marmora with retail/office space (11,800 square feet total).
- M. Create a shared shopper parking lot with limited curb cuts (49 spaces).
- N. Redevelop properties into shared parking lot with limited curb cuts (42 spaces).
- O. Redevelop block between Mansfield and Menard with retail/office space (13,000 square feet/one or two buildings).
- P. Create shared parking lot with limited curb cuts (49 spaces).
- Q. Redevelop southwest corner of Dempster and Menard with retail/office space (13,500 square feet/24 spaces).

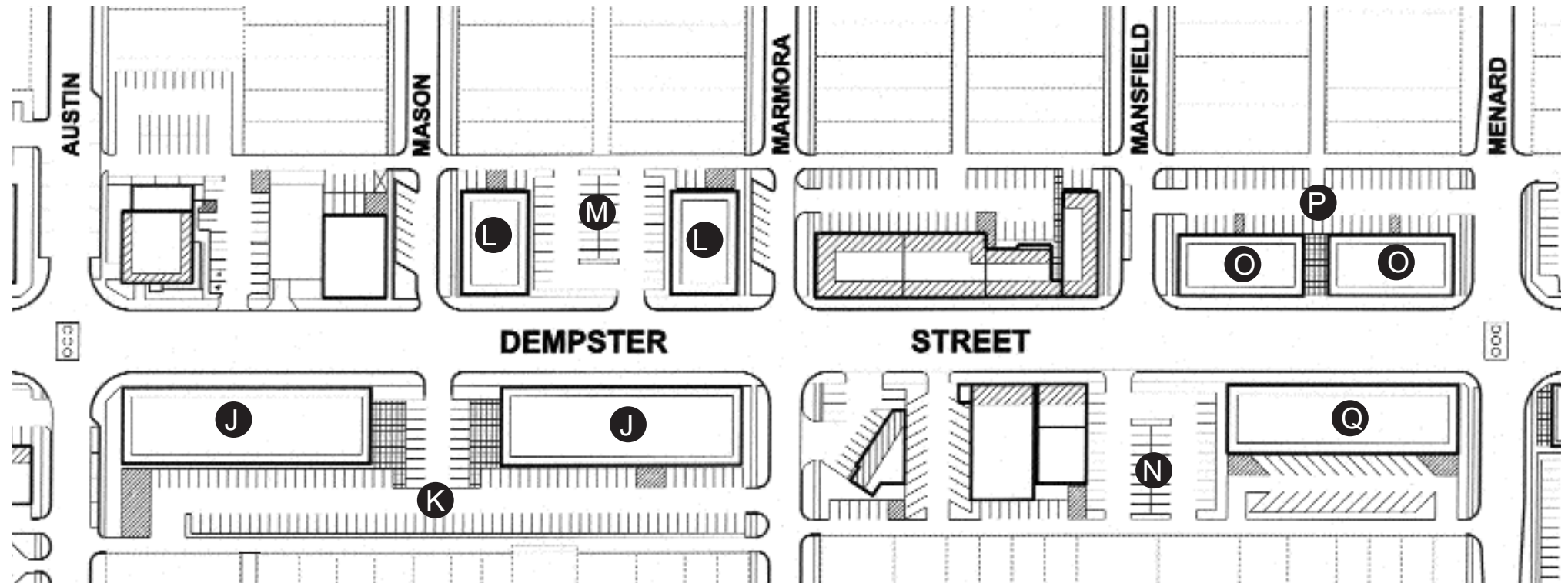
Dempster Street Commercial Corridor

MASTER PLAN

Master Plan: Short-Term



Master Plan: Long-Range



Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

Corridor East (Menard to Central):

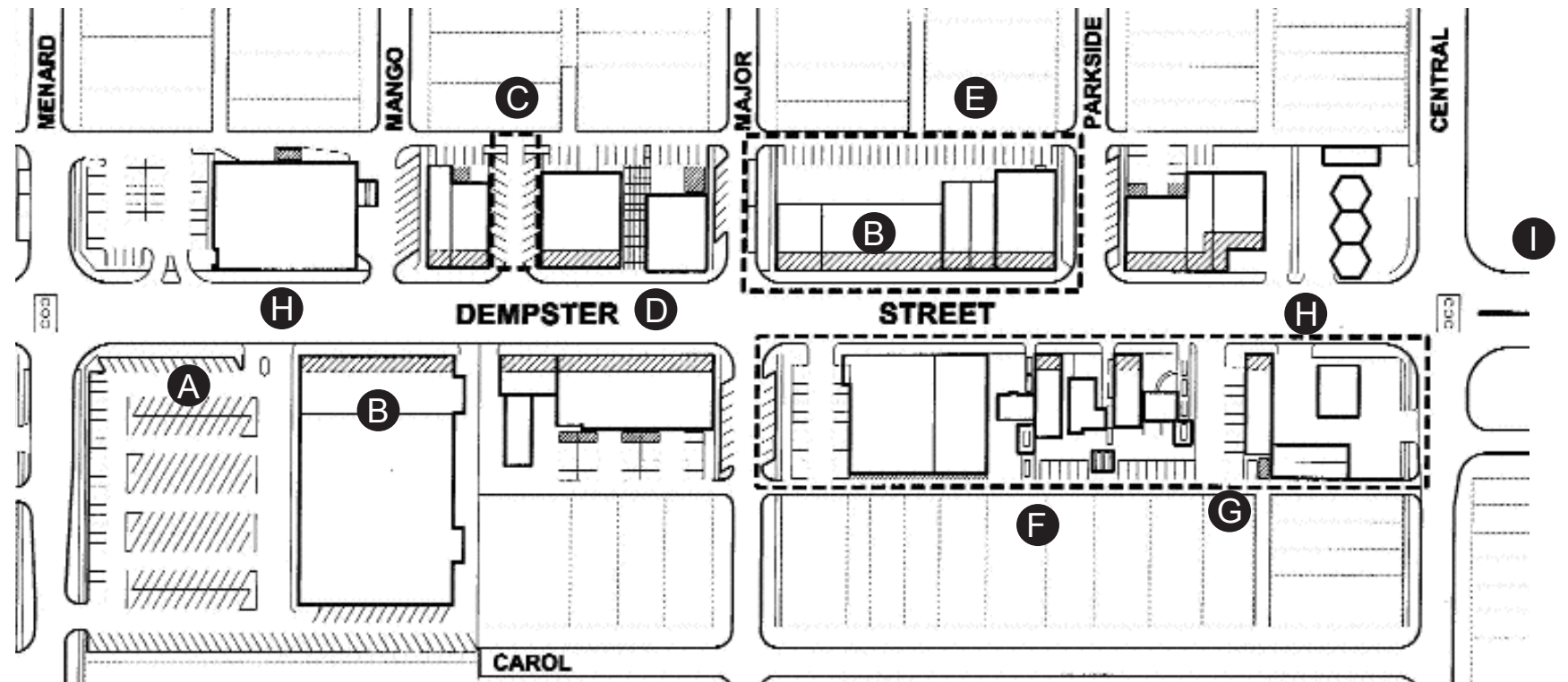
- | | | |
|---|---|--|
| A. Designate some spaces in large medical center lot for shopper parking. | F. Improve block between Major and Central (south side) with additional shared parking (approx. 33 needed). | J. Develop southeast corner of Dempster and Menard with restaurant/retail (2,850 square feet). |
| B. Improve building facades throughout Corridor (i.e., new awnings/signage, tuckpointing, etc). | G. Reconfigure and pave existing parking lot (12 spaces). | K. Redevelop northeast corner of Dempster and Major with retail/office use (13,000 square feet/40 spaces). |
| C. Construct shared parking on site acquired by Village in center of block between Mango and Major (18 spaces). | H. Remove all on-street parallel parking and improve Corridor streetscape and signage. Realign/reconstruct Dempster with four through 11-foot lanes and a 12-foot bi-directional center turning lane. | L. Create shared shopper parking lot with limited curb cuts (56 spaces). |
| D. Eliminate driveway curb cut. Create a pedestrian path. | I. Install Village identity gateway at northeast corner of Dempster and Central. | M. Redevelop property west of gas station with retail/office use (7,000 square feet/28 spaces). |
| E. Improve block between Major and Parkside (north side) with additional shared parking (approx. 29 needed). | | N. Eliminate loading zone area and expand parking. |

* All on-street (side street) parking is not included in the above calculations.

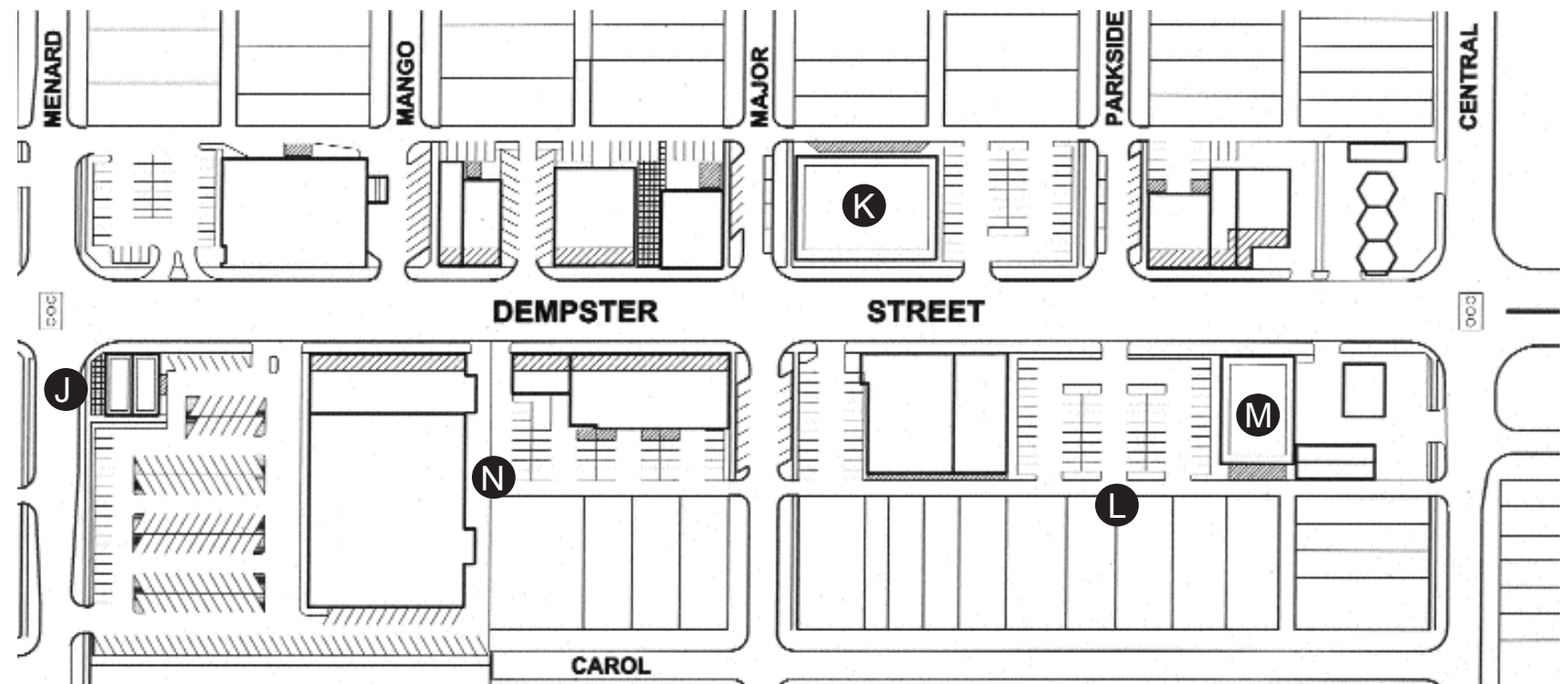
Dempster Street Commercial Corridor

MASTER PLAN

Master Plan: Short-Term



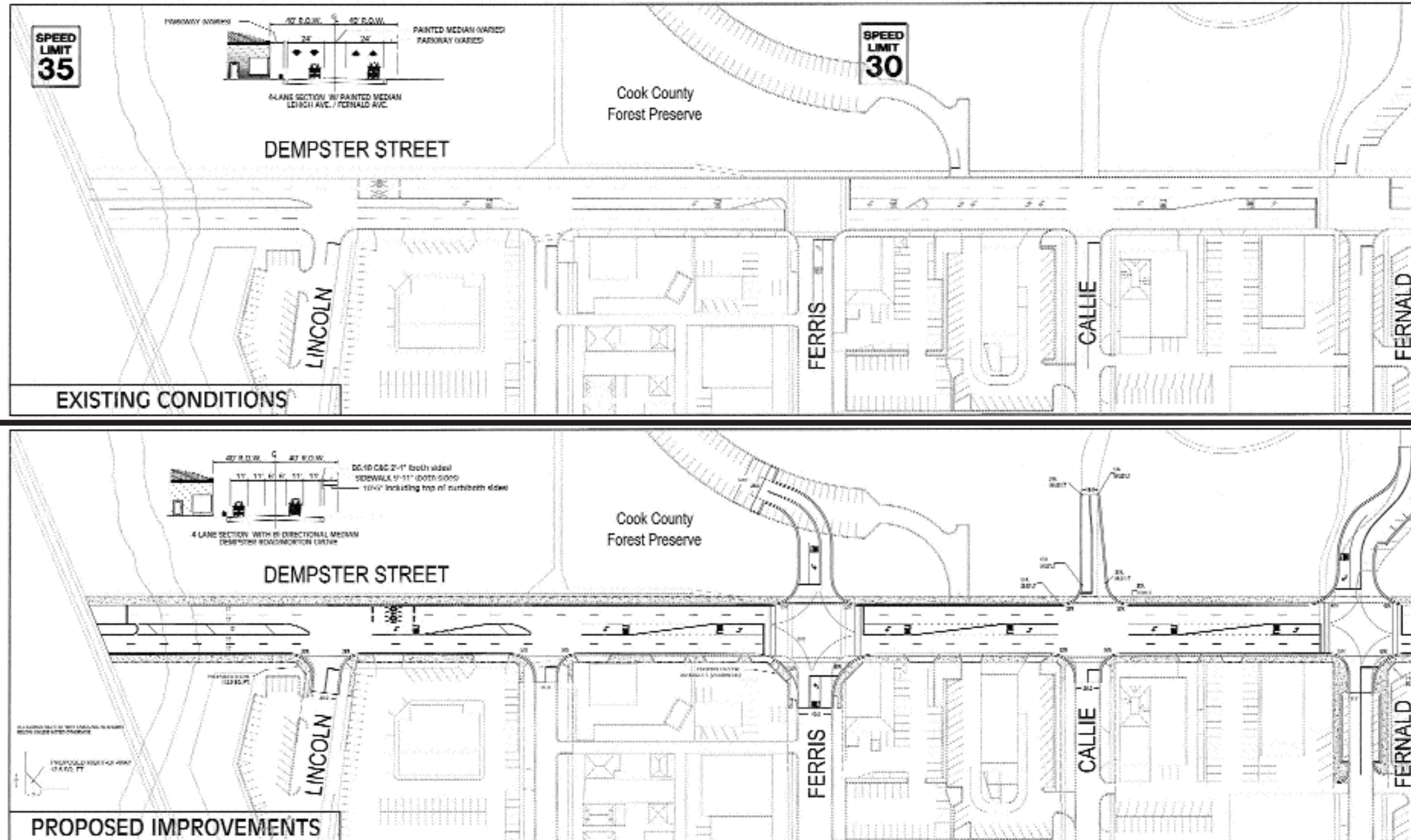
Master Plan: Long-Range



Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

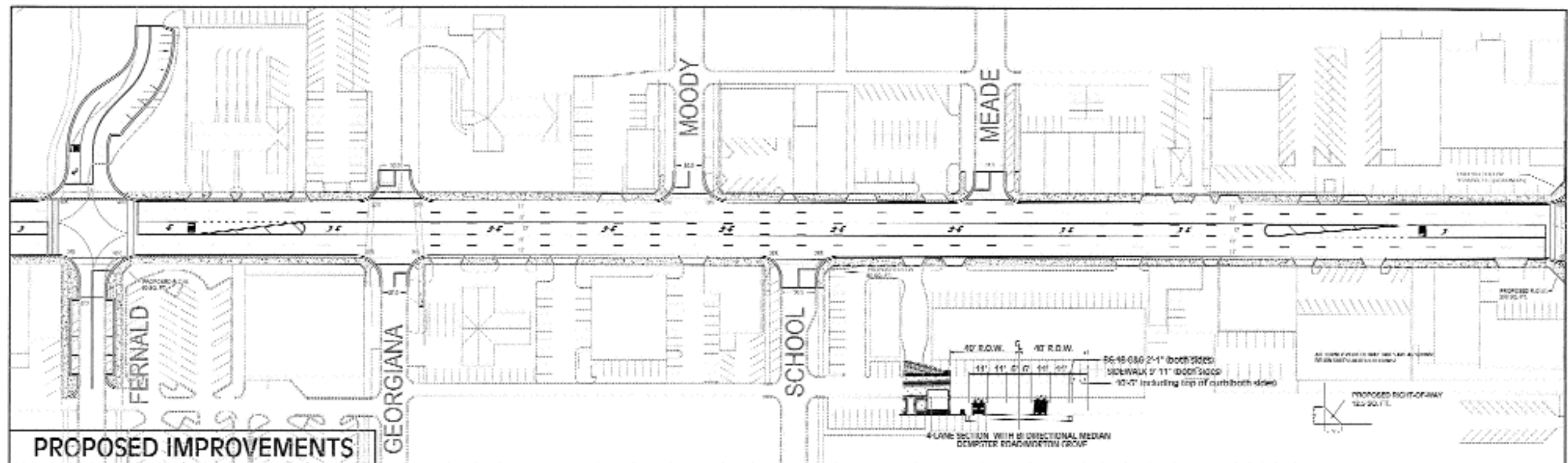
Engineering Plans: Corridor West



Dempster Street Commercial Corridor

CORRIDOR MASTER PLAN

Engineering Plans: Corridor West Central



VILLAGE OF MORTON GROVE

SPEED LIMIT 30

AUSTIN

MASON

DEMPSTER STREET

MARMORA

MANSFIELD

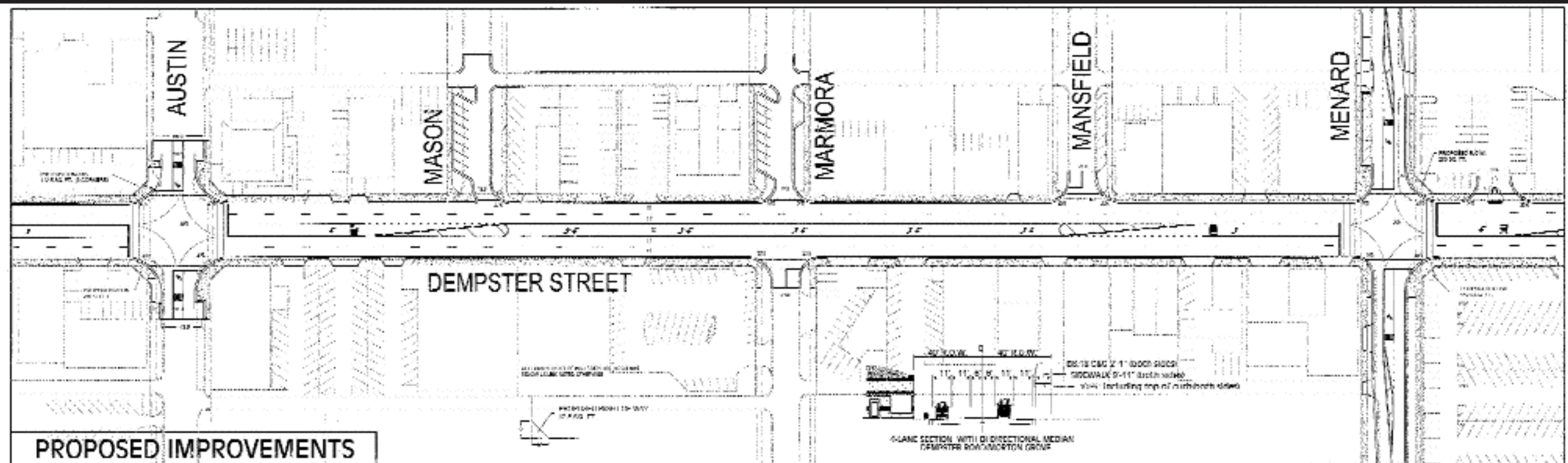
MENARD

6' S.W.K.V. 22' 22' 6' S.W.K.V.

PROPOSED PARKING LANE (BOTH SIDES)

4 LANE SECTION W/ PARKING LANES
FORMALD AVE + CENTRAL AVE

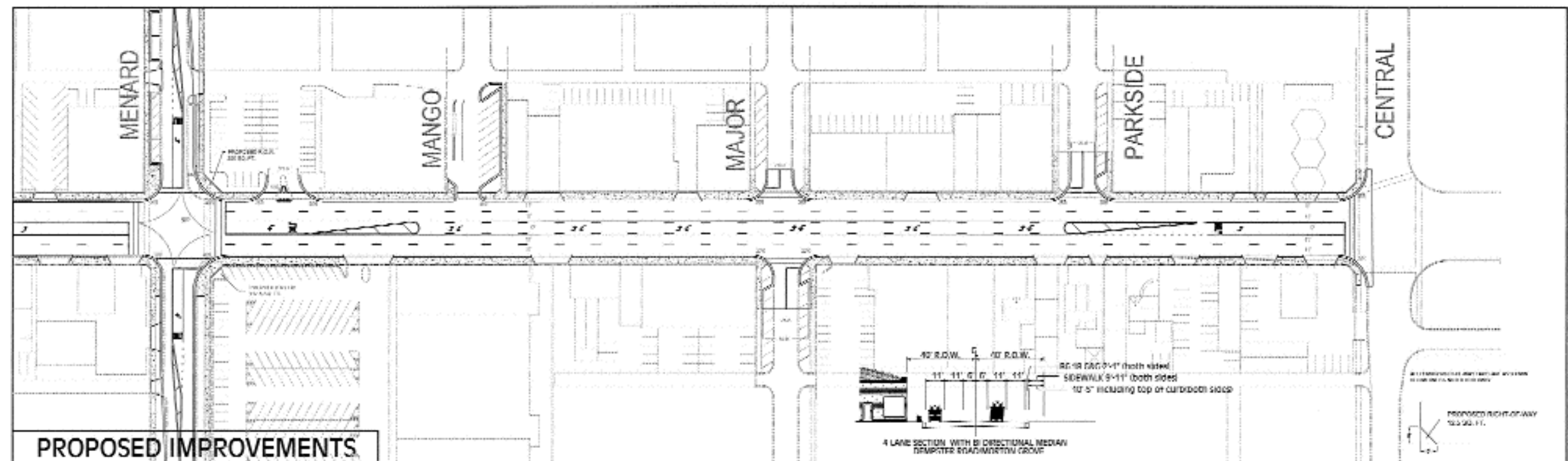
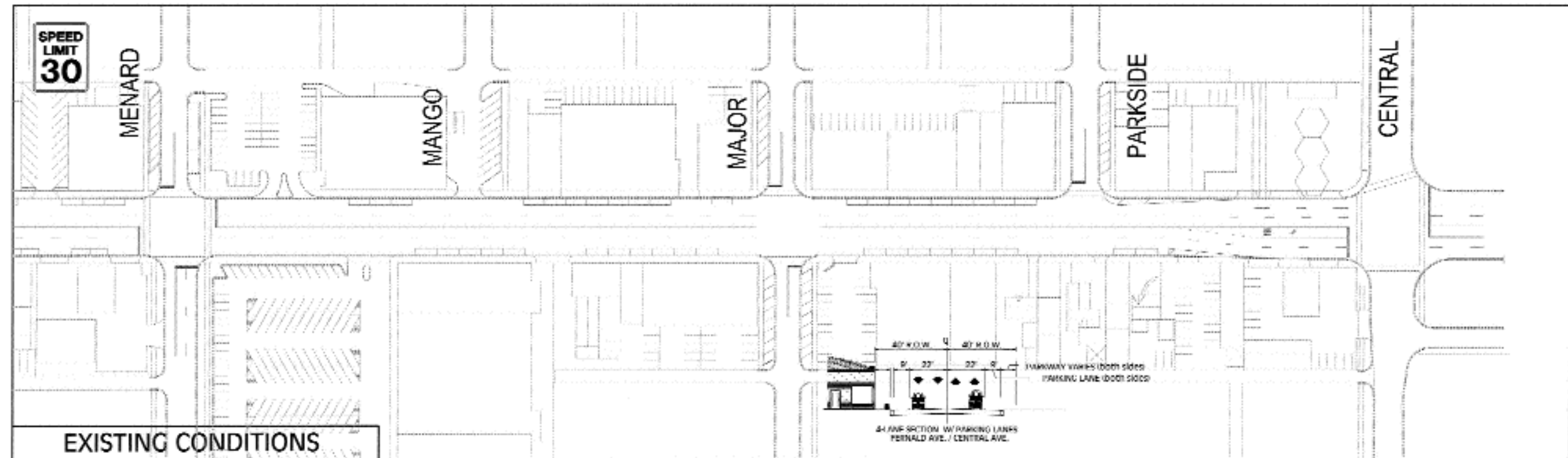
EXISTING CONDITIONS



Dempster Street Commercial Corridor

CORRIDOR MASTER PLAN

Engineering Plans: Corridor East



Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

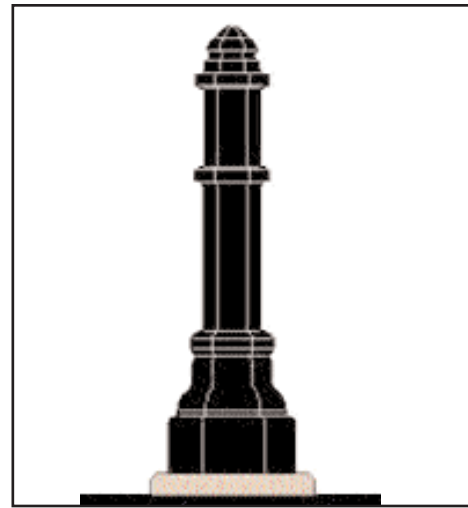
STREETSCAPE ELEMENTS



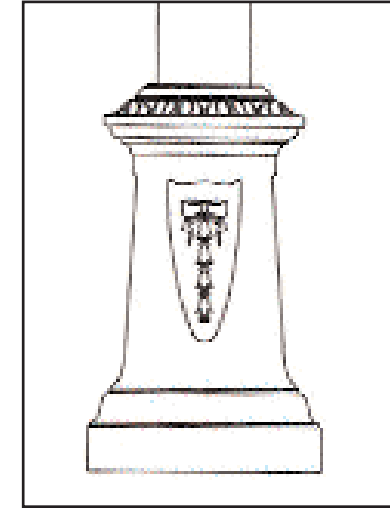
Decorative Bench



Decorative Railing



Bollard



Light Pole Base



Trash Receptacles



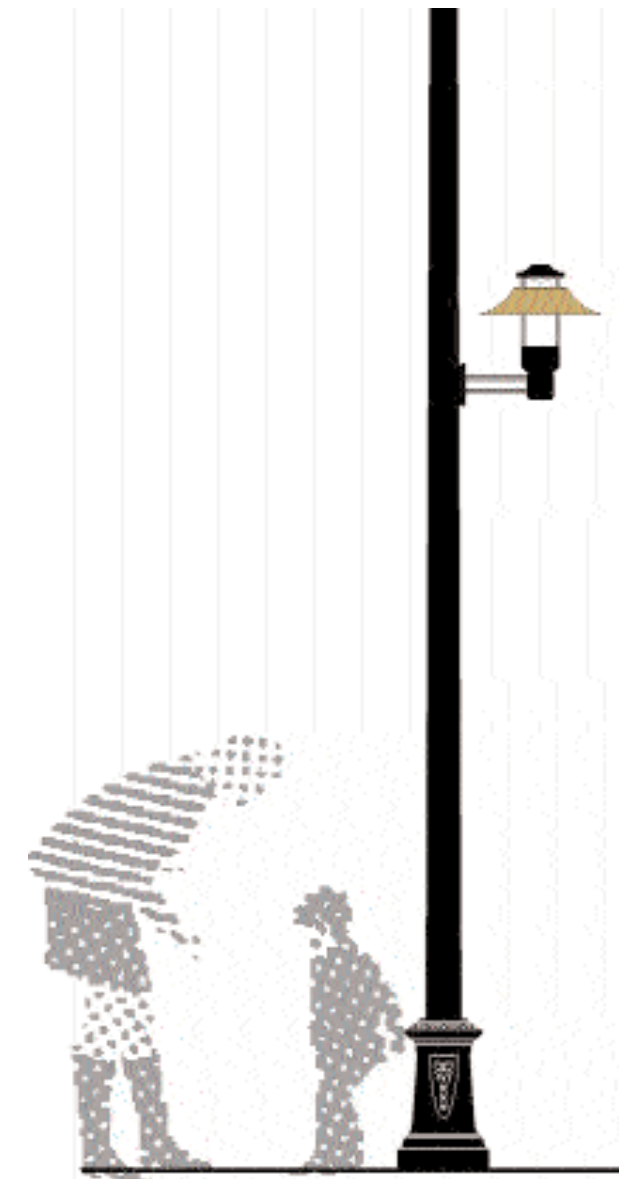
Decorative Brick Pavers



Overhead Street Lamp



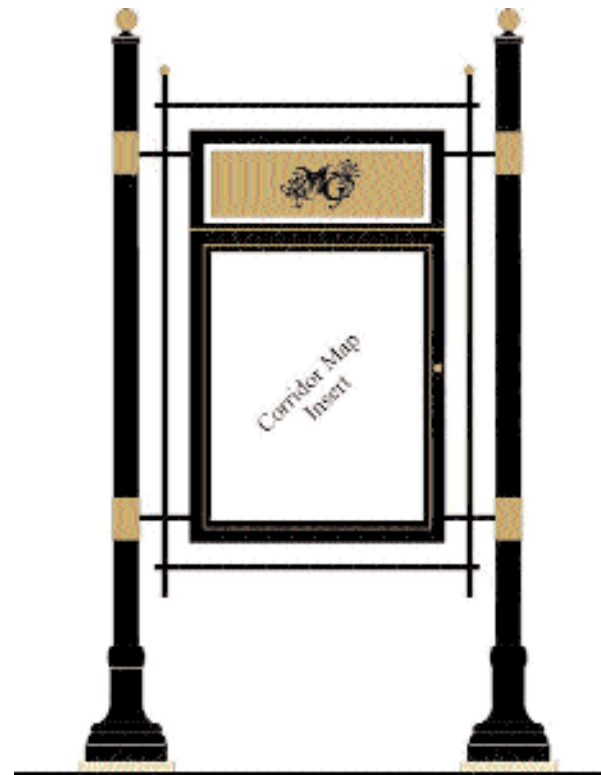
Overhead Pedestrian Lamp



Dempster Street Commercial Corridor

MASTER PLAN

CORRIDOR SIGNAGE



Informational Kiosk



Village Limits Signage



Village Gateway

Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

BUSINESS SIGNAGE



Blade Signage



Blade Signage



Ground-Mounted Signage



Ground-Mounted Signage

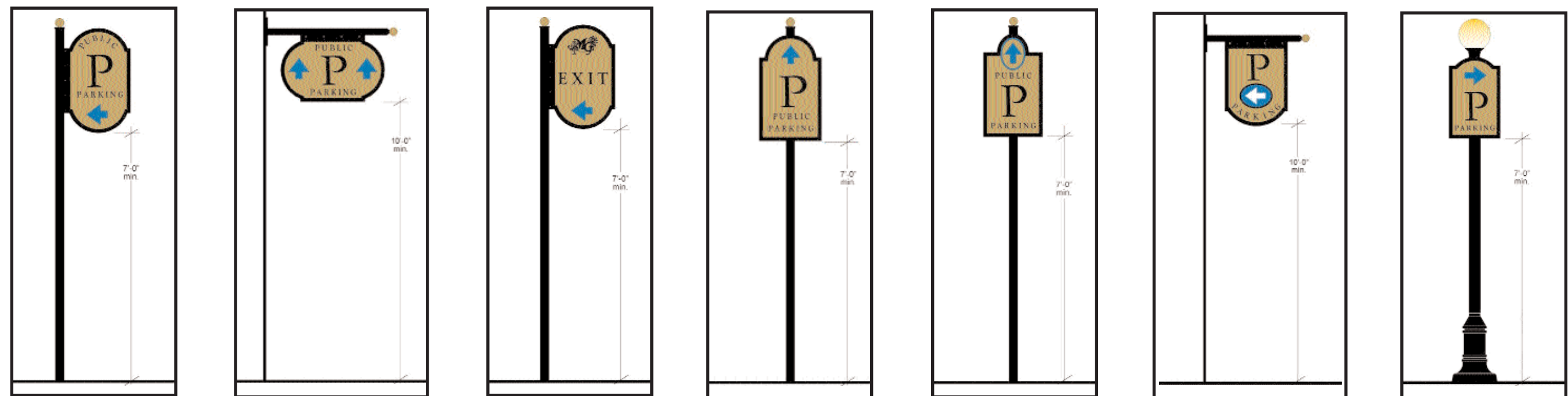
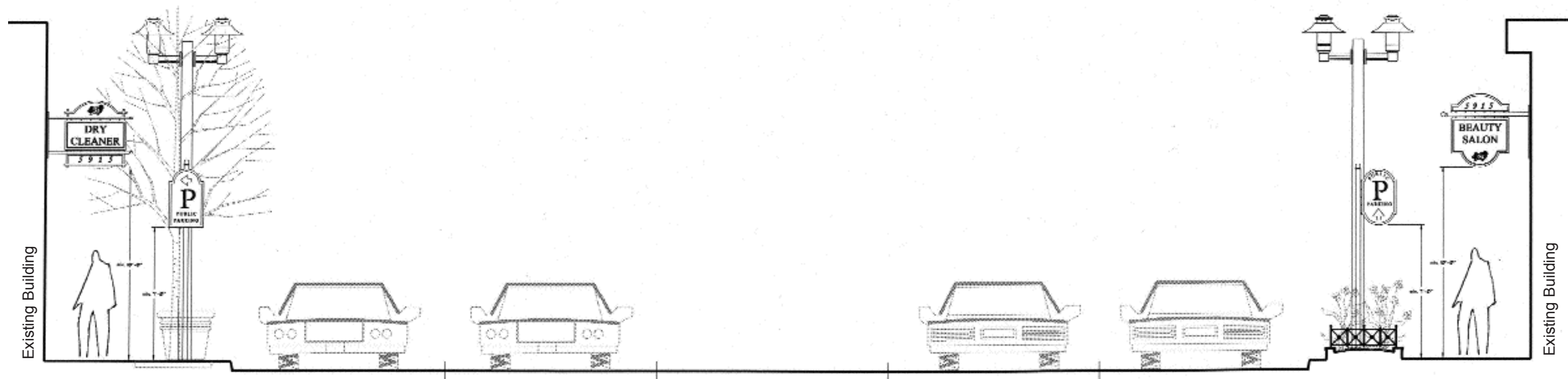


Ground-Mounted Signage

Dempster Street Commercial Corridor

MASTER PLAN

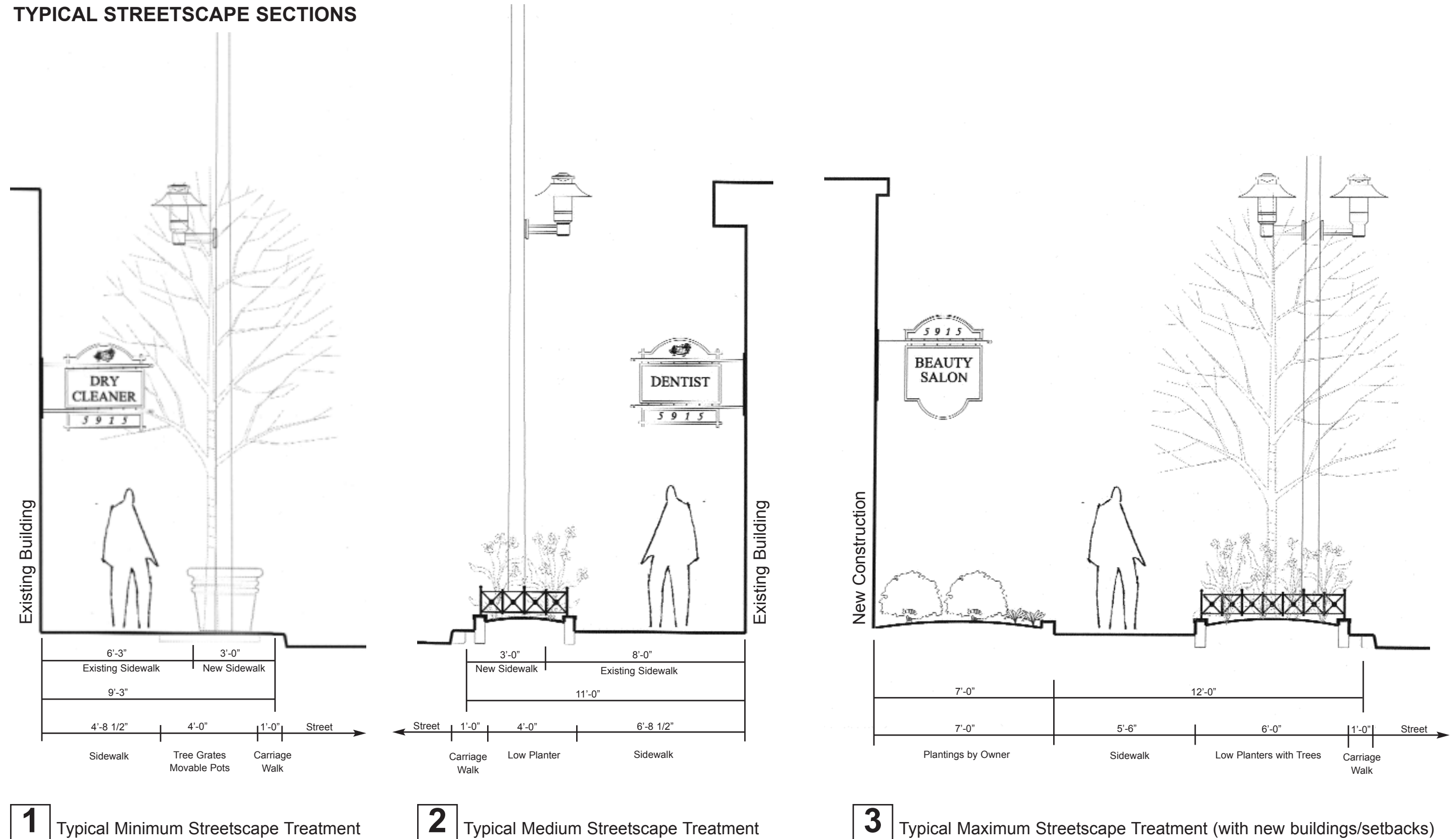
PARKING SIGNAGE



Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

TYPICAL STREETScape SECTIONS



Dempster Street Commercial Corridor

MASTER PLAN

DESIGN CONCEPTS



AFTER - Facade improvements along Dempster near Marmora.



BEFORE

Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

DESIGN CONCEPTS



AFTER - Streetscape improvements and new development along Dempster at Lincoln.

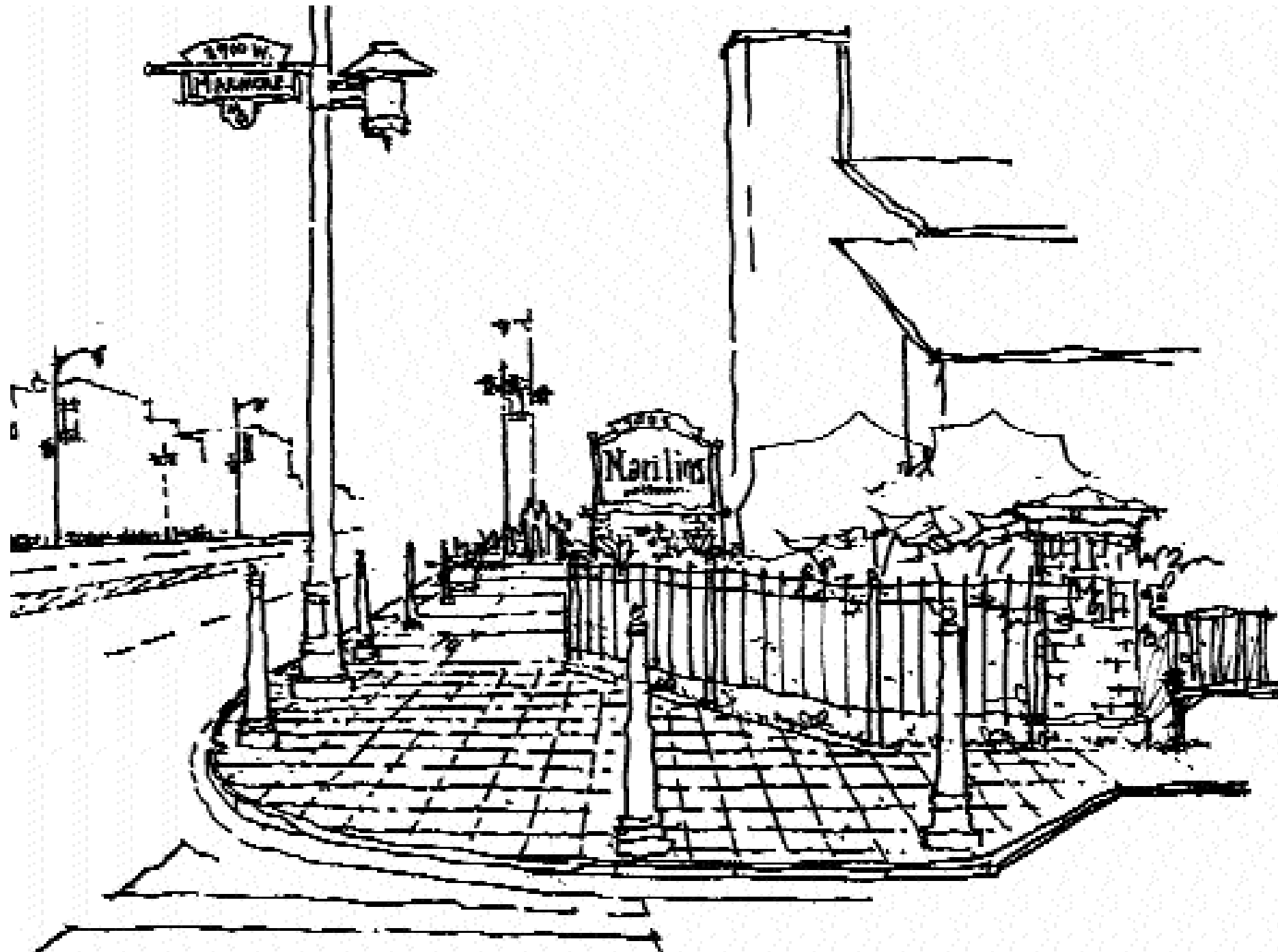


BEFORE

Dempster Street Commercial Corridor

MASTER PLAN

DESIGN CONCEPTS



AFTER - Streetscape improvements along Dempster at Marmora.



BEFORE

Dempster Street Commercial Corridor

VILLAGE OF MORTON GROVE

DESIGN CONCEPTS



AFTER - Streetscape and signage improvements along Dempster at Marmora.



BEFORE

Dempster Street Commercial Corridor

IMPLEMENTATION

IMPLEMENTATION

A major commitment will be needed by the Village and Corridor property and business owners to change Dempster Street into a premier commercial corridor.

An implementation strategy for the Master Plan should consider the following components:

- Developer Recruitment.
- Tax Increment Financing.
- Common Parking Easement.
- Special Service Area (SSA).
- Business Improvement District (BID).
- Streetscape Design/Engineering.

Developer Recruitment:

To implement the Corridor improvement program, several initiatives should be taken to attract developers to Dempster Street and retain business and shopping activities.

The Village could market the area to developers through briefing meetings, developer workshops, and tours to inform companies about investment opportunities in the Corridor based on the new Master Plan. Developers experienced in commercial and mixed-use development should be targeted.

The following initiatives should be considered:

Marketing Kit:

A marketing kit could be prepared which contains Village demographic and market information. The Master Plan as well as Corridor success stories should be featured.

Direct Marketing:

Direct mail marketing with follow-up briefings might be undertaken to attract developers to the Corridor.

Representation/Organizational Involvement:

The Village could increase its visibility through its current participation in the International Council of Shopping Centers (ICSC). Future participation with the Illinois and International Downtown Association (IDA) and Illinois Restaurant Association may help to make contacts with retailers and restaurateurs looking for new locations.

Tax Increment Financing:

Tax Increment Financing (TIF) is a state authorized program administered by the Village that provides targeted financial resources for a specific redevelopment area. As noted earlier, the Village created a TIF district for the Waukegan Road Corridor in 1995 that includes approximately 50% of all property. The Village also created a large TIF around the Train Station area that includes a small part of the west end of the Dempster Corridor.

A TIF district is structured as follows:

- Property values in the designated district are established at a base point in time (base value).
- All governments with property taxing authority in the district continue to receive tax revenue generated at the "base value" tax rates.
- The additional value, also known as incremental value, created by new development, is taxed at the overall rate levied by the governments.
- The tax revenue generated from the incremental property value is distributed to the Village to pay for eligible redevelopment costs, financed through bonds or other funding vehicles.

Eligible costs include TIF studies, property acquisition, demolition, and rehabilitation, infrastructure improvements, certain financing costs, job training, and environmental remediation.

The versatility of TIF makes it a popular device to finance clearance and redevelopment activities, and its use should be considered for the Dempster Street Corridor.

Special Service Area:

A Special Service Area (SSA) is a state authorized financing program administered by municipalities that provides financing resources for a specific area. It is funded through a separate property tax levy paid by property owners in a designated area.

An SSA can be initiated by a municipality and/or property owners wanting certain services above those already available to all property owners and residents, such as advertising/marketing, parking, loan programs, capital improvements, and maintenance.

An SSA consists of all contiguous properties that will benefit from the special services. After approval by the Village Board, the tax would be levied and distributed to the SSA on an annual basis.

A Special Service Area Commission is formed with representatives of businesses, property owners, and the Village to administer the services.

An SSA is a useful implementation tool for improving, managing, and maintaining commercial districts and should be considered for Dempster Street.

Common Parking Easement:

The Corridor's overall commercial viability is negatively affected by the shortage of parking in its more densely developed blocks and overall lack of interconnected parking lots. The limited amount of available land on these blocks requires innovative solutions to the parking and circulation problems. Common parking easements may be a way to address the need to link and share parking areas.

An easement is a recorded agreement whereby the use of air, land, or mineral rights are granted by property owners for a specific purpose.

A parking easement could increase parking supply, improve traffic circulation for multiple stop shoppers, enhance physical conditions and safety through regular maintenance by a single supervising entity, and reduce parking lot ownership costs via economies of scale in maintaining the lots.

A common parking easement could be structured as follows:

- Business owners would allow common use of private parking lots and interconnected driveways.
- The lots would then be reconfigured and connected with lots on adjacent properties to increase the number of parking spaces as well as provide an interconnected circulation system.
- The Village, private company, or some property owners would assume responsibility for maintaining the easements (parking lots), including reconstruction, cleaning, painting, repairing.
- Property owners would pay a proportional fee for those services based on lot size.

A common parking easement for all existing and future parking areas in the Corridor should be considered on a site by site basis.

Business Improvement Districts:

A Business Improvement District is a state authorized development program that municipalities can establish for improving designated areas. The benefits of such districts include:

- The ability to create a commission to act as an agent for the municipality for business district development/redevelopment.
- The right to review all development and redevelopment proposals in the district.
- Use of eminent domain for acquiring real or personal property for a development/redevelopment project.
- Acquisition, management, conveyance, and/or disposition of real property and/or personal property according to an adopted development/redevelopment plan.
- Acceptance of grants and/or loans from the Federal or State government.
- The right to borrow funds and issue bonds as deemed necessary.
- The right to enter into contracts with any public or private agency or person.
- The right to sell, lease, trade, or improve real property acquired in connection with the development/redevelopment plan.

- The ability to employ persons necessary for the planning, administration, and implementation of business district plans.
- The ability to expend public funds as necessary for the planning, administration, and implementation of business district plans.
- The ability to establish by ordinance or resolution, procedures for planning, execution, and implementation of a businesses district plan.

The advantage of a BID district is its versatility in funding a wider range of initiatives and activities than is available under an SSA designation. However, unlike an SSA, a BID can't be used to levy additional taxes.

Additional research is needed to identify the advantages for the Corridor of a BID versus a TIF. A BID district may be an effective tool for the Corridor.

Streetscape Design:

The next steps in the streetscape improvement process include:

1. Conduct meetings with the Village to review and approve the Streetscape Design Plan for each block along Dempster Street.
2. Prepare Design Documents and Construction Drawings for the streetscape, including:
 - landscaping;
 - benches;
 - waste cans;
 - lighting;
 - walls/fencing;
 - paved areas (curb, gutter, driveways, streets);
 - special paved areas;
 - corridor and business signage.

The Design Documents and Construction Drawings would take approximately 6 to 8 months to complete.