



VILLA PARK COMPREHENSIVE PLAN

2025 - 2045 | DRAFT 2/14/2025



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CHAPTER 1

INTRODUCTION

The Villa Park Comprehensive Plan will serve as a foundation for decision-making and help guide the Village as it implements the community's vision and goals. This chapter explains the role of the Comprehensive Plan in shaping future growth and development, detailing its function as a guiding document for land use, transportation, and infrastructure decisions. Additionally, it provides a snapshot of the community's current conditions as it plans for the next 20 years. This understanding of the Village's needs and existing opportunities supported the foundation for Villa Park's vision and goals.

WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan represents the Village's official vision for the future, looking ahead to the next 20 years. As a policy guide, the Comprehensive Plan outlines specific actions to achieve the Village's vision. It is designed to serve as a foundation for decision-making for the Village, developers, residents, and other stakeholders.

PURPOSE OF THE COMPREHENSIVE PLAN

The Illinois State Law 65 ILCS/11-12-5 allows Villa Park the power to formulate a Comprehensive Plan for both existing and future development or redevelopment. The Plan aims to steer decisions related to development regulations, capital improvements, and other local policies and actions. It is a tool for the community to help coordinate efforts and direct how the Village may use its resources. The Village of Villa Park adopted its current Comprehensive Plan in 2009, a Comprehensive Plan should be updated every 10-20 years to ensure it remains a useful and relevant tool for guiding development and growth.



PLANNING PROCESS

The Village of Villa Park Comprehensive Plan is the result of a multi-step process that focused on community engagement, assessing current conditions, identifying opportunities and challenges, setting a vision, goals, and objectives, and creating planning recommendations and policies. The following is a summary of the Comprehensive Plan process:

TASK 1: KICK-OFF AND EXISTING CONDITIONS

To “kick off” the planning process, initial meetings were held with Village staff, department heads, Planning and Zoning Commission, the Village Board, and elected officials. This task included an assessment of existing conditions and the preparation of an Existing Conditions Memo. Relevant past plans, policies, and reports were reviewed, along with an analysis of Villa Park’s demographic and economic trends. Upon completion, the Existing Conditions Memorandum (ECM) was finalized and presented to the Village Board.

TASK 2: PUBLIC ENGAGEMENT

Public engagement involved several methods to gather input. An interactive project website was linked to the Village’s website, which featured an online community survey and the map.social engagement platform. Key stakeholder interviews, focus groups, DIY workshop kits, a business community workshop, and a community visioning workshop were also used to collect feedback. Village staff, residents, business owners, managers, and other key stakeholders were invited to participate in these outreach activities.

TASK 3: PLAN VISIONING AND KEY RECOMMENDATIONS

A Vision Statement and Goals for the Comprehensive Plan were created based on community feedback and existing conditions analysis. This established an overall vision for the future of Villa Park that formed the cornerstone of the planning process. This task also included preparing preliminary land use recommendations to form the Village’s future land use map. This culminated in a memo that consisted of the vision, key recommendations, and future land use.

TASK 4: SUBAREA PLANS

The Comprehensive Plan includes six Subarea Plans, North Avenue Corridor, Uptown District, St. Charles Corridor, Old Town District, Historic Ardmore District, and Roosevelt Road Corridor. During a working session with Village staff specific land use recommendations were developed for each area. The subarea plans provide detailed recommendations on land use, development sites, access and mobility, parking, and other essential aspects in addition to conceptual plans and 3D visualizations. The Subarea Plans were presented to the Planning and Zoning Commission and the Village Board. Based on their feedback, necessary adjustments were made before incorporating them into the Comprehensive Plan.

TASK 5: DRAFT COMPREHENSIVE PLAN ELEMENTS

This task included the preparation of preliminary Village-wide policies and recommendations for the core elements of the Comprehensive Plan. These elements, which included land use, housing, economic development, transportation, community facilities, and public infrastructure, were based on the vision, goals, and key recommendations developed earlier in the planning process.

TASK 6: DRAFT AND FINAL COMPREHENSIVE PLAN

Following completion of the draft elements and incorporating feedback received during community outreach, the draft and final versions of the Comprehensive Plan were prepared for review, consideration, and adoption. The public reviewed the Draft Plan during an Open House. After receiving feedback and holding discussions, a revised version was presented to the Planning and Zoning Commission at a formal public hearing. Upon approval from the Planning and Zoning Commission, the final version of the Comprehensive Plan was presented for formal adoption by the Village Board.





USE OF THE PLAN

The Comprehensive Plan intends to be a document that is utilized by the Village, residents, developers, and others. The Comprehensive Plan serves the following key functions:

COMMUNICATE THE VILLAGE'S VISION

The Plan is a powerful statement of the community's vision for how it will grow and change over the coming years. It identifies the Village's priorities and charts a path for strategic growth, infill, and redevelopment.

INFORM DEVELOPMENT PROPOSALS

The Plan serves as a long-term guide for evaluating public and private proposals that impact the community's physical, social, and economic environment. The Plan aids in assessing development proposals to ensure they align with the Village's long-term objectives.

FOUNDATION FOR THE REGULATORY FRAMEWORK

The Plan is a foundation for zoning regulations, the official zoning map, and other decisions governed by these regulations. The Village should amend its rules to align with the Plan's long-term goals.

COORDINATE INITIATIVES

The Plan informs and coordinates planning initiatives that affect the Village at local, county, and regional levels. The Plan may guide and inform efforts related to housing, transportation, transit, trails, natural resources, economic development, and recreation.

PREPARE FOR FUTURE STUDIES

The Plan establishes a path forward but cannot adequately address every issue faced by the Village. It will serve as a tool to help identify additional studies and future action steps to address specific community needs.

INFORM AND GUIDE

The Plan is beneficial for the Village Board, the Planning and Zoning Commission, other government committees, commissions, departments, elected officials, businesses, and residents. It should inform the community and provide vital information to guide future initiatives. The Plan is also a valuable marketing tool to promote the community and highlight investment opportunities.

PLAN ORGANIZATION

Although the Comprehensive Plan includes six chapters, it can be more broadly organized into four sections:

BASELINE UNDERSTANDING

A comprehensive understanding of Villa Park's existing conditions is essential for effective future planning. The planning context and community engagement form the foundation of these elements. These sections introduce the plan and are based on analyzing past planning efforts, market and demographic data, and public outreach.

- Chapter 1: Introduction

LOOKING AHEAD TO THE FUTURE

The Plan's Vision and Goals are both ambitious and implementable. Along with the future land use map and general land use policies, they outline the community's goals over the next two decades, providing the framework for recommendations and policies in the core elements.

- Chapter 2: Community Vision

CORE ELEMENTS AND POLICY DIRECTION

The Villa Park Comprehensive Plan is built around several core elements, each covered in dedicated chapters. These include specific recommendations for land use and development in the Village's commercial and industrial areas, as well as residential areas and neighborhoods. The Plan also addresses transportation and mobility, community facilities, infrastructure, and environmental considerations.

- Chapter 3: Land Use and Development
- Chapter 4: Transportation & Mobility
- Chapter 5: Community Facilities and Public Infrastructure

IMPLEMENTING THE PLAN

The Plan's implementation strategy details specific projects and actions needed to realize the vision, goals, and recommendations outlined in the core elements. It involves prioritizing actions, defining roles, and identifying potential funding sources for the Village and its departments, committees, and stakeholders.

- Chapter 6: Implementation



The Villa Park outreach process generated significant participation. Look for quotes from the community throughout the Plan.

COMMUNITY OUTREACH

As part of the planning process, community outreach was conducted to identify and address the issues and opportunities most important to Villa Park residents, local businesses, the development community, Village staff, and other key stakeholders. Public engagement included both in-person and online outreach events. The planning process incorporated 685 engagement points through in-person and online community outreach tools and exercises. The map located to the right summarizes findings from the Visioning Workshop held in February of 2024.

IN-PERSON OUTREACH

To gather input for the Villa Park Comprehensive Plan a series of workshops and stakeholder interviews were conducted with Village staff, community members, and key stakeholders to identify community issues, opportunities, strengths, and assets in the Village. Participants provided valuable insights on topics such as governance, land use, business support, and community development. Additionally, stakeholder interviews were conducted to explore specific topics in greater depth. The process culminated in a Community Visioning Workshop, which engaged a broader group of residents and stakeholders to map Villa Park's challenges and aspirations, ultimately shaping the Plan's Vision, Goals, and Recommendations. The complete list of in-person outreach events is listed below:

- Village Department Heads Workshop
- Planning and Zoning Commission Workshop
- Business Workshop
- Key Stakeholder Interviews
- Community Visioning Workshop
- Community Open House

ONLINE OUTREACH

The project website served as a central hub for the online engagement process, providing access to an online community questionnaire and the map.social, an online mapping tool. The questionnaire recorded input from residents on key topics such as housing, transportation, and more, with additional optional questions for the business community. Through map.social, stakeholders and residents were able to map out issues, opportunities, strengths, and assets across the area. The online outreach efforts resulted in a completed map showcasing location-specific insights and participant feedback.

OUTREACH TAKEAWAYS

The outreach feedback themes identified in this section were consistent across workshops, the online questionnaire, focus groups, and interviews. A broad range of community-identified issues, opportunities, and priority projects shaped the Plan. These outreach takeaways influenced the Comprehensive Plan.

HOUSING AND NEIGHBORHOODS

Participants emphasized need for the development of multi-family apartments near the Metra Station. Senior and adult living spaces, making the code enforcement and permitting process more user-friendly, and increasing allowable building heights to accommodate more housing and offering tax incentives were also recommended.

COMMERCIAL AND INDUSTRIAL AREAS

Participants mentioned that Villa Park has many services and goods that attract tourists from neighboring areas. Participants emphasized the importance of commercial development along the Old Town District and revitalizing areas near the Uptown District while preserving the commercial character.

Participants input included developing the Historic Ardmore District, and diversifying business types in the community and filling vacant buildings and storefronts. Participants also highlighted workforce talent shortages and lack of jobs.

TRANSPORTATION AND MOBILITY

Participants highlighted the need for improvements around the train station and St. Charles Corridor, with opportunities for transit-oriented development along the Uptown District. Concerns expressed during outreach efforts included the lack of overpasses or underpasses at train crossings, pedestrian safety, and traffic congestion. Respondents indicated support for an alternative north-south route through Villa Park, completing roadway projects, rethinking parking strategies, and enhancing streetscape beautification to boost the local economy.

PARKS AND RECREATION

Participants supported the expansion of parks, recreation, and natural resources, including extending trails into community gardens and improving park amenities and signage. Additional ideas included installing park art, upgrading Cortesi Park, and increasing the use of the Ardmore Avenue Train Station.

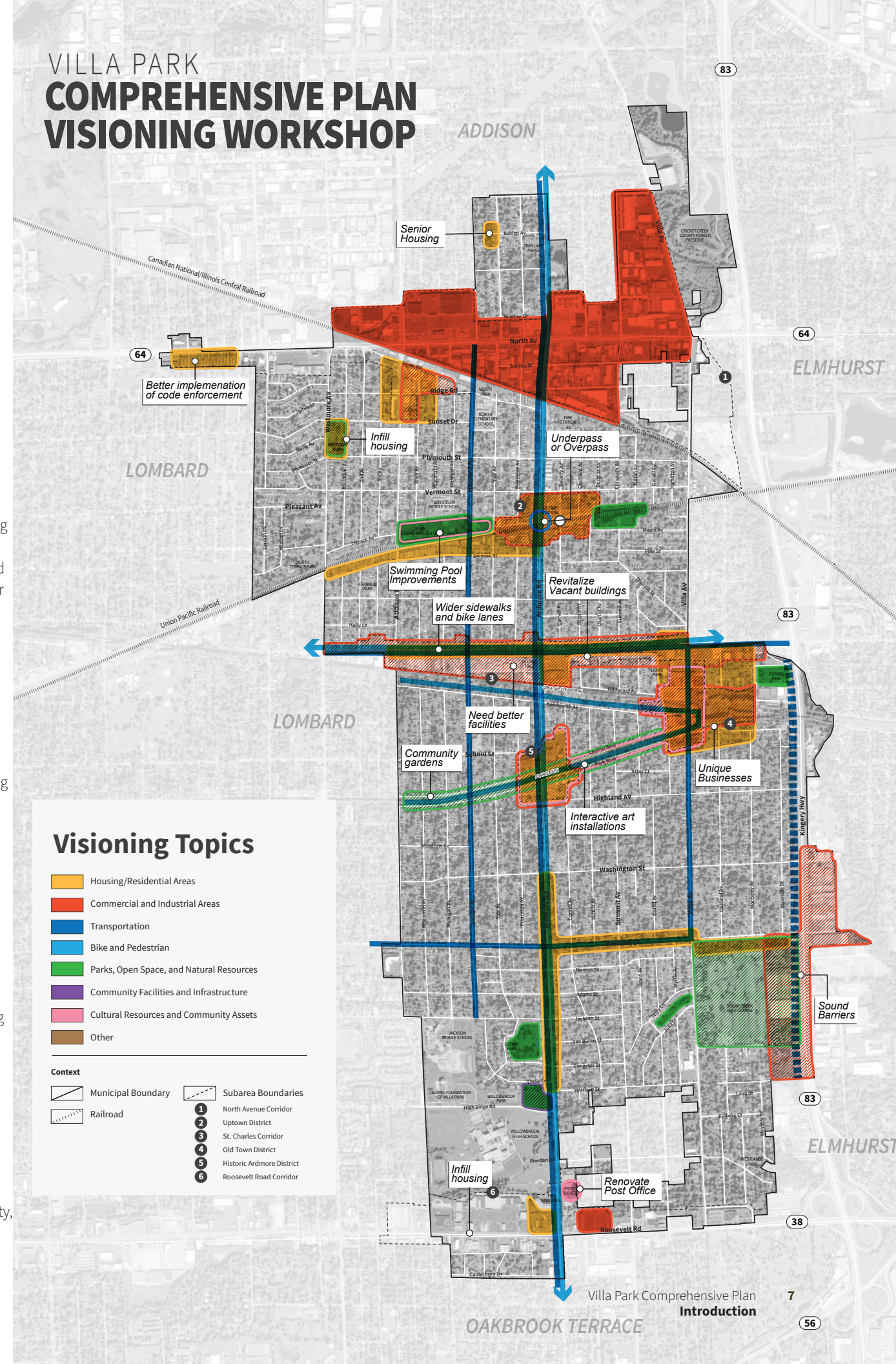
COMMUNITY FACILITIES

Participants suggested adding a senior center, a new pool, and redeveloping the Iowa Center to support community activities. They also supported improving Jefferson Park's infrastructure, such as sewers and sidewalks, and upgrading parks and recreational spaces.

CULTURAL RESOURCES AND COMMUNITY ASSETS

Participants recommended establishing a multicultural and art center to promote local creativity, preserve the Old Town's historical ambiance, and ensure that new residential developments complement the existing neighborhood character.

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For Public Comment
02/14/2025



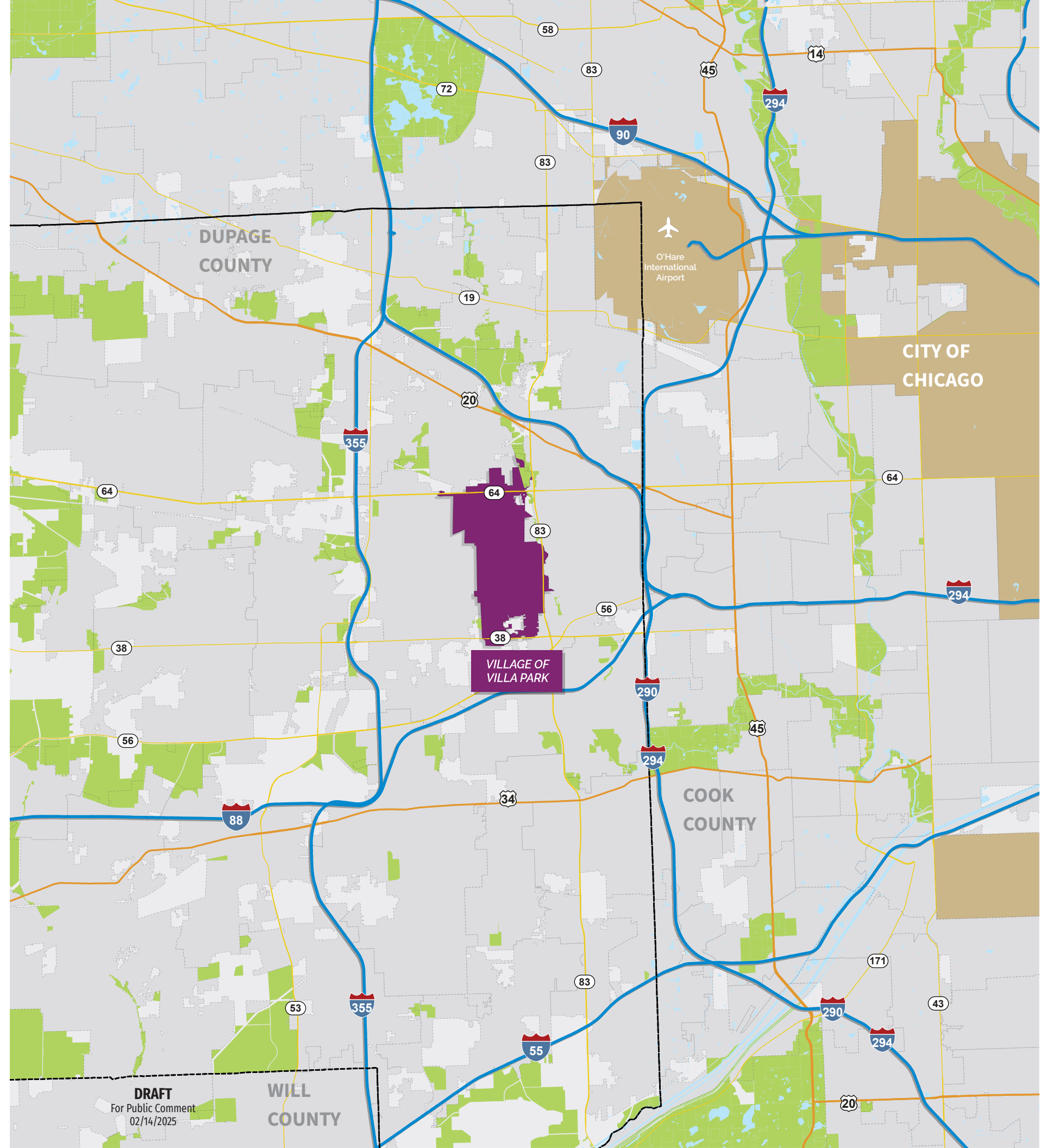
REGIONAL SETTING

The Village of Villa Park, located about 20 miles west of Downtown Chicago in DuPage County, is home to 22,755 residents. Neighboring communities include Addison to the north, Elmhurst to the east, Oakbrook Terrace to the south, and Lombard to the west. Villa Park is conveniently situated just 10 miles from O'Hare Airport and 20 miles from Midway Airport. Often referred to as the Garden Village, Villa Park was originally planned to be a community that offered a suburban lifestyle with an emphasis on gardens and green spaces. Villa Park boasts a proud history dating back to the early 1800s when German immigrants purchased farming land and settled in the area. Its rich history, along with its strategic location near major highways and transportation networks, makes Villa Park an excellent residential community in the western suburbs.

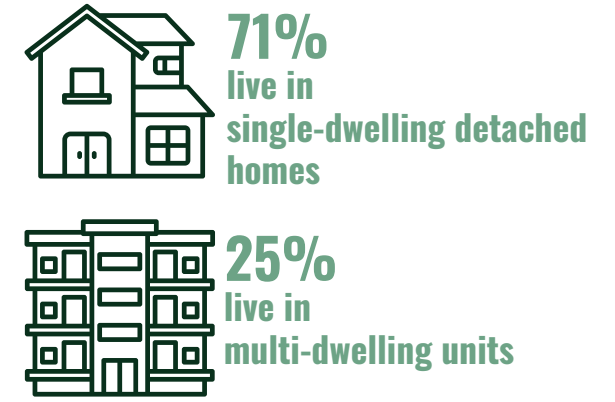
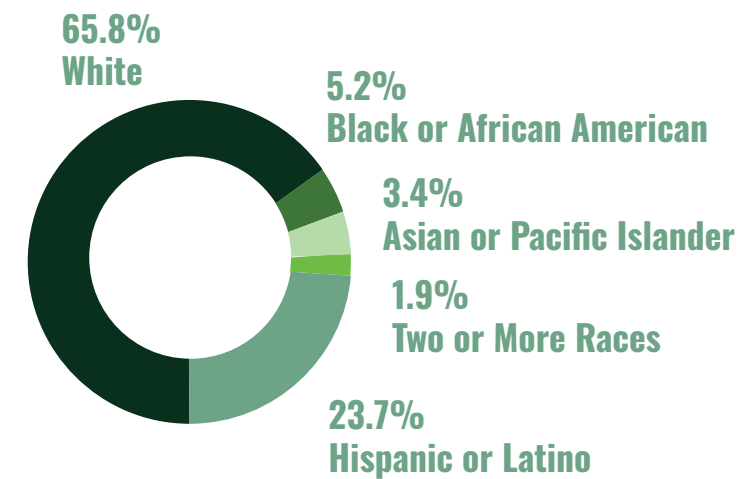
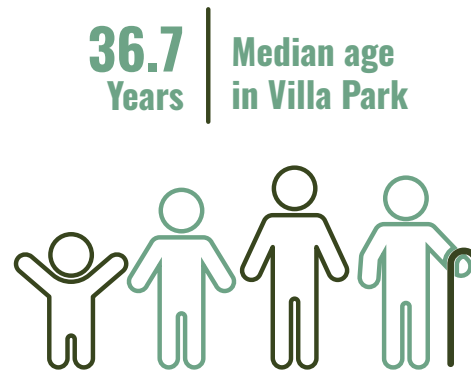
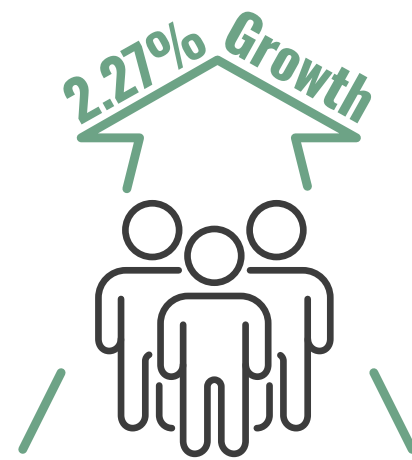
PLANNING AREA

The Villa Park Comprehensive Plan focuses on the Village's boundaries and selected unincorporated areas, identifying issues and opportunities within this area and offering specific recommendations. Although it considers the broader regional context of northeast Illinois, the Plan primarily concentrates on policies and recommendations for areas within and directly adjacent to Villa Park.

Per Illinois statute, Villa Park is authorized to plan for all areas within their municipal boundaries as well as land within their extraterritorial jurisdiction (ETJ). The ETJ refers to a 1.5-mile area extending from the municipal boundary. It excludes other incorporated communities, non-contiguous areas, and land claimed by other communities through a formal boundary agreement. All of Villa Park's planning area extends into its neighboring municipalities, making the Village a landlocked community restricted from outward growth. Therefore, any future development will be focused within the Village's existing boundaries.



DRAFT
For Public Comment
02/14/2025



PAST PLANS, STUDIES, AND REPORTS

As part of the Existing Conditions Memorandum, a review was conducted of past plans and studies that have been adopted by the Village of Villa Park. These plans were summarized and relevant data, information, and recommendations were pulled to help the creation of the Comprehensive Plan.

- Villa Park Comprehensive Plan Update (2009)
- Villa Park Bicycle and Pedestrian Master Plan (2018)
- Villa Park Complete Streets Policy (2020)
- Villa Park Capital Improvement Plan (2021)

DEMOGRAPHICS

Demographic data plays a crucial role in formulating the Comprehensive Plan. Understanding Villa Park's demographic profile enables the Village to address community needs, provide necessary services, and predict future service demands more accurately. Demographic conditions were assessed using US Census Bureau's American Community Survey data.

POPULATION

Over the past three decades, Villa Park's population has remained stable, with a slight increase in the last decade. According to the 2021 American Community Survey estimates, the population was 22,755. Since 2010, the Village's population has grown by 2.27%, compared to 2.48% in DuPage County and 0.6% in Illinois.

AGE

In 2021, the median age in Villa Park was 36.7 years, younger than county's 39.7 years and states' 38.5 years. Among Villa Park's 22,755 residents, the largest age group is 35-54, comprising 27.1% of the population. The age group 5-19 makes up 18.2% of the population, reflecting the presence of established families. The 25-34 age group makes up 14.6% of the population, compared to 25.7% in the county and 26.7% in the state. Since 2010, the median age in Villa Park has decreased, Whereas the median age of county and state increased from 37.4 and 36.2 in 2010 to 39.7 and 38.5 in 2021, respectively.

RACE AND ETHNICITY

In Villa Park, the predominant racial group is White, making up 65.8% of the total population. The Black or African American category represents 5.2% of the population, followed by the Asian or Pacific Islander category at 3.4%. Hispanic or Latino is an ethnicity that includes individuals of all races, as defined by the U.S. Census Bureau. In 2021, 23.7% of Villa Park's population identified as Hispanic or Latino. That percentage is higher than the County (14.5%) and the state (17.5%) in the State.

HOUSEHOLDS

Like DuPage County and Illinois, Villa Park's housing stock is predominantly owner-occupied and consists of single-dwelling homes. In the Village, 94.9% of housing units are occupied, aligning with the county and slightly above the state average. Of these, 70.9% are owner-occupied, while 29.1% are rented, mirroring county trends. In Villa Park, 71% of the housing stock is single-dwelling detached units, surpassing county and state averages by 10% and 25% of residents live in multi-dwelling buildings (two or more units), slightly below the county's 29% and the state's 33%.

HOUSING VALUE

Villa Park housing values have decreased slightly since 2010, contrary to the increase in housing values at both the county and state levels. Home values in Villa Park declined from \$269,300 in 2010 to \$263,100, 3%, in 2021. In contrast, the county and state experienced increases, from \$316,900 and \$202,500 reaching up to \$324,900 (3%) and \$212,600 (5%) in 2021, respectively.

Housing cost burden is defined as a household paying more than 30% of its income on housing, anything greater than 35% indicates a severe burden. Of the 8,329 occupied units in Villa Park, approximately 2,301 households (27%) are considered cost-burdened, with 59.1% being homeowners and 40.9% renters.

EXISTING CONDITIONS MEMO

The Existing Conditions Memo provided an overview of key data points before the development of the Comprehensive Plan. This section represents a summary of the demographic findings within the memo.



CHAPTER 2

COMMUNITY VISION

The vision statement for Villa Park outlines the ideal attributes of the village following the successful execution of the Comprehensive Plan. It incorporates feedback from the community and embodies the shared aspirations for Villa Park's future. The vision statement reflects our community's efforts and plans from a future perspective, offering insight into what Villa Park could look like 20 years from now.

The Vision Statement paints a picture of what the Village can achieve following the adoption of the Comprehensive Plan. The Vision Statement is the foundation for the Plan's goals that are long term targets that state what the community wants to accomplish over the course of the plan.

Vision Statement

Over the last century since its incorporation, the Village of Villa Park has experienced growth within its population, economic base, and geographic size to become home to nearly 23,000. Over the coming decades, the Village will continue its tradition of providing high quality housing, commercial and retail areas, regional connectivity, municipal services, and amenities.

The Village will provide a range in its housing stock that welcomes and attracts people in all stages of life, ensuring anyone can call Villa Park home. The Village will promote and support its commercial districts to grow as regionally recognized activity centers, known for its year-round activities, local businesses, diverse commercial offerings, and cultural events. The Village will connect housing stock, commercial areas, and local amenities through a multimodal network giving residents and visitors the option to comfortably walk, bike, drive or take transit.

Known as the “The Garden Village,” Villa Park will provide superb recreational spaces, while strategically expanding offerings to ensure all residents have access to green space. Villa Park will offer a unique experience and sense of community for residents and visitors drawn to its picturesque neighborhoods, attractive retail areas, high quality parks and recreation, excellent school system, and diverse cultural offerings.

Goals

LAND USE AND DEVELOPMENT

Facilitate land use and development patterns that allow the Village’s unique aspects to flourish – with a range of complete neighborhoods, commercial districts, employment areas, and an emphasis on protecting Villa Park’s ‘Garden Village’ identity.

HOUSING AND NEIGHBORHOODS

Encourage the strategic infill and development of complete neighborhoods that provide a variety of attainable housing choices for people in all stages of life – from youth to seniors, and from singles to families – and ensure access to key amenities, commercial areas, and personal services.

ECONOMIC DEVELOPMENT

Stimulate economic growth by placing emphasis on new small businesses, job creation, and creating experiential corridors that focus on creating memorable and engaging customer experiences rather than just selling products.

TRANSPORTATION

Provide a safe and well-connected multimodal network that connects all areas of Villa Park and major destinations beyond, accommodating all modes of travel including walking, biking, transit, and driving.

COMMUNITY FACILITIES AND PUBLIC INFRASTRUCTURE

Provide facilities, services, and infrastructure that both meet the needs of current residents and lay the groundwork for potential residents through continued investment and planning.



CHAPTER 3

LAND USE AND DEVELOPMENT

Villa Park is a suburban community characterized by its unique blend of residential charm and regional appeal. The Village is characterized by mostly single-family homes, along with commercial and industrial areas, and natural amenities. The Future Land Use Plan is designed to meet the community's evolving needs while preserving a balanced approach to support future growth and demographic changes. The Comprehensive Plan and its accompanying goals and recommendations will help guide land use and policy decisions, ensuring Villa Park reaches the aspirations outlined within the vision statement.

LAND USE INFLUENCES

The Future Land Use Plan establishes the framework for the use and development of land within the Village and the adjacent unincorporated areas within the Village's planning jurisdiction. A range of factors influence the Village's development pattern, including existing land use, new development, demographic trends, image and identity, and community input.

This Future Land Use Plan aims to highlight the Village's assets, leverage existing land use patterns, and guide development and redevelopment to maximize limited opportunities within the Village's built-out areas. This section provides long-term policies and recommendations to support high-quality residential, commercial, and mixed-use development, along with the protection and improvement of parks and open spaces in Villa Park.

EXISTING LAND USE

A review of existing land use was conducted to inform the planning process and better understand the Village's land use and development patterns. This review was guided by field reconnaissance, research, and available data.

The Future Land Use Plan for Villa Park identifies preferred land use patterns within the Village, maintaining existing land use configurations in several areas and identifying select areas for future growth. The Plan reflects the Village's built-out status, and new growth and development areas have been planned to change, reorient, and maximize land use in the Village.



OPPORTUNITIES FOR GROWTH

The Future Land Use Plan for Villa Park identifies preferred land use patterns within the Village, maintaining existing land use configurations in several areas and identifying select areas for future growth.

DEVELOP AND REDEVELOP STRATEGICALLY

Due to the Village's landlocked municipal boundary, it should develop and redevelop to ensure its neighborhoods, businesses, and employment areas are well designed, compatible, and economically sustainable. When development sites are available, the Village should work with property owners and developers to ensure they contribute to the economy and meet the community's needs. According to community feedback, local unique commercial development, multi-dwelling units, and mixed-use options are desired.

TRANSIT-ORIENTED DEVELOPMENT

The Union Pacific West Line serves Villa Park between Ogilvie Transportation Center in Chicago and as far west as Elburn, Illinois. Focusing on mixed-use, pedestrian friendly, and transit-oriented spaces close to the Metra Station will encourage public transit usage and help support the local economy. The Village should focus on establishing multi-dwelling units near the Uptown District to promote transit-oriented neighborhoods and diversify the housing options available to residents.

EXPANSION IN UNINCORPORATED AREAS.

Villa Park includes several unincorporated areas within and adjacent to its boundaries that present opportunities for strategic growth. Incorporating these areas, when and if appropriate, would increase the Village's residential base, enhancing property tax revenue. In some cases, annexation can address housing needs by expanding supply and offering diverse housing options, catering to household types and income levels. Additionally, annexation can increase Villa Park's population, attracting businesses and promoting economic development.

DEVELOPMENT ALONG MAJOR ROADWAYS.

Three major Illinois State Highways bound Villa Park: IL 83 (Kingery Highway), IL 64 (North Avenue), and IL 38 (Roosevelt Road), along with the local thoroughfare, St. Charles Road. These major thoroughfares connect the Village to broader metropolitan, regional, and national interstate systems. Several underutilized and vacant parcels of land are located along these important roadways, offering unique development opportunities. The Village should capitalize on the underutilized and vacant land along these major roadways by promoting and facilitating the development of large shopping centers, big-box retail stores, destination attractions, hotels, restaurants, and warehouses/distribution centers. This would leverage these arterials' high traffic volumes and connectivity to stimulate economic growth and enhance the Village's commercial appeal.

WHAT IS LAND USE PLANNING?

Land use planning is the practice of strategically designating land use types to create desirable neighborhoods and communities. Local government's create land use plans to guide desired development. Villa Park's Future Land Use Plan predicts what the Village will look like if all the recommended policies from the Comprehensive Plan were implemented.



FUTURE LAND USE PLAN

The Future Land Use Plan is intended to guide future growth and development for the Village. The Future Land Use Plan aims to improve the character and quality of the Village’s residential neighborhoods, enhance commercial and employment areas, and support a balanced approach to development.

SINGLE-DWELLING

Single-dwelling residential areas are neighborhoods where each lot contains one dwelling unit, which can be a standalone house or attached units like townhomes and duplexes. These areas encompass carefully planned subdivisions and older, established neighborhoods exhibiting classic neighborhood layouts. Single-dwelling homes are the most common form of residential property in the Village and most like will remain so.

INTENT

- Preserve the character of existing single-dwelling residential neighborhoods.
- Allow a mix of single-dwelling housing typologies in a neighborhood, such as single-dwelling detached and attached homes, and townhomes.
- Allow for the use of accessory dwelling units.

MULTI-DWELLING

Multi-dwelling residential development refers to properties that accommodate multiple units or households on a single lot. This can include independent buildings comprised of condominiums or apartments, structures within mixed-use developments, or specialized housing for seniors. Currently, such developments exist in various locations throughout the Village. These types of developments should be prioritized in areas close to transit options and commercial centers to facilitate easy access to amenities and transportation, enhancing residents’ quality of life.

INTENT

- Provide housing options for people are varying incomes and stages of life.
- Increase the housing density in key areas and corridors.
- Serve as a transition between commercial and lower density residential areas.

MIXED-USE

Mixed-use areas combine distinct functions, such as offices, shops, and homes, within the same building or development. These developments often have retail stores and restaurants on the ground floor to create an active and engaging pedestrian environment, with residential or other service-based activities above. Mixed-use developments should be targeted near the Uptown District, along the St. Charles Road Corridor, and the Old Town District to increase density. Mixed-use areas provide more amenities and higher residential density than single-use areas while creating a vibrant, safe, and attractive pedestrian environment.

INTENT

- Provide higher-density residential options.
- Allow for flexibility in type/size developments.
- Maximize development potential.
- Allow for live workspaces.

LOCAL COMMERCIAL

Local commercial areas are designed to provide small-scale retail and services catering to nearby residents’ day-to-day needs. These areas typically include a grocery store or restaurant and other smaller retailers, such as gas stations, dry cleaners, convenience stores, and banks. The Village should look to provide these daily necessities and services close to home as an amenity for nearby residents and to reduces the need to drive.

INTENT

- Establish small-scale businesses that serve the surrounding area primarily.
- Provide everyday shopping and service convenience.

CORRIDOR COMMERCIAL

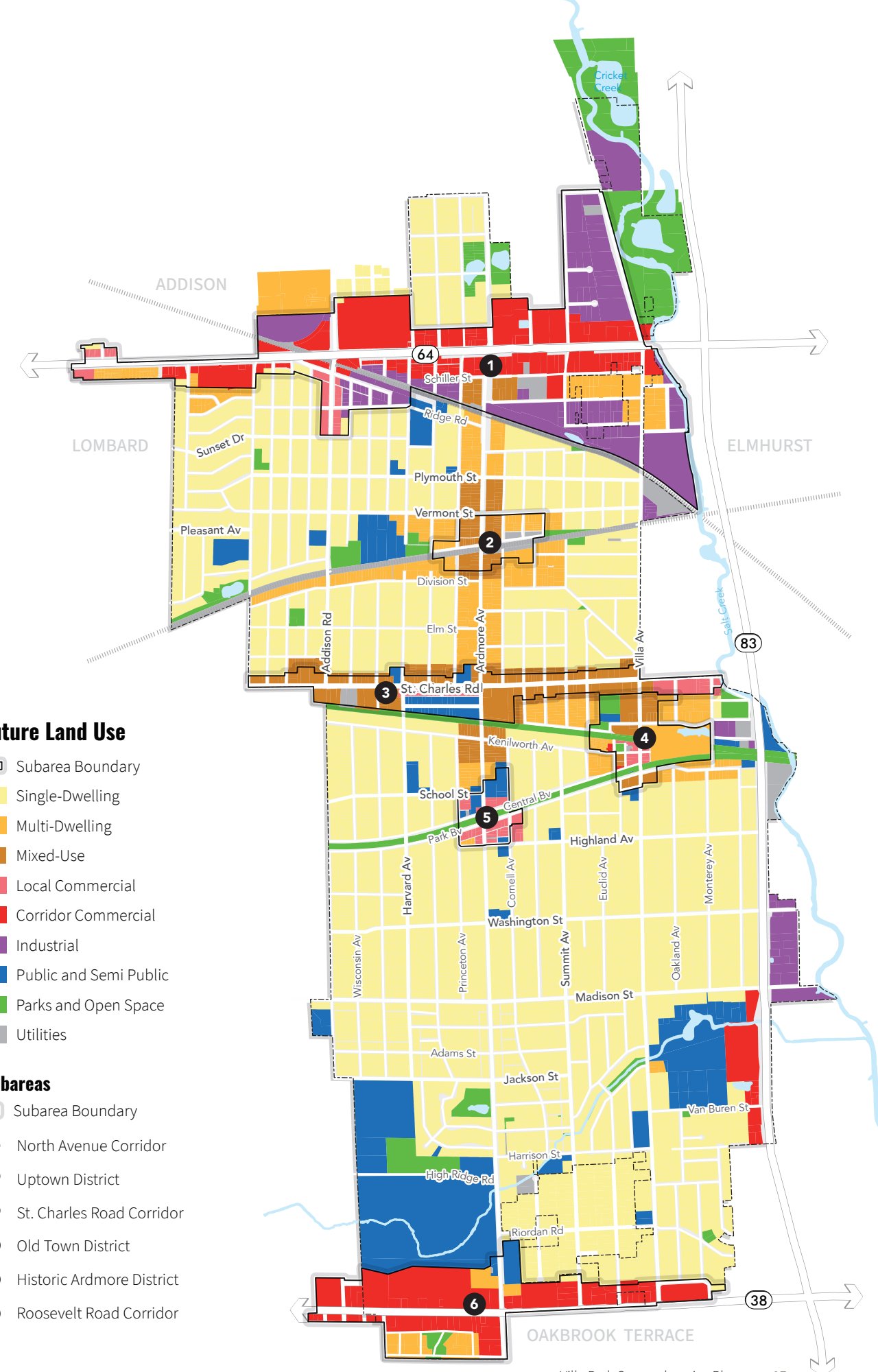
Corridor commercial areas refer to commercial developments located along highways and major roadways. These developments are intended to serve the local population and those moving throughout the Village. These areas typically include retail and services that support nearby residential areas and big-box retailers. The Village should look to concentrate this use along Roosevelt Road and North Avenue.

INTENT

- Concentrate commercial developments along major roadways.
- Accommodate various business and commercial uses, including national retailers.



A lack of newer multi-family dwellings and senior housing is a deterrent to the long term health of the community.



INDUSTRIAL

The industrial category includes facilities that manufacture, store, and distribute products. Most of these uses have a minimal impact on the surrounding areas and are often clustered together. The manufacturing-related uses are in the northern part of the Village, particularly near the Canadian National railroad tracks should look to remain there. Additionally, appropriate screening and buffers should be utilized.

INTENT

- Locate near transportation networks to minimize its negative impact on residential neighborhoods
- Ensure light industrial uses contribute positively to the Village's economic health.
- Consolidate low-impact industrial uses in key locations.
- Minimize conflict with adjacent non-industrial uses.
- Allow for incubator spaces.

PUBLIC AND SEMI-PUBLIC

Public and semi-public areas include local government uses, municipal facilities, community service providers, schools, and places of worship and assembly. Village Hall, the Villa Park Historical Society Museum, police station, fire stations, Villa Park Library, churches, and schools are examples of public and semi-public functions within the Village. Several public and semi-public uses are located throughout the Village, which are integrated into residential and commercial areas.

INTENT

- Identify and preserve valuable facilities and institutions within the community.
- Improve accessibility to and connectivity between public and semi-public facilities.

PARKS AND OPEN SPACES

Parks and open space areas encompass recreational and natural environments. The Village maintains public parks that offer active and passive recreation opportunities. Some notable parks are Willowbrook Park, Prairie Path Park, Franklin Park, Lufkin Park, and private open spaces within subdivisions.

INTENT

- Preserve open space and natural areas.
- Ensure continued access to recreational opportunities.
- Preserve natural assets for public and private use.
- Expand park offerings

UTILITIES

Utilities include facilities that support transportation systems, utilities, municipal infrastructure, and Village operations that are not generally accessible to the public. Water towers and substations fall under this category. The purpose of these areas is to support services for Villa Park residents and businesses.

INTENT

- Maintain facilities and other infrastructure essential to the operation of the Village.

HOUSING AREAS AND NEIGHBORHOODS

The Housing and Neighborhoods section provides guidance on key issues impacting residential areas of the Village. It highlights areas where investment opportunities and the maintenance of existing neighborhoods can ensure that the community meets growing demands. The section provides more details on growth opportunities, offering specific recommendations for preserving and enhancing Villa Park's neighborhoods.

HOUSING FRAMEWORK

The Housing Framework focuses on the neighborhood and residential areas within the Village. It supports existing housing while looking to intensify slightly, where appropriate.

RESIDENTIAL INTENSIFICATION

These areas scattered throughout the Village, particularly in its center, should look to intensify by introducing higher-density residential where appropriate. Given the potential mixed-use development pattern and its proximity to public uses and shopping options, this area would be ideal for additional residential density. Any new development should provide safe routes to schools, prioritizing constructing neighborhoods that support walking and cycling.

MIXED-USE CORE

These areas of the Village have the most potential for dense, mixed-use development. Building off the existing form along Ardmore Avenue and St. Charles Road, the Village should utilize redevelopment strategies to reimagine key areas of Villa Park. The Village should encourage mixed-use developments combining multi-dwelling residential units with commercial spaces. Additionally, focusing on adaptive reuse, infill of vacant parcels, and converting older buildings into mixed-use or residential spaces will enhance these area's vibrancy and strengthen both housing and commercial options.

SUBAREA EDGE

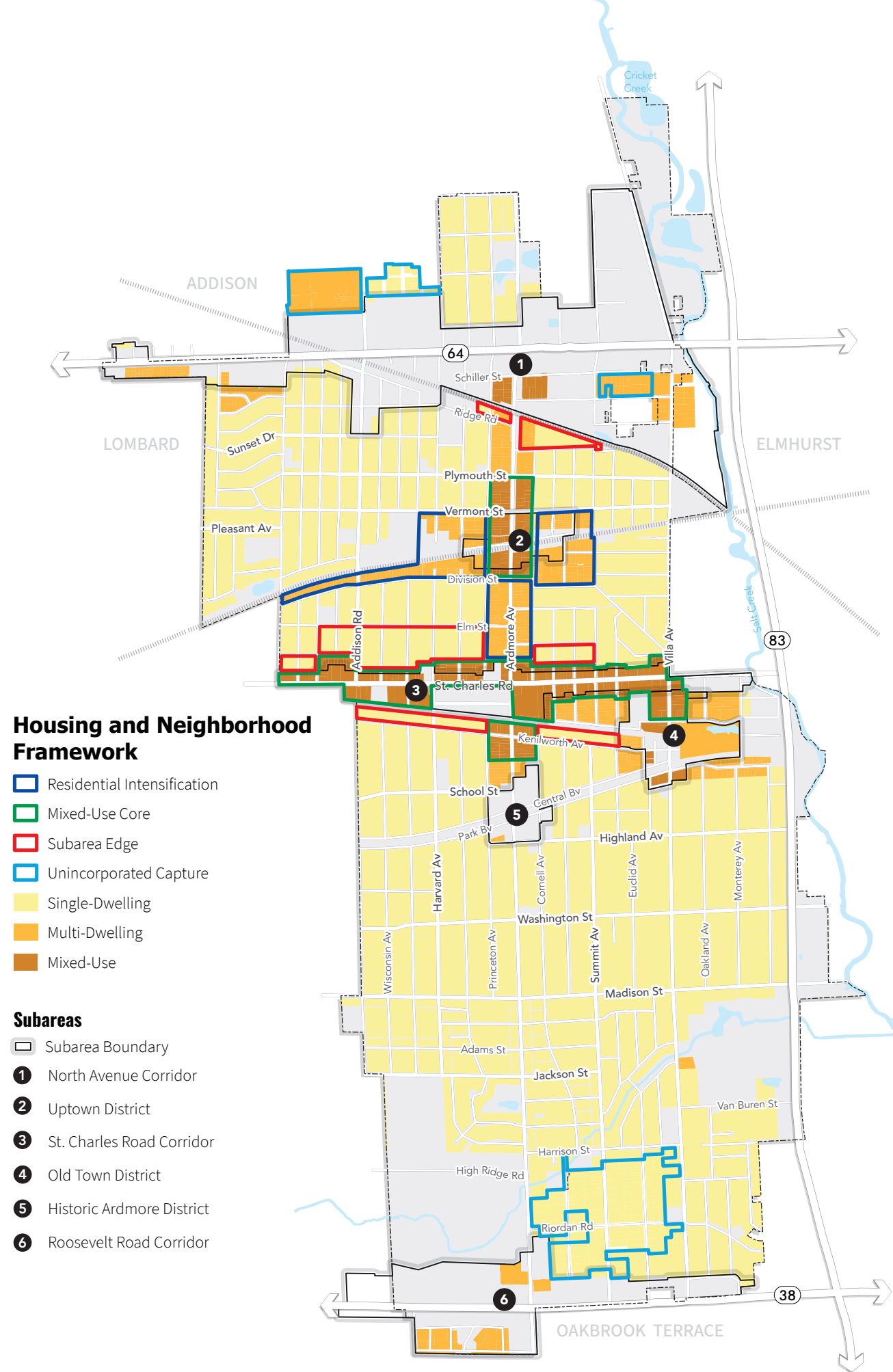
Currently, these areas are primarily comprised of single-family homes. As the subareas evolve, they could also introduce a larger variety of housing. When redevelopment occurs, it should align with the character and style of nearby subareas and transition to Villa Parks' well-established neighborhoods. Several of these areas are unlikely to develop over the life of the plan; however, as development occurs, they should continue to adhere to the Village's design guidelines.

UNINCORPORATED CAPTURE

These areas represent the housing captured due to the Village's annexation of unincorporated land. The Village should leverage its resources to assess these additional neighborhoods, ensuring they are viable and attractive residential areas for years to come.

MAINTAIN AND PRESERVE

Well-established neighborhoods in Villa Park feature a mix of single-dwelling homes, luxury residences, and some multi-dwelling housing. To enhance these areas, the Village should focus on public improvements like sidewalks, curbs, gutters, and lighting while ensuring new construction and renovations adds additional value to the economic base. Introducing single-dwelling attached homes and multi-dwelling housing near parks, schools, and community hubs could also meet growing demand and complement the neighborhood's character.



Housing and Neighborhood Framework

- ▭ Residential Intensification
- ▭ Mixed-Use Core
- ▭ Subarea Edge
- ▭ Unincorporated Capture
- ▭ Single-Dwelling
- ▭ Multi-Dwelling
- ▭ Mixed-Use

Subareas

- Subarea Boundary
- 1 North Avenue Corridor
- 2 Uptown District
- 3 St. Charles Road Corridor
- 4 Old Town District
- 5 Historic Ardmore District
- 6 Roosevelt Road Corridor



EXPAND HOUSING OPTIONS

Expanding housing options focuses on increasing housing diversity to meet the needs of residents at different stages of life and income levels. Although single-dwelling homes are the most common type of housing in Villa Park, the community has expressed a need for a variety of types and rental options, mainly along key corridors such as St. Charles Road, Ardmore Avenue, and in the Uptown and Historic Ardmore Districts. The opportunities the Village could explore include attainable and affordable housing, starter homes for first-time buyers, senior-friendly units, and mixed-use developments combining residential, retail, and office spaces. The landlocked nature of Villa Park makes context-sensitive urban infill with missing middle typologies an ideal way to introduce housing types that offer an alternative to large apartment buildings and single-dwelling homes.

These types include townhomes, duplexes, triplexes, and small apartment buildings. In addition to promoting affordability, walkability, and sustainability, these housing options are suitable for a range of residents, in all stages of life. Expanding these options across Villa Park's neighborhoods will help the Village accommodate growth while preserving its unique character and community feel.

Paying more in housing may lead to difficulty affording other necessities including food, clothing, transportation, and healthcare. The Village has a notable housing cost burden disparity between homeowners and renters. Approximately 59.1% of homeowners are housing cost burdened while 40.9% of renters are housing cost burdened.

RECOMMENDATIONS

- Support developments integrating residential, retail, and office spaces along key corridors, particularly in Uptown and Historic Ardmore, to offer ownership and rental housing options close to amenities and services.
- Promote the development of compact, higher-density senior housing along St. Charles Road, providing convenient access to shopping, services, and amenities. Locations along the corridor will allow seniors to walk to nearby shops, restaurants, and other destinations, fostering a more age-friendly, accessible community.
- Explore partnerships with DuPage Housing Authority and DuPage Foundation, offering incentives that facilitate the development of affordable housing units and ensure access for low to moderate-income residents.
- Identify opportunities for infill development to introduce townhomes, duplexes, triplexes, and small apartment buildings in strategic areas, adding a range of housing choices that fill the gap between single-dwelling homes and large apartment complexes.
- Prioritize housing development in locations with easy access to public transportation, shopping, and community facilities to promote walkability and reduce vehicle reliance.
- Work with the Illinois Housing Development Authority to provide tax credits and subsidies to developers who build or renovate affordable housing units.
- Encourage universal design elements and assistance programs to increase accessible housing options for residents of all ages and abilities.



Over 1/4 of all Village households are considered cost-burdened.

LIVE WORK SPACES

Live-work developments and spaces combine residential and non-residential uses and can include anything from a small home office to a large commercial space that is also used as a residence. Encouraging live-work spaces in key commercial areas can support entrepreneurial endeavors, reduce vehicle miles traveled, and promote investment in small businesses.



MAINTAIN NEIGHBORHOOD CHARACTER AND APPEAL

Villa Park's residential character is defined by its established single-dwelling neighborhoods, with nearly 75% of the housing stock built before the 1970s. The Village's original lots were subdivided to accommodate more homes, driven mainly by its railroad connection and proximity to Chicago. While much of the housing stock is aging, many homes have been renovated, preserving their functionality and charm. Continued reinvestment will help sustain the Village's housing and maintain neighborhood appeal. Infrastructure improvements and initiatives like the Illinois Housing Development Authority's Home Repair and Community Revitalization Program and other related programs will support revitalization in these established neighborhoods and encourage home renovations. Additionally, if and when opportunities arise for the consolidated development of multiple single-dwelling unit lots, thoughtful infill could strengthen the Village's long-term stability.

RECOMMENDATIONS

- Continue to promote home renovation and upkeep to preserve neighborhood character, support housing quality, and maintain the appeal of established neighborhoods.
- Work with IDOT, DuPage County, and Public Works Department to prioritize infrastructure upgrades in mature neighborhoods, such as roads, sidewalks, and lighting, to support safety, accessibility, and neighborhood vitality.
- Actively engage with residents to educate them on the availability of programs, like the Illinois Housing Development Authority's Strong Communities Program and DuPage County's Neighborhood Revitalization, to identify neighborhood revitalization and home renovation efforts funding opportunities.
- Develop guidelines for infill development that ensures new development respects and reinforces neighborhood character.
- Create educational pamphlets, courses, or articles to educate residents about the benefits and processes of home renovations, promoting community-wide investment in the appearance and quality of their neighborhoods.

PROMOTE HISTORIC PRESERVATION

The Historical Preservation Commission advises the Village President and Board of Trustees on preserving sites and buildings with historical, community, or aesthetic value. Villa Park's historic sites, featuring diverse architectural styles such as Prairie, Queen Anne, Arts and Crafts, Craftsman, Bungalow, English Tudor, and Spanish Revival, contribute to the Village's unique character and sense of place.

Notable landmarks include three 1860s farmhouses. With 40 locally recognized landmarks and multiple sites listed on the National and State Registers of Historic Places, Villa Park fosters a connection to its heritage. Preserving these sites would not only enhance the quality of life but also increase the Village's appeal to residents and visitors. Protecting historic resources also supports neighborhood revitalization and economic growth. Collaborating with local and regional organizations to support preservation efforts and promote adaptive reuse within historic areas will help Villa Park strengthen neighborhood character and enhance the community's unique appeal, allowing the Village to maintain its historic legacy while accommodating future development.

RECOMMENDATIONS

- Promote adaptive reuse of historic structures to encourage revitalization and preserve architectural significance, including mixed-use options that maintain the character of older buildings.
- Work with the Illinois Historical Preservation Agency and the Historical Preservation Commission to maintain and update an inventory of historic sites, protect significant buildings, and evaluate the potential for creating historic districts.
- Work with the Historical Preservation Commission on maintaining and updating an inventory of historic sites and structures.
- Partner with local organizations to offer incentives for homeowners to restore and maintain historic homes, including grants like the Illinois Historic Preservation Tax Credit Program (IL-HTC) or low-interest loans for preservation-focused renovations.

HISTORIC PRESERVATION AWARD PROGRAM

The Historical Preservation Commission honors structures with historical significance through the Historic Preservation Award in Villa Park. To qualify, a building must be at least 50 years old, have historical importance (such as a notable owner, architect, or event), feature a defined architectural style, or be a kit home (Sears, Aladdin, etc). Nominations are open to all, but owner consent is required for the award. Awardees receive a plaque, which should be displayed prominently on the building's exterior.

ILLINOIS HISTORIC PRESERVATION AGENCY

The Illinois Historic Preservation Tax Credit Program (IL-HTC) provides a state income-tax credit equal to 25% of a project's Qualified Rehabilitation Expenditures (QREs), not to exceed \$3 million, to owners of certified historic structures who undertake certified rehabilitations. The substantial investments will create jobs in Illinois, stimulate local economies, and revitalize historic structures and neighborhoods.



ENSURE HOUSING SUSTAINABILITY

With housing areas as the most prevalent type of development in Villa Park, linking sustainability efforts with housing practices is essential. Reducing energy use in new and existing homes can lower overall consumption while promoting walkability and public transit use, which supports these goals. Additionally, increasing housing density in key areas like subarea districts and along St. Charles Road could reduce car dependency and foster a cleaner and healthier community. The Village should consider allowing the adaptive reuse of vacant buildings that are in good condition and repurposing them into functional spaces that align with sustainability goals and reduce the need for new construction.

RECOMMENDATIONS

- Promote higher-density housing options in subarea districts and along St. Charles Road to reduce car dependency and support public transit and local businesses.
- Provide resources or incentives for homeowners to retrofit older homes with energy-efficient features like improved insulation, energy-efficient windows, and modern heating systems.
- Identify vacant buildings that are structurally sound and suitable for conversion into housing or mixed-use spaces, reducing the need for new construction and preserving resources.
- Encourage new housing developments to follow green building standards, such as LEED, to improve energy efficiency and reduce environmental impact.

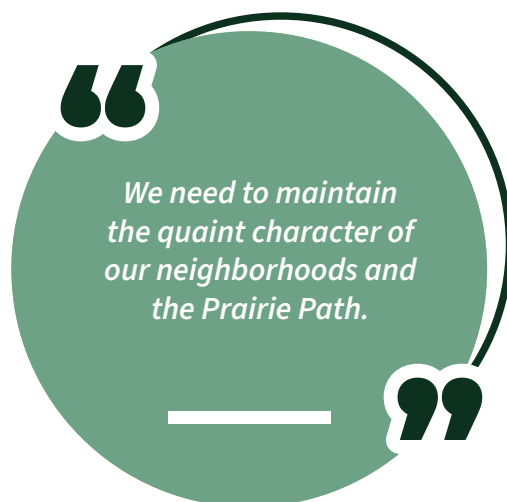
STREAMLINING DEVELOPMENT PROCESSES

Improving regulatory processes and strengthening zoning and land use policies can assist in aligning development with community needs. During outreach, residents highlighted the complexity of the permitting process and the need for more accessible development guidelines. Community members also expressed concerns about the transparency of zoning changes.

Simplifying the permitting process with digital tools and clear guidelines can help residents and property owners navigate development requirements. Additionally, strengthening design guidelines along key corridors will improve the visibility and aesthetics of Villa Park's business areas, enhancing the community environment.

RECOMMENDATIONS

- Simplify code enforcement procedures to ensure clarity and accessibility for residents and property owners and to address community concerns about property upkeep and safety.
- Evaluate building height limits in key areas like Subarea districts and corridors to expand housing options and enhance neighborhood appeal in response to community interest in diverse housing.
- Strengthen property maintenance requirements in the Village to improve their appearance and address resident concerns about corridor aesthetics.
- Encourage middle housing growth through targeted incentives like density bonuses and streamlined permitting for redevelopment
- Consider updating zoning codes to allow higher-density housing and diverse types while considering incentives or requirements for including affordable housing in new developments.



We need to maintain the quaint character of our neighborhoods and the Prairie Path.

INFILL DEVELOPMENT

Infill development offers a sustainable alternative to suburban sprawl by revitalizing underused or vacant land within Villa Park's existing neighborhoods. Villa Park's traditional neighborhoods are well-connected, with established streets and convenient access to nearby amenities located in and around Subarea districts and corridors. By integrating a mix of housing options into thoughtfully designed infill developments, Villa Park could become more vibrant and economically stable.

ECONOMIC DEVELOPMENT

The Village boasts regional corridors and areas designated for manufacturing and industrial use, which are anchors in its economic framework and development strategy. This section of the Plan addresses these key elements, aiming to optimize their integration and contribution to the Village's overall vitality and sustainability. It will be vital to work with the Economic Development Commission given their role in serving as the centralized information source for all economic development activities within the Village.

ECONOMIC DEVELOPMENT FRAMEWORK

The Economic Development Framework focuses on the commercialization and industrial areas within the Village. It supports existing businesses, attracts new businesses, diversifies the Village's tax base, and ensures that there are high-quality employment opportunities for its residents.

COMMERCIAL ANCHORS

Villa Park's regional commercial anchors attract visitors from neighboring communities for shopping, dining, and entertainment, primarily along North Avenue and Roosevelt Road. To maximize their appeal, these centers should feature a mix of small and large commercial uses that draw regional customers while meeting local shopping needs. Although car access and ample parking are important, these areas should also include pedestrian-friendly designs to create distinctive shopping destinations and generate significant sales tax revenue.

ST. CHARLES ROAD INFLUENCE

St. Charles Road runs east to west through the center of Villa Park, providing ample commercial opportunities and hosting key government facilities. With changing community needs and feedback suggesting a shift from an auto-oriented corridor, reestablishing this area as pedestrian- and bicycle-friendly with housing options could enhance its appeal. The Village should conduct a road diet, enhance the streetscape, and transform St. Charles Road into a vibrant, multi-functional, complete street to create an inviting destination with retail, dining, entertainment, and residential options catering to diverse age groups.

TRANSIT INFLUENCE

Villa Park residents and commuters use the Metra station to access regional destinations and daily commutes conveniently. Despite substantial foot traffic, the area around the Metra station could benefit from a stronger sense of place and investment. The Village should collaborate with Metra to enhance the station area and create an inviting, well-designed space that meets commuters' and visitors' needs. The Village should also work with property owners and developers to develop mixed-use and multi-dwelling development based on the Future Land Use Plan. Additionally, branding the area as the "Uptown District" would establish a distinct identity, making it a vibrant destination within the Village.

ARDMORE AVENUE AREAS OF CHANGE

Ardmore Avenue runs north south and crosses boundaries with five of the six distinct subareas. These areas present walkable, bike, and pedestrian-friendly development opportunities with mixed-use options to help economic growth. By integrating these development components into the districts with a focus on accessibility and cohesive design, the Village can create a connected and vibrant environment that boosts its commercial appeal.

INVESTMENT AREAS

Most of Villa Park's commercial areas were developed when planning dictated the segregation of uses, which has limited pedestrian connectivity between commercial centers and surrounding areas. As trends shift toward connectivity and walkability, these areas could benefit from strategic investments, including façade upgrades, redevelopment, and infrastructure enhancements, to improve their appeal and accessibility. The Village should promote cohesive design, enhance pedestrian access, and promote revitalization in alignment with the Future Land Use Plan.

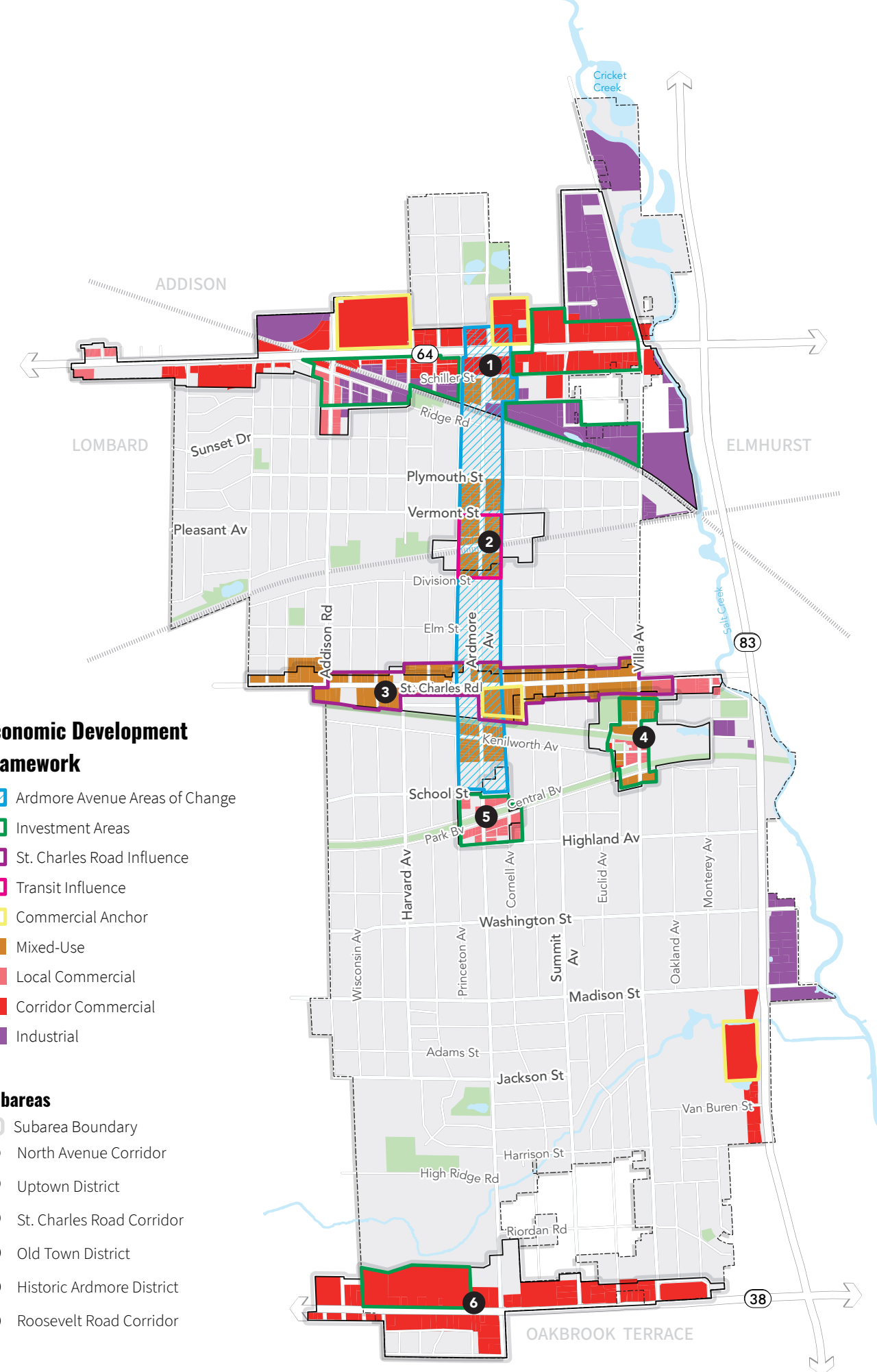


Economic Development Framework

- Ardmore Avenue Areas of Change
- Investment Areas
- St. Charles Road Influence
- Transit Influence
- Commercial Anchor
- Mixed-Use
- Local Commercial
- Corridor Commercial
- Industrial

Subareas

- Subarea Boundary
- North Avenue Corridor
- Uptown District
- St. Charles Road Corridor
- Old Town District
- Historic Ardmore District
- Roosevelt Road Corridor





ENHANCE COMMERCIAL AREAS

Commercial corridors and districts anchor Villa Park, supporting the local economy and providing residents and visitors with essential goods, services, and gathering spaces. Villa Park’s primary commercial corridors are North Avenue, St. Charles Road, and Roosevelt Road, which offer development and redevelopment opportunities, while Historic Ardmore, Old Town, and Uptown serve as neighborhood-focused districts. Revitalizing underutilized spaces, supporting small businesses, and expanding dining, retail, and entertainment options can address community demand for more restaurants and shops. Focusing redevelopment on sites suited to higher-density uses and incorporating Complete Streets principles can improve safety, accessibility, and walkability. By preserving valuable existing businesses and strategically investing in these areas, Villa Park can attract new businesses, strengthen its commercial corridors, and support a vibrant, connected community.

RECOMMENDATIONS

- Encourage redevelopment that integrates innovative concepts like experiential retail, entertainment, and residential uses to create vibrant, multi-functional spaces that attract residents and visitors alike.
- Continue implementing Complete Streets principles adopted in 2020 along key commercial corridors by adding pedestrian-friendly features such as widened sidewalks, street lighting, bike lanes, and improved crosswalks to enhance safety and walkability.

- Identify and support high-value, long-standing businesses contributing to Villa Park’s unique character.
- Identify and pursue opportunities for lot consolidation to enable more cohesive and impactful commercial redevelopment projects.
- Encourage incorporating public art, streetscaping, and placemaking elements within commercial corridors to increase visual interest and create distinctive, attractive environments.
- Coordinate with Pace to improve access to bus routes along major corridors, adding transit shelters, signage, and real-time schedules to encourage transit use.
- Work with Pace to improve routes to ensure the highest potential ridership.
- As redevelopment opportunities arise, collaborate with developers to consolidate and relocate parking to the rear or side of the lot where feasible.
- Encourage businesses to incorporate outdoor seating or extend operating hours to increase foot traffic and enhance the vibrancy.

IMPROVE INDUSTRIAL AREAS

Villa Park’s industrial areas, primarily located in the northern part of the Village near the Canadian National railroad tracks, play a crucial role in the local economy. These sites are strategically positioned near regional transportation networks to minimize impacts on nearby residential neighborhoods. However, some industrial areas border residential zones, which can lead to conflicts that affect neighborhood character and quality of life. Proper screening and buffering of industrial uses can mitigate these issues and maintain compatibility between zones. Consolidating low-impact industrial uses in designated areas would contribute to a more cohesive industrial area. Additionally, partnering with the Chamber of Commerce to market Villa Park as a destination for incubators and flexible-use spaces could encourage small business growth, foster innovation, and promote job creation in the Village.



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RECOMMENDATIONS

- Establish clear guidelines for landscaping, fencing, or transitional spaces between industrial and residential zones to minimize noise, visual, and traffic impacts.
- Support the creation of incubator spaces and flexible-use buildings to attract startups and small businesses, encouraging innovation and local job growth.
- Collaborate with DuPage County Economic Development, the Chamber of Commerce, and other agencies to attract businesses to Villa Park’s industrial area.
- Encourage sustainable practices among industrial users, including waste reduction, energy efficiency, and environmentally responsible landscaping, to reduce environmental impact.

COMMERCIAL IMAGE

The character of commercial areas forms the overall image of a community. Commercial areas function as focal points of activity and are often what visitors see first and most often. Higher quality, attractive commercial areas can foster greater economic development by drawing new businesses and customers. During public engagement, community members stressed the desire to improve the character of the Villa Park’s commercial areas, avoiding “cookie cutter” development and strip malls that were monotonous in design. Instead, citizens aspired to see shopping areas that were memorable and unique to Villa Park.



BRAND THE UPTOWN DISTRICT

Transit-oriented development (TOD) focuses on creating lively, walkable communities centered around public transit areas. These areas encourage residential, commercial, and recreational uses and are easily accessible to transit stations. Villa Park's Metra station offers a prime opportunity that could catalyze growth in the surrounding area. Multi-dwelling apartments and mixed-use developments near the station could leverage transit access, offering convenient living options and fostering a lively, walkable community. It could boost local businesses, ease traffic, and promote sustainability by encouraging greater use of public transit. Collaborating with Metra and Pace to increase connectivity could help transform this area into a dynamic and thriving district. Additionally, branding this area as the "Uptown District" could create a strong sense of place, establishing it as a unique and connected district.

RECOMMENDATIONS

- Consider conducting TOD specific study for the Uptown District to examine ways to develop affordable housing near transit, improve economic development and ridership potential and enable mixed-use development near transit stations.
- Continue pursuing development opportunities for multi-dwelling apartments and mixed-use buildings near the Metra station to create a more diverse, walkable, and commercial environment.
- Collaborate with Metra and Pace to enhance connectivity through improved transit schedules, better access to regional transit routes, and convenient transfers.
- Continue to invest in sidewalk improvements, crosswalks, lighting, and bike lanes to create a safe and welcoming pedestrian environment that supports a walkable community around the Metra station.
- Encourage green building practices and infrastructure, such as energy-efficient buildings and rain gardens, to support sustainability within the Uptown District.
- Brand the Metra station area as the "Uptown District" to establish a recognizable identity and reinforce its role as a connected, vibrant center for Villa Park.

ENCOURAGE A BUSINESS-FRIENDLY ENVIRONMENT

A business-friendly environment encourages businesses to establish, thrive, and expand within the Village. Community feedback has highlighted the impact of COVID-19 on small, locally-owned shops and a strong demand for more dining options. While supporting existing businesses in expanding and diversifying their base, attracting new establishments is necessary to strengthen Villa Park's economic vitality and tax base. To help local businesses, the Village can work with the Chamber of Commerce, DuPage County Economic Development Alliance, and the Illinois Department of Commerce and Economic Opportunity. These partnerships can help develop emerging sectors and encourage future growth of businesses within the Village. Additionally, converting vacant spaces along corridors into active businesses, restaurants, and other commercial uses can further enhance Villa Park's economic landscape.

Villa Park offers several development incentive programs to support business growth and property improvements within its Tax Increment Financing (TIF) districts. These programs provide matching grants to cover eligible expenses with reimbursements. The key programs include:

- **Façade Improvement Program** – This program offers grants for exterior enhancements for businesses along public roadways. Eligible improvements include masonry, painting, storefront upgrades, signage and more.
- **Tenant Improvement Program** – This program is aimed at assisting restaurants, retail store and entertainment venues that need interior upgrades. Eligible improvements include demolition, plumbing, electrical work, HVAC and similar improvements.
- **Site Improvement Program** – This program focuses on exterior site enhancements including parking lots, landscaping, sidewalks, and outdoor lighting. This is available to property owners within the TIF districts.

RECOMMENDATIONS

- Actively promote dining and entertainment options along the corridor and districts to address the community needs and fill market gaps.
- Work with property owners and developers to repurpose vacant spaces into vibrant dining and retail locations. Offer tax incentives or reduced permit fees for businesses that occupy and renovate vacant storefronts along high-visibility corridors.
- Collaborate with the Villa Park Chamber of Commerce to provide resources and workshops for small business owners, including assistance with digital marketing and storefront improvements.
- Partner with the DuPage County Economic Development Alliance and Illinois Department of Commerce and Economic Opportunity (DCEO) to connect local businesses with grants, incentives, and resources to facilitate economic growth.
- Work with the Chamber of Commerce to hold business roundtables for local business owners to discuss challenges, opportunities, and community needs with Village representatives.
- Promote facade improvement grants to enhance the appearance of existing businesses, particularly along major corridors and in the districts, to improve appeal and attract customers.



RELATIONSHIP TO SURROUNDING NEIGHBORHOODS

Most workers in the Village commute from outside the community, while many residents travel for their jobs. Only a small percentage of people live and work in Villa Park. Unlike many traditional suburbs, the Village functions as a small employment center, resulting in increased daytime population, traffic, parking demand, and infrastructure strain due to incoming commuters. The regional and neighborhood centers generate tax revenue, but they also bring more traffic to the Village. To address these unique challenges, Villa Park can enhance traffic management, improve parking infrastructure, and strengthen transit connections working with Pace to balance its role with residential needs.

RECOMMENDATIONS

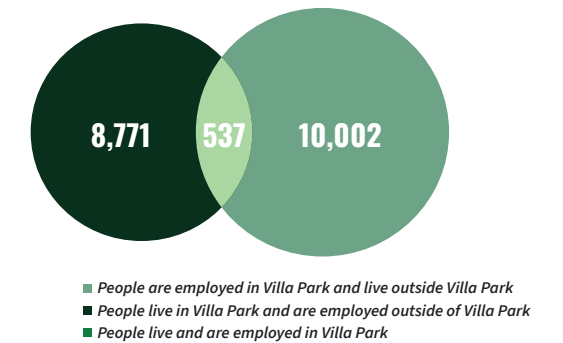
- Assess current parking demand and capacity in high-traffic areas, especially near commercial anchors. Consider implementing digital tools for real-time parking availability to streamline access and reduce overflow into residential streets.
- Partner with Pace to increase bus routes and service frequency to key employment hubs within Villa Park.
- Work with IDOT, and other relevant agencies to improve sidewalks, bike lanes, and pedestrian pathways to encourage non-vehicular commuting options and make it easier for residents and commuters to access employment centers sustainably.
- Work with DuPage Economic Development Alliance and DCEO to provide resources and tax incentives to offer financial support for projects.

SUPPORT WORKFORCE DEVELOPMENT

Villa Park is an employment hub in DuPage County, attracting workers from neighboring areas to fill local jobs, while many residents commute outside the Village for work. Community feedback has revealed concerns about a local skills gap and a lack of job opportunities that align with residents' qualifications, causing many to seek employment elsewhere. By fostering partnerships with educational institutions and workforce development programs, Villa Park can support targeted training, encourage local hiring, and build a pool of talent that meets local employers' needs. This can reduce commute times, increase job retention, and contribute to economic stability within the Village.

RECOMMENDATIONS

- Partner with local businesses, especially in high-demand sectors, to prioritize hiring Villa Park residents. Organize local job fairs and provide resources for job postings to connect residents with job opportunities.
- Collaborate with the College of DuPage, Elmhurst University, and workforce development programs to offer training to address local skill gaps.
- Work with local businesses and employers to establish internship and apprenticeship programs for residents to gain relevant skills and experience.
- Continue coordinating with Northern Illinois University to promote franchise opportunities in Villa Park.
- Work with the Chamber of Commerce and other relevant organizations to offer workshops and upskilling opportunities to enhance residents' skills to qualify for better local jobs.



PLACEMAKING

Placemaking helps define a community's identity and contributes to a unique sense of place that differentiates it from other areas of town and the region. Placemaking combines branding, beautification, and functional infrastructure to create new draws to the community, encouraging formal and informal social interactions. Examples of placemaking efforts by the Village include banner signs, decorative streetlights, planters, and public art. The Village should continue these efforts to incorporate placemaking elements. Public gathering spaces such as plazas and parklets should be used in combination with decorative signage and lighting, seating areas, planters, and other beautification elements to create cohesive and inviting destinations.

SUBAREAS

Subarea plans focus on specific areas of the Village to address unique issues and opportunities and to identify site-specific recommendations and improvements. They offer clear directions on improving design, access, and evaluating opportunity sites. A subarea plan encourages potential reinvestment, promote development, and establish or reinforce the character of a particular area. These plans are practical tools for shaping future development and reviewing proposals.

The Comprehensive Plan identifies six distinct subareas within the community that warrant more detailed planning. These areas include the North Avenue Corridor, Uptown District, St. Charles Road Corridor, Old Town District, Historic Ardmore District, and Roosevelt Road Corridor. These six subareas were identified because they are most likely to evolve over the next 20 years. This chapter of the Plan provides detailed recommendations intended to help direct investment and redevelopment within these subareas.

STRUCTURE OF THE CHAPTER

The following chapter outlines the six distinct subareas each accompanied by a vision, improvement framework, and opportunities for redevelopment. Additionally, a catalyst site is identified providing an illustrative 3D visualization that produces a sense of scale, orientation, land use, and development character for key portions of the subarea.

DISTRICTS AND CORRIDORS

Each subarea is divided into three districts and three corridors. The corridors span the length of the Village and are often auto oriented, with many regional commercial uses. The districts are smaller, more pedestrian focused spaces that serve locals with smaller businesses.

IMPROVEMENT FRAMEWORK

The improvement framework provides a set of key improvements and recommendations that can be applied in the subareas. Aligning with community input, the framework aims to improve the commercial vitality, preserve character, and enhance the appeal of the subareas.

REDEVELOPMENT OPPORTUNITIES

OPPORTUNITY SITES

The chapter identifies several redevelopment opportunity sites made up of vacant parcels, underutilized properties, and/or surface parking lots where redevelopment would have a significant positive effect on the appearance and functionality of the surrounding area. New development on these properties should be aligned with the recommended uses and character identified in the Land Use and Development chapter.

CATALYST SITES

Catalyst sites are highlighted due to their significant impact within their respective corridor and district. The illustrative visualization reimagines the sites selected as highly impactful development that could serve as the catalyst for additional development within the subareas.

CORRIDORS

NORTH AVENUE

The North Avenue Corridor (Illinois Route 64) is a significant east-west road and State Route in the northern area of Villa Park, stretching from the east to west municipal boundaries. The Illinois Department of Transportation classifies this area as a Strategic Regional Arterial. The Corridor mainly consists of commercial properties but also includes residential, light industrial, and vacant land. The Corridor emphasizes vehicular movement with some regional commercial encompassing either side of the road.



ST. CHARLES ROAD

The St. Charles Road Corridor serves as a major east-west route through Villa Park and the western suburbs. The proposed subarea spans from Westmore Avenue (west) to Salt Creek (east) and is home to various retailers, restaurants, and offices. Additionally, there are many inactive storefronts and a lack of infrastructure to accommodate any form of movement other than vehicles.

ROOSEVELT ROAD

Running along the southern edge of Villa Park, from the eastern to western municipal limits, the Roosevelt Road Corridor (Illinois Route 38) hosts a wide range of major retail options. The majority of Villa Park is situated north of the corridor, while Oak Brook Terrace is immediately to the south. The corridor facilitates regional vehicular movement. Much of the commercial retail within the subarea is big box and automobile oriented.

DISTRICTS

UPTOWN

The Uptown District surrounds the only Metra station in Villa Park, which serves the Union Pacific/West Line. The proposed subarea boundaries are Vermont Street (north) to Division Street (south) and Yale Avenue (west) to Douglas Avenue (east). The station and the multifamily housing adjacent to it may present a significant opportunity for additional transit-oriented development.

OLD TOWN

The Old Town District, is a business district that stops short of St. Charles Road (north), Monterey Avenue (east), Myrtle Avenue (west), and Park Boulevard (south). It features a mix of residential, commercial, mixed-use, and institutional properties. There are good developments within this area which include the transformation of the former Ovaltine factory into the thriving Ovaltine Court apartment complex. Such developments provide good momentum for an area that could potentially serve as a destination within the Village.

HISTORIC ARDMORE

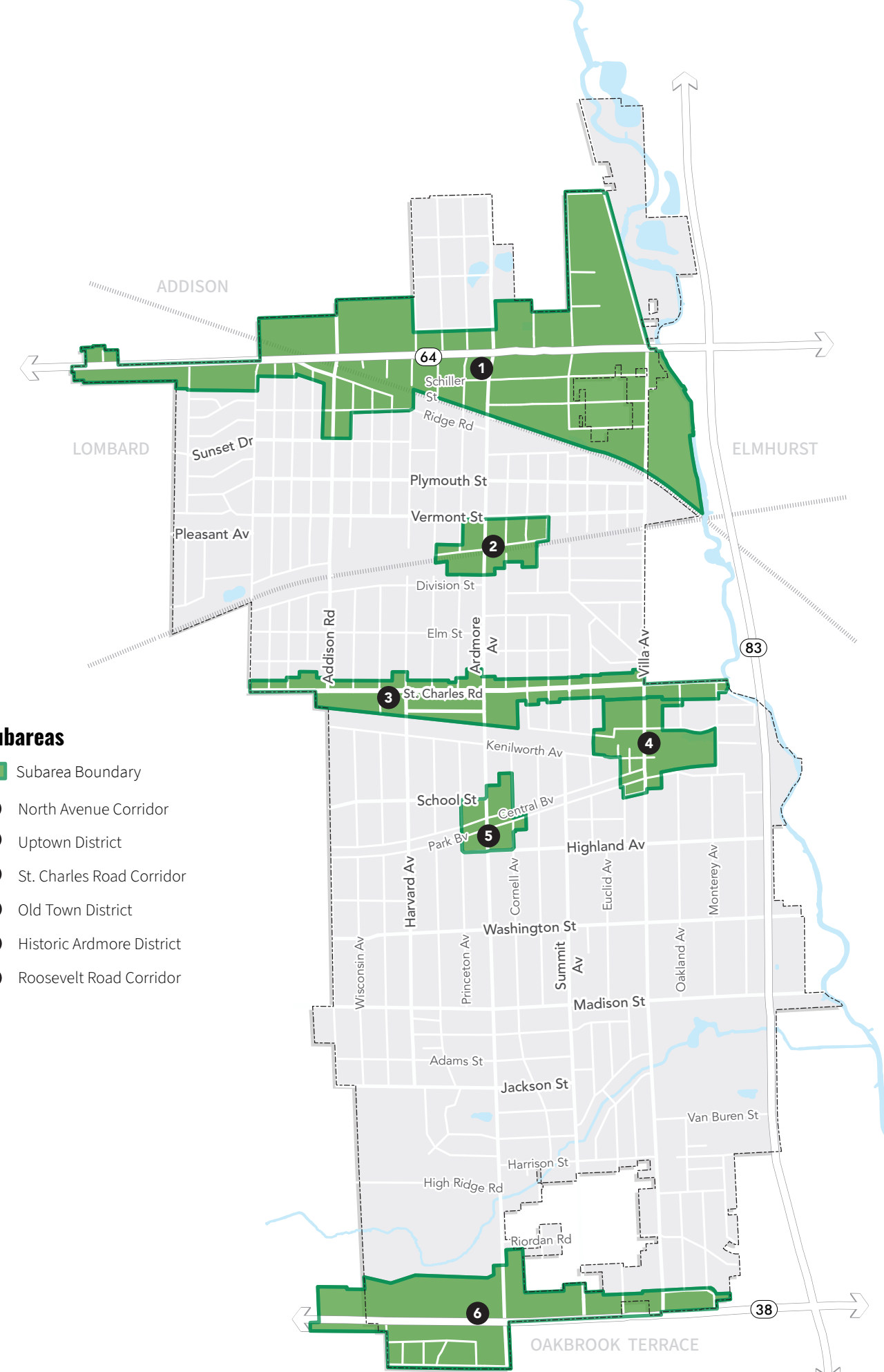
The Historic Ardmore District, established in 1910, is a unique area with a diverse set of land uses. It was initially developed around the Ardmore Avenue train station, which now houses the Chamber of Commerce and is a key landmark in this district. It extends from Princeton Avenue (west) to School Street (north), Cornell Street (east), and Highland Avenue (south). It is divided by the Illinois Prairie Path, Park, and Central Boulevard. The area includes offices, shops, and taverns. Various community events are held within the district.

“Encourage a more walkable community by building denser mixed-use housing near business districts at Villa Ave and Ardmore Ave”

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02/14/2025

Subareas

- Subarea Boundary
- 1** North Avenue Corridor
- 2** Uptown District
- 3** St. Charles Road Corridor
- 4** Old Town District
- 5** Historic Ardmore District
- 6** Roosevelt Road Corridor



NORTH AVENUE CORRIDOR

The North Avenue Corridor aims to improve the State Route by inviting new and cohesive land uses at key opportunity sites, establishing urban design and placemaking improvements, annexing nearby areas, and improving the commercial experience for both residents and those passing through.

Consolidation of Small Lots. Currently, there are several small parcels located along North Avenue. As the corridor develops, the Village should look to consolidate a number of these smaller parcels for a more cohesive development pattern.

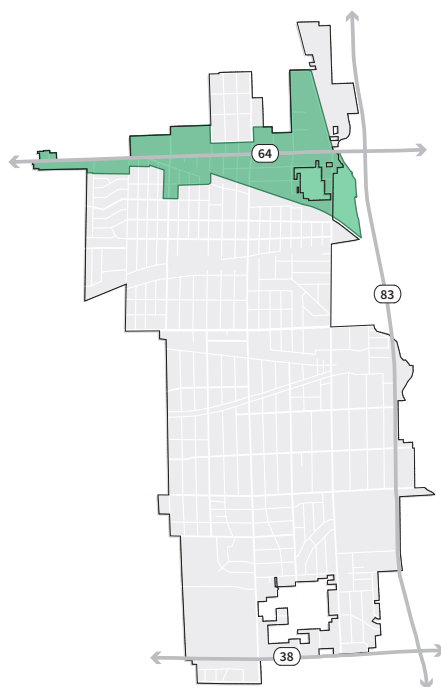
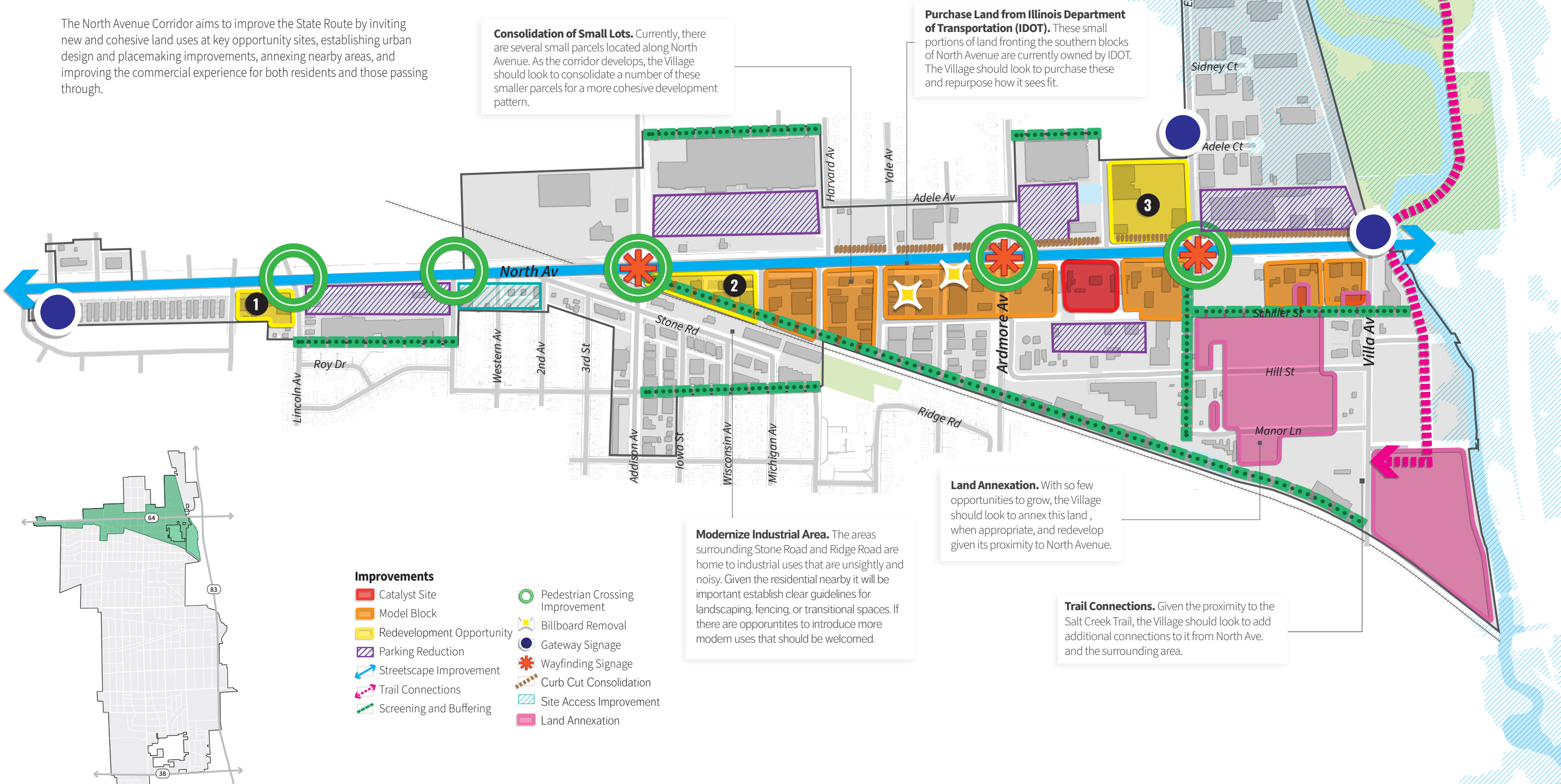
Purchase Land from Illinois Department of Transportation (IDOT). These small portions of land fronting the southern blocks of North Avenue are currently owned by IDOT. The Village should look to purchase these and repurpose how it sees fit.

Land Annexation. With so few opportunities to grow, the Village should look to annex this land, when appropriate, and redevelop given its proximity to North Avenue.

Modernize Industrial Area. The areas surrounding Stone Road and Ridge Road are home to industrial uses that are unsightly and noisy. Given the residential nearby it will be important establish clear guidelines for landscaping, fencing, or transitional spaces. If there are opportunities to introduce more modern uses that should be welcomed.

Trail Connections. Given the proximity to the Salt Creek Trail, the Village should look to add additional connections to it from North Ave. and the surrounding area.

- Improvements**
- Catalyst Site
 - Model Block
 - Redevelopment Opportunity
 - Parking Reduction
 - ➔ Streetscape Improvement
 - ➔ Trail Connections
 - Screening and Buffering
 - Pedestrian Crossing Improvement
 - ✦ Billboard Removal
 - Gateway Signage
 - ✳ Wayfinding Signage
 - Curb Cut Consolidation
 - Site Access Improvement
 - Land Annexation





IMPROVEMENT FRAMEWORK

PARKING REDUCTION

Currently, the corridor is overparked, meaning that there are more parking spaces than visitors at any given time. It is recommended that the Village promote the utilization of existing parking spaces more effectively and explore outlot development opportunities. This would provide opportunity for additional sales tax generating uses for the Village. Though some landscape features currently exist, additional improvements including interior landscaped islands, perimeter landscaping, and decorative fencing should be incorporated to further reduce its negative visual impact and screen it from the right-of-way.

STREETSCAPE IMPROVEMENT

Streetscape improvements enhance the aesthetic appeal of public streets and surrounding areas through various improvements such as street trees, decorative lighting, benches, art installations, and upgraded sidewalks. The goal is to create a more pleasant and inviting environment that encourages pedestrian activity and improves overall quality of life. Within the corridor, the Village should work to integrate improvements along North Avenue to cater a bit more to pedestrians than vehicles.

SCREENING AND BUFFERING

Buffering is used in areas of transition between residential dwellings and adjacent commercial or industrial developments. It can include landscaping, fencing, distance, or sound barriers to mitigate noise, visual disturbances, and other impacts. To enhance the area's appeal and reduce impact on neighbors, the Village should work with property owners to strategically incorporate buffering along the corridor.

PEDESTRIAN CROSSING IMPROVEMENT

Pedestrian crossing improvements involve enhancing the safety and accessibility of locations where pedestrians cross the streets. Improvements can include marked crosswalks, pedestrian signals, and refuge islands where people can stand safely. These changes help keep all road users safe by giving pedestrians clear and safe places to cross, reducing conflict with vehicles, and making walking easier. The Village should work with IDOT to prioritize the identified pedestrian improvements along the corridor to improve users' safety.

BILLBOARD REMOVAL

Too many billboards create a visually unappealing corridor for those passing through. Additionally, there are safety and environmental concerns, particularly around digital billboards. The Village should look to limit the amount of billboards around Villa Park, and remove billboards along key corridors as they redevelop.

GATEWAY SIGNAGE

Gateway signage serves as a welcoming entrance marker to a community, district, or significant location. It typically features the name of the area, along with thematic elements that reflect its identity and character. The purpose of gateway signage is to create a sense of arrival and distinction, setting the tone for the area and enhancing its visual appeal. Currently, there is no indication to those moving along North Avenue that they are entering, or in, Villa Park. It is recommended that the Village incorporate signage to provide a sense of place on the corridor.

WAYFINDING SIGNAGE

Wayfinding signage assists people in finding important community landmarks, while enhancing the streetscape. Like gateway features, wayfinding should consist of signage complemented by landscaping and lighting. The Village should establish design guidelines specifically tailored for wayfinding, signage placement, and directions given the amount of people traversing North Avenue.

MODEL BLOCK APPROACH

The model block represents a typical site configuration that can be replicated along a corridor. The model block serves as a template for future development, establishing key elements of urban design and placemaking, sustainable economic growth, and safe transportation and mobility strategies.

REDEVELOPMENT OPPORTUNITIES

OPPORTUNITY SITE 1

This site, located between Lincoln Avenue and Kramer Avenue, is currently home to a used car dealership, auto body repair shop, and a Sherman Williams. This site could provide additional retail that is more experiential.

OPPORTUNITY SITE 2

This site off of Addison Avenue could fit into the model block approach located along North Avenue. The model block is intended to serve as a flexible blueprint, establishing a visual concept for transforming the corridor into a vibrant, well-functioning corridor. This site would be appropriate for a mixed-use development including first floor commercial use with office or residential use on the upper levels. It should have an appealing faces that encourages interactions along North Avenue.

OPPORTUNITY SITE 3

This site, nestled between South Chatham Avenue and North Ellsworth, includes an aging used car dealership and a restaurant supply store. The site could transition into the residential nature to the north by providing the Village a site for a multifamily development.



NORTH AVENUE MODEL BLOCK

The site should be developed as a commercial corridor featuring high-quality developments easily accessible to vehicles and pedestrians. Commercial businesses should be located along the site's frontage to maximize visibility and convenience for visitors, with office spaces positioned behind. The site should accommodate a mix of regional and national retailers and businesses connected by shared parking areas. Parking lots should be well-landscaped and designed with cross-access to enhance connectivity and reduce vehicular access points.

CATALYST SITE DEVELOPMENT INFORMATION

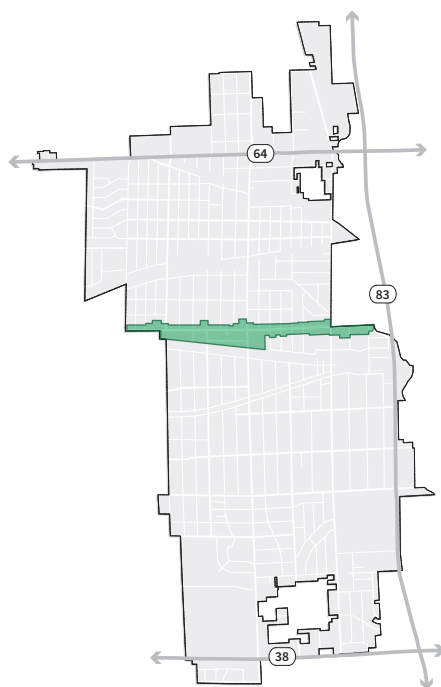
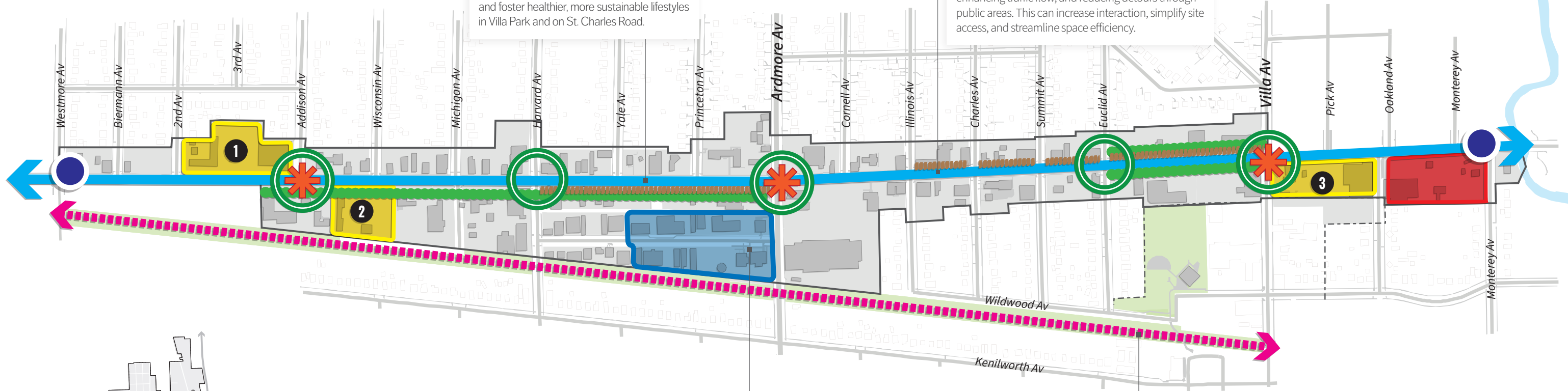
Site: 125, 31, 35, 39 W North Ave, 735, 747, 747 N Yale Ave
Lot Size: ~2.60 Acres
Future Land Use: Corridor Commercial
Current Zoning District: C3 - Commercial, M-1 Industrial

ST. CHARLES ROAD CORRIDOR

St. Charles Road Corridor's lack of pedestrian pathways, minimal greenery, and excessive driveway entrances highlight the need for holistic redevelopment. It is intended to become a vibrant commercial area for dining, shopping, and leisure activities. The redevelopment will prioritize a road diet on St. Charles Road to take back some of the space for vehicular traffic and make the area a more pedestrian friendly environment.

St Charles Road Diet. A road diet reduces the number of vehicular lanes on the road, reallocating space for bicycle lanes, pedestrian areas, and green spaces to improve safety. Road diets would reduce traffic speeds, accommodate alternative transport modes, and foster healthier, more sustainable lifestyles in Villa Park and on St. Charles Road.

Cross Access and Curb Cut Reduction. Curb cuts provide a transition between sidewalks and streets, typically for vehicle access to driveways or parking lots. Overusing curb cuts increases traffic congestion, reduces pedestrian safety, and creates a less attractive streetscape. A cross-access arrangement or agreement allows people or vehicles to move between two or more adjacent properties. Cross access will enable drivers to shift between developments without using the roadway. It improves accessibility by allowing shared pathways between neighboring properties, enhancing traffic flow, and reducing detours through public areas. This can increase interaction, simplify site access, and streamline space efficiency.



Improvements

- Catalyst Site
- Opportunity Sites
- ↔ Streetscape Improvement
- Landscaping Improvement
- Pedestrian Crossing Improvement
- Gateway Signage
- ✱ Wayfinding Signage
- Curb Cut Consolidation
- - - Trail Connections
- Municipal Campus

Municipal Campus. The Village should work to create a municipal campus to provide an efficient delivery of services with departments located all within short distance of one another.

Trail Connections. Given the proximity to the Great Western Trail, the Village should look to add additional connections to it from St. Charles and the surrounding area.



IMPROVEMENT FRAMEWORK

STREETSCAPE IMPROVEMENT

Streetscape improvements enhance the aesthetic appeal of public streets and surrounding areas through various improvements such as street trees, decorative lighting, benches, art installations, and upgraded sidewalks. The goal is to create a more pleasant and inviting environment that encourages pedestrian activity and improves overall quality of life. Within the corridor, the Village should work to integrate improvements along St. Charles Road to accompany the road diet to cater a bit more to pedestrians than vehicles.

LANDSCAPING IMPROVEMENT

A well-maintained landscape enhances a commercial property's appeal and welcoming atmosphere, drawing in potential customers and having a positive visual impact on surrounding areas. Perimeter landscaping should be designed to maximize stormwater management and improve water quality through the implementation of BMPs, such as bioretention areas. Screening should also be used to enclose or conceal necessary, but unsightly, infrastructure. To improve the appearance of St. Charles, the Village should work with property owners along the corridor to incorporate landscaping improvements to enhance the area's visual appeal, particularly along the southern end of St. Charles Road, west of Ardmore Avenue. As the area redevelops, the Village should continue to enforce its zoning landscape standards.

PEDESTRIAN CROSSING IMPROVEMENT

Pedestrian crossing improvements involve enhancing the safety and accessibility of locations where pedestrians cross the streets. Improvements can include marked crosswalks, pedestrian signals, and refuge islands where people can stand safely. These changes help keep all road users safe by giving pedestrians clear and safe places to cross, reducing conflict with vehicles, and making walking easier. The Village should work to prioritize the identified pedestrian improvements along the corridor to improve users' safety.

GATEWAY SIGNAGE

Gateway signage serves as a welcoming entrance marker to a community, district, or significant location. It typically features the name of the area, along with thematic elements that reflect its identity and character. The purpose of gateway signage is to create a sense of arrival and distinction, setting the tone for the area and enhancing its visual appeal. While the Village currently has a welcome sign off of Villa Avenue, it is recommended that it incorporates further signage to provide clear directions and establish an identity.

WAYFINDING SIGNAGE

Wayfinding involves orienting oneself within an environment using signage, which includes visual elements like signs and symbols. It improves orientation, provides clear guidance, and assists individuals in efficiently navigating complex spaces, including cities, campuses, and buildings. Clear wayfinding signage can improve safety, reduce confusion, and create a smooth flow of people, thereby increasing accessibility and user-friendliness. As an entryway to the Village and a highly traversed corridor, it would benefit from establishing design guidelines specifically tailored for wayfinding, signage placement, and directions leading to key areas.

REDEVELOPMENT OPPORTUNITIES

OPPORTUNITY SITE 1

This site is currently home to auto-focused uses and an underutilized surface lot. The Village could explore a possible senior development given the need for additional options for its aging population.

OPPORTUNITY SITE 2

This site, currently taken up mostly by bus parking, can provide more focus for neighborhood scale commercial and mixed-use redevelopment along St. Charles Road.

OPPORTUNITY SITE 3

This site includes a motorcycle dealership with large parking and connects with an opportunity site from the Old Town District. It could be redeveloped to provide retail or larger scale mixed-use for nearby residents.



MONTEREY GATEWAY

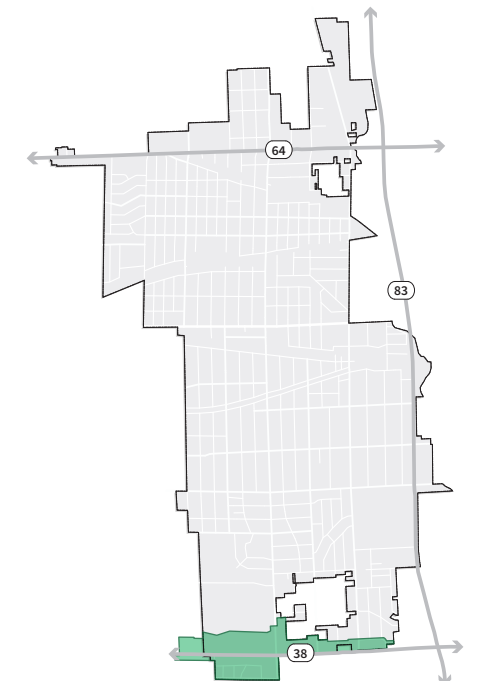
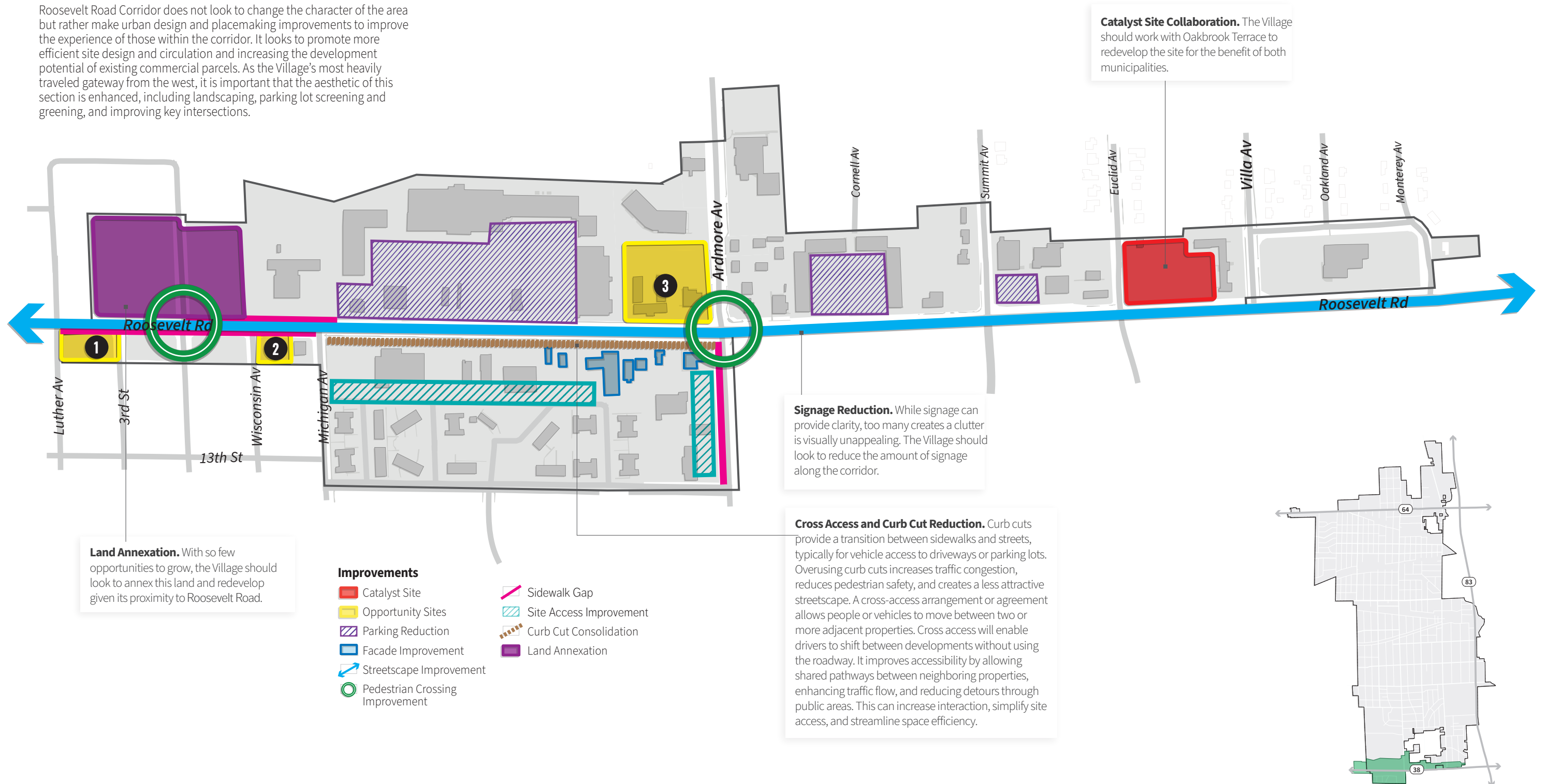
This site at the entrance to Villa Park could serve as a gateway to the village. Mixed-use buildings with commercial and office spaces on the ground floor and residential units above would maximize its location, with retail along St. Charles Road and offices or additional commercial spaces on the other streets. Two "L" shaped designs would position parking behind the buildings, accessible from cross streets. A gateway feature at St. Charles Road and Monterey Avenue, along with quality architecture and landscaping, would make this site a catalyst for future development along the corridor.

CATALYST SITE DEVELOPMENT INFORMATION

- Site:** 501, 505, 511, 525, 543 E St. Charles Road, 6 S Monterey Ave
- Lot Size:** ~ 3.50 Acres
- Future Land Use:** Mixed-Use
- Current Zoning District:** MX-3 - Mixed Use Corridor

ROOSEVELT ROAD CORRIDOR

Roosevelt Road Corridor does not look to change the character of the area but rather make urban design and placemaking improvements to improve the experience of those within the corridor. It looks to promote more efficient site design and circulation and increasing the development potential of existing commercial parcels. As the Village's most heavily traveled gateway from the west, it is important that the aesthetic of this section is enhanced, including landscaping, parking lot screening and greening, and improving key intersections.





IMPROVEMENT FRAMEWORK

PARKING REDUCTION

Currently, development along the corridor is overparked, meaning that there are more parking spaces than visitors at any given time. It is recommended that the Village promote the utilization of existing parking spaces more effectively and explore outlot development opportunities. This would provide opportunity for additional sales tax generating uses for the Village.

FAÇADE IMPROVEMENT

Façade improvements refer to enhancements and renovations to the exterior appearance of a building. As the Village works towards becoming a destination, it should improve the appearance of this corridor to achieve a more cohesive community aesthetic, particularly between Michigan Avenue and Ardmore Avenue. This would help strengthen businesses, helping keep dollars in the local economy.

STREETSCAPE IMPROVEMENT

Streetscape improvements enhance the aesthetic appeal of public streets and surrounding areas through various improvements such as street trees, decorative lighting, benches, art installations, and upgraded sidewalks. The goal is to create a more pleasant and inviting environment that encourages pedestrian activity and improves overall quality of life. Along the corridor, the Village should work to integrate landscaping similar to portions of Roosevelt Road that run west through the community of Glen Ellyn and Lombard.

PEDESTRIAN CROSSING IMPROVEMENT

Pedestrian crossing improvements can include a combination of physical infrastructure, on-street markings, signage, and lighting. An effective strategy for improving conditions for pedestrians and bicyclists outside intersections is installing pedestrian refuge islands where possible. These islands help wide roadways become safer and less intimidating for non-drivers by providing mid-way landing areas that break up the crossing length.

SIDEWALK GAP

The extension of sidewalks enhances community safety and accessibility, reduces accidents, and encourages physical activity. Currently, there are several gaps in the sidewalk network within the Village. To improve connectivity, it is recommended that the Village prioritize filling these gaps and ensuring ADA compliance. This would help foster a more pedestrian-friendly environment and begin to shift the emphasis from cars to other modes of transportation.

SITE ACCESS IMPROVEMENT

It is important for sites to have several points of entry for improved flow and connection. There are businesses between Canterbury Lane and Roosevelt that only be accessed through Roosevelt Road. The Village should look to attach additional access points along Canterbury Lane for improved flow.

REDEVELOPMENT OPPORTUNITIES

OPPORTUNITY SITE 1

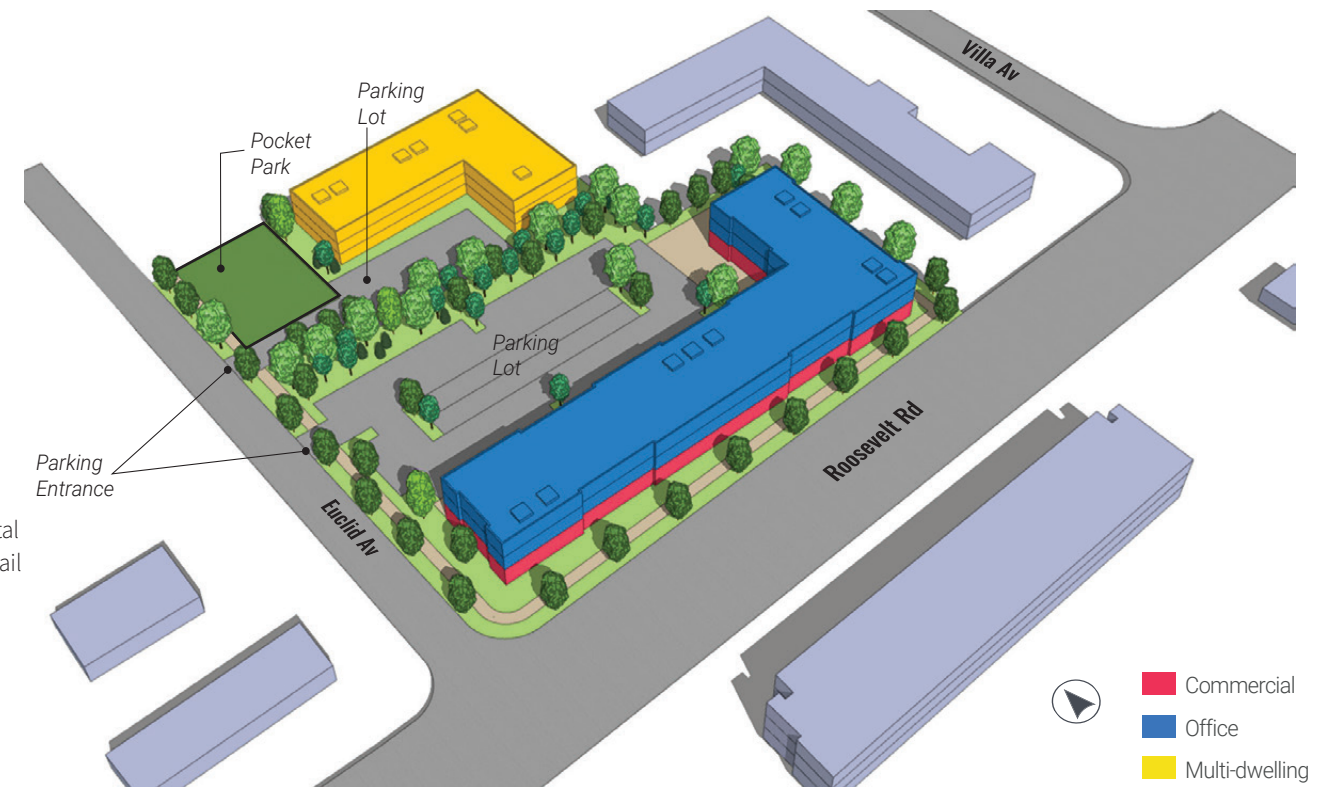
This site is currently an auto repair shop. The Village should look to create additional retail along the corridor that invites and keeps people within the Village. It could cater to those passing through on Roosevelt Road as well as residents living directly south.

OPPORTUNITY SITE 2

This site is currently an auto repair shop and car rental spot. The Village should look to create additional retail to enhance the corridor and offer residents nearby somewhere to shop.

OPPORTUNITY SITE 3

This site is currently a motel. The Village should look to create additional smaller, more local, commercial to offer something different to the Villa Oaks Shopping Center.



EUCLID PLAZA AND RESIDENCES

The site offers an opportunity for two distinct developments. The front section could feature a mixed-use building with commercial spaces on the ground floor and offices above, complemented by parking accessible from Euclid Ave. The other section is designated for a standalone multifamily residential building. Parking for this building will be located on a first-floor deck to improve convenience and maintain a clean streetscape. The front portion of the first floor will include amenities such as a gym and indoor recreational areas for residents. Both buildings should align with the height of existing developments along the corridor and prioritize high-quality design using sustainable materials.

CATALYST SITE DEVELOPMENT INFORMATION

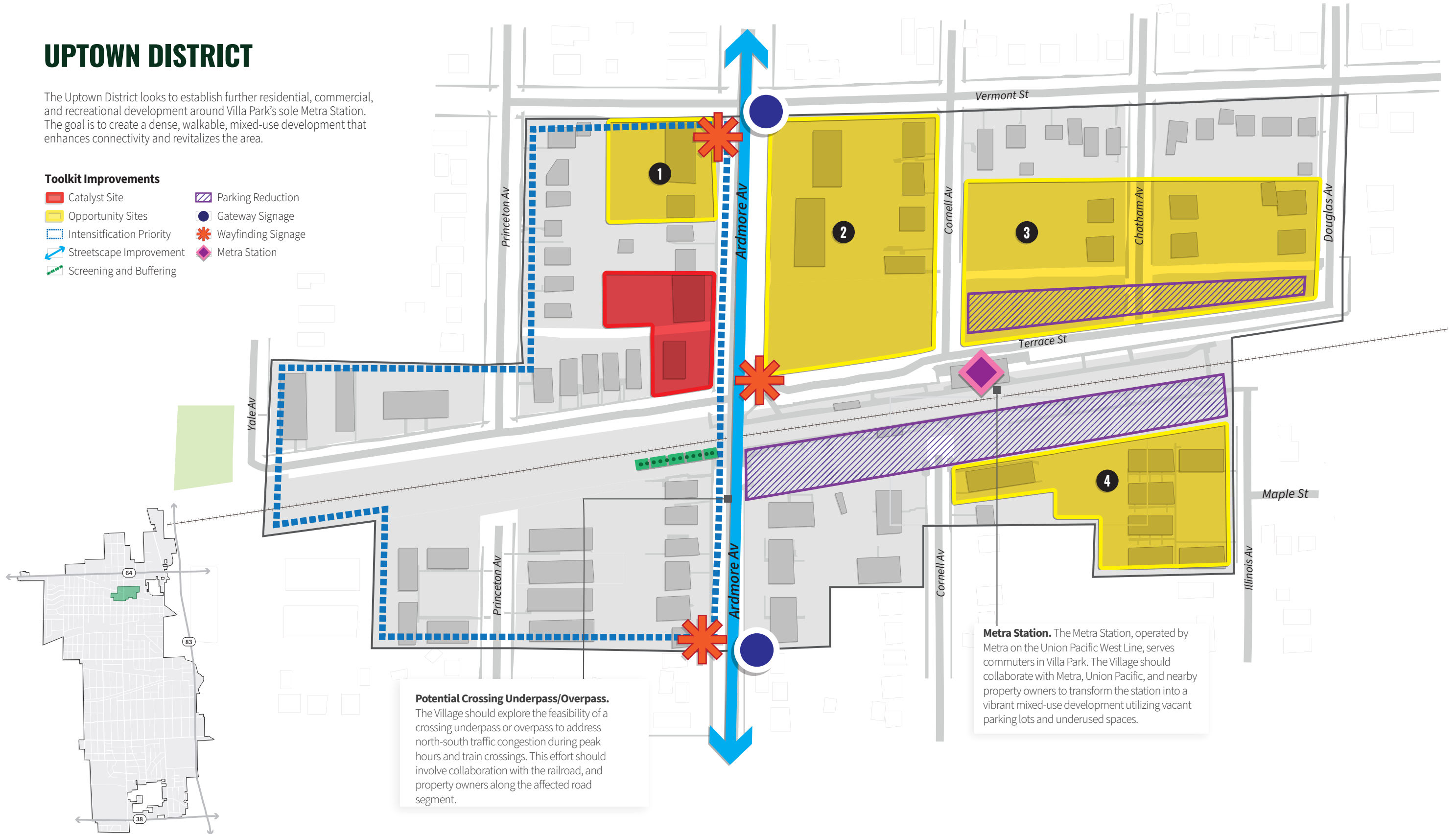
Site: 0S741 Euclid Ave, 17W474 Roosevelt Road
Lot Size: ~3.50 Acres
Future Land Use: Corridor Commercial
Current Zoning District: Oakbrook Terrace

UPTOWN DISTRICT

The Uptown District looks to establish further residential, commercial, and recreational development around Villa Park's sole Metra Station. The goal is to create a dense, walkable, mixed-use development that enhances connectivity and revitalizes the area.

Toolkit Improvements

- Catalyst Site
- Opportunity Sites
- Intensification Priority
- ➔ Streetscape Improvement
- Screening and Buffering
- Parking Reduction
- Gateway Signage
- ✱ Wayfinding Signage
- ◆ Metra Station



Potential Crossing Underpass/Overpass.
The Village should explore the feasibility of a crossing underpass or overpass to address north-south traffic congestion during peak hours and train crossings. This effort should involve collaboration with the railroad, and property owners along the affected road segment.

Metra Station. The Metra Station, operated by Metra on the Union Pacific West Line, serves commuters in Villa Park. The Village should collaborate with Metra, Union Pacific, and nearby property owners to transform the station into a vibrant mixed-use development utilizing vacant parking lots and underused spaces.



IMPROVEMENT FRAMEWORK

INTENSIFICATION PRIORITY

This area is a density intensification priority for the Village given its proximity to the Metra. The Village should look to add additional multifamily and single-family attached options where appropriate as development occurs within the district.

STREETSCAPE IMPROVEMENT

Streetscape improvements enhance the aesthetic appeal of public streets and surrounding areas through various improvements such as street trees, decorative lighting, benches, art installations, and upgraded sidewalks. With the Metra being located in this district, the Village should be looking to create a more pleasant and inviting environment that encourages pedestrian activity and improves overall quality of life. The Village should work to integrate additional pedestrian amenities along Ardmore Avenue.

SCREENING AND BUFFERING

Buffering is used in areas of transition between residential dwellings and adjacent commercial or industrial developments. It can include landscaping, fencing, distance, or sound barriers to mitigate noise, visual disturbances, and other impacts. To enhance the district's appeal the Village should work with property owners to strategically incorporate buffering along the rail line.

PARKING REDUCTION

Currently, development around the Metra station is overparked, meaning that there are more parking spaces than visitors at any given time. It is recommended that the Village promote the utilization of existing parking spaces more effectively and explore development opportunities that further activate the extra parking areas. This would provide opportunity for additional sales tax generating uses for the Village. Though some landscape features currently exist, additional improvements including interior landscaped islands, perimeter landscaping, and decorative fencing should be incorporated to further reduce its negative visual impact and screen it from the right-of-way.

GATEWAY SIGNAGE

Gateway signage serves as a welcoming entrance marker to a community, district, or significant location. It typically features the name of the area, along with thematic elements that reflect its identity and character. The purpose of gateway signage is to create a sense of arrival and distinction, setting the tone for the area and enhancing its visual appeal. The rebranding of this area means additional signage should work to not only welcome those coming off the Metra to the Village but to the "Uptown District" as well.

WAYFINDING SIGNAGE

Wayfinding involves orienting oneself within an environment using signage, which includes visual elements like signs and symbols. It improves orientation, provides clear guidance, and assists individuals in efficiently navigating complex spaces, including cities, campuses, and buildings. Clear wayfinding signage can improve safety, reduce confusion, and create a smooth flow of people, thereby increasing accessibility and user-friendliness. With many people entering and exiting the Village through the Metra, the Village would benefit from establishing design guidelines specifically tailored for wayfinding, signage placement, and directions leading to nearby destinations.

REDEVELOPMENT OPPORTUNITIES

OPPORTUNITY SITE 1

This site is a laundromat with a parking lot facing the street. As this area transforms to be more pedestrian oriented, this site should redevelop with a friendlier façade and welcome those coming on and off the Metra.

OPPORTUNITY SITE 2

This site is currently undeveloped but should reflect transit-oriented development given its proximity to the Metra. Its size, around 2.90 acres, and prime location makes it a priority site for the Village to develop.

OPPORTUNITY SITE 3

This site includes multiple large parking lots. It could include other commercial, entertainment, or mixed-used developments with pedestrian amenities that ties into the Metra.

OPPORTUNITY SITE 4

These multifamily structures should be renovated and redeveloped to accommodate more residents as this area welcomes additional people.



UPTOWN CORNER DEVELOPMENT

The catalyst site near the Metra station is an opportunity for redevelopment due to its central location and potential to enhance the area. The site should be transformed into a mixed-use building with commercial space on the ground floor facing Ardmore Avenue and residential apartments above. Parking should be located behind the building to maintain a clean streetscape. Commercial space should include a grocery store and other essential shops to meet daily needs. Given its proximity to the Metra station, the development could also include senior living options to provide convenient access to transportation and services.

CATALYST SITE DEVELOPMENT INFORMATION

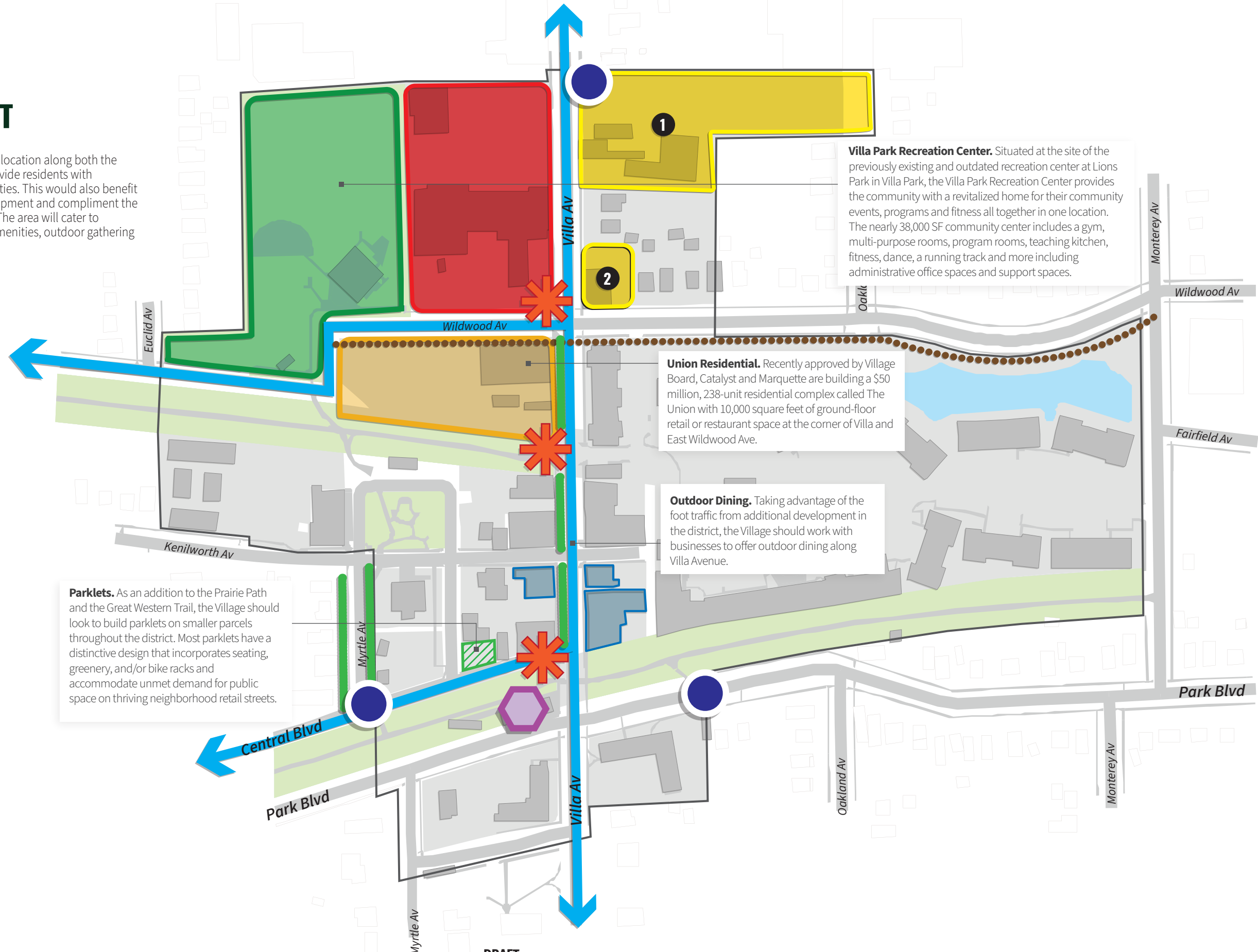
Site: 344, 348-356 N Ardmore Avenue
Lot Size: ~0.6 Acres
Future Land Use: Mixed-Use
Current Zoning District: MX1 - Commercial

OLD TOWN DISTRICT

The Old Town District aims to capitalize on its location along both the Prairie Path and the Great Western Trail to provide residents with additional dining, shopping, and leisure activities. This would also benefit the many residents within the Ovaltine development and compliment the new recreation center that is located nearby. The area will cater to pedestrians through additional streetscape amenities, outdoor gathering areas, and well-designed facades.

Toolkit Improvements

- Catalyst Site
- Opportunity Sites
- ↔ Streetscape Improvement
- Utility Line Burial
- Landscaping Improvement
- ✱ Wayfinding Signage
- Gateway Signage
- ▭ Facade Improvement
- ⬡ Historic Asset
- ▨ Parklet
- ▭ Union Residential
- ▭ Lions Park

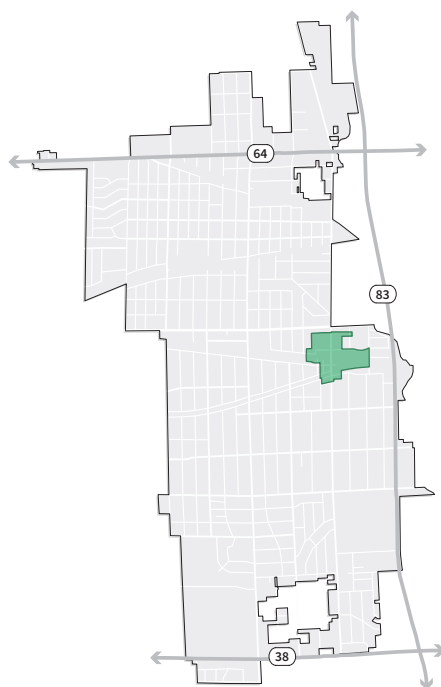


Villa Park Recreation Center. Situated at the site of the previously existing and outdated recreation center at Lions Park in Villa Park, the Villa Park Recreation Center provides the community with a revitalized home for their community events, programs and fitness all together in one location. The nearly 38,000 SF community center includes a gym, multi-purpose rooms, program rooms, teaching kitchen, fitness, dance, a running track and more including administrative office spaces and support spaces.

Union Residential. Recently approved by Village Board, Catalyst and Marquette are building a \$50 million, 238-unit residential complex called The Union with 10,000 square feet of ground-floor retail or restaurant space at the corner of Villa and East Wildwood Ave.

Outdoor Dining. Taking advantage of the foot traffic from additional development in the district, the Village should work with businesses to offer outdoor dining along Villa Avenue.

Parklets. As an addition to the Prairie Path and the Great Western Trail, the Village should look to build parklets on smaller parcels throughout the district. Most parklets have a distinctive design that incorporates seating, greenery, and/or bike racks and accommodate unmet demand for public space on thriving neighborhood retail streets.



DRAFT
For Public Comment
02/14/2025



IMPROVEMENT FRAMEWORK

STREETSCAPE IMPROVEMENT

Streetscape improvements enhance the aesthetic appeal of public streets and surrounding areas through various improvements such as street trees, decorative lighting, benches, art installations, and upgraded sidewalks. Within the district, the Village should work to integrate additional pedestrian amenities given that both the Prairie Path and Great Western Trail run through the district.

UTILITY LINE BURIAL

Utility line burial refers to the practice of placing power lines, telecommunication cables, or other utility infrastructure underground rather than on poles. Burying overhead wires enhances the overall aesthetics of an area by removing clutter from the visual landscape. The roads, such as Villa Avenue, where overhead lines are should consider burying these lines during roadway projects to improve the appearance and character of the district.

LANDSCAPING IMPROVEMENT

A well-maintained landscape enhances a commercial property's appeal and welcoming atmosphere, drawing in potential customers and having a positive visual impact on surrounding areas. Perimeter landscaping should be designed to maximize stormwater management and improve water quality through the implementation of BMPs, such as bioretention areas. Screening should also be used to enclose or conceal necessary, but unsightly infrastructure. The Village should work with property owners along Villa Avenue to incorporate landscaping improvements to enhance the area's visual appeal. As the area redevelops, the Village should continue to enforce its zoning landscape standards.

WAYFINDING SIGNAGE

Wayfinding involves orienting oneself within an environment using signage, which includes visual elements like signs and symbols. Given the amount of destinations within the district, (Prairie Path, Great Western, Villa Park Historical Society, Union Development, Villa Park Recreation Center, etc.) clear wayfinding signage would improve safety, reduce confusion, and create a smooth flow of people, thereby increasing accessibility and user-friendliness.

OLD TOWN GATEWAY SIGNAGE

Gateway signage serves as a welcoming entrance marker to a community, district, or significant location. It typically features the name of the area, along with thematic elements that reflect its identity and character. The Old Town District is and will continue to be a key area within the Village, so it is recommended that it incorporates further signage to provide clear directions and announce to residents about their arrival to the district.

FAÇADE IMPROVEMENT

Façade improvements refer to enhancements and renovations to the exterior appearance of a building. It is recommended that the Village encourage and incentivize these improvements along roads such as Villa Avenue to further add to the cohesive community aesthetic being created within the district.

HISTORICAL ASSET

Historically or culturally significant structures or sites are recognized and preserved as historic landmarks. They benefit a place by attracting tourists, fostering a sense of identity and community pride, and contributing to economic development through cultural and heritage tourism. Within the district, the Villa Park Historical Society should continue to be preserved and promoted as an important historic site.

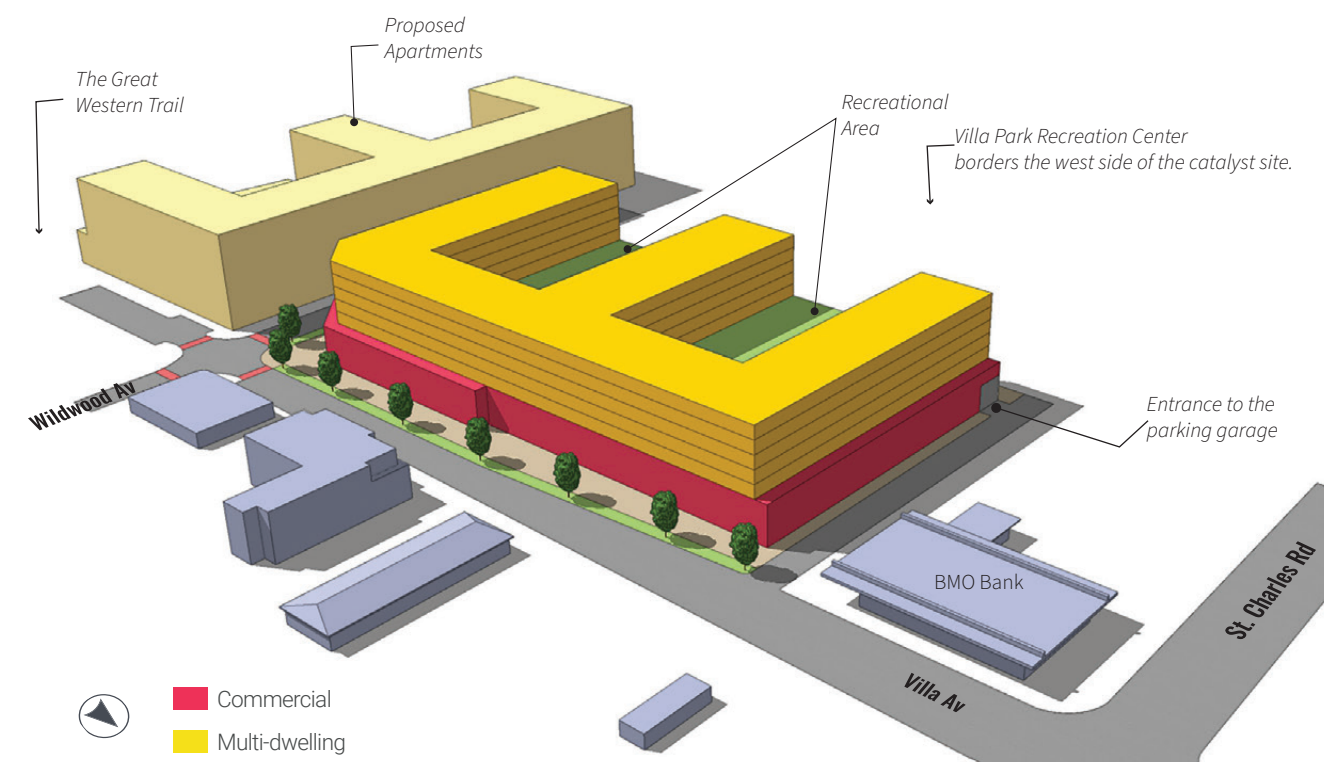
REDEVELOPMENT OPPORTUNITIES

OPPORTUNITY SITE 1

This site, currently taken up mostly by underutilized parking, should be redeveloped along with the adjacent opportunity site on St. Charles Avenue. The redevelopment of these sites should match the mixed-use nature of the rest of the district.

OPPORTUNITY SITE 2

This site, currently home to several businesses, should be redeveloped to offer retail and commercial for the additional residents to be introduced through the Union residential development.



OLD TOWN LOFTS ON VILLA

The site next to the new Villa Park Recreation Center should feature a mixed-use building with ground-floor commercial space and residential units above. Ground-floor commercial space should activate the streetscape, attract foot traffic, and provide amenities for residents and visitors. Parking should be integrated within the first two floors, with a mix of studio, one-bedroom, and two-bedroom apartments above. The design should include recreational areas on the podium level to enhance residents' quality of life. High-quality materials and thoughtful design are essential to ensure the building serves as an enduring neighborhood asset.

CATALYST SITE DEVELOPMENT INFORMATION

Site: 54 S Villa Avenue, 22-44 S Villa Avenue
Lot Size: ~3.50 Acres
Future Land Use: Mixed-Use
Current Zoning District: MXT -Transitional Mix Office - Residential

HISTORIC ARDMORE DISTRICT

The Historic Ardmore District looks to build upon its quaint nature by continuing to add retail, pedestrian amenities, and placemaking improvements. Any additional commercial added will match the characteristics of those found along Park Boulevard and serve local residents, and those enjoying the Illinois Prairie Path.

Toolkit Improvements

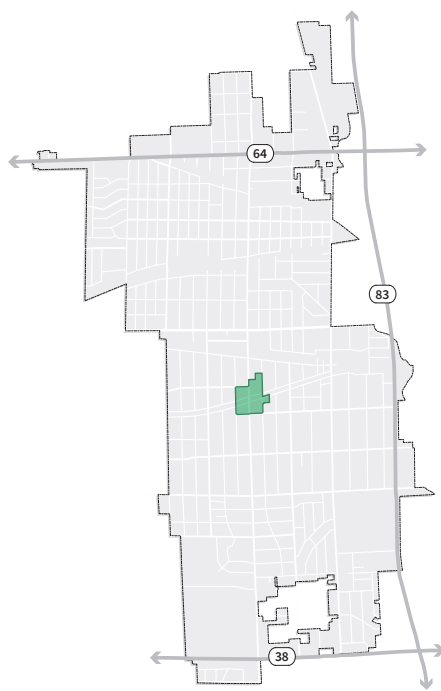
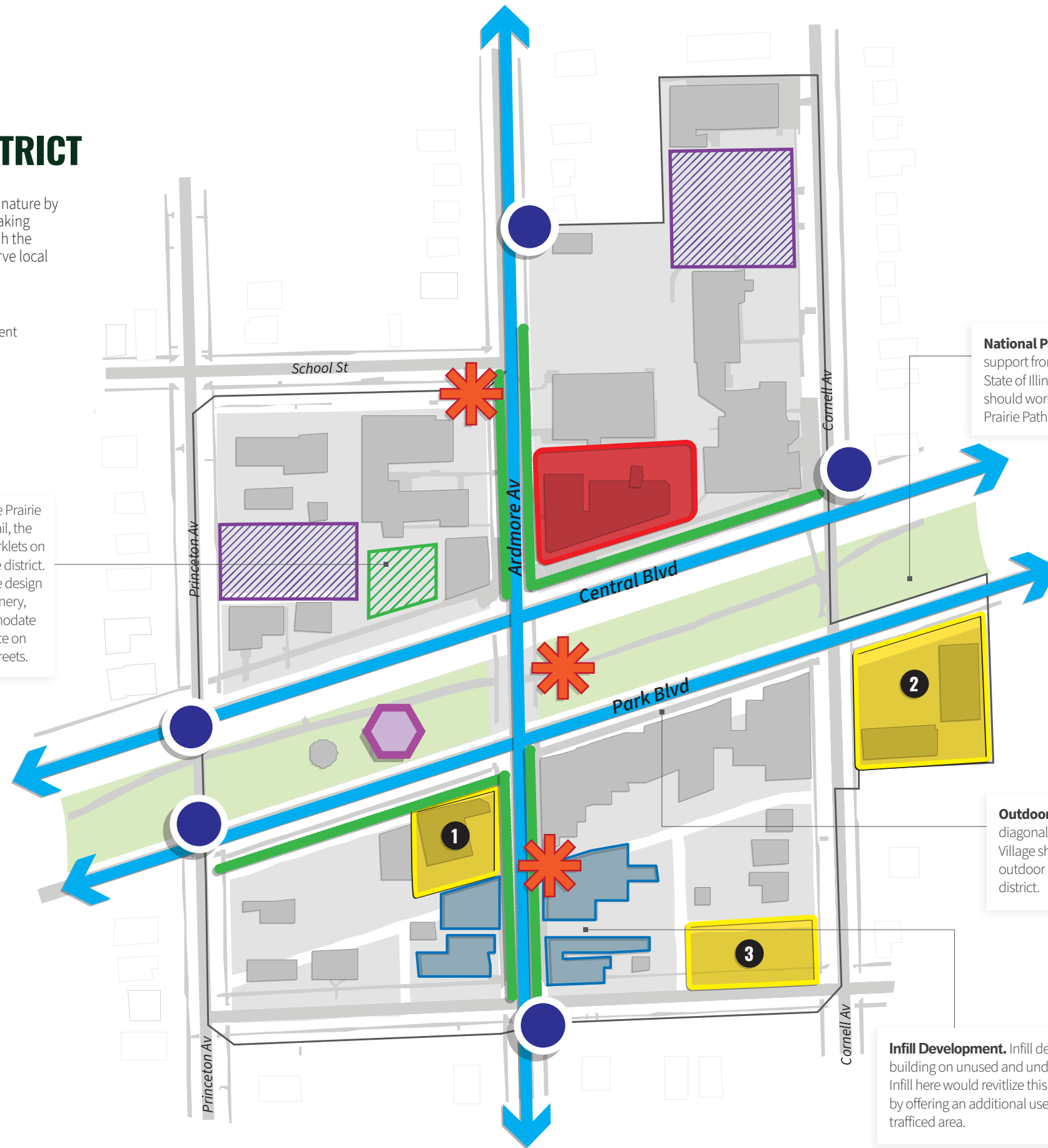
- Catalyst Site
- Opportunity Sites
- Facade Improvement
- Parking Reduction
- ↔ Streetscape Improvement
- ↔ Landscaping Improvement
- Gateway Signage
- ✱ Wayfinding Signage
- ⬡ Historic Asset
- ⬡ Parklet

Parklets. As an addition to the Prairie Path and the Great Western Trail, the Village should look to build parklets on smaller parcels throughout the district. Most parklets have a distinctive design that incorporates seating, greenery, and/or bike racks and accommodate unmet demand for public space on thriving neighborhood retail streets.

National Park Designation. With multijurisdictional support from DuPage County, the Historical Society, the State of Illinois and other relevant entities, Villa Park should work to obtain a National Park Designation for the Prairie Path.

Outdoor Dining. Taking advantage of the diagonal parking along Park Boulevard, the Village should work with businesses to offer outdoor dining in this quiet and quaint district.

Infill Development. Infill development is building on unused and underutilized land. Infill here would revitalize this unused parcel by offering an additional use in a heavily foot trafficked area.



DRAFT
For Public Comment
02/14/2025



IMPROVEMENT FRAMEWORK

FAÇADE IMPROVEMENT

Façade improvements refer to enhancements and renovations to the exterior appearance of a building. It is recommended that the Village encourage and incentivize these improvements along Park Boulevard and Central Boulevard to create a more appealing and invite those on the Prairie Path to stop in. This would help strengthen businesses, helping keep dollars in the local economy.

PARKING REDUCTION

Currently, development within the district is overparked, meaning that there are more parking spaces than visitors at any given time. It is recommended that the Village promote the utilization of existing parking spaces more effectively. This would provide opportunity for additional sales tax generating uses for the Village. Though some landscape features currently exist, additional improvements including interior landscaped islands, perimeter landscaping, and decorative fencing should be incorporated to further reduce its negative visual impact and screen it from the right-of-way.

STREETSCAPE IMPROVEMENT

Streetscape improvements enhance the aesthetic appeal of public streets and surrounding areas through various improvements such as street trees, decorative lighting, benches, art installations, and upgraded sidewalks. The goal is to create a more pleasant and inviting environment that encourages pedestrian activity and improves overall quality of life. Within district, the Village should work to integrate pedestrian amenities for those on the Prairie Path looking to stay and enjoy the district.

LANDSCAPING IMPROVEMENT

A well-maintained landscape enhances a commercial property's appeal and welcoming atmosphere, drawing in potential customers and having a positive visual impact on surrounding areas. Perimeter landscaping should be designed to maximize water quality through the implementation of BMPs, such as bioretention areas. Screening should also be used to enclose or conceal necessary, but unsightly infrastructure. To improve the appearance of the district, the Village should work with property owners along Park Boulevard and Central Boulevard to integrate landscaping to match the greenery running along the Prairie Path.

GATEWAY SIGNAGE

Gateway signage serves as a welcoming entrance marker to a community, district, or significant location. The purpose of gateway signage is to create a sense of arrival and distinction, setting the tone for the area and enhancing its visual appeal. The Village should look to add some signage to announce to those on the Prairie Path that have arrived in the district and should stop to explore or enjoy the commercial and retail options.

WAYFINDING SIGNAGE

Wayfinding involves orienting oneself within an environment using signage, which includes visual elements like signs and symbols. It improves orientation, provides clear guidance, and assists individuals in efficiently navigating complex spaces. Clear wayfinding signage can improve safety, reduce confusion, and create a smooth flow of people, thereby increasing accessibility and user-friendliness.

HISTORICAL ASSET

Historically or culturally significant structures or sites are recognized and preserved as historic landmarks. They benefit a place by attracting tourists, fostering a sense of identity and community pride, and contributing to economic development through cultural and heritage tourism. Additionally, they provide residents and visitors with information about the history and culture of the Village. The Ardmore Avenue Train Station should be preserved and advertised as an asset to the Village and to the district.

REDEVELOPMENT OPPORTUNITIES

OPPORTUNITY SITE 1

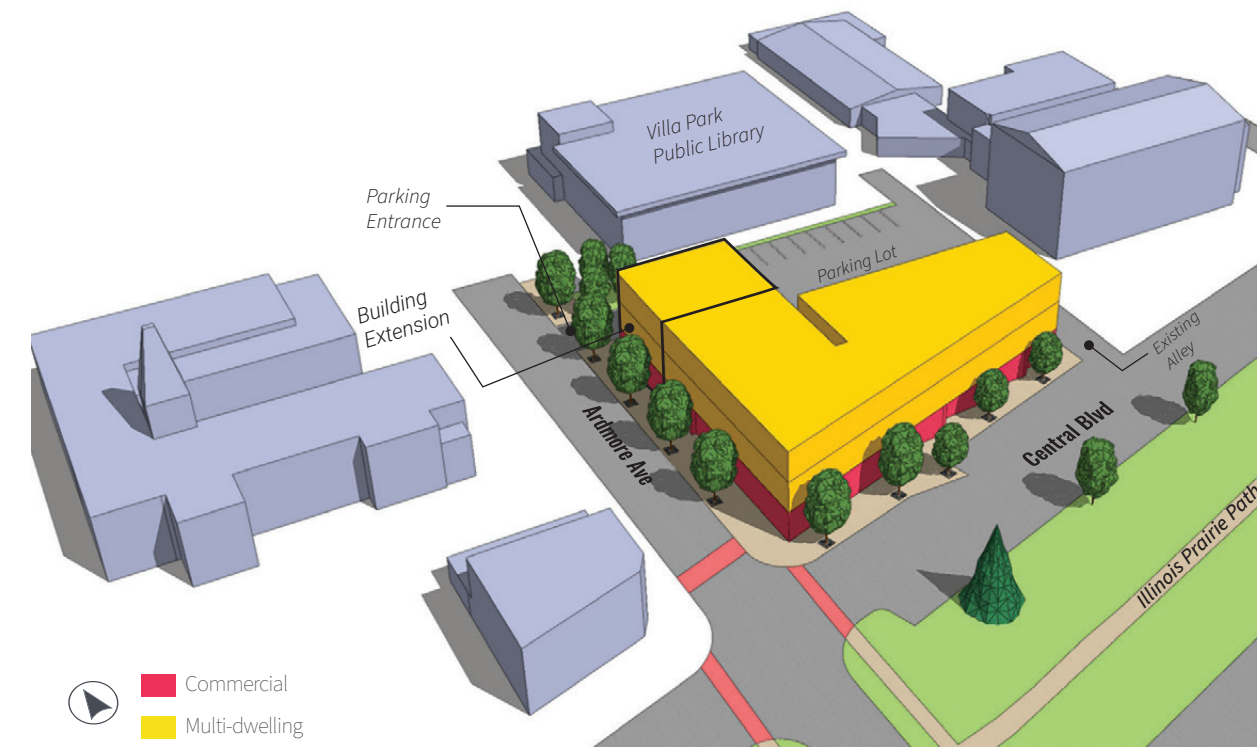
This site, currently composed of several small lots with businesses and parking areas, has the potential to be redeveloped into a neighborhood commercial development featuring dining and shopping options. The development would benefit from the inclusion of parklets or other public spaces at the front, along with adequate parking facilities to serve the businesses.

OPPORTUNITY SITE 2

This site, currently composed of Park Plaza, has the potential to be redeveloped into a neighborhood commercial development featuring retail options or become a mixed-use development similar to the buildings to the west of the site.

OPPORTUNITY SITE 3

This site is currently an underutilized parking lot. Given its location, the Village should look to redevelop this lot as a potential parklet or multifamily development to match the residential nature surrounding it.



CENTRAL AND ARDMORE MIXED USE NODE

The site, currently consisting of an underutilized building and parking lot, presents an opportunity for adaptive reuse. The existing structure could accommodate two additional floors for residential units, with the ground floor designated for essential services such as a grocery store, laundromat, bank, or café. The design should complement the surrounding architectural style and meet high-quality standards. Incorporating thoughtful landscaping and well-designed sidewalks will ensure the space is both welcoming and accessible.

CATALYST SITE DEVELOPMENT INFORMATION

Site: 317 S Ardmore Avenue

Lot Size: ~0.4 Acres

Future Land Use: Mixed-Use

Current Zoning District: MX2 - Mixed Use



CHAPTER 4

TRANSPORTATION AND MOBILITY

A balanced, efficient, and well-connected transportation system provides access to goods, services, and community resources, and supports land use development through a variety of modes. The transportation system in Villa Park consists of an integrated network of roadways, regional public transit services, pedestrian facilities, and an emerging bicycle system.

ROADWAY NETWORK

Villa Park's road network accommodates traffic circulation, maintains efficient connections between local neighborhoods and commercial corridors, and provides direct access to the regional arterial roadway system. Its roadways are classified as either arterial roads, collector roads, or local roads based on the function that they serve and their capacity. The road classification also indicates eligibility for certain types of federal transportation funds. North Avenue (IL 64), Roosevelt Road (IL 38), Kingery Highway (IL 83), and St. Charles Road are the Village's primary arterial roadways with the highest volumes of traffic through the Village. North Avenue, Roosevelt Road, and Kingery Highway are also designated by Illinois Department of Transportation (IDOT) as Strategic Regional Arterials, which have more stringent access control and traffic signal spacing requirements.

ROADWAY JURISDICTION

The roadways in Villa Park are controlled by several jurisdictional entities such as IDOT, DuPage County, York Township and the Village. Most of the major travel arteries serving the Village are controlled by IDOT, including North Avenue (IL Route 64), Kingery Highway (IL Route 83), and Roosevelt Road (IL Route 38). Villa Avenue (north of North Avenue) is under the jurisdiction of Dupage County Department of Transportation (DuDOT). The Village controls the remaining roadways in the Village except for portions of Riordan Road, Cornell Avenue, Summit Avenue, Euclid Avenue, Manor Lane, Hill Street, and Villa Avenue that are under the jurisdiction of York Township.

Moving forward, the Village should continue to partner with IDOT and DuDOT, and maintain close communication, to ensure appropriate maintenance and improvement of their roadways while supporting future development. Coordination with adjacent municipalities, such as Elmhurst, Lombard, Addison, and Oakbrook Terrace, that rely on these roadways is also important in addressing traffic flow concerns and organizing larger corridor safety projects.

FUNCTIONAL CLASSIFICATION

For planning and design purposes, roadways are classified in a hierarchical structure by function to define their role in the transportation system and their eligibility for certain types of federal transportation funds. Four general functional classifications are typically used, including freeways, arterials, collectors, and local roads.

Arterials and collectors are commonly subdivided into major and minor designations based on location, service function and design features such as right-of-way, road capacity, continuity within system, speed limits, parking controls, and traffic signal spacing. Each roadway classification serves as a collecting / distributing facility for the next higher classification in the system. The following summarizes the roadway functional classification system serving the Village of Villa Park and describes these thoroughfares based on their context and design features. Table 1 provides a listing of the freeways, arterials, and collector roads for each roadway classification along with the jurisdictional ownership and annual average daily traffic volume (AADT).

MAJOR ARTERIALS

Major arterials provide a high degree of mobility and function as the primary travel routes through urban areas. These roadways are continuous and serve the broader region, connecting the freeway system with the local system of minor arterials and collector roads, as well as the major activity centers within a community.

In Villa Park there are three major arterials, North Avenue (IL Route 64), Kingery Highway (IL Route 83), and Roosevelt Road (IL Route 38) and all three are part of the Strategic Regional Arterial (SRA) system. The SRA system, developed by the Chicago Metropolitan Agency for Planning (CMAP) and IDOT, is a network of key roadways designed to support regional travel and serve as an alternative to expressways. Its purpose is to improve mobility, reduce congestion, and connect major activity centers like jobs, shopping, and industrial areas across northeastern Illinois. All three roadways have six-lane cross-sections which run along the north side, east side, and south sides of the Village, respectively. North Avenue carries an annual average daily traffic (AADT) volume of 44,400 vehicles, Kingery Highway between North Avenue and Roosevelt Road carries an AADT volume between 49,200 and 62,900 vehicles, and Roosevelt Road carries an AADT volumes between 36,900 and 43,800 vehicles. St. Charles Road as a major arterial roadway. St. Charles Road provides two travel lanes in each direction and carries an AADT volume of 16,400 vehicles.

MINOR ARTERIALS

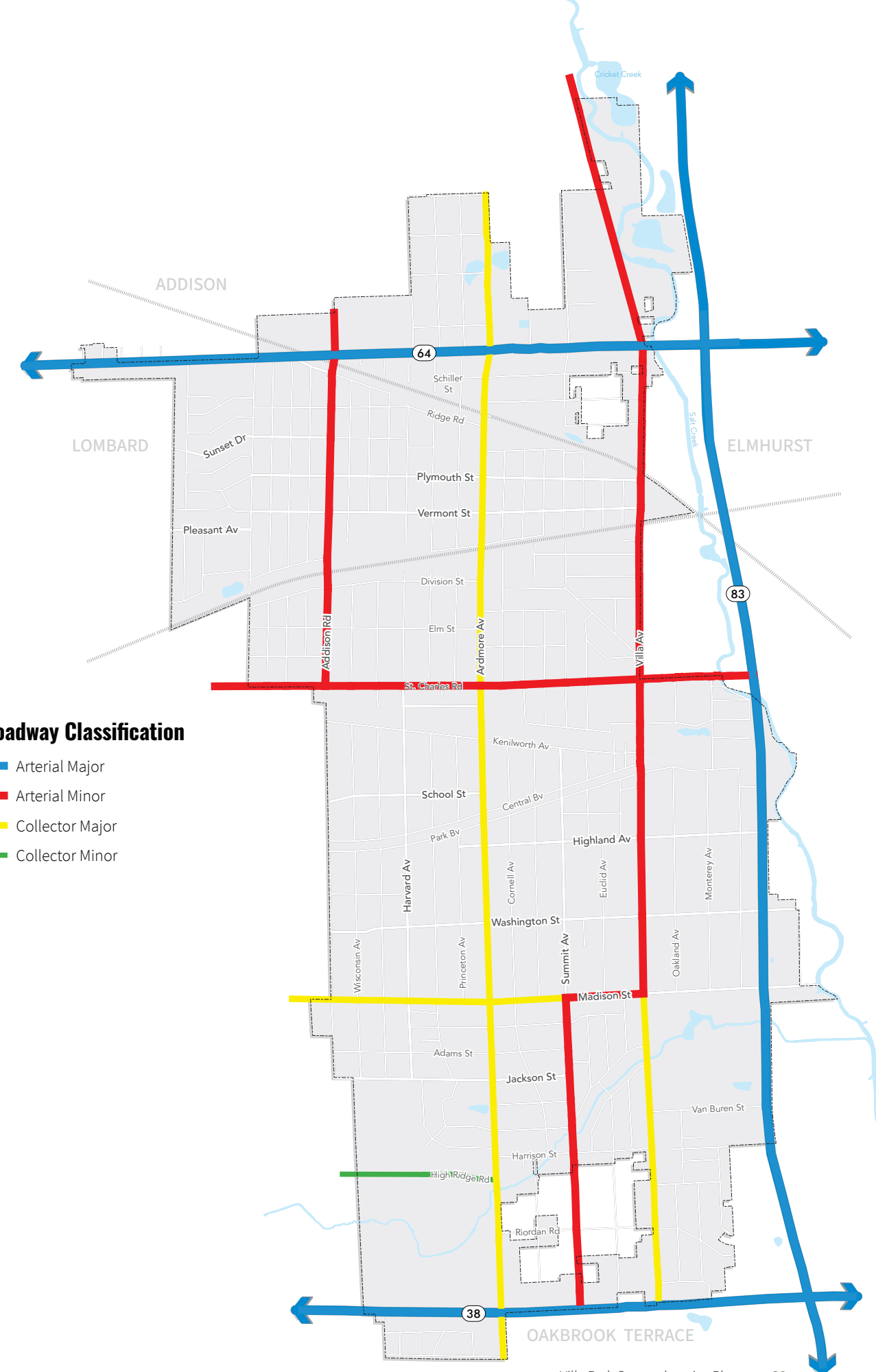
Minor arterials augment the major arterials by accommodating somewhat shorter trips to and from residential neighborhoods, commercial areas, employment centers and recreational facilities at the community level. As such, operating speeds and road capacity may be less than that of the major arterials, with less stringent controls on property access. Minor arterials in Villa Park include Addison Road which has a four-lane cross section and Villa Avenue and Ardmore Avenue which have two-lane cross sections. These roadways carry traffic volumes ranging from 4,000 to 15,700 vehicles per day.

COLLECTORS

The primary role of collectors is to collect and distribute traffic from local roads to arterials. Collectors typically provide circulation that local roads could not. The amount of access provided by a connector depends on the purpose of the roadway. Collector roads consist of medium-capacity, medium volume roads that have limited continuity and serve to distribute traffic between the higher-level arterials and the lower-level local roads. Collectors typically operate with lower speeds than arterials and provide some direct land access but to a more limited degree than local roads. Collectors in Villa Park are two-lane roadways and include Ardmore Avenue and High Ridge Road. These roadways carry traffic volumes ranging from 2,100 to 12,400 vehicles per day.

LOCAL ROADS

Local roads are the lowest level of the functional classification hierarchy. Local roads have fewer lanes and lower speeds to provide the greatest amount of access to surrounding land uses. Trip lengths on local roads are typically short and volumes and speeds are typically low. All remaining roadways in the Village not mentioned above are classified as local roads and are generally two-lane roadways with parking permitted on one or both sides.





ROADWAY CAPACITY IMPROVEMENTS

The Village’s arterial and collector roads convey the highest volumes of traffic through the community and provide connections to the commercial and industrial areas of the Village along IL Route 64, IL Route 83 and IL Route 38 and the local commercial areas along St. Charles Road, Ardmore Avenue, and Villa Avenue. The spacing between the north-south arterial and collector roads is one-half mile apart and spacing between the primarily east-west arterial and collector roads are one mile apart. Given the higher capacity cross-sections, excellent spacing, and the fact that the major commercial and industrial areas located along IL Route 64, IL Route 83, and IL Route 38, these roadways appear to provide adequate capacity.

However, congestion along the Village’s major arterial roadway primarily occurs outside of the Village at the intersections of IL Route 64 with IL Route 83 and IL Route 83 with St. Charles Road in Elmhurst, and IL Route 38 with Westmore-Meyer Road in Lombard. The congestion at these intersections results in traffic utilizing Villa Avenue to access IL Route 64 and IL Route 38 and adjacent neighborhoods resulting in congestion at both ends of the Villa Avenue corridor.

Due to the terminus of Villa Avenue at IL Route 38, the intersection of IL Route 38 with Summit Avenue also experiences peak period congestion as Summit Avenue connects to IL Route 56, 22nd Street, and I-88 eastbound ramps to the south.

Redevelopment opportunities along IL Route 64 and IL Route 38 provide the ability to consolidate driveways and direct parcel access to the cross streets/cross access connections which would improve the flow of traffic along these roadways.

The Union Pacific - West Metra commuter railway and the Canadian National Railroad are significant barriers to north-south vehicular travel within the Village of Villa Park. However, most of the arterial and collector roads are continuous roadways that penetrate these barriers and provide access to the adjoining communities. Furthermore, the Illinois Prairie Path and the Great Western Trail are excellent public amenities that provide long uninterrupted stretches of pedestrian/bicycle paths that minimize vehicle conflicts. However, these paths/trails do provide impediments to the local roadway system and the ability for continuous local, north-south streets within the Village.

NORTH AVENUE (IL ROUTE 64)

To reduce congestion and improve safety at the intersection of North Avenue (IL Route 64) with Villa Avenue, IDOT and DuPage County have plans for the intersection to be upgraded to provide Smart Corridor improvements that will include signal modernization, transit vehicle pre-emption, emergency vehicle pre-emption, signal upgrades, sidewalk and ADA ramp work, and pedestrian accommodations.

ROOSEVELT ROAD (IL ROUTE 38)

IDOT has planned roadway improvements for Roosevelt Road between I-294 and Finley Road that include pavement preservation and ADA improvements along the corridor. The Village should coordinate with IDOT on these improvements on potential locations to close sidewalk gaps and enhance pedestrian facilities at intersections along the corridor. As infill sites become developed or with the redevelopment of parcels along the Roosevelt Road corridor, coordination with IDOT should occur to minimize the number of curb cuts along the corridor increasing the progression of vehicle traffic and limiting the pedestrian crossing locations.

ST. CHARLES ROAD

The volume of traffic on St. Charles Road is consistent with a roadway segment that is a good candidate for a road diet, which is a reduction of the roadway from its existing five lane cross section to a three lane-cross section. However, capacity during peak periods may be affected depending on the characteristics specific to the corridor. A narrower roadway would create a calmer traffic environment for motorists and pedestrians, would create for safer roadway crossings for pedestrians and would allow for the provision of amenities for all modes of transportation including wider sidewalks, provision of on-street bicycle lanes, and on-street parking.

In evaluating the feasibility of a St. Charles Road road diet, consideration should be given to the numerous curb-cuts located on the roadway, the diversion of traffic to other east-west roadways including Vermont Street, Elm Street, Washington Street and Maddison Street, the classification of vehicles utilizing the roadway, and the operations of the signalized intersections of St. Charles Road with Villa Avenue, Ardmore Avenue, and Addison Road.



ROADWAY CONTINUITY AND CAPACITY IMPROVEMENTS

The 2009 Village Comprehensive Plan identified but did not incorporate several roadway connections/enhancement options to improve north-south travel through the Village's major barriers. These include the creation of an under/overpass for the Addison Road intersection with the Metra commuter railway, the extension of Summit Avenue across the Metra commuter railway to connect to Ellsworth Avenue, and the extension of Summit Avenue across the Great Western Trail to connect to St. Charles Road.

The extension of Summit Avenue across the Metra commuter railway would enhance access to the Villa Park Metra station and would provide connectivity between the residential neighborhoods on either side of the railway. Providing an Addison Road under/overpass would fill a gap in the grade separated rail crossings for the Village with the nearest locations being IL Route 83 to the east and Main Street in Lombard to the west. However, given the four-lane cross section of Addison Road, the provision of a grade separated crossing might result in increased daily traffic volumes on the roadway by capturing traffic on other north-south roadways or by diverting traffic on St. Charles Road to North Avenue via Addison Road. As such, the grade separation of Addison Road should be considered as part of the evaluation of the St. Charles Road diet.

TRAFFIC CONTROLS

There are 14 traffic signal-controlled intersections in the Village, of which 11 are located on arterial roadways under IDOT control. The remaining three signals are located along St. Charles Road at its intersections with Villa Avenue, Ardmore Avenue, and Addison Road, which are under Village control. All other intersections in the Village are generally under stop control.

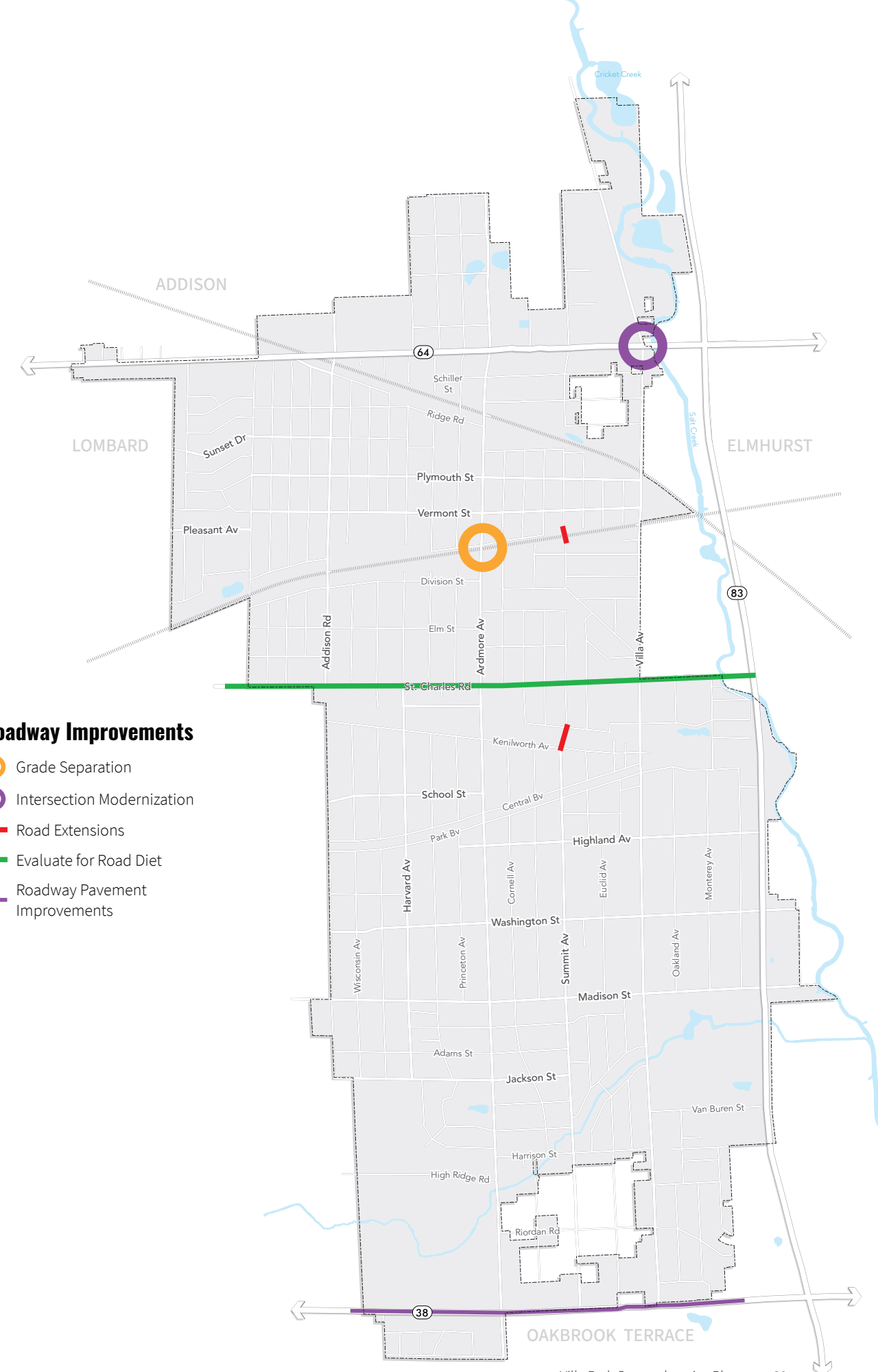
IDOT has implemented coordinated traffic signal systems across the state. These systems aim to optimize traffic flow by synchronizing traffic signals along major corridors, reducing delays and improving efficiency. The intersections of Westmore Avenue, Addison Road, Michigan Avenue, and Ardmore Avenue along IL Route 64 are part of an eight-signal IDOT coordinated traffic signal system that extends west into the Village of Lombard. The intersection of Villa Avenue with IL Route 64 is part of an eight-signal IDOT coordinated traffic signal system that extends east into the City of Elmhurst and includes the intersection of IL Route 64 with IL Route 83. The intersection of IL Route 83 with Riverside Drive/Frontage Road is part of a 14-signal IDOT coordinated traffic control system that includes the intersections of St. Charles Road with IL Route 83, Villa Avenue, Ardmore Avenue, and Addison Road. The intersections of IL Route 38 with Villa Oakes Shopping Center, Ardmore Avenue, Courtyard Shopping Center, Summit Avenue, and Villa Avenue are part of a 12-signal IDOT coordinated traffic control system that extends west to Finley Road.

RECOMMENDATIONS

- Continue to maintain close communication with IDOT and DuPage County to ensure appropriate maintenance and improvement of their roadways while supporting future development and multimodal connectivity.
- Consolidate curb cuts along the Village's arterial and collector roadways, and encourage cross access between parcels as opportunities arise, to reduce conflict points and congestion.
- Evaluate the feasibility of an Addison Road grade separated intersection with the Metra commuter railway. Evaluate the feasibility of a St. Charles Road diet to foster amenities for all modes of transportation.
- Regularly review traffic volumes and speeds along collectors and local roadways to identify problem areas and address shifts in how drivers move through the community over time.
- Use traffic calming best practices to promote safe and efficient streets Village-wide.
- Coordinate with adjacent municipalities to address traffic flow concerns and organize larger corridor safety projects.
- Improve streetscape design standards to beautify the public realm along the Village's highly visible corridors.

Roadway Improvements

- Grade Separation
- Intersection Modernization
- Road Extensions
- Evaluate for Road Diet
- Roadway Pavement Improvements



ACTIVE TRANSPORTATION

Communities strive to develop a comprehensive bicycle and pedestrian system to promote mobility by non-auto means and to encourage an active, healthy lifestyle. The pedestrian system in the Village is extensive and consists of sidewalks along both sides of most of the roadways within the Village. However, sidewalk gaps do exist within the residential portions of the Village. The Village has three regional trails, additional upgrades to the bicycle system are in the development stages and is currently limited to three existing off-street paths/trails within the Village's green space.

PEDESTRIAN SYSTEM GAPS

The arterial and collector roadways provide the most direct pedestrian connections to Village's commercial areas, civic facilities, parks, forest preserves, schools, and public transit stops. Gaps in the pedestrian system on these roadways limit this convenience and reduce the safety of the system. Notable gaps are present along portions of the north side of Roosevelt Road and along the south side of North Avenue.

The lack of sidewalks in residential neighborhoods can constrain local mobility and access to the broader pedestrian system although new sidewalk installations may not be feasible or necessary in some of the Village's neighborhoods where traffic is calm and it is safe and appropriate to walk on the roadway shoulder. The majority of local roadways in the Village have sidewalks on one or both sides of the road.

Several gaps in the residential sidewalk are present in the following areas:

- In the southeast corner of the Village in the area bounded by Ardmore Avenue on the west, Roosevelt Road on the south, Jackson Street/ Vanburen Street on the north and Summit Ave on the West. This extends into unincorporated areas of the Village as well.
- On residential roadways and near commercial areas north of Plymouth Street, between Biermann Avenue and Villa Avenue.
- On the south side of Kenilworth Avenue, between Myrtle Street and Addison Avenue.
- The roadway segment of Cornell Avenue between Jackson Street and Harrison Street.

The Village should continue to maintain and repair the pedestrian infrastructure as part of its annual Capital Improvement Program and pursue opportunities to close the gaps in the system. Some of these may require collaboration with residents and private property owners for both public rights-of-way and easements or other governing entities, including IDOT, DuPage County, York Township, and the adjoining municipalities. The Village's Bicycle and Pedestrian Master Plan identifies several improvements to the Village's sidewalk network and pedestrian crossing facilities including:

- Fill in the gaps in the sidewalk network.
- Repair or replace cracked, uneven, and broken sidewalks.
- Identify ways to improve pedestrian scale lighting on local roadways.
- Improve the pedestrian experience on St. Charles Road by widening the existing sidewalk, improve the existing signalized intersection crossings, identify locations for additional pedestrian and bicycle crossing locations.
- Enhance pedestrian facilities at railroad crossings.
- Improve pedestrian experience on Roosevelt Road.
- Provide a sidewalk connection to Walmart.

PEDESTRIAN AMENITIES

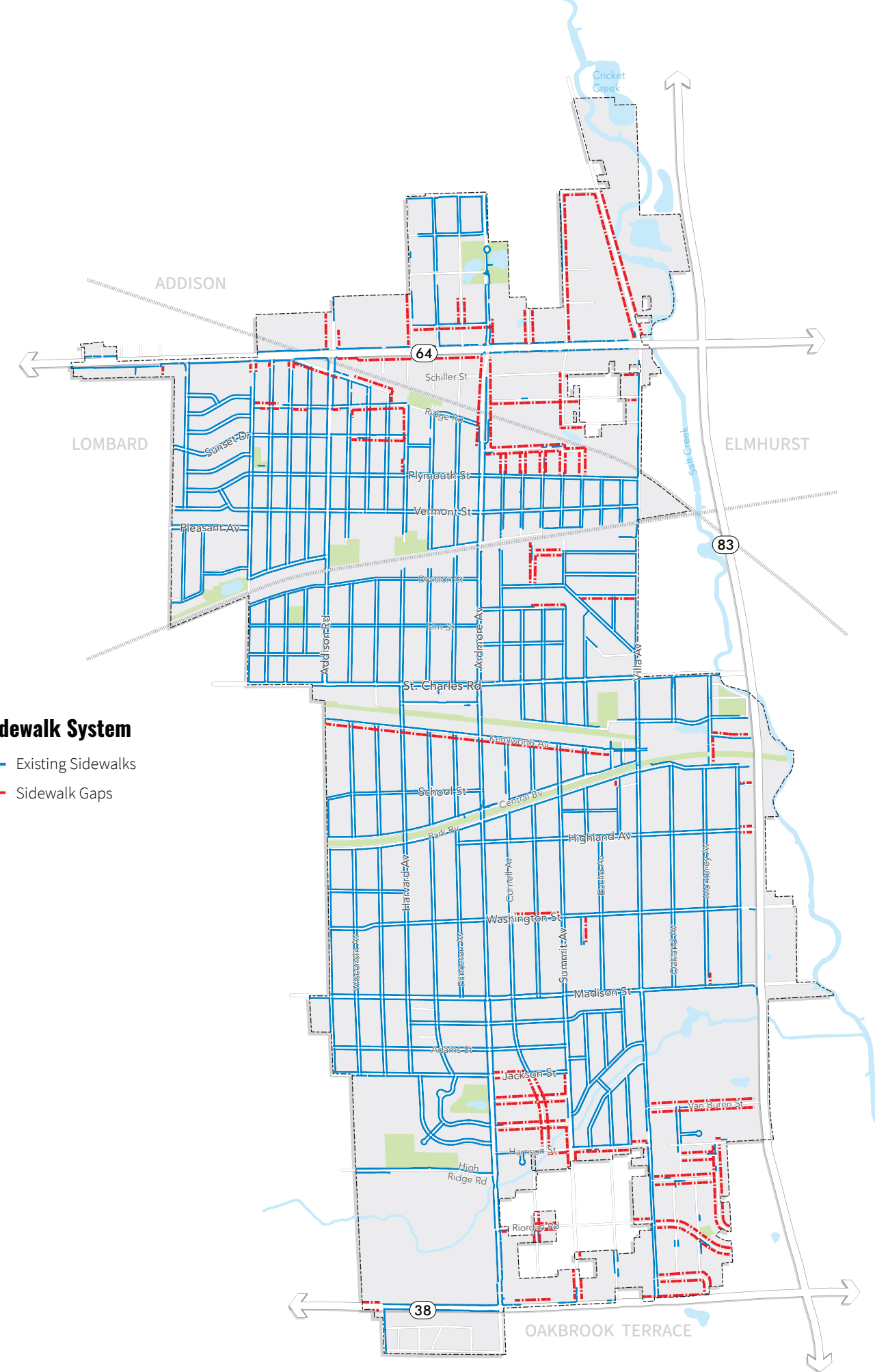
Pedestrians are sensitive to the character, safety and convenience of their surroundings when choosing where and how far they feel comfortable walking. Streetscape amenities can make walking a more attractive and inviting option and can include features such as pedestrian-scale lighting, benches, trash cans, trees and plantings, and public art, among others. These amenities are most effectively used in areas with higher pedestrian traffic such as commercial corridors. The Village should seek to improve streetscape design standards to beautify the public realm along its highly visible corridors.

The Villa Park Capital Improvement Plan (2022-2026) identifies a series of roadway, trail, and pedestrian facility improvements to enhance transportation conditions within the Village. Most of these projects consist of pavement rehabilitation and replacement on various roadway segments. Some of the notable projects include ADA Sidewalk Improvements, Sidewalk Improvement Program, and the Great Western Trail Lighting Expansion Project along Harvard Avenue to village limits on the west.

PEDESTRIAN CROSSINGS

The Village's arterial roadways can be barriers to pedestrian travel due to the width of the roadway, high volumes of traffic, and traffic speeds. The signalized intersections along these roadways are the safest locations for pedestrians and bicyclists to cross the road, and many have been upgraded with pedestrian enhancements including pedestrian signals, countdown timers, high-visibility "ladder-style" crosswalks, and ADA-compliant curb ramps.

The signalized intersections along the Village's arterial roadways are the safest locations for pedestrians and bicyclists to cross the road. Twelve of the fourteen signal-controlled intersections in the Village have crosswalks on at least one approach with pedestrian signals and curb ramps. The remaining two signals are along Roosevelt Road at the signalized access drives of the Villa Oaks Shopping Center and the Courtyard Shopping Center.



Additional pedestrian amenities including ADA ramps and high-visibility, continental crosswalks are provided at many other high pedestrian intersections within the Village. These additional amenities are generally located with proximity to schools, parks, public open spaces, and at other key intersections.

Given that several signalized intersections in the Village are still in need of some of these enhancements, most notably two connecting commercial shopping centers along Roosevelt Road, the Village should coordinate with IDOT during roadway improvement projects to incorporate these pedestrian facilities and should address these needs through its annual Capital Improvement Program

ON-STREET BICYCLE FACILITIES

While the Village's extensive trail system provides excellent off-street bicycle and pedestrian amenities to residents and guests, the Village currently has limited on-street bicycle facilities. Many of the roadways in Villa Park carry lower volumes of traffic at lower speeds and can safely accommodate on-street bicycle facilities. This is particularly relevant where there is limited off-street space for such accommodation within the public right-of-way. On-street facilities can also bridge the gap between the off-street trails and paths and can be implemented quicker at a lower cost. "Sharrow" pavement markings are provided along Vermont Street between Ardmore Avenue and Villa Avenue.

OFF-STREET BICYCLE FACILITIES AND TRAILS

The off-street bicycle network in Villa Park is currently limited to three multi-use paths including the Illinois Prairie Path, the Great Western Trail, and the Salt Creek Greenway Trail. All three trails converge in the center of the Old Town District. The Illinois Prairie Path bisects the Village in an east-west direction and extends east into the City of Elmhurst and west into the Village of Lombard.

The eastern end of the Great Western terminates at Villa Avenue and extends west into the Village of Lombard. To connect the Great Western Trail with the Illinois Prairie Path, signage and the Tri-Trail Connector is provided on the west side of Myrtle Avenue.

The Salt Creek Greenway Trail generally runs along Salt Creek and extends from Rotary Park on the east side of the Village north into the City of Elmhurst and Village of Addison. Within the vicinity of the Village, the Salt Creek Greenway Trail is bisected by DuPage Materials in which the trail runs along Villa Avenue between Thomas Street and 2nd Street.

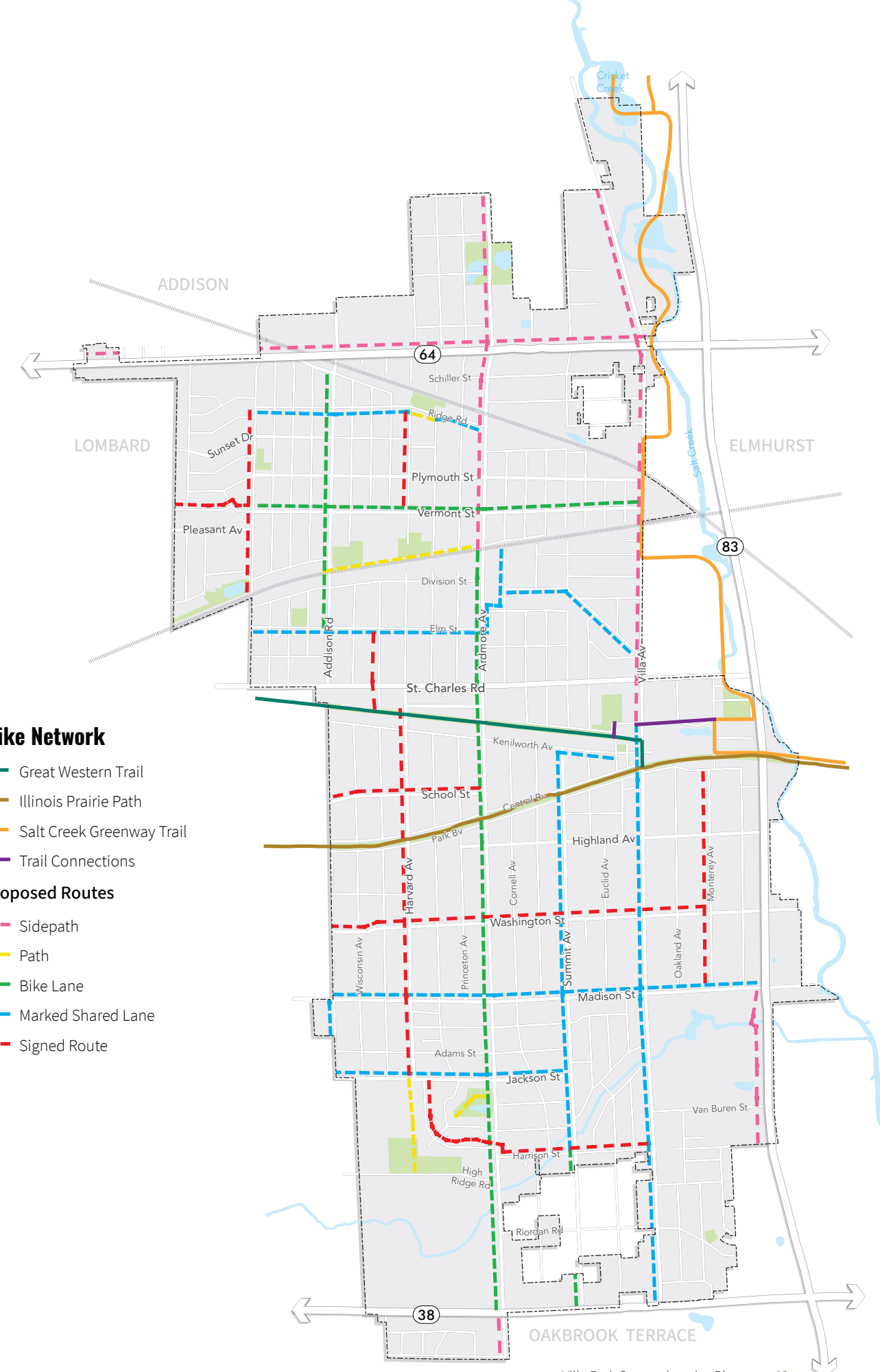
The Village's Bicycle and Pedestrian Master Plan suggests an additional paved side path be provided on North Avenue that extends east into Elmhurst and west into Lombard. Additionally, the Plan recommends side paths on Ardmore Avenue north of the Metra commuter railway, Villa Avenue north of Wildwood Avenue, and along the IL Route 83 Frontage Road serving Walmart.

The DuPage County Trails Plan provides guidelines for consideration when incorporating items such as trail crossings, signage and wayfinding, trail use guidelines and trail maintenance. As trail updates are integrated into previously identified improvements or future improvements, these guidelines should be considered.

The Village's Bicycle and Pedestrian Master Plan identifies a series of additional improvements to the on-street bicycle facilities that can integrate the current off-street bicycle trails into a cohesive network.

RECOMMENDATIONS

- Continue to develop an active transportation system that incorporates interconnected paths, sidewalks, and on-street bikeways, as guided by the Bicycle and Pedestrian Master Plan.
- Ensure that sidewalks provide good access and mobility for all residents by closing gaps, providing adequate width, maintaining pavement quality, and adhering to ADA standards Village-wide.
- Emphasize sidewalk improvements or installations as priorities for the Village's major corridors while recognizing such installations may not be feasible or necessary in some of the Village's residential neighborhoods where traffic is calm, and it is safe and appropriate to walk on the neighborhood road shoulder.
- Consider potential pedestrian facility enhancements such as wider sidewalks, bicycle lanes, and pedestrian refuge areas when evaluating the potential for a St. Charles Road road diet. Coordinate with IDOT and adjacent municipalities to establish a side path on North Avenue
- Collaborate with IDOT and DuPage County to install missing pedestrian safety measures at signalized intersections including pedestrian signals with countdown timers, high visibility crosswalks, and ADA compliant curb ramps.
- Continue to add bicycle parking infrastructure to encourage bicycle travel for short-distance trips.
- Install wayfinding signage to guide cyclists to local destinations and nearby Metra stations.
- Work with school districts to develop Safe Walking Route plans for each of the District's schools.
- Execute the improvements identified in the Bicycle and Pedestrian Master Plan to provide an interconnected network that connects commercial corridors, parks, schools, civic facilities, and religious institutions.
- Continue to support the adopted complete streets ordinance.



PUBLIC TRANSIT

The Village of Villa Park is supported by a public transit network that provides residents, employees, and visitors with convenient options in accessing local destinations, adjacent communities, scheduled air transportation services, the City of Chicago, and the greater Chicago region. Transit services are provided by the following agencies.:

METRA COMMUTER RAILWAY

The Metra Union Pacific West (UP-W) line services Villa Park via a station located just east of Ardmore Avenue, with additional stations in the adjoining communities of Lombard and Elmhurst. The UP-W line extends from Elburn to the west to the Ogilvie Transportation Center in Chicago to the east. On a weekday, there are 27 inbound and outbound trains that stop in the Village. On Saturday, Sunday/ Holidays, there are 10 inbound and outbound trains that stop in the Village.

Ridership levels and parking utilization at the Villa Park train station are shown below with the last surveys performed by Metra in 2018 and 2019. At that time, the surveys were conducted ridership levels were generally consistent with previous surveys conducted in 2016, 2014, and 2006. Since 2018, Metra has experienced significant ridership reductions across the system due to the COVID pandemic. However, recent information provided by Metra indicates that ridership levels are recovering. Prior to the pandemic, the Village's station provided adequate parking to accommodate the parking demand.

The majority of Metra riders drive alone and park at the station while 12 percent of riders are dropped off and picked-up. A higher proportion of riders walked to the Villa Park stations than the other modes. Few riders accessed the stations by bike. As discussed in the following section, the Metra station is not served by any bus routes.

In the On To 2040 Comprehensive Regional Plan The Chicago Metropolitan Agency for Planning has identified improvements to the Metra UP West railway which consist of track, signal, safety, and infrastructure enhancements to increase passenger service and reduce delays. A third track is proposed to be added to an existing double-track portion of the line east of Elmhurst which will allow Metra trains to bypass slower freight trains which will provide for better operations.

PACE SUBURBAN BUS

Pace operates two fixed bus routes through the Village of Villa Park. The routes provide feeder service to the regions major employment centers such as hospitals, shopping centers, and County municipal services and to the CTA rapid transit system. Most of the Village's commercial developments are within a convenient walking distance (1/4-mile) of a Pace bus route. However, only a limited number of residential neighborhoods are served by a Pace bus route with service only provided in the southeast quadrant of the Village. Pace is also the designated public rideshare administrator for Northeastern Illinois and the agency facilitates a free carpool and vanpool matching service through their website.

ROUTE 301 – ROOSEVELT ROAD

Provides weekday service between the CTA Blue Line Forest Park Transit Center and the Metra UP-West Line Wheaton Station. Certain weekday rush hour trips serve the DuPage County Judicial Center. Through the Village of Villa Park, this route runs on Roosevelt Road (IL Route 38). Other destinations include the Oakbrook Center and the Elmhurst Memorial Hospital. There are three posted stops along this route located at Summit Avenue, Ardmore Avenue, and the Villa Oaks shopping center.

Boardings and lightings within the Village of Villa Park are highest on Route 301, which serves some of the regionals major commercial and employment centers including hospitals, shopping centers, and county municipal services.

ROUTE 313 – ST. CHARLES ROAD

Provides daily service between the CTA Green Line Austin Station in Chicago/Oak Park and the intersection of Finley Road with Branding Avenue in Downers Grove. Through the Village of Villa Park, this route runs on St. Charles Road east of Villa Avenue, along Villa Avenue between St. Charles Road and Washington Street, and on Washing Street west of Villa Avenue. Other destinations include the Eastgate Center and Yorktown Center in Lombard. There are nine posted stops along this route located at the intersections of Washington Street with Addison Avenue, Michigan Avenue, Harvard Avenue, Ardmore Avenue, Illinois Avenue, and Summit Avenue and at the intersections of Villa Avenue with Washington Street, Highland Avenue and St. Charles Road.

PACE AMENITIES

Infrastructure along the Pace routes is minimal with none of the bus stops in the Village providing passenger waiting amenities such as weather-protected shelters, benches, lighting, real-time bus tracker information, bus route maps/schedules, and concrete waiting pads. However, all of the stops are located near intersections that provide connections to the sidewalk system and pedestrian facilities due to the robust sidewalk network within residential areas.

To improve the rider experience, encourage greater ridership, and preserve existing service frequency, the Village should coordinate with Pace to upgrade all bus stops to be ADA accessible with paved waiting areas and to provide passenger waiting amenities such as benches, timetables, and posted bus routes. Bus shelters should be installed at higher ridership bus stops and all bus shelters should feature real-time technologies.

Locations that should be considered for new shelters include the intersections of St. Charles Road with Villa Avenue and at key stops along IL Route 38 including within the vicinity of the regional shopping centers and the intersection of IL Route 38 with Ardmore Avenue.

IMPROVE TRANSIT CONNECTIVITY

Currently, accessibility to Pace bus routes is limited to the southern portion of the Village. To improve transit connectivity, the Village should collaborate with Pace and adjacent communities to enhance the existing bus routes serving the Village or to establish a new bus routes that connects to existing routes and serves the north side of Villa Park, namely the Metra station and North Avenue commercial developments and the adjacent communities of Lombard and Addison. Other consideration could be given to establishing “rush hour” bus service via Route 313 (St. Charles Road) that serves the Metra station for weekday commuters. Additionally, bike and pedestrian connections to transit should be improved as they are just as key to strengthening the network as a whole.

As part of Pace's strategic vision plan, Driving Innovation, Pace has committed to expanding its network of arterial bus rapid transit service, known as the Pulse. Pace has evaluated providing the service on North Avenue which terminates at York Street in Elmhurst, and along Roosevelt Road between Forst Park and the Oakbrook Center (IL Route 83). The Village should coordinate with Pace on the success of these routes and the potential future extension of the routes into Villa Park.

VANPOOL

A vanpool is a shared transportation arrangement where a group of people travel together in a van or SUV to a common destination, such as a workplace or transit station. Pace's vanpool programs include its traditional vanpool program, Metra Feeder Program, and Employer (Corporate) Shuttle Program. Pace helps with vanpool costs by using grant funds to provide vans that are used to connect with train stations, transportation centers, or common employment centers and residential communities for a more economical, convenient, and environmentally friendly commute to work than driving alone.

RIDESHARE

Pace Rideshare is a carpool and vanpool matching service, affiliated with Pace Suburban Bus, and is the designated public rideshare administrator for Northeastern Illinois. It connects commuters with similar routes to share rides. Pace facilitates a free carpooling and vanpooling matching service through their website.

ACCESSIBLE TRANSPORTATION

RIDE DUPAGE

The Ride DuPage service provides a bus or taxi service for people who need travel assistance due to physical or cognitive limitations. Curb-to-curb transportation is provided 24-hours a day, 7-days a week at reduced rates.

YORK TOWNSHIP SENIOR RIDES

The York Township Senior Rides program is open to seniors 55 years of age or older who reside in York Township. Service is available Monday through Friday, 8:15 A.M. to 3:00 P.M. One-way essential rides cost three dollars per ride, one-way non-essential rides cost four dollars per ride, and rides to/from York Township will remain two dollars each way. Reservations are required to make sure that the service can accommodate the riders' needs.

RECOMMENDATIONS

- Coordinate with Pace on transit service and infrastructure improvements that will enhance the rider experience and encourage ridership, including bus shelters, ADA compliance, sidewalk connections, route information, and real-time technologies.
- Collaborate with Pace and adjacent municipalities to explore the extension of the existing Route 313 (St. Charles Road) to provide weekday rush hour service to the Villa Park Metra Station or to explore the provision of a new bus route that would serve the north side of the Village, the Villa Park Metra Station and area commercial/employment centers along North Avenue.
- Support biking to transit with instructions posted at bus shelters on putting bikes on buses.
- Work with IDOT and Pace to extend future Pace Pulse service on North Avenue and Roosevelt Road into Villa Park.

SUSTAINABLE ALTERNATIVES

Sustainable alternatives to driving alone can mitigate transportations for the Village. Electric vehicles are increasingly common. The impacts of new vehicle technology are an opportunity for Villa Park to embrace electric vehicles to appeal to both locals and visitors.

ELECTRIC VEHICLE SERVICES

There are currently 27 electronic vehicle charging stations in Villa Park. Locations include

- Target store - 16 Tesla charging stations and four Chargepoint charging stations.
- Walmart provides four Electrify America charging stations.
- Ovaline Court provides two electronic vehicle charging stations.
- Harley Davidson store provides one Chargepoint station.

The latter two locations are not for public use. These stations provide dedicated parking spaces for non-emission vehicles and offer environmental benefits to the community.

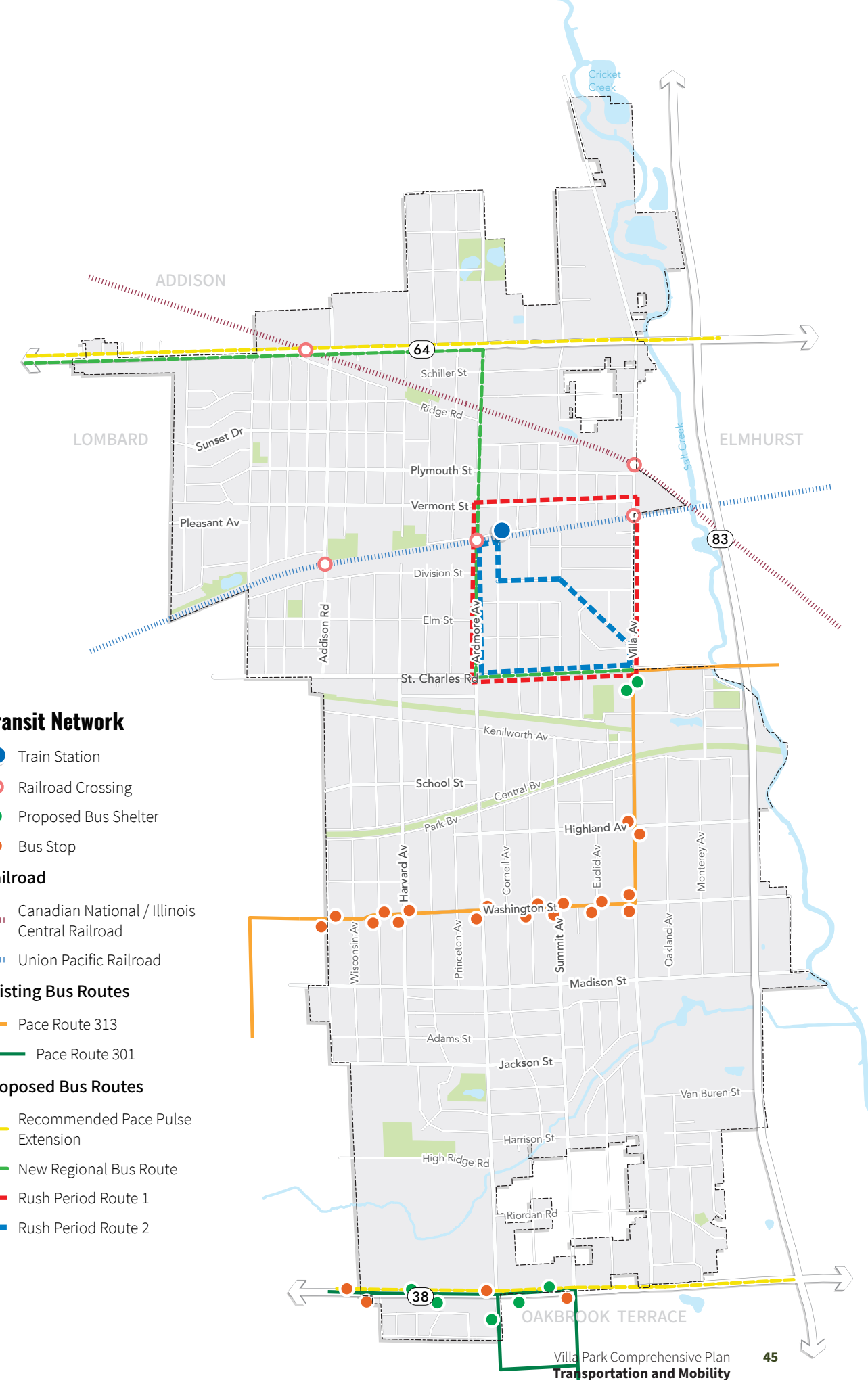
The Village should encourage large retailers and shopping centers to provide electronic vehicle charging stations for public use, should provide public electronic vehicle charging stations at municipal locations such as at the library, recreation centers, and Village Hall, and should encourage future multi-dwelling housing developments to provide access to electronic vehicle charging stations. Electronic vehicle charging stations should be avoided near Metra Stations due to functionality and practicality.

CARSHARING

Households with access to car sharing services are likely to have lower auto ownership rates and spend less of their disposable income on associated costs of ownership (i.e., insurance, maintenance, fuel, registration fees, etc.). There are currently no car-sharing services (ZipCar, etc.) operating in the Village, which contributes to increased auto use and parking needs, higher household automobile ownership rates, and more household income devoted to transportation costs.

RECOMMENDATIONS

- Work with businesses and property owners to dedicate parking spaces for electric vehicle charging stations to expand the inventory of charging stations in the Village and enhance convenience for electric vehicle owners.
- Work with the Bike, Pedestrian, and Transit sub-committee of the Environmental Concerns Commission to research and consider establishing new services and technologies in the Village to reduce single occupancy vehicle trips, such as car sharing.
- The Village should pursue working agreements with car sharing companies and property owners to identify carshare storage locations to incorporate service in Villa Park.





CHAPTER 5

COMMUNITY FACILITIES AND PUBLIC INFRASTRUCTURE

Community Facilities are important in delivering services and amenities that enhance the quality of life for Villa Park residents. This encompasses local government, fire and police protection, education, parks and recreation, and health and medical facilities. Although the Village directly manages many of these services, some are provided by external entities over which the Village has limited control. Therefore, Villa Park should proactively lead in sustaining partnerships and ensuring robust communication channels, both internally and externally, to facilitate the efficient and effective delivery of services.

VILLAGE SERVICES

The Village operates through seven departments—Administration, Community & Economic Development, Finance, Fire, Parks and Recreation, Police, and Public Works—that provide essential services to the community. An effective delivery of services relies on smooth coordination among these departments to address immediate needs and long-term goals.

During the outreach process, several areas were identified for improvement, including additional staffing, better maintenance of public spaces, the addition of a municipal campus, and stronger collaboration between departments. By strengthening communication, upgrading facilities, and optimizing resources, Villa Park can improve operational efficiency, ensuring the Village not only meets current demands but also plans for future manageable growth.

ENHANCE EMERGENCY SERVICES

The Village offers its residents emergency services to ensure efficiency, safety, and protection. The continued delivery of high-quality and up-to-date services is important for attracting new residents, businesses, and investors.

Currently, the Villa Park Police Department is located at 40 South Ardmore Avenue and consists of 39 sworn full-time police officers, 11 sworn part-time police officers and 12 full and part time civilian staff members.

The Fire Department manages and organizes 27 full-time personnel. All personnel are Certified Firefighters and Licensed Paramedics working out of two fire stations - Station 81 at 1440 S Ardmore Avenue and Station 82 at 102 W Plymouth Street. The Department has two Advanced Life Support (ALS) ambulances (one at each station) and one reserve ambulance. Historically, the Fire Department responds to over 2,000 calls on average, a majority of which were Emergency Medical Services related.

During the outreach process, approximately 81% of respondents felt police and fire services are among the community's strengths. Therefore, as Villa Park grows, it is vital to uphold these high standards, ensuring residents feel secure and safe.

RECOMMENDATIONS

- Develop a long-term staffing plan to support community growth and development initiatives to ensure staffing capacities are met for the Village.
- Invest in shared service agreements with neighboring municipalities to reduce operational costs.
- Analyze the emergency response times to identify areas where improvements can be made.
- Support the Public Safety Cadet Program to encourage young adults to pursue a career in law enforcement.

MONITOR HEALTH AND MEDICAL FACILITIES

Villa Park is home to various healthcare providers that serve the community's needs, ensuring residents have access to quality care. Villa Medical Arts, a long-standing group of Family Practice and Internal Medicine physicians, has been a trusted healthcare provider for Villa Park and the surrounding area since 1953. The community is also served by other local medical facilities, including Novak Family Medical Center, Pro Medical, and Fresenius Medical Care, which provide various services ranging from general practice to specialized treatments. In addition to these local providers, residents can access nearby hospitals such as Elmhurst Memorial Hospital, Glen Oaks Medical Center, Good Samaritan Hospital, and Central DuPage Hospital, offering specialized care, emergency services, and comprehensive medical support. By encouraging partnerships with these regional healthcare facilities and continuing to attract local providers, Villa Park can maintain its health infrastructure to keep pace with development.

RECOMMENDATIONS

- Strengthen collaborations with nearby hospitals like Elmhurst Memorial, Good Samaritan, Glen Oaks, and Central DuPage to bring specialized services closer to residents and explore opportunities for co-located medical services.
- Partner with community organizations and healthcare providers to develop preventative health initiatives, such as wellness screenings, vaccination drives, and mental health awareness programs
- Work with local and regional healthcare providers to attract more medical offices and clinics to Villa Park, focused on specialized care, senior care, and mental health services.

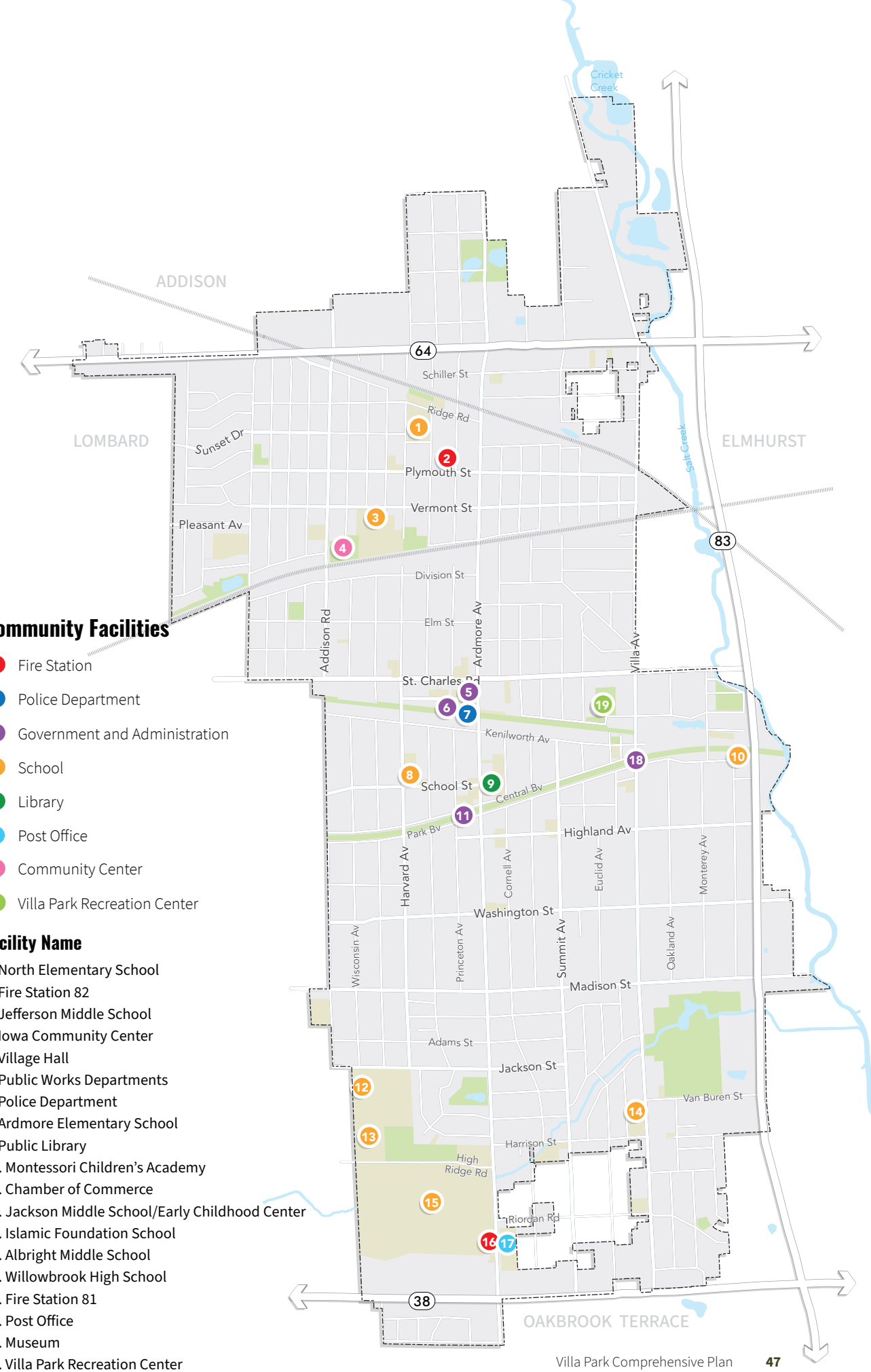
EDUCATION AND RESIDENTIAL GROWTH

Choices in housing are often influenced by the quality of the school district. Currently, Villa Park is served by five school districts, School District 4, School District 45, School District 46, School District 88, and District 205. Villa Park is home to Ardmore Elementary School, North Elementary School, Jackson Middle School and Jefferson Middle School. Additionally, the Villa Park Recreation Center offers a licensed preschool and childcare program, overseen by the Illinois Department of Children and Family services. As Villa Park continues to grow, the Village should continue to work closely with the school districts to prepare for additional students. By continuing a coordinated approach, educational facilities will be prepared, and the Village will understand how to best help, thereby sustaining a high quality of life and educational standards.

Higher education options nearby Villa Park include the College of DuPage in Glen Ellyn, Elmhurst College, and Wheaton College. Given the importance of workforce development to the Village, it should work to figure out the role these educational institutions could play when it comes to workforce training.

RECOMMENDATIONS

- Evaluate the use of the Safe Routes to School program as a funding source to develop sidewalks and bikeways that serve the schools. Explore opportunities through the Public School System and Illinois Safe Routes to School Program to develop sidewalks and bikeways that serve the schools.
- Work with the school districts to create an educational system that is inclusive and responsive to the various needs of the population.
- Continue to collaborate with the District 46, District 45, District 88, District 4, and District 205 to ensure that high-quality public education is provided to the community by supporting systems that align resources to meet the diverse





ADDRESS AGING INFRASTRUCTURE

Maintaining Villa Park's streets, water and sewer lines, and wastewater service infrastructure has been and will continue to be a top priority for the Village. The responsibility falls heavily on the Public Works Department, which includes the Administration and Office, Engineering, Forestry, Streets, Wastewater, and Garbage divisions. During planning stages, outreach and discussion with Village departments highlighted the importance of maintaining and upgrading existing infrastructure in commercial and business areas. In light of these concerns, the Village should determine strategized funding efforts to support updating and enhancing existing infrastructure. This includes proactive maintenance to accommodate future growth and adequately serve the needs of residents and businesses. By addressing infrastructure needs proactively and fostering strong partnerships, Villa Park can effectively enhance its infrastructure resilience and support sustainable development.

RECOMMENDATIONS

- Conduct periodic reviews and updates of the existing water and wastewater (sewer system) plans and facilities.
- Maintain close coordination and collaboration with utility providers to ensure the community is well-served as demand for services evolves over time.
- Expand and connect sidewalks throughout the Village, prioritizing areas that link commercial zones, business districts, and residential neighborhoods.
- Consider public-private partnership for activities overlooked by the streets division.
- Establish and adhere to regular maintenance schedules for all infrastructure to extend the lifespan of streets, sidewalks, and public facilities.
- Integrate sustainable practices, such as green infrastructure and energy-efficient upgrades, into all infrastructure projects to future-proof Villa Park's growth.

PARKS AND RECREATION

Parks, open spaces, and natural areas are key components of community identity and quality of life within Villa Park. The Parks and Recreation Department plays a vital role in maintaining the community's 15 public parks and organizing recreational activities for residents. The department is instrumental in implementing the Comprehensive Plan's parks and open space initiatives, including the recently remodeled Iowa Community Center grounds and Jefferson Pool. The department also manages the Sugar Creek Golf Course in partnership with the Elmhurst Park District and the recently opened Villa Park Recreation Center. Villa Park is also home to significant regional trails like the Illinois Prairie Path, Great Western Trail, and Salt Creek Trail, which serve as cultural and economic assets.

MAINTAIN VILLAGE PARKS

During the outreach process, it was revealed that residents have an appreciation for the Village's commitment to parks. However, residents also highlighted the need for upgrading the Village's current recreation facilities as they are inadequately meeting their amenity needs. Additionally, residents expressed a desire for more green spaces, especially in central areas and near the Metra station.

The Villa Park Recreation Department offers a diverse range of programs, including sports, fitness, aquatics, arts, dance, special events, and senior activities. These programs are hosted at various facilities, including the new Villa Park Recreation Center. The Village should ensure that its parks and recreational facilities cater to all ages, incorporating features such as ample seating, modern playground equipment, and outdoor exercise stations. The Village should focus on expanding and modernizing recreational facilities, increasing green spaces, and ensuring consistent maintenance and enhancement of park amenities.

RECOMMENDATIONS

- Install modern playground equipment such as outdoor exercise stations, and ample seating in parks to accommodate a wide range of age groups.
- Increase the number of green spaces, particularly in central areas and near the Metra station, to provide more recreational opportunities.
- Implement a regular tree maintenance program and increase tree planting in parks to enhance shade and improve the overall environment.

PROVIDE EQUITABLE ACCESS TO PARKS

Family-friendly, safe, and beautiful residential areas can be achieved through proper park planning. Park distribution can be measured based on the service area for each type of park within the Village's residential areas. Based on a mapping analysis of the park service areas in Villa Park, most residents are within a half mile to either a community park – a large park space with amenities designed to serve the entire community - or a neighborhood park – a small park space with amenities designed to serve only nearby residents. Analysis of the distribution of parkland found that 70 percent of residential parcels within the Village limits are within a park service area. However, there are parts of the Village that have less access to parks, particularly south of Washington Street. This is further complicated given Sugar Creek Golf Course is not a public park.

The National Recreation and Park Association recommends a total close-to-home space (Mini-Parks, Neighborhood Parks and Community Parks) of 10.5 acres per 1000 population. Villa Parks falls under this standard heavily by around 150 acres.

To ensure all Villa Park residents continue to have adequate access to parks and open spaces, the Parks and Recreation staff should collaborate with the Recreation Department to regularly review existing parkland so that all residents have the opportunity to be active outside. To add parks or public green spaces, the Village should explore opportunities for new park locations with priority placed outside the 5-minute walkshed area. The 5-minute walkshed is the quarter-mile radius most residents are willing to walk to a park or destination. Should parcels in these areas become available, the Village should consider their acquisition to develop public spaces such as neighborhood parks, tot lots, or community gardens. Additionally, to ensure connectivity to new and existing parks and open spaces, the Village should assess paths needed along existing rights-of-way and through neighborhoods where possible. Cycling and walking should be made safe, convenient, and fun for all Villa Park residents.

RECOMMENDATIONS

- Amend the zoning code to incentivize and/or require new development to integrate and/or dedicate open space for the public.
- Work towards acquiring lots that would be suitable for pocket parks and tot lots within residential neighborhoods.
- Consider building additional facilities in the Village's parks and public spaces, such as seating options, to provide active and passive opportunities for residents of all ages.
- Explore public/private partnership opportunities for open space.
- Create a community recreational space suitable for residents and families of all ages.

TRAIL NETWORK

Villa Park's trail network includes the Illinois Prairie Path, Great Western Trail, and Salt Creek Trail. These trails are recreational assets, they connect parks, neighborhoods, and natural areas. While participants appreciated the existing rail-to-trail signage, they emphasized the need for better wayfinding throughout the Village. Suggestions included improving infrastructure on the Prairie Path, connecting networks, addressing tree removal and littering issues. To enhance the trails, the Village should focus on upgrading amenities, improving signage and maintenance, and better integrating the trails into the broader community infrastructure to ensure safety and accessibility for all residents.

RECOMMENDATIONS

- Develop a signage plan for trails, including clear wayfinding and informational signs to improve navigation and user experience.
- Upgrade trail features such as lighting, benches, water fountains, and rest areas.
- Extend trails into community gardens and parks and develop a multi-use pathway that connects the trail to schools and neighborhoods.

VILLAGE PARKS

Label	Name	Type	Acreage
1	Twins Lakes Park	Neighborhood Park	15.8
2	North Park	Neighborhood Park	1.2
3	Westmore Park	Neighborhood Park	1.4
4	North Terrace Park	Neighborhood Park	5
5	Iowa Community Center	Neighborhood Park	3.2
6	Jefferson Park	Community Park	7
7	Franklin Park	Neighborhood Park	1.8
8	Lions Park	Community Park	4.5
9	Rotary Park	Neighborhood Park	4.3
10	Cortesi Park	Non-Recreational	0.3
11	Lufkin Park and Pool	Community Park	6
12	Willowbrook Park	Neighborhood Park	2.5
13	Westland Park	Neighborhood Park	1
14	Rotary Club Playground West	Playground	0.1
15	Rotary Club Playground East	Playground	0.1
Total			54.2

TRAILS

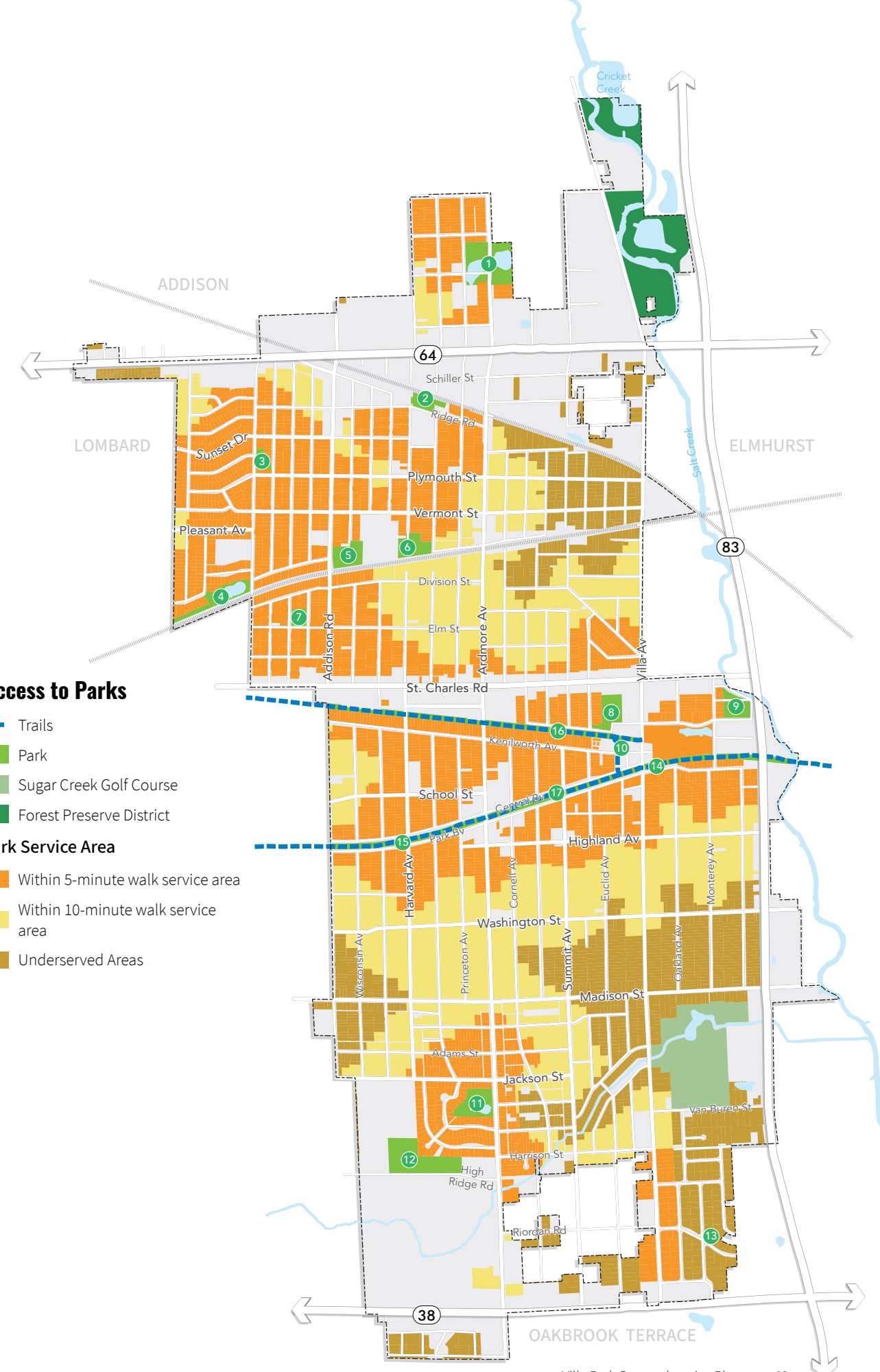
Label	Name	Type	Acreage
16	Great Western Trail	Trail	5.9
17	Prairie Path	Trail	12.8
Total			18.7

Access to Parks

- Trails
- Park
- Sugar Creek Golf Course
- Forest Preserve District

Park Service Area

- Within 5-minute walk service area
- Within 10-minute walk service area
- Underserved Areas





CHARACTER AND IDENTITY

Villa Park is a community distinguished by its rich architectural diversity, historical significance, and small-town feeling. The Village boasts a variety of architectural styles, including Prairie, Queen Anne, Arts and Crafts, and Dutch Colonial Revival, among others, reflecting its unique character and commitment to preservation. Notably, the Village is home to a Frank Lloyd Wright prefabricated house and the Villa Park Bank building, designed with influences from renowned architect Ludwig Mies van der Rohe. Today, the Village is known for its architectural landmarks, with 40 properties recognized as local landmarks, underscoring Villa Park’s dedication to preserving its historic identity. Moving forward, enhancing Villa Park’s positive attributes through municipal initiatives and public infrastructure improvements will strengthen the Village’s community character and sense of place.

COMMUNITY BRANDING

While Villa Park is known as “the Garden Village,” it can do more to incorporate standards into public elements, such as gateways. This can help communities:

- Convey a common message and image to audiences both within and outside the community that will market the community locally, state-wide, nationally, and internationally as a great place to live, work, shop, and do business.
- Identify and promote what makes the community distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.
- Promote a healthy economy, retain key businesses and creative talent, and attract private investment, new residents, and young professionals.

The Village should undertake a branding effort to emphasize its status as a desirable place for residents to live and tourists to visit. Long term, the way the community brands and markets itself will help attract investment and encourage people to put down roots, purchase goods and services, along with visit and participate in activities within the community. The Village should build upon its “Garden Village” name to convey its image, promoting the Village as a distinct and unique place in Illinois and the Midwest.

RECOMMENDATIONS

- Develop a branding strategy to highlight unique assets within Villa Park.
- Use decorative signage and lighting, seating areas, planters, and other beautification elements in combination with public gathering spaces such as plazas and parklets to create cohesive and inviting destinations.
- Continue to build upon the Village’s community branding efforts to ensure the “Garden Village” is regionally known.



DRAFT
For Public Comment
02/14/2025

PLACEMAKING

Placemaking is about creating inviting and meaningful spaces that people enjoy and feel connected to. As outlined within the Subarea Section of the Plan, one way to achieve this is by installing gateway features that announce entry into the community. These features can communicate a sense of character and identity while strengthening the Village’s brand to visitors. They should include high-quality and attractive signage, landscaping, and decorative lighting with common design elements consistently utilized throughout the community. In addition, incorporating placemaking elements such as public art, murals, and monument signs can further enhance the area’s visual appeal and cultural significance. The Village should also explore using monument signs that are more pronounced and have better visibility on high-speed roadways than other signs. Utilizing different sizes and scales with similar designs will take advantage of a range of locations.

RECOMMENDATIONS

- Host community events and initiatives to celebrate cultural diversity.
- Infuse cultural elements and identity into public spaces, such as local art, to celebrate community pride and ownership among residents. Making sure public space and events are accessible and welcoming.
- Conduct regular surveys with residents, businesses, and event attendees, to identify which events are most successful and potential improvements that could be implemented at future events.

HISTORICAL PRESERVATION COMMISSION

The Historical Preservation Commission advises the President and Board of Trustees on preserving sites, buildings, and areas of historical or community significance. The Villa Park Historical Preservation Commission is dedicated to recognizing and preserving the village’s rich architectural heritage. Each year, the Commission grants Historic Plaque Awards to buildings that hold historical significance and contribute to the unique character of Villa Park. With over sixty properties honored and two landmarks on the National Register of Historic Places, the Village takes pride in its diverse architectural legacy. The Commission encourages community involvement in the nomination process, with owner consent necessary for consideration.

RECOMMENDATIONS

- Consider offering incentives to property owners to maintain their properties to the required standards set in the property maintenance code.
- Celebrate and promote the Village’s historic landmarks through marketing techniques, such as pamphlets, social media, and through a newsletter to brand the Village as a destination.
- Encourage adaptive reuse to sustainably bring new life to the Village’s building stock while preserving historic value.
- Regularly update a local register of historically significant properties, structures, and districts, including preservation status.
- The Historical Preservation Commission should spearhead acquiring a National Park Designation along the Prairie Path from the Village boundary to Rotary Park in the Historic Ardmore District.





CHAPTER 6

IMPLEMENTATION

The Villa Park Comprehensive Plan is a foundation for future decision-making related to land use, development, and community improvement. The plan is intended to direct action within Villa Park that supports the community's established vision and core community principles. Implementation will be important to provide strategies and funding resources to ensure that the goals and recommendations of the Comprehensive Plan foster positive momentum within the community.

Comprehensive Plan implementation will require the cooperation of a diverse range of organizations and stakeholders, including Village staff, elected and appointed officials, public agencies, the local business community, property owners, developers, and residents. Together, these groups will assist the Village in realizing its vision for the future.

NEXT STEPS

The following actions and strategies establish the “next steps” to be taken after the adoption of the Villa Park Comprehensive Plan. These steps will provide for the effective application of the Plan and continued community planning and investment. The actions and strategies will ensure the Plan remains reflective of community needs and aspirations. They include:

- Reference the Comprehensive Plan on a regular basis to guide Village policies and decision-making.
- Ensure the Capital Improvement Plan's (CIP) infrastructure improvements are aligned with the recommendations of the Comprehensive Plan.
- Promote cooperation and participation among various agencies, organizations, community groups, and individuals.
- Regularly review and update the Plan to reflect current conditions and shifts in community priorities.
- Explore possible funding sources and implementation techniques.

REFERENCE THE PLAN REGULARLY

The Comprehensive Plan should be referenced regularly as the official policy guide for planning decisions made by Village staff, boards, and commissions. It should be used as a primary resource to assist with policy formation, prospective projects, legislative and quasi-judicial development proposals, and planning initiatives, ensuring that future decisions are in line with the Village's set goals for land use and development. Further, service providers, developers, and partner organizations should be encouraged to use the Plan when considering new development, facilities, infrastructure updates, and programming within their parameters. The Plan should be used to:

- Evaluate and shape policies and regulations.
- Work with partner agencies and service providers.
- Review and evaluate development proposals.
- Prioritize public expenditures.
- Encourage private sector investment.
- Coordinate new facilities, infrastructure, and programming.



LOCAL AND REGIONAL COOPERATION

To ensure the success of the Comprehensive Plan’s implementation, there must be strong leadership from the Village and coordination with other public agencies, neighboring communities, community groups and organizations, the local business community, the private sector, and other key stakeholders. As many of the recommendations included within the Plan pertain to issues extending past Village limits, such as water quality or roadway connectivity, regional cooperation will be key in addressing them.

REGULAR UPDATES

The Villa Park Comprehensive Plan is not a static document, and it is intended to evolve with shifts in trends, issues, and opportunities. For example, if community attitudes change or new challenges arise that are beyond the scope of the current Plan, the Plan should be revised and updated accordingly. Although a proposal to amend the Plan can be brought forth by petition at any time, the Village should systematically review the Plan annually and evaluate updating every five to seven years.

Ideally, the review and preparation of the Plan’s annual action agenda should coincide with the preparation of the Village’s budget and CIP. 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 goals.

PARTNERS

Given Villa Park’s position within the region, it is essential that the Village develops and maintains partnerships with a wide variety of groups and organizations. Facilitating regular communication and cooperation with partners will support implementation of the Land Use Plan and identify opportunities to work collaboratively toward mutual interests. Further, it will facilitate a greater regional perspective on how issues are addressed in the area.

Villa Park already has a wide variety of partnerships, which should be maintained in the future. Possibilities for new partnerships with organizations and agencies should be identified by the Village to aid implementation. This could include neighboring municipalities, regional and state agencies, neighborhood groups, the local business community, and other groups with a vested interest in Villa Park.

PARTNERS LIST

- Choose DuPage
- Chamber of Commerce
- College of DuPage Small Business Development Center
- Discover DuPage
- Innovation DuPage
- Villa Park Chamber of Commerce
- Illinois Small Business Development Center (SBDC)
- Federal Highways Administration (FHWA)
- IDOT
- Department of Commerce & Economic Opportunity (DCEO)

POTENTIAL FUNDING SOURCES

The following is a review of potential funding sources that the Village can pursue to support the implementation of the Comprehensive Plan. It is important to note that funding sources are subject to change over time. As such, the Village should continue to research and monitor grants, funding agencies, and programs to identify deadlines, funding specifications, and new opportunities as they become available. These programs are organized by funding category, which include:

- General Economic Development
- Transportation and Infrastructure
- Parks, Trails, and Open Spaces
- Community Facilities and Infrastructure

GENERAL ECONOMIC DEVELOPMENT

TAX INCREMENT FINANCING

One of the primary purposes of Tax Increment Finance (TIF) funding is to incentivize and attract desired development within key commercial areas. TIF utilizes future increases in property tax revenues generated within a designated area or district to pay for improvements and further incentivize continued reinvestment. As the Equalized Assessed Value (EAV) of properties within a TIF District increases, the TIF fund captures incremental growth in property tax over the base year that the TIF was established and reinvests those funds within the district. Local officials may then issue bonds or undertake other financial obligations based on the growth in new revenue. The maximum life of a TIF district in the State of Illinois is 23 years, although the State Legislature can authorize up to a 12-year extension.

TIF dollars can be used for elements like infrastructure, streetscaping, public improvements, land assemblage, and offsetting the cost of development. Land assemblage is a strategy employed in land acquisition where two or more adjacent parcels are acquired and consolidated into single parcel.

Villa Park currently has four TIF districts: TIF 13 - North Avenue, TIF 25 - Kenilworth Avenue, TIF 36 - Ardmore/Vermont, and TIF 47 - St. Charles Road Commercial Corridor. Each funding request should be carefully evaluated to ensure that it is in keeping with the vision for the Village.

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. 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 the property necessary to accommodate a new business or the expansion of an existing business. The size of the grant available can also be tied to the potential impact the proposed project could have on the area. For example, the grant could vary based on the anticipated sales tax to be generated by the project.

SPECIAL SERVICE AREA

Special Service Areas (SSAs) can be used to fund improvements and programs within a designated boundary. An SSA is essentially added to the property tax of the properties within the identified service area and the revenue received is channeled back into projects and programs benefiting those properties. An SSA can be rejected if 51 percent of the property owners and electors within a designated area object. SSA funds can be used for such things as streetscape improvements, extra trash pickup, district marketing, and special events.

BUSINESS DEVELOPMENT DISTRICTS

As authorized by Division 74.3 of the Municipal Code of the State of Illinois, a municipality may designate, after public hearings, an area as a Business Development District (BDD). A BDD allows the Village to levy up to an additional one percent retailer's occupation tax, one percent hotel tax, and one percent 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. BDD funds can be used for infrastructure improvements, public improvements, site acquisition, and land assemblage and could be applicable in the identified subareas or emerging business and industrial parks in the community. Given the limited amount of funds that a BDD is capable of generating, compared to a TIF district, BDD designation is best suited for funding small scale improvements and property maintenance programs.

TAX ABATEMENT

Property tax abatements are typically used as an incentive to attract business and revitalize the local economy, and can be applied to address a wide range of community issues. 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.

PAYMENT IN LIEU OF TAXES (PILOT)

Payment in Lieu of Taxes (PILOT) is a tool like tax abatement. The Village can use PILOT to reduce the property tax burden of a business for a predetermined period. In this instance, the Village and property owners will agree to the annual payment of a set fee in place of property taxes. Payments are generally made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property. PILOT can also be a means of reducing the fiscal impact on the Village of a nonprofit, institutional use, or other non-taxpaying entity located on a key site. While such uses can be desirable as activity generators, they do not contribute financially to the general maintenance and upkeep of municipal infrastructure and services in the same way that taxed properties do. Provisions can be made to offset that negative impact by allowing the Village to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

INCUBATORS

Business incubators provide low-cost space and specialized support to small and startup companies. Such services might include administrative consulting, access to office equipment and training, and assistance in accessing credit. Incubators are typically owned by public entities such as municipalities or economic development agencies who then subsidize rents and services with grants. In addition to job creation and generating activity, the goal is to facilitate the growth and expansion of startup businesses within an area.

ON-SITE AND FAÇADE IMPROVEMENT PROGRAMS

An On-Site Improvement Program assists property owners with upgrading their existing parking lots and installing onsite landscaping. The program would apply to improvements to surface parking areas, privately owned open space, and other areas not directly related to façade features. This could function separately or in conjunction with a Façade Improvement Program.

A Façade Improvement Program encourages projects that contribute to the economic revitalization and character of an area by providing financial and technical assistance for façade improvements. Building façades, both individually and collectively, contribute significantly to first impressions of an area. By implementing a Façade Improvement Program, current property owners are provided an opportunity to improve their outdated or failing structures without having to relocate.

ENTERPRISE ZONES

The Illinois Enterprise Zone Program is designed to stimulate economic growth and revitalization through state and local tax incentives, regulatory relief, and improved governmental services. The Zone became effective January 1, 2015, and is focused on industrial and commercial development. It has become a catalyst to economic vitality through occupancy of vacant facilities, growth of existing industries, employment of residents, and overall economic growth.

TRANSPORTATION AND INFRASTRUCTURE

TRANSIT ORIENTED DEVELOPMENT (TOD) FUNDING GUIDE

The Regional Transportation Authority (RTA), in conjunction with the Regional Transit-Oriented Development Working Group, created the TOD Funding Guide to assist communities with the development of TOD. The document is intended to be used primarily by community and economic development practitioners throughout northern Illinois.

The guide includes a comprehensive directory of funding sources that serve TOD initiatives, including programs for municipalities, government agencies, non-profit organizations, and others that work to promote TOD. The Village should reference this guide regularly to understand application deadlines and eligibility requirements.

THE ILLINOIS MOTOR FUEL TAX (MFT) FUND

The Village receives revenue from the Illinois Motor Fuel Tax (MFT) Fund that can be applied to fund critical transportation infrastructure road projects. Per the Illinois Department of Transportation (IDOT), these funds are derived from a tax on the privilege of operating motor vehicles upon public highways and of operating recreational watercraft upon Illinois waters, based on the consumption of motor fuel. Each month a warrant is issued to each municipal treasurer in the amount of the municipality's share of MFT Fund collected for the preceding month. Monthly distributions are posted on IDOT's website.

HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

The Highway Safety Improvement Program (HSIP) aims to achieve a significant reduction in traffic fatalities and serious injuries on all public roads. The HSIP is administered by the Federal Highway Administration (FHWA). To qualify for HSIP funds, a State must develop, implement, and update a state highway safety program (SHSP), produce a program of projects or strategies to reduce identified safety problems, and evaluate the SHSP regularly. Eligible local projects include pedestrian hybrid beacons and roadway improvements that provide separation between pedestrians and motor vehicles, such as medians and pedestrian crossing islands.

ILLINOIS TRANSPORTATION ENHANCEMENT PROGRAM (ITEP)

With federal reimbursement, IDOT administers Illinois Transportation Enhancement Program (ITEP) funds. ITEP funds have historically been available for up to 50 percent of the costs of right-of-way and easement acquisition, and up to 80 percent of the costs for preliminary engineering, utility relocations, construction engineering, and construction costs. ITEP eligible projects include:

- Pedestrian/bicycle facility projects that create an alternative transportation option for access to workplaces, businesses, schools, shopping centers, and communities. Pedestrian/bicycle facility projects can be new construction or improvements to existing facilities.
- Landscape/streetscape projects.
- Scenic beautification projects.
- Conversion of abandoned railroad corridors to trails.
- Historic preservation and rehabilitation of historic transportation facilities.
- Vegetation management in transportation rights-of-way.
- Archaeological activities relating to impacts from implementation of a transportation project.
- Stormwater management control and water pollution prevention or abatement related to highway construction or due to highway runoff.
- Reduce vehicle-caused wildlife mortality or restore and maintain connectivity among terrestrial or aquatic habitats.
- Construction of turnouts, overlooks, and viewing areas.

SAFE ROUTES TO SCHOOLS (SRTS) PROGRAM

The Safe Routes to Schools (SRTS) program provides funding for the planning, design, and construction of infrastructure-related projects that will substantially improve the ability of students to walk and bike to school. SRTS projects are funded at 100 percent with no local match required, with a funding limit of \$250,000 for infrastructure projects and \$100,000 for non-infrastructure projects. Eligible applications include:

- Sidewalk improvements
- Traffic calming and speed reduction
- Pedestrian and bicycle-crossing improvements
- On-street bicycle facilities
- Off-street bicycle and pedestrian facilities
- Secure bicycle parking systems
- Traffic diversion improvements in the vicinity of schools
- Education programs and activities to increase rates of walking and biking to school

SURFACE TRANSPORTATION BLOCK GRANT PROGRAM (STBGP)

Surface Transportation Block Grant Program (STBGP) funds are administered by IDOT and allocated to coordinating regional councils to be used for roadway and roadway-related items. STBGP funds may be used for a variety of projects, including roadway rehabilitation, reconstruction, and restoration; widening and adding lanes; intersection improvements; traffic signage improvements; and green infrastructure funding. Projects must be identified in the Statewide Transportation Improvement Program and be consistent with the Long-Range Statewide Transportation Plan and the Metropolitan Transportation Plan.

Urban STBGP funds are programmed and awarded to communities by the region's Metropolitan Planning Organization (MPO). Projects require a 20 percent match which is paid by the state and/or locally. Generally, these funds may not be used on local roads or rural minor collector projects. Exceptions include bridge and tunnel projects; safety projects; fringe and corridor parking facilities/programs; recreational trails, pedestrian, and bicycle projects; Safe Routes to School projects; boulevard/roadway projects largely in the right-of-way of divided highways; and inspection/evaluation of bridges, tunnels, and other highway assets.

SURFACE TRANSPORTATION PROGRAM (STP)

Surface Transportation Program (STP) is a sub-program of the STBGP which provides funding for non-motorized transportation projects. Projects range from on-street bike facilities to multi-use paths and sidewalk infill programs to Safe Routes to School projects. Bicycle projects must be principally for transportation rather than recreation.

CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT PROGRAM (CMAQ)

The Congestion Mitigation and Air Quality Improvement (CMAQ) program is a federally-funded program of surface transportation improvements designed to improve air quality and mitigate congestion. The variety of transportation projects funded through the CMAQ program encourage alternatives to driving alone, improve traffic flow, and help urban areas meet air quality goals through transit improvements, bicycle facility projects, or direct emissions reduction projects.

PEOPLEFORBIKES COMMUNITY GRANT PROGRAM

Colorado-based non-profit PeopleForBikes' Bike Industry Community Grant Program supports bicycle infrastructure projects and targeted initiatives that make it easier and safer for people of all ages and abilities to bike. The grant prioritizes infrastructure projects that improve a community's Village Ratings score (PeopleForBikes' index of a community's bikeability) by building connections in a low-stress bikeway network or improving access to recreational amenities. Grants between \$5,000 and \$10,000 support the material costs of infrastructure construction or non-material costs directly related and necessary to getting infrastructure built.

The following entities are eligible for grants from PeopleForBikes' Industry Community Grant Program. All organizations must be based in the United States.

- Non-profit organizations, including organizations relying upon a fiscal sponsor for their nonprofit status.
- Local or state government agencies or federal agencies working locally.
- Small businesses, such as bicycle retailers and community-oriented businesses serving disadvantaged communities.

PARKS, TRAILS, AND OPEN SPACES

RECREATIONAL TRAILS PROGRAM

The Recreational Trails Program is a federally-funded grant program for trail-related land acquisition, development, or restoration. The grants are awarded based on the results of a competitive scoring process and the application's suitability under MAP-21 (Moving Ahead for Progress in the 21st Century Act). A minimum 20 percent match is required by the applicant. Grants are to be used for motorized or non-motorized trail development, renovation, and/or preservation. All projects must be maintained for 25 years. Eligible applicants include municipalities, counties, schools, non-profits, and for-profit businesses.

LAND AND WATER CONSERVATION FUND (LWCF)

The Illinois Land and Water Conservation Fund (LWCF) program, similar to the Open Space Land Acquisition and Development (OSLAD) program, provides grants to municipalities, counties, and school districts to be used for outdoor recreation projects. Projects require a 50 percent match.

PARK AND RECREATIONAL FACILITIES CONSTRUCTION (PARC) PROGRAM

The Park and Recreational Facilities Construction (PARC) program is a state-financed program with grant funds offered to eligible local governments for park and recreation unit construction projects and land acquisition. Funded project amounts range from \$25,000 to \$2.5 million.

ILLINOIS DEPARTMENT OF NATURAL RESOURCES (IDNR)

The Illinois Department of Natural Resources (IDNR) administers several grant-in-aid programs to help municipalities and other local agencies provide public outdoor recreational areas and facilities. The programs operate on a cost-reimbursement basis to a government or not-for-profit organization. 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 Land Acquisition and Development, Boat Access Area Development, and the Illinois Trails Grant Program.

OPEN SPACE LAND ACQUISITION AND DEVELOPMENT (OSLAD) PROGRAM

The Open Space Land Acquisition and Development (OSLAD) program awards up to 50 percent of project costs up to a maximum of \$750,000 for acquisition and \$400,000 for development/renovation of recreational facilities, such as playgrounds, outdoor nature areas, campgrounds, fishing piers, park roads/paths, and beaches. Village of Villa Park has secured OSLAD awards of \$600,000 for FY2024.

ILLINOIS TRAILS GRANT PROGRAMS

The Illinois Trails Grant Programs offer five financial assistance grants for the acquisition, development, and occasional maintenance of trails for public recreation uses. These programs include the Bike Path Program, the Local Government Snowmobile Program, the Snowmobile Trail Establishment Fund, the Off-Highway Vehicle Program, and the Federal Recreational Trails Program.

IDNR administers these reimbursable grants under a 50 percent state, 50 percent local cost share. There is a \$200,000 maximum per project with \$1 million in grant funds available each year. Only off-road paths and trails with a hard paved or aggregate surface are eligible. The grants can fund land acquisition for securing a linear corridor or right-of-way to be used for bicycle path development.

COMMUNITY FACILITIES AND INFRASTRUCTURE

DCEO DRAINAGE IMPROVEMENT PROJECT

The 2024 DCEO Drainage Improvement Project aims to enhance stormwater management across various locations in the village. The project is currently in the bidding phase. The project will address drainage issues in key areas, including the Ellsworth Ditch and Ridge Road. Planned improvements include the installation of storm sewers, manholes, and catch basins, along with ditch reshaping, pavement replacement, and sidewalk restoration. Funded by a DCEO Grant and the Stormwater Fund, this project is aimed to address the need for better drainage infrastructure in these areas.

ILLINOIS ENVIRONMENTAL PROTECTION AGENCY (IEPA) GRANTS

The Illinois Environmental Protection Agency (IEPA) provides financial assistance for certain land, air, and water-related projects. These grants offer funding to keep drinking water safe and improve the water quality of Illinois' lakes, streams, and wetlands.

ENERGY EFFICIENCY AND CONSERVATION BLOCK GRANT (EECBG) PROGRAM

This program supports long-term sustainability efforts for Illinois municipalities and counties by investing in energy planning and reducing energy use. The second round of funding offers grants between \$25,000 and \$150,000, with no matching funds required. However, municipalities receiving direct funding from the U.S. DOE are not eligible.

ENERGY EFFICIENCY ASSESSMENT PROGRAM

This program provides grants ranging from \$5,000 to \$25,000 to public housing authorities, local governments, or nonprofits to conduct energy efficiency assessments for eligible properties, such as single-family homes in environmental justice areas. Applications are open until the funds are exhausted.

ENERGY EFFICIENCY TRUST FUND GRANT PROGRAM

Designed to fund energy efficiency improvements, this grant targets properties in environmental justice areas. Eligible projects range from \$25,000 to \$500,000, and a match is required. Grants are awarded on a first-come, first-served basis, and the property must have an energy audit completed within the past five years.

PUBLIC WATER SUPPLY ENERGY EFFICIENCY GRANT PROGRAM

This program offers grants between \$20,000 and \$500,000 to upgrade energy efficiency at public water supply facilities. Projects must be based on an energy assessment conducted in the last five years, with a required match from the applicant.

GREEN INFRASTRUCTURE GRANT OPPORTUNITIES (GIGO) PROGRAM

The Green Infrastructure Grant Opportunities (GIGO) program funds green infrastructure projects and best management practices that prevent, eliminate, or reduce water quality issues by decreasing stormwater runoff. The state-financed program offers \$75,000 to \$2.5 million grants. The program matches 75 percent of costs, with 25 percent to be provided by the applicant.

SECTION 319(H) NONPOINT SOURCE POLLUTION CONTROL FINANCIAL ASSISTANCE PROGRAM

The Section 319(h) Nonpoint Source Pollution Control Financial Assistance program aims to protect water quality in Illinois through the control of nonpoint source pollution. NPS pollution generally results from land runoff, precipitation, atmospheric deposition, drainage, seepage or hydrologic modification. The program includes providing funding to groups to implement projects that utilize cost-effective best management practices on a watershed scale. Projects may include detention basins and filter strips or erosion control ordinances and setback zones. Technical assistance and information/education programs are also eligible. The IEPA funds approximately 15 projects per year, with a maximum funding award of 60 percent of total project costs, and the applicant provides the remainder as a match.

ACTION MATRIX

The Implementation Action Matrix offers a comprehensive list of all implementation strategies, policies, and recommendations contained within the Villa Park Comprehensive Plan. The matrix provides Village staff with a tool to prioritize implementation activities and projects over the life of the plan. In addition, the matrix allows the Village to approve specific, actionable items on an annual basis and evaluate progress based upon completed implementation strategies. While partners are not identified for each action item in the Action Matrix, the Village may partner with a number of agencies, non-profits, and private entities to achieve the objectives of this Plan. The Action Matrix offers a brief description of each action or project, priority actions, and time frame.

PRIORITY LEVEL

Each action item has been designated a priority level to aid with implementation of Plan recommendations. Action item priorities are broken into three levels:

- **(1) - Actions that have immediate impact.** Though not necessarily more important, items listed as priority 1 may have a fundamental impact on the community, may be more easily completed, or may be necessary for long-term projects to begin.
- **(2) - Actions that have interdependent needs.** These items include strategic and substantial projects, actions that indirectly impact the quality of life, and actions that require the completion of other projects before they can begin. They may require additional planning, have additional financial considerations, or include outside agency cooperation.
- **(3) - Actions that are desirable or aspirational.** Though these items may not be necessary for the daily operations of the Village, they are representative of the community's forward-looking planning approach.

PARTNERS

The Village will require the assistance of neighboring government units, organizations, and community groups to fully implement the Comprehensive Plan. Although the Village is primarily responsible for initiating and implementing the Plan's policies and recommendations, numerous partnerships will be essential to realize the goals and supporting strategies outlined in the Plan. The partners section of the action matrix identifies potential partner organizations; however, there may be instances where an organization that is well-matched to one of the Plan goals, supporting policies, or recommendations is not listed as a potential partner for a given topic and should be added.

ACTIONS

PRIORITY PARTNERS

LAND USE AND DEVELOPMENT

HOUSING AREAS AND NEIGHBORHOODS

EXPAND HOUSING OPTIONS

03-01	Support mixed-use developments in key areas such as the Uptown District and Historic Ardmore District.	Priority 1	
03-02	Promote compact, higher-density senior housing along St. Charles Road.	Priority 2	
03-03	Offer incentives for affordable housing development.	Priority 1	DuPage Housing Authority, DuPage Foundation
03-04	Identify infill development opportunities for missing middle housing.	Priority 2	
03-05	Prioritize housing near public transportation, commercial areas, and community facilities.	Priority 1	
03-06	Collaborate with partners to provide tax credits/subsidies for affordable housing.	Priority 1	Illinois Housing Development Authority
03-07	Encourage universal design in housing.	Priority 1	
03-08	Expand assistance programs for accessible housing.	Priority 2	

MAINTAIN NEIGHBORHOOD CHARACTER AND APPEAL

03-09	Promote home renovation and upkeep to preserve neighborhood character.	Priority 3	
03-10	Prioritize infrastructure upgrades in established neighborhoods.	Priority 1	IDOT, DuPage County
03-11	Engage residents to promote available neighborhood revitalization programs.	Priority 2	Illinois Housing Development Authority, DuPage County
03-12	Develop guidelines for infill development that respects neighborhood character.	Priority 1	
03-13	Create educational materials regarding home renovation benefits and processes.	Priority 3	

PROMOTE HISTORIC PRESERVATION

03-14	Promote adaptive reuse of historic structures with a focus on mixed-use options.	Priority 2	Property owners, Developers
03-15	Maintain and update an inventory of historic sites and buildings.	Priority 2	
03-16	Partner with local organizations to offer incentives for historic home restoration.	Priority 3	Illinois Historic Preservation Agency

ENSURE HOUSING SUSTAINABILITY

03-17	Promote higher-density housing in subarea districts/St. Charles Road.	Priority 1	Villa Park Chamber of Commerce
03-18	Offer incentives for energy-efficient retrofits.	Priority 2	
03-19	Identify structurally sound vacant buildings for adaptive reuse.	Priority 2	Villa Park Chamber of Commerce
03-20	Promote green building standards in new development.	Priority 3	Property owners, Developers

STREAMLINE DEVELOPMENT PROCESSES

03-21	Simplify code enforcement processes.	Priority 3	
03-22	Evaluate height limits in subarea districts/corridors.	Priority 1	
03-23	Enhance property maintenance standards.	Priority 3	
03-24	Encourage middle housing through incentives like density bonuses and streamlined permitting process.	Priority 2	Property owners, Developers
03-25	Update zoning codes to allow high density and diverse housing types.	Priority 1	

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ACTIONS**PRIORITY PARTNERS****LAND USE AND DEVELOPMENT****ECONOMIC DEVELOPMENT****ENHANCE COMMERCIAL AREAS**

03-26	Promote mixed-use redevelopment, where appropriate, incorporating experiential retail and entertainment.	Priority 1	Villa Park Chamber of Commerce, Illinois Small Business Development Center (SBDC)
03-27	Support residential integration in commercial redevelopment projects.	Priority 2	
03-28	Add pedestrian-friendly infrastructure to key commercial areas within the Village.	Priority 1	IDOT
03-29	Support long-standing local businesses.	Priority 2	
03-30	Identify opportunities for lot consolidation.	Priority 2	
03-31	Integrate public art, streetscaping, and placemaking elements within commercial corridors.	Priority 1	Property owners, Business owners
03-32	Enhance bus route amenities and time schedules.	Priority 1	PACE
03-33	Collaborate to optimize transit routes for ridership.	Priority 2	PACE
03-34	Promote outdoor seating.	Priority 3	Property owners, Business owners

IMPROVE INDUSTRIAL AREAS

03-35	Create landscaping buffer guidelines for industrial areas near residential zones.	Priority 3	
03-36	Develop incubator spaces within the Village.	Priority 1	
03-37	Collaborate with partner to market industrial area to businesses.	Priority 1	DuPage County, Villa Park Chamber of Commerce
03-38	Encourage sustainable practices in industrial operations.	Priority 2	Department of Commerce & Economic Opportunity (DCEO), Illinois Small Business Development Center (SBDC)

BRAND THE UPTOWN DISTRICT

03-39	Conduct TOD study for Uptown District.	Priority 1	
03-40	Pursue and encourage the development of a multi-dwelling/mixed-use near Metra station.	Priority 1	
03-41	Improve transit schedules and regional connectivity.	Priority 1	IDOT, Metra, PACE
03-42	Upgrade pedestrian/bike infrastructure near the Metra Station.	Priority 2	
03-43	Encourage green infrastructure and green building practices in Uptown District.	Priority 2	
03-44	Establish "Uptown District" branding in Metra Station areas.	Priority 2	

ENCOURAGE A BUSINESS FRIENDLY ENVIRONMENT

03-45	Actively market dining/entertainment within the subareas.	Priority 2	
03-46	Reuse and repurpose vacant storefronts.	Priority 2	Property owners, Developers
03-47	Provide resources and workshops for small business owners, including assistance with digital marketing and storefront improvements.	Priority 2	Villa Park Chamber of Commerce
03-48	Connect local businesses with grants, incentives, and other resources.	Priority 3	DuPage County Economic Development Alliance, Illinois Department of Commerce and Economic Opportunity (DCEO)
03-49	Organize business roundtables.	Priority 3	Villa Park Chamber of Commerce
03-50	Expand facade improvement grant programs.	Priority 3	

RELATIONSHIP TO SURROUNDING NEIGHBORHOODS

03-51	Assess current parking demand and capacity in high-traffic areas.	Priority 1	IDOT, Villa Park Chamber of Commerce
03-52	Implement digital tools for real-time parking availability.	Priority 1	
03-53	Collaborate with partner to increase bus routes and service frequency.	Priority 1	PACE, IDOT

SUPPORT WORKFORCE DEVELOPMENT

03-54	Partner with local businesses to prioritize hiring Villa Park residents.	Priority 2	Villa Park Chamber of Commerce, local businesses
03-55	Organize local job fairs and provide resources for job postings.	Priority 3	
03-56	Collaborate with partners for workforce development.	Priority 1	College of DuPage, Elmhurst University
03-57	Establish internship and apprenticeship programs.	Priority 2	Villa Park Chamber of Commerce, local businesses
03-58	Coordinate with partner to promote franchise opportunities.	Priority 2	Northern Illinois University
03-59	Offer workshops and upskilling opportunities for residents.	Priority 2	

#**ACTIONS****PRIORITY PARTNERS****TRANSPORTATION AND MOBILITY****ROADWAY NETWORK**

04-01	Coordinate with partners on roadway maintenance, improvements, and multimodal connectivity projects.	Priority 1	IDOT, DuPage County
04-02	Reduce curb cuts along arterial/collector roadways and promote shared access.	Priority 1	IDOT, Developers, Property owners
04-03	Evaluate feasibility of Addison Road grade-separated intersection with Metra.	Priority 2	
04-04	Evaluate feasibility of St. Charles Road diet for multimodal amenities.	Priority 2	
04-05	Monitor traffic patterns on local roadways.	Priority 3	
04-06	Implement traffic calming measures Village-wide.	Priority 1	
04-07	Collaborate with regional partners on corridor safety projects.	Priority 2	
04-08	Enhance streetscape design guidelines.	Priority 2	

ACTIVE TRANSPORTATION

04-09	Develop an active transportation system with interconnected paths, sidewalks, and bikeways.	Priority 1	
04-10	Ensure sidewalks provide access and mobility for all residents.	Priority 1	IDOT, Federal Highway Administration (FHWA)
04-11	Prioritize sidewalk improvements on major corridors..	Priority 1	
04-12	Enhance pedestrian facilities during St. Charles Road road-diet evaluations.	Priority 2	IDOT, adjacent municipalities
04-13	Install pedestrian safety measures at signalized intersections.	Priority 1	IDOT, DuPage County
04-14	Add bicycle parking infrastructure to encourage bike travel.	Priority 2	IDOT, local businesses, Developers
04-15	Install wayfinding signage for cyclists to local destinations and Metra stations.	Priority 1	
04-16	Work with partners to develop Safe Walking Route plans.	Priority 1	School Districts
04-17	Execute improvements from the Bicycle and Pedestrian Master Plan.	Priority 1	IDOT, Federal Highway Administration (FHWA)
04-18	Support the adopted complete streets ordinance.	Priority 1	

PUBLIC TRANSIT

04-19	Work with partners on improving transit service/infrastructure improvements (bus shelters, ADA compliance).	Priority 1	PACE
04-20	Coordinate with partners to explore Route 313 extension OR provide a new northside bus route.	Priority 2	PACE, Neighboring Municipalities, Metra
04-21	Install bike-transit connection guides at shelters.	Priority 3	
04-22	Collaborate with partners to extend future Pace Pulse service on North Avenue and Roosevelt Road into Villa Park.	Priority 1	IDOT, Pace
04-23	Incentivize EV charging station installations.	Priority 2	Businesses owners, Property owners
04-24	Work with the Bike, Pedestrian, and Transit sub-committee of the Environmental Concerns Commission to research and consider new services and technologies to reduce single occupancy vehicle trips.	Priority 2	Environmental Concerns Commission
04-25	Pursue agreements with car sharing companies and property owners to establish carshare services in Villa Park.	Priority 3	Car sharing companies, property owners

#	ACTIONS	PRIORITY	PARTNERS
COMMUNITY FACILITIES			
VILLAGE SERVICES			
05-01	Create a staffing plan for Village operational capacity.	Priority 1	
05-02	Invest in shared service agreements to reduce costs.	Priority 2	
05-03	Analyze emergency response times for potential improvements.	Priority 1	
05-04	Support the Public Safety Cadet Program.	Priority 3	
05-05	Partner with hospitals to ensure full coverage for specialized healthcare access	Priority 2	Elmhurst Memorial, Good Samaritan
05-06	Partner with community organizations and healthcare providers to develop preventative health initiatives and programs.	Priority 2	Community Organizations, Elmhurst Memorial, Good Samaritan
05-07	Attract medical offices and clinics for specialized, senior, and mental healthcare.	Priority 2	
05-08	Work with school districts to create an inclusive educational system.	Priority 1	School Districts
05-09	Work with school districts to ensure that high-quality public education is provided to the community.	Priority 2	District 46, District 45 and District 88
05-10	Periodically review and update water and wastewater plans.	Priority 2	
05-11	Maintain coordination with utility providers to ensure the community is well-served.	Priority 1	ComEd, Illinois American Water
05-12	Expand sidewalks to link commercial/residential areas.	Priority 3	
05-13	Consider public-private partnerships for streets division activities.	Priority 2	
05-14	Establish regular infrastructure maintenance schedules.	Priority 1	
PARKS AND RECREATION			
05-15	Install modern playground equipment and outdoor exercise stations in parks.	Priority 3	Villa Park Chamber of Commerce, local community organizations
05-16	Increase green spaces near central areas and Metra stations.	Priority 1	Property owners, Developers
05-17	Implement regular tree maintenance and increase tree planting in parks.	Priority 2	Villa Park Recreation Department
05-18	Amend zoning codes to require new developments to integrate public open spaces.	Priority 1	
05-19	Acquire lots suitable for pocket parks and tot lots in neighborhoods.	Priority 2	
05-20	Add seating and facilities in parks and public spaces for all age groups.	Priority 2	Villa Park Recreation Department
05-21	Create community recreational spaces for families and residents of all ages.	Priority 1	Villa Park Chamber of Commerce, local community organizations
05-22	Develop a signage plan for trails with wayfinding and informational signs.	Priority 2	
05-23	Upgrade trail features including lighting, benches, water fountains, and rest areas.	Priority 2	
05-24	Enhance trails with community gardens.	Priority 1	
05-25	Develop multi-use pathways connecting trails to schools and neighborhoods.	Priority 2	
CHARACTER AND IDENTITY			
05-26	Develop a branding strategy to highlight Villa Park's unique assets.	Priority 1	
05-27	Use decorative signage, lighting, and beautification elements to create inviting public spaces.	Priority 3	Villa Park Chamber of Commerce, Discover DuPage
05-28	Build on the Village's "Garden Village" branding efforts.	Priority 2	
05-29	Host community events to celebrate cultural diversity.	Priority 2	
05-30	Incorporate cultural elements such as local art into public spaces to foster community pride.	Priority 2	
05-31	Conduct regular surveys to assess and improve community events.	Priority 2	
05-32	Offer incentives to property owners to meet property maintenance standards.	Priority 2	Businesses owners, Property owners
05-33	Celebrate and market the Village's historic landmarks through pamphlets, social media, and newsletters.	Priority 2	
05-34	Encourage adaptive reuse of historic buildings to preserve their value.	Priority 1	Illinois Historic Preservation Agency, Villa Park Historical Society
05-35	Maintain and regularly update a local register of historic properties and structures.	Priority 1	
05-36	Pursue National Park Designation along the Prairie Path in the Historic Ardmore District.	Priority 3	Historical Preservation Commission