



Village of Bartlett Downtown TOD Plan

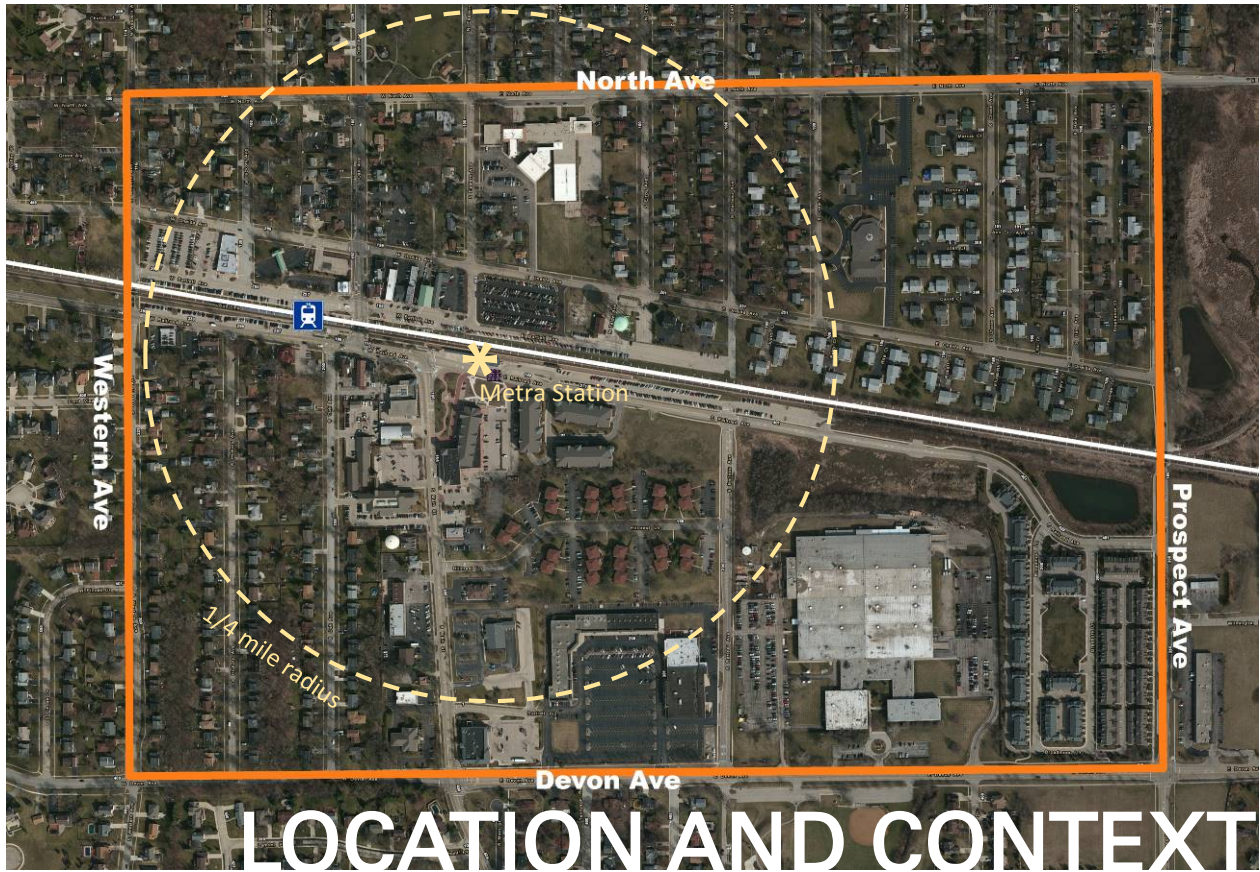
EXISTING CONDITIONS SUMMARY

DECEMBER 2015



GOODMAN WILLIAMS GROUP
REAL ESTATE RESEARCH

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The Village of Bartlett

The Village of Bartlett is located roughly 35 miles northwest of Downtown Chicago, and includes portions of the Lake Street / Illinois Route 20 and Illinois Route-59 corridors. The Village is split between Cook, DuPage, and Kane Counties, and shares boundaries with the neighboring communities of Elgin, South Elgin, Streamwood, Hanover Park, Carol Stream, West Chicago, and Wayne. The Village makes up roughly 16 square miles of land area and houses a population of over 40,000 people. Bartlett's Metra station is located along the Milwaukee District West Line that travels from Chicago's Union Station to Elgin, Illinois. The study area for the TOD Plan is focused on the walkable district surrounding the Metra station which includes Bartlett's Downtown retail and residential zone, as well as schools, professional offices, major employers, and park spaces. The TOD study area covers roughly 240 acres of land, and is bounded Western Avenue, North Avenue, South Prospect Avenue and West Devon Avenue.



West Bartlett Road Corridor Plan - 2007

A Corridor Plan encompassing the area along West Bartlett Road, between Downtown and Illinois Route 25 was prepared in 2007 as an amendment to the existing Comprehensive Plan. The overall goal of the plan was to outline ways to aesthetically improve Bartlett Road, which serves as a major gateway for the Village. Strategies in the plan include recommendations for better integration of new development, land use, streetscape improvements, and infrastructure modernization. Key plan recommendations relevant to the TOD planning study are:

- The plan recommends that the corridor have a stronger visual connection to the character of Downtown.
- IL Route 59 bike overpass is conceptualized to help encourage cyclists to travel along the corridor to Downtown Bartlett, as well as other extensions of the bike path system along West Bartlett Road.
- The “Downtown Bartlett Approach” character zone should include business and residential developments oriented towards the street, with reduced or shared curb cuts, high quality architectural material, and landscaping.
- Downtown streetscape elements such as lighting, parkway plantings, signage and banners should be extended along West Bartlett Road to create a sense of arrival.

Bartlett Town Center Plan - 2010

Nearing the expiration of the TIF funding in 2010, the Village of Bartlett engaged the planning firm HLA to help identify short-term TIF eligible improvements to the Town Center development. Some of the issues with the Town Center identified through the planning process included:

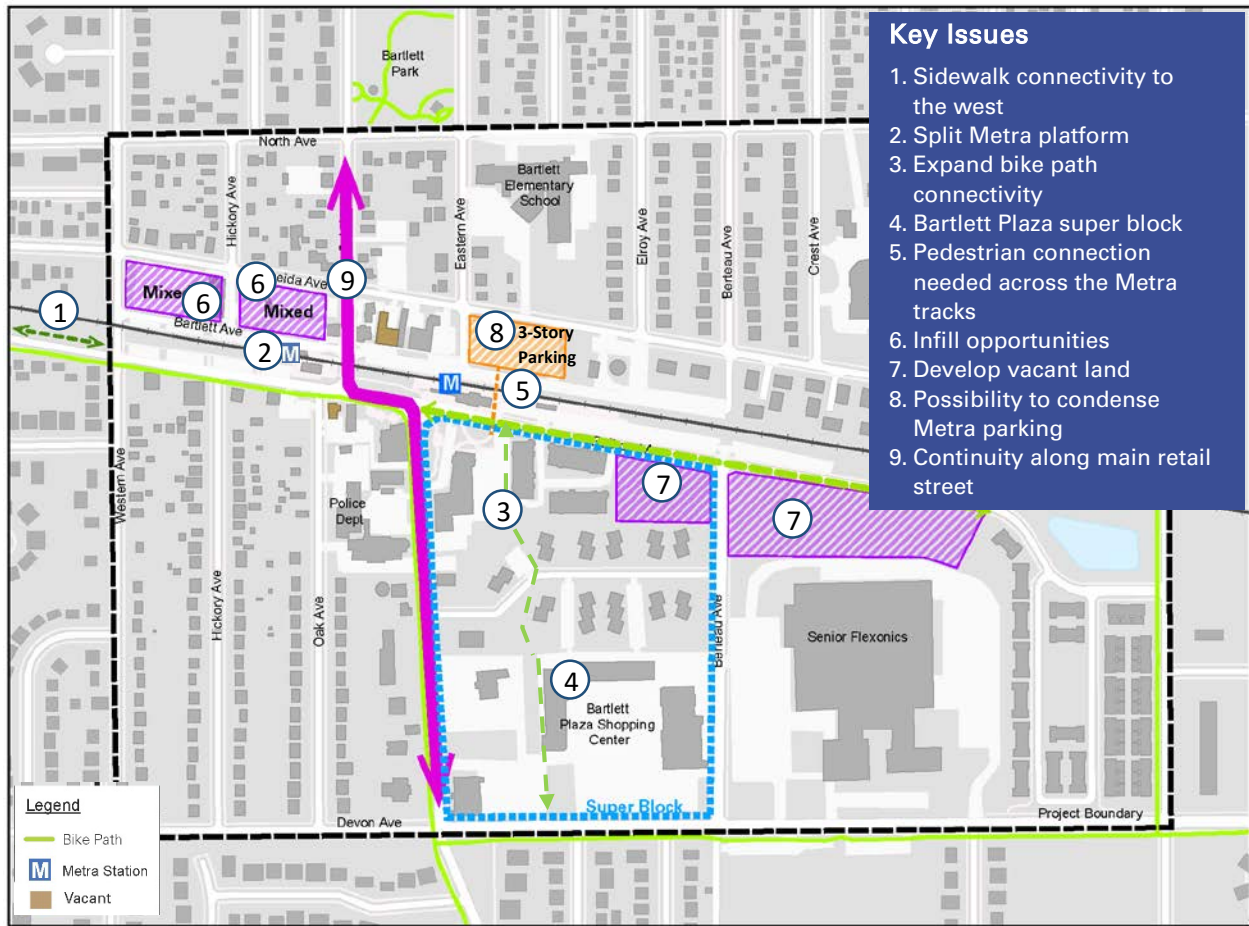
- Lack of connectivity and ease of use of the parking areas
- Vacant land along key frontages due to the incompleteness of the development
- Rental and retail pricing competitiveness challenges due to the location within Cook County (versus other areas of the Village in DuPage County)
- A disconnect between the Metra station commuters and the Town Center retail center

Recommended solutions to these issues were illustrated through urban design concepts within the plan. The resulting changes to the Town Center include improvements to the parking areas, additional clarification of the parking signage, additional parallel parking along Main Street, creation of the new temporary plaza on the previously undeveloped parcel, and additional outdoor seating.



Overview

Based on stakeholder discussions and site observations, the team identified a variety of issues impacting the Downtown visitor experience. Collectively, these minor challenges seem to create a deterrent for many visitors who would otherwise use Downtown businesses. Issues range from physical layout constraints to property maintenance, traffic, and parking. The diagram below outlines some of initial issues that will be investigated further in the plan:



Bartlett Issues Map

Built Form

Bartlett's Downtown retail, commercial, and multi-family residential properties have developed incrementally over time. Several of the businesses today are located within renovated properties that were either former businesses, or in many cases were previously residences. These renovated historic structures contribute significantly to the character of Bartlett, but many need façade improvements to improve the aesthetics of Downtown. Developments in the southern portion of the study area were built on larger parcels, and in a style consistent with the mid-twentieth century. These properties are characterized by large parking lots, deep setbacks, and more automotive with few pedestrian connections to the adjacent streets. More recently, the Town Center development was created with an urban layout and in a complimentary style and scale to the older historic properties. Many community stakeholders commented that the Downtown lacks a sense of place and is spread out in a larger geographic area with an inconsistent architectural character. A greater concentration of businesses and retail storefronts would help to create stronger downtown image and desirable shopping street atmosphere.

The residential building stock in Downtown ranges in age and type from single family homes on large lots, to newer condominium and rental buildings surrounding the Town Center. The Town Center building contains residential units above the retail stores. More similar mixed use developments are desired by the stakeholders and the Village to help activate Downtown during the daytime and late evening hours. New opportunities for residential on vacant and underutilized properties in Downtown will be investigated in this plan.

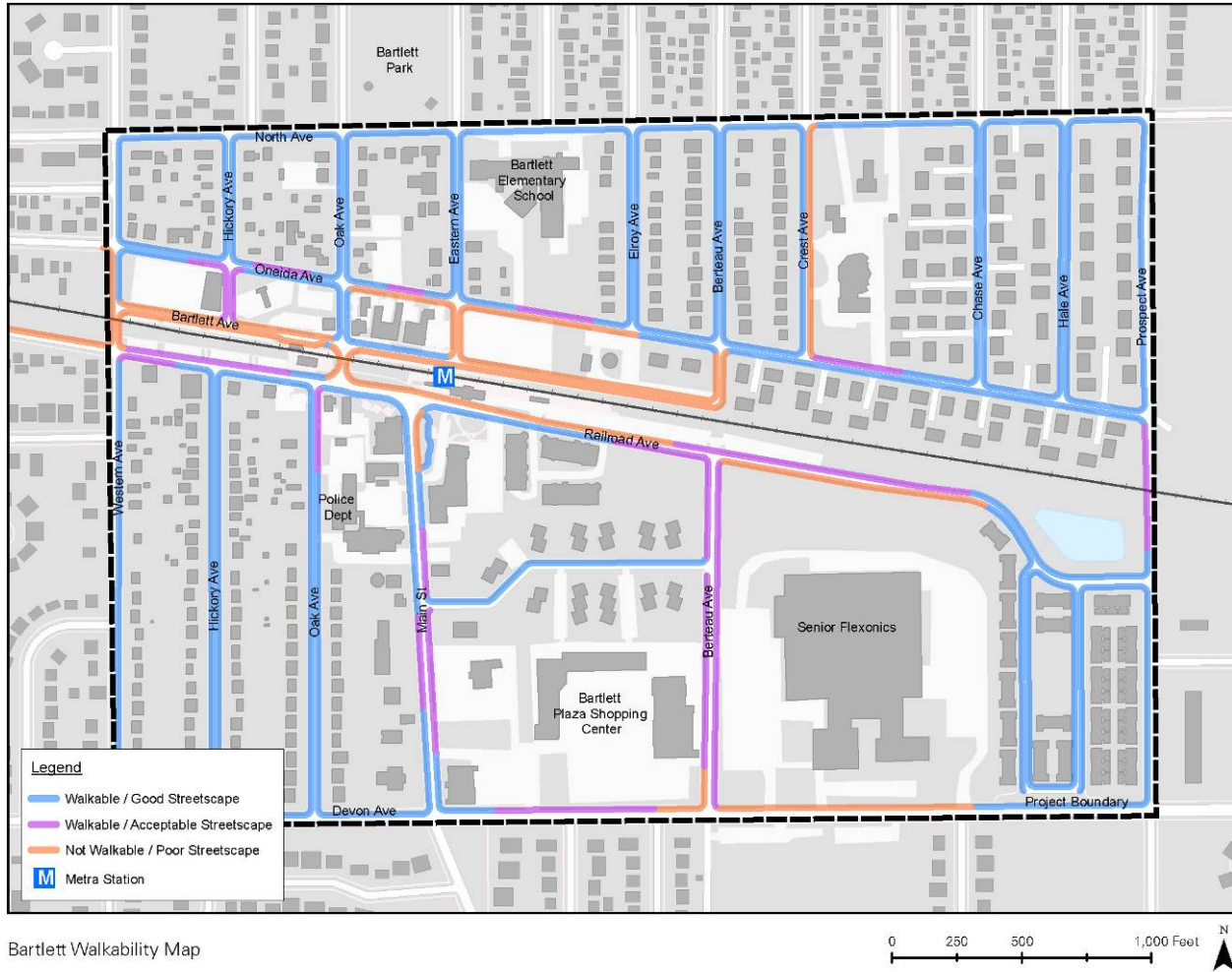
Streetscape, Sidewalks and Walkability

The recent streetscape improvements in Downtown Bartlett are well designed, with new sidewalks, street lights, and landscape. Based on discussions with stakeholders, however, there are several areas where pedestrian conditions could be improved to increase walking and biking in the Downtown:

- Metra track crossing zones need to have a more consistent and safe walking surfaces, with a focus on ADA accessibility. This is especially true at Western and Oak Avenues.
- Sidewalks along the tracks often conflict with the angled commuter parking zones, and don't have adequate width to accommodate pedestrians. Many people exit the trains and walk in the street, behind parked cars.
- Roadways running parallel to the Metra tracks, on the north side of the tracks are one way and excessively wide.
- Secondary streets such as Oneida Avenue do not have consistent sidewalks and need landscape or fences to help screen building service areas.
- Sidewalks in front of the Metra station and commuter parking areas along Railroad Avenue feel very exposed, lacking street trees, landscape buffering, and adequate sidewalk width.
- Although some street lighting is provided in Downtown, areas north and west of the station are dark at night, and most parking lot lighting isn't adequate. Additional lighting with a focus on pedestrian areas is needed.

The walkability of sidewalks and pedestrian crossings were analyzed to identify problem areas and sidewalk gaps. The map on the following page provides an overview of initial sidewalk observations.

Village of Bartlett TOD Plan: Existing Conditions Summary



Wayfinding and Signage

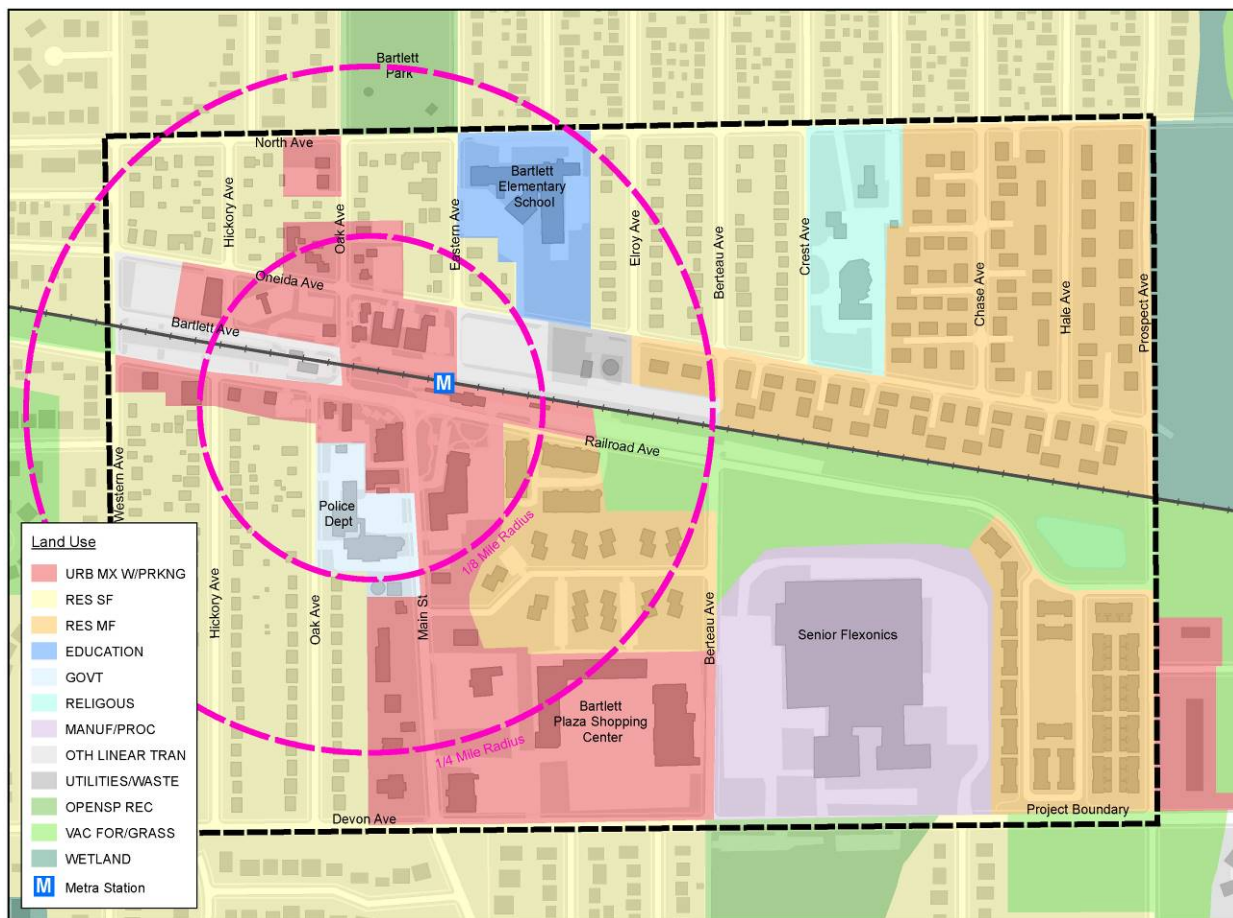
The Village recently created standardized wayfinding signage for Downtown, located at key intersections, to direct visitors to businesses, community facilities, and parking. The signage is attractive and complements the historic buildings and streetscape character of Bartlett. However, many stakeholders were not aware of these signs. The planning team observed several issues with the existing signage that might be contributing to their lack of success for directing people to key destinations:

- The graphics of the signage, though thoughtfully designed in a historic style, is scaled more for pedestrian use but is primarily visible from vehicles, and are difficult to read from a distance.
- Private property owners have created their own signage systems for their parking lots to help direct visitors to the parking areas, and to control misuse of private parking lots. These signs range from arrows and complex parking rules, to warnings provided by a towing service. No consistent system for parking signage exists, which creates confusion for people searching for parking in Downtown.



Overview

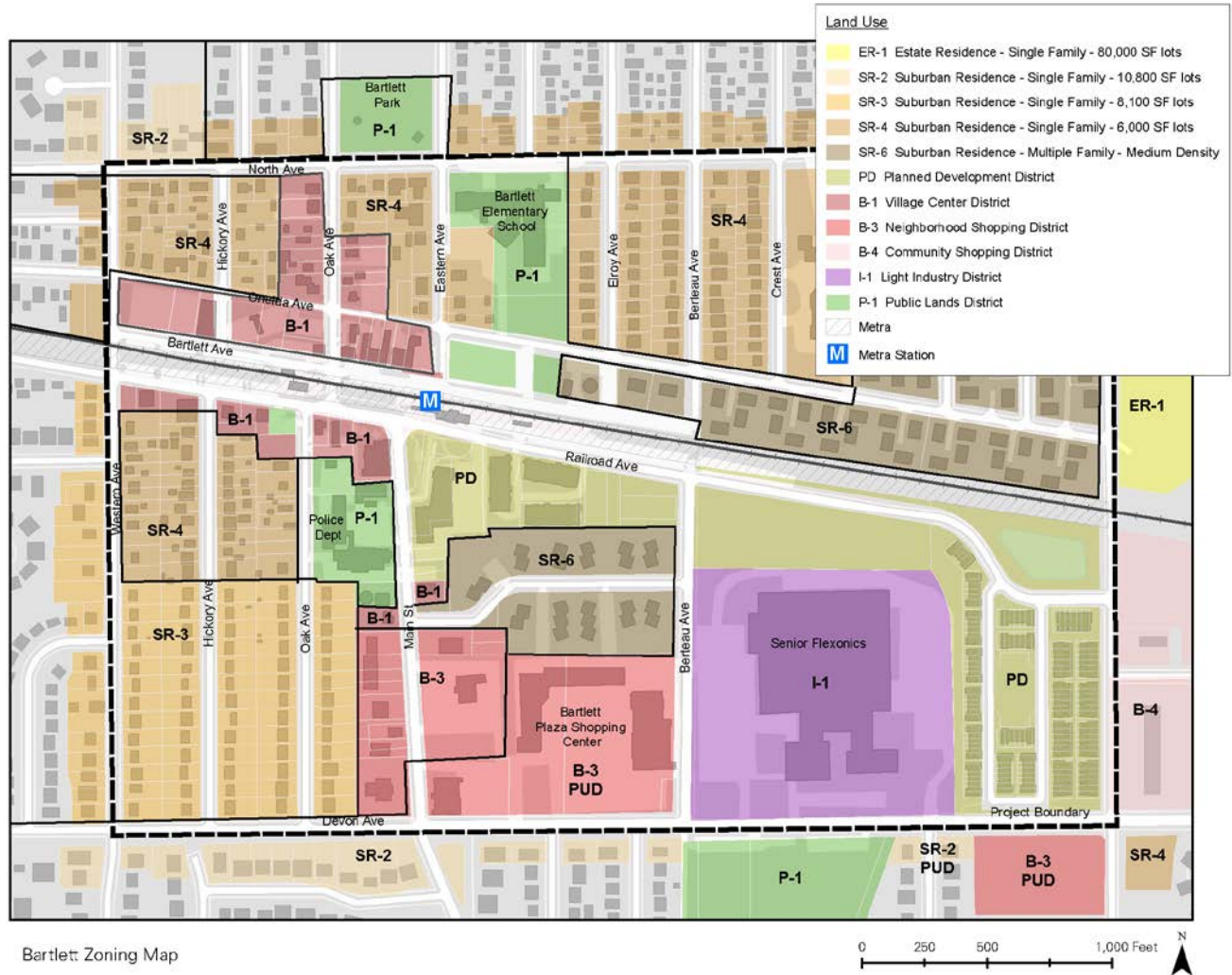
Today, Downtown Bartlett is primarily zoned for single family residential with a range of densities and lot sizes. Additionally, Planned Development zoning, and zoning district SR-6 allows for multi-story condominiums and apartments. Two commercial zoning districts exist in Downtown, B-1 Village Center Commercial District which allows for broad mix of uses including residential on the second floor or above and B-3, a more widely used Neighborhood Shopping District. The following is an overview of these zoning requirements.



Bartlett Land Use Map



Village of Bartlett TOD Plan: Existing Conditions Summary



B-1 Village Center Commercial District

TOD supportive requirements:

- Mixed commercial and residential is allowed by right (2nd floor and above)
- Site plan review is required
- Parking facilities (in excess of accessory parking) requires a special use
- No side yard setback required

Possible non-TOD supportive requirements:

- Minimum lot area of 3,000 SF for every residential (non-senior) housing unit
- Required front yard setback of 20'
- 2-story maximum height for areas adjacent to existing residential area
- Maximum FAR of 0.6
- Hotel uses are prohibited

Village of Bartlett TOD Plan: Existing Conditions Summary

B-3 Neighborhood Shopping District

TOD supportive requirements:

- PUD's allowed
- Site plan review is required

Possible non-TOD supportive requirements:

- Limited array of permitted uses for a Downtown area development
- Front yard setback of 50'
- Side yard setback of 20'
- Maximum height of 25' (at the discretion of the Village Board)

In addition, a Planned Development District is located along Railroad Avenue and has provided the opportunity for the mixed use Town Center development, and the nearby multi-family townhome development. Other uses in the study area include:

- A light industrial zoned district (occupied by the major employer Senior Flexonics)
- Public Lands – occupied by Bartlett Elementary School, and the Village Hall, Fire District, and Police Station along Main Street.

A preliminary review of the Village parking requirements revealed several elements for consideration in the TOD plan:

- B-1 District allows Downtown properties on constricted sites to pay a fee in lieu of providing spaces on site
- PD District requires that the full parking requirements of the underlying uses be provided, and does not account for possible reduction strategies for shared parking in mixed use developments
- PD Districts provide density bonuses for covered parking
- Shared parking is allowed in the Village, but no reduction in parking for a shared lot is provided



Common Strategy

A common strategy in the success of the following downtowns is a downtown business organization committed to the growth and promotion of their business districts. The following are two regional examples from other TOD communities similar to Bartlett.

GLEN ELLYN, IL

Overview of Downtown

Glen Ellyn is a community in DuPage County and has a stop on the Metra Union Pacific West Line. It is a 28 minute commute from the Village's downtown to Chicago. Glen Ellyn is less than half the geographic land area of Bartlett and about 80% more dense. Much like Bartlett, it is an affluent Village whose downtown businesses must compete with neighboring retailers in the suburban Chicago market.



Why is it a good precedent?

Like Bartlett, Glen Ellyn’s downtown businesses compete with surrounding regional shopping options. The Village has comparable density and demographics as Bartlett with a downtown Metra station used by daily commuters. They have taken several steps to help attract people to their downtown business district such as making an Active Transportation Plan, creating events, marketing their downtown, and forming the Alliance of Downtown Glen Ellyn to further promote and support the downtown retail community.

Strategies to consider for Bartlett

Glen Ellyn aimed to offset business competition by forming a central business district retail partnership in 2006 known as the Alliance of Downtown Glen Ellyn (ADGE). The ADGE was created by the Village of Glen Ellyn, the Glen Ellyn Economic Development Corporation, the Village of Glen Ellyn Central Business District Retail Merchants, and the Glen Ellyn Chamber of Commerce and is funded by the Village and local downtown businesses. The Village of Glen Ellyn, separately, aims to increase foot traffic and sales in the central business district with events and marketing. The Alliance works with the retail community to help reach the Village’s goal by marketing and promoting its downtown, and planning additional events such as Ladies Night Out, Indoor Sidewalk Sale, Wine and Finds, and Spa Hop.

The Village also developed an Active Transportation Plan in 2014 to increase and support bicyclists and pedestrians. The Plan’s goal is to increase the number of bicyclists and pedestrians by making the Village a place where recreational and functional forms of active transportation are safe, useful, and enjoyable elements of the community and support its local character. The initiative is called “Move GE” and is overseen by the Department of Public Works and other Village departments such as Planning and Development, Police, and Administration. The initiative has also received support from a number of biking organizations and residents.

WHEATON, IL

Overview of Downtown

The City of Wheaton is the seat of DuPage County. The City boasts 52 parks and was named No. 6 on DePaul University’s Chaddick Institute for Metropolitan Development’s list of the Top Transit Suburbs of Metropolitan Chicago. This ranking is attributed to Wheaton’s multi-modal transportation access and proximity to nearby amenities. Downtown Chicago is conveniently accessible from Wheaton via frequent Metra service on the Union Pacific West Line. Wheaton maintains an active downtown business district in the metro Chicago area.



Village of Bartlett TOD Plan: Existing Conditions Summary



Why is it a good precedent?

Wheaton is comparable to Bartlett in affluence, size, population, and distance from Chicago. The City's downtown businesses must compete in the same suburban market area, yet it maintains a vibrant and active business district.

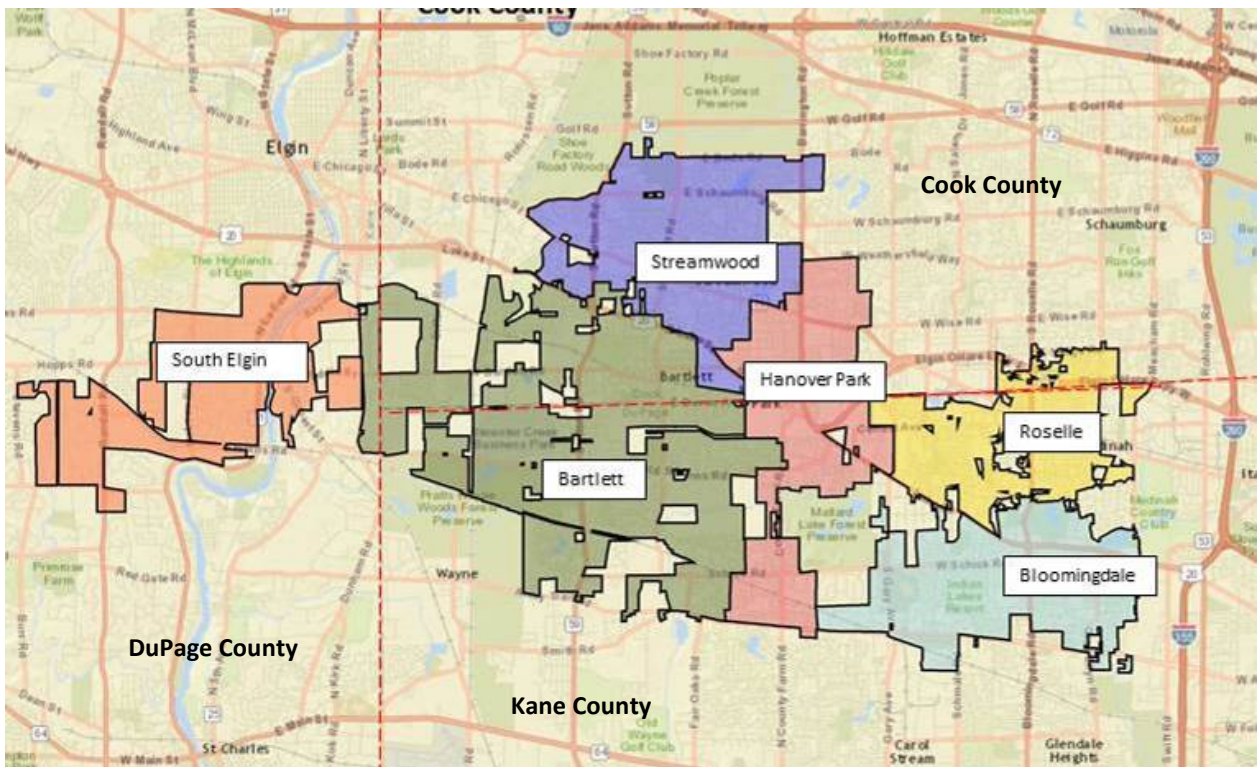
Strategies to consider for Bartlett

An independent organization called the Downtown Wheaton Association (DWA) plays a vital role in supporting the City's downtown business community. The DWA partners with the City and the Wheaton Chamber of Commerce to encourage growth and improvement Downtown. One of the Association's primary purposes is to support new businesses for continual downtown growth. The Association encourages new business, hosts events, and raises consumer awareness. They assist local businesses with marketing efforts and have several signature events throughout the year that help reinforce a sense of community, such as The Chili Cookoff, Wheaton Wedding Walk, and Boo-palooza.



Village of Bartlett and Surrounding Communities

To better understand the Village of Bartlett and its market potentials, Goodman Williams Group gathered socioeconomic information on Bartlett and four nearby communities, shown on the map below.



Source: Esri Business Analyst, produced by Goodman Williams Group August 2015

Comparative Metrics on Bartlett and Surrounding Communities							
Community	2015 Population Estimate	2015 Household Estimate	2015 Median Age Estimate	2015 Median HH Income	2014 Annual Retail Sales Tax	SF Units Permitted (2012-2014)	MF units permitted (2012-2014)
Bartlett	41,299	14,187	38.7	\$94,980	\$2,097,181	20	0
Streamwood	40,381	13,214	36.0	\$75,828	\$3,890,637	22	128
Hanover Park	38,399	11,082	33.1	\$71,657	\$5,359,959	30	0
Roselle	23,000	8,825	40.8	\$79,593	\$2,282,256	36	0
Bloomingtondale	21,948	8,718	42.8	\$75,305	\$7,942,144	5	0
South Elgin	22,378	7,297	35.9	\$85,009	\$3,877,560	48	0

Sources: Esri Business Analyst (2015 estimates), IL Dept. of Revenue, Censtats

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Key highlights of this initial research include the following:

- With an estimated population of more than 41,000, Bartlett is slightly larger than the neighboring communities of Streamwood and Hanover Park.
- Bartlett is significantly larger in terms of population, households, and square miles than Roselle and Bloomingtondale.
- Bartlett’s median household income is notably higher than the median in the four surrounding communities, estimated at nearly \$95,000.
- Bartlett does not have as much retail as its neighboring communities as measured by annual retail sales tax. It collected just over \$2 million in retail sales tax in 2014 as compared to \$7.9 million in Bloomingtondale.
- During the past few years, Bartlett has only permitted 20 single family residential units and no multifamily units. Streamwood has permitted a total of 150 single family and multifamily units during the same timeframe.

SOCIOECONOMIC OVERVIEW OF BARTLETT

Demographic Characteristics

The population of Bartlett in 2015 is estimated to be 41,299. It has grown by 12.5% in the past fifteen years, with the majority of this growth seen between 2000 and 2010. Since 2010, the population has remained steady, and is only projected to increase slightly by 2020.

An estimated 76.1% of the population in Bartlett identifies as White. Asians make up the largest minority, comprising 15% of the population. The Hispanic population of Bartlett has increased significantly since 2000. It now is estimated as 11% of the population.

The table on the following page presents the 2000 and 2010 Census findings, the 2015 Esri Business Analyst estimates and 2020 Esri Business Analyst projections of selected demographic characteristics for the Village of Bartlett. The data has been calculated to demonstrate the percent change over the past fifteen years.

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Bartlett Demographics Trends							
Summary		2000	2010	2015 Estimates	2020 Projections	% Change 2000-2015	
	Total Population	36,706	41,208	41,299	41,664	12.5%	
	Total Households	12,356	14,073	14,187	14,363	14.8%	
	Total Housing Units	12,179	14,509	14,618	14,789	20.0%	
	Average Household Size	3.00	2.92	2.91	2.90	-3.3%	
Household Characteristics							
	Family HHs	9,989	11,111	11,020	11,121	10.3%	
	Median Age	33.5	37.8	38.7	39.7	15.5%	
						% Change	% of 2015
						2000-2015	Total
Population by Race							
	Population Reporting One Race						
	White	32,020	32,397	31,439	30,740	-1.8%	76.1%
	Black	725	966	1,095	1,133	51.0%	2.7%
	American Indian	52	100	112	120	115.4%	0.3%
	Asian/Pacific Islander	2,879	5,930	6,277	7,015	118.0%	15.2%
	Some Other Race	497	1,017	1,397	1,567	181.1%	3.4%
	Population Reporting Two or More Races	533	798	979	1,089	83.7%	2.4%
	Total Hispanic Population	2,024	3,557	4,520	5,080	123.3%	10.9%

Source: 2000/2010 data from U.S. Census Bureau. Where Census Data are not available, estimates and projections are from Esri Business Analyst

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Village of Bartlett TOD Plan: Existing Conditions Summary

Age Distribution

The median age of residents in the community has increased 15.9% since the 2000 Census, from 33.4 to 38.7 years. CMAP estimates the median age in the 7-county region is 36.0. The number of school-aged children in Bartlett has declined by 1,571 from 2000 - 2015.

Three segments of the population in Bartlett are increasing:

- Individuals in their young 20s, who presumably are returning to live at home. They still only make up a small percentage of the Village’s population.
- Those aged 45 – 54, who are typically in their peak earning years;
- Seniors, both those age 55 -74 and 75+

As the population continues to age, the municipality will have to plan accordingly for these growing populations.

Bartlett Age Distribution						
Age Range	2000	2010	2015	Change from 2000-2015	% Change from 2000-2015	% of 2015 Total
0-19	12,509	11,642	10,938	-1,571	-12.6%	26.5%
20-24	1,217	1,884	2,235	1,018	83.6%	5.4%
25-34	6,059	4,767	4,886	-1,173	-19.4%	11.8%
35-44	8,115	6,866	5,949	-2,166	-26.7%	14.4%
45-54	4,781	7,212	6,926	2,145	44.9%	16.8%
55-74	3,217	6,808	8,311	5,094	158.3%	20.1%
75+	942	1,495	1,524	582	61.8%	3.7%
Median Age	33.4	37.8	38.7	5.3	15.9%	

Source: ESRI Business Analyst

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Village of Bartlett TOD Plan: Existing Conditions Summary

Employment

Esri Business Analyst estimates that there are 1,101 businesses in Bartlett with a total of 9,300 employees. An estimated 13.1% of total businesses are associated with the construction industry, although the total number of employees in this sector is only 575. The Village of Bartlett also has a large number of manufacturing and wholesale trade businesses, many of which are located in Brewster Business Park. These industries are the largest in terms of number of employees, making up 26.7% of total employment in Bartlett.

Food Services and Drinking Places are also a significant industry with more than 10% of employees in Bartlett working in this industry. These industries tend to have lower-paying jobs.

Bartlett Employment				
Total Businesses:				1,101
Total Employees:				9,300
Total Residential Population:				41,299
Industry	Businesses	% of Total Businesses	Employees	% of Total Employees
Construction	144	13.1%	575	6.2%
Professional, Scientific & Tech	127	11.5%	441	4.7%
Retail Trade	121	11.0%	741	8.0%
Other Services (except Public Administration)	110	10.0%	526	5.7%
Finance & Insurance	69	6.3%	299	3.2%
Health Care & Social Assistance	67	6.1%	952	10.2%
Food Services & Drinking Places	61	5.5%	1,009	10.8%
Administrative & Support & Waste	61	5.5%	357	3.8%
Manufacturing	57	5.2%	1,225	13.2%
Wholesale Trade	53	4.8%	1,260	13.5%
Unclassified Establishments	47	4.3%	79	0.8%
Real Estate, Rental & Leasing	46	4.2%	222	2.4%
Transportation & Warehousing	41	3.7%	197	2.1%
Arts, Entertainment & Recreation	31	2.8%	310	3.3%
Educational Services	27	2.5%	642	6.9%
Information	21	1.9%	148	1.6%
Public Administration	9	0.8%	231	2.5%
Utilities	3	0.3%	52	0.6%
Agriculture & Mining	3	0.3%	19	0.2%
Accommodation	3	0.3%	15	0.2%
Total	1,101		9,300	
<i>Source: Esri Business Analyst</i>				
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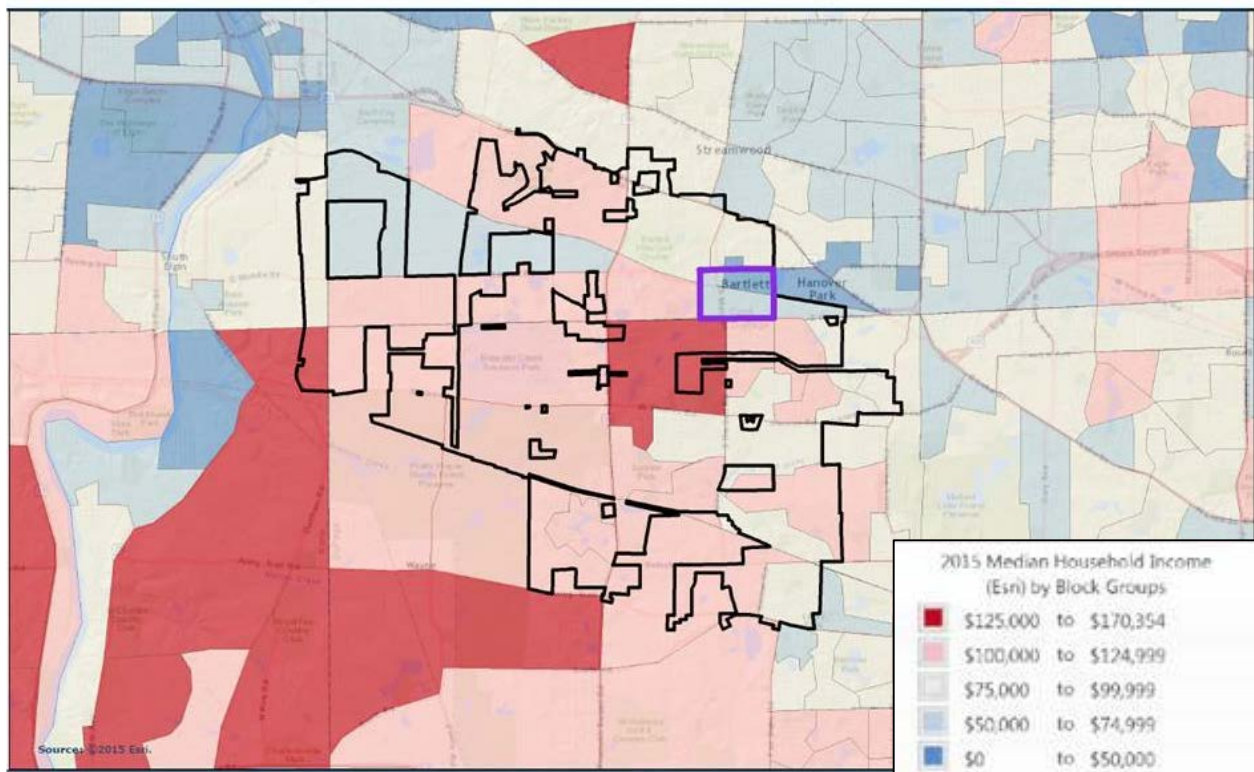


Household Incomes

The 2015 median household income in Bartlett as estimated by Esri Business Analyst, at \$94,980, is higher compared to many of the surrounding communities. The map below illustrates household income characteristics in comparison to surrounding areas. Bartlett is outlined in black, and the TOD Study Area is outlined in purple.

Most of The Village of Bartlett falls in the \$100,000 to \$125,000 range of median income, shown in light pink on the map. Notably, the median incomes in the Study Area are considerably lower than the village as a whole. The block group north of Railroad Avenue in the Downtown has a median income less than \$50,000.

Village of Bartlett 2015 Median Income by Block Group



Source: Esri Business Analyst

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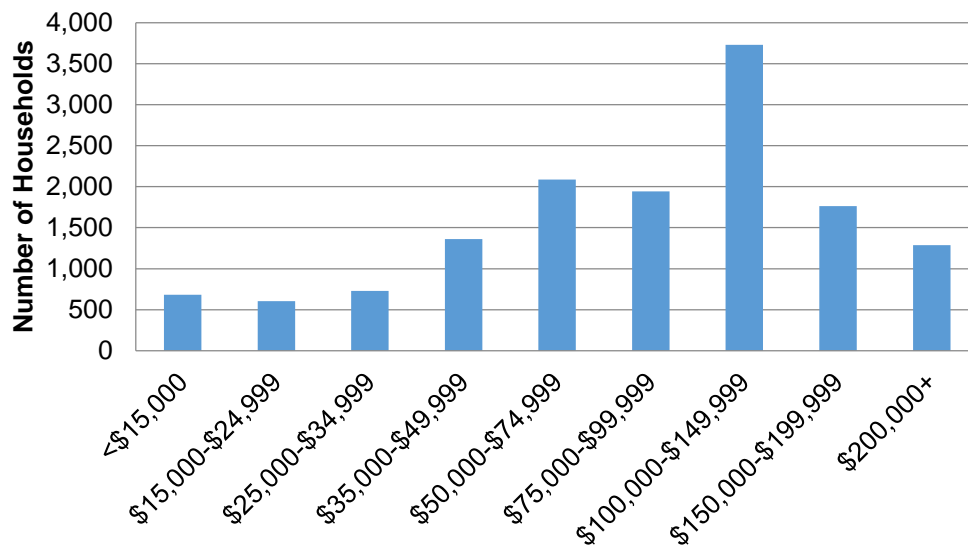
Source: Esri Business Analyst, produced by Goodman Williams Group, August 2015

The table and graph below further analyze income distribution for the estimated 14,138 households in Bartlett.

Bartlett 2015 Household Income Distribution		
Total Households	14,138	100.0%
<\$15,000	682	4.8%
\$15,000-\$24,999	603	4.3%
\$25,000-\$34,999	729	5.2%
\$35,000-\$49,999	1,362	9.6%
\$50,000-\$74,999	2,087	14.8%
\$75,000-\$99,999	1,944	13.8%
\$100,000-\$149,999	3,730	26.4%
\$150,000-\$199,999	1,764	12.5%
\$200,000+	1,287	9.1%
Median Household Income		\$94,980
Average Household Income		\$110,326
Per Capita Income		\$38,090

Source: Esri Business Analyst

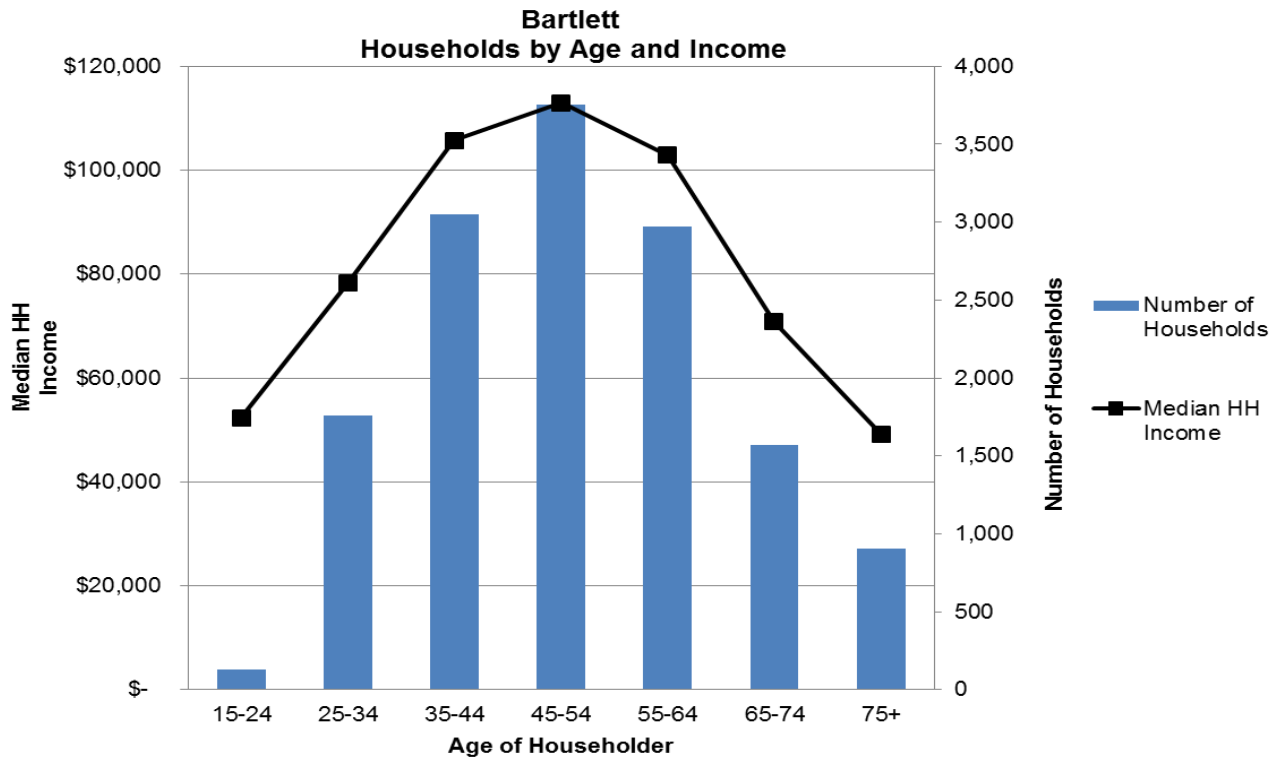
Bartlett 2015 Household Income Distribution



Source: Esri Business Analyst

Household by Age and Income

The estimated 14,138 households in Bartlett can further be broken down by the income and age of the householder. The majority of the households are in the 45-54 age range when the median household income peaks at \$112,988. The households with ages 75 and more have a median income of only \$49,210, reflecting that the elderly population in Bartlett has lower incomes than the other households in the Village.



RESIDENTIAL OVERVIEW

Housing Units

Bartlett’s housing stock, which has a total of 14,187 units, is predominantly made up of owner-occupied units, a total of 88.1% of units are owner-occupied. The housing vacancy rate is only 2.9%, which is considered very low and a positive indicator by most standards.

Bartlett Housing Units 2015 Estimate		
	Count	Percent
Population	41,299	
Households	14,187	
Families	11,020	77.7%
Total Housing Units	14,618	100.0%
Occupied housing units	14,187	97.1%
Owner Occupied	12,501	88.1%
Renter Occupied	1,686	11.9%
Vacant housing units	431	2.9%
Average Household Size	2.91	
Median Household Income	\$94,980	

Source: Esri Business Analyst

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Village of Bartlett Selected Housing Characteristics		
	Count	Percent
Total housing units	14,416	100.0%
Units in Structure		
1-unit, detached	10,004	69.4%
1-unit, attached	2,316	16.1%
2 units	98	0.7%
3 or 4 units	793	5.5%
5 to 9 units	133	0.9%
10 to 19 units	10	0.1%
20 or more units	608	4.2%
Mobile home	440	3.1%
Boat, RV, van, etc.	14	0.1%
Year Structure Built		
2010 or Later	0	0.0%
2000-2009	2,293	15.9%
1990-1999	5,327	37.0%
1980-1989	2,437	16.9%
1970-1979	3,027	21.0%
1960-1969	524	3.6%
1950-1959	334	2.3%
1940-1949	56	0.4%
1939 or earlier	418	2.9%

Source: 2009-2013 American Community Survey
5 year estimates

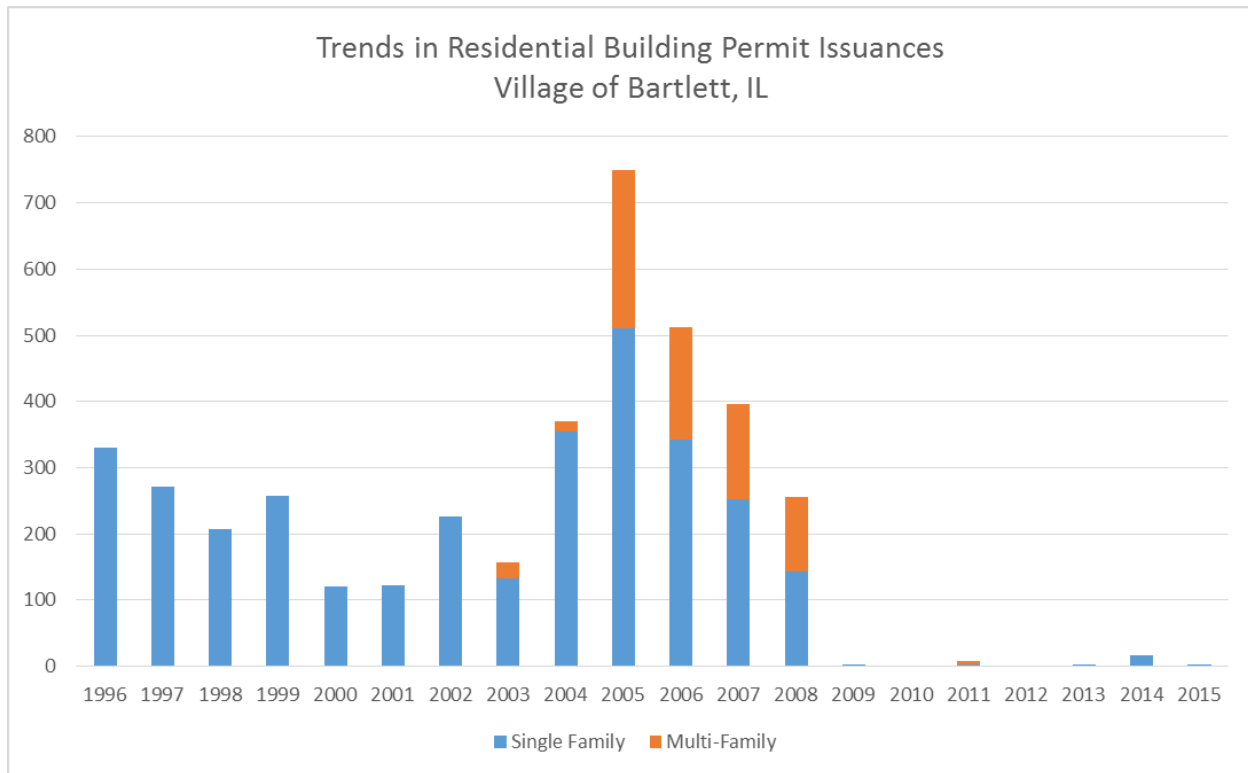
Typical of Chicago’s suburban communities that experienced rapid development in the later portion of the 20th century, nearly 70% of Bartlett’s existing housing stock is made up of single family detached homes. Another 16% is made up of single unit attached forms (inclusive of townhomes, rowhomes, duplexes, and other “single address” attached homes). Conversely, only 4.2% of the Village’s housing stock is located in larger scale buildings with 20 or more units. Notably, mobile homes represent a small but significant housing alternative within the Village, making up 3.1% of housing units.

More than 90% of homes within Bartlett were constructed in the decades spanning 1970 to 2009. The 1990s were the most significant decade for housing construction within the Village, with 5,327 homes built during this ten year period – or 37% of the entire Village housing stock. Nevertheless, within the

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Village there are more than 400 historic homes built in 1939 or earlier, with most of these located within the Village core near or within the TOD study area.

As measured by the issuance of residential building permits, annual new home construction volumes over the last 10 years peaked in 2005 with 511 single family and 238 multi-family permits issued – then tumbled into a deep hole as the housing and financial market crises hit and the regional and national economies fell into recession. Construction volumes within the Village have yet to recover, having hovered near zero since 2008.



Source: U.S. Census

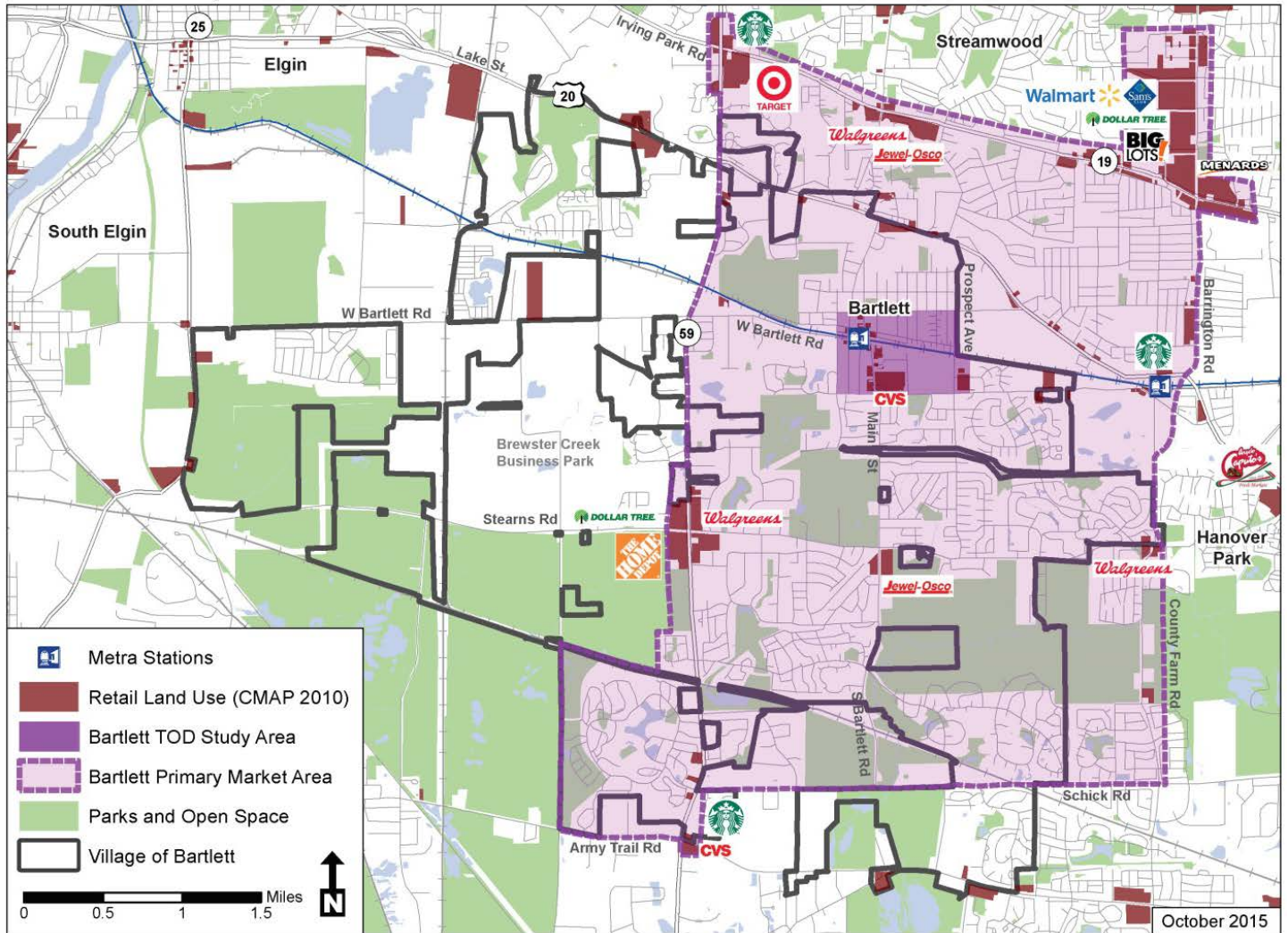
COMMERCIAL OVERVIEW

The Village of Bartlett is split between Cook, and DuPage Counties, with a small portion located in Kane County. The Jane Addams Memorial Tollway (I-90) runs north of Bartlett and has an interchange at Illinois Route 59, which is the main north-south arterial and commercial corridor in the Village. Many of Bartlett's major employers are located in the Brewster Creek Business Park, located off Stearns Road just west of Route 59.

In addition to the retail along Route 59, there are many retail options along Irving Park Road, and in particular where Barrington Road intersects with Irving Park Road in Streamwood.

Downtown Bartlett is accessible from Route 59 via Bartlett Road and from Lake Street via Oak Avenue. The Downtown is entirely situated in Cook County which carries an added tax burden compared to the retailers on Route 59 located in DuPage County. The following map illustrates the existing retail development in the Village and also shows the Primary Market Area as well as the TOD Study Area.

Existing Retail
Bartlett and Primary Market Area



Source: Goodman Williams Group

Residential Development in Downtown Bartlett

Currently, an estimated 850 households are living in the Downtown Bartlett Study Area. Their median household income is considerably lower (\$52,270) in comparison to Bartlett’s overall median household income (\$94,980). Additionally, the current estimated housing vacancy rate within the Study Area is significantly higher, at 8.4%, than the Village as a whole.

Bartlett Study Area Housing Units 2015 Estimate		
	Count	Percent
Population	2,060	
Households	850	100%
Families	502	59.1%
Total Housing Units	928	100.0%
Occupied housing units	850	91.6%
Owner Occupied	580	68.2%
Renter Occupied	270	31.8%
Vacant housing units	78	8.4%
Average Household Size	2.42	
Median Household Income	\$52,270	

Source: Esri Business Analyst **GOODMAN WILLIAMS GROUP**
REAL ESTATE RESEARCH

Downtown Bartlett has a higher percentage of renter-occupied households than the Village overall. The largest concentration of these units are located within the *Bartlett Terrace* apartment community, a development of 144 units built in 1979 and located one block south of the Metra station on Hillcrest Lane.

Generally speaking, the Downtown Bartlett Study Area encompasses a wide variety of housing types, including detached single family homes (primarily located to the north and west), and multi-family rental apartments, townhomes, and condominiums (primarily located to the south and east). Vintages vary widely, from pre-1939 single family homes to townhomes and condominiums built post-2000.

Significant attached single family and multi-family residential developments within and proximate to the Study Area (in addition to Bartlett Terrace) include the following:

- *Bartlett Town Center*: Built in the mid-2000s by New England Builders, featuring 16 loft-style units in a single mixed-use building and 72 condominiums in three three-story buildings. (Two additional condominium buildings were originally planned but have not yet been built.) Located along the south side of Railroad Avenue between Main Street and Berteau Avenue.

Village of Bartlett TOD Plan: Existing Conditions Summary

- *Asbury Place*: A community of two and three-story courtyard style townhomes built in the early 2000s by Edward R. James Homes. Located along Broadmoor Lane, Bradbury Lane, and Prospect Avenue south of Railroad Avenue.
- *Bartlett Green*: A community comprised largely of two-story units in four-plex configurations built in the mid-1970s. Located generally south of North Avenue and west of Prospect Avenue.
- *Hearthwood Farms*: Built in the late 1980s and early 1990s, consisting of condominium units in two-level buildings. This is located just outside the Study Area north of Devon Avenue and east of Prospect Avenue.

Commercial Development in Downtown Bartlett

In addition to the households that reside in Downtown Bartlett, the Study Area has a workforce estimated at 1,421.

Bartlett Study Area Industries with Greater Than 50 Employees		
Total Businesses:		130
Total Employees:		1,421
Total Residential Population:		2,060
		% of Total
Industry	Employees	Employees
Manufacturing	401	28.2%
Public Administration	300	21.1%
Educational Services	181	12.7%
Health Care & Social Assistance	91	6.4%
Food Services & Drinking Places	87	6.1%
Other Services (except Public Administration)	86	6.1%
Retail Trade	63	4.4%

Source: Esri Business Analyst

GOODMAN WILLIAMS GROUP
REAL ESTATE RESEARCH

Senior Flexonics, located on Devon Avenue, is Downtown's largest employer with 400 employees. They manufacture flexible mechanisms for exhaust, cooling, and fuel distribution systems. According to the Human Resources Manager for Senior Flexonics, most employees travel from neighboring suburbs to work at the location and the overwhelming majority commutes via car. The company is active in sponsoring local events such as Heritage Days, and is a supporter of the local Chamber of Commerce.

Many other Downtown employees work in Village Hall, the Fire Department, or Bartlett Elementary School. Together with the manufacturing jobs at Senior Flexonics, these industries comprise nearly two-thirds of the Downtown employment. Fourteen restaurants and 18 retail stores are located Downtown, employing 150 people.

Downtown Business Inventory

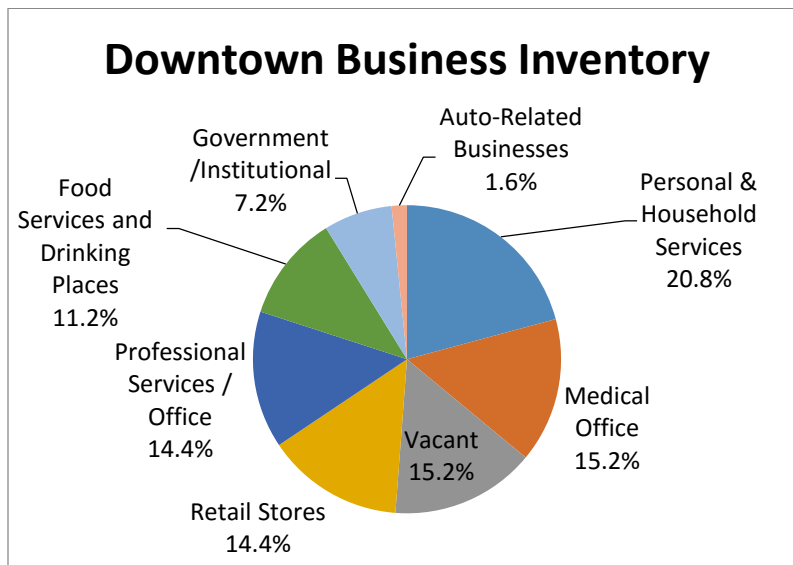
Bartlett’s main Downtown commercial streets are Main Street, Oak Street, Railroad Avenue and E. Bartlett Avenue along the train tracks. For the purpose of the Downtown business inventory Devon/Prospect Plaza on the northeast corner of Devon and Prospect Avenues was included.

This inventory is based on the number of storefronts, not square footage. Each individual business or vacancy is counted as one entry regardless of the size of the business. The map which follows the inventory table shows where the retail is located and highlights some of the larger vacancies in the Bartlett Plaza Shopping Center.

Bartlett Study Area Business Inventory		
Category	Number of Establishments	Percentage
Personal & Household Services	26	20.8%
Medical Office	19	15.2%
Vacant	19	15.2%
Retail Stores	18	14.4%
Professional Services / Office	18	14.4%
Food Services and Drinking Places	14	11.2%
Government/Institutional	9	7.2%
Auto-Related Businesses	2	1.6%
Total	125	

Source: Goodman Williams Group, field work October 2015

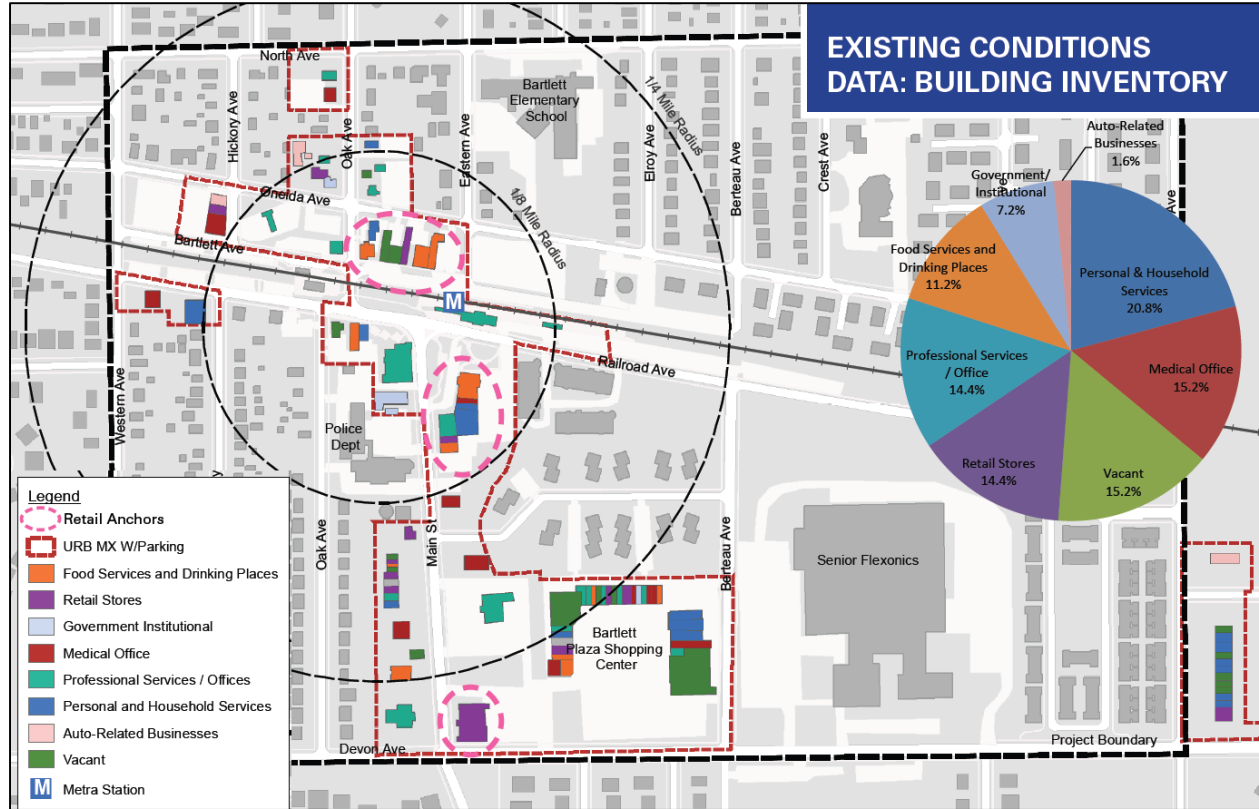
GOODMAN WILLIAMS GROUP
REAL ESTATE RESEARCH



Source: Goodman Williams Group

Nineteen storefronts in Downtown Bartlett are vacant, a relatively high percentage. Retail and Restaurants comprise of 25.6% of total establishments. Professional and medical offices and other service businesses together comprise 50.4% of the total businesses in Downtown Bartlett.

Village of Bartlett TOD Plan: Existing Conditions Summary



Source: Solomon Cordwell Buenz



Roadways and Intersections

In 2014, the Village contracted with Christopher B. Burke Engineering (CBBEL) to complete a comprehensive traffic analysis of the downtown area. This analysis reviewed Downtown traffic characteristics and operations, including traffic signals and the Milwaukee District West Line railroad crossings.

Oak Avenue: A north-south roadway providing one travel lane in each direction and on-street parking between Oneida Avenue and Morse Avenue. Oak Avenue is classified as a Minor Arterial north of Railroad Avenue and has a posted speed limit of 30 miles per hour (mph). The primary downtown intersections of Oak Avenue with Railroad Avenue and with East Bartlett Avenue are signalized. A left-turn lane is provided for southbound traffic at East Bartlett Avenue and northbound left-turn restrictions are in place at E. Bartlett Avenue and Oneida Avenue. At the intersection of Oak Avenue and E. Bartlett Road, northbound to westbound left-turns are prohibited at all times. At the intersection of Oak Avenue and Oneida Avenue, northbound to westbound left-turns are prohibited Monday to Friday during the hours of 6:00- 9:00 A.M. and 3:00-6:00 P.M. Traffic volumes on Oak Avenue is about 5,500 average daily traffic (ADT).

Main Street: A north-south roadway providing one travel lane in each direction and a continuous two-way left turn lane. Main Street is classified as a Minor Arterial south of Railroad Avenue to Devon Avenue and the DuPage County line. The posted speed limit on Main Street is 30 mph. The intersection of Main Street at Railroad Avenue is signalized. A left-turn lane is provided for northbound traffic at Railroad Avenue, including a lane designation sign indicating which lane drivers should utilize to travel north on Oak Avenue or west on West Bartlett Road. Main St. carries about 5,500 ADT.

West Bartlett Road/East Railroad Avenue: An east-west roadway providing one travel lane in each direction. The road is named West Bartlett Road to the west of Western Avenue and Railroad

Village of Bartlett TOD Plan: Existing Conditions Summary

Avenue east of Western Avenue. The roadway is classified as a Minor Arterial and has no posted speed limit. The intersection of Railroad Avenue at Oak Avenue and at Main Street is signalized. Left-turn lanes are provided on the east and west approaches at Western Avenue, the Metra station entrance, and Berteau Avenue, on the west approach at Oak Avenue, and on the east approach at Main Street. Right-turn lanes are provided on the east approach at Oak Avenue and on the west approach at Main Street. Railroad Avenue carries about 9,250 ADT.

North Avenue: An east-west roadway providing one travel lane in each direction and on-street parking. North Avenue is classified as a Major Collector roadway east of Oak Avenue and a Local Road west of Oak Avenue. The posted speed limit on North Avenue is 30 mph east of Oak Avenue and 25 mph west of Oak Avenue. The intersections with Oak Avenue and Western Avenue are each All-Way STOP sign controlled. North Avenue carries about 5,000 ADT.

Western Avenue: A north-south roadway providing one travel lane in each direction and on-street parking. Western Avenue is classified as a Local Road and has no posted speed limit. The intersection of Western Avenue and North Avenue is an All-Way STOP sign. The intersection of Western Avenue at West Bartlett Road/Railroad Avenue is Two-Way STOP sign controlled, with north- and southbound Western Avenue under STOP control.

Additional Downtown Roadways

In addition to the primary roadways, East Bartlett Avenue, Eastern Avenue, Oneida Avenue, and Berteau Avenue all provide drivers with alternatives to circulate around Downtown Bartlett. East Bartlett Avenue is as an east-west route paralleling the railroad tracks to the north and providing direct access to daily public parking areas. East Bartlett Avenue is a two-way, two-lane roadway between Western Avenue and Oak Avenue, and is a one-lane, one-way eastbound roadway between Oak Avenue and the eastern limit of the public parking lot. Farther east it returns to a two-way, two-lane roadway.

Public parking areas are located along both sides of East Bartlett Avenue from Western Avenue to Berteau Avenue. Oneida Avenue provides a route for westbound traffic to travel from the commuter parking areas east of Oak Avenue, with direct connections to both Oak Avenue and Western Avenue. This is particularly important during the P.M. peak period, when access to North Avenue is difficult due to a lack of gaps. Eastern Avenue and Berteau Avenue provide access to and from commuter parking lots and allow vehicles to circulate on the north side of the railroad tracks when Oak Avenue and Western Avenue are blocked during train events.

Signalized Intersections

The signalized intersections of Oak Avenue and E. Bartlett Avenue, Oak Avenue and Railroad Avenue, and Railroad Avenue and Main Street are essentially an “offset T-intersection” with a railroad grade crossing and an additional parallel crossing street located north of the intersection. Under typical conditions without trains, the traffic signals operate under a sequence that serves each traffic movement in turn. There is also an “Exclusive Pedestrian Interval” that is displayed when the pedestrian push buttons are actuated.

When trains approach the Oak Avenue grade crossing the traffic signals transition to a railroad preemption routine. This preemption provides green indications for southbound traffic that might be

stopped on the tracks, followed by green indications for eastbound traffic on East Bartlett Avenue and for eastbound and westbound traffic on Railroad Avenue. During these train events, “Blank Out” signs are illuminated showing “NO TURN” symbols for eastbound and westbound traffic.

Key Roadway Findings/Issues

- The CBBEL traffic observations and data indicate that while traffic flows relatively well through downtown Bartlett, occasional delays can occur at the signalized intersection due to railroad operations. However, The CBBEL analysis found that vehicles are generally able to clear the intersections during each signal cycle with average delays of 50 – 60 seconds.
- Additional vehicular delays could be experienced during occasions when two trains are approaching from opposite directions, or due to freight trains.
- Intersections operate within an acceptable Level-of-Service (LOS) C in both the A.M. and P.M. peak periods.
- Any changes in traffic signal operations will require Interstate Commerce Commissions (ICC) approval and would likely cause increased delay.
- Some traffic diverts away from the Downtown during peak periods. The CBBEL analysis found that less than 150 vehicles diverted to the north and east via Western Ave. and North Ave. during the peak period. Less than 50 vehicles diverted to the south and west directions.
- Roadway capacity is available to accommodate new development opportunities.

Historical traffic counts for downtown area roadways are presented below. As shown, overall traffic volumes have declined since 2005/2006.

Historical Average Daily Traffic (ADT) Counts

LOCATION	2014	2010	2006
Oak Avenue	5550	5400	8800
Railroad Avenue	9250	11,300	11,000
Prospect Avenue	2950	3550	N/A
North Avenue	5000	4350	4900
S. Bartlett Rd. (south of Devon)	9250 (2012)	10,600 (2008)	14,000 (2005)
E. Devon Avenue	9300 (2012)	10,100 (2008)	9400 (2005)

Source: Illinois Dept. of Transportation

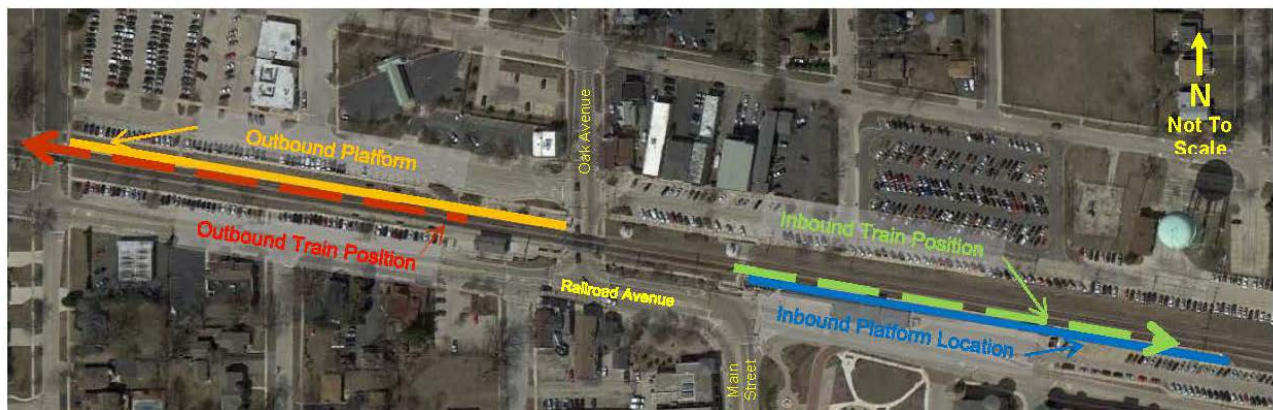
METRA COMMUTER RAIL

The Metra Milwaukee District West Line provides service from downtown Chicago – Union Station to Big Timber Road in Elgin. Weekday service includes 29 trains inbound to Chicago and 29 trains outbound from Chicago, with 24 inbound and 25 outbound trains stopping in Bartlett. The Bartlett train station utilizes a “split platform” operation. The inbound platform is located east of Oak Avenue, adjacent to the Village of Bartlett’s Metra depot building. The outbound platform is located west of Oak Avenue, near the historic Bartlett depot building.

There are three railroad grade crossings with warning devices in the study area: the Western Avenue crossing (ICC Crossing Number 372207H), Oak Avenue crossing (ICC Crossing Number 372206B), and the Main Street pedestrian crossing (ICC Crossing Number 920580H). Outbound trains block the Western Avenue crossing and occasionally block the Oak Avenue crossing while passengers board and alight on the western platform. Inbound trains block the Bartlett pedestrian crossing while passengers board and alight on the eastern platform adjacent to the depot.



There are approximately 68 trains per day through downtown Bartlett, of which 58 are Metra commuter trains (weekday trains) and about 10 are freight trains. Metra owns the Milwaukee District West track. Metra owns the station depot building and land, while the Village of Bartlett is responsible for maintenance of the depot.



Source: CBEL

Village of Bartlett TOD Plan: Existing Conditions Summary

Metra Commuter Rail Ridership

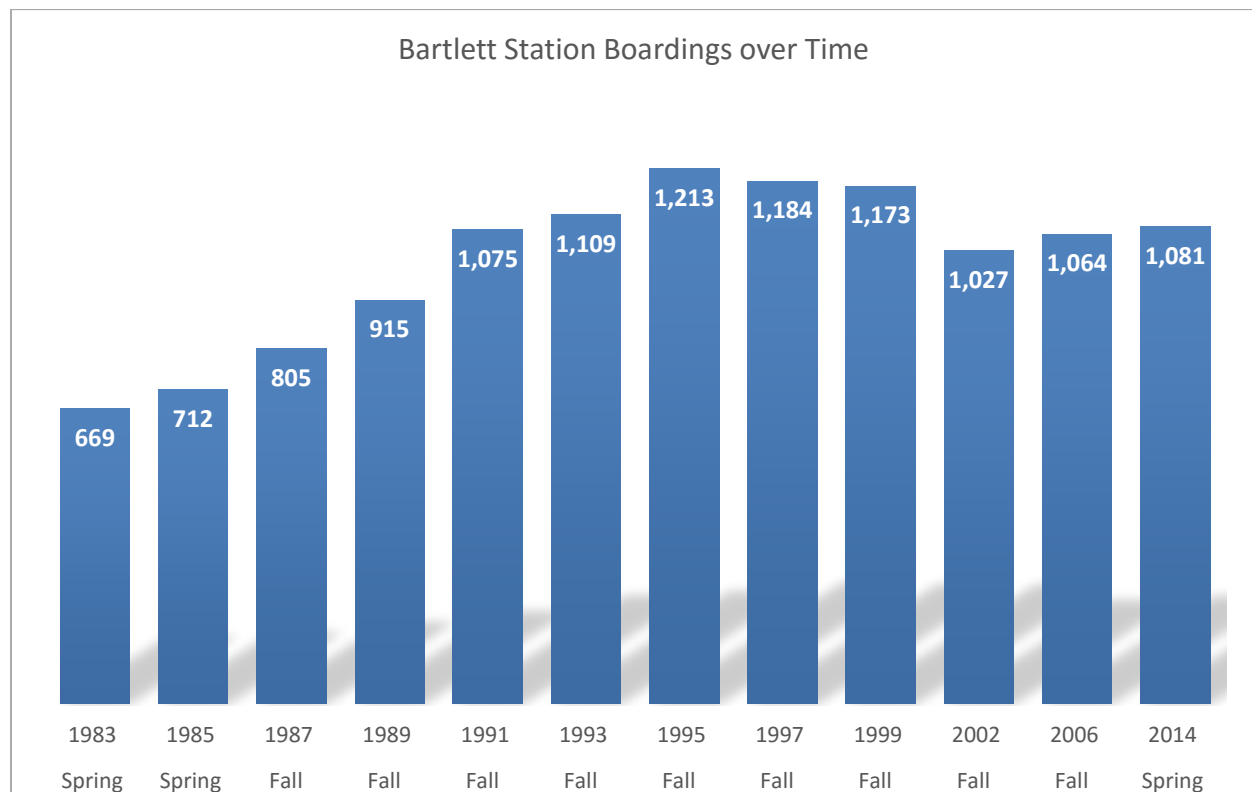
Per Metra’s most recent ridership surveys (2014), there are 1,081 typical weekday boardings at the Bartlett station. Ridership at this station grew considerably in the 1980s, as shown below, and has been relatively stable since. Bartlett is appealing to commuters because it is the last station in Metra’s Zone F, which is two fare zones lower than the next closest station to the west (Elgin, National Street).

Milwaukee District West Line

Metra Ridership over Time

Station	Spring	Spring	Fall	Fall	Fall	Fall	Fall	Fall	Fall	Fall	Fall	Spring
	1983	1985	1987	1989	1991	1993	1995	1997	1999	2002	2006	2014
Big Timber Road	--	--	41	33	124	128	347	385	482	581	803	782
Elgin	390	495	463	465	358	421	373	361	419	554	476	461
National Street	132	222	183	255	421	439	562	559	618	551	742	700
Bartlett	669	712	805	915	1,075	1,109	1,213	1,184	1,173	1,027	1,064	1,081
Hanover Park	738	765	855	1,150	1,171	1,455	1,356	1,460	1,506	1,431	1,482	1,414
Schaumburg	480	693	961	1,147	1,238	1,363	1,569	1,647	1,733	1,609	1,698	1,737
Roselle	1,455	1,621	1,736	1,827	1,760	1,797	1,620	1,628	1,617	1,298	1,500	1,277

Source: Metra, Station Boarding & Alighting Count, Spring 2014



Source: Metra, System wide Boarding & Alighting Surveys, Spring 2014

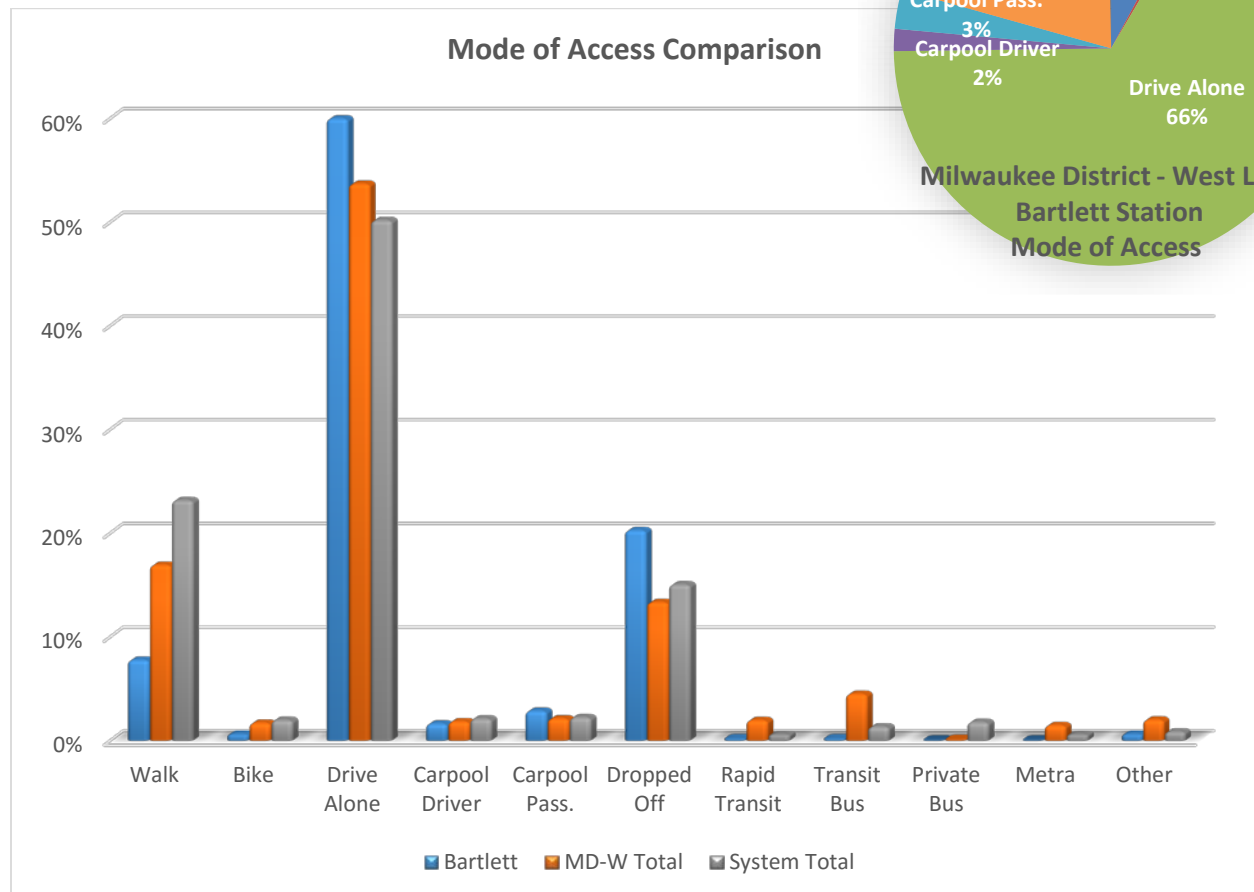
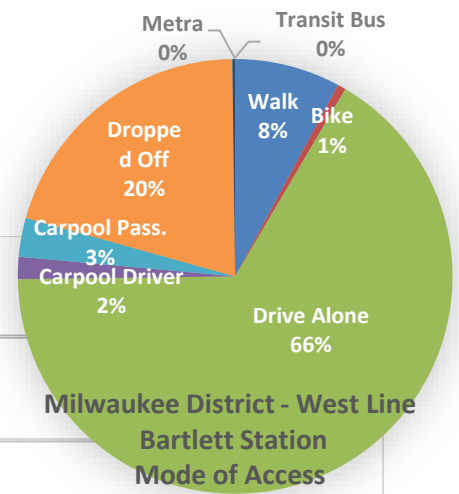
MODE OF ACCESS

Mode of access to the station is predominantly by driving alone/parking, followed by being dropped off as shown below. Bartlett has a higher drive alone access to the station and a much lower number of riders who walk compared to both the MD-W line and the Metra system as a whole.

Mode	Bartlett	Mil District West	Metra System
Walk	8%	17%	23%
Drive Alone	66%	54%	50%
Dropped Off	20%	13%	15%
Carpool (Driver/Pass.)	5%	4%	4%
Transit Bus	0%	4%	1%
Bike	1%	2%	2%
Private Bus	0%	0%	2%
Other	1%	2%	1%

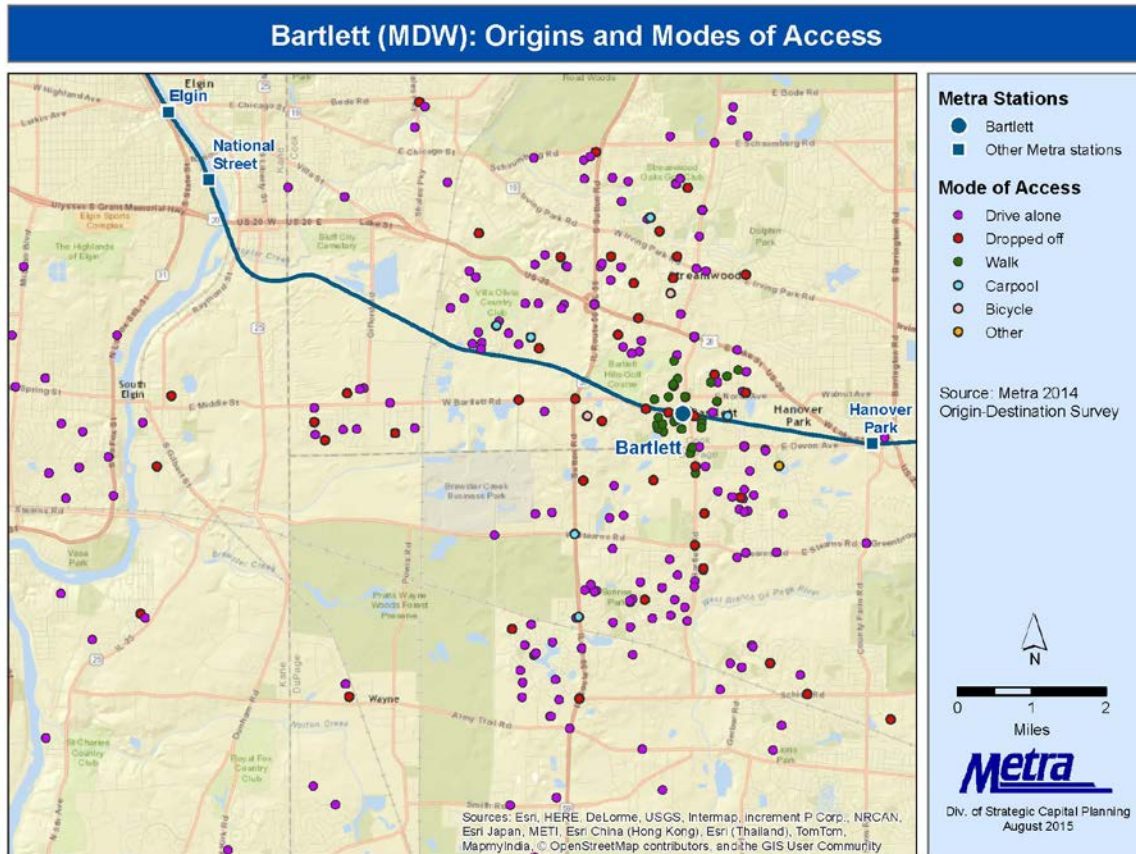
Number may exceed 100% due to rounding.

Source: Metra 2014 Origin-Destination Survey



Village of Bartlett TOD Plan: Existing Conditions Summary

The Bartlett Metra station attracts riders from a fairly wide area, drawing as far west as South Elgin, as far north as Schaumburg, and as far south as Army Trail Road. This could be attributable to the fare zone location and availability of daily fee parking spaces. Drawing from this large of an area also contributes to the higher percentage of drive alone access to the station.



Source: Metra

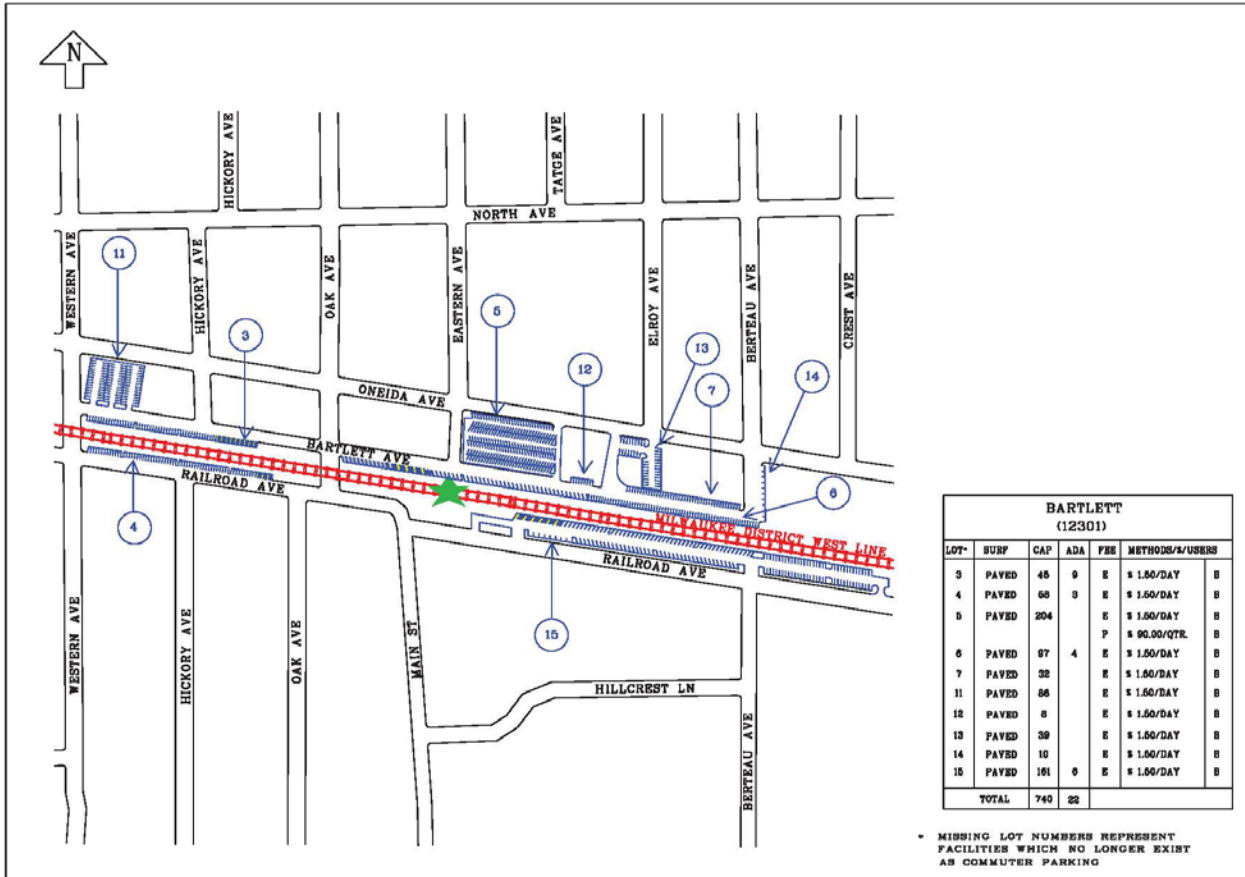
Metra Commuter Parking

Commuter parking is provided in ten surface lots with a total of 740 parking spaces. Of the total number of commuter parking spaces, 85% are daily fee spaces and 15% are permit spaces. Overall, parking is 84% utilized. Ownership and maintenance of the commuter parking is shown below.

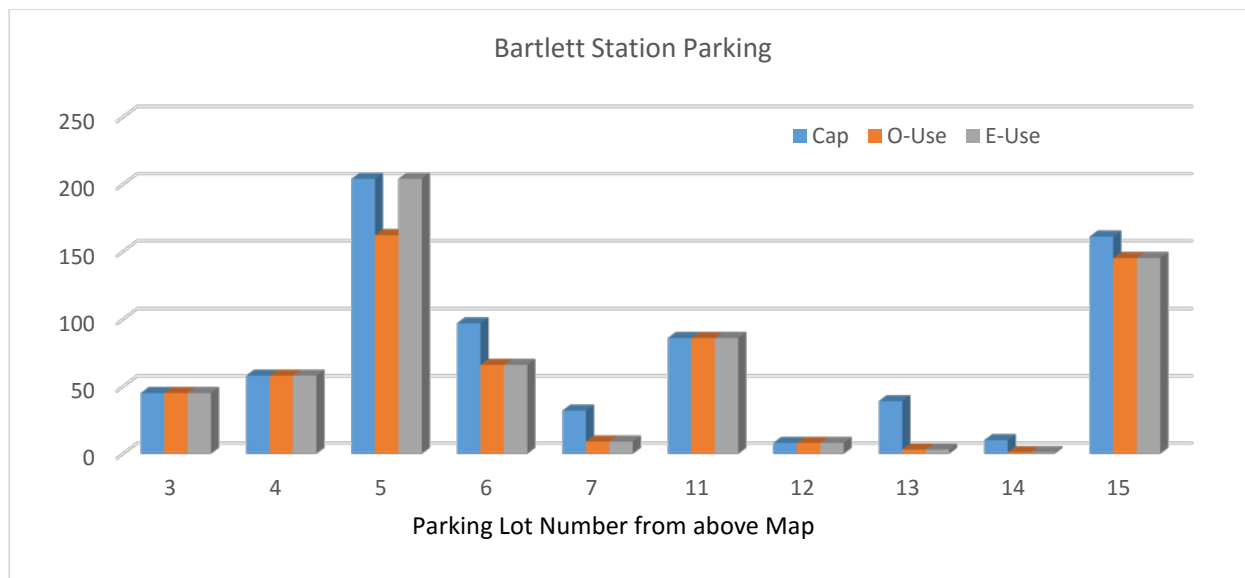
FACILITY	LAND OWNERSHIP	IMPROVEMENT OWNERSHIP	MAINTENANCE RESPONSIBILITY
Commuter Lot 3	Metra	Metra	Village of Bartlett
Commuter Lot 4	Metra	Metra	Village of Bartlett
Commuter Lot 5	Village of Bartlett	Metra	Village of Bartlett
Commuter Lot 6	Village of Bartlett	Village of Bartlett	Village of Bartlett
Commuter Lot 7	Village of Bartlett	Village of Bartlett	Village of Bartlett
Commuter Lot 11	Village of Bartlett	Village of Bartlett	Village of Bartlett
Commuter Lot 12	Village of Bartlett	Village of Bartlett	Village of Bartlett
Commuter Lot 13	Village of Bartlett	Village of Bartlett	Village of Bartlett
Commuter Lot 14	Village of Bartlett	Village of Bartlett	Village of Bartlett
Commuter Lot 15	Metra and Bartlett	Metra	Village of Bartlett

Source: Metra, September 2015

Village of Bartlett TOD Plan: Existing Conditions Summary



Source: Metra



E-Use (Effective Use): The parking utilization assuming that all permit spaces are full or unavailable to a commuter without a permit. Metra prefers to rely on effective use as a barometer of parking utilization.

O-Use (Observed Use): The parking utilization observed for all types of parking.

Bartlett Metra Station Parking Counts – 2014

Lot	DAILY		PERMIT		ADA		TOTAL			% OCC	% OCC
	CAP	USE	CAP	USE	CAP	USE	CAP	O-USE	E-USE	O-USE	E-USE
3	45	45	-	-	9	4	45	45	45	100%	100%
4	58	58	-	-	3	1	58	58	58	100%	100%
5	89	89	115	73	-	-	204	162	204	79%	100%
6	97	66	-	-	4	-	97	66	66	68%	68%
7	32	9	-	-	-	-	32	9	9	28%	28%
11	86	86	-	-	-	-	86	86	86	100%	100%
12	8	8	-	-	-	-	8	8	8	100%	100%
13	39	3	-	-	-	-	39	3	3	8%	8%
14	10	1	-	-	-	-	10	1	1	10%	10%
15	161	145	-	-	6	2	161	145	145	90%	90%
Total	625	510	115	73	22	7	740	583	625	79%	84%

Source: Metra

Key Metra Findings/Issues

- Split platform operation: The disadvantage to this operation is that commuter parking is either not convenient to the inbound platform or the outbound platform, causing commuters to walk several blocks either in the morning or afternoon. Pedestrians were observed walking outside of the sidewalks and crosswalks, in the travel lanes against traffic and traffic signals. Improvements to the pedestrian environment to mitigate the impact of the split platform should be considered, along with overall improvements to the Downtown pedestrian environment
- Commuter parking: Existing parking is 85% utilized. This is the level at which additional parking resources may need to be considered.
- Access to Metra station: The highest percentage of commuters who access the Bartlett station drive alone and park, while the walk access is very low. Improvements to the pedestrian/bicycle network should be a focus of future work to make walking and biking to the station more attractive.
- Commuter Lot 11: The Village purchased Commuter Lot 11, located north of the tracks and east of Western Ave., in April 2009 with interest in redeveloping the parcel. As part of the sale of this property, the Village agreed that if/when the parcel is redeveloped, it will pay for the relocation of the 86 parking spaces to another site near the station. Since the acquisition, the Village and Metra have discussed possible areas for relocating the parking, but no binding agreement has been made on this issue due to the lack of development activity on the lot 11 parcel.
- Outbound trains block the Western Ave. crossing and occasionally block the Oak Ave. crossing. However, because of the split platform operation, both crossings are generally not blocked at the same time. Western Ave. does get backed up at times, particularly during the PM peak period, as it appears to be a preferred route both for motorists who desire to bypass the Downtown and for commuters who drive or are dropped off. Since the actual time that the gates are down is not long, it is unlikely that any additional adjustments can be made without

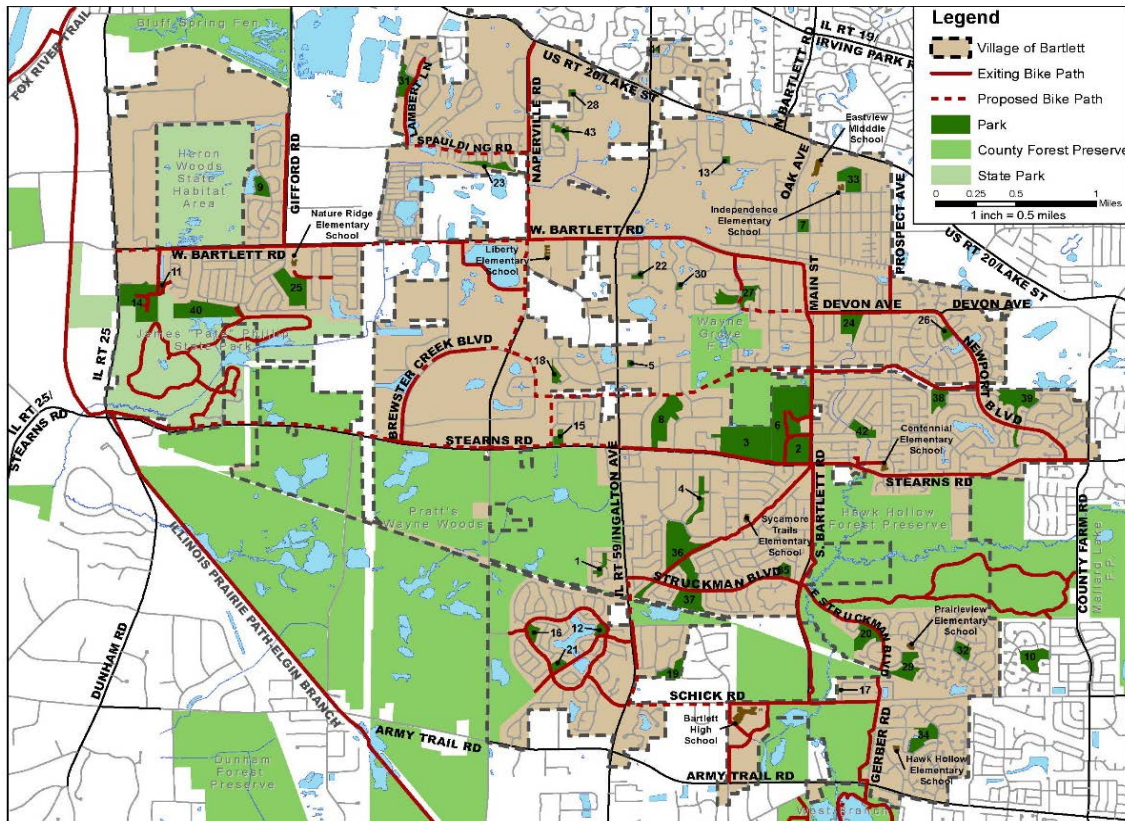
adversely affecting the other crossings. Improved directional wayfinding signage to Downtown destinations could be useful.

- Inbound trains block the pedestrian crossing east of Oak Ave. while commuters board and alight on the inbound platform. The pedestrian crossing is not blocked by outbound trains. This crossing provides the eastern-most downtown railroad crossing (Prospect Ave. is the next crossing to the east). Although it is common in many communities for pedestrian movements to be interrupted by railroad activity, the need for either a grade-separated crossing in the Downtown, or perhaps another crossing further east, should be determined as part of the development of alternatives.
- Commuter pick-up during the evening peak generally takes place along Bartlett Ave., near the outbound platform west of Oak Ave. Awaiting vehicles typically double-park behind vehicles parked in commuter parking spaces along the railroad. Since waiting drivers tend to stay with their vehicles, few conflicts are experienced. An expanded pick-up location with better signage could be considered.

PEDESTRIANS AND BICYCLES

Bicycle Network

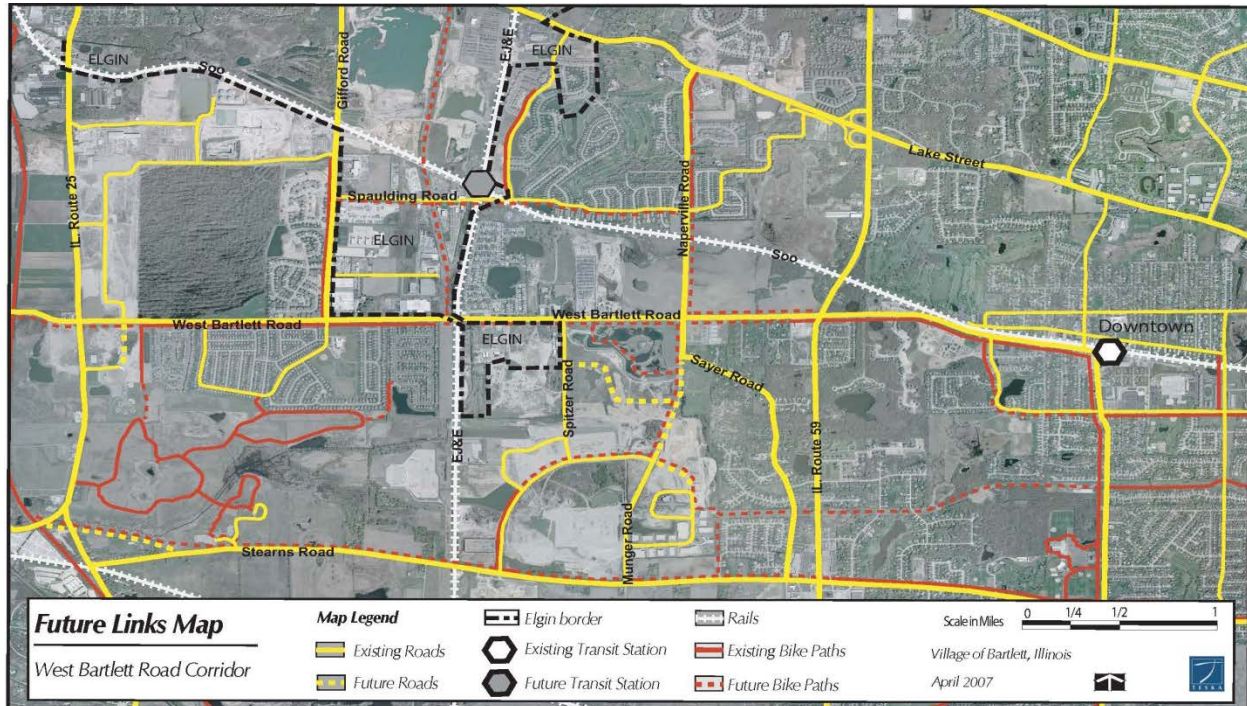
The Village has prepared a community-wide bike path map, shown below. An existing bike route is designate along Railroad Ave. east to Main Street, and then travels south on Main St. /S. Bartlett Road. Future bike connections are proposed to connect to the Illinois Prairie Path located west of the Village.



Source: Bartlett Park District

Village of Bartlett TOD Plan: Existing Conditions Summary

The West Bartlett Road Corridor Plan, completed in 2007, included recommendations for the expansion of the Village bike path system, as shown below. The Plan proposed east-west and north-south bike paths to create opportunities for connectivity among neighborhoods, parks, schools, commercial areas, transit areas, employment centers, and the Downtown area.



Source: West Bartlett Road Corridor Study, 2007

Pedestrian Network

As noted previously, the pedestrian environment in Downton Bartlett is in relatively good shape, with consistently provided sidewalks, recent streetscape improvements, and recent bicycle planning efforts. However, there are areas where the pedestrian and bicycle infrastructure could be improved and/or expanded to improve functionality and safety. This is particularly important given the large number of commuters walking between parking locations and rail platforms. Wayfinding between downtown businesses, Metra platforms, parking, bicycle routes, and other community destinations are not always clear. Past planning efforts have also identified potential improvements.

The West Bartlett Road Corridor Plan proposed recommendations to improve pedestrian connections, such as:

- The existing bike path/pedestrian walkway along the south side of West Bartlett Road should be protected and promoted as a significant pedestrian linkage
- Directional and wayfinding signage
- Accent paving to reinforce pedestrian walkways and bike paths

Additionally, the Metra split platform operation requires commuters to walk several blocks either in the morning or afternoon between parking locations and platforms. Particularly In the evenings, many are walking in the travel lanes and behind vehicles parking on-street. Improvements to the pedestrian

environment should be pursued that would benefit not just commuters, but the entire Downtown area, such as a signage/wayfinding, intersection crossing improvements, a potential shared street concept, and/or improved streetscape improvements.

Key Ped/Bike Findings/Issues:

- Sidewalks along the railroad tracks often conflict with the angled commuter parking zones, causing many to walk in the street and behind parked cars.
- Address missing segments, narrow sidewalk widths, or sidewalks in need of repair.
- Improved landscaping/buffering or fences to help screen pedestrian areas from traffic.
- Consider pedestrian-focused intersection improvements at key downtown intersections, such as Oak Ave/Bartlett Ave, Oak Ave/Oneida Ave, and Western Ave/Bartlett Ave.
- Bicycle connections to and through the downtown are limited. Opportunities to expand the downtown bicycle network both east/west and north/south should be considered.
- Commuters who drive and park must walk several blocks between the inbound or outbound platforms and their parked vehicles. During the evening peak period predominantly, commuters walk into the roadway travel lanes and cross against the traffic signal at Oak Ave. The overall pedestrian environment should be addressed to improve functionality and safety through improvements such as: reducing conflict points, expanded sidewalks, enhanced intersection design, landscaping, and wayfinding.
- The highest percentage of commuters who access the Bartlett station drive alone and park, while the walk access is very low. Improvements to the pedestrian/bicycle network should be a focus of future work to make walking and biking to the station more attractive.
- As previously addressed, inbound trains stopped in Bartlett block the pedestrian crossing located at the inbound platform. Although it is common in many communities for pedestrian movements to be interrupted by railroad activity, the need for either a grade-separated crossing in the Downtown, or perhaps another crossing further east, should be determined as part of the development of alternatives.
- Driveways present conflict points between vehicles, pedestrians, and bicycles. Reducing the number of driveways and/or driveway width should be considered. Specific opportunities to reduce conflict points will be addressed in the development of alternatives.



Stakeholder Focus Group Discussions

Downtown businesses owners, major employers, municipal leadership, and Village staff were invited to participate in focus group discussions as part of the initial data gathering exercise of the plan. Over 30 people participated in the discussions which were an open forum for the sharing of challenges in Downtown. Many common themes were revealed through the discussions, including:

- A need to increase the daytime population of Downtown Bartlett by increasing residential, office, and generally creating broader mix of uses.
- Many perceive Downtown as being fragmented and noted the need to create more concentrated developments with a consistent building and streetscape quality.
- Although parking in Downtown is abundant, current parking management confuses visitors with complicated rules, inadequate signage, and parking that is inconveniently located.
- Stakeholders want to see a creation of more significant destination businesses in Downtown that will attract patrons from a wider area.
- The existing split platform Metra station creates traffic delays, and isn't ideal for commuters who have to walk long distances from both their in-bound and out-bound drop-off locations.
- Bartlett needs to engage a wider audience of Downtown users, including better outreach to seniors and youth, more frequent events and a broader range of activities.
- Bartlett Plaza, currently struggles to attract new tenants, and is considered an important redevelopment opportunity for the Village. It is in a key Downtown location, but lacks good street circulation and doesn't contribute to the walkability of Downtown.

FIRST COMMUNITY MEETING

The first Village wide meeting for the plan was held on November 4th, 2015 at the Bartlett Hills Golf Club, just west of Downtown. The goal of this initial meeting was to gather base information from the public, get feedback on issues we heard from the stakeholder meetings, and help to spread the word about the plan. The meeting consisted of a brief plan overview presentation highlighting the project schedule, demographics, and key planning issues followed by an interactive discussion forum with activity stations arranged by topic. The focus topics for the open discussion forum included surveys about transportation, parking, buildings, development, landscape, streetscape, retail, biking, and walking. Over 65 people attended the meeting. Highlights of these discussions are outlined below:

WALKING AND BIKING STATION

Walking Downtown

- Participants commented that they walk along Oak Avenue, south to Main St
- Western Ave was also identified as walking route
- Sidewalks on Railroad Avenue, west of Western Avenue were noted as needing repairs / upgrades
- Problem spots for pedestrians and bicyclists were noted at:
 - North Avenue and Oak Avenue intersection (southwest corner of Bartlett Park)
 - On Western Avenue at Bartlett Avenue and Railroad Avenue
 - Oak Avenue at the crossing of the Metra tracks
 - Railroad Avenue near the eastern Metra platform and northeast of Senior Flexonics
 - Bartlett Plaza Shopping Center area

Walking and Biking Issues

What would make biking easier Downtown?

	Votes									
More street lighting	3									
More on-street bike lanes	8									
More bike trails (off-street)	6									
More bike racks	5									
Improved intersection safety	9									
More signage	5									

Comments:

- Many paths west of Highway 59 are poorly maintained, with cracks and holes
- Many families live west of Highway 59 and would bike to Downtown if the restaurants were more family oriented
- Paths don't have adequate signage and are not continuous

Village of Bartlett TOD Plan: Existing Conditions Summary

- Bike trails to connect from Downtown to western Bartlett and the Prairie Path are needed
- A bike path is needed along Highway 59

What would encourage walking in Bartlett?

	Votes						
New destination businesses	7						
Safer crosswalks	4						
Higher quality streetscape / landscape	4						
More pedestrian signals	5						
Additional pedestrian signage	2						
Better sidewalk maintenance	6						
More continuous sidewalks	7						

Comments:

- Things to see (art)
- Things to do (festivals)
- Shoveling sidewalks in the winter – need better enforcement

Biking Downtown Comments

- A need for a bike path extension east on Railroad Avenue was identified
- Several participants commented that better connectivity for bike trails to Downtown is needed
- Bike trail currently ends at Naperville Road, and needs to extend further
- Wish there was a safe bike trail to Pate Phillips State Park
- Participants commented that they try to use bike trails but they “have no idea where they go, and how they connect”

General Walking and Biking Comments

- Commuters exiting trains in the evening walk in the road and do not cross at intersections
- Would like to have a pedestrian underpass or overpass across the railroad tracks
- Split platform isn’t safe for pedestrians. Difficult during winter/snow
- Sidewalk along Railroad Ave, west of Western, is in bad shape
- Need to connect bike path east of Main St.

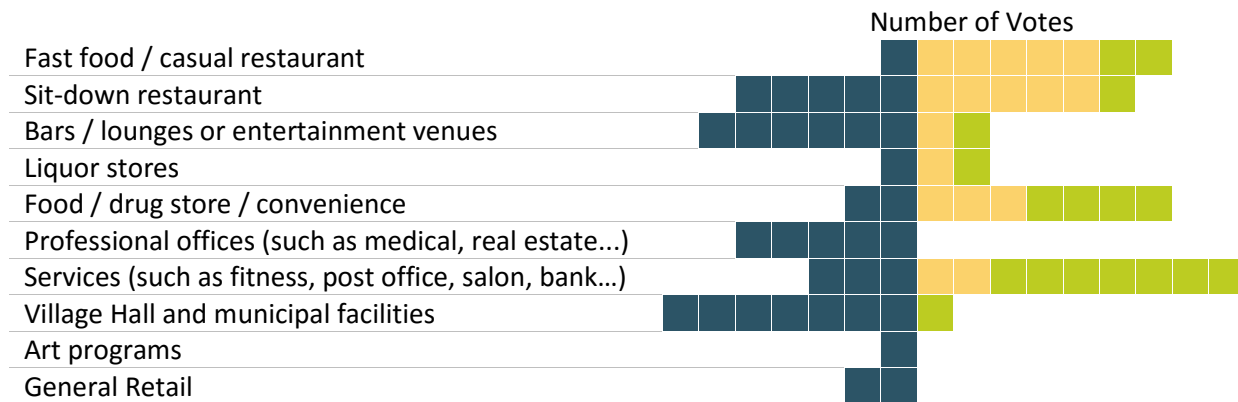
RETAIL STATION

Downtown Patronage Board

What type of business do you or your family visit most Downtown?

Key

- On Occasion
- Once a month
- Once a week or more



Other general comments:

- Move Flexonics and develop this area as a new Downtown
- Need more retail along Bartlett Road
- Could we get more thoroughfares into Downtown area? Could Auburn Lane, Santa Fe, or Readings Drive be connected?
- Reactivating Bartlett Plaza, with new uses would help to attract new visitors and traffic to Downtown

Shopping Habits

What are your favorite places in Bartlett?

- Highest concentration of “nice meal out” stickers is in the Downtown area. Other “nice meal out” areas that people noted are near the Home Depot, near the Target, near Jewel Osco to the south, in Hanover Park, near the Walmart/Big Lots/Menards.
- Highest concentration for “Grocery” stickers on the Jewel Osco to the south of Downtown. Target was also noted for groceries.
- The only sticker for “Apparel Store” is on/near Target.
- 3 spots for “Entertainment” were noted:
 - Near Target
 - Near Jewel Osco
 - In Downtown near west Metra platform

'What are your ideas?' Board

What type of business would you like to attract to downtown?

- Children's Museum
- Family activity destinations
- Small movie theater like downtown Barrington
- Bakery / Coffee shop
- Ice skating
- Music
- Theater
- Gymboree/My gym (for kids to play)
- Trader Joes
- Teen Center
- Cupcake shop

Other General Comments

- Bakery/ Great Harvest in Geneva is a good example of the type of business needed in Bartlett
- Bartlett Arts Center – is a great gathering spot and is under-utilized
- More "Tap House" style restaurant/grills
- "Morretti's" – is a big draw for residents
- Where should young families take kids?
- Streamwood has better incentive for businesses, seems to be more successful
- Seem to be losing retail sites to home builder projects
- Need a grocery store at Bartlett Plaza
- Main Street is not very walkable – people drive right past it
- More mixed use buildings needed
- Better permitting and zoning is needed, to be more business friendly
- TIF incentives are needed to attract new development
- Street names in Downtown Bartlett are confusing and create many challenges for visitors trying to find local businesses. GPS directions often do not work due to multiple streets having the same name

BUILDING AND DEVELOPMENT STATION

What's your Big Idea?

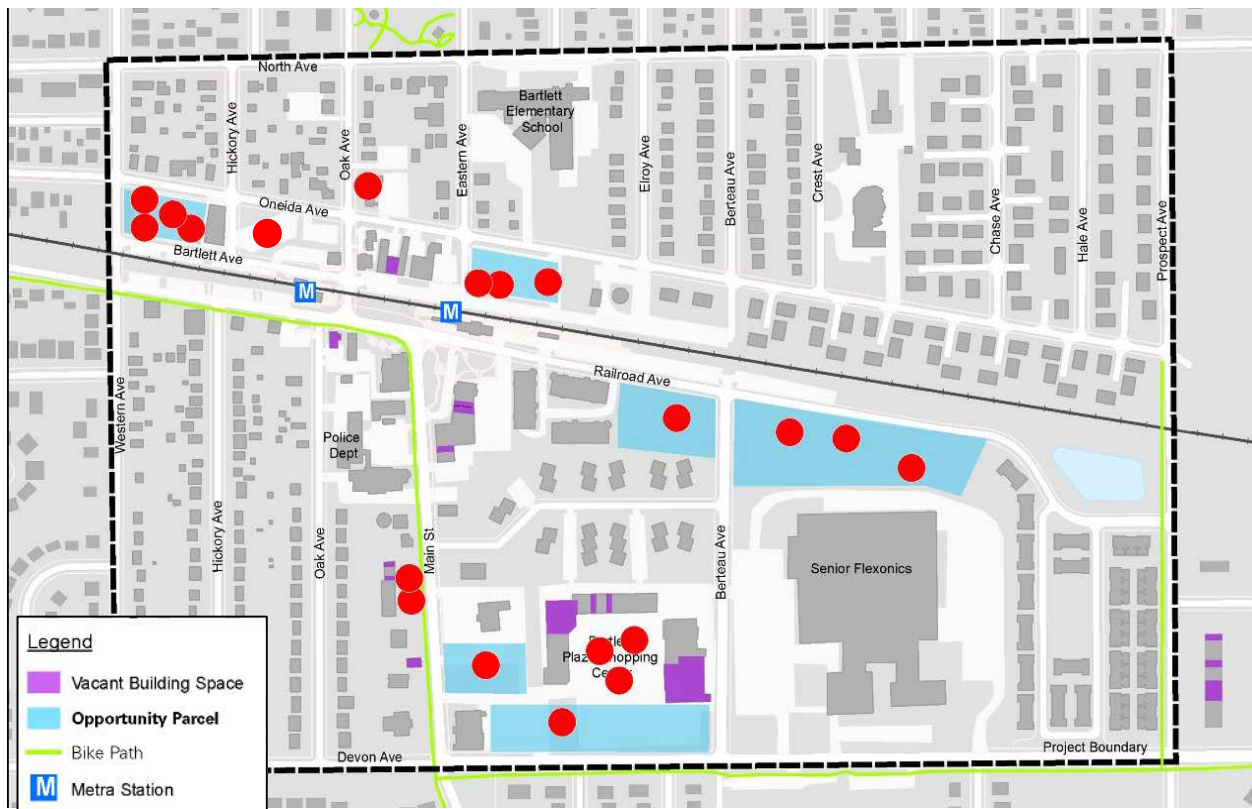
- Big grocery store
- Winery
- Ice cream shop
- Aldi in Bartlett Plaza
- Incentives for new and existing businesses
- An outdoor stage in the park for music and theater
- New parks on the vacant land on E Railroad Avenue



Village of Bartlett TOD Plan: Existing Conditions Summary

- Coffee shop and bakery
- More entertainment festivals
- Parking deck
- Microbrewery
- Multi-family housing at Western and Oneida
- Art objects downtown, sponsored by business groups. Like “Chicago cows”
- Lower taxes and business incentives, i.e. free permits and license
- Overpass on the Metra tracks

Downtown Opportunities Board



“Infill or redevelopment” opportunities identified at:

- Block SW of Oneida Ave and Hickory Ave
- Block west of the Associated Bank at Bartlett Ave and Hickory Ave
- Metra parking block at Bartlett Ave and Eastern Ave
- Area used by bank drive-through might be reworked by moving the drive through closer to the actual bank building
- Building NE of Oneida Ave and Oak Ave
- Areas on both side of Berteau Ave, south of Railroad Ave
- At the Main Street Plaza
- Area between CVS and BMO Harris Bank
- At the Bartlett Plaza

Village of Bartlett TOD Plan: Existing Conditions Summary

Vision for the future Board

What character should Downtown retail and Downtown residential have?

Retail Votes				Residential Votes			
Walkable / Low Density				Townhomes / Low Density Urban Style Attached Homes			
	3	Total	9		1	Total	9
	2				7		
	4				1		
Walkable Mix Use / Mid -Density				Multi-family / Mid-density Traditional Style			
	5	Total	12		0	Total	1
	1				0		
	5				0		
	1				1		
Car Dependent				Mix Use / Multi-family with Ground Floor Retail			
	1	Total	6		5	Total	8
	0				3		
	4				0		
	1				0		

General Comments

- Heritage Days is a very successful Downtown event:
 - Needs more support, the organizing committee (6 volunteers) is overwhelmed
 - Restaurants get a lot of business from this event
 - Funded through sponsorships
 - Village provides security
 - Do not have food vendors at this event, restaurants don't do anything special
 - Almost all of the event is free to the public
 - Trolley is partially funded by the Village
- Need to get more people involved in organizing events
- Former farmers market issues:
 - No food / coffee stalls
 - Not enough mix of types of products
 - Bad time of day – Friday afternoons
- Village should form a tourism/cultural arts commission to plan a regular schedule of events downtown

STREETSCAPE STATION

Bartlett Today

- Current streetscape is somewhat boring. Needs to be spiced up with new plants and building upgrades.
- Sidewalks in some areas are too small
- There can be tax advantages to creating mixed residential and commercial buildings Downtown.
- Vacant buildings are an eye-sore Downtown, and should be maintained to improve appearance.
- Water reclamation area smells bad
- Older buildings are important to Bartlett's character and shouldn't be torn down, just because they are old.
- The style of the Downtown street lights are nice
- The new retail area on Main Street and Railroad Avenue is good for walking
- The current brick in the sidewalks isn't properly maintained, and is uneven and broken.
- Current trash cans don't have lids and the trash flies out in the wind
- More attractive plantings
- Family eating places
- Bakery / coffee shop
- Promenade – place for live music, eating ice cream, kids can play not near street
- Art decorations
- Better maintenance of the existing streetscape
- More large planters and plantings

TRANSPORTATION STATION

Intersections

- Traffic pattern avoids Downtown
- Passengers coming off train do not wait for pedestrian signal causing safety and traffic danger
- Pedestrians run off the train and cross the street because the walk signal near JC's takes forever
- Need a turning arrow for Oak Avenue off Bartlett Road heading east
- Intersection is ok at Devon Avenue and Main Street but the store entrances (CVS, etc.) are treacherous for pedestrians
- Bike racks are needed throughout Downtown
- More Metra pedestrian crossing, possibly at Berteau Avenue

Transportation Survey

How do you travel when you....

	Go to dinner	Coffee / light meal	Head to work	Visit Chicago
Walking	4	2	1	1
Biking		1		
Car	15	9	6	3
Train	5		3	11
Bus				
Dropped off	1	1		
other				

	Works well	Can be improved
Pace bus service		8
Availability of bike trails		6
Sidewalks and streetscape		8
Pedestrian amenities (crosswalk, lighting, etc.)	4	5
Frequency of Metra trains	8	3
Cafes, restaurants, and retail options		10
Circulation around downtown		9
Bike racks		8
Cleanliness of streets, sidewalks, and paths	8	6
Pedestrian safety	2	5

General Transportation Comments

- Allow left turn from Main Street to Railroad Avenue, to avoid stalled train
- 3 flat business park NW block of Hickory and Bartlett
- Parking deck at NE block of Eastern and Bartlett
- Potential parking SE of Berteau and Railroad Ave
- Additional track crossing at Berteau
- Western Ave. is blocked in the evenings.
- Would like to see signal phases changed so that when the gates are down, those desiring to travel from northbound on Main St to westbound on Railroad Ave.
- Railroad crossing and offset intersection congestion causes people to bypass Downtown.
- If outbound platform can be moved to the east, then would like to see commuter parking spaces in lot #11 (owned by the Village) relocated east in the railroad right-of-way.

GENERAL NOTES FROM THE QUESTIONS AND ANSWER SESSION

- There are perceived issues with existing zoning regulations / permitting for some areas that are acting as deterrents to new businesses and development.
- A new business owner commented that they feel that Cook County taxes, fees and permitting process are a burden on business owners in Bartlett.
- Some participants felt that Downtown infrastructure, such as water and sewer needs upgrades.
- Independent small businesses Downtown have a difficulty covering the cost of rent, and need assistance to be able to stay in businesses. There currently are no business incentives offered by the Village.
- The planning team should consider events and open spaces for the entire year, consider the changes in weather, and how to get people out in the winter.
- A central gathering place like a coffee shop is a huge need in Downtown Bartlett. There is no place for informal meetings and gatherings.
- The Main Street program should be considered as a possible opportunity for funding and assistance. The community needs to build momentum in the Downtown.
- Team should consider synergies that can be created or partnerships that can be formed with surrounding communities.
- Need to have signage on major surrounding highways, to help attract new visitors to drive through Downtown.
- The Village of Bartlett does not have any way to assist existing businesses within the Downtown and surrounding area.
- The lack of a TIF District or other business incentives is a definite handicap for Bartlett. It makes it more difficult to attract new businesses and compete with other nearby communities.
- A participant noted that the Arboretum development, located in Barrington is very popular for restaurants, bars, and entertainment. This development is a major competitor to Bartlett.

Village of Bartlett TOD Plan: Existing Conditions Summary

- An EDC member stated there was a list of recommendations that they gave to the Village Trustees regarding next steps for economic development of the Downtown. List includes short, medium and long range action items. The TOD Plan should take into account these recommendations.
- Cook County taxes on businesses are detrimental to keeping existing businesses and attracting new ones.



Consultant Team:



GOODMAN WILLIAMS GROUP
— REAL ESTATE RESEARCH —

SCB Chicago
625 N. Michigan Ave
Chicago, IL 60611
T 312.896.1100

www.scb.com

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