



**Application form:
Community Planning Program and
Local Technical Assistance Program**

DEADLINE: Noon on Thursday, June 26, 2014

This application form is online at www.rtachicago.com/applications. You may submit the form by email to applications@rtachicago.com.

Upon receipt of application, you will receive an e-mail verifying that your application has been received.

1. Name of Applicant: Village of Roselle

2. Main Contact for Application (please include name, phone number, and email):

Bob Zimmerer, AICP (Village Planner) | 630-671-2806 | zimmerer@roselle.il.us

3. Type of Applicant (please check any that apply):

Local government

Multijurisdictional group* **—————>** Please list the members of the group (including government and nongovernmental organizations):

Nongovernmental organization* **—————>** Name of local government partner(s):

*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.

4. Project Type (please check any that apply):

Please check all statements below that describe characteristics of your project. (This will help us determine whether your project is best handled by CMAP or RTA.)

- My project involves preparation of a plan.
- My project helps to implement a past plan.
- My project links land use, transportation, and housing.
- My project has direct relevance to public transit and supports the use of the existing transit system.
- My project is not directly related to transportation or land use, but implements GO TO 2040 in other ways.

5. Project Location:

Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan. **Roselle's project would include all territory within the corporate limits of the Village of Roselle as well as all unincorporated territory surrounded by the corporate limits of the Village of Roselle and all territory outside of the corporate limits of the Village of Roselle but within its planning jurisdiction. Roselle's project would help to implement the Lake Street Corridor Planning Study, which is available at <http://dupagecountycorridors.wordpress.com/lake-street/>.**

6. Project Description:

Please tell us what you would like to do in your community, and what assistance is needed. If you have more than one idea, please submit a separate application for each project. Please be specific, but also brief (less than two pages per project idea)—we simply want to have a basic understanding of what you want to do. CMAP and RTA staff will follow-up with you if we need any additional information to fully understand your proposed project.

(Please include any additional information that is relevant, preferably by providing links to online documents.)

The narrative that follows on the following pages references these documents:

- Final Report: Resource Optimization Study Presented to Village of Roselle, Illinois (August 2011)
 - <http://www.roselle.il.us/documentcenter/view/412>
- The Village of Roselle, Illinois Strategic Plan (January 2014)
 - <http://www.roselle.il.us/documentcenter/view/1531>
- Other data alluded to comes from the U.S. Census Bureau or from the most recent edition of CMAP's MetroPulse Community Data Snapshot for the Village of Roselle, Illinois.

The Village of Roselle is diverse community – both economically and ethnically – located in north-central DuPage County and northwestern Cook County. The Village’s Comprehensive Plan was last updated in 1990; therefore, the document has become obsolete as it fails to provide applicable and/or relevant planning policy direction, which has been the case for many years. This circumstance primarily stems from the fact that the vast majority of development in Roselle in the last decade has been redevelopment since Roselle, and the surrounding unincorporated areas (within Roselle’s planning area), became built out in the late 1990s. However, the 1990 plan does not account for this fact nor does it provide direction concerning redevelopment, so Village officials/staff rarely reference it. Nonetheless, Roselle wants wholesome policy direction regarding redevelopment because it experiences redevelopment pressures due to its location along major transportation corridors. For example, the Elgin O’Hare Expressway (IL Route 390), Lake Street (U.S. Route 20), Roselle Road (Cook County Route V60; DuPage County Route 4) and Metra’s Milwaukee District West line (the Medinah, Roselle, and Schaumburg stations are all in Roselle or in close proximity thereto) all traverse Roselle.

Roselle is also a “bedroom community” in that the vast majority of its tax base and assessed valuation of property is residential (over 80%). While this results in a property tax base that is relatively stable, it does not grow much due to the built out nature of the community. Moreover, given the small amount of non-residential property in Roselle, the Village’s revenue from state shared sales tax is small too. (Roselle’s total retail sales are around \$9,000 per capita versus \$10,500 per capita for the region as a whole and \$16,000 per capita for all of DuPage County.) Thus, the Village has to be careful when it comes to discretionary spending because it uses the vast majority of its sources of tax revenue (including state shared income tax) just to keep up with the rising costs of its basic services due to inflation. In addition, Roselle is not a home-rule municipality (its population is around 23,000), so it has limited ability to increase tax revenues or impose other types of revenues/taxes. While this may be true for other communities in the region, Roselle provides a unique service in that it not only has its own fire department (separate units of government provide fire protection services in most suburban communities) but its fire department also provides fire protection to nearby unincorporated areas in the Roselle Fire Protection District via an intergovernmental agreement. While the taxpayers of the Village and the district benefit from the efficiencies of this arrangement, the additional costs to operate a fire department results in a net increase in expenditures for the Village by approximately \$3,000,000 per annum when compared to other municipalities without a fire department. (This net increase accounts for the property tax revenue the district shares with the Village in conjunction with the fees the fire department imposes for various services; however, these additional revenues only recoup around 20% – 25% of the increased expenditures.) Ultimately then, the Village oftentimes uses all or nearly all of its revenues just to fund and maintain basic services (include fire protection), so much desired, but non-essential, endeavors remain unfunded.

One endeavor Roselle’s officials (both elected and appointed) have labeled as much desired, but non-essential, when compared to the need to fund and/or maintain basic services, is the preparation of a new Comprehensive Plan. However, due to the economic realities of the last several years, the Village’s revenues dropped significantly, and, given that the Village already had little discretionary funding available as discussed above, the Village defunded some of what used to be considered basic services, lowered some basic service levels, and eliminated 20% of its positions. While tax revenues have rebounded somewhat in the last two years, service levels remain at a bare minimum and the few new positions added have been part-time or project- or term-limited. These realities have precluded the Village from setting aside resources to hire a planning consult to prepare a new Comprehensive Plan as well as from using Village Staff to do so. The Community Development Department, which is responsible for planning, zoning, building, code enforcement, and economic development, has two full-time employees (including the director) and seven part-time employees; thus, existing Village Staff cannot prepare a new Comprehensive Plan without sacrificing their provision of basic services.

In 2011, Roselle hired Sikich LLP, an accounting advisory firm, to conduct a Resource Optimization Study of several departments within the Village to develop recommendations for improvements to facilitate a more sustainable, long-term financial situation. One of the key recommendations of this study was to update the Village's Comprehensive Plan – followed by the Village's Zoning Ordinance. Not only did the elected officials of Roselle (i.e. the Village Board) adopt the recommendations in the study but they also began the process of putting together a strategic plan – a process that recently concluded. Moreover, a key component of the recently adopted strategic plan includes updating the Village's Comprehensive Plan as soon as possible.

As an element of finalizing Roselle's strategic plan, Village Staff reached out to a few planning consultants to seek very conceptual/preliminary input on how they would go about preparing a new Comprehensive Plan. One of the overarching approaches Village Staff heard was that, given Roselle's built out status, most of the process would focus on addressing land uses along and near the Village's key transportation corridors. Notably, this is where the vast majority of development (or more pointedly redevelopment) occurred in the 2000s and where the Village anticipates future development occurring. Therefore, the Village anticipates that addressing land use along its transportation corridors would be the major focus of any new Comprehensive Plan. We believe that this focus would overlap well with the goals and objectives of the GO TO 2040 plan – especially with the goal to accommodate half the region's growth within existing municipal boundaries through redevelopment. Moreover, the Village is already in the process of determining the feasibility of creating a Tax Increment Financing (TIF) district along Roselle Road between Devon Avenue and Nerge Road, including its interchange with the Elgin O'Hare Expressway, to facilitate redevelopment. Again, we believe this dovetails well with the GO TO 2040 plan – not only with the redevelopment goal but also with an important capital project identified in the plan and under construction at present in this case, the Elgin O'Hare Expressway improvements. However, having a new Comprehensive Plan to build the redevelopment plan from for the TIF would be better than building the redevelopment plan from scratch and in isolation without a relevant Comprehensive Plan.

Last year, Roselle had an opportunity to work with CMAP and the County of DuPage on the Lake Street Corridor Planning Study. One of the important elements of that study, other than providing wholesome policy direction regarding land use along a key transportation corridor, was laying the framework for DuPage County and Roselle to coordinate planning and to share services for the pockets of unincorporated areas along/near Lake Street. While this was an excellent first step, given the many pockets of unincorporated areas surrounded by or adjacent to Roselle in both Cook and DuPage Counties, we feel like a new Comprehensive Plan would provide a more macroscopic policy framework as opposed to just a framework for one or two unincorporated areas along Lake Street. Furthermore, a new Comprehensive Plan could not only incorporate the recommendations of the Lake Street Corridor Study but also do the same for the other key transportation corridors in the Village (e.g. the aforementioned train stations and the interchange with the Elgin O'Hare Expressway, as well as for Roselle Road, Irving Park Road, Nerge Road, etc.).

Finally, and most importantly, the Village is excited about the possibility of preparing a new Comprehensive Plan because a key component of the process would involve reaching out to and starting a conversation with Roselle's employers, employees, residents, and stakeholders to obtain meaningful feedback. We are especially interested in engaging the segments of Roselle's population who typically do not engage in local government activities on an ongoing basis, so the new plan truly represents Roselle – and so we can stay engaged with them going forward.