



A TECHNICAL ASSISTANCE PANEL REPORT

Irving Park Road Corridor TAP

Hanover Park, IL

August 1-2, 2012



Local Technical
Assistance
Program:
Village of
Hanover Park

**Irving Park Road:
Right-Sizing Retail
for Revitalization**



**Urban Land
Institute**

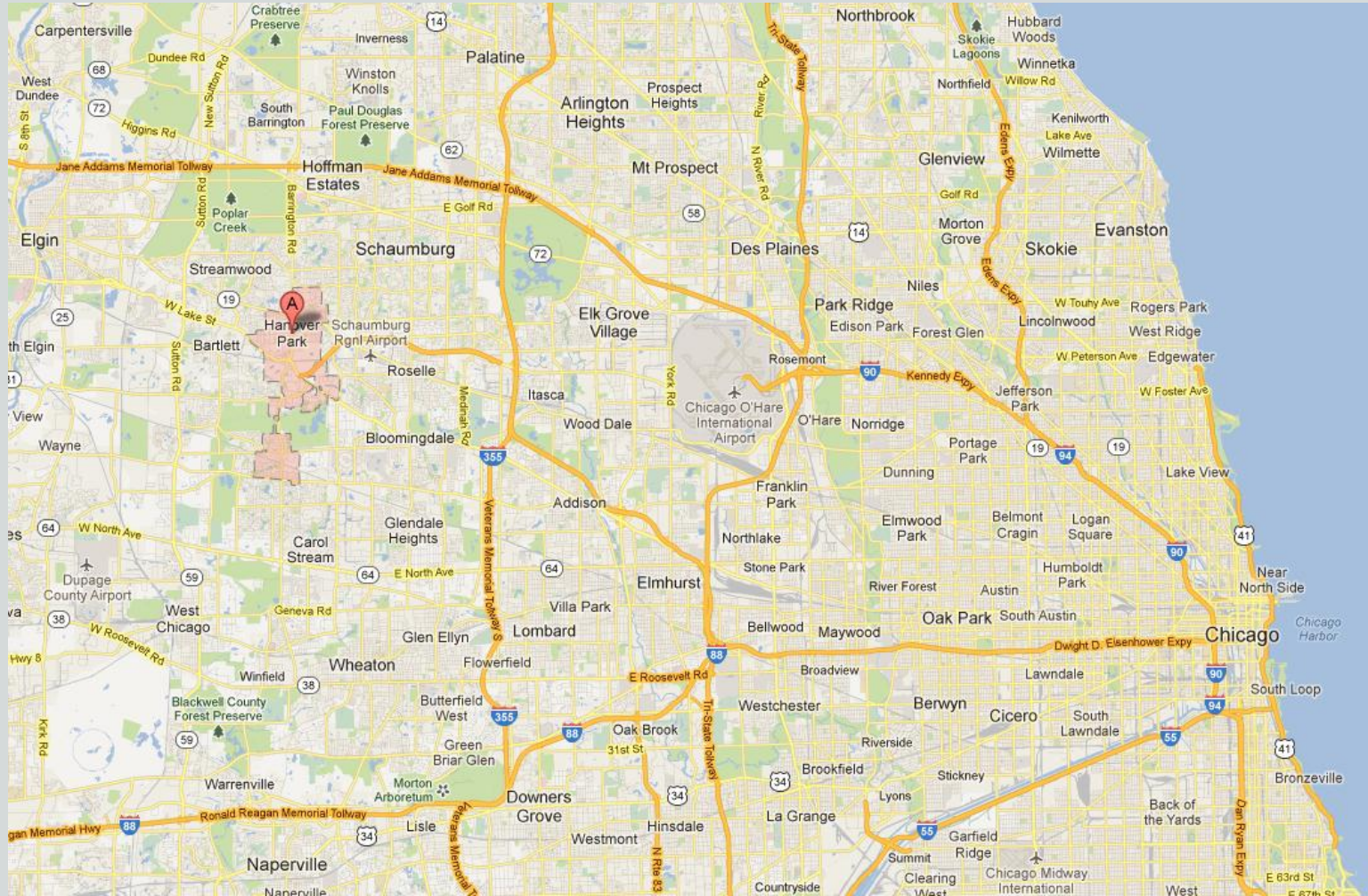
Chicago



Chicago Metropolitan
Agency for Planning

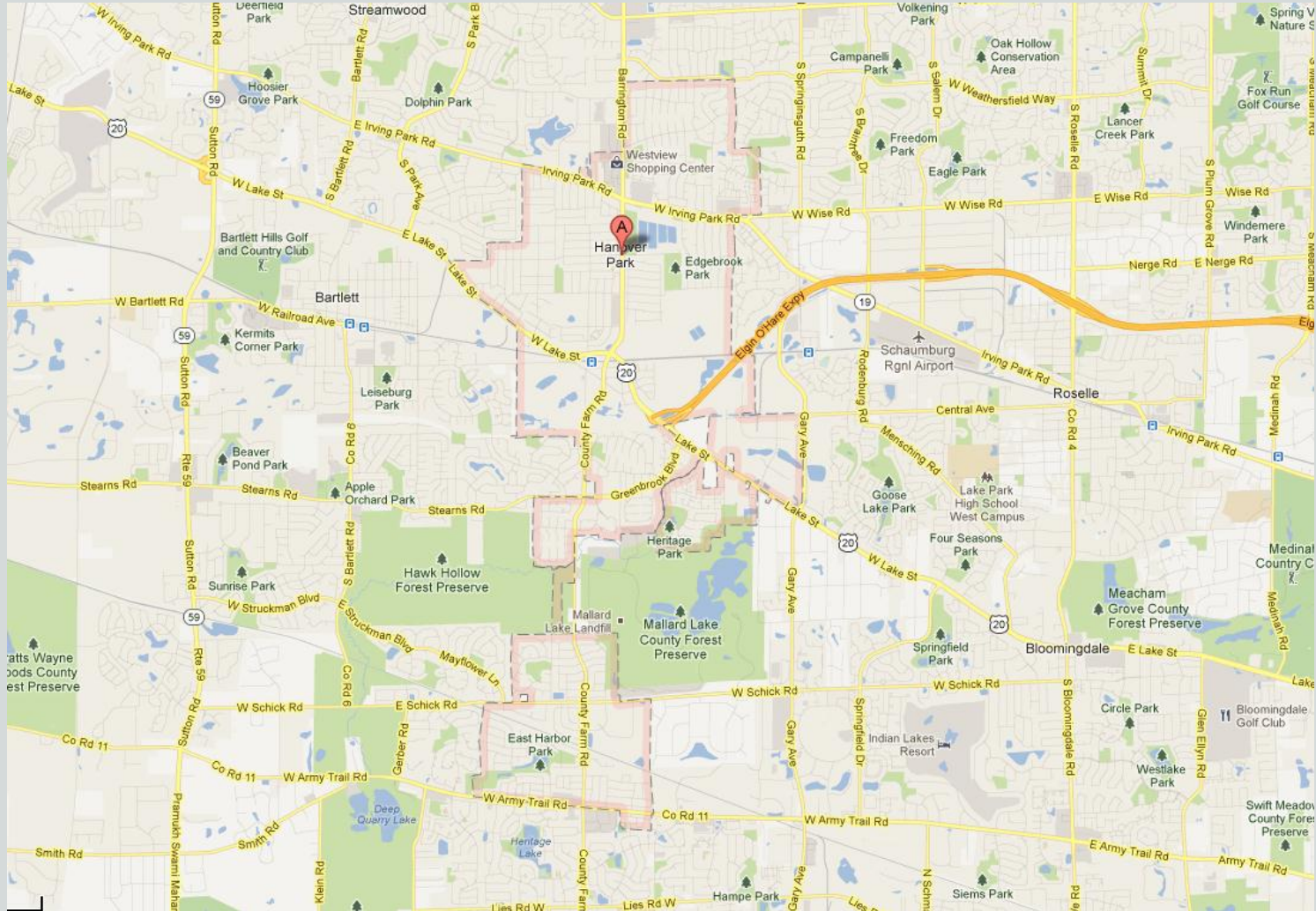


Village of Hanover Park





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Village of Hanover Park

A diverse community of young families, with lower income and higher household size than the surrounding suburbs

- Census data indicate a median income of \$63,649 (lower than the DuPage County median income of \$76,581)

According to the 2010 U.S. Census:

- 38% Latino
- 38% non-Hispanic white
- 15% Asian
- 7% African-American



Village of Hanover Park

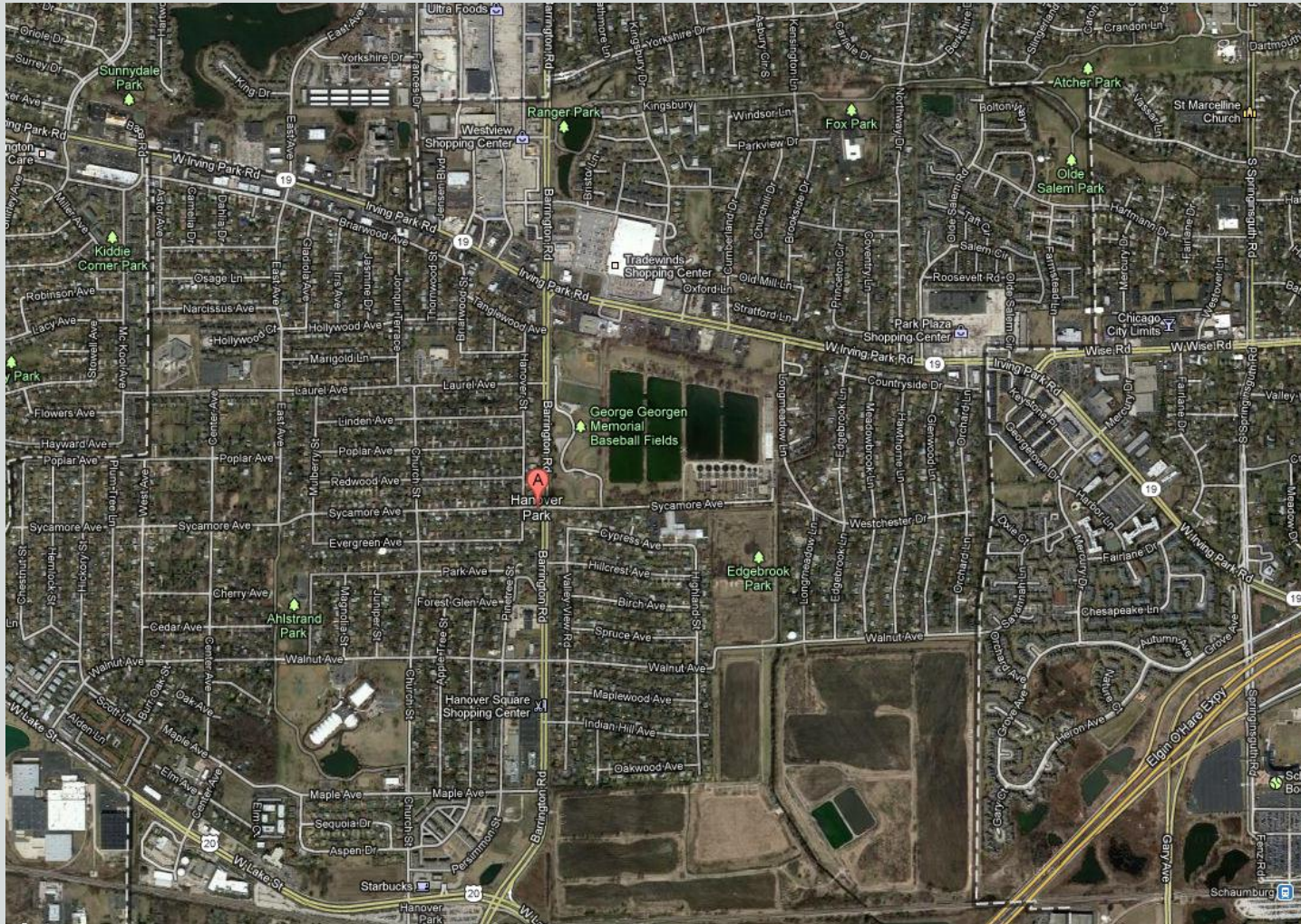
Residents say they like Hanover Park's:

- Affordable home prices
- School quality
- Convenient access to transit, via Metra
- Convenient access to major highways, by which Hanover Park residents can easily reach O'Hare Airport, downtown Chicago and other northwest suburbs.

However, The advantages of Hanover Park's easy access to transit are coupled with the retail challenges of a "bedroom community," where most adults commute elsewhere to shop and work.



Irving Park Road corridor

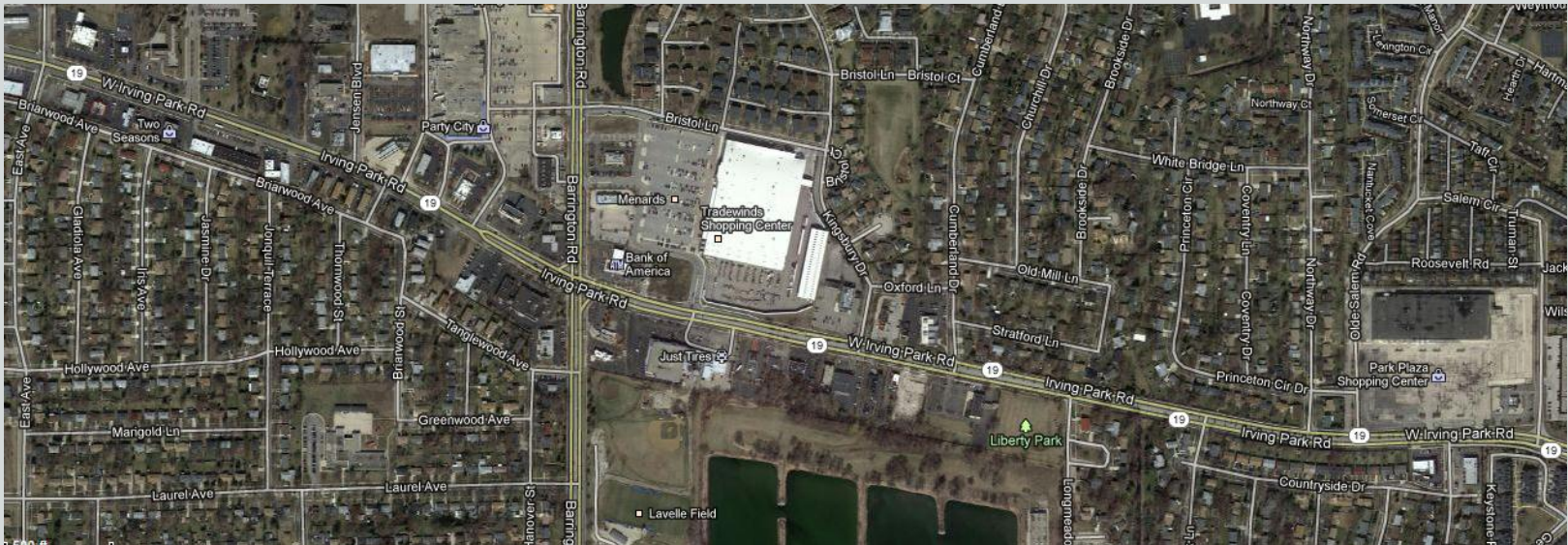




Irving Park Road corridor

Two-mile stretch, with high traffic volumes (over 33,000 cars daily)

- Western portion relatively stable
...but most are small independent retailers that lack national brand identity and visibility along this fast-moving automotive artery.

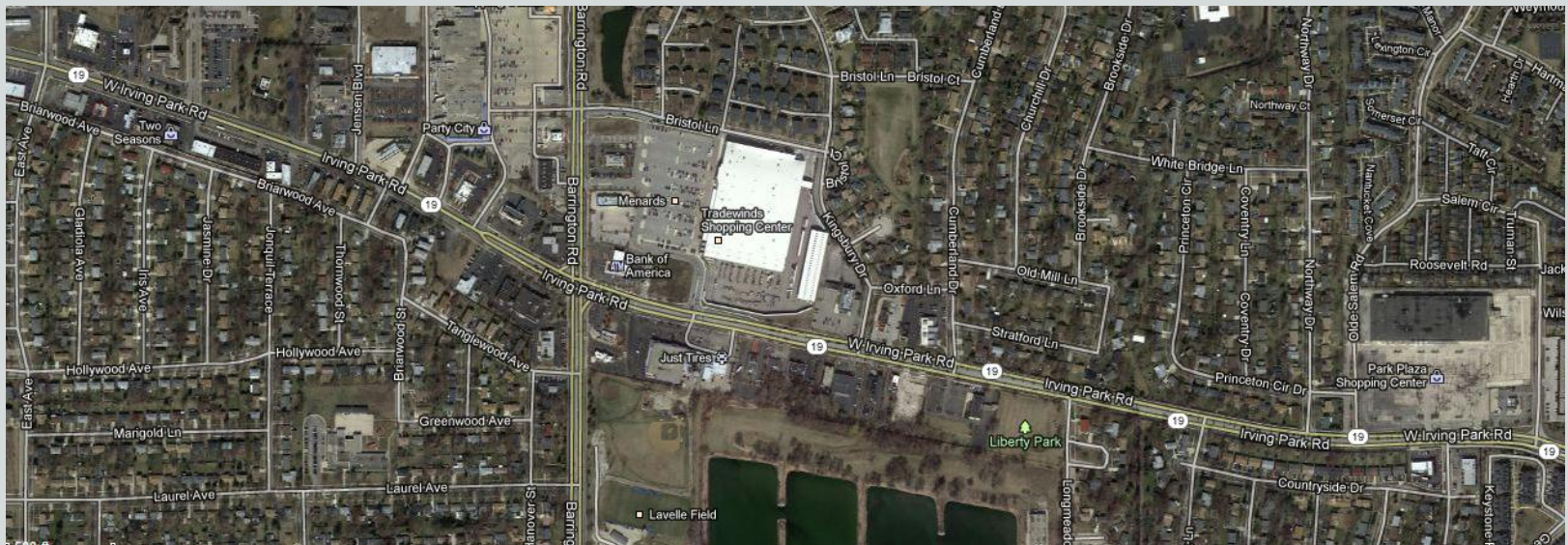




Irving Park Road corridor

Two-mile stretch, with high traffic volumes (over 33,000 cars daily)

- ...and high vacancy rates in corridor's shopping centers (contributing to the Village's 30% retail vacancy rate)





Irving Park Road corridor

Retail property here consists primarily of

- Commercial strips on shallow lots
- Small businesses in aging, disconnected buildings
- Individual curb cuts for each building





Scope of work

The questions posed to the Hanover Park TAP were:

- What are the current market dynamics and opportunities along this strip of the Irving Park Road Corridor?
- How can the Village connect and position adjacent land use, including parks and green space, to collectively benefit and add value to the retail along the Corridor?
- What are the opportunities for entrepreneurial or community-based retail or restaurants? How can the Village support their development?



Scope of work

The questions posed to the Hanover Park TAP were:

- How should the Village approach redevelopment of the intersection at Irving Park Road and Barrington Road, including revitalization of the Westview Shopping Center?
- What policies and economic resources should the Village consider to support redevelopment?



ULI Chicago Technical Assistance Panel members

Chair

James Matanky, Matanky Realty Group, Inc.

Members

Christine Carlyle, Solomon Cordwell Buenz

Edwin Garcia, Back of the Yards Neighborhood Council

Terri Haymaker, Public Building Commission of Chicago

Valerie Kretchmer, Valerie S. Kretchmer Associates Inc.

Rosa Ortiz, Consultant

Ben Ranney, Terra Firma Co.

Raul Raymundo, The Resurrection Project

Paul Rickelman, Neal and Leroy, LLC

Chris Shaxted, Lakewood Homes, Inc.

Christine Zarndt, Draper and Kramer, Inc.



CMAP community engagement

To prepare for the TAP, CMAP conducted three meetings with local stakeholders: community residents local business owners along the corridor, etc.

These meetings provided a forum for residents and business owners to voice:

- What they like about the Corridor now
- Which existing businesses are successful
- The extent to which locals currently shop along the Corridor
- Their ideas for future improvements.





CMAP community engagement

During the TAP, panelists conducted additional interviews with a diverse group of area stakeholders, including:

- community residents
- school and social service agency representatives
- religious leaders
- business owners
- representatives of neighboring governing bodies

ULI Chicago and the Village of Hanover Park co-hosted an open reception for the panel to connect informally with the entire community as well.





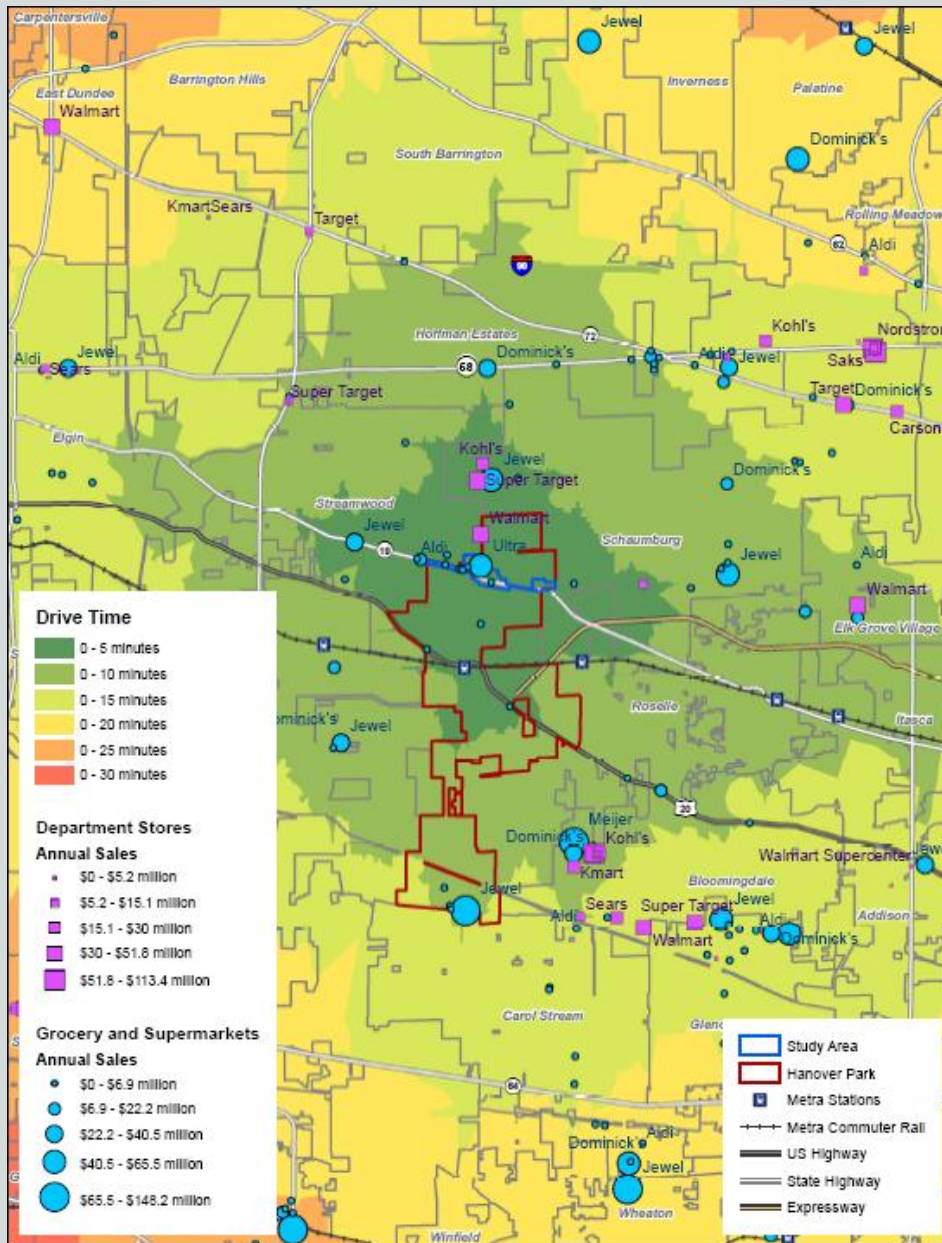
Retail analysis and findings

Because of Hanover Park's socioeconomic diversity and proximity to regional retailers, the Village is subject to a consumer tendency that major retailers call "shopping up."

- This describes the behavior of leaving one's community to shop in a neighboring community with higher-quality retail.

The implication for Hanover Park is that its higher-income residents will leave the Village to shop and only lower-income consumers from neighboring communities will come to Hanover Park.

- Left unchecked, this dynamic is likely to spawn a vicious cycle where fewer and fewer national retailers would view the Village as a desirable location, exacerbating the trend.





Retail analysis and findings

Hanover Park will have to make the area feel comfortable for Schaumburg and Streamwood residents.

- Lighting and streetscape improvements are only the first steps toward this ambitious goal.

The retail categories currently present on the Irving Park Road Corridor (especially the large number of pawn and tire shops) appear to undersell the published demographics of Hanover Park and are likely to discourage higher-end shoppers.

- Thoughtful management of the special-use permitting process could reshape the retail mix along the Corridor and make it more attractive and friendly to shoppers from neighboring communities.



Retail analysis and findings

The fundamental task Hanover Park faces is right-sizing the amount of available land zoned for retail.

- Hanover Park cannot out-compete nearby communities like Schaumburg and Hoffman Estates for major retailers because of its smaller population and lower income levels.
- Large tracts of vacant retail space could better be repurposed, reducing the Village's high retail vacancy rate.

One consequence of high vacancy rates is that businesses are moving from one storefront to another within nearby retail strips, but the overall number of retailers is not increasing.

- Reducing the amount of space available could concentrate retailers in better-managed properties and stop the shuffle.



Retail analysis and findings

Though at first glance it may seem paradoxical, reducing the oversupply of retail space is also key to attracting new businesses.

- More concentrated retail is likely to draw higher-quality tenants and create synergy among clustered businesses

To accommodate its growing population and attract more people to the Corridor, the panel recommended repurposing long-vacant, disconnected retail property for a different land use: **new housing** (or mixed use).



Other general recommendations

1. The Village should designate a staff person to spearhead a business retention initiative. The staffer could challenge the Chamber of Commerce and other existing groups to organize a business retention team that would regularly:

- Check in with community businesses
- Proactively determine what supports would help them thrive and grow
- Respond to potential crises such as rumors of a business departure.

2. Expand existing partnerships with local community colleges to include entrepreneurial training, partnering local industries with small businesses to serve as mentors



Other general recommendations

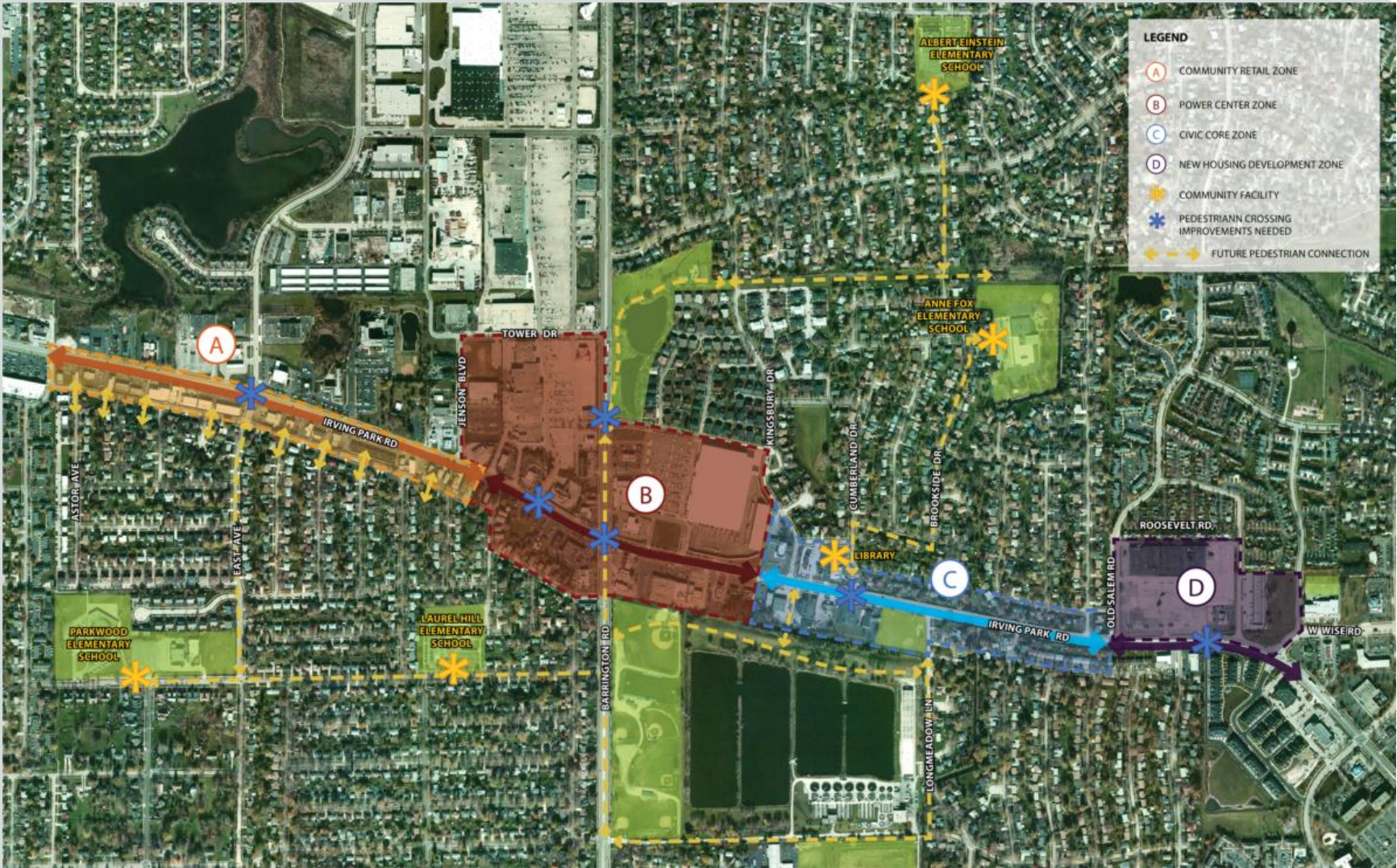
3. Create TIF-funded supports like a Small Business Improvement Fund (SBIF), revolving loan funds and rebate programs to help with signage, building façade improvements and renovations.
4. Address real and perceived barriers to business development in Hanover Park: code, enforcement, taxes, security, etc.
5. To more accurately understand community demographics, the panel recommended working with a nontraditional market research firm to assess the area's buying power and the kinds of retail most likely to draw nearby customers.



Other general recommendations

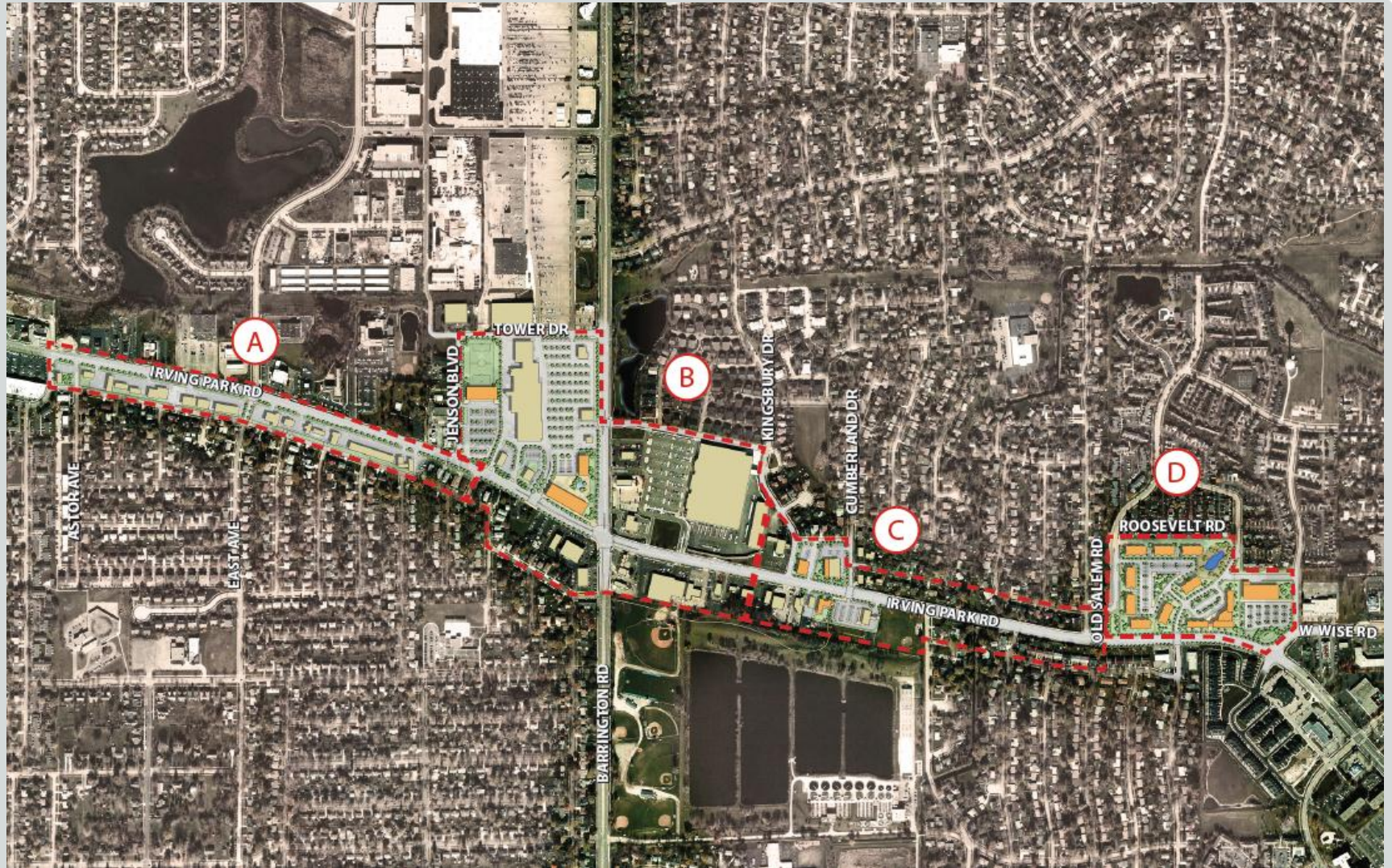
6. Create green links between the Corridor and neighboring residential areas to increase foot and bike traffic.
7. Develop a marketing program to introduce local residents to existing community retailers.

New corridor zones





New corridor zones





AREA A

COMMUNITY RETAIL ZONE: SUPPORT AND ENCOURAGE LOCALLY-BASED AND ETHNIC RETAIL BETWEEN MCKOOL AVENUE AND JENSEN BOULEVARD

1. IMPROVE STREETScape AND PROVIDE PEDESTRIAN LIGHTING.
2. MINIMIZE AND NARROW THE OVER ABUNDANCE OF CURB CUTS TO CONSOLIDATE VEHICULAR ACCESS AND IMPROVE PARKING ZONES.
3. CREATE BETTER NEIGHBORHOOD AND PEDESTRIAN CONNECTIONS TO RETAIL.



AREA B

IRVING PARK ROAD & BARRINGTON ROAD COMMERCIAL ZONE: REVITALIZE POWER-CENTER RETAIL AT THE CORNER OF IRVING PARK ROAD AND BARRINGTON ROAD

1. STRENGTHEN MIX OF LAND USES, QUALITY OF TENANTS AND OVERALL DESIGN CONSISTENCY TO CREATE DESTINATION RETAIL AND SYNERGIES WITH OTHER USES.
2. IMPROVE VEHICULAR ACCESS INTO THE WESTVIEW SHOPPING CENTER TO CREATE BETTER STORE VISIBILITY AND SENSE OF ARRIVAL.
3. DEVELOP STRATEGIC OUTLOT STRATEGIES TO CREATE ATTRACTIVE LANDSCAPED ZONES FOR NEW RESTAURANTS AND OTHER COMMUNITY AMENITIES.
4. MINIMIZE CURB CUTS, CONSOLIDATE VEHICULAR ACCESS AND CREATE BETTER STREETScape, PEDESTRIAN / BIKE ACCESS AND SAFE CROSSWALKS.
5. CONSOLIDATE GAS STATION PARCEL WITH GROCERY PARCEL BEHIND TO IMPROVE ACCESS, VISIBILITY AND REPOSITION PROPERTY.
6. PROVIDE BETTER PEDESTRIAN AND BIKE LINKAGES BETWEEN RECREATION ZONES AND ADJACENT RETAIL AREA.
7. PROVIDE SITE ENHANCEMENTS WITH BUILDING, LANDSCAPE, SIGNAGE AND LIGHTING IMPROVEMENTS AND CONSISTENCY.



AREA C

CULTURAL / RECREATIONAL ZONE: RESIDENTIAL AND COMMUNITY SERVICES FROM CUMBERLAND DRIVE TO OLDE SALEM ROAD

1. CREATE A NEIGHBORHOOD COMMUNITY CLUSTER OF LAND USES THAT SUPPORTS THE NEW LIBRARY.
2. WORK WITH THE VILLAGE TO IDENTIFY A VALUABLE END USER FOR VILLAGE OWNED LAND.
3. IMPROVE PEDESTRIAN CROSSING ON IRVING ROAD TO CONNECT THE LIBRARY AND NEIGHBORHOODS WITH THE RECREATIONAL LAND ON THE SOUTH SIDE.
4. COORDINATE WITH THE MWRD TO UTILIZE AVAILABLE LAND FOR SOCCER FIELD AND TO ACCESS THE BALLFIELDS ALONG BARRINGTON ROAD.
5. PROVIDE BETTER PEDESTRIAN AND BIKE LINKAGES BETWEEN RECREATION ZONES AND ADJACENT RETAIL AREAS.



AREA D

THE LONG-VACANT, FORMER MENARDS SITE AND ADJACENT RETAIL PROPERTY BETWEEN OLDE SALEM AND WISE ROADS

1. DEMOLISH THE FORMER MENARDS BUILDING
2. PROPOSED FUTURE MULTI-FAMILY HOUSING DEVELOPMENT (240 UNITS)
3. PROPOSED SITE WATER DETENTION POND AT LOW POINT
4. PROPOSED FUTURE SENIOR HOUSING (80 UNITS)
5. PROPOSED NEW 25,000 SF GROCERY STORE DEVELOPMENT
6. NEW SIGNALIZED INTERSECTION AND ROADWAY ALIGNMENT
7. NEW NEIGHBORHOOD PARK SPACE WITH PLAYGROUND



