



Village of Norridge Comprehensive Plan

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Early photo of the Harlem Avenue and Forest Preserve Drive intersection.
This is the current location of Norridge Commons and the Harlem Irving Plaza.

Source: CMAP photo of aerial in Village of Norridge Historical Museum.

Section 1

Introduction and Regional Context

The Village of Norridge Comprehensive Plan defines the vision of what the community wants to become and the steps needed to meet that vision. Abbreviated as “the Plan,” this document is meant to preserve, support, and strengthen the Village of Norridge. It should be used as a tool to help support residential neighborhoods, bring new growth, improve community facilities, and lead to a new “Town Center” development. In particular, the Plan is meant to meet the changing needs of the community’s existing residents while also attracting new residents.

The Plan serves as a guide for elected and appointed officials, Village staff, residents, business owners, and potential investors, allowing them to make informed decisions about community developments that affect land use, transportation, infrastructure, and capital improvements within Norridge. The Plan’s highest priorities are to provide appropriate housing and services to support and attract younger families, to help attract appropriate development to occur on vacant or underutilized areas, and to provide continued support to the community’s senior population. The Plan also reflects how Norridge fits into the larger region to help the community understand and plan for the impact of regional economic and demographic changes. The Plan is not rigid and should be used as a guide for the community’s future but also must be adapted as conditions change.

The Plan is written to provide guidance for Norridge to work towards its vision over the next 10-20 years. Although the Plan should be viewed as a long-term document, it should also be thought of as a plan to be used daily by the community to assist in land use and development decisions. At any time the Village can update its Comprehensive Plan to match local needs, interests, or opportunities. It is recommended that the Village update its Comprehensive Plan every five to ten years to keep it current with prevailing economic trends both commercially and in housing. The Plan’s **Section Five: Implementation** focuses on short-term implementation actions over the next two years.

Norridge will be faced with numerous near- and long-term decisions. Having an up-to-date Comprehensive Plan in place will provide a context in which decisions affecting the future of Norridge can be made with some certainty that today’s choices — whether large or small — contribute to achieving the long-term goals and vision of the community.

The History of Norridge

The Village of Norridge has a rich history. The Village first began in the 1830s as a small farming community. At the time, some referred to the area as either “Goat Town” because of a local resident who raised goats or as the “Swamp” due to its muddy conditions and unpaved streets. Although the area remained primarily a farming community throughout the 19th Century, by the early 20th Century, Norridge began to modernize and develop. A plan for an 80-acre subdivision was created in the 1920s and a commercial strip along Irving Park Road was developed in the 1930s.

As the town grew, pressure mounted for the area to be annexed by the City of Chicago in the 1940s. In 1948, the Annexation Improvement Club thwarted the City's efforts to annex the area by incorporating as a separate municipality. The name Norridge was suggested by a resident who arrived at the name by combining the names of two nearby towns, Norwood Park and Park Ridge. At the time of incorporation, Norridge's population was 1,675. The Village limits were Irving Park Road on the south, Ozanman Avenue on the west, Montrose Avenue on the north, and Harlem Avenue on the east. Joseph Sieb was appointed President of the Village Board in 1951. He was repeatedly re-elected and served continuously for over 46 years until his death in 1998. As of that date, he was the longest-serving official in the State of Illinois.

After incorporation, Norridge marketed itself as a place of growth and prosperity. During the 1950s, the Village annexed land and increased in size from one-half square mile to two square miles. Its population also increased with residents mainly of Italian and Polish

descent. During this decade, the Village also paved sidewalks and streets and installed a sewer and waterworks systems to encourage private development. By 1960, Norridge's population was 14,087. The population continued to increase during the 1960s and the count climbed to 18,043 in 1971. Norridge became a home rule community via referendum in 1973.

Planning Process and Public Participation

To create the Plan, the Village used a multi-step planning process that was built upon public input and guidance. The ten-month planning process included multiple opportunities for public review. The key steps in the planning process are illustrated in Figure 1. Public participation was the cornerstone of the process of developing the Norridge Comprehensive Plan. The process included public workshops, meetings and on-going communication with the Planning Commission, and one-on-one interviews with residents, local business owners, religious institutions, schools, appointed and elected officials, and other stakeholders. The Village worked to ensure that the issues, concerns, and needs of Norridge residents were heard. This community input assisted in establishing priorities that are clearly defined and recognized by participants and beneficiaries of the new Comprehensive Plan.

Figure 1. Planning process

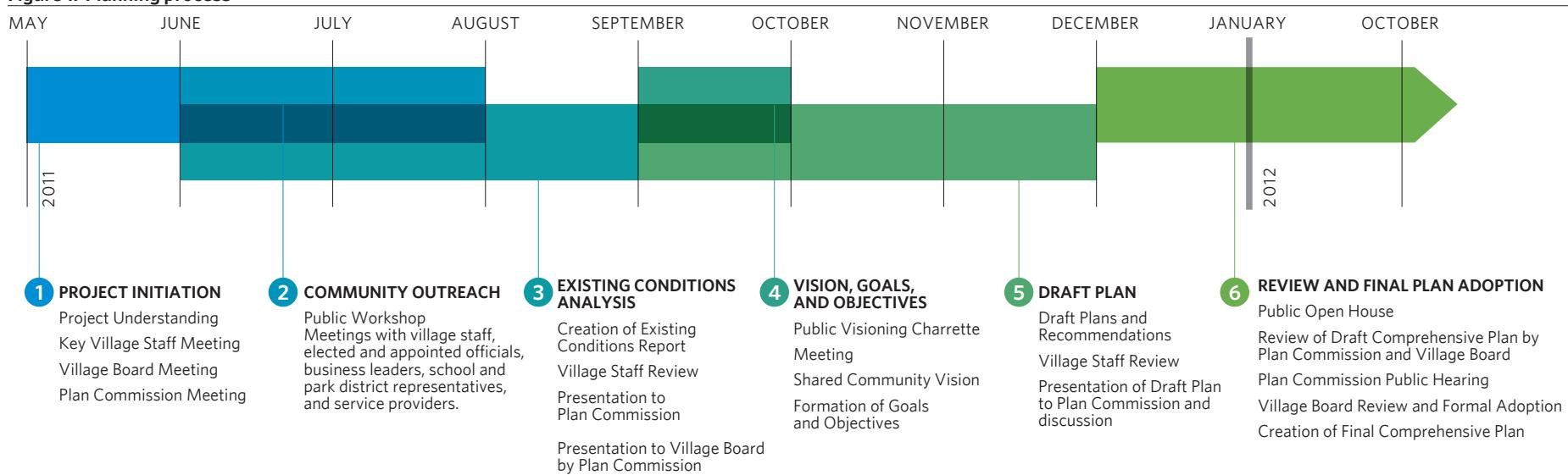
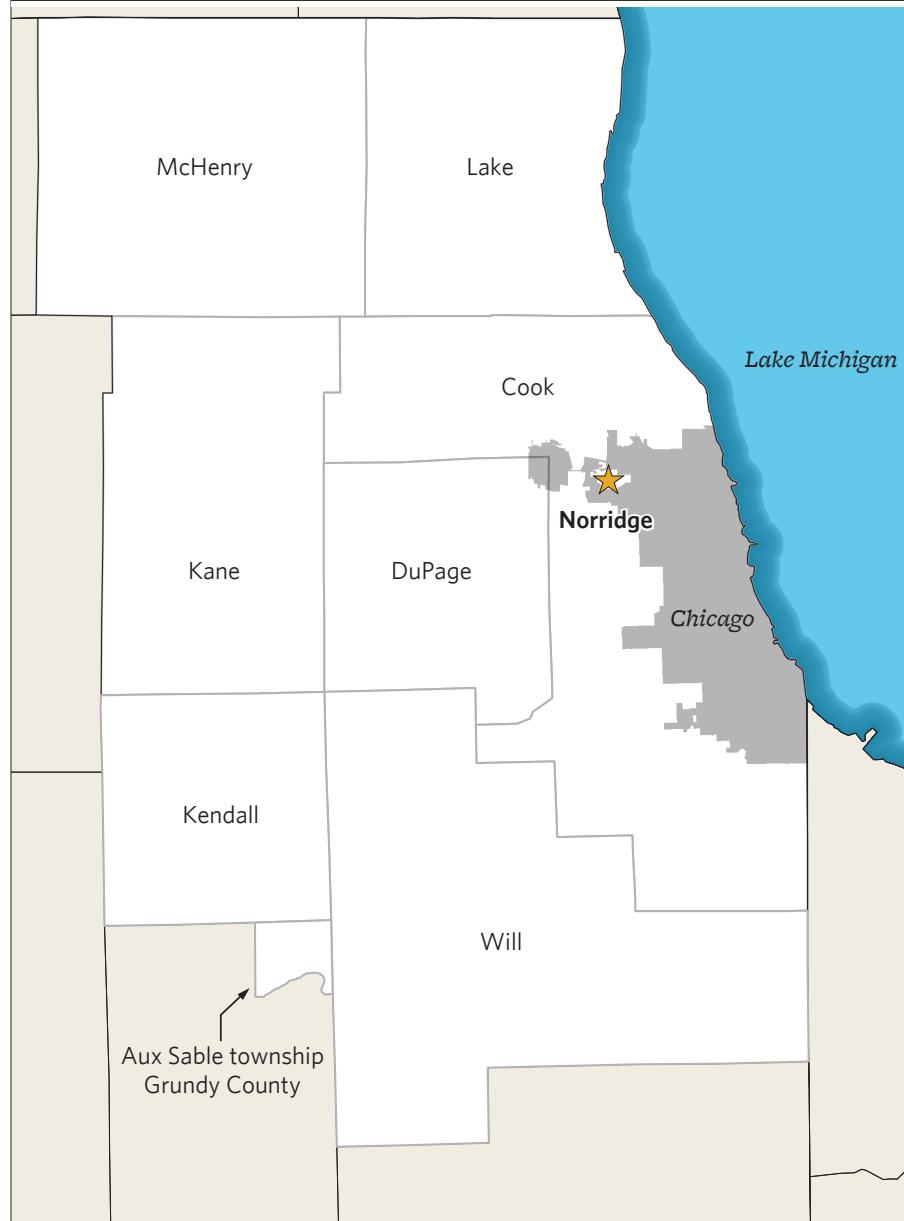
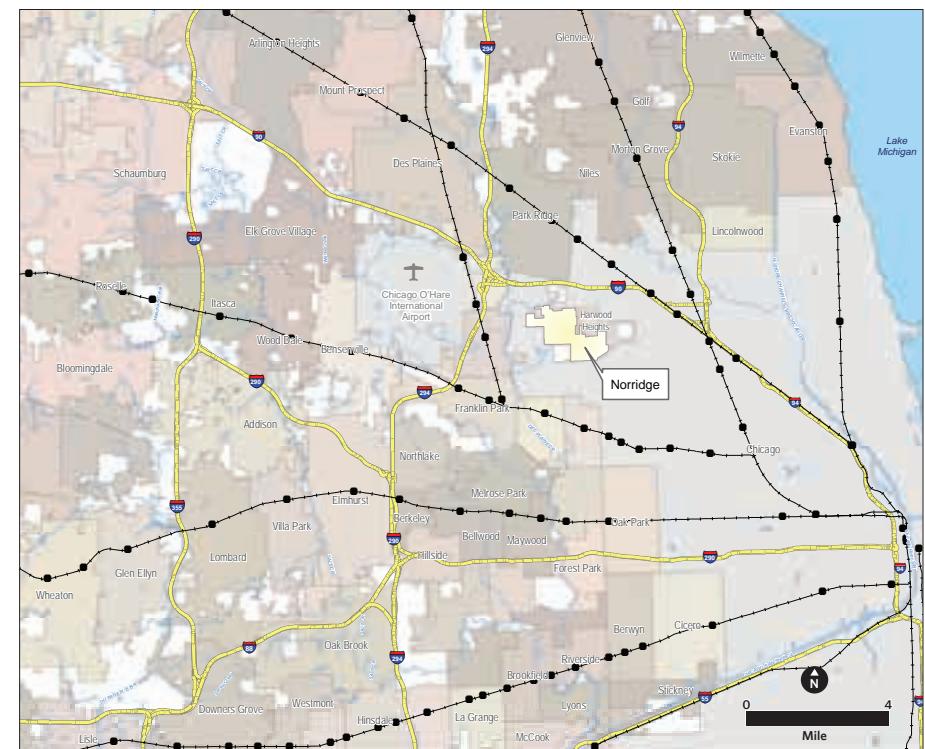


Figure 2. Location

Source: Chicago Metropolitan Agency for Planning.

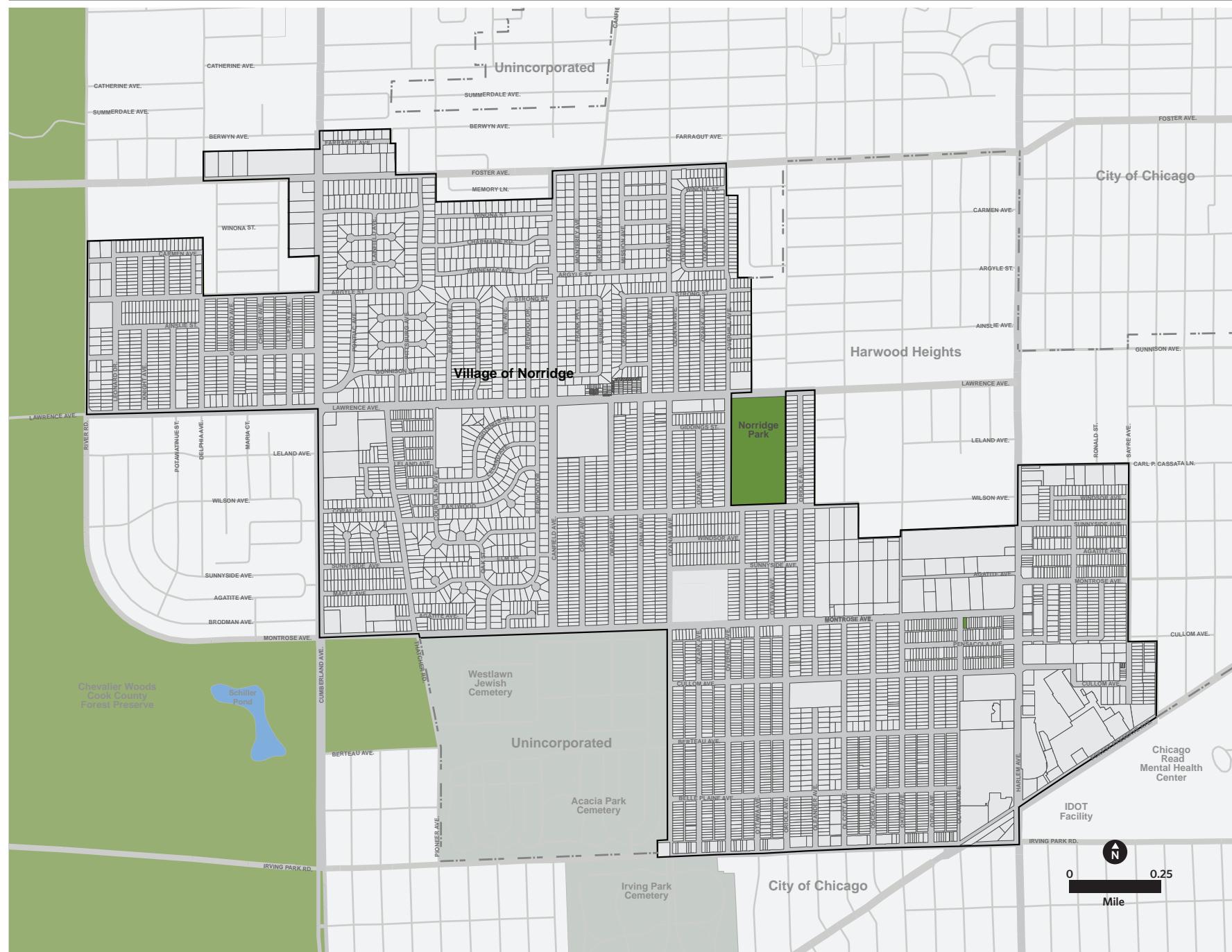
Village Location

Norridge is located in Cook County and is completely surrounded by the City of Chicago and the Village of Harwood Heights. The Village is positioned along a ridge at Overhill Avenue that divides the Chicago River Valley and the Des Plaines River Valley. The Village is within close proximity to O'Hare International Airport and has nearby access to the Kennedy Expressway and I-294. There are no train stations within the Village, but the Chicago Transit Authority (CTA) Blue Line and Metra's North Central service are within easy access of the Village. To the west of Norridge's municipal boundary, the Schiller Woods Forest Preserve consists of a large number of public open space acres along the Des Plaines River.



Source: Chicago Metropolitan Agency for Planning.

Figure 3. Village of Norridge



Source: Chicago Metropolitan Agency for Planning.

Structure of the Comprehensive Plan

The Plan — representing the accumulation of approximately ten months of research, analysis, and public outreach activities — is organized in the following sections:

- Section 1: Introduction and Regional Context
- Section 2: Challenges and Opportunities
- Section 3: Vision, Goals and Objectives
- Section 4: Recommendations
 - Land Use
 - Residential
 - Commercial
 - Transportation
 - Community
- Section 5: Implementation
- Section 6: Appendix

Under the Illinois Municipal Code (65 ILCS) 5/11-12-5(1), a municipal plan commission is responsible for preparing and recommending a “*Comprehensive Plan for the present and future development or redevelopment of the municipality.*” The code continues to say “*that the Plan may include reasonable requirements with reference to streets, alleys, public grounds, and other improvements.*”

According to Planning 1-2-3, a guide for municipal use concerning Comprehensive Plans, a Comprehensive Plan has several purposes:

- Presents the big picture and states the vision.
- Involves the citizenry.
- Guides regulation and public investment.
- Gives direction.
- Protects the community.

Source: Planning 1-2-3, Campaign for Sensible Growth, Metropolitan Mayors Caucus, and the Metropolitan Planning Council, 2006.

Relationship to GO TO 2040

The purpose of this Plan is to provide guidance for local decision-making. However, the Village is a part of the larger Chicago metropolitan economic region and both influences and is influenced by the region. The Chicago Metropolitan Agency for Planning (CMAP) provided assistance to the Village of Norridge in the preparation of this Comprehensive Plan. CMAP is the official regional planning organization for the northeastern Illinois counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. CMAP developed and now guides the implementation of GO TO 2040, metropolitan Chicago’s first truly comprehensive regional plan in more than 100 years. GO TO 2040 establishes coordinated strategies that help the region’s 284 communities address transportation, housing, economic development, open space, the environment, and other quality-of-life issues.

GO TO 2040 states, “municipalities are critical to the success of GO TO 2040 because of their responsibility for land use decisions, which create the built environment of the region and determine the livability of its communities. The most important thing that a municipality can do to implement GO TO 2040 is to take this responsibility very seriously.” By undertaking a planning process to create a Comprehensive Plan, Norridge is taking responsibility for guiding its future and demonstrating its commitment to helping shape the future of the region.



Source: Chicago Metropolitan Agency for Planning.

Section 2

Challenges and Opportunities

This section describes the major challenges and opportunities facing the Norridge community. This section includes research, analysis, and maps taken from the Existing Conditions Report that was created earlier in this planning process by CMAP in August 2011. It also includes conclusions from the community engagement activities conducted in the Village, which are summarized in greater detail in the Appendix.

Summary of Key Challenges and Opportunities

Norridge is a stable community made up of attractive homes and thriving commercial areas. It also is rapidly aging and has one of the highest proportions of older residents in the entire Chicago region. This means that it is critical for the community to be planning for the future as there may be changes and challenges in the years ahead. Within the next 10-15 years, the time frame typically covered in a Comprehensive Plan, Norridge will need to keep the community livable for its older residents as their lifestyles and needs change — an issue termed “aging in place” — while also attracting new residents and addressing their desires and needs.

Overall, the majority of residential neighborhoods in the Village are attractive and well-maintained, and the housing stock, which is primarily made up of single-family homes, is in very good condition. However, as residents of the community age, a greater diversity of housing types, including condominiums and apartments targeted to seniors, will likely become necessary. Also, while Norridge’s housing stock is in good condition, attracting younger families may require more housing options of various types.

The regional shopping centers in Norridge, Harlem Irving Plaza (HIP) and Norridge Commons, are its key commercial shopping areas and are significant generators of jobs and tax revenue. However, there are limited neighborhood commercial options, and it is difficult to access the regional shopping centers from the Village’s residential areas. Norridge also lacks a downtown or Town Center area, and this was identified repeatedly as a key concern during the public engagement process by Village leaders and the general public alike.

Norridge is well-served by the region’s roadway and transit systems, with relatively easy access to the region’s major job centers. This could make it an attractive destination for new residents. However, the Village also has some transportation challenges, most notably its lack of a bicycle system, as well as barriers to pedestrian travel outside the Village’s residential areas. As the population of Norridge ages, transportation issues such as walkability and access to public transit will become increasingly important.

The public engagement process for the Comprehensive Plan revealed that residents have a high degree of satisfaction with the quality of community facilities and services in Norridge, but also uncovered some shortcomings. In particular, park space in the community is extremely limited, although proximity to open space outside Norridge helps to ameliorate this situation. Some specific Village facility needs were identified, including a new police station to replace the out-dated current facility. Another need identified by meeting attendees was a new community center that would serve both older and younger residents.

Adding to these issues, Norridge is a built-out community, bordered on all sides by other municipalities. There are limited opportunities for new development, so careful planning is needed for the opportunities that do exist. Taken together, these challenges and opportunities make it clear that Norridge needs a Comprehensive Plan to guide its development over the next several years.

The remainder of this section describes key current conditions in Norridge in more detail, including analysis of demographics, land use, residential and commercial conditions, transportation, community facilities and services, and the natural environment.

Demographics



Source: Chicago Metropolitan Agency for Planning.

Norridge can be characterized as a stable community. Norridge's population was virtually unchanged over the last decade, dropping a mere 0.1 percent from 14,582 to 14,572 residents from 2000 to 2010. Norridge is a moderate income community, with a median household income of \$51,906, on par with the Cook County median household income of \$53,924. The community is not as racially diverse as the greater region, with 87.5 percent of Norridge residents classified as white, compared to the 53.2 percent of residents who identify as white in the Chicago region. However, while the real numbers are relatively low, Norridge has experienced a 94 percent growth rate in its Hispanic population and a 385 percent growth rate in its African American population since the year 2000.

Sources: 2000 Census, 2010 Census, 2006-10 American Community Survey.

Norridge has experienced fewer turnovers in its housing stock than either the county or the region. Throughout the region about 15 percent of residents move to new households on an annual basis. In Norridge, however, slightly more than six percent of its residents moved into the Village within the last year. Norridge's stability is further illustrated in the median length of household tenure. As of 2009, median housing tenure for Norridge residents was more than twice as long as those in the county and region at 17 years, compared to eight years for both the county and region.

Table 2.1. Mobility and migration measures, 2009

	NORRIDGE	COOK COUNTY	REGION
Same house, one year ago	93.6%	85.4%	86.1%
Median year householder moved into unit	1992	2001	2001

Source: 2005-09 American Community Survey.

Compared to Cook County and the Chicago region, Norridge is an older community. The median age of Norridge residents in 2010 was 46.9, significantly higher than that of Cook County (35.3). Like most communities in the region, the median age of residents of Norridge increased during the last decade. When compared to the county and region on a percentage basis, Norridge has fewer residents in each of the three age cohorts that comprise people under 50 years old, with less than 20 percent of the community's residents being 18 years old or younger. Conversely, Norridge has more than twice as many seniors than either Cook County or the region who are age 65 and older. The high concentration of senior residents is especially pronounced among residents in higher age ranges; in fact, Norridge has the fourth highest concentration of residents over 80 years of age in the entire Chicago region. (Source: 2010 Census)

Table 2.2 Mobility and migration measures, 2009

AGE	NORRIDGE	NILES	LA GRANGE PARK	LINCOLNSHIRE
Total Population	14,572	29,803	13,579	7,275
Population over 70	2,994	6,135	2,357	2,001
Percent over 70	20.55%	20.59%	17.37%	27.51%
Population over 80	1,579	3,238	1,549	1,153
Percent over 80	10.84%	10.86%	11.41%	15.85%

Source: U.S. Census, 2010 Census Summary File 1.

Table 2.3. Age distribution, 2010

AGE COHORTS	NORRIDGE	COOK COUNTY	REGION
Under 19 years	19.5%	26.5%	27.8%
20 to 34 years	16.4%	23.2%	21.2%
35 to 49 years	18.7%	20.5%	21.4%
50 to 64 years	20.7%	17.9%	18.2%
65 to 79 years	13.9%	8.4%	8.1%
80 years and over	10.8%	3.5%	3.2%

Source: 2010 U.S. Census.

The population of the Chicago metropolitan area is expected to become much older in the coming decades, and this trend will likely impact Norridge as well as most other communities. Between now and 2040, the total population of the region is expected to grow by approximately 25 percent, but the population that is over 65 years of age will more than double, and the number of people over 85 years of age will nearly triple. The coming years are also forecast to bring greater diversity, as most of the region's growth is expected to come through increases in the Latino population.

Implications of demographic change

The demographic changes described above will have tremendous impact on Norridge's future. The future growth or continued stability of Norridge may be dependent on its response to demographic changes. During the public engagement activities for the Comprehensive Plan, participants observed that over the decades Norridge has transitioned from being a traditional family-oriented community to one with fewer children and more empty nesters. As the Village continues to respond to that transition, it should develop strategies and policies that can guide Norridge through its next phase. Throughout the Plan, issues related to attracting new families and addressing the changing needs of the aging population recur frequently.

One of the key issues that occurs repeatedly throughout the Plan is aging in place. Aging in place is “the ability to live in one’s own homes and community safely, independently, and comfortably, regardless of age, income, or ability level.” According to the American Association of Retired Persons (AARP) Public Policy Institute: “Most older adults want to age in place. According to a 2010 AARP survey, nearly 90 percent of those over age 65 want to stay in their residence for as long as possible, and 80 percent believe their current residence is where they will always live.” For other older adults, there is a desire to remain within their community even if moving out of their residence becomes necessary for health or other reasons.

Source: Aging in Place: A State Survey of Livability Policies and Practices, National Conference of State Legislatures and AARP Public Policy Institute, December 2011.

While decisions concerning where to live are ultimately for individuals and households to make, the policies and investments of public agencies, including local governments like the Village of Norridge, shape the livability of communities. Creating an environment that allows aging in place requires deliberate decisions on the part of Village officials, particularly in the areas of land use, housing, transportation, and health, among others.

Key considerations when planning to enable aging in place include the following, each covered in detail in later sections of the Plan:

- **Housing**

As individuals age, it is important to consider the type and the affordability of homes in the community. Many seniors prefer to remain in their homes, but may need to make improvements such as installing grab bars in the bathrooms or widening doorways so that a wheelchair can fit through. Others, while preferring to remain in their communities, seek multi-family housing that eliminates the maintenance requirements of a single-family home. The affordability of housing is also a critical element, as many seniors are on fixed incomes and may not have extensive savings to spend on housing.

- **Transportation**

As people age, availability of alternative forms of transportation becomes increasingly important. Many people become less able or less willing to drive upon reaching a certain age, meaning that an effective public transportation system is necessary for many trips. Pedestrian facilities — including sidewalks, curb cuts to allow wheelchair or walker access, safe crossings of busy streets — are also important elements of aging in place.

- **Land use**

Related to both housing and transportation, aging in place also involves giving older residents the ability to access services and institutions from their homes, without requiring long trips. This reinforces the importance of having key destinations — including shopping, social opportunities, and health services — within walking distance of residential neighborhoods, particularly those where seniors are concentrated.

- **Health**

Incorporation of health considerations into Comprehensive Plans is an emerging trend in planning. In communities with older populations, this is particularly important because of the increasing importance of health care as people age. All of the physical planning topics noted above have impacts on health and safety, but for a plan to effectively address aging in place, it also must go beyond physical planning to address community services, nutrition, socialization, and other contributors to physical and mental health.

Because of Norridge's large number of aging homeowners, there is a need to explore aging in place strategies and policies that seek to improve livability for its seniors. This is an issue that local governments in the Chicago metropolitan region will increasingly be confronted with. As one of the municipalities with the highest percentage of older residents, Norridge is on the vanguard of planning for an aging population, and its approach will likely be relevant for other communities to monitor and hopefully replicate.

Existing Land Use

Norridge is a built out community, surrounded on all sides by other municipalities. There are limited opportunities for new development, so careful planning is needed to take advantage of its few opportunities.

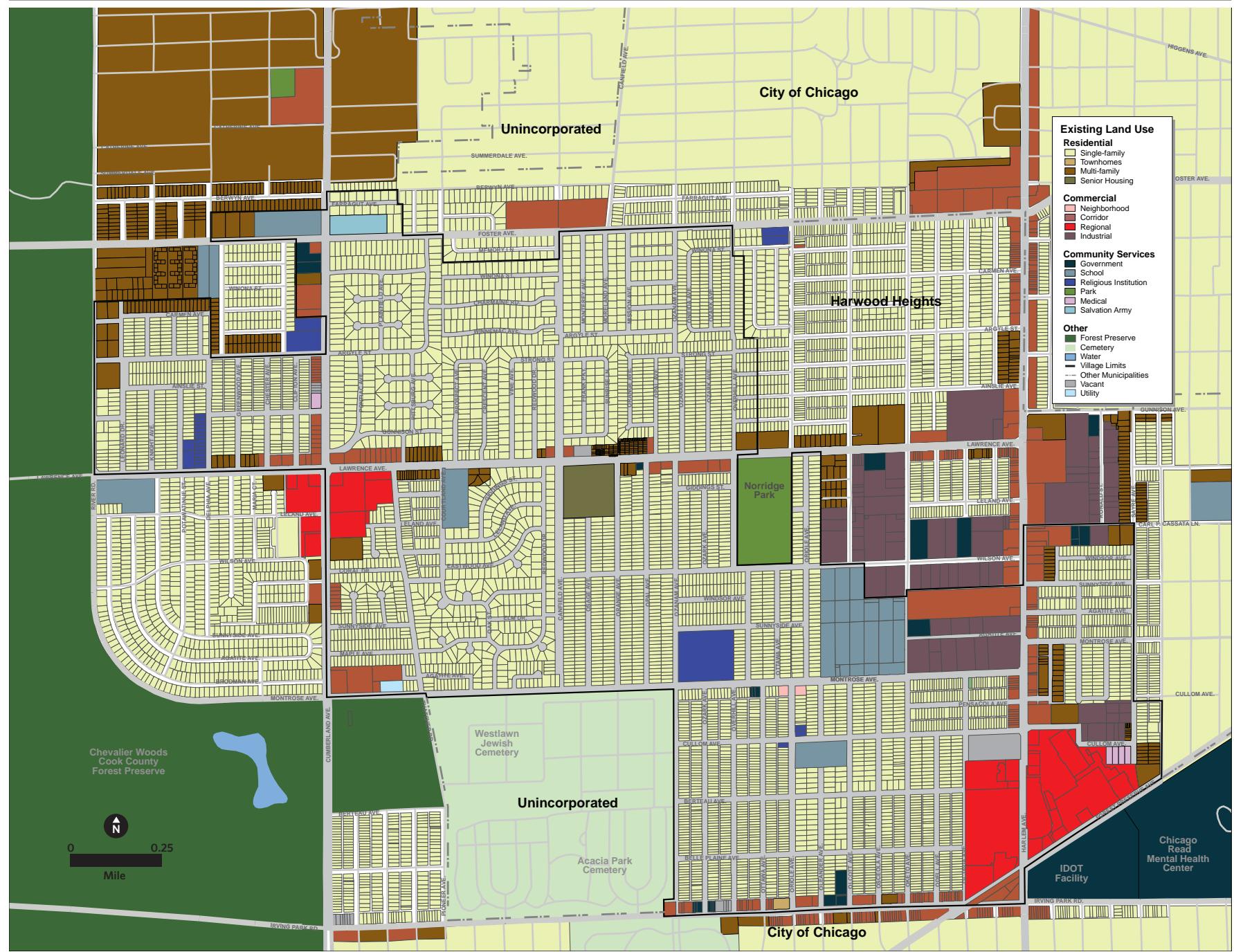
Current land use in Norridge is shown in Figure 4 and is summarized briefly in the table below. The remainder of this section contains more detail on each specific use. One important introductory note is that the Village does not have any land considered mixed-use, as would characterize a downtown or Town Center. This is seen as a major gap by Norridge's leaders and residents, and is described further in the section on commercial land use.

Table 2.4. Land use inventory

LAND USE CLASSIFICATION	AREA (ACRES)	AREA (PERCENTAGE)
Single Family Residential	852.7	74.3%
Multi-Family Residential	39.7	3.4%
Retail/Commercial	135.3	11.7%
Industrial	28.3	2.5%
Medical/Health Care	14.5	1.2%
Open Space	0	0.0%
Institutional	67.0	5.8%
Village Administration/Services	6.6	0.5%

Source: Chicago Metropolitan Agency for Planning GIS data, 2011.

Figure 4. Existing land use



Source: Chicago Metropolitan Agency for Planning.

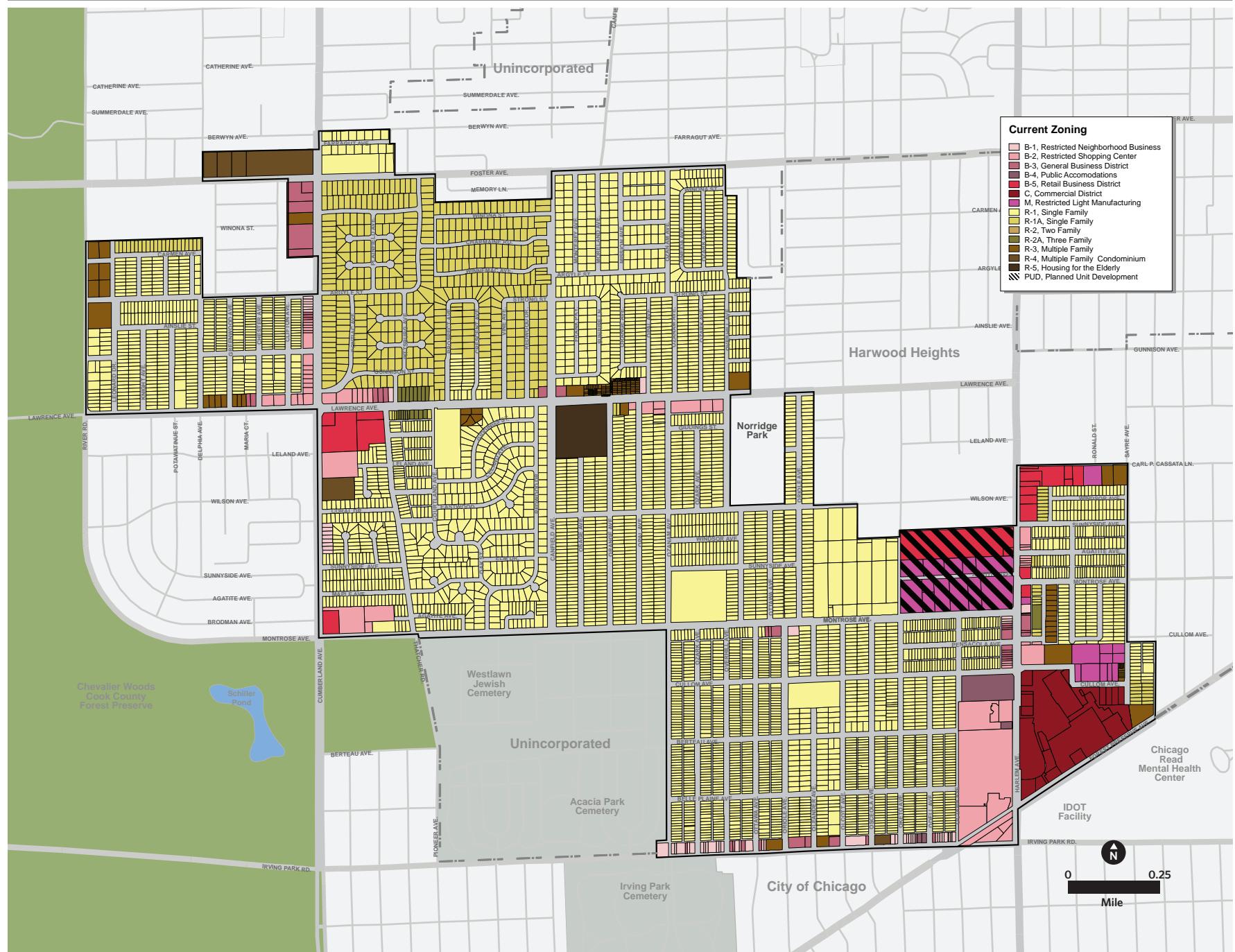
Current Zoning

The Village's zoning ordinance, while functional, is antiquated, as it was last fully amended in 1962. Because of its age, it does not reflect the existing development pattern of the Village, nor does it reflect many of the contemporary requirements that are now common. Existing zoning classifications include the following requirements:

Table 2.5. Zoning characteristics

ZONING	KEY REQUIRED CONDITIONS	HEIGHT RESTRICTIONS	AREA REGULATIONS
B-1 Restricted Neighborhood Business District	Dwelling units are not allowed on the ground floor.	26', or two stories	Not to exceed 90%
B-2 Restricted Business District	Dwelling units are not allowed on the ground floor.	26', or two stories	Not to exceed 90%
B-3 General Business District	Dwelling units (not including motel rooms) are not allowed on the ground floor	26', or two stories	Not to exceed 90%
B-4 Public Accommodations — Business District	Motels should provide 1 parking space per room	26', or two stories	Not to exceed 90%
B-5 Retail Business District	A buffer strip (along any residents) of at least 30' is required	26', or two stories	Not to exceed 90%
C Commercial District	Dwelling units, except motel rooms, are not allowed.	40'-50'	Not to exceed 90% of the lot.
M Restricted Light Manufacturing District	All storage within 500' of residences shall be completely enclosed.	No building shall exceed 26' in height or two stories.	Not more than 90% of lot.
Planned Unit Developments	May be located as a special use in the B-5 and M Districts.	26', or two stories	Not to exceed 90%
R-1 Single Family Residence District	Required lot size — 7,500 square feet with a minimum width of 60 feet.	No more than 35% of an interior lot, or more than 45% of a corner lot.	The maximum height for a two story addition is based on lot width.
R-1A Single Family Residence District	Required lot size — 10,000 square feet with a minimum width of 60 feet.	No building with its accessory buildings shall occupy more than 35%.	No building shall exceed 34'.
R-2 Two Family Residence District	Minimum of 6,250 sf with a minimum width of 50.'	No more than 40% on an interior lot nor in excess of 50% of a corner lot.	Not exceed 26' in height or two stories.
R-2A Three Family Residence District	Minimum of 6,250 sf with a minimum width of 50.'	Up to 50% of the land	Not exceed 26' in height or two stories with a garden apartment.
R-3 Multiple Family Residence District	5,000 sf for the first family unit, and or 2,000 sf for each additional 2 bedrooms	Up to 50% of the land, the remaining land shall be green space.	Not exceed 26' in height or two stories.
R-4 Multiple Family District Special Condominium District	No parcel shall be zoned R-4 unless it consists of 2.5 acres of land or more.	Up to 60% of the land shall be built, with the remaining as green space.	No building over 45' from the grade level (curb level).
R-5 Housing for the Elderly Residence District	Not less than 2.5 acres of land.	Up to 60% of the land shall be built, with the remaining as green space.	No building over 30' or three stories

Figure 5. Current land use



Source: Chicago Metropolitan Agency for Planning.

Residential Conditions

The majority of neighborhoods in the Village are attractive and well-maintained, and the housing stock is in very good condition. Because of the community's stability, many of the problems that have faced other municipalities in the region, such as high vacancies and foreclosures and plummeting home values, have been less damaging to Norridge.

Norridge's housing stock is primarily single-family detached homes with some single-family attached (townhomes) and multi-family units. The majority of the residential neighborhoods are single-family homes that include a mix of older and new homes. Single-family residential uses are the primary housing type in the community. Single-family homes also represent the largest total acreage of any land use in the Village (74 percent). The appearances of most of the single-family residential neighborhoods are attractive and the homes are well maintained. During the public engagement process, residents expressed interest in retaining the community's stock of smaller homes, which led to its character as a familiar, friendly place.

In addition to single-family detached homes, there are some duplexes and townhomes in the community. Townhomes are located along arterial and collector streets. Newer townhomes are attractive, while some of the older duplexes are in need of some upkeep and repair. Located in several locations throughout the community, multi-family units account for three percent of the Village's total land area but are home to 20 percent of its residents. Multi-family residential in Norridge includes condominiums, senior housing, and rental apartments. Residents expressed support during the public engagement process for varied housing options, while noting that these should be located in such a way that the character of the existing residential areas is not compromised.

The following tables illustrate select housing characteristics within the Village of Norridge compared to the County and the larger Chicago region.

Table 2.6. Housing occupancy

	NORRIDGE		COOK COUNTY		REGION	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Occupied	5,661	95%	1,966,356	90%	3,088,156	91.6%
Vacant	299	5%	214,003	9.8%	284,601	8.4%

Source: 2010 Census, U.S. Census Bureau.

Table 2.7. Housing tenure

	NORRIDGE		COOK COUNTY		REGION	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Total Occupied Units	5,661	100.0%	1,966,356	100.0%	3,088,156	100.0%
Owner-Occupied	4,636	81.9%	1,143,857	58.2%	2,022,176	65.5%
Renter-Occupied	1,025	18.1%	822,499	41.8%	1,065,980	34.5%

Source: 2010 Census, U.S. Census Bureau.

As these tables show, vacancy rates in Norridge are considerably lower than county or regional averages. While they have increased since 2000 in response to national economic and housing issues, the problems with vacant units that face many other communities in the region are much less pronounced in Norridge. Housing in the community is primarily owner-occupied and has a smaller proportion of renters than either the region or the county, although the proportion of renters has increased in the past decade.

Table 2.8. Housing value

	NORRIDGE		COOK COUNTY		REGION	
	COUNT	PERCENT	COUNT	PERCENT	COUNT	PERCENT
Less than \$100,000	150	3.0%	80,638	6.9%	113,707	5.5%
\$100,000 to \$149,999	72	1.4%	110,071	9.4%	177,951	8.7%
\$150,000 to \$199,999	475	9.5%	173,572	14.8%	316,893	15.4%
\$200,000 to \$249,999	630	12.6%	177,492	15.2%	326,106	15.9%
\$250,000 to \$299,000	625	12.5%	136,431	11.7%	249,048	12.1%
\$300,000 to \$399,999	1669	33.3%	218,436	18.7%	390,494	19.0%
\$400,000 to \$499,999	908	18.1%	107,276	9.2%	192,274	9.4%
\$500,000 to \$749,999	344	6.9%	101,657	8.7%	178,620	8.7%
\$750,000 or more	140	2.8%	64,418	5.5%	107,562	5.2%

Source: 2006-10 American Community Survey, U.S. Census.

Homes values in Norridge significantly exceed regional averages, with the average home in the community valued at \$333,200 in 2010. Source: American Community Survey, 2006-10.

Table 2.9. Residential energy consumption, 2007

	NORRIDGE	COOK COUNTY
Residential electricity consumption (kWh)	45,018,857	14,915,965,265
Residential electricity consumption per household	8,209	7,692
Average annual cost per household	\$883	\$828
Residential natural gas consumption (Therms)	5,573,999	2,191,453,638
Residential natural gas consumption per household	1,016	1,130
Average annual cost per household	\$902	\$1,274

Source: Center for Neighborhood Technology, Municipal Energy Profile.

Residential energy use in Norridge is comparable to Cook County as a whole, with slightly more electricity use per household but less natural gas use. Between electricity and natural gas, the average household in Norridge pays nearly \$1,800 per year for energy.

Housing needs and demographic change

Traditionally, the majority of the single-family homes are relatively modest sized structures on small lots. However, within the last decade, the Village experienced single-family home redevelopments that have added several newer and larger homes, or “teardowns,” into existing residential blocks. At the height of this trend, Norridge updated its zoning ordinances and development requirements to better accommodate additions and two-story homes. The result is a mix of old and new that still maintains the character and general scale of the residential areas. As the Village seeks to attract new residents, it will be important to provide a mix of housing choices that meets their needs, as well as ensuring that new residential areas fit well within the existing community.

Housing is a very important element of “aging in place” and providing an appropriate housing mix, housing accessibility, and housing affordability are key to supporting the aging in place concept. For older residents who continue to live in single-family homes, the accessibility of their homes to people in wheelchairs or with other mobility limitations will become increasingly important and may need to be addressed through physical improvements. The maintenance responsibilities that go along with ownership of a single-family home — shoveling snow, doing yard work, taking out garbage — can become increasingly onerous, and assistance from others to perform these tasks may become necessary. Because of this, many older residents seek other housing options like multi-family senior housing. However, the limited amount of multi-family housing in Norridge currently limits the ability of seniors who choosing this housing type to stay in the community.

Housing affordability also becomes an issue for older residents. Some seniors who own homes have paid off their mortgages or have sizable savings, giving them a wide variety in housing they can afford. But many others are on fixed incomes and have other significant expenses, such as health care and medication, limiting how much they can spend on housing. These issues can be addressed by solutions that reduce the cost of existing housing — like retrofitting existing single-family homes for energy efficiency — as well as ensuring that new residential development includes housing at a mix of prices.

Economic and Commercial Conditions

Norridge has a long established identify as a regional shopping destination. Norridge currently has approximately 1.2 million square feet of retail, a substantial portion of the total retail space in its part of the region. The Village has not historically had a significant concentration of industrial employers, which have instead concentrated in the rail corridors to the north and south and on the western side of O'Hare airport. Similarly, office space in Norridge is limited, as office uses instead have clustered on the eastern side of O'Hare near I-90, I-190, and I-294. The table below summarizes CoStar data on the overall square footage and vacancy rate by major real estate type for Norridge, the O'Hare or North Chicago Industrial submarket, and the region. Because of the preponderance of retail in Norridge, and the limited amount of industrial and office, the remainder of this section focuses primarily on retail.

Table 2.10. Commercial real estate square footage and vacancy by type for Norridge, the O'Hare /North Chicago submarket, and the region

	NORRIDGE SUBMARKET		O'HARE/NORTH CHICAGO SUBMARKET		CHICAGO REGION**	
	TOTAL RBA	VACANCY RATE	TOTAL RBA	VACANCY RATE	TOTAL RBA	VACANCY RATE
Retail	1,231,692	4.7%	9,431,728	8.8%	490,503,582	8.7%
Industrial*	550,156	5.8%	86,538,375	10.7%	1,147,366,735	11.8%
Office	109,916	84.8%	18,687,953	20.5%	449,469,122	15.3%

* CoStar classifies Norridge as part of the North Chicago Industrial submarket rather than the O'Hare Industrial submarket.

** CoStar's Chicago Region includes portions of Northwest Indiana and southwest Wisconsin

Source: CMAP Analysis of CoStar data.

Overall, retail in Norridge is producing a significant amount of retail sales, and throughout its history, the community has benefited from the resulting sales tax revenue. Recent-year sales estimates have decreased approximately 10 percent from peaks in 2006 and 2008, likely reflecting larger economic conditions in the region and nation. Because of its high concentration of retail the Village of Norridge provides many services to its residents without cost or at a lower cost than most neighboring communities.

Table 2.11. General merchandise retail sales, 2010

	NORRIDGE	COOK COUNTY	CHICAGO REGION
Retail Sales	\$350,286,356	\$44,903,843,176	\$81,027,332,176
Retail Sales per capita	\$24,495	\$8,644	\$9,610

Source: Illinois Department of Revenue.

The most prominent retail area in Norridge is the retail cluster located at the intersection of Harlem Avenue and Irving Park Road. This cluster serves as the place of employment for approximately 2,000 of the 4,800 jobs in the Village, and includes the HIP, Norridge Commons, and other smaller nearby stores. This area contains approximately 855,000 square feet of retail and has a vacancy rate of only 1.1 percent. The regional shopping centers HIP and Norridge Commons include many national retail chains, and attract customers from a large area. The closest retail clusters of similar size are Bricktown Square at Grand and Narragansett Avenues in Chicago, the Village Crossing on Touhy Avenue in Skokie/Niles, the Residences and Shops of Uptown Park Ridge are located near the six corner intersection of Touhy Avenue, Northwest Highway and Prospect Avenue, and the Market Place and Portage Park shopping centers at the intersection of Irving Park Road, Milwaukee Avenue, and Cicero Avenue in Chicago. Throughout the public engagement process, Norridge's regional shopping centers were identified as major assets to the Village and parts of its identity.

Outside of the Harlem-Irving Park area, corridor and neighborhood commercial uses, such as restaurants, gas stations, and other retail shopping businesses, are located along arterial streets throughout the Village. The condition, style, and use of each commercial property varies greatly throughout the community. With few exceptions, retail located on these corridors and more than a half mile from the Harlem-Irving Park intersection tends to be on shallow lots, is either in standalone structures or in small strip centers, and is convenience or service-oriented. However, a second significant retail cluster exists near the intersection of Cumberland and Lawrence Avenues. Retail in this cluster tends to be neighborhood- and convenience-oriented. Vacancy in this retail cluster is high, at approximately 18 percent, indicating that retail development in this area is struggling. This may indicate that the buildings need to be upgraded, that the tenant mix should be reconsidered or that other uses may be appropriate.

Retail challenges

Despite the overall favorable conditions for retail in Norridge, the community experiences a number of challenges. In some corridors, particularly Irving Park Road but also on some other arterials, shallow parcel depths for commercial properties fronting these streets limits potential redevelopment or infill development opportunities. Many businesses along Irving Park Road and Harlem Avenue have concerns regarding the sufficiency of parking related to the shallow lot depths, and these concerns were echoed by Village officials during the public engagement process.

The Village has actively implemented streetscaping improvements in some locations, namely along Harlem Avenue, to improve the corridor's appearance. This is reflected in the landscaped parking areas and architectural style of Norridge Commons, as well as recent improvements by the HIP to add landscaping and a plaza. However, there are still many gaps in streetscaping along the commercial corridors; this contributes to the perception that many of the older commercial properties are outdated.

While Norridge's regional retail options are very successful, it has limited neighborhood commercial options within walking distance of its residential neighborhoods. This is a potential issue for serving the daily shopping needs of residents, especially seniors or those with mobility limitations. To add to this, it is difficult to access the regional shopping centers without using a car, due to their locations on a major arterial and the lack of nearby pedestrian facilities. As the population ages, and more people begin to rely on alternative transportation, these shopping centers may ironically be more accessible to shoppers coming from other communities than to Norridge's own residents.

Related to the need for accessible neighborhood commercial uses, Norridge does not currently have anything identifiable as a downtown or Town Center area. Many communities across the region have compact, mixed-use, walkable areas, often centered around the community's historic commercial area or train station. Norridge has neither a train station nor a historic downtown, so has lacked anything resembling a mixed-use Town Center. This was the single greatest concern raised during the public engagement process, by residents, business owners, and Village officials alike. During a prioritization process held during the visioning workshop, attendees ranked the development of a Town Center as the single most important project to pursue for the future of Norridge.

Figure 6. Existing commercial



Source: Chicago Metropolitan Agency for Planning.

Transportation Conditions

Although there are no rail lines or Interstate highways within Norridge's boundaries, the community is well-served by road and transit systems, giving it convenient connections to the greater Chicago region. Residents rely primarily on private automobiles, but many also use the numerous public transit opportunities available via bus routes throughout the Village. The ability to walk or bike in the Village is inconsistent, with good conditions on neighborhood streets but significant barriers in some locations, particularly arterial roads.

In general, the condition of the Village's streets and right-of-ways are in good condition. The overall condition and appearance of the Village's streets and rights-of-way is the result of Norridge investing adequately in maintenance and replacement programs. As shown on Figure 7, a number of governmental entities control different roads within and adjacent to the Village of Norridge. Road jurisdiction impacts future street recommendations, especially those streets that are not under the full control of the Village of Norridge.

The Village is also well-served by public transportation. There are a number of bus options in the community, and they provide connections to rail stations (CTA and Metra), O'Hare International Airport, and regional employment centers. Both Pace and CTA provide bus service in Norridge, with six routes operated by CTA and two by Pace; Pace also provides paratransit service.

The Village of Norridge also provides a "Norridge Pace bus service" that provides bus service connections between Cascade Condominiums (near the intersection of Cumberland Avenue and Foster Avenue) and Norridge Commons. The Village of Norridge operates the bus service daily, Tuesday to Sunday, from 9:00 a.m. to 4:00 p.m. within the Village limits. This transportation is provided at no charge to residents, with funding coming from the Village's budget.

While roadway and transit conditions in the community are generally good, one transportation issue facing the Village is the alignment of Montrose Avenue at its connection with Harlem Avenue. The configuration of Montrose Avenue causes additional traffic congestion in the area and is confusing for drivers. There may be an opportunity to address this issue through the redevelopment of nearby vacant sites.

The Village has an extensive network of sidewalks within its residential neighborhoods. However, there is a need for more interconnected sidewalks in the commercial areas, especially along Harlem Avenue. The commercial businesses have areas with sidewalk "gaps" and in some areas there is not a clear separation between the pedestrian environment and the roadway, a problem which could be best addressed by a combination of pedestrian improvements and streetscaping. These conditions create barriers to pedestrian travel and also have safety implications. In general, the pedestrian

barriers exist on roads that are not under the Village's jurisdiction, meaning that coordination with the Illinois Department of Transportation (IDOT) will be necessary to address these issues.

There are no bicycle connections outside of the community to adjacent communities, parks, and forest preserves, and there are no designated bicycle routes within Norridge. However, strong opportunities exist for creating an interconnected bicycle route in Norridge that connects to the nearby Des Plaines River regional bicycle trail. The Village is currently working with other communities through the West Central Municipal Conference (WCMC) to create and implement a multi-jurisdictional bicycle plan.

As the population of Norridge ages, planning for alternative transportation is increasingly important. A strong system of public transportation and pedestrian connections is an important part of a community that supports aging in place. Alternative transportation may also be important to attract new families to the community, as amenities like bicycle routes can be attractive to potential new residents.

Locational assets

The Village has an excellent regional location and as a result is far above the regional average in jobs accessible by car and transit. As shown in the following table, the Village of Norridge scores extremely high in the percentage of regional jobs accessible within a 45 minute drive, with nearly 50 percent of jobs within this drive time. This means that a resident of Norridge can access over 2 million potential jobs within a 45 minute drive; the "average" resident can access less than 700,000 jobs from their home within the same time. Norridge also has higher-than-average job accessibility for transit. This is due to Norridge's location, which is near several transit options and also within a relatively short distance of suburban job centers in the greater O'Hare area, Schaumburg, Oak Brook and the I-88 corridor, and the Northbrook area, among others.

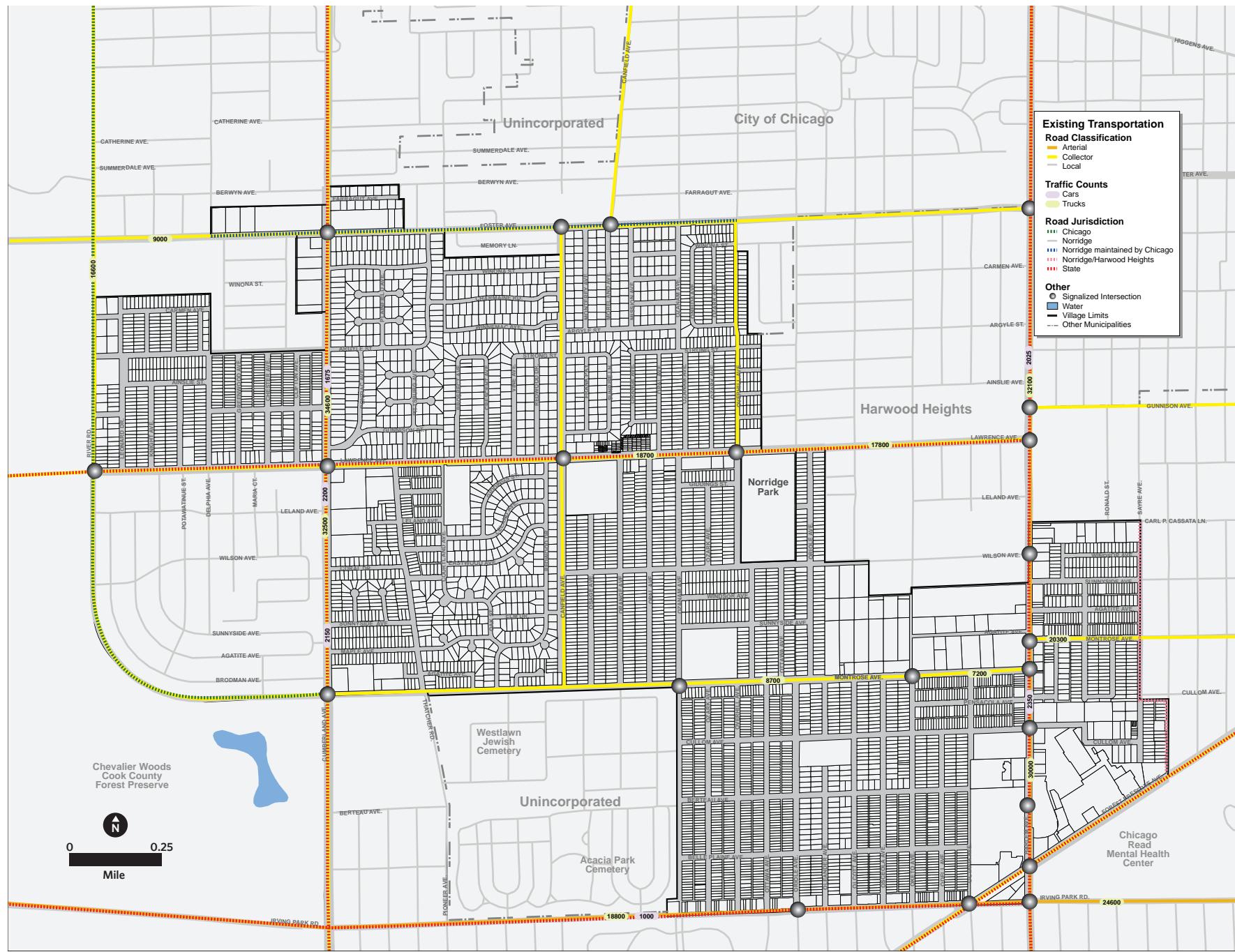
Its location could help the Village attract new residents. For example, Norridge would make an ideal residential location for a two-income family where spouses work in different job centers and both want a reasonable commute.

Table 2.12. Baseline indicators related to location

BASELINE INDICATOR	NORRIDGE	CHICAGO REGION
Vehicle miles traveled per household, 2007	14,332	17,443
Percent regional jobs accessible by car (< 45 minutes)	49.5%	15.9%
Percent regional jobs accessible by transit (< 75 minutes)	35.5%	20.9%

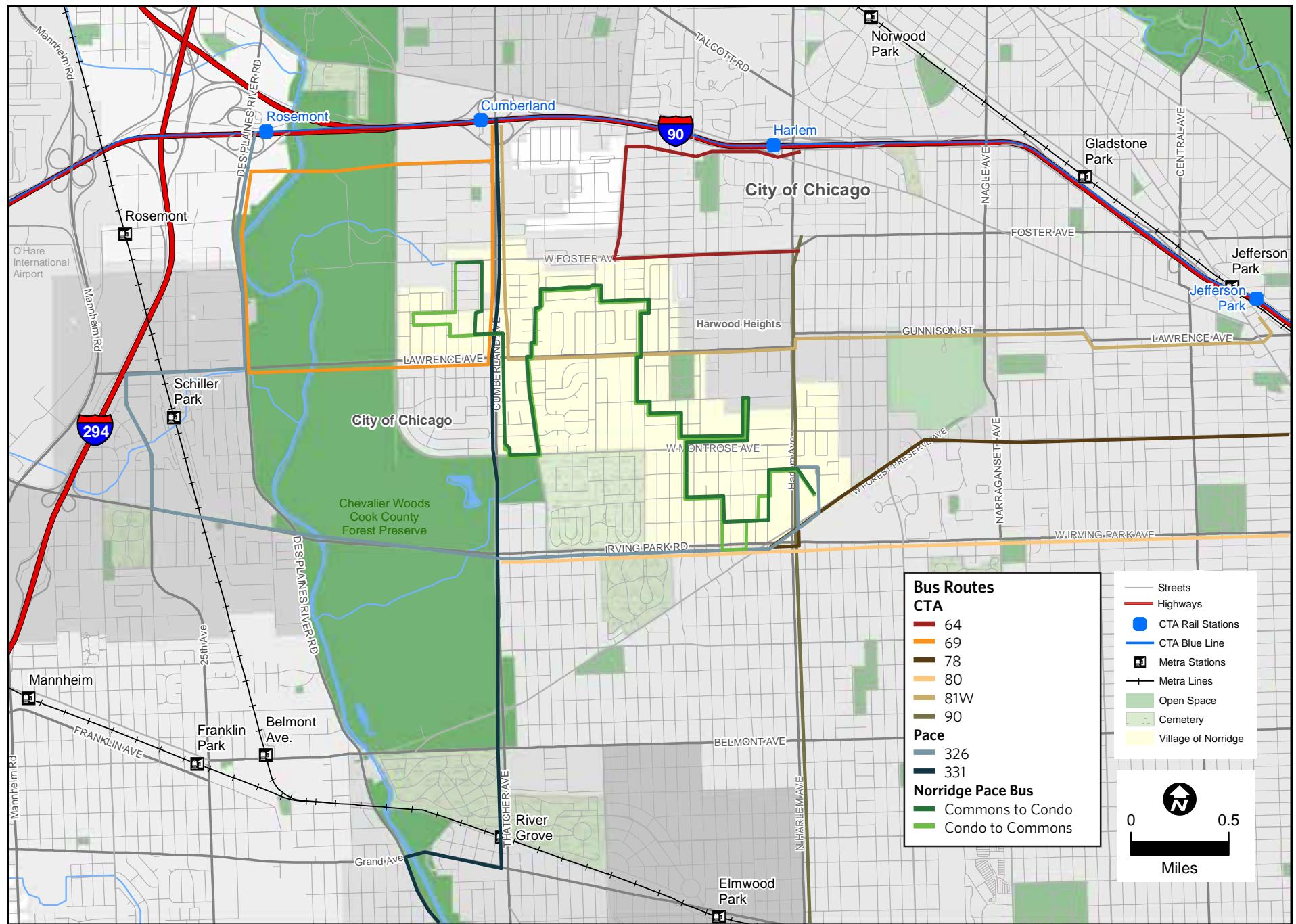
Source: CMAP and Center for Neighborhood Technology, 2011.

Figure 7. Existing transportation



Source: Chicago Metropolitan Agency for Planning.

Figure 8. Bus routes



Source: Chicago Metropolitan Agency for Planning.

Figure 9. Existing Montrose avenue and Harlem Avenue intersection



Source: Chicago Metropolitan Agency for Planning.

Community Facilities and Services

Norridge's community facilities, including government and nongovernmental facilities and services, help to ensure a high quality of life for residents. Community services are provided by governmental agencies such as the Village, Cook County, Norridge Park District, the Eisenhower Public Library District, Norwood Park Fire Department, Seniors Assistance Center (SAC), religious institutions, five public school districts (#79, #80, #86, #207, #234), various private schools, and others. The Village's public buildings are generally adequate, although the need for a new police station was raised by several participants during the public engagement process due to its age, size, and state of repair.

Norridge is quite limited in its supply of park space, although nearby parks outside of the community help to ameliorate this situation to some degree. The 20.3-acre Norridge Park, maintained by the Norridge Park District, is actually located in neighboring Harwood Heights, despite its name (the Norridge Park District provides services to both Norridge and Harwood Heights). The schools in the Village also provide parks and open space, but use by general residents (i.e., non-students) is limited to before or after school hours. The community's lack of open space is considered by its residents to be a problem, but because the community is built out, opportunities for new parks and open space within Norridge are very limited.

The Village is fortunate to be located directly adjacent to Catherine Chevalier Woods, owned by the Forest Preserve District of Cook County (FPDCC). However, formal access points from the Village into the forest preserve are limited, meaning that this regional asset is less beneficial to Norridge residents than it could be. Given the lack of open space within Norridge, connections to nearby parks and forest preserve facilities are quite important.

The public engagement process also uncovered interest by residents in additional community meeting and recreational space. In the past, surface parking lots have been used for large-scale community events, but no park or plaza or other community-wide gathering place exists. Also, younger participants in the public engagement process noted that the community did not have a "teen center" or similar space, and residents also noted that an improved senior center is also desired.

Health and senior services

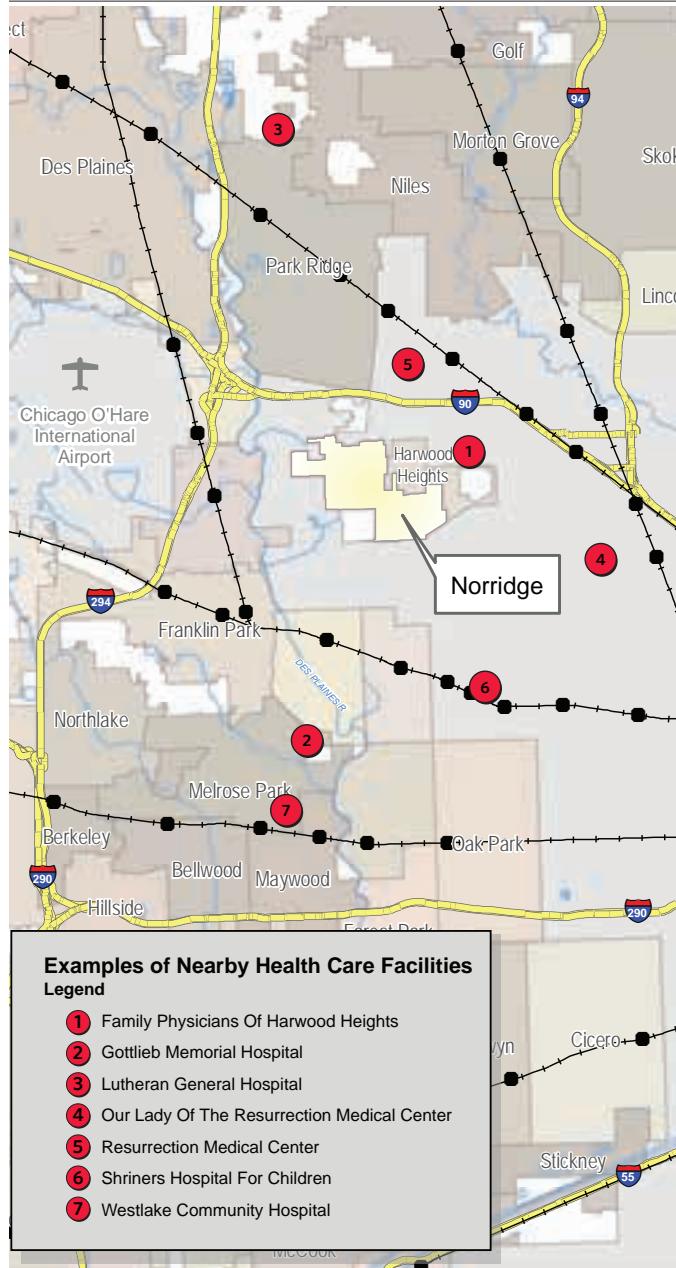
There is a strong link between health and physical planning. The dramatic rise in chronic disease rates has reinforced the relationship between public health and urban planning. To help improve community health, urban planners, engineers, architects, and public health officials have begun to promote design and development patterns that accommodate and promote physical activity. Recently, Comprehensive Plans have also begun to add health initiatives and recommendations. Comprehensive Plans are an excellent tool to help municipalities, such as Norridge, improve community health through better land use planning. For example, access to parks and open space has measurable positive impacts on health, as does a physical environment that permits walking and biking, and these topics have been covered earlier in this section.

Beyond the links between health and the built environment, health services will be increasingly important in the future, as the population ages. There are several major healthcare, nursing, and health/social service facilities in Norridge, including the Norridge Healthcare & Rehabilitation Centre and Central Baptist Village, a senior housing community with a continuum of care. Norridge is also within close proximity to a number of health care facilities in adjacent communities.

A significant number of senior services in Norridge are provided by the SAC. The SAC is a nonprofit organization that operates out of space adjacent to the Estelle Sieb Community Center. Established in 1975, SAC provides a variety of services to senior citizens in Norridge, Harwood Heights, and Norwood Park Township, including:

- Case advocacy and support.
- Friendly visitor.
- Telephone reassurance.
- Health seminars.
- Home-delivered meals.
- Income tax service.
- Information and assistance.
- Veterans affairs.

Figure 10. Examples of nearby health care facilities



Source: Chicago Metropolitan Agency for Planning.

Natural Environment

Norridge is a built-out community and is not in close proximity to sensitive environmental areas. It does not contain any threatened or endangered species or any surface waterways. Norridge receives its water from Lake Michigan and is fully covered by sewer service.

Norridge straddles two of the Chicago region's major watersheds. The community is on a ridge, at Overhill Avenue, that divides the Chicago River valley and the Des Plaines River valley. The Chicago-Calumet watershed, which covers much of northeastern Illinois and northwestern Indiana and is part of the larger Illinois River basin, covers the eastern portion of Norridge. The watershed of the Des Plaines River, which flows southward from Wisconsin and eventually meets the Kankakee River to form the Illinois River, covers the western portion of Norridge. While Norridge does not itself have sensitive environmental features, decisions made by the Village do affect the other communities downstream in these watersheds.

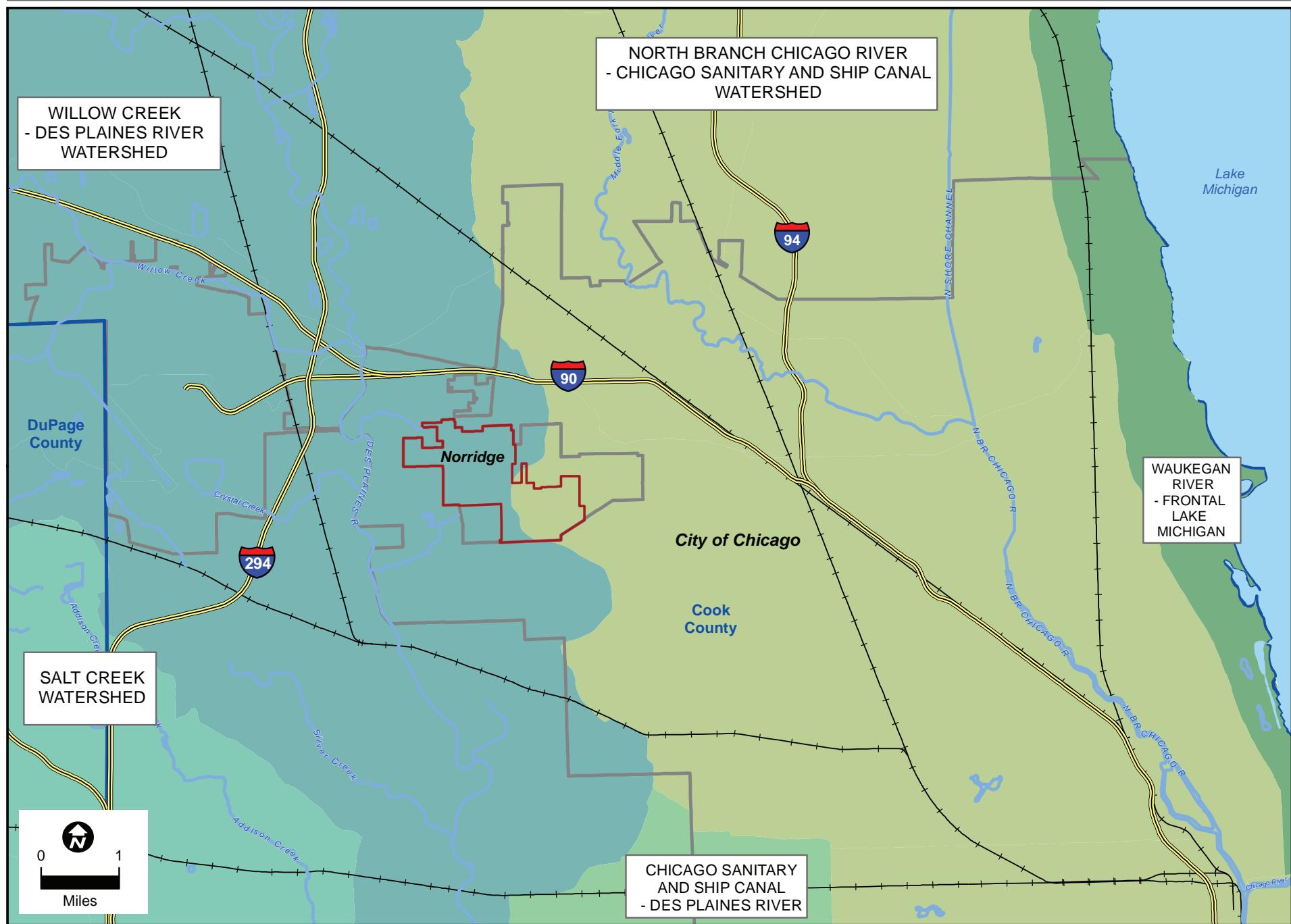
Similarly, there are opportunities for energy and water conservation in Norridge. While these are not related to environmental features directly within the Village, conservation on the part of the community can help to preserve natural features elsewhere in the region.

Figure 11. Community facilities



Source: Chicago Metropolitan Agency for Planning.

Figure 12. Watersheds



Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Section 3

Vision, Goals, and Objectives

To assist in directing the recommendations of the Plan, the following vision, goals, and objectives have been established. The vision is based upon input received from residents, stakeholders, members of the Planning Commission, the Village Board, municipal staff, and public workshop participants. The following is the community's vision for what it wishes Norridge to become in the next 10-15 years.

Vision

In 2025, the Village of Norridge continues to be a highly sought after place to live, to raise a family, to retire, to shop and to work. The Village's new Town Center is an exciting mixed-use development that is a vibrant place to shop, work, live, and recreate. In the Town Center, along a realigned Montrose Avenue, there is a community plaza, new restaurants, new retail, new government facilities such as a village hall, police station, community center and senior housing.

All residential neighborhoods are attractive; they consist of a well-balanced mix of primarily single family homes with some multi-family residential units, many of them aimed at seniors. New small parks have been acquired within neighborhoods to provide parks and recreational amenities within walking distance to most residents. A new bicycle system has been created that links Norridge Park with the Town Center and the Des Plaines River Bike Trail.

Neighborhood commercial uses have opened at key intersections in the Village to provide residents with their daily shopping needs. The HIP and Norridge Commons continue to be popular regional shopping centers that attract national retailers and shoppers from throughout the Chicago metropolitan area. Arterial corridors include a successful mix of commercial and residential uses.

Village residents continue to enjoy a high quality of life no matter what life cycle stage they are in. New families have been attracted to the village's high quality schools, recreation centers, and parks. Seniors continue to enjoy living and socializing in Norridge due to the Village's housing and transportation choices, as well as the many programs and services offered by the Village and other agencies.

Goals and Objectives

Building upon the vision are goals and objectives that serve as guides in preparing the recommendations for the Plan. Goals and corresponding objectives are provided to assist with plan elements for land use, residential, commercial, transportation, and community services. The following goals and objectives are based upon the results of the planning process which included multiple opportunities for input from residents, businesses, elected and appointed officials, and government agencies.

Land Use

Goal: Ensure a well-balanced land use pattern in Norridge that provides a variety of living, shopping, and recreating opportunities within close proximity to all residential neighborhoods.

Key Objectives:

- Encourage the development of a “Town Center” as part of the planned unit development (PUD) area that includes a mix of uses including retail and commercial uses.
- Build upon the existing land use pattern of the village’s commercial corridors to strengthen mixed-use commercial corridors that may include multi-family and professional office uses.
- Improve compatibility between industrial uses adjacent to residential properties, or relocate the industrial uses if necessary.
- Strive to create an attractive appearance along the commercial corridors.

Residential

Goal: Support an appropriate balance of housing types in the village to support “aging in place” for seniors and to attract younger families.

Key Objectives:

- Support existing residential neighborhoods.
- Provide programs and services that allow seniors to “age in place” in their homes.
- Continue to encourage new homes to be constructed to fit into the character of the neighborhoods.
- Promote the development of a variety of housing types to accommodate residents in all life-cycle stages including young professionals, families, and empty-nesters.
- Encourage new senior housing, high-quality multi-family housing, and senior living facilities.

Commercial

Goal: Support existing commercial and retail businesses and attract new desirable businesses to locate in the Village.

Key Objectives:

- Continue to work with and support the existing commercial corridors and larger regional shopping centers (i.e., HIP, Norridge Commons).
- Encourage new neighborhood commercial businesses that provide daily shopping opportunities within close proximity to residential neighborhoods.
- Consider future home to commercial conversions within residential neighborhoods along arterial or collector streets.
- Work with owners of commercial businesses to improve the appearance of their structures, signage, and parking areas and ensure new developments are attractive and well designed.
- Work with industrial businesses to improve the appearance of their structures and properties while also improving screening and ensuring compatibility when adjacent to residential properties.

Transportation

Goal: Enhance Norridge's transportation system by supporting a multi-modal environment that includes vehicles, pedestrians, bicyclists, and bus transit.

Key Objectives:

- Pursue "complete streets" approaches to transportation systems throughout the Village.
- Address gaps in the pedestrian system where they exist, with the goal of making the entire community walkable.
- Provide additional bicycle accommodations within and through the Village.
- Support public transit, including transit services operated by Pace, CTA, and by the Village itself, and improve the ability of all residents to access transit services.
- Address traffic flow problems by improving the performance of key intersections.

Photos from the public Visioning Workshop held at the Estelle Sieb Community Center.



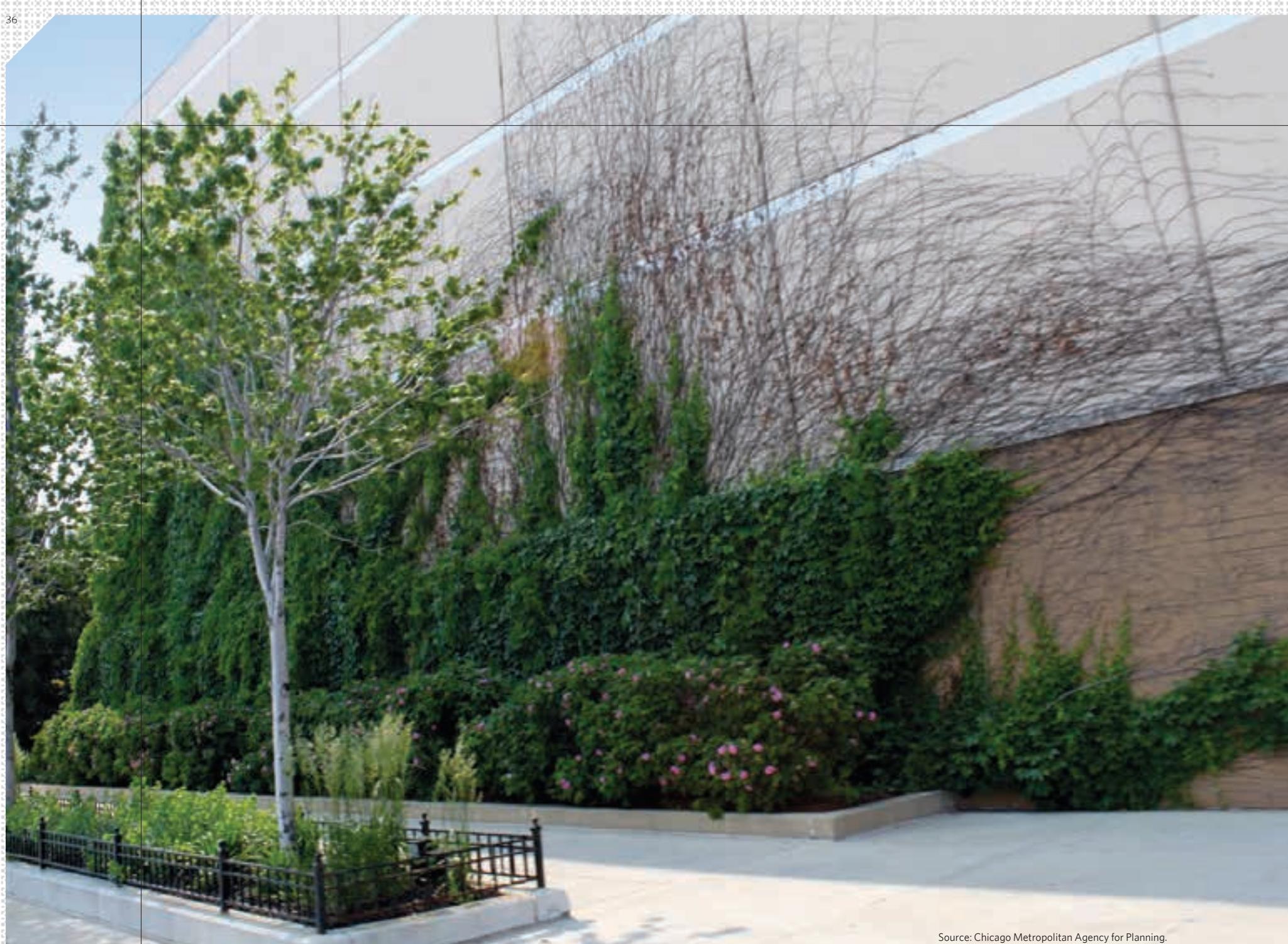
Source: Chicago Metropolitan Agency for Planning.

Community Service

Goal: Work with other agencies to provide high-quality, dependable, and efficient community services and facilities including parks, health providers, and municipal infrastructure.

Key Objectives:

- Continue to support other agencies and governmental agencies in providing quality community services and facilities that support a high quality of life for all residents.
- Support the Park District in their efforts to acquire additional park space in the community.
- Continue to work with others to provide effective and necessary services for seniors.
- Continuously work towards providing well-maintained municipal infrastructure including streets, water and sewer, streets, and facilities such as village hall, community centers, and police station.



Source: Chicago Metropolitan Agency for Planning.

Section 4

Recommendations

This section of the Comprehensive Plan for the Village of Norridge contains recommendations for actions to move the community toward the vision, goals, and objectives laid out in Section 3. These recommendations build on, and frequently reference, the challenges and opportunities described in Section 2. This section includes five subsections divided by topic: land use, residential, commercial, transportation, and community. Clearly, these issues are interrelated. For example, pedestrian improvements are discussed primarily in the Transportation subsection, but also affect pedestrian access to businesses (relevant to the Commercial subsection), as well as access to open space and community health (covered in the Community subsection). Throughout this plan, detailed recommendations are not repeated in different subsections, but there are frequent references to different subsections within the text.

Summary of key recommendations

As emphasized in the preceding sections of the Plan, the recommendations are meant to ensure that Norridge remains a thriving community for years to come by accommodating the needs of Norridge's existing residents as they age, while also making the community attractive for new residents.

The Plan calls for development of a walkable, mixed-use Town Center near the intersection of Harlem Avenue and Montrose Avenue; this development should include senior housing, public open space, shopping, services, and a new municipal campus. The concept of mixing uses within a single site or building is a consistent theme of the Plan, but it also recommends establishment of design guidelines to ensure that the existing attractive character and primarily single-detached residential homes that exists in most of the neighborhoods are protected.

Accommodation of the community's growing senior population through strategies that support "aging in place" is another major theme. Through its recommendations for additional multi-family housing, making single-family homes more accessible, and planning for residential and commercial uses in proximity, the Plan envisions a land use pattern that is friendly to the needs of senior citizens. It also recommends improvements to the transit and pedestrian systems of the Village to provide travel options for those who do not drive. A significant element of the Plan involves community health and senior services, very important topics for a community that has among the highest percentage of elderly residents in the region.

The Plan's recommendations are also designed to include features that attract younger families. Providing a mix of housing options, planning for additional bicycle routes and connections to regional trails, and locating additional park space within the community — all recommendations of the Plan — are meant to provide amenities that will make the community attractive to new residents.

Land Use

Norridge is a built out, fully developed community. There are limited opportunities for growth, all involving the redevelopment of vacant or underutilized land. Redevelopment of this type is difficult, so the Village needs a forward-looking strategy to make the most of the opportunities that exist. One of the most important ways that the Village can encourage the type of development that it wishes to see is by designating desired land uses clearly in this Comprehensive Plan and making its development regulations consistent with the Plan's recommendations.

In general, the Plan recommends that the Village pursue infill development that features a mix of uses and is designed to be walkable. This is now considered standard planning practice; it also enables aging in place by making it easier for residents with mobility limitations to fulfill their daily needs without having to drive.

Land use recommendations include:

- Develop a mixed-use Town Center, meant to serve as the focal point of the community, along Harlem Avenue near its intersection with Montrose Avenue.
- Adopt design guidelines to allow the Village to shape the character of planned redevelopment.
- Fully update the zoning ordinance to be consistent with the Plan.

This section also shows and describes future land use classifications in the Village. Further sections of the Recommendations section address residential and commercial land use recommendations in greater detail, as well as location and characteristics of community facilities.

Develop a mixed-use, walkable Town Center

The most significant single project recommended in the Norridge Comprehensive Plan is the creation of a “Town Center” that will serve as the focal point of the community. Residents and Village officials who attended public meetings during the planning process expressed a strong desire for such a development. The Plan recommends the development of a new Town Center on parcels to the west of Harlem Avenue near its intersection with Montrose Avenue. Currently, the recommended location consists primarily of vacant and underutilized commercial and manufacturing properties.

Figures 13a-g and 14 are presented to help illustrate what a future Town Center could look like in 10-15 years. The illustrations are conceptual, meant to reflect what a new focal area for the community could look like, and should not be interpreted as a specific proposed development plan.

To keep consistent with the character of resident’s vision, the Town Center should feature a mix of uses. Mixed-use projects are designed to allow residents to work, shop, recreate, and live all within walking distance, which lessens the dependence upon the automobile and supports a healthy lifestyle through biking and walking opportunities. Future uses should include a mixture of retail that takes advantage of its location along Harlem Avenue, but it should also include civic uses, public amenities, offices, and services that are geared toward Norridge’s older population and senior housing. These should be mixed within the same site, and in some cases within the same buildings.

The scale, type, and location of the future Town Center envisioned by the community may be an appropriate candidate for pursuing certification through the LEED-ND rating system. According to the U.S. Green Building Council, a LEED, or Leadership in Energy and Environmental Design, is “an internationally recognized mark of excellence that provides a framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions. The LEED for Neighborhood Development (LEED-ND) Rating System integrates the principles of smart growth, urbanism and green building into the first national system for neighborhood design. LEED-ND certification provides independent, third-party verification that a development’s location and design meet accepted high levels of environmentally responsible, sustainable development.” Source: www.usgbc.org.

Recommended strategies to develop the Town Center include:

- **The Village should establish appropriate development regulations and guidelines for this specific site.** The site is currently covered by a PUD zoning classification, which allows flexibility in development regulations with the goal of encouraging a higher level of design and development. This is appropriate for such a critical site. While this classification allows Village officials a high degree of influence over the ultimate site layout and characteristics, it also means that developers making a proposal face uncertainty concerning whether their proposal will be successful. The Village needs to walk a fine line; it should provide sufficient guidance so that developers will be confident submitting proposals, but also not develop overly specific designs for the site that may not match changing market realities. Therefore, the Village should establish design guidelines for this site, which address issues such as the mix of uses, walkability, transit supportiveness, connections to adjacent residential areas, internal circulation, open space provision and environmental features, design and architectural standards, and incorporation of civic and institutional facilities. This should be a specific part of the design guidelines recommended for the community at large.
- **The Village should conduct a detailed market study to develop a more sophisticated sense of exactly what types of development are likely to thrive on this site.** This should be used to fine-tune the development guidelines concerning appropriate uses and densities.
- **Working with property owners, the Village should pursue parcel consolidation to set the stage for development.** In the short term, this should begin with discussions with each relevant property owner to determine their long-term plans for remaining in the area. This can help the Village to determine appropriate phasing for the Town Center development as well as clarify its exact boundaries.
- **The Village of Norridge should coordinate with the Village of Harwood Heights.** In these discussions, the neighboring municipalities should determine the potential to coordinate the development of the Town Center with a proposed development in Harwood Heights immediately north of the site (at Harlem Avenue and Wilson Avenue). There is significant potential for conflicting or competing uses on these adjacent parcels. The Villages should discuss coordinating their redevelopment plans to reduce potential conflicts, ensure efficient circulation, or even attract a larger developer by planning for the coordinated redevelopment of both sites together.
- **Addressing the alignment of Montrose Avenue west of Harlem Avenue will require the Village to also coordinate with IDOT.** Currently, as discussed further in the Transportation Recommendations, this is an irregular intersection. There is potential for its geometry to be improved in tandem with the development of the Town Center.
- **Finally, the Village, possibly in partnership with its neighboring communities, should begin to approach potential developers.** A mixed-use development in this location will likely be of interest to developers of several types, including those that specialize in regional commercial development and those that focus on senior housing. This is a somewhat later strategy to be undertaken once the above strategies are underway. When it is appropriate to begin this strategy, the Village may wish to hire a development consultant to assist.

Figure 13a. Concept sketches of potential town center

NORRIDGE TOWN CENTER CONCEPTUAL SITE PLAN - Option 1 - 'U' Shaped Retail

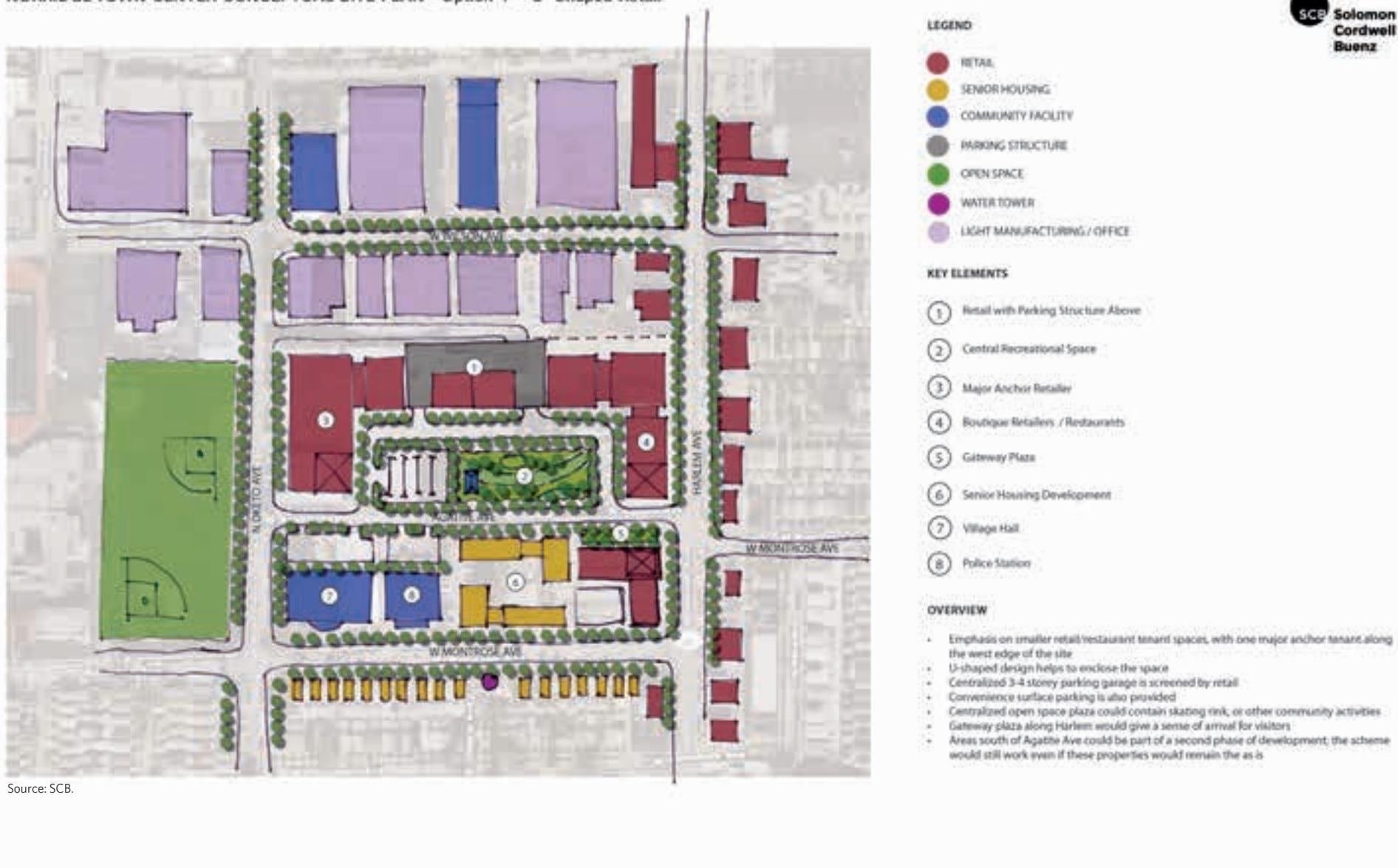


Figure 13b. Concept sketches of potential town center

NORRIDGE TOWN CENTER CONCEPTUAL SITE PLAN - Option 2 - Montrose Reroute



LEGEND

- RETAIL
- SENIOR HOUSING
- COMMUNITY FACILITY
- PARKING STRUCTURE
- OPEN SPACE
- WATER TOWER
- LIGHT MANUFACTURING / OFFICE

SCB Solomon Cordwell Buenz

ALTERNATIVE STREET LAYOUTS



KEY ELEMENTS

- ① Retail with Parking Structure Above
- ② Central Plaza-Open Space
- ③ Major Anchor Retailer
- ④ Boutique Retailers / Restaurants
- ⑤ Senior Housing Development
- ⑥ Village Hall
- ⑦ Police Station

OVERVIEW

- Shows fully realized Montrose Ave reroute
- Layout for south of Agatite Ave could also be used for the other concepts
- Continuity of retail frontages along Harlem Ave is maintained
- A balance of larger retail spaces and smaller boutique retail/restaurant buildings provide a variety of tenant options
- The open space / plaza in this scheme is located adjacent to the buildings allowing for outdoor cafes, and spill out retail
- 3-4 story parking garage screened by retail, and located closer to Harlem for easy access
- Curvilinear street pattern draws visitors into the site

Source: SCB.

Figure 13c. Concept sketches of potential town center

NORRIDGE TOWN CENTER CONCEPTUAL SITE PLAN - Option 3 - Town Square



LEGEND

- RETAIL
- SENIOR HOUSING
- COMMUNITY FACILITY
- PARKING STRUCTURE
- OPEN SPACE
- WATER TOWER
- LIGHT MANUFACTURING / OFFICE

KEY ELEMENTS

- 1 Retail with Parking Structure Above
- 2 Central Plaza Open Space
- 3 Major Anchor Retailer
- 4 Boutique Retailers / Restaurants
- 5 Recreational Park
- 6 Senior Housing with Retail Below
- 7 Village Hall
- 8 Police Station

OVERVIEW

- Emphasizes large anchor tenants, with a few small restaurant buildings located adjacent to the central plaza
- Linear open spaces provide an identity to the development and would serve as a community gathering place
- Community activities could provide program for the open spaces
- Parking garage uses roofs of the retail buildings, and would therefore be only one story
- Convenient surface parking provided for restaurants and open space
- Village Hall fronts on the community open space, giving it a civic identity

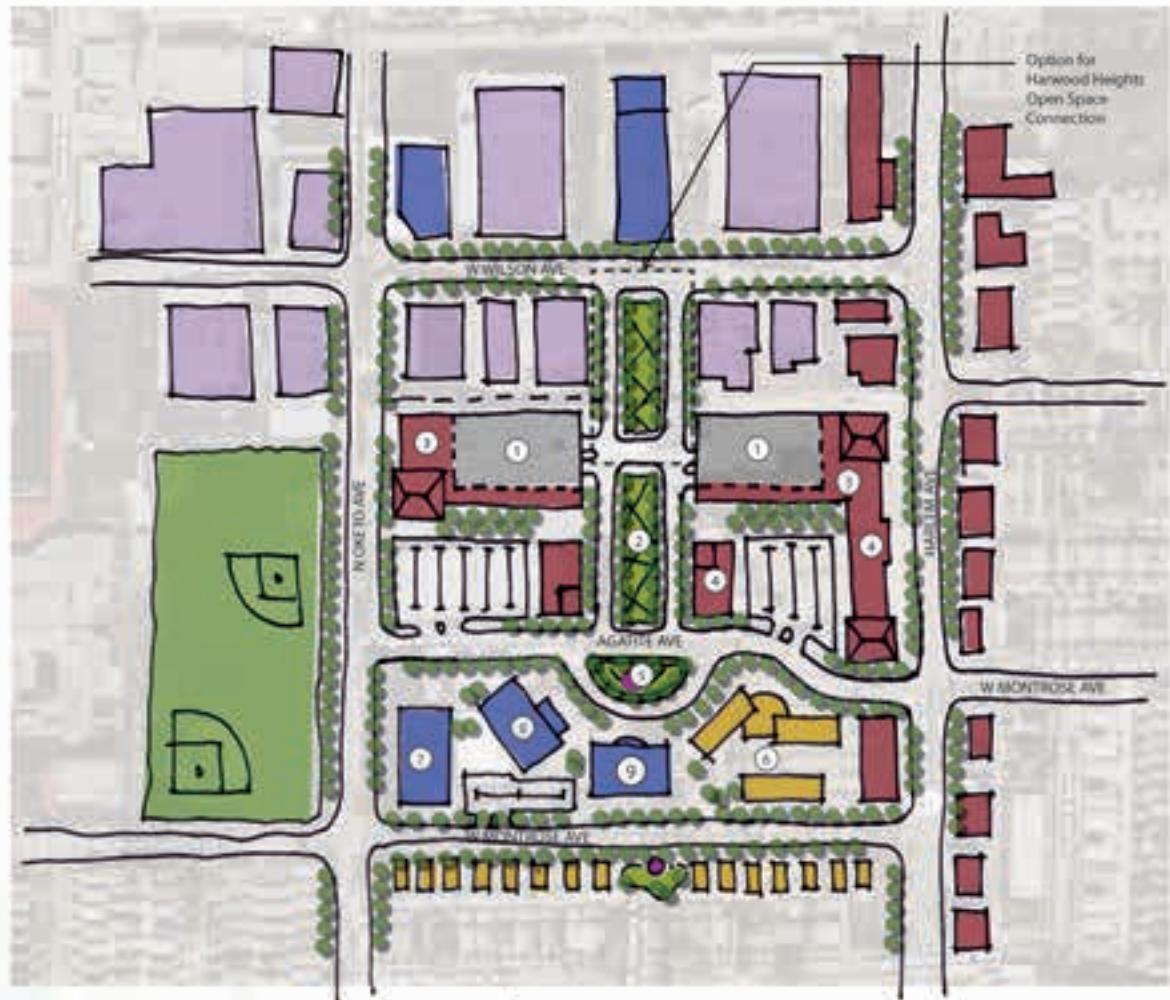
SCB Solomon Cordwell Buenz

Source: SCB.

Figure 13d. Concept sketches of potential town center

NORRIDGE TOWN CENTER CONCEPTUAL SITE PLAN - Option 6 - Town Square / Harwood Heights Connection

SCB Solomon Cordwell Buenz



LEGEND

- RETAIL
- SENIOR HOUSING
- COMMUNITY FACILITY
- PARKING STRUCTURE
- OPEN SPACE
- WATER TOWER
- LIGHT MANUFACTURING / OFFICE

KEY ELEMENTS:

- ① Retail with Parking Structure Above
- ② Central Linear Open Space
- ③ Major Anchor Retailer
- ④ Boutique Retailers / Restaurants
- ⑤ Civic Plaza
- ⑥ Senior Housing Development
- ⑦ Village Hall
- ⑧ Police Station
- ⑨ Post Office

OVERVIEW

- The central linear open space would create a pedestrian connection between the civic buildings of Harwood Heights and Norridge.

Source: SCB.

Figure 13e. Concept sketches of potential town center

NORRIDGE TOWN CENTER CONCEPTUAL SITE PLAN - Option 5 - Montrose Reroute / Harwood Heights Connection

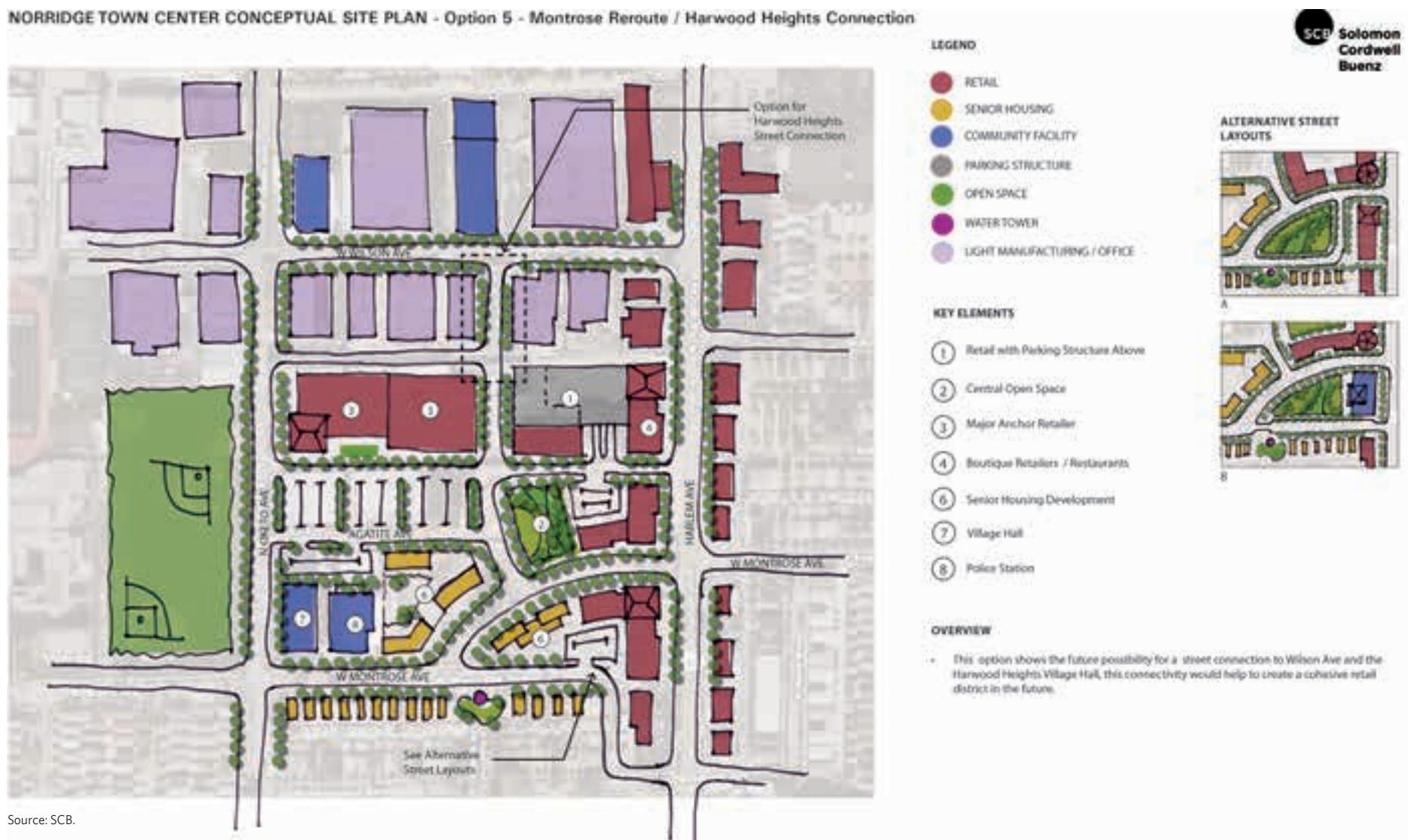


Figure 13f. Concept sketches of potential town center

NORRIDGE TOWN CENTER CONCEPTUAL SITE PLAN - Option 7 - Town Square / Harwood Heights Connection

SCB Solomon Cordwell Buenz



LEGEND

- RETAIL
- SENIOR HOUSING
- COMMUNITY FACILITY
- PARKING STRUCTURE
- OPEN SPACE
- WATER TOWER
- LIGHT MANUFACTURING / OFFICE

KEY ELEMENTS

- ① Retail with Parking Structure Above
- ② Central Plaza Open Space
- ③ Major Anchor Retailer
- ④ Boutique Retailers / Restaurants
- ⑤ Recreational Park
- ⑥ Senior Housing
- ⑦ Village Hall
- ⑧ Police Station

OVERVIEW

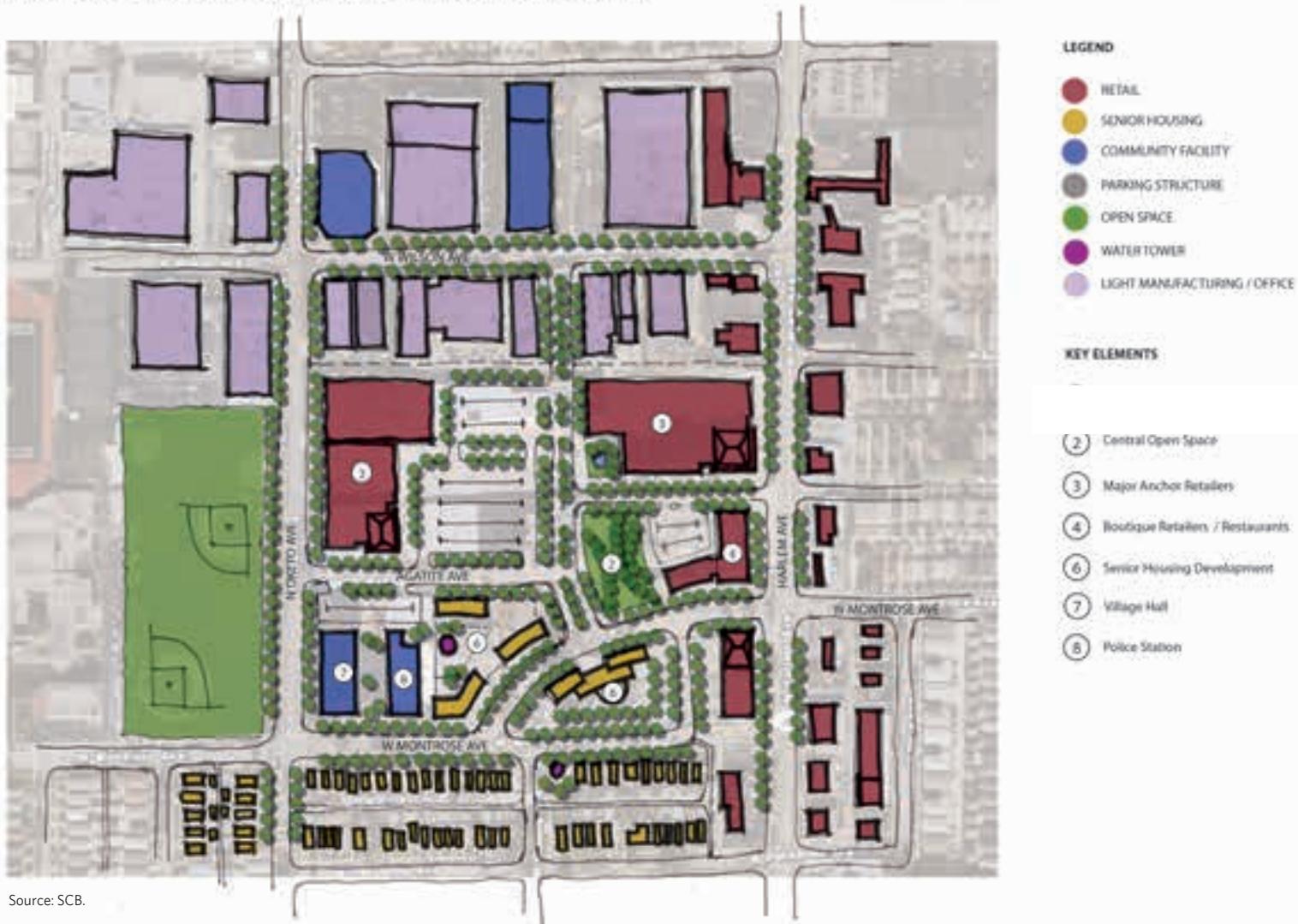
- This option shows a street connection to Wilson Ave, which works with the existing building layout.

Source: SCB.

Figure 13g. Concept sketches of potential town center

NORRIDGE TOWN CENTER CONCEPTUAL SITE PLAN - Preferred Option

SCB Solomon Cordwell Buenz



Source: SCB.

Figure 14. Town Center (note that this plan is conceptual only)



Source: SCB.

Adopt design guidelines

The recommendations of the Plan focus on infill redevelopment that includes a mix of uses. It is important for the new development to fit within the context of the existing community, particularly in cases where it is in close proximity to residential neighborhoods. Recommended strategies regarding design guidelines include:

The **Advisory Review Committee (ARC)** should continue its role and direct its efforts to include mixed-use and higher-density residential development. Currently, the ARC, which reports to the Village Board, reviews building alterations, additions, and new construction, evaluating compatibility, scale, proportions, massing, and relationship with the surrounding area. Most new projects will be mixed-use in nature, so the ARC should receive training to ensure that it is familiar with mixed-use principles and design standards.

The Village should **adopt formal design and redevelopment guidelines** to provide further guidance to potential developers on the features that are desired. These are meant as guides, not requirements, and should be administered in addition to the Village's code of ordinances and other development regulations. Separate but compatible guidelines can be established for different areas of the Village; for example, the Town Center development will likely have different design guidelines than a smaller-scale development in an arterial corridor. Features typically covered in design guidelines include pedestrian amenities, business signage, lighting, architectural details, and others. It can be useful to include photos or sketches within design guidelines to provide visual guidance in addition to text; the following photos and illustrations are examples of some that could be included within the design guidelines.

Update the zoning ordinance

The Village of Norridge's zoning ordinance is 50 years old and is not appropriate to guide the type of redevelopment described in the Plan. While occasional updates have been made, the overall ordinance is antiquated and is missing many features that a modern zoning ordinance includes. The implementation of many of the recommendations in the Plan relies on the zoning ordinance being consistent with the Plan; this will include changes to both the text of the zoning ordinance and the zoning map, which shows the classifications of individual parcels. The Village should update its zoning ordinance text and map; CMAP has committed to work with the Village on this project through 2012.

Figure 15. Preliminary commercial area design guideline examples



Streetscaping

An example of the existing streetscaping in front of the HIP along Harlem Avenue that shows landscaping, raised beds, and a tree canopy over the sidewalk.



Facades and Signage

An example of appropriate building facade design, rooflines, materials, and signage at Norridge Commons.



Facades and Signage

Another example of appropriate building facade design, rooflines, materials, and signage at Norridge Commons.



Pedestrian Crossings

An example of a highly visible pedestrian crossing in Downtown Naperville.



Green Building Techniques

An example of a pervious paver parking lot at the Lisle Morton Arboretum.



Iconic Buildings

New commercial buildings should be of high-quality. At highly visible locations iconic building elements such as towers or raised elevations should be used.

Land Use Classifications

Future land use classifications are illustrated on the future land use map (Figure 16). A map that shows only new land uses — those that change from their current use in the future land use plan — is shown in Figure 17. The future land use map builds upon the existing development pattern of the Village while recommending appropriate infill development on underutilized or vacant parcels.

Land use classifications include the following:

- The single-family detached residential classification is intended to maintain the current primary housing type in the community. Areas with this classification are meant to include solely single-family detached homes. This classification covers the majority of the Village's area.
- The multi-family classification is meant to support higher-density housing, typically including three to four story condominium or apartment buildings. Multi-family areas are located in several areas in the Village, primarily along Lawrence Avenue, in the community's northwest corner, and east of Harlem Avenue.
- The senior housing classification designates multi-family housing that is restricted in terms of the age of its occupants or is heavily oriented toward meeting the needs of senior residents. The land use map shows an existing major senior housing development at Lawrence Avenue and Canfield Avenue, plus a new development of this type to the north of the HIP shopping center.
- The neighborhood commercial classification indicates areas that are intended to meet the daily shopping needs of nearby residents and are located in close proximity to residential areas. Only a small area along Montrose Avenue is designated as neighborhood commercial, though expansion of this will be considered in the longer term.
- Two types of mixed-use areas are identified in the plan. The intent of these classifications is to support the current development patterns that exist along the village's arterial streets as well as to create a mixed use Town Center that is envisioned by the community. Overall, the mixed-use classification will likely benefit existing property owners and future developers by allowing for maximum flexibility in future uses.
 1. The mixed-use commercial corridor classification identifies areas where residential, commercial, institutional, and other uses would be permitted to occupy the same site or the same building. This classification would allow these different uses to be interspersed along a corridor on adjacent sites, as is currently the pattern of development along most of the arterial streets. Although commercial uses should be the prominent land use in these corridors, other uses such as multi-family and professional office are also appropriate.
 2. The mixed-use Town Center classification consists of the village's already identified PUD area. This classification includes a variety of uses that are desirable in creating a Town Center, such as retail, office, multi-family residential, public spaces, and community facilities.
- The **regional commercial** classification is used for only a few areas, and indicates a major shopping center of regional significance; in Norridge this includes the HIP and Norridge Commons.
- The **industrial** classification shows land that is intended to be used for light industrial purposes, including manufacturing, storage, or similar uses. Only one industrial parcel is found in the future land use map, in the Village's northeastern corner.
- **Community facilities, religious institutions, parks,** and similar public or institutional uses are also shown on the land use map in a variety of individual classifications. These are found in locations throughout the community.

Figure 16. Land use plan



Source: Chicago Metropolitan Agency for Planning.

Figure 17. New land uses only



Source: Chicago Metropolitan Agency for Planning.

Residential

The majority of residential neighborhoods in Norridge are attractive and well-maintained. Its housing stock, made up of single-family homes, is in good condition. However, the Village's housing stock may need to adapt to changing demographic conditions. As residents age, more multi-family housing will likely become necessary to accommodate seniors to remain in the village after they choose to no longer maintain/live in their current single-family detached home. Important elements of housing to consider with senior residents in mind are its affordability, accessibility, and safety. Since many older residents can be faced with mobility constraints and may no longer drive private vehicles, they may find it difficult to run daily errands, socialize with friends, or access their needed healthcare services if they remain living in neighborhoods made up solely of single-family homes. Providing a variety of housing options and ages will also be important to attract new residents to the Village. Addressing these likely changes, while still maintaining the character of Norridge's residential areas and ensuring that new housing fits well within the community, is among the primary challenges of the Plan.

The recommendations contained in this section are meant to continue to provide appropriate housing for Norridge's residents into the future while also making the Village attractive to new potential residents. A mix of housing options is desired, keeping the existing single family home character of the community but also providing a greater breadth of options in terms of housing density, size, and price. Future residential uses should build upon the already established single-family home character of Norridge while also adding in appropriate amounts of additional housing options. Townhomes (single-family attached units) and multi-family developments are recommended at key locations throughout the community, primarily on vacant or underutilized properties, or as part of larger redevelopments.

Residential recommendations include:

- Support seniors "aging in place" in their homes through retrofit programs and similar strategies.
- Permit more multi-family and senior housing in appropriate locations.
- Permit additional housing options that serve the needs of younger families.
- Improve and maintain a high-quality and attractive character through the use of design guidelines for new residential development.

This section also highlights and describes the residential areas contained in the Village's future land use map.

Support "aging in place" in single-family homes

Norridge has a very high senior population, and many residents have lived in the community for decades. As noted in the Challenges and Opportunities section of these documents, surveys by the AARP demonstrate that most seniors want to "age in place," or remain in their homes for as long as they are able. However, as they age and their needs change, seniors may have difficulty maintaining their single-family homes, and may need assistance from neighbors or public agencies to remain in their homes. Recommended strategies to support aging in place include:

- **The Village should support universal design principles.** This can include the incorporation of these principles into codes and ordinances, so that new construction or major renovations of housing keep the needs of seniors in mind. Communities across the region have pursued these strategies; examples include the Village of Bolingbrook's visitability ordinance and the City of Naperville's visitability standards for all new homes. The term visitability specifically refers to the most basic features of a home that would allow a person with a physical impairment access, such as a doorway, hallways, and a bathroom. The Village should also provide support to residents who wish to make physical improvements to their homes, such as the installation of grab bars in bathrooms, widening of doors to allow wheelchairs to fit through, and other options to increase their accessibility. This could be done through a matching grant program, or through the provision of information to older residents through the SAC.
- **The Village should encourage residents to pursue energy efficiency retrofits.** For many seniors on fixed incomes, maintenance of their homes and payment of their utility bills can be a major expense. Retrofit programs make homes more energy efficient, and some available financing options spread costs over several years to allow the improvements to pay for themselves. Many programs provide free energy audits before making improvements, so that residents have a full understanding of the benefits of pursuing the program. The Village should assist its residents in taking advantage of existing programs like the Energy Impact Illinois (EI2) program or the Low Income Home Energy Assistance Program (LIHEAP). In coordination with the SAC, the Village can play a role in providing information to its residents about these programs, and may be able to play a financial part as well. In addition to reducing costs for residents, participation in these programs has positive environmental impacts, so it should be pursued as a priority.
- **One housing option for seniors living alone is to participate in a "home-sharing" program, in which seniors get paired with each other so that they may enjoy the freedom of a single-family home while still having a companion around the house and in case of emergencies.** The Center of Concern, a service organization in Park Ridge, Illinois that helps the elderly and home-bound retain

their independence, has a home-sharing program that serves the Chicago region's northwest suburbs. The program does its best to match homeowners who have extra space in their homes with other residents in their community who need affordable housing. The SAC works with the Center of Concern to refer Norridge residents to this innovative program.

- **Beyond these public programs, there are many ways that residents of Norridge can help each other without the involvement of Village government.** This can be as simple as the neighbor of an elderly resident helping with snow shoveling, or as complex as establishment of a nonprofit "Elder Village," as described further in the Community Recommendations section of the Plan. Other examples include linking high school volunteers with elderly residents to help with yard work and other home maintenance. The Village should support these ideas and programs as they arise, but may not need to take a leadership role in them.

Permit multi-family and senior housing

Some senior residents, while seeking to remain in their communities, prefer multi-family housing that avoids the maintenance requirements of a single-family house, allows them to downscale from a larger home to a smaller one, or provides access to needed health care or other services. Senior housing facilities often offer centralized services like pharmacies and recreational areas that residents can utilize easily. By living near other senior citizens and close to their needed amenities, the community's aging population could enjoy an improved quality of life while getting to stay in the Village. Currently, Norridge has limited multi-family options, with about 20 percent of residents living in multi-family buildings; this limits the ability of seniors from Norridge to remain in the community as they age. To address the expected growing need for this type of housing, the Village should permit additional multi-family housing. Recommended strategies to increase the supply of multi-family and senior housing include:

- **Senior housing should be permitted and encouraged as a major element of the new Town Center development.** Described in more detail in the Land Use section, this new development should include a significant component of multi-family housing geared toward seniors.
- **Several additional locations should also be rezoned to permit multi-family housing.** The largest of these is an underused industrial site north of HIP along Cullom Avenue. This is an industrial site located near other multi-family developments and also near to Norridge Health Care and Rehabilitation, as well as commercial areas, making it an appropriate place for more compact housing.

- **Also, in commercial areas that are underperforming or limited by parcel depth, such as along Irving Park Avenue or near the intersection of Cumberland Avenue and Lawrence Avenue, the land should be rezoned to permit a variety of uses, including permitting the continuation of retail uses but also allowing multi-family housing.** This would give property owners in these areas additional choice, allowing them to continue to operate as commercial uses but also allowing the possibility of constructing multi-family housing if they wish. A mixed-use zoning classification, as well as the application of design guidelines that apply to new development, would accomplish this. The Village should also support parcel consolidation in these areas, as they are limited in their development potential by shallow lot depths.

Permit housing that meets the needs of younger families

During the early part of the past decade, Norridge experienced "teardown" activity in its residential areas, as new residents were attracted to the community but found the housing stock to be outdated. The Village addressed this issue effectively by updating its zoning ordinances and development requirements to accommodate but manage additions and two-story homes. As a result, the Village's residential neighborhoods today contain a mix of older and newer development that maintains the scale of the residential areas. While housing development nationwide has slowed dramatically due to economic conditions and the foreclosure crisis, some form of the teardown trend may reemerge in future years, and the Village should be prepared for it. Recommended strategies to address pressure to modernize housing stock include:

- **As described above, some of the Village's aging commercial corridors should be rezoned to permit a variety of uses.** This includes senior housing, but also could include townhomes, duplexes, or three to six unit multi-family buildings attractive to young families. Essentially, property owners along these commercial corridors should be permitted to retain their land as commercial, but should also be permitted to redevelop their properties as housing of a variety of types, responding to market conditions.
- **The Village should also maintain its teardown requirements, while revisiting these periodically to make sure that they address recent development trends.** Permitting residential redevelopment like teardowns is important for the Village's future, but teardowns must be managed carefully. The Village should also consider additional requirements to address the impacts of teardowns, including ordinances requiring or encouraging deconstruction rather than demolition, which limits construction waste and impact on nearby properties.

Preserve high-quality attractive community character through the use of residential design guidelines

It is important to preserve the existing high-quality attractive character that exists throughout most of the residential neighborhoods while adding new housing choices. This is particularly critical to gather community support for land use change that includes a more compact pattern of development; the Village of Norridge must be clear that its efforts to provide more diverse housing stock will not negatively impact the quality of life of its existing residents. The Village should apply design guidelines to major residential development; this strategy is described in more detail in the Land Use section.

Residential Land Use Classifications

The Plan recommends three types of residential land use. These are shown in Figure 19, which highlights the areas of the community planned for residential use. The characteristics of each of these areas are described in the Land Use section, which defines each type of land use shown in the map.

The residential recommendations described earlier in this section will affect different areas of the community:

- The single-family detached residential areas will be the focus of the Plan's recommendations concerning aging in place within single-family homes. These areas are also where teardowns are most likely to occur in the future.
- The multi-family residential and senior housing areas typically exist today, although one site, in the eastern part of the community, is recommended to be rezoned from its current industrial use.
- All of the mixed-use areas shown are new, and include the proposed Town Center as well as arterial corridors. These areas are the focus of the residential recommendations concerning zoning for a mix of uses and also will be the place where design guidelines are most commonly applied.

Figure 18. Preliminary residential design guideline examples



Single-Family Residential Character

Current examples of the existing residential character for many areas of the village. Future residential developments should help strengthen and maintain this character through appropriate design, building materials, rooflines, and features.

Source: Chicago Metropolitan Agency for Planning.



Townhomes

An example of an existing well-designed townhome development in Norridge. Future townhome developments should be well designed with parking ideally accessed from the rear.



Multi-family housing

An example of an existing multi-family housing development in Norridge. The use of brick materials, landscaping and covered walkway creates an attractive building.

Figure 19. Housing plan



Source: Chicago Metropolitan Agency for Planning.

Commercial

Norridge includes two large, successful regional commercial centers, the HIP and Norridge Commons. These are significant generators of jobs and revenue for the Village. However, there are limited commercial options that are smaller in scale, and it is difficult to access the regional commercial centers from residential areas without driving. Several of the Village's other commercial areas, including the retail uses which line arterial roadways, are less successful, are faced by parking challenges, and are limited in their redevelopment potential by shallow parcel depths. The Village has limited industrial and office development, so the recommendations in this section focus on retail uses.

The Plan supports existing businesses and seeks to attract additional new commercial opportunities to vacant and underutilized parcels. While recognizing the importance of the regional shopping centers to the Village, the Plan addresses the shortage of walkable commercial options geared toward the needs of Norridge's population, including its large proportion of older residents. The Plan also seeks to address the issues facing struggling retail corridors.

Commercial recommendations include:

- Attract additional commercial development, particularly neighborhood-oriented commercial, and increase the walkability of current commercial areas.
- Bring complementary uses to underutilized retail corridors, permitting a mix of commercial and residential.
- Maintain the attractive appearance of the community through the use of design guidelines.

This section also highlights and describes the commercial areas contained in the Village's future land use map.

Increase walkable and neighborhood-oriented commercial development

While the Village has significant regional commercial development, there are a smaller amount of neighborhood commercial uses that are in close proximity to residential areas. To support aging in place, the Village should create environments in which residents can walk to shopping, healthcare, and service opportunities. As residents age, their consumption patterns also change, with a higher proportion of expenditures on health and medical needs. The Village should encourage an appropriate balance of commercial businesses to meet the emerging needs of Norridge residents. Recommended strategies to increase walkable, neighborhood-oriented commercial development include:

- **Commercial uses should be permitted in the new Town Center development described further in the Land Use section.** These can include regional and corridor commercial components, but also should include neighborhood commercial, including businesses oriented toward the senior population. The Town Center should feature convenient pedestrian access, both within the site and connecting to adjacent neighborhoods.
- **The Village should explore the establishment of neighborhood commercial businesses on collector streets at key locations.** Commercial "nodes" may be appropriate at key intersections along collector streets, and opportunities for parcel consolidation should be pursued to permit development of businesses catering to the daily shopping needs of nearby residents, such convenience items and fresh food. The sites ability to provide adequate parking and screening are important factors in considering new commercial businesses near or within residential areas.
- **A long-term strategy that the Village should consider is the conversion of some residential properties along collector streets to professional office or neighborhood commercial uses, subject to compliance with design guidelines.** The intent would be to provide shopping, service, and health care opportunities within a short walking distance of single-family residential neighborhoods. Neighborhood commercial uses should be well screened and buffered from adjacent residential areas, and appropriate parking should be provided. This is a longer-term strategy, and the Plan identifies general areas where this should be considered, rather than specific parcels.
- **In addition to establishing new commercial areas that serve local needs, the Village should pursue opportunities to improve the walkability of existing commercial areas.** It is currently quite difficult to walk to shopping centers such as the HIP from residential areas west of Harlem Avenue, for example. This strategy is discussed at further length in the Transportation section.

Allow a mix of uses in challenged commercial corridors

As noted in the Residential section, multi-family and single-family attached housing should be permitted uses in commercial corridors along Irving Park Road, Harlem Avenue, Lawrence Avenue, and others. Some commercial uses in these areas have struggled and faced parking shortages, in part because they are on small and shallow lots. These corridors already contain mixtures of residential and commercial uses; this recommendation would permit the conversion of uses from commercial to non-commercial, and vice versa, based on market conditions and proposals from developers. Recommended strategies include:

- **The Village should permit both commercial and multi-family apartments/townhomes on small lots currently zoned for business use along major roadway corridors.** The purpose is not to force conversion of these areas to residences, but to permit this if desired by property owners. The use of design guidelines, described further below, should be used to ensure a high quality of development.
- **To address parking issues in these corridors, the Village should permit and encourage shared parking between residential and commercial uses in these retail corridors.** Residential and retail uses have parking peaks at different times, meaning that the same spaces can be used for residential parking at certain times of day and for commercial parking at other times. This strategy can help to reduce the parking challenges that older commercial corridors have faced without requiring the construction of large new parking areas on these small lots.

Preserve community character through design guidelines

The new commercial development described above focuses extensively on mixed-use development, with residential and commercial uses in close proximity. It is important that this occur in a way that does not negatively impact quality of life in existing residential areas. The Village should apply design guidelines to new commercial development that is significant in size or in close proximity to residential areas. Currently, the Village's ARC reviews developments, but the establishment of guidelines would help to make their decisions more clear and predictable to developers.

Commercial Land Use Classifications

Overall, the commercial areas plan recommends five different types of commercial uses: neighborhood commercial, corridor commercial, regional commercial, industrial, and mixed-use. Commercial areas are shown in Figure 20 and each type is described further below.

As these maps demonstrate, most of the new commercial development in the Village will focus on mixed-use development, allowing commercial and residential uses on the same parcel or in the same building. The recommendations earlier in this section apply to different areas of the community.

- **All of the mixed-use areas shown are newly recommended by the Plan and are of two types.** One is the new Town Center, which includes a variety of commercial and non-commercial uses. The other mixed-use commercial corridor exists along arterial and collector road corridors and includes land which was previously designated and zoned as a variety of different uses; this has been simplified into a single mixed-use classification. The design guidelines noted above will be most heavily applied in these areas, since they make up most of the new development and redevelopment anticipated.
- **The Village has only a few designated neighborhood commercial areas today, and these are recommended to remain.** In the long term, establishment of new neighborhood commercial areas in currently residential areas is recommended to be considered.
- **The Village's major shopping centers are identified as regional commercial.** The recommendations concerning improving walkability to major commercial areas will primarily affect these. Part of the new mixed-use Town Center is expected to function as regional commercial, but this is part of a larger mixed-use development rather than a new stand-alone regional shopping center.
- **Only one industrial parcel exists in the future land use map, and no new industrial development is recommended in the Plan.**

Figure 20. Commercial plan



Source: Chicago Metropolitan Agency for Planning.

Transportation

Norridge is well-served by the region's road and transit systems, with convenient connections to the greater Chicago region. Its roadways are well-maintained and primarily organized in a classic grid system, it is served by eight bus routes operated by CTA and Pace, and it has an extensive sidewalk system that covers its residential areas. However, there are also some gaps in its transportation infrastructure. Major arterial roadways present significant barriers to pedestrian travel, and the Village does not have any marked bicycle routes or direct connections to nearby regional trails. The aging population is likely to place increased demands on transit and paratransit systems as some residents become less able to drive. Finally, one specific intersection in the Village, at Harlem Avenue and Montrose Avenue, is irregular and causes traffic congestion and driver confusion.

The Plan seeks to create a multi-modal transportation system in Norridge that enables the use of transit, bicycling, and walking for daily trips. The recommendations contained in this section are meant to overcome barriers to pedestrian and bicycle travel, make transit and paratransit options more attractive to residents, and address roadway needs.

Transportation recommendations include:

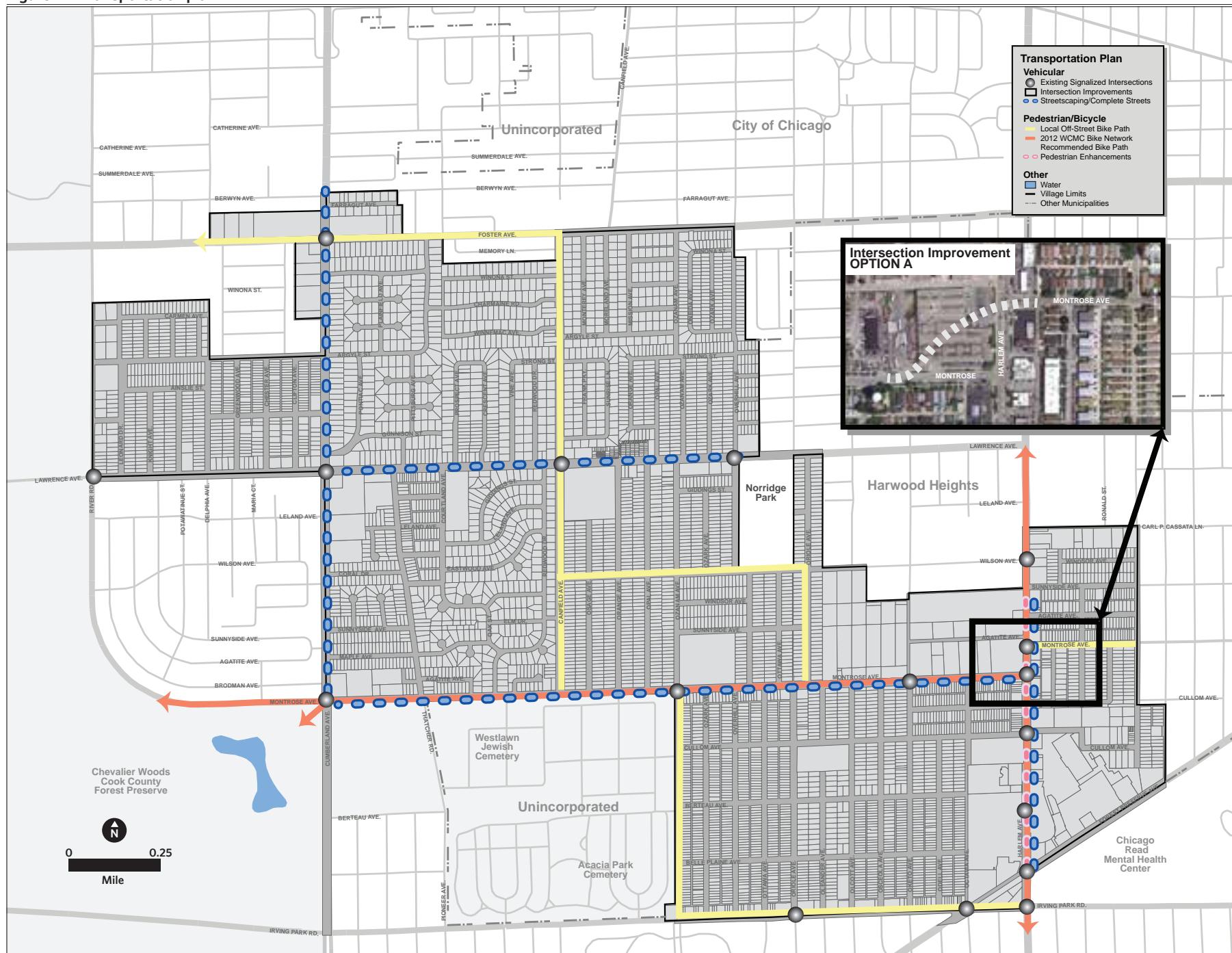
- Pursue improvements to make the Village more accessible to pedestrians, bicyclists, and people with mobility limitations.
- Provide links to regional trails and recreational assets.
- Plan for increased paratransit service to meet the needs of the growing senior population.
- Improve the alignment of the intersection of Harlem Avenue and Montrose Avenue.

The recommendations described in this section are highlighted on Figure 21.



Source: Chicago Metropolitan Agency for Planning.

Figure 21. Transportation plan



Source: Chicago Metropolitan Agency for Planning.

Pursue improvements to the look and function of key streets

The concept of “complete streets” is to design roadways to accommodate pedestrians, bicyclists, transit, and cars, creating multi-modal transportation networks. The National Complete Streets Coalition defines a complete street policy as a “policy to ensure that transportation planners and engineers consistently design and operate the entire roadway with all users in mind — including bicyclists, public transportation vehicles and riders and pedestrians of all ages and abilities.”

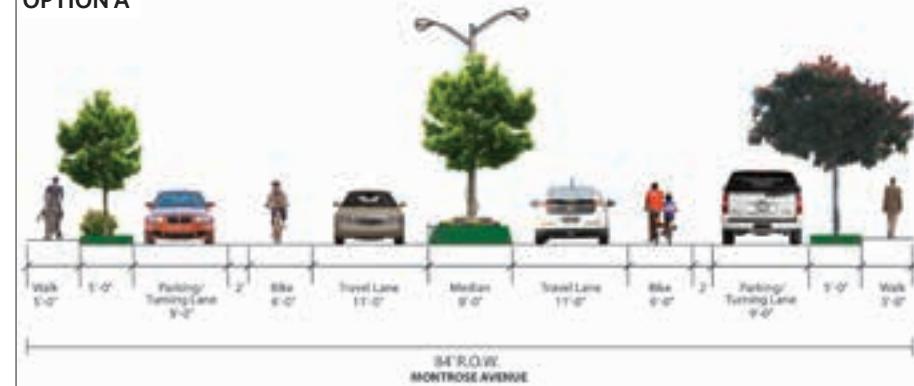
Source: National Complete Streets Coalition, <http://www.completestreets.org>.

Recommended strategies to advance complete streets principles include:

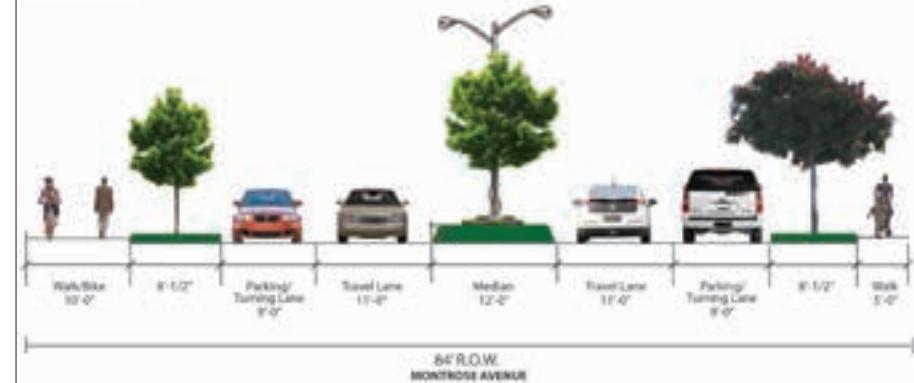
- **The Village should adopt a formal complete streets policy that expresses its commitment to the concept.** Numerous other local governments in suburban Cook County have taken a similar action in the past year, with assistance from the Active Transportation Alliance supported by grants through the Communities Putting Prevention to Work initiative of Cook County’s health department. The Village should communicate with other local governments that have taken this step, which include the City of Des Plaines and the Village of Forest Park, and should develop a policy statement that reflects complete streets principles but also is customized to the Village’s needs.
- **The Village should also consider the full implementation of a complete streets treatment on a roadway within the community.** This should involve sidewalk and streetscape improvements as well as designated space for bicyclists. Based on a preliminary evaluation, it appears that Montrose Avenue between Cumberland Avenue and Harlem Avenue could be a good candidate for this treatment, though this should be confirmed through more detailed analysis. Montrose is a moderate-volume roadway with on-street parking and continuous sidewalks for most of its length; portions of it within Norridge are recommended for bicycle travel by the City of Chicago’s bicycle map. Montrose makes a key potential connection between the forest preserve to the west of the community and the new Town Center proposed near Harlem Avenue. This would improve circulation for all modes of travel (motor vehicles, bicycles, and pedestrians), and also create an attractive, landscaped corridor through the community that would eventually connect to the proposed Town Center. Figure 22 illustrates a preliminary cross-section of a complete streets approach to improving Montrose Avenue.

Figure 22. Complete streets concepts

OPTION A



OPTION B



Source: Chicago Metropolitan Agency for Planning.

Figure 23. Harlem Avenue improvements



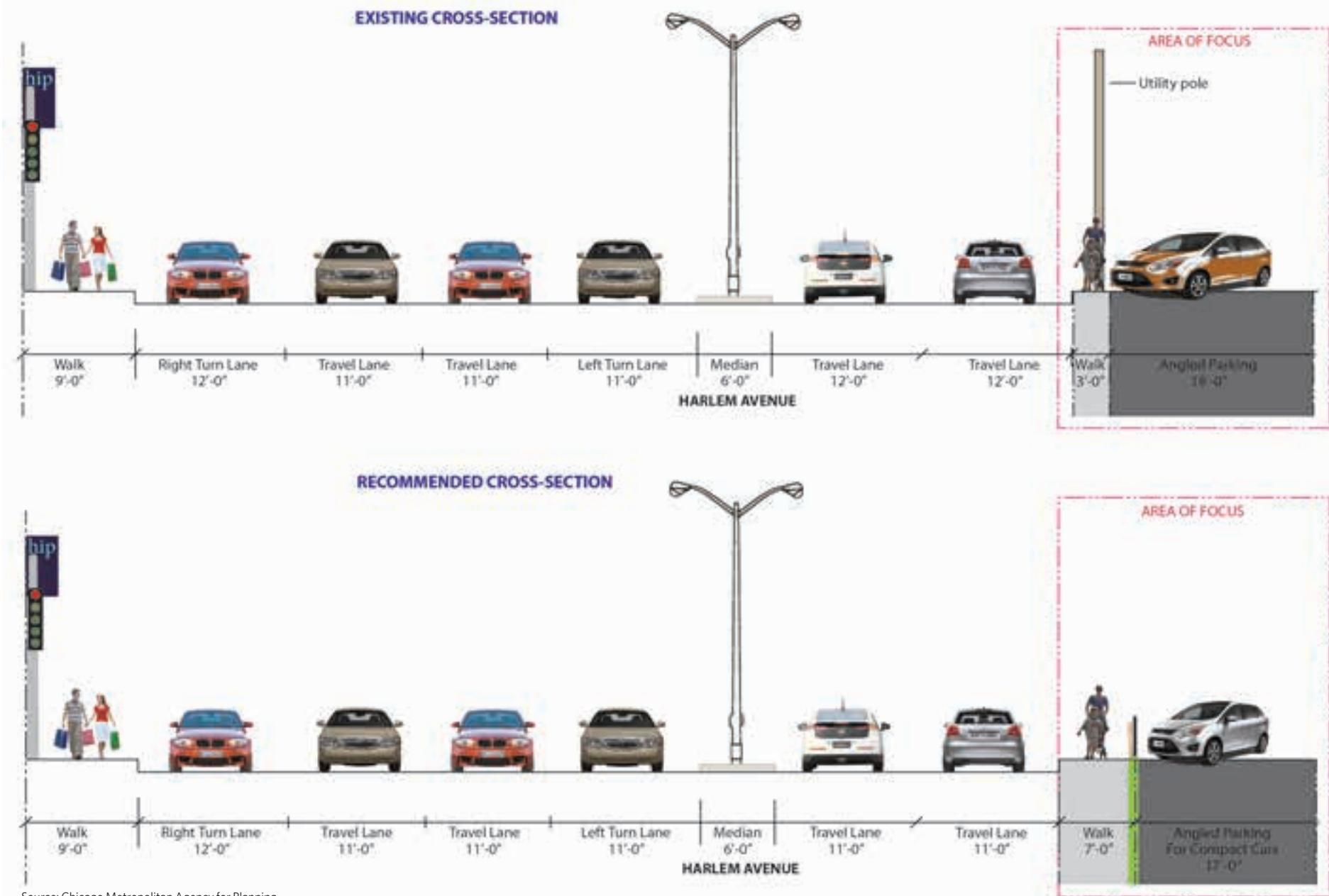
Source: Chicago Metropolitan Agency for Planning.

- **The Village should coordinate with IDOT to improve pedestrian conditions on arterial streets.** Harlem Avenue in the area of the HIP and Norridge Commons is notable for its poor pedestrian conditions. There is little or no space for pedestrian accommodations, making it unpleasant and unsafe to walk along or cross the road in this area. This is particularly true for pedestrians with mobility limitations; people using wheelchairs or walkers are simply not accommodated along Harlem Avenue in this location. The Village should work with IDOT to document the existing problems, identify potential solutions, and prioritize among these. Conditions on other arterials, such as Irving Park Road, Lawrence Avenue, and Cumberland Avenue, are generally not as bad as Harlem Avenue, but still could benefit from streetscaping and pedestrian



improvements. The Village should coordinate with IDOT to address these areas as well. Figure 23 illustrates potential streetscaping improvements that should be pursued along Harlem Avenue to improve the pedestrian environment.

Figure 24. Harlem Avenue improvements



Source: Chicago Metropolitan Agency for Planning.

Figure 25. Harlem Avenue improvements

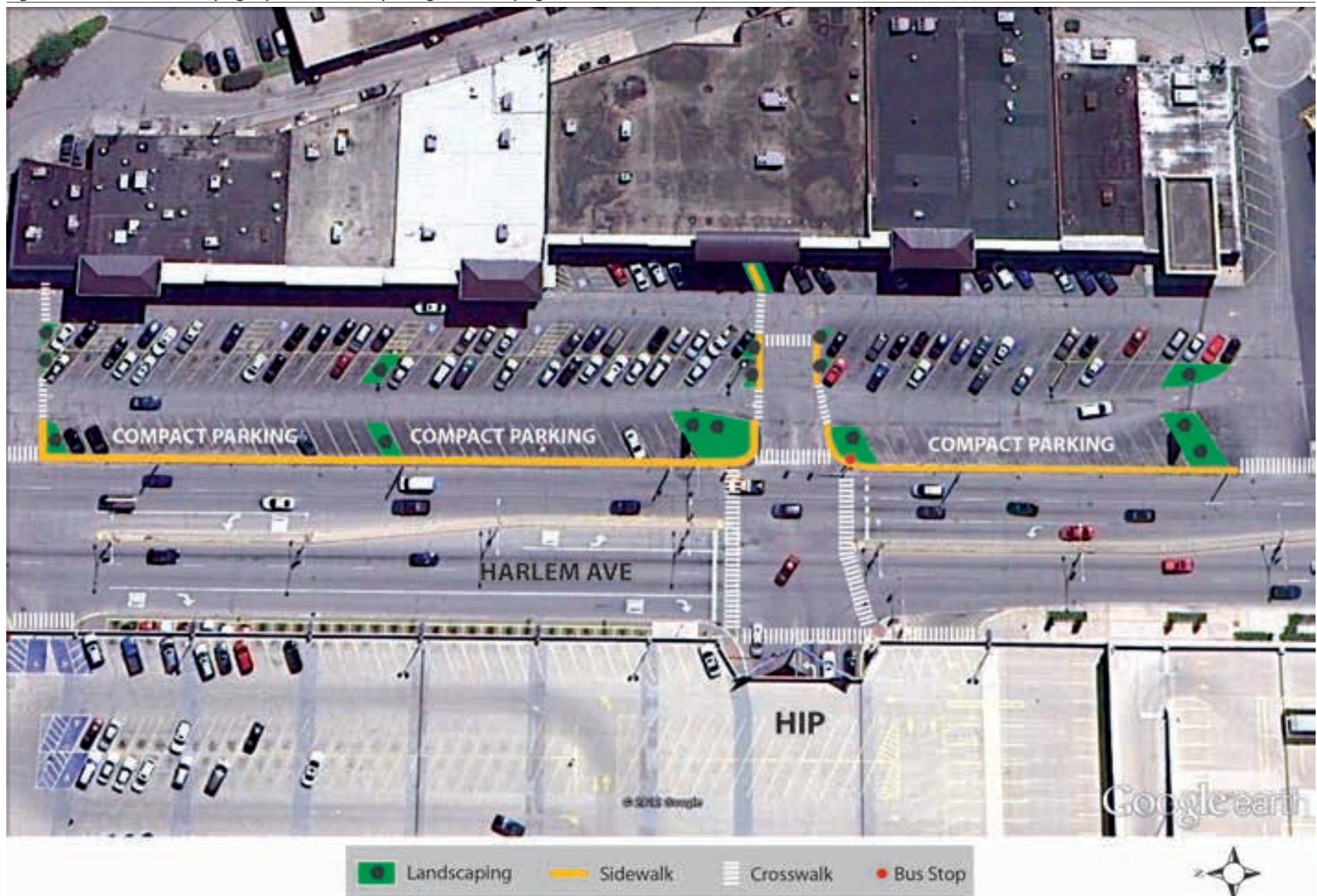


Improved Streetscaping

This figure illustrates potential streetscape improvements at key intersections along Harlem Avenue to improve the appearance of the corridor as well as the pedestrian environment.

Source: Chicago Metropolitan Agency for Planning.

Figure 26. Potential streetscaping improvements and parking lot landscaping



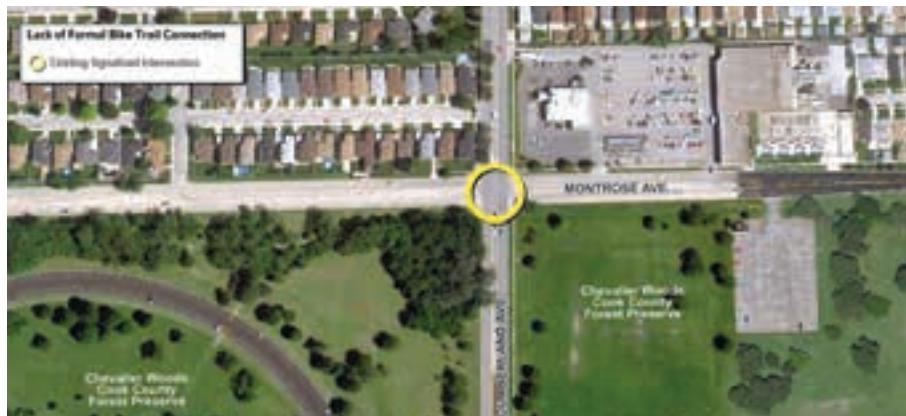
Source: Chicago Metropolitan Agency for Planning.

Provide links to regional trails

Norridge currently has no direct bicycle connections to regional trails. This is a significant gap; while improving the pedestrian and bicycle environment within the Village is important, so is connecting it to other assets beyond its boundaries. Currently, the lack of connections discourages walking and bicycling as a mode of transportation. Recommended strategies to provide regional links include:

- **The Village should participate in regional bicycle planning activities and implement the recommendations that come from these plans.** Currently, the Village participates in a bicycle plan under development by communities within the WCMC. The Village should also coordinate with the City of Chicago in its bicycle planning activities. This is particularly important because Chicago, which borders Norridge to the east, south, and west, has a proactive and aggressive approach to bicycle planning; as the City implements recommended bicycle routes and creates additional recommendations, the Village should seek to align these with its own work.
- **In partnership with the FPDCC, the Village should improve access to the Des Plaines River Trail.** The Des Plaines River Trail is a major regional recreational asset, and is accessible through Catherine Chevalier Woods, the forest preserve to the Village's west. However, there are not currently connections between the Village's street or sidewalk network and similar networks within the forest preserve. The Village should coordinate with the Forest Preserve District to create a clear access point (or points) so that bicyclists within Norridge can access the trail. Ideally, this should be in close proximity to Montrose Avenue, so that the proposed complete streets improvements on Montrose can lead bicyclists and pedestrians into the forest preserve and beyond that to the Des Plaines River Trail.

Figure 27. Area for regional trail connection



Source: Chicago Metropolitan Agency for Planning, aerial from Google Earth.

Support transit and paratransit service

Although Norridge does not have a train station, the Village has several bus routes provided by CTA and Pace, as well as paratransit service provided by Pace. The Village of Norridge also contracts with Pace for the "Norridge Pace bus service" that travels between Cascade Condominiums (near the intersection of Cumberland Avenue and Foster Avenue) and Norridge Commons at no charge to residents. While these are valuable services, the increasing senior population is expected to generate additional interest and need for fixed-route, demand-responsive, and paratransit bus service. Recommended strategies to support transit include:

- **The new Town Center should include support for transit within the Village's design guidelines.** As discussed in the Land Use section, the new Town Center is envisioned to be mixed-use, walkable, and served by public transit. Since the site will be nearly completely redeveloped, there is an opportunity to plan for transit accommodations from the beginning of the process. These should include designated bus stop areas that includes passenger amenities and are in proximity to key destinations, wider roadway design that is adequate for full-size buses, and an extensive sidewalk system that is fully accessible to all users.
- **The Village should coordinate with Pace on the "Norridge Pace bus service" in terms of its schedule, stops, and route.** There may be increasing demand for this service as Norridge's population ages and as senior housing is planned in additional locations. Pace can assist the Village with modifying this route as needed to accommodate changing demand, or planning for expansion if that becomes necessary. The service may also be a good candidate for route deviation or similar advanced scheduling and routing concepts which combine fixed-route and demand-responsive elements. If this bus service works well, it benefits Pace by reducing the amount of paratransit trips that must be made, so it is in the interest of both Pace and the Village to maximize the effectiveness of this service.

Improve the intersection of Harlem Avenue and Montrose Avenue

One of the few significant vehicular circulation issues in the community is the disconnected intersection of Montrose Avenue at two points along Harlem Avenue. There may be an opportunity to realign Montrose Avenue as part of the proposed Town Center development; however, this is not sure to be the best option. The Village should work with IDOT to examine potential solutions to the intersection, including the realignment of Montrose Avenue west of Harlem Avenue. If this realignment appears to have positive impacts, is supported by IDOT, and can be accommodated within the Town Center redevelopment, it should be pursued. If not, the Village and IDOT, should identify other projects to improve circulation in the area. A concept sketch of the potential realignment of Montrose Avenue is shown in the Land Use section.

Community

Topics covered in this section include community facilities, including municipal buildings, parks, and infrastructure; community health; and senior services.

While these are not all topics that are traditionally within the realm of planning, all are critical to Norridge's future, and deserve to be addressed in recommendations of its Comprehensive Plan.

The Village and its residents have a high general degree of satisfaction with most municipal buildings and infrastructure. The Village Hall and community center have some challenges related to accessibility, and it was widely noted during public engagement activities that the police station is outdated, in a less than ideal location, and is becoming in many ways obsolete. The community's supply of parks, on the other hand, is clearly lacking, with very limited park space within Norridge and only limited connections to other nearby open space.

This section also directly addresses health and senior services. Health is increasingly recognized as a component of land use planning, and is even more important in an older, aging community like Norridge. Providing adequate health services for the community's residents within the Village, as well as meeting the other needs of senior citizens, is an important element of the Plan's recommendations.

Community recommendations include:

- Relocate municipal facilities to the new Town Center development.
- Create new parks within the community, and improve connections to nearby open space.
- Attract additional health services to the community, and support senior service providers in their work.

The recommendations described in this section are highlighted on Figures 27 and 28.

Relocate municipal facilities

Currently the Village Hall, police station, Joe Sieb Center, and the Estelle Sieb Community Center are located in the southern most limits of Village along Irving Park Road. The police station, located in the original Village Hall, is undersized and outdated by today's standards. The police department has adapted to fit into the numerous small rooms and minimal storage areas, and also operates two additional buildings in different parts of the Village where it stores items such as evidence, files, and vehicles, but would benefit greatly from a new facility.

As discussed in more detail later in this section, the preferred site for a new police station should be within a new Town Center development. A police facility in the new Town Center would add to the municipal complex, provide a more central location in the village, and afford police vehicles more direct access to Montrose Avenue. However, if acquiring a site for a new police station is not possible in the PUD area, the village should look for other possible locations. Potential locations include village owned-land along Irving Park Road, or at a location south of Montrose Avenue near Overhill Avenue. Due to relatively shallow parcel depths in these two locations, a multi-story police facility would likely be necessary.

Recommended strategies to address municipal facilities include:

- **The Village should plan to relocate municipal buildings to the new Town Center development from their current location on Irving Park Road.** The municipal campus could include a new Village hall, new police station, and new community center. More centrally located municipal facilities would be more accessible to most residents and would further strengthen the image of the Town Center as the focal point of the community. Further description of the Town Center is found in the Land Use Recommendations section of this section. The Town Center also may include a possible location for a new water tower, as shown in Figure 14 as part of the new development.
- **All new municipal facilities should follow universal design principles, meaning that they should be accessible to everyone in the community regardless of mobility limitations.** It is important to provide access to municipal buildings to the Village's large and growing senior population, and the construction of entirely new buildings is an excellent opportunity to design for accessibility from the beginning. As discussed earlier, the entire Town Center should be designed in a way that supports walking, bicycling, and public transit.
- **Following the development of the new municipal center, the Village should convert existing municipal buildings to alternative uses.** The existing buildings should be sold to private interests for conversion into residential, office, or retail development, or ideally a mix of several uses. The Irving Park Road corridor is recommended to be a mixed-use corridor along its length, and the Village could support this concept by encouraging a mix of uses in its former buildings. Also, if a new water tower is constructed in the Town Center, this would free up space in Iron Ball Park for public recreational use, which is also a priority for the Village.

Figure 28. Community facilities plan



Source: Chicago Metropolitan Agency for Planning.

Support health and senior services

There is a strong relationship between health and planning. An overall goal of the Plan is to contribute to a healthy community which in turn results in healthy residents. Recommendations throughout the plan support alternative modes of transportation, such as walking and riding bicycles, providing a mix of housing choices for all life stages, acquiring more open space, and ensuring neighborhood shopping opportunities ideally selling healthy food. There is a special need to focus on the health of the senior population and to allow existing residents to age in place. This is already addressed in part by the recommendations of other sections having to do with residential and commercial development, transportation, and parks, but other specific recommendations to address health are also important. Recommended strategies concerning health and senior services include:

- **The Village should seek to attract new health care facilities and health care providers to the Village.** As residents age, having nearby medical and health care options will become increasingly important. These should be located near senior housing developments or in close proximity to transit routes, as well as in specific places like the new Town Center. The Village can encourage these types of businesses to locate in Norridge by marketing the community's assets, providing information about its large older population, and aligning its development regulations with the needs of health facilities. Generally, the health care facilities referred to here are not expected to be major or even mid-size hospitals, but smaller medical clinics or offices that provide a more limited range of services.
- **The Village should encourage senior service providers within the community to coordinate with each other.** Currently, senior services including health services, case advocacy, socialization options, and many others are provided by the SAC, the Village, the Park District, privately operated senior housing facilities, and religious institutions. However, various programs are offered by different providers and in different facilities, and coordination of these services is recommended.
- **Addressing senior needs will require the Village to support the SAC, the primary provider of senior services in the community, to expand and strategically improve its services.** As the population of Norridge ages, it is likely that the resources of the SAC will be increasingly strained by new demand. The SAC should continue to seek funding assistance from entities like the Retirement Research Foundation to explore operation of new programs. This may be for expansion of existing programs; it also may involve new roles like becoming involved in senior transportation services. Another concept to be explored is the "Elder Village" model, which supports neighbors banding together to share services such as home maintenance, transportation, meal delivery, and in-home care, often at a discounted rate, through creation of a nonprofit organization with professional staff and multi-generational participation.
- **Senior service providers in the community should communicate with other communities in the region with large senior populations to share best practices and develop innovative approaches to service provision.** For example, the Village of Niles has a very large senior population and is similar to Norridge in many other ways; Niles also generates significant sales tax revenue, has no train station or traditional downtown, and supports bus service through contracting with Pace. The Village of Niles operates an effective referral program, Helping Elders through Referral and Outreach to identify and assist at-risk seniors by linking them with the resources they need. Other communities in suburban north and west Cook County may also be relevant to communicate with, either through individual discussions or through a larger forum facilitated by AgeOptions or a similar regional senior services coordinator.
- **Finally, one of the most important things the Village can do to improve community health is to implement other recommendations of the Plan concerning land use, housing, and transportation.** The built environment is strongly linked to health, and the Village's regulations that address land use and housing, as well as its investments in infrastructure, have connections to health. While the specific health and senior service recommendations in this section are important, Village officials should recognize that the recommendations in the Plan have implications for the health of the community as well.

Improve parks and open space

Because Norridge Park is located outside of its municipal boundary, the Village of Norridge has no designated park space within its boundaries, which is far below national and regional standards. Because the community is built out, opportunities for new parks and open space within the Village are few. There is a small village owned parcel at the base of a water tower that is leased to the Park District for a playground, but the property used for a playground is approximately 3,000 square feet. While there is considerable open space nearby, access from the Village is limited. The Plan recommends several creative approaches to establish more parks within the community, as well as improved connections to nearby open space. Recommended strategies to improve parks and open space include:

- **Public open space should be included as part of the new Town Center development.** The proposed Town Center is recommended to include public park space consisting of possible plazas, fountains, and community gathering space as one of its central features. The Town Center is described in further detail and several sample site plans are included in the Land Use Recommendations section.
- **As stated throughout the plan, due to the limited possibilities for acquiring new park sites in the community, the Village should continue to work with the Norridge Park District to identify potential sites for acquisition.** The Village should be supportive of additions to any existing parks in the community with the intent of enlarging parks, increasing open space, and adding new facilities into Norridge.
- **The Village should work with the Norridge Park District to create new small parks throughout the community.** New neighborhood parks could include small playgrounds, seating areas, landscaping, and possibly recreational fields if space permits. Several new parks are shown in Figure 29, indicating places where park acquisition may be possible. In some of these cases, the establishment of a new park relies on reaching agreement with a religious institution to convert some of their privately owned but unused land to a public park. With the addition of the new neighborhood park sites as shown on the map, most residential neighborhoods will be within walking distance (defined as 0.5 mile) of a park. Ultimately, the Norridge Park District has the authority to acquire and maintain parks, so they and the Village must coordinate closely to accomplish this recommendation.
- **The Village should work with the FPDCC to improve access to Catherine Chevalier Woods and the other open space that it connects.** This strategy is discussed in further detail in the Transportation section.

Figure 29. Parks and open space plan



Source: Chicago Metropolitan Agency for Planning.



Source: Chicago Metropolitan Agency for Planning.

Section 5

Implementation

The purpose of this section is to identify priority actions that will lead to the implementation of the Plan's recommendations. The following potential strategies include an action, a preliminary timeline, primary responsibility, and a short description. These strategies are focused on the next two years. In 2014, this section should be updated and replaced with a new implementation section focusing on the following two years.

Strategies to be prioritized for completion or significant progress within the next two years include:

- Advance the Town Center development.
- Revise codes and ordinances.
- Adopt design guidelines.
- Develop a park acquisition and management plan.
- Advance "complete streets" policies and infrastructure.
- Provide support to senior service providers.

Implementation Strategy 1: Advance the Town Center Development

The creation of a new Town Center development near the intersection of Harlem Avenue and Montrose Avenue is among the highest priority recommendations of the Plan. The Town Center development is envisioned as a mixed-use, walkable area which includes senior housing, commercial development, public amenities, and civic uses. This is a major project and will not be completed within the next two years, but significant progress can be made within this time frame.

Within two years, the Village should:

- Develop a thorough understanding of the development potential of the site by conducting a specific market study.
- Adopt appropriate development regulations and guidelines that clearly communicate the features that are desired for the Town Center.
- Begin ongoing, positive relationships with owners of property within the site; the Village potentially may have acquired and consolidated some parcels within this time frame, including the site of the future police station.
- Enter into agreements with the neighboring Village of Harwood Heights concerning development on the site immediately to the north of the Town Center.
- Create a conceptual design, developed in conjunction with IDOT of the future alignment of Montrose Avenue west of Harlem Avenue.
- Develop a strategy for approaching potential developers to generate interest in the site.

The following actions should be pursued to accomplish these outcomes:

ACTION AND TIMELINE	LEAD IMPLEMENTER	DESCRIPTION
Prepare a market study for the Town Center site		
Timeline: 0-6 months	Village Board, Plan Commission, senior staff	The Village should contract with a market analysis specialist to prepare a market study of the site's development potential. This should be used to provide further detail on the densities and specific uses that the site can likely support. Specifically, the market analysis should investigate the market for senior housing, different types of retail, and service providers (including health-oriented services). The cost of a sufficiently detailed study should be in the range of \$35,000 - \$50,000, and should be funded from the Village's general fund.
Coordinate with the Village of Harwood Heights		
Timeline: 0-6 months for initial meeting; continued discussions after that	Mayor, Plan Commission chairman, senior staff	The recently-completed Comprehensive Plan for the Village of Harwood Heights proposes a significant development immediately to the north of the Town Center, and recommends coordination between Harwood Heights and Norridge. The leadership of Norridge should reach out to Harwood Heights to discuss coordination potential, probably best initiated by a conversation between the mayors. This should occur within the next few months; coordination between the Villages may continue for the entire two-year period.
Discuss Montrose Avenue alignment with IDOT		
Timeline: 6-12 months for initial meeting; potential continued discussions after that	Village Engineer	The redevelopment of the Town Center provides an opportunity to realign Montrose Avenue west of Harlem Avenue to improve the irregular intersection that exists today. The Village should discuss this issue with IDOT. If there is interest from these groups in coordinating on intersection improvements, the Village may wish to specify the future alignment of Montrose Avenue within its development regulations and design guidelines for the Town Center development. If not, the Village should continue coordination anyway to investigate alternative solutions to improve traffic flow in this location.
Zone the site for mixed-use development, but retain PUD designation		
Timeline: see implementation strategy #2	Plan Commission, Village Board	The current designation of the site as a PUD is an appropriate way to ensure that the Village has the ability to review the design of the Town Center before it is developed. However, the underlying zoning is currently for commercial on part of the site and industrial on another part; the entire site should be zoned for mixed-use development to send a clear message about the Village's intentions. The rezoning process is described in implementation strategy #2.
Adopt design guidelines for the Town Center site		
Timeline: see implementation strategy #3	Plan Commission, Village Board, ARC	The Village should establish appropriate design guidelines for this site to provide clear information to potential developers concerning the site's desired characteristics. The process of creating design guidelines is described in implementation strategy #3; these guidelines should include a specific section on the Town Center. In brief, the guidelines should indicate the Village's intent for the Town Center to be mixed-use, including senior housing, retail, and senior-oriented services; include "universal design" principles to allow access by people with mobility limitations; support walking and transit use; include open space and public amenities; be connected to nearby residential areas; incorporate civic uses; and have high standards for architecture and design.
Begin discussions with property owners		
Timeline: 6-12 months for initial meetings; continued discussions after that	Village Board, senior staff	Consolidation of parcels will make site redevelopment more likely. The Village should begin discussions with property owners to determine their interest in selling their property and what the desired timeline would be for doing so. This could help to develop a strategy for phasing the Town Center development, if some parcels are expected to be faster to acquire than others.
Acquire a site, ideally within the PUD Town Center and begin pre-construction work for new police station		
Timeline: 12-24 months	Village Board, police department	In the fairly short term, the Village is interested in moving its police station, which is currently outdated and insufficient in size, to the future Town Center area. Acquisition, demolition, and building design is possible within the next two years. The Village should investigate state and federal grant possibilities to assist with funding this move, and should also set aside sufficient funds with the local budget. The design of the site and the building should be consistent with the design guidelines established for the Town Center site. If a site is not possible within the PUD Town Center area, the Village should explore other possible sites, such as village owned property along Irving Park Road, or a site on the south side of Montrose Avenue near Ottawa Avenue. Due to the shallow parcel depths associated with these two options, the police station will likely need to be multi-storey.
Approach potential developers		
Timeline: 18-24 months	Village Board, Senior staff	Within the next two years, the Village should begin serious conversations with potential developers concerning the redevelopment of the site. The steps above should be well underway by the time this occurs, so that the Village fully understands the site's potential and has the right mechanisms in place to regulate and guide development. The Village may wish to contract with a consulting firm to assist with the negotiations with developers.

Implementation Strategy 2: Revise Codes and Ordinances

The Village of Norridge's zoning ordinance is 50 years old, and is not appropriate to guide the type of redevelopment described in the Plan. The implementation of many of the recommendations relies on the zoning ordinance being consistent with the Plan; this will include changes to both the text of the zoning ordinance and the zoning map, which shows the classifications of individual parcels. Other Village codes should also be revised or reconsidered in light of the Plan's recommendations.

The update of the zoning ordinance should be completed within the next two years. CMAP has committed to assist the Village with this process and will complete the zoning ordinance revisions by 2013. Revisions to other Village codes will not be included within CMAP's scope of work, and should be pursued separately by the Village. These are also possible to complete within the next two years, but are a somewhat lower priority than the zoning ordinance updates and the establishment of design guidelines (see implementation strategy #3). The following actions should be pursued to accomplish these outcomes:

ACTION AND TIMELINE	LEAD IMPLEMENTER	DESCRIPTION
Update the zoning ordinance to be consistent with the Norridge Comprehensive Plan		
Timeline: 6-12 months	Plan Commission, senior staff, CMAP	New zoning classifications are needed in the ordinance to accommodate the mixed-use development proposed in the Plan. Also, the Plan recommends the use of shared parking as part of mixed-use development in roadway corridors and meaning that a change to the parking requirements is needed.
Make general updates to modernize the zoning ordinance		
Timeline: 6-12 months	Plan Commission, senior staff, CMAP	Beyond the specific recommendations of the Plan, the age of the zoning ordinance means that other, general modernization updates are needed. For example, these include updating the definitions section or modifying stormwater requirements to be consistent with the most recent MWRD ordinance.
Revise zoning map		
Timeline: 6-12 months	Plan Commission, senior staff, CMAP	The Plan recommends not only revising the text of the zoning ordinance, but also the map, to change the designation of certain parcels. This should occur as part of the zoning ordinance updates described above.
Make other code changes		
Timeline: 18-24 months and beyond	Plan Commission, Village Board	The Plan also recommends other changes to codes beyond the updates of the zoning ordinance. One of these is the establishment of universal design principles, which incorporate requirements to make buildings accessible to people with mobility limitations within the Village's codes and ordinances. Another is requiring or encouraging deconstruction rather than demolition for any future teardowns or redevelopment, which could also be adopted by the Village as an ordinance.

Implementation Strategy 3: Adopt Design Guidelines

The Village should adopt formal design and redevelopment guidelines to provide guidance to potential developers on desired features. These are meant as guides, not requirements, and should be administered in addition to the Village's code of ordinances and other development regulations. Separate but compatible guidelines can be established for different areas of the Village; for example, the Town Center development will likely have different design guidelines than a smaller-scale development in an arterial corridor. An important function of the design guidelines will be to preserve the existing character of residential neighborhoods while adding mixed-use areas and additional housing choices.

The development and adoption of design guidelines can be completed within two years, if prioritized by the Village. This should be considered a high priority, as the design guidelines are a necessary supplement to the updated zoning ordinance (described in implementation strategy #2). The ARC, as well as the Plan Commission, should be involved in the process, as these groups will have responsibility for the use of the guidelines once they are developed. The following actions should be pursued to accomplish these outcomes:

ACTION AND TIMELINE	LEAD IMPLEMENTER	DESCRIPTION
Issue an RFP to select a consultant to revise the design guidelines		
Timeline: 6-12 months	Village Board, senior staff, ARC, CMAP	Professional consulting assistance is recommended to create the design guidelines. CMAP can assist with drafting the RFP and selecting a consulting firm, if desired by the Village, but will not have a role in actually developing the design guidelines. The Village should budget approximately \$50,000 for this activity.
Develop and adopt draft design guidelines		
Timeline: 12-18 months	Plan Commission, senior staff, ARC, consulting firm	Once a consultant is selected, the development of the design guidelines can be accomplished within six months. The guidelines will likely have different sections for different parts of the community; for example, the Town Center will likely have its own guidelines. The guidelines should include text but also be illustrated through photos, sketches, and diagrams. Topics to be covered are described in some depth in the text of the Recommendations section of the Plan.
Train the Plan Commission and ARC in use of design guidelines		
Timeline: 12-18 months	Plan Commission, ARC, consulting firm	Part of the contract with the consulting firm should include training for the Plan Commission and ARC in the use of the design guidelines, particularly in terms of guiding mixed-used development. There may be an opportunity for CMAP and the Illinois section of the American Planning Association (APA) to also help with this through their Plan Commissioner training activities.

Implementation Strategy 4:

Assist the park district in the creation of a park acquisition plan

In response to the shortage of park space within Norridge, the Plan recommends that the Village work with the Norridge Park District to create new small parks throughout the community. Specific recommendations are given in the Community section of the Recommendations section concerning where these should be created. They involve acquisition of currently vacant parcels, conversion of publicly owned land to park space, or working with private landowners to convert privately owned open space to public use.

While some acquisition may be possible within the next two years, it is important that the Village and the Park District have a clear plan for the improvement and ongoing maintenance of any park space that is acquired. A first step, described in the actions below, is the development of a specific plan that describes the acquisition, improvement, and maintenance of each individual potential park site. The following actions should be pursued to accomplish these outcomes:

ACTION AND TIMELINE	LEAD IMPLEMENTER	DESCRIPTION
Develop a plan for each potential park site		
Timeline: 0-12 months	Park District	The Norridge Comprehensive Plan recommends the creation of five new parks within the Village. One of these is a vacant parcel, two are municipally owned, and two are open space areas on parcels owned and occupied by churches. The Park District should investigate each of these sites in more detail and prioritize among them. For the higher-priority sites, the Park District should develop a long-term plan for their use, including estimates of needed improvements and ongoing maintenance costs.
Begin discussions with owners of privately held open space		
Timeline: 12-18 months	Plan Commission, senior staff, ARC, consulting firm	Once a consultant is selected, the development of the design guidelines can be accomplished within six months. The guidelines will likely have different sections for different parts of the community; for example, the Town Center will likely have its own guidelines. The guidelines should include text but also be illustrated through photos, sketches, and diagrams. Topics to be covered are described in some depth in the text of the Recommendations section of the Plan.
Train the Plan Commission and ARC in use of design guidelines		
Timeline: 12-18 months	Plan Commission, ARC, consulting firm	Part of the contract with the consulting firm should include training for the Plan Commission and ARC in the use of the design guidelines, particularly in terms of guiding mixed-used development. There may be an opportunity for CMAP and the APA Illinois section to also help with this through their Plan Commissioner training activities.

Implementation Strategy 5: Advance “Complete Streets” Policies and Infrastructure

The Plan calls for improvements to the Village’s bicycle and pedestrian system, and recommends that these improvements occur within the context of a “complete streets” approach by the Village. Improvements to the Village’s non-motorized transportation system are important to both accommodate its existing residents as they age as well as attract new residents. A variety of actions can be accomplished within the next two years to make significant progress toward this goal.

Within the next two years, the Village should:

- Adopt a formal policy in support of complete streets.
- Adopt design guidelines that support transit, bicycling, and walking as modes of transportation.

- Develop a strategy, in conjunction with IDOT, to improve the pedestrian environment along Harlem Avenue.
- Further investigate improvements to Montrose Avenue to make it a true complete street through the community.
- Develop a positive, ongoing relationship with neighboring jurisdictions on bicycle planning, including developing a specific strategy in conjunction with the FPDCC to improve access to the Des Plaines River Trail.

The following actions should be pursued to accomplish these outcomes:

ACTION AND TIMELINE	LEAD IMPLEMENTER	DESCRIPTION
Formally support complete streets		
Timeline: 0-6 months	Village Board	To signal the Village’s intent to improve the bicycle and pedestrian environment, a simple action is the adoption of a complete streets policy by the Village Board. Several other communities in suburban Cook County have already taken this action, and the Village can base its policy and approval process on the work that these communities already one.
Adopt design guidelines		
Timeline: see implementation strategy #3	Plan Commission, Village Board, ARC	The design guidelines described in detail in implementation strategy #3 should support features that encourage transit use, walking, and biking. These should be particularly incorporated into the design guidelines for the new Town Center development.
Coordinate with FPDCC on access to Des Plaines River Trail		
Timeline: 0-6 months; continued discussions after that	Mayor, senior staff, Village Engineer	The Des Plaines River Trail is an important regional asset but is not easily accessible from Norridge. The Village should coordinate with the FPDCC to improve access through the forest preserve immediately to the west of Norridge. A meeting between Village and FPDCC officials should take place in the near term, with further coordination expected after that. The Village should consider working with a representative of the WCMC to participate in the discussions as this access is also recommended in the current version of the WCMC bicycle plan.
Meet with IDOT concerning pedestrian conditions on Harlem Avenue		
Timeline: 0-6 months	Mayor, senior staff, Village Engineer	The lack of pedestrian accommodation on Harlem Avenue is a significant barrier to pedestrian travel in the Village and causes an unsafe situation. In the near term, the Village should meet with IDOT and request that a study be conducted to recommend potential solutions to this issue. The Village should be prepared to fund part of the cost of this study, but should request that IDOT contribute funding as well as lead the study process. Total study cost will likely be in the range of \$30,000-\$40,000. The Village and IDOT should also consider covering a broader area with the study, which would increase its cost and timeline but also involve additional jurisdictions, which could make it a good fit for funding from regional agencies like CMAP.

ACTION AND TIMELINE	LEAD IMPLEMENTER	DESCRIPTION
Conduct study of pedestrian conditions on Harlem Avenue		
Timeline: 12-24 months	Village Engineer, IDOT	The study referenced above should start within the next two years, and may be completed within this time frame as well. This study should recommend policy changes, streetscaping features, and infrastructure improvements to address the lack of safe pedestrian accommodation; it should also provide cost estimates and recommend a phased strategy to accomplish the improvements.
Investigate Montrose Avenue for a full complete streets treatment		
Timeline: 6-18 months	Senior staff, Village Engineer	The Plan identifies Montrose Avenue as a likely candidate for improved sidewalks and designation of a bicycle route. The Village should do further work to validate this recommendation. Assuming it is confirmed as a priority, the Village should develop design concepts for improvements including a bicycle facility (on- or off-street), streetscaping, and other landscaping improvements. This should specifically include connections with the Town Center on the east and with the forest preserve on the west.
Apply for funding to make improvements to Montrose Avenue		
Timeline: 18-24 months and beyond	Senior staff, Village Engineer	In line with the above actions, the Village should begin to submit applications for funding for engineering and construction of complete streets on Montrose Avenue. Potential funding sources include the Illinois Transportation Enhancement Program, the Congestion Mitigation and Air Quality Improvement program, and the Surface Transportation Program. The FPDCC may be a partner in this effort.
Participate in subregional bicycle planning activities		
Timeline: already ongoing; should continue through the next two years	Senior staff, Village Engineer	The Village is already a participant in the subregional bicycle plan developed by the WCMC, and should continue to participate in this plan's implementation. Because the Village is bordered on three sides with the City of Chicago, it is also important to coordinate with any future bicycle planning work by the Chicago Department of Transportation (CDOT). The Village should reach out to CDOT in the short term to ensure that Village staff are fully aware of ongoing bicycle planning activities.

Implementation Action 6: Provide Support to Senior Service Providers

Because of the focus of the Plan on aging in place, supporting the activities of senior service providers is a priority. This includes primarily the SAC but also other service providers including the Park District and privately-operated senior housing facilities. The Village does not currently play a leadership role in most senior services, nor is such a role recommended in the Plan, but the Village's support for the organizations that do provide these services is important.

Within the next two years, the Village should work with the SAC to assist on initiatives such as educating residents, pursuing grant funding, coordinating on the operation of the Village's bus service, and learning from other communities with high proportions of elderly residents. Most of these initiatives are ongoing, rather than having a specific beginning and end. The following actions should be pursued to support senior service providers:

ACTION AND TIMELINE	LEAD IMPLEMENTER	DESCRIPTION
Identify and assist with educational efforts		
Timeline: ongoing; focus on energy efficiency within 6-12 months	SAC, senior staff	The Village can be of assistance to the SAC in educating residents about available programs and services. For example, the Residential Recommendations identified energy efficiency retrofits, including EI2 and LIHEAP, as important programs to educate senior residents about. The Village and the SAC should initiate an effort to educate older residents about these programs within the next year. Possibly, the Village and the SAC could prioritize a new program each year and develop a specific, senior-oriented campaign to publicize it; energy efficiency would be the first of these.
Maintain communication with the SAC on the impact of Village activities on seniors		
Timeline: ongoing	SAC, senior staff	The Village and the SAC already have a close working relationship. As the Village considers new policies or investments, it should involve representatives of the SAC in the deliberation process. This could include short-term actions like the adoption of a complete streets policy (see implementation strategy #5) or longer-term ones like modifications to the Village's bus service to address changing demand. If the SAC is able to serve as a voice for senior residents of the community, this will assist the Village in considering the needs of senior residents in its decisions.
Support and assist with funding applications		
Timeline: ongoing	SAC, Village Board, senior staff	The SAC and other senior service providers sometimes seek outside grants for their activities from public and philanthropic sources. The Village should be an active partner in these applications, and can strengthen the applications by contributing in-kind or cash matching funds, committing to assist with educational activities, or similar actions. The Village also may be able to attract funding for senior services by pointing to the elements of its Comprehensive Plan which demonstrate that it is proactively planning for the needs of seniors in terms of housing, land use, and transportation.
Coordinate with other communities with an older population		
Timeline: 6-12 months for initial meeting; continued discussions after that	Senior staff	Other nearby communities, including the Villages of Niles and Park Ridge, offer some innovative senior services. The Village should seek to form similar relationships with the municipal leadership of these communities, which could lead to ideas for additional coordination opportunities between the Village and the SAC.
Work with SAC to design innovative programs that go beyond basic senior services		
Timeline: 12-24 months	SAC, senior staff	The Village should actively work with the SAC to identify other innovative programs that could be offered. Several of these, including senior referral programs, "Elder Village" nonprofit organizations, and informal programs to link seniors and students have been noted in the Recommendations section. The Village should coordinate with the SAC to explore the feasibility of these, possibly by seeking outside funding to conduct feasibility studies and design new programs.

Conclusion

The recommendations of this Plan are meant to be implemented, and the implementation strategies described above can all be accomplished within the next two years. CMAP will continue to work with the Village of Norridge over the next two years to monitor implementation progress, assist with certain activities where appropriate, and encourage the Village to continue making progress. In two years — spring 2014 — CMAP will work with the Village to develop an updated version of this section that describes accomplishments to date and lays out new strategies for the following two years.



Source: Chicago Metropolitan Agency for Planning.

Section 6

Appendix

Community Outreach Summary

A significant feature of CMAP's Local Technical Assistance (LTA) program is the commitment to broad-based public involvement. The local planning projects that result from the program's competitive application process are each strengthened by the engagement of residents, business owners, and other community members from each municipality or study area.

In particular, the LTA program focuses on both reaching and involving those groups and populations that are traditionally underrepresented in planning processes, including low-income persons, minorities, non-English speaking persons, and persons with disabilities.

It is therefore essential to formulate an approach to public engagement that is tailored to each LTA community. In this way, both CMAP and municipal staff can set outreach goals for the project, and keep track of the effectiveness of various strategies to determine what is replicable for future public engagement. For the Norridge Comprehensive Plan, this outreach strategy was supported by background research and initial conversations with the Village staff and other key stakeholders.

The first steps to developing the public engagement strategy for Norridge: to find out what types of public participation had occurred in the Village prior to this project (see Figure 5 for a relevant worksheet); to learn more about the demographics of the community; and to begin building a comprehensive list of the key stakeholders to involve in the planning process (see Figure 6 for a relevant worksheet).

From this background research, the initial direction of the outreach strategy was devised, establishing an overarching goal that the project's public outreach would draw from a wide variety of populations each with different interests in Norridge's future. Since Norridge had not experienced many long-range planning processes like this one in nearly fifteen years, the outreach strategy focused on giving every community stakeholder — spanning across different ages, races, and interests — a chance to understand and participate in the Comprehensive Planning process. This included but was not limited to the large population of senior citizens in the Village, as well as younger families and newer residents.

Each LTA project also has a steering committee that serves as a review body at each step of the project. In the case of Norridge's Comprehensive Plan, the Village's Plan Commission acted as the project's Steering Committee. The Plan Commission met regularly to discuss the project and worked as a sounding board to assist village and CMAP staff throughout the process.

Overall Lessons Learned

Given the outreach strategy determined from the outset of the project, the community engagement activities throughout the project were relatively successful at reaching a diverse range of perspectives about Norridge's future. Working directly with organizations that cater to specific target populations — like the Seniors Assistance Center, the various school districts, and the Divine Savior Church — was a highly effective way of reaching both senior citizens and young families alike. In Norridge, the municipal staff was helpful in disseminating information about public meetings, and residents seemed to stay tuned into community resources like the Norridge News and the Eisenhower Library community board. Some targeted groups, like newer residents and non-native English speakers like Polish-American residents, were harder to reach specifically. These groups should continue to be the subject of targeted community engagement as the Village moves forward and updates its Comprehensive Plan.

Overview of Outreach and Engagement Activities

The community engagement activities carried on during the entire length of the Comprehensive Planning process, but a number of key community outreach meetings were facilitated, including: meeting with the Village's elected and appointed officials, conducting a community meeting to gain insight into issues and opportunities, holding a public visioning charrette, and holding a public open house.

First Phase: Education and Visioning

For the first phase of public engagement, project staff set out to clearly outline the major topics of the Comprehensive Plan and raise awareness throughout the community about this planning process from the very outset. Community outreach efforts — designed to bring the project's targeted groups and populations into the process by inviting them to initial public meetings — included:

- Using traditional media outlets like the Norridge Harwood Heights News (both in print and electronic), and local access cable;
- Working with community institutions like the Eisenhower Public Library, Divine Savior Church, Pennoyer School District, and the Seniors Assistance Center to disseminate printed materials;
- Working with local businesses around the area to disseminate printed information to staff and patrons/customers, including businesses that primarily serve the Polish-American community;
- Using Ridgewood High School's WRHS radio broadcast to share information about each public meeting;
- Inviting previously identified stakeholders to spread information about the project to their family, friends, neighbors, and students.

The two main goals of overall community engagement were to familiarize both residents and community leaders with the process of planning for the Village's future, and to learn from the community members about which issues were most important to them. This visioning and goal-setting process started with speaking to the Village Board and the Plan Commission to learn about their goals and priorities.

Village Board and Plan Commission Meeting

CMAP attended a Village Board meeting on May 25, 2011 in order to speak with the board's six trustees as well as the Mayor and the Village Clerk. Additionally, the meeting was attended by members of the Norridge Plan Commission. This meeting of combined elected and appointed officials gave CMAP staff the opportunity to introduce these officials to the Comprehensive Plan project, and to garner their input about what issues and opportunities should be addressed in the plan.

Issues

Village officials shared a range of issues that they believe the village faces today and that they hope the Comprehensive Plan will address. Economic development was a main concern, since the desire to augment the village's two commercial nodes (the HIP and Norridge Commons) with new development is difficult to achieve in a built-out community like Norridge. A similar issue was the need for a greater variety of stores, with more higher-end retail or sit-down restaurant options. The officials expressed a common sentiment that they would like to attract more people to Norridge — both new residents and visitors — perhaps through the creation of a central downtown or "town square" area that could create a central spot for socializing, gathering, living, working and shopping.

Other issues related to the physical environment and built environment of the village included addressing the vacant properties in the planned unit development (PUD) area and the need for redevelopment along Irving Park Road. Officials expressed concerns regarding the overall lack of parking available in the Irving Park Road corridor and the appearance of many of the existing, older, structures. Although Officials agreed that the municipal facilities were a tremendous asset of the community, one particular issue with municipal facilities that was raised by several participants was the need for a new police station. There was also some discussion regarding flooding problems that occur in the residential areas.

Opportunities

The opportunities for positive change that officials noted were directly related to the issues they discussed earlier in the meeting.

The group shared ideas for the creation of a village center that would have a cluster of commercial and civic amenities and would be safe and easy to walk around with families. The officials said that the community craves this type of downtown area, since there currently is not a central meeting place and many Norridge residents end up frequenting the Town Centers of nearby municipalities for socializing and entertainment.

Overall, the sentiment of village officials indicated excitement about the possibility of making Norridge into more of a destination in the region, since it already has such great proximity to the City of Chicago, O'Hare International Airport and many other communities.

Plan Commission Meeting

CMAP staff met with the Plan Commission on June 8, 2011. The purpose of the meeting was to introduce the key project team members, the members of the Plan Commission, the proposed planning process, scope of work, and to obtain early feedback from the Commission regarding their issues and opportunities for the Village.

Issues

Plan Commission members discussed a number of issues within the community. One of the key issues cited was the need for a Town Center. Members discussed a number of topics related to this including where to locate a center, what uses should be situated there, and potential traffic concerns for adjacent properties. Members also discussed how the Village has appropriate addressed the teardown issue of the 2000's and felt that newer homes, and additions, are attractive and maintain the character of the community. Members noted that the village was aging, and that there was a need to attract younger families. There were also concerns centered upon economic development and how the village should be proactive in attracting new businesses.

Opportunities

Opportunities for improvement included the current underutilized and/or vacant industrial and commercial properties that exist in the community. Members discussed how the industrial areas near the movie theatre (west side of Harlem Avenue), within the PUD area, could be the most ideal location for a new Town Center. The members also talked about how new residential and commercial developments in the Village have been of high-quality construction, materials, architecture and site design. The HIP and Norridge Commons were noted as being tremendous assets of the Village that also help bring tax revenue into the Village. The centers also add to the image and identity of Norridge.

Initial Public “Kick-off” Meeting

The general public in Norridge was invited to a community meeting to initiate the Comprehensive Planning process for the village at large, using the outreach methods previously described in this section. This meeting was held in the evening at the Estelle Sieb Community Center on June 15, 2011. The meeting was well-attended by community leaders and residents, with over 50 participants. Attendees were led through a workshop that was designed for them to share their main issues and strengths of the village with each other.

Since the village did not have an adopted Comprehensive Plan, this meeting allowed CMAP staff and village officials to briefly describe the Comprehensive Planning process to the general public and convey its importance as an instrument of decision-making for future growth and development in the community. Next, each participant had the chance to share his/her main issue in the village today with the entire group, which was followed by a small group discussion exercise. Participants were divided into groups of 10 to 15 people, and working with aerial maps of the village. CMAP, Plan Commission members, and village staff facilitated group discussions about their perceived opportunities for improvement around the community.

Issues

Similar to the village officials, the general public's most common issues also revolved around the need for a greater focus on economic development. The issue that was raised most frequently was the lack of a downtown or “Town Center” area in Norridge. People shared their concerns that the stores throughout the village today are not unique and do not cater to the particular populations (like young families as well as senior citizens) who live in the community. Other people mentioned concerns about the vacant industrial properties and the need for attracting new industrial uses into those sites.

There were also several issues raised regarding the village's infrastructure, from flooding and sewer problems, to roadway maintenance, to a lack of bicycle lanes and paths. Some participants mentioned the need for more public green space in the village, as well as added youth activities beyond the sports programming that currently exists. Lastly the issue of improving community identity (especially distinguishing it from Chicago) and retaining residents (like second generation families who might be moving away from the village) was raised by many participants.

Top Community Workshop Attendee Issues:

- The lack of a downtown area / Town Center
- Vacant industrial properties
- The need for improved stormwater management (flooding concerns)
- Heavy traffic patterns on major thoroughfares
- The need for an economic development plan for attracting high-quality unique stores

Opportunities

Overall, public meeting attendees felt that Norridge is a safe, friendly place to live with good services. The opportunities they identified for improvement mainly centered on different aspects of the village's physical form and built environment — from underutilized land to streetscaping possibilities — to the relocation of municipal facilities. Given the “built-out” nature of, and lack of, available land in Norridge, there were a lot of interesting ideas presented by the public for improving the village despite its physical limitations.

Several different suggestions were offered for the types of businesses to attract to the vacant industrial properties and theater building in the PUD: high-tech industries, light industrial companies, big box stores, or even smaller boutique retail as part of a new downtown area. In general, the public pointed to redevelopment opportunities throughout the village, from Irving Park Road to Montrose Avenue. The public also identified areas for new street lamps, decorative pavers, street trees and plantings, and other streetscaping that would improve the walkability and attraction of key corridors and intersections, such as around Lawrence and Cumberland Avenues. A similar idea surfaced to turn Montrose Avenue near the PUD into a boulevard, with wider streets and streetscaping.

Other ideas focused on municipal and civic facilities, such as relocating and rebuilding the police station, or improving maintenance of the sidewalks and grounds around certain schools.

Second Phase: Strategies for the Future

Building from the visioning that was expressed during the first phase of public engagement, the next step was to ask the community to help identify the strategies that could best achieve their goals for Norridge's future prosperity.

Public Visioning Charrette

On October 25, 2011, approximately 50 residents and Village officials gathered at the Estelle Sieb Community Center to partake in a visioning workshop, during which participants divided up into smaller groups to envision the Village's future through a mapping exercise. The ideas and suggestions that were generated by this exercise are outlined in the following summary. During the visioning workshop, participants responded to a series of questions outlined in a discussion workbook. From these questions, residents developed ideas about topics including residential and commercial development, transportation, open space, and community infrastructure and identity. After this exercise, each smaller group of participants reported their top two important ideas to the larger group, and then all participants voted individually — using live, interactive polling technology — for the idea they thought is most important to address to plan the future of Norridge.

The “Big Ideas”

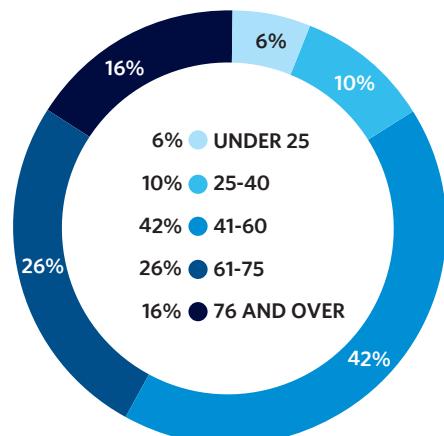
Each of the smaller groups was asked to provide two of their most important ideas from the mapping exercise. Although all of the ideas and comments will be taken into consideration, by forcing each group to choose only two ideas, a view of the attendees' most pressing concerns and projects becomes more visible.

The top ten ideas expressed during the meeting and voted on by individuals (both at the workshop and later through an online survey open to the general public in Norridge) were:

1. Develop a defined “Town Center,” with a mix of desirable retail, housing options, and public space.
2. Upgrade the Village’s infrastructure, from roads to utilities
3. Create pedestrian and bicycle trails throughout the Village
4. Develop townhomes in key locations – on residential streets and on larger lots so that they are well-spaced
5. Build a new senior center
6. Prioritize new development on vacant property
7. Create more open space when possible
8. Retain the community’s character of smaller homes and a familiar, friendly place
9. Build a new police station in a different location
10. Conduct streetscaping and beautification of the Village’s gateways

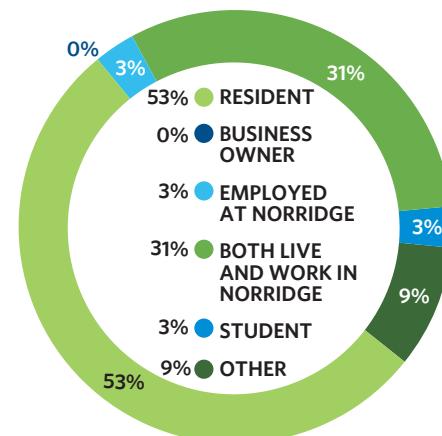
Please see Figures 1-3 for the presentation slides that captured the demographic data of visioning charette participants, as well as Figure 4 to find the percentage results of Norridge community respondent’s priority issues for the Comprehensive Plan.

Figure 1. How old are you?



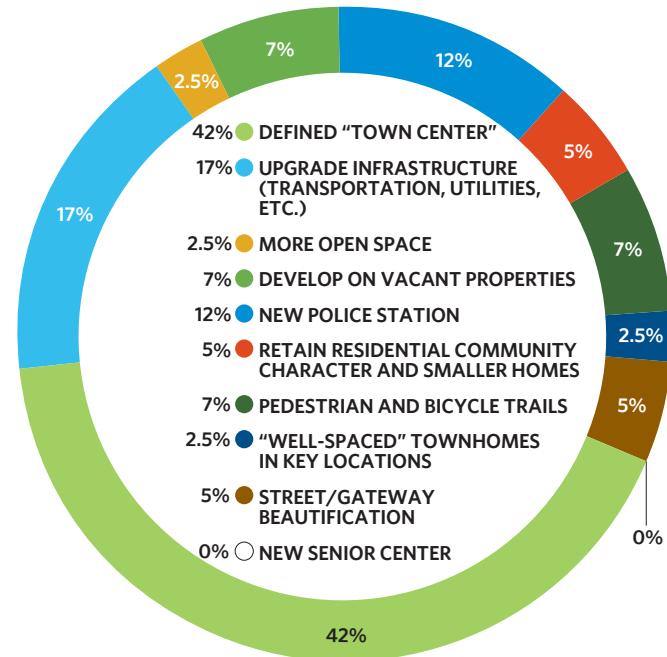
Source: Chicago Metropolitan Agency for Planning.

**Figure 2.
How are you affiliated with the Village?**



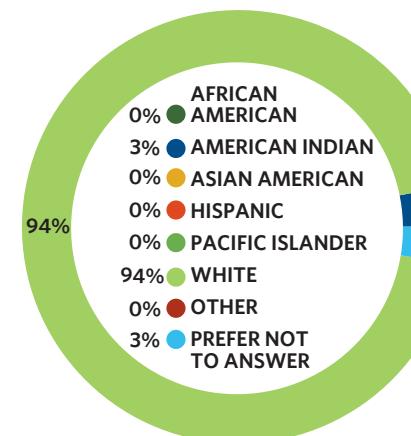
Source: Chicago Metropolitan Agency for Planning.

**Figure 4.
Community's top ten big ideas for the Norridge comprehensive plan**



Note: 41 votes from visioning workshop and online.
Source: Chicago Metropolitan Agency for Planning.

Figure 3. What is your race?



Source: Chicago Metropolitan Agency for Planning.

Third Phase: Review of Draft Plan

The final phase of the project's public outreach efforts involved allowing the public the opportunity to review and comment on the draft Comprehensive Plan, which they helped to shape with their input and ideas over the previous ten months.

Public Open House

On May 10, 2012, over 50 people attended the Open House, representing elected officials, community institutions like Eisenhower Library, and residents from across the Village. Some people in attendance had been involved in the Comprehensive Planning process since its outset in 2011, while for other attendees, the Open House was the first time they had voiced their ideas or concerns about the plan. This diversity of background and opinion lead to robust discussions of the draft plan's main recommendations, ranging from the Town Center conceptual site plans to proposed land use changes.

The Open House meeting was held to garner feedback from the general public in Norridge on the draft of the Village's Comprehensive Plan. Rather than having a formal presentation for attendees, this Open House was designed for members of the public to drop in whenever they were able to during the meeting's hours. Attendees were asked to review large maps, renderings, and images from the draft Comprehensive Plan, and then leave their written and verbal comments with the CMAP and Village staff members who were present. Attendees expressed support of the "Town Center" concept, the increase of parks and open space, and the improvements to sidewalks and bike paths for nonmotorized travelers.

Additional Outreach Templates

The following worksheet template is used by CMAP outreach staff at the beginning of every LTA project, both to become better acquainted with the community and to ascertain what methods of public engagement will be most effective for the given project. The details gathered with this worksheet, along with additional research about the demographics and background of the community, form the basis of the project's outreach strategy.

Figure 5: Public Participation Worksheet

COMMUNITY INFORMATION

COMMUNITY NAME & ADDRESS:

MAIN CONTACT/TITLE:

MAIN CONTACT EMAIL:

PHONE/FAX:

COMMUNITY WEBSITE:

BEST TIME TO CONTACT:

INSTRUCTIONS

To provide a clear concept of your community and to allow Chicago Metropolitan Agency for Planning (CMAP) to assist with and/or generate a strong public participation process, please answer the following questions.

What are examples of community participation that have occurred to date and relate to this LTA project (and how was such feedback incorporated into your planning activities)?	
Please describe a typical public meeting in your community. What have been the previous successes and challenges while utilizing community participation in any planning process?	
Please describe your priority audience and any specific goals when presenting community plans:	
What tools do you utilize to collect community input for various community projects?	
What are the "hot button" topics that tend to galvanize the public and get people to events in your community?	
Please describe your typical methods for advertising a community/public meeting:	
Who is your media contact, and will we want to distribute in languages other than English?	
Do the constituents in your community tend to be tech-savvy and computer-literate?	
Should we post event information on your municipal website, and if so who is the IT contact person?	
Please list three ideal community locations for public meetings:	
What are the AV capabilities - projector(s), screen(s) or blank walls, local access TV broadcasting?	
When are the preferred days and times of day to hold a public meeting in your community?	
Are there other community events scheduled in the coming months when we could partner?	
When are the Planning Commission and Zoning Board meeting dates (or are they accurate on your website)?	

Figure 6. Stakeholder analysis worksheet

IDENTIFY POTENTIAL STAKEHOLDER (INDIVIDUAL OR GROUP)	POSITION REGARDING THIS PLAN (SUPPORTIVE, DISSENTING, ETC.)	POTENTIAL STEERING COMMITTEE MEMBER?	CANDIDATE FOR OTHER OUTREACH?	NOTES ABOUT RESOURCES	CONTACT PERSON(S) & INFORMATION
		<input type="checkbox"/>			
		<input type="checkbox"/>			
		<input type="checkbox"/>			
		<input type="checkbox"/>			
		<input type="checkbox"/>			
		<input type="checkbox"/>			
		<input type="checkbox"/>			

Adapted from the University of Wisconsin - Center for Land Use Education's Public Participation Plan, 2004.

Acronyms

AARP	American Association of Retired Persons
APA	American Planning Association
ARC	Advisory Review Committee
CDOT	Chicago Department of Transportation
CMAP	Chicago Metropolitan Agency for Planning
CTA	Chicago Transit Authority
EI2	Energy Impact Illinois
FPDCC	Forest Preserve District of Cook County
HIP	Harlem Irving Plaza
HUD	U.S. Department of Housing and Urban Development
IDOT	Illinois Department of Transportation
LEED-ND	Leadership in Energy and Environmental Design for Neighborhood Development
LIHEAP	Low Income Home Energy Assistance Program
LTA	Local Technical Assistance
PUD	Planned Unit Development
SAC	Senior Assistance Center
STP	Surface Transportation Program
WCMC	West Central Municipal Conference

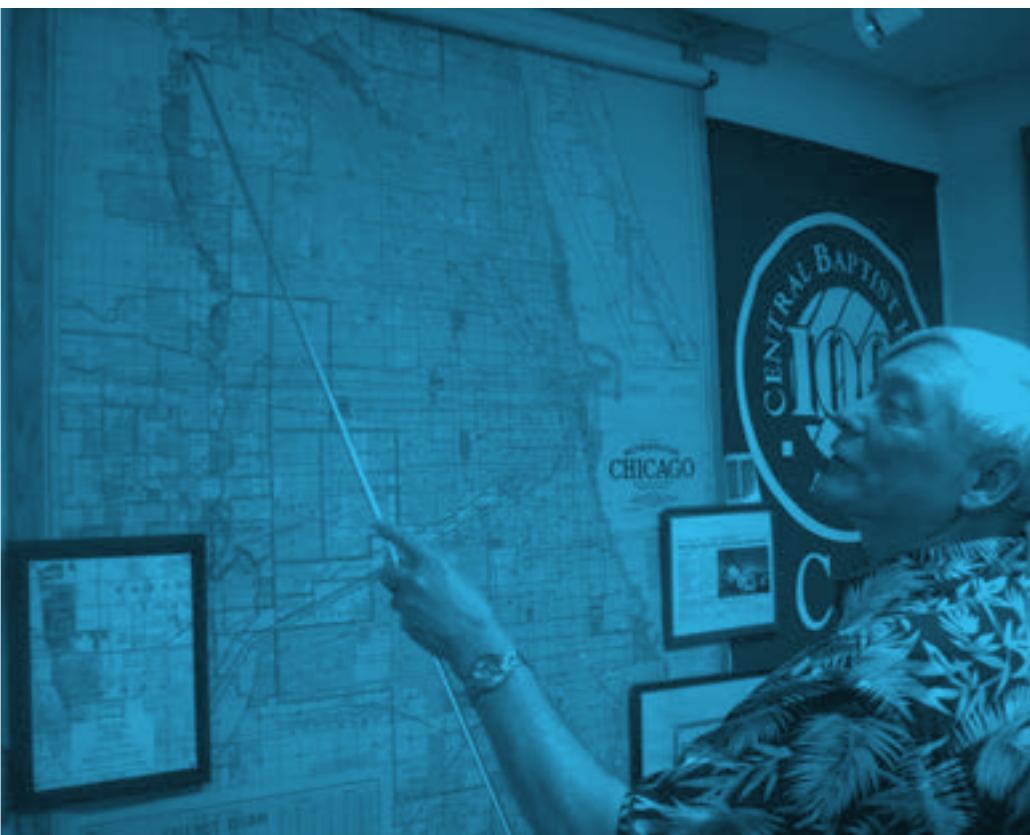
The Chicago Metropolitan Agency for Planning (CMAP) is the region's official Comprehensive Planning organization. Its GO TO 2040 planning campaign is helping the region's seven counties and 284 communities to implement strategies that address transportation, housing, economic development, open space, the environment, and other quality of life issues. See www.cmap.illinois.gov for more information.



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