Village of Riverside
Central Business District Plan

Appendix B
Public Engagement

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Introduction

The Village of Riverside was awarded a technical assistance grant to update their Central Business District Plan from the Chicago Metropolitan Agency for Planning's (CMAP) Local Technical Assistance (LTA) program. A significant feature of CMAP's LTA program is the commitment to broad-based public involvement. The local planning projects that result from the program's competitive application process are strengthened by the engagement of residents, business owners, and other local stakeholders. In particular, the LTA program focuses on both reaching and involving individuals that are traditionally underrepresented in planning processes, including low-income persons, minorities, non-English speaking persons, and persons with disabilities. This appendix provides a summary of the steps taken to engage the Riverside community in the planning process.

Developing a public engagement strategy

The LTA program strives to formulate a public engagement approach that is tailored to each LTA community. 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. This approach is captured in a document called a "project outreach strategy" (PROUST), which describes outreach goals and activities as they align with the steps of the project scope. The project outreach strategy was updated throughout the project, according to which methods are effective and which target groups required further outreach efforts.

For the Village of Riverside, the project outreach strategy was supported by background research and initial conversations with the village staff and other key stakeholders. The initial steps in developing the public engagement strategy for Riverside were: to find out what types of public participation had occurred in the village prior to this project; 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.

From this background research, the initial direction of the public outreach strategy was devised, establishing an overarching goal that the project's public outreach would draw from a wide variety of people with different understandings of and preferences about the future of the community. Based on village demographics, the team felt it was important to reach residents broadly and also local business owners. Outreach included but was not limited to: economic development and civic organizations; local businesses; schools; and village commissions.

The Riverside's Central Business District Plan was guided by a steering committee, composed of representatives from five of the village commissions and the Riverside Chamber of Commerce. The steering committee advised and confirmed the outreach strategy and worked as a sounding board to assist village and CMAP staff throughout the process.

How public input helped to shape this plan

Developing and executing a public outreach strategy helps to ensure that the plan itself serves as a guide that truly reflects the community's desires. There were many instances throughout the public engagement process where staff took into account residents' feedback and developed strategies to address these concerns.

Online communication was one of the most successful ways CMAP received public opinions and feedback. Economic development was consistently a central theme of discussions with residents. They frequently

visit downtown and are very familiar with the existing businesses and activities available to them. As the civic and cultural center of the village, residents visit the village hall, public library, historic museum, established businesses, and nearby schools. Some visits are short, simply to take the train to work. Residents clearly articulated a desire to share the historical significance of their community with others and welcome visitors to spend time in the downtown. They would like to see the Water Tower better utilized to play an expanded role in architectural and design tourism.

Another common theme heard from residents related to how their community looks to Metra and Amtrak riders as they pass through the village. Residents would like to see the aesthetics of the railroad corridor improved. In addition to increased economic activity from out of town visitors, residents would like to spend more time and money in the downtown. They would like to patronize more retail and dining options, especially those catered to younger families. Expanding recreational opportunities is also very important to residents. They envision better connections to the Des Plaines River as well as reactivating the former public works building as a recreation and community center.

Lessons learned

Riverside is a very active and engaged community. With a strong citizen engagement in place, it was important for the planning process to bring residents into the planning conversations who are not already involved in the various commissions and volunteer efforts. To do this, village and CMAP staff worked to disseminate information about public meetings. Village staff already had residents tuned into community resources like the village website, e-flash newsletter, and online calendar of events; and consequently the project team utilized these resources throughout the planning process.

An on-line engagement tool, titled MetroQuest, was also found to be a very effective technique for Riverside. This tool was developed to gather public feedback on the community for the plan. Online engagement afforded the village and CMAP the opportunity to reach more people than just those who were able to attend the public meetings. All in all, there were over 500 unique visits to the MetroQuest website, and 51 visitors provided detailed comments on an interactive map. Residents who participated shared countless ideas as to how to improve the community for the future. A kiosk displaying the MetroQuest site was also set up at the Riverside Public Library for several weeks.

The project team found online engagement to be a successful way to reach village residents. Therefore, it is recommended that Riverside continue to use electronic and computer-based outreach methods for future planning processes.

Public engagement and results

There were four primary means of communication throughout the plan development: posters and postcards, face-to-face outreach, on-line communications, and email updates and reminders. Print and digital posters and postcards were developed for each of the three public meetings. Prior to meetings, the project team placed flyers and posters at locations in and around the village; including, local businesses, government offices, and the Riverside Metra Station. The village also sent emails to residents who have signed up for the e-flash newsletter informing them of the three meetings and the MetroQuest website. In an effort to reach all businesses, over 15 community businesses were visited to inform them about the planning workshops. The following businesses allowed the project team to put up posters and leave postcard: Riverside foods, Empanudus, Riverside Arts Center, Grumpy's, Riverside Library, Riverside Park

District, Riverside Bank, Aunt Diana's Old Fashioned Fudge, Little Bohemian Restaurant, Riverside Arts Center, Brookfield Zoo, Riverside Wine Bar, Rotary Club, Riverside Brookfield High School, Riverside Presbyterian Church, Riverside Junior Women Charity (E-Flyer), Frederick Law Olmstead (E-Flyer) & School District 96 (E-Back Pack).

People receive news in a variety of ways; to broaden outreach efforts both traditional news media and on-line media were contacted about this project. The project team sent media advisories and utilized social media to help promote and remind people of upcoming events. The village dedicated a section on the village's website for the Central Business District Plan and the planning process. CMAP developed and maintained a project webpage (www.cmap.illinois.gov/riverside) where residents could find the latest information on the project Central Business District Plan. Media advisories were sent to a number of local and regional online newspapers: Riverside-Brookfield Landmark and My Suburban Life.

CMAP staff also targeted social media, posting the open house meeting information and flyers on a number of Facebook pages, including: Riverside United Methodist, St. Mary's Church, Kiwanis Club of Riverside, Riverside Wine Bar, Riverside Ped and Bike Salt Creek Connection, We are Riverside Responsible, Riverside Public Library, Riverside Area Inclusion Network, Riverside Parks and Recreation, Riverside Brookfield PTO, Riverside Farmer's Market, Quincy Street Distillery, Riverside Foods, FRED, and the Frederick Law Olmsted Society of Riverside.

In an effort to keep participants informed of project updates, email addresses were captured at each public meeting. These email addresses were added to the plan's master database of contacts at the end of each meeting so that participants would continue to receive project updates.

Overall participation

The planning process included interviews with key stakeholders, meetings with the Village Board of Trustees, three public workshops, and an online public engagement tool called MetroQuest. Since the start of the formal planning process in April of 2012, over 700 residents and stakeholders participated in the public process.

Table 1. Public Participation Numbers

Public Input Opportunity	Number Participants
Village Board of Trustees Meeting	8
Key Person Interviews	11
Meeting One: Kick-off meeting	60
MetroQuest	524
Village Board of Trustees Meeting	8
Meeting Two: Visioning Workshop	40
Meeting Three: Open House	60
Total	711

Village board meetings

CMAP met with the Village Board on February 9, 2012 to introduce the Central Business District Plan project to the Trustees. The Village Board was asked to describe their vision of Riverside 20 years from now as well as what they consider to be the village's greatest assets and challenges.

Key person interviews

In order to gain further insight into the issues and opportunities that exist in Riverside, CMAP staff conducted interviews with 10 key stakeholders throughout the community. These individuals represented a wide variety of interests and perspectives, and ranged from institutional leaders to business owners to community leaders. While the discussions are confidential, the information provided by the key stakeholders contributed to the plan.

Kick-off meeting

On Wednesday April 11, 2012, the first public workshop of the planning process was held at the Riverside Township Hall from 7:00 p.m. to 8:30 p.m. There were approximately 60 people in attendance, including several members of the steering committee. This meeting was intended to introduce the project to the community and to gather input about the issues and priorities to be addressed in the Central Business District Plan. Four questions were posed to the participants to gather input via a worksheet and discussion:

1. What issues do you believe should be addressed in this CBD plan?

Participants discussed and listed the most important issues they would like to be addressed in the Central Business District Plan, which were then categorized for a later keypad polling exercise. Participants also wrote down their top two priority issues they would like addressed in the plan.

Lack of casual dining for families
Lack of arterial (which would bring people past businesses)
Study area should include Harlem Ave.
Need to bring commercial businesses to increase tax base
Lack of Parking (different types of parking needs -- commuter, multi-family housing, visitor, employees)
Lighting at night is too dark
Visibility from train – cannot see businesses and view of the backs of the buildings is not attractive or inviting.
Disconnect between landowners and tenants
Need proper business signage
Need a gathering place for people to sit and linger
Lack of streetscaping
Vacant storefronts
Bland architecture on Burlington
Lack of destination shopping.
High rents
Lack of village government support for businesses
Use what we have – historic features and proximity to the Brookfield Zoo
Need an aggressive marketing campaign
Riverside is a special place to share
Need to work on business retention
Lack of participation of dental office in village events
Encourage boardwalk and outdoor cafes
Need antique shops (build on historic theme)
Need good bakery
Need to leverage the River
Early closing time of businesses
Options for pedestrian railroad crossing
High cost of maintaining the train platforms
Reuse/improve youth center
Improve Quincy Street
Lack of center
Lack of business incentives
Capitalize on commuters
Need façade standards
Capitalize on Olmsted
Flooding
New Youth Center
Need a Bed and Breakfast/hotel
Lack of space for redevelopment
Encourage youth, residents, everybody to stay and hang out in Riverside's Downtown
Frank Lloyd Wright
Redevelop parking lot on Quincy
Recreational opportunities on River
Attract young families
Lack of stopping at crosswalk
Need to generate a pro-business perception
Unique downtown
Tourism
Organic evolution
Strengthen the connection to the portage
Leverage the Water Tower
Reuse well/pump house on Pine Avenue
Need affordable senior housing/age in place
Structured parking (can be done nicely with building liners, First American Bank parking lot on Quincy.
Need high quality businesses

Participants were asked to review the entire list generated by the group and write down what they believe are the top three issues that need to be addressed. After tallying the votes, the following represent the top 15 issues that received the most votes. Since several of the issues are related, some of these have been consolidated.

Table 2: Priority Issues

Issue	**Votes**
Capitalize on the connections to Olmsted, Frank Lloyd Wright, and Brookfield Zoo to attract visitors	33
Visibility from train – cannot see businesses and view of the backs of the buildings is not attractive or inviting.	28
Need to leverage the River	25
Reutilize the youth center and attract young families	16
Encourage riverwalk and outdoor cafes	15
Lack of Parking	13
Lack of support for businesses -- from village government, lack of incentives, lack of aggressive marketing campaign.	13
Encourage youth, residents, everybody to stay and hang out in Riverside's Downtown	12
Need to bring commercial businesses to increase tax base	12
Need to generate a pro-business perception	10
Lack of destination shopping.	9
Need façade standards	8
Lack of streetscaping	8
Need a Bed and Breakfast/hotel	7
Options for pedestrian railroad crossing	7

2. What could be enhanced about Downtown Riverside?

Participants offered ideas which ranged from branded signage that promotes both the history and the amenities to landscaping and the creation of gathering spaces and nooks along Burlington Street. Building a riverwalk and creating design guidelines for businesses to improve the look of Burlington were frequent suggestions. Participants also stressed improving the backs of the buildings lining the railroad tracks. Activating Guthrie Park and extending the museum hours as well as making it more welcoming were also mentioned. One participant recommended a canoe and boat rental, another mentioned a Swan Pond Park live theater/performance area.

3. What are the hidden gems of Downtown Riverside?

Participants identified the riverfront and the swinging pedestrian bridge. Individual businesses – like Higgins Glass, Riverside Foods, and the Swim Club – as well as individual buildings, like the Arcade Building were mentioned. Quincy Street, the proximity to Brookfield Zoo, and the empty space that used to be Henniger's were also discussed.

4. What would you like a newspaper headline to say about Downtown Riverside in 2040?

Participants envisioned the following headlines:

- "Bring the world to Riverside"
- "Historical community with a modern feel"
- "Riverside has evolved – it's not your grandparents town"
- "A destination not to miss"

- "Due to regional development, Downtown Riverside has a pulse"
- "Olmsted's Green ensured real growth"
- "The downtown area is too crowded with shoppers!"

Downtown use and demographic survey of meeting participants

Table 3 highlights the results of the keypad polling during the meeting. Approximately 40 residents attended this portion of the meeting. The majority of attendees stated that they frequently visit the study area, with over 44 percent arriving by foot or bike. Their main activity in the Central Business District was shopping (48 percent). The majority of attendees were Caucasian (92 percent) and between the ages of 40 and 49 (30 percent). Not every attendee answered every question.

Table 3: Survey of meeting participants

Frequency of Downtown Visits		**Responses**	
		Percent	**Count**
Everyday		37.8%	14
2-3 times a week		37.8%	14
Once a week		16.2%	6
Once a month		8.1%	3
	Total	100.0%	37
Travel modes to Downtown		**Responses**	
		Percent	**Count**
Walk		36.1%	13
Bicycle		8.3%	3
Drive		55.6%	20
Metra		0.0%	0
	Total	100.0%	36
Main Activity in Downtown		**Responses**	
		Percent	**Count**
Shopping		48.7%	18
Dining		21.6%	8
Visiting parks		0.0%	0
Visiting museum		0.0%	0
Visiting library		2.7%	1
Visiting Township Hall		5.4%	2
Taking the train		13.5%	5
Working		8.1%	3
	Total	100.0%	37

Connection with Riverside	Responses	
	Percent	Count
Downtown Riverside Resident	7.5%	3
Riverside Resident	67.5%	27
Riverside Business Owner and Resident	12.5%	5
Riverside Business Owner	5.0%	2
None of the above	7.5%	3
Total	100.0%	40

Age	Responses	
	Percent	Count
Under 20	0.0%	0
20 – 29	18.2%	6
30 – 39	12.1%	4
40 – 49	30.3%	10
50 – 59	12.1%	4
60 – 69	18.2%	6
70 or better	9.1%	3
Total	100.0%	33

Race / Ethnicity	Responses	
	Percent	Count
African American / Black	0.0%	0
Asian	0.0%	0
Caucasian / White	92.3%	36
Hispanic / Latino	2.6%	1
Native American / Alaska Native	0.0%	0
Native Hawaiian / Pacific Islander	0.0%	0
Multi-racial	0.0%	0
Other	0.0%	0
Decline to answer	5.1%	2
Total	100.0%	39

MetroQuest web tool

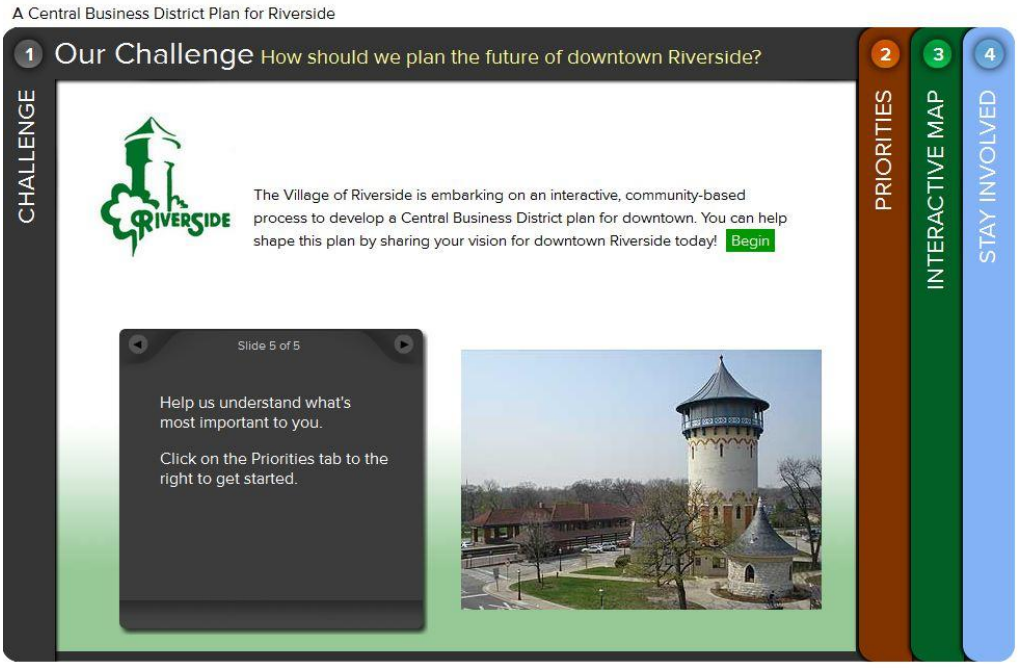
In addition to the public workshops, the project team utilized MetroQuest to reach residents who were unable to attend the public workshop. As part of the Local Technical Assistance (LTA) program, CMAP contracted with MetroQuest to utilize this software for public engagement activities on many of the LTA projects. The project team worked to develop a project-specific version of MetroQuest to meet the public engagement needs of Riverside's Central Business District Plan.

The purpose of using this tool was twofold. First, employing an online tool gave this project potential to engage more stakeholders than traditional face-to-face meetings, as MetroQuest was available to the broader public from April 19, 2012 to June 19, 2012. Second, it was critical to understand which features were most and least important to local stakeholders. Armed with this information, CMAP set out to include many of the common issues, themes, and ideas expressed at prior workshops into MetroQuest for the second phase of public engagement.

Riverside's MetroQuest Site Experience

Upon visiting MetroQuest the user was taken through a series of background information about the Village. This first screen, Challenge, sets the stage (see Figure 1). Stating that Riverside has embarked on a community-based process to develop a Central Business District Plan, the introductory screen is meant to compel the user to think about the vision for Riverside.

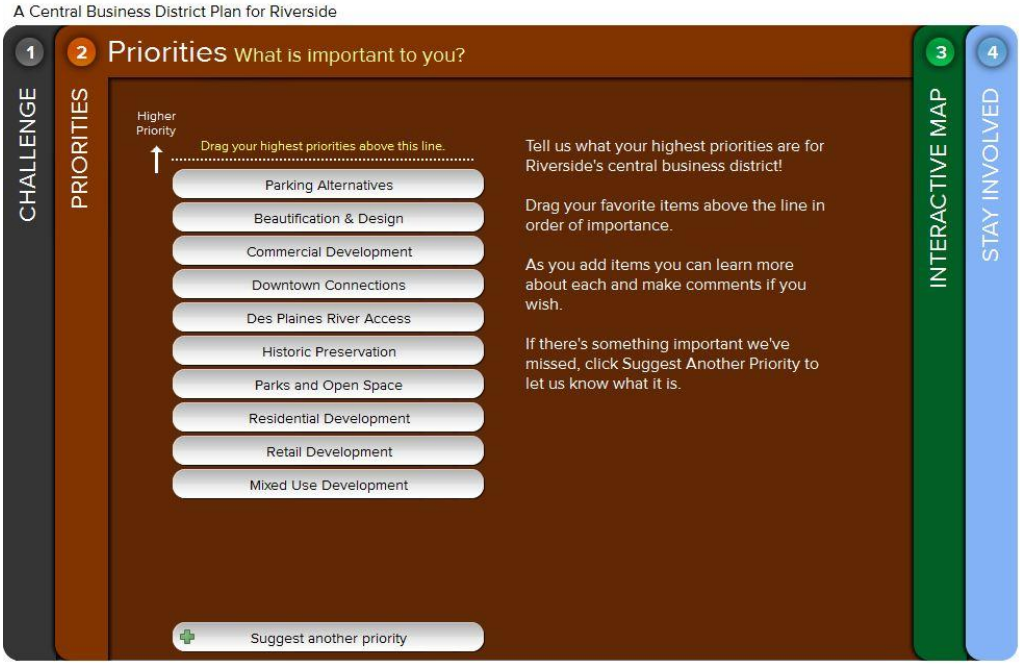
Figure 1. "Challenge" Screen of MetroQuest Website



There were five slides of background information about Riverside that would scroll on this front page. The information for each slide came directly from an existing conditions report that was done as part of the planning process.

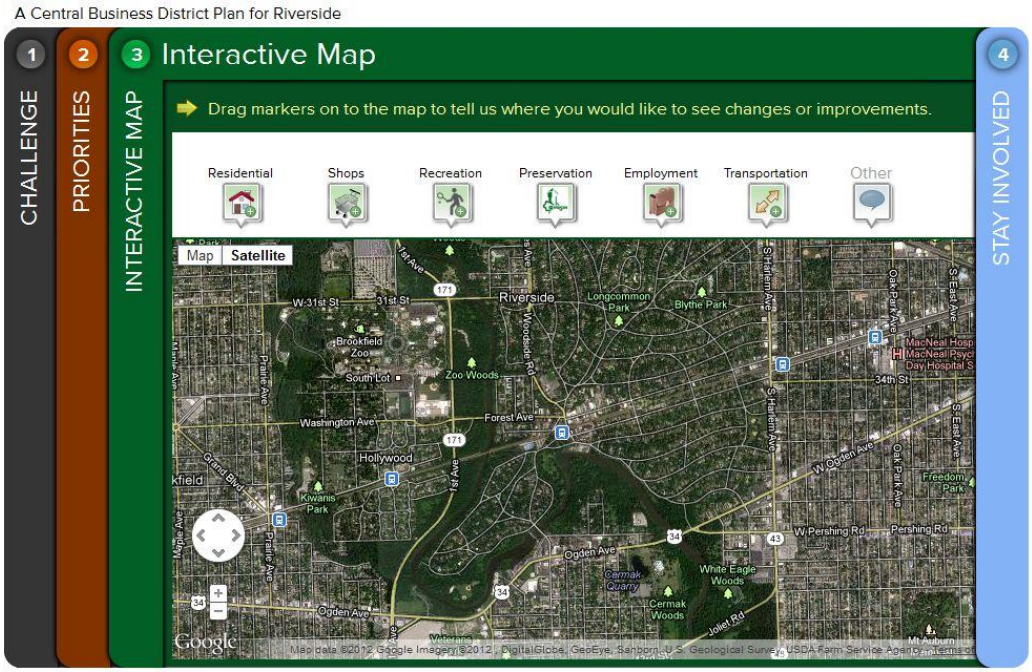
The second screen, Priorities, included a list of topics for prioritization (see Figure 2). These priorities came directly from input received at public workshops and key stakeholder interviews. The user was asked to drag his or her favorite items above the line in order of importance.

Figure 2. "Priorities" Screen of MetroQuest Website



Each priority was described using a draft principle that was developed based on findings from the key person interviews, the existing conditions report, conversations with the steering committee, the kick-off meeting and visioning workshop. Once completed, the user could then move on to screen three, Interactive Map (see Figure 3). Here, participants were shown a map of the Central Business District and were asked to drag markers to the map to indicate where they would like to see changes or improvements. There are six designated markers, residential, shops, recreation, preservation, employment, and transportation as well as an "other" marker which participants can use to designate their own category. By placing a marker, participants also had an opportunity to provide more detailed information or explain what is motivating them to make the recommendation in a comment box. Participants could place as many markers on the map as they wished.

Figure 3. "Interactive Map" Screen of MetroQuest Website



Once users had given their feedback, the final screen, Stay Involved, gave users additional project information and links to Riverside and CMAP's project information pages. The Stay Involved page also asked users for their name, email address, gender, and age. None of the demographic information was mandatory. However, participants who left contact information were contacted about the final public open house and added to distribution lists for future project updates.

MetroQuest results

Participants are first asked to identify which priorities are of the highest importance to them. Retail development was of the highest concern of residents, see Table 4.

Table 4. Rank of Priorities for Riverside

Overall Rank	Average Rank	Priorities
1	1.85	Retail Development
4	3.03	Commercial Development
2	3.1	Beautification & Design
5	3.41	Historic Preservation
3	3.7	Downtown Connections
8	3.83	Parks and open space
6	4	Mixed Use Development
7	4.15	Des Plaines River Access
9	4.52	Parking Alternatives
10	6.77	Residential Development

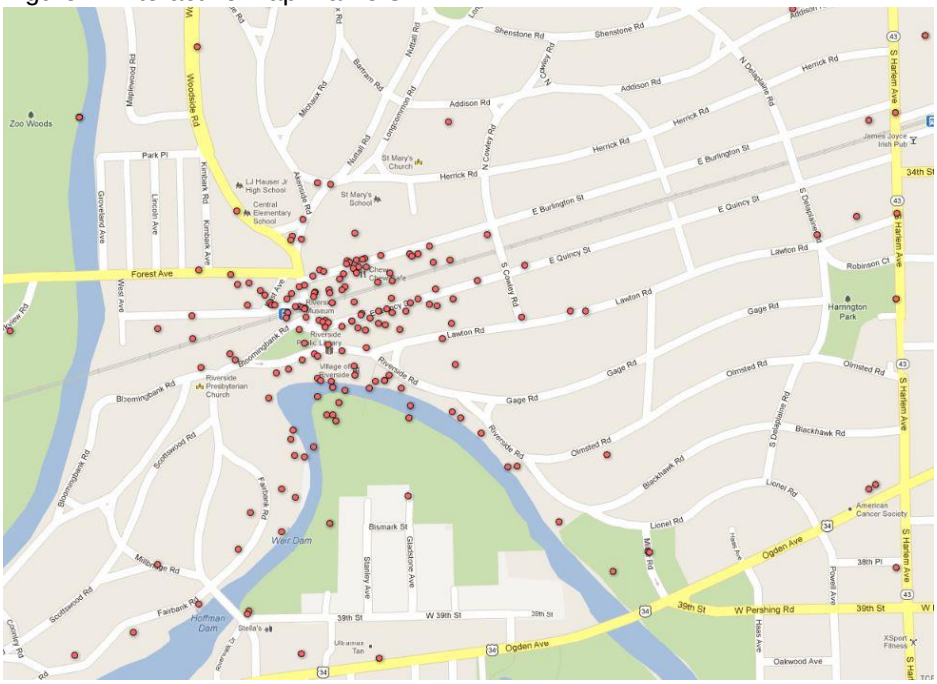
Next, participants are shown a map of Downtown Riverside and are asked to drag markers to the map to indicate where they would like to see changes or improvements. Participants could place multiple markers on the map and 253 markers were used. Table 5 indicates the number of times a given marker

was used, with the Shops category used very frequently. Figure 4 shows the distribution of the markers on a map of Riverside. Fifty-one markers contained detailed comments. The full comments are organized below based on topic area, though some comments cut across multiple topics and no topics were made directly under the residential category. The thrust of the comments shows that the website commenters share similar concerns with what others have mentioned at the public meeting.

Table 5. Interactive Map Markers

	Number of Uses
Shops	102
Preservation	37
Recreation	34
Employment	26
Transportation	24
Other	15
Residential	15

Figure 4. Interactive Map Markers



Interactive map comments

Shops

1. Continue to add shops or dining [Quincy St]
2. Large private parking lot creates gap that loses touch with Higgins Glass, Gaslight Realty and new distillery. [Quincy St]
3. Develop Harlem more and provide parking so people will go there [Harlem near Harrington Park]
4. Get that big storefront on Burlington and the arcade building filled first before you start building more
5. Harlem Ave. should be redistricted for more business development and less apartments. [near Harlem Metra Station]
6. Health club [Quincy Street]
7. increase access for businesses [Burlington St]
8. More shops/office space/business on Quincy Ave
9. More stores. Maybe a pizza/Italian restaurant. A Bakery would be nice.
10. My family constantly says that there is no place to go in Riverside. Needs many more restaurants and shops to encourage people to come here.
11. Pizza/Italian restaurant [Quincy]
12. Please help the developer of the Arcade Building to get businesses. Give some tax incentives or something, anything to get those spots filled.
13. Riverside has a beautiful downtown; however, a lot of the store fronts are vacant. Businesses that will cater and provide for the town's population should be targeted.
14. These [East Avenue] storefronts should be shops, not shabby offices.
15. Continue to develop down Riverside

Transportation

16. Access to Harlem should be pork-chopped off to incoming traffic or blocked off entirely at this dangerous intersection. In this section of town there are ample close alternatives that are safer. [Harlem and Lindberg]
17. Bridge to the zoo. Market to zoo patrons to shop and eat downtown. [In Zoo Woods across the river from Park Place]
18. Crushed stone hiking [Near Township Hall]
19. Improve parking facilities [Near Train Station]
20. Should be converted back to two-way traffic in enable better access into CBD. [Miller Road]
21. Intersection improvements [location unknown]
22. Parking [Near Metra station]
23. Trails [Near swinging bridge]
24. Despite the controversy, this really is the perfect site for a parking structure. [Pine Ave]
25. Improve Station and Platform appearance and maintenance
26. parking improvements needed in this area [Forest Ave near Kimbark]
27. Parking improvements needed in this area [Pine Ave]
28. Should be converted back to 2-way traffic to enable access to CBD and aid businesses. [Miller Road]
29. Traffic flow through the center of town as well as parking for those shopping or doing business in town [General comment, but placed near Public Library]
30. Work out parking arrangements to improve access to this area [Quincy St]

Recreation

31. A community center where residents can perform cardiovascular exercise inside (all year round) and do not need to leave the community for would be ideal. This would be an asset in the community and would appeal to older and younger people alike.
32. Add community center
33. Area for grade school students to play (school playground only available to students up to 2nd gr.) [near Central School]
34. Improve recreation opportunities and facilities in this area [Burling Road]
35. Park is neglected and shabby looking. Needs some attention and upgrades. [Marker placed on Parkway Road, perhaps referring to Veteran's Park?]
36. Expand Riverside Swim to include health club facilities or separate facilities
37. Get something for the kids to do...how about that building behind fire department used to be for kids dances, etc., why not again
38. Add recreation to Longcommon Park
39. Improve the fields, add lights, add concession stand
40. Build a rec center downtown.

Employment

1. Create businesses along Harlem that can employ local people. [Harlem Ave near Lawton]

Other comments

41. Provide routine maintenance, improved signage in this entire area [Corner of Burlington and Longcommon]
42. That these are med/office buildings is a tragic blunder. Should be retail!!! Can we have a long term plan to make it happen? [Marker placed near Ogden and Harlem]
43. The downtown in Riverside could be a great asset for the town, its residents, potential businesses, and property values as a whole. A more vibrant downtown with shops, businesses, and restaurants designed to cater to the town's residents would bring great potential.
44. Mixed Use [north side of Burlington St, east of Village Center]
45. Mixed Use [south side of Burlington St near existing residential homes]
46. Mixed Use [south side of Burlington St near existing residential homes]

Preservation

47. Consider designating this "industrial zone" as Park land [Marker placed at train line and Longcommon, not sure what they are referring to]
48. Expand the Museum to include the water tower. It will draw tourists. Present buildings are too small.
49. Perhaps move Riverside museum to larger facility. Maybe attached to village hall? Market architectural and horticultural tours?
50. Small areas to enjoy the river [Near Riverside Rd and Olmsted Rd intersection]
51. Small clearings to sit and enjoy quiet by the river [near Riverside Rd and Gage Road intersection]
52. Preserve McCormick Woods

Visioning workshop

The second public meeting of the Riverside Central Business District Planning process was held on September 6, 2012 at 7 pm in the Riverside Township Hall Auditorium. There were approximately 45 people in attendance, including several members of the steering committee. After an introduction by Village President Gorman, CMAP staff provided an overview of the planning process and the findings of

the existing conditions report. Then CMAP staff divided the participants between five tables and asked each group to step through a visioning booklet and come up with three big ideas for Riverside's CBD. Each group also had a map with markers to illustrate their ideas. After 45 minutes of small group discussion, a representative from each group came up to the podium to present their group's top three ideas.

Group 1:

1. Rebranding. The idea here was to update the visual identity of the village – from the logo to façade improvements.
2. Streetscaping improvements. The idea here was to enhance the streetscape by potentially expanding sidewalks, building a boardwalk in downtown, places to spend time, and allowing higher density development to build the population base to support local businesses.
3. Create a business-friendly culture and help start-up businesses assistance. This idea focused on changing perceptions, clarifying how to start a business in Riverside, and then helping businesses where possible.

Group 2:

1. Train improvement: This idea focused on improving the trainscape with plantings, signage, murals, and other landscaping. Improvements should be made all the way through, not just in the study area boundaries but further east and west. This is the village in the forest, yet that is not apparent from the train.
2. Destination business on the riverfront: Reutilize the youth center for a bed and breakfast or other use that can take advantage of the views and the swinging bridge.
3. Activating Swan Pond: With the changes to Swan Pond, this idea is to activate it with picnics, community events such as theatre and music (portable stage). Connect Swan Pond to the swinging bridge behind the Town Hall and Public Library.

Group 3:

1. Clean up Streets and Sidewalks and along Train Tracks. This idea focused on flowers, planters, and hanging baskets along streets on light poles.
2. Attract children friendly businesses. For example, birthday party houses, pizza palaces, skateboard park. Attract families to live in Riverside.
3. Town Hall to offer more support to business, i.e. knowledge of rules and regulations. More community events to bring people in (cited the success of the farmers market.)

Group 4:

1. "Active Riverside," this concept emphasized the riverfront and included the addition of trails, a recreation center with kayak rentals.
2. "Welcome Mat," this concept focused on interventions around the Train Station and Centennial Plaza to entice people into the Downtown. Emphasized signage at specific points, informational map and kiosk, business signage and other aesthetic improvements.
3. Partner with businesses to expand commercial activity, this concept reviewed ways to build on the historic identity and continue to partner with other organizations and communities like Oak Park. Sidewalk bump outs were seen as a way to help businesses. Being able to go up in the water tower was seen as a way to attract tourists.

Group 5:

1. Convert Burlington and Quincy to one-way pairs with an underpass to connect the two streets. This would free up a travel lane on both streets and allow for wider sidewalks and diagonal parking.
2. Establish a riverwalk with canoe and kayak rentals: Convert the former public works building into a more commercial use, with boat rentals and a restaurant and a riverwalk behind the Township Hall and Public Library to connect to Swan Pond.
3. Beautification of Downtown and the Trainscape: landscaping and trees to block the parking lots.

CMAP staff consolidated the overall list into 9 different items and asked everyone to review the entire list generated by the group and vote on what they believe is the top idea that needs to be addressed in the plan, see Table 6.

Table 6: Top ideas generated at the visioning workshop

Top Idea	Votes	Percent
Transform street to one-way with underpass	1	2%
Riverfront: activate with trails, kayak rentals, music, B&B	12	29%
Streetscape and Trainscape beautification	7	17%
Welcome Mat (signage and activities along train station, Centennial Plaza)	4	10%
Signage, lighting, benches	2	5%
Expand commercial activity, business-friendly	4	10%
Attract visitors, tourism, B&B.	6	14%
Rebranding identity	2	5%
Places/Spaces for family friendly activities	4	10%

Public open house

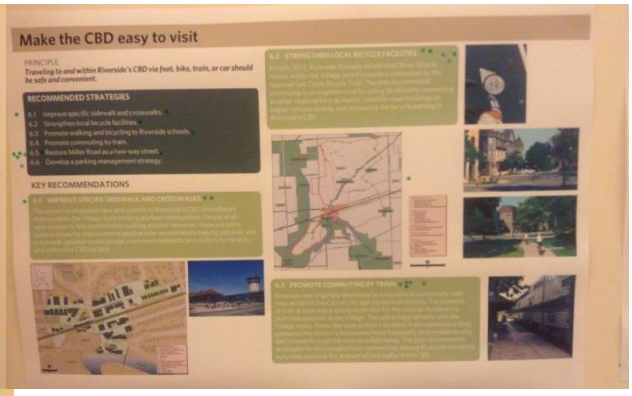
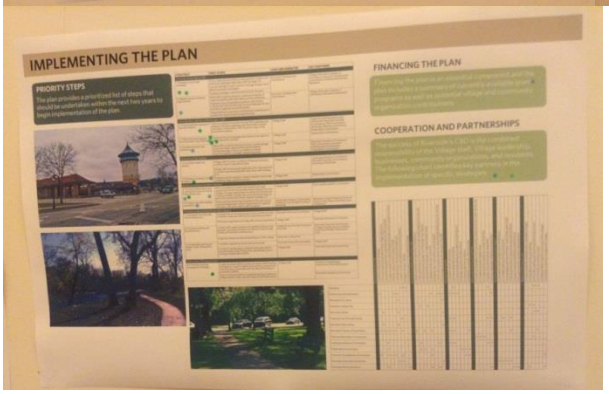
The third public meeting of the Riverside CBD Plan was held on March 19, 2013 from 5:00 -7:00 pm in the Riverside Township Hall. There were approximately 60 people in attendance, including several members of the steering committee and village board. Attendees were asked to review the posters around the room, place stickers next to items they liked (Figure 5), and submit more detailed comments using a comment form. CMAP staff received 12 individual comment items from nine individuals. Most of the comments were supportive in nature; see Table 7 for each full comment. CMAP staff recommended several changes to the draft CBD plan in response to comments. The steering committee subsequently voted and approved the changes.

Table 7. Comments from the Public Open House

	Comments	Response	Proposed Changes to the Draft CBD Plan
1	Prioritize parking and filling vacant storefronts. Looks great! Great vision.	Noted.	No action needed.
2	I would love to see a community garden. It appears that there are a few run down properties on Quincy and Burlington which could be acquired at a low cost. They seem like great lots for a community garden.	Community gardens have not been brought up before in the planning process for the CBD so the location of garden in the CBD has not been assessed. Nothing in the current CBD plan restricts a community garden from forming.	No action recommended at this time.
3	Prioritize the strategies that the people of the Village feel most important. I only work in Riverside so what I feel is most important may not be as important as a taxpayer's. I believe the majority of topics and suggestions brought out are all important and necessary for a more vibrant village.	Noted.	No action needed.
4	CBD has to look good/ business friendly from the train. Some of that is addressed with this plan. The business make-up of the CBD needs to change to more restaurant / entertainment to get people off the train and/ or head into Riverside. The town should have a "monthly" event from April to October to create excitement. i.e. art fairs, car shows, founder's day, and soon maybe a winter festival.	CBD Plan recommends more active ground floor uses as described in this comment. The Plan also recommends expanding or adding community events (strategy 1.7), but doesn't specify that they should be monthly. Would prefer to leave the schedule more open ended to reflect local capacity.	No action needed.
5	Eliminate Miller Road two-way as an option: increased crime, traffic safety, resident safety; negative impact by residents that live on Lionel, Riverside, Blackhawk, Olmstead, and Gage Roads; too costly to study with other issues that should take the priority to achieve that goal.	CBD Plan strategy 6.5 recommends restoring Miller Road as a two-way street to make it easier to enter the village for Ogden Avenue. This is part of a multi-step strategy to counter the CBD's low traffic volumes which can make it difficult to attract and support businesses. However, this action would need to be studied first to determine how it would impact traffic volumes. This strategy also requires coordination with IDOT. This strategy received 6 stickers in support of converting Miller Road to a two-way street.	PAGE 60: Title Change: Change the title of this strategy to reflect how this change would need to be analyzed first. "Study restoring Miller Road as a two-way street". Text Change: Add language to the strategy description to reflect the concerns that would need to be balanced in making a decision. "The village should investigate the potential of reconfiguring the Miller-Ogden-39th Street intersection and reestablishing Miller Road as a two-way street, see Figure 3.26. A good portion of Miller Road is adjacent to public open space; diverting traffic to Miller Road could result in lower traffic volumes along the more residential Lionel Road. The potential traffic impacts of this change should be studied and the final decision should reflect the concerns of nearby residents."
6	Don't make Miller Road a 2-way street. It used to be 2-way and was changed into a one-way street to reduce the number of people driving through Riverside just as a short cut. We don't need that kind of traffic.		
7	Eliminate Miller Road becoming two-way as an option. There are serious safety, homeowner, wildlife, and crime concerns.		

	Comments	Response	Proposed Changes to the Draft CBD Plan
8	I was in Western Springs and Hinsdale and etc. and they use awnings for their signage which is appealing. Three places in Riverside that draw one's attention are Riverside Plumbing, Chew Chew Restaurant, and Landmark Kitchen. The renovation of the Arcade Building is outstanding. Trees and plantings along sidewalks are nice. Outdoor seating helps draw crowds to eating establishments.	The CBD Plan does not address awnings specifically. Village ordinance allows awnings via permit and several businesses are utilizing this feature. The plan supports additional trees and plantings and has a strategy focused on supporting the use of outdoor seating.	No action needed.
9	Please label Centennial park on the maps	Good catch.	Map Change: Centennial Plaza label will be added to Figure 1.2, 2.1, and 3.14.
10	New parking lot is often overlooked -- directional signage. Also, maybe a small sign at the lot indicating it was a green construction project.	The CBD Plan strategy 6.6 calls for developing clear information about available parking spaces, including online and printed maps, wayfinding signage, and signage at the given parking locations. The signage at the new parking lot could include information about the stormwater components of the site.	No action recommended at this time.
11	Priorities? Not ready to answer this yet, but off the top of my head -- enhance gateways and street furniture, signage, etc. to make Riverside more inviting. General comments: need to target businesses like Empanadas that do not need to support themselves from Riverside location along, but use location for additional production.	Noted.	No action needed.
12	Focus on Harlem & Burlington improvements. Current businesses are not image we want. Riverside needs to be friendlier to business owners.	Harlem and Burlington were outside of the study area for this project, though the plan does identify this spot as a location for gateway signage. Strategies 1.2, 1.3, 1.4, and 1.5 are designed to improve business friendliness.	No action needed.

Appendix B: Riverside Public Engagement

Figure 5: Photos of Open House Posters

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