Application Form:
Community Planning Program and
Local Technical Assistance Program

DEADLINE: Noon on Thursday, June 26, 2014

This application form is online at www.rtachicago.com/applications. You may submit the form by email to applications@rtachicago.com. Upon receipt of application, you will receive an e-mail verifying that your application has been received.

1. Name of Applicant:
Village of Winfield
Winfield, Illinois

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

   John Schwarz, Management Analyst (630) 933-7107 jschwarz@villageofwinfield.com

   Peter Krumins, Community Development Coordinator (630) 933-7117, pkrumins@villageofwinfield.com

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

   ___ X ___ Local government

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

   ____________________________________________
   ____________________________________________
   ____________________________________________

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

   ____________________________________________
   ____________________________________________

*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.
4. Project Type (please check any that apply):
Please check all statements below that describe characteristics of your project. (This will help us determine whether your project is best handled by CMAP or RTA.)

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

5. Project Location:
Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan.

The location of this project would be the entire planning area for the Village of Winfield. A map of the Future Planning Area and Transportation Plan are attached.

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

The Village of Winfield is a Non-Home Rule municipality in DuPage County with a population of 9,080 (2010 Census). We are applying for support in implementing a Zoning Code Update to modernize our zoning codes, including taking into consideration the GO TO 2040 Plan.

Recently the Village completed an update of their Comprehensive Land Use Plan. This was the first comprehensive update in 13 years. In this Comprehensive Plan, several suggestions are presented to improve the land use of the Village, focused around enhancing the quality of life for residents and increasing our ability to attract more development to the community. However, our Zoning Ordinance has not had a complete comprehensive review in fifteen years. To implement the land use changes identified in our Comprehensive Plan Update, it is necessary to rezone areas such as the Roosevelt Road corridor. Before doing so, the zoning code needs to be updated. As part of the Comprehensive Plan Implementation (attached), updating the Village zoning code was identified as a top priority. We believe conducting a zoning code update shortly after the Comprehensive Plan is approved will result in more effective and appropriate rezoning, and with the support of this program, we will be able to realize this goal. In addition, through the support of this program, the Village would be able to utilize the current planning momentum from updating our Comprehensive Land Use Plan and the planning efforts of GO TO 2040 and focus our efforts on updating our zoning codes accordingly.

Attached for your reference are the Future Planning Area Map, Transportation Plan Map, and the Comprehensive Plan Implementation. The full Comprehensive Land Use Plan can be viewed at http://www.villageofwinfield.com/documentcenter/view/6130
Future Land Use Plan
Transportation Plan

* See Bikeway Plan for Bike Details
Winfield Comprehensive Plan
Phase 1 Implementation
May 30, 2014

Priority Objectives

- Update Village Zoning Ordinance and Subdivision Ordinance
- Prepare residential and commercial design guidelines
- Update annexation policy
- Develop financial incentive policy / require fiscal impact modeling
- Establish economic development plan with recruitment process / marketing materials
- Review protocol to establish procedures for interaction with developers
- Develop partnership with Central DuPage Hospital
- Develop curb cut/access control policy
Summary of Objectives

Update Village Codes
As noted in the Comprehensive Plan, it is highly recommended that the Village update and revise its Zoning Ordinance and the Subdivision Regulations to ensure that they are consistent with the policies and recommendations outlined in the Comprehensive Plan.

1A. Zoning Ordinance and Map Update – Roosevelt Road and St. Charles Road
Task for Plan Commission estimated to take 4-6 months

With the adoption of the new Comprehensive Plan, the update of the Zoning Ordinance and Map for Roosevelt Road and St. Charles Road key development areas should be a high priority project. This update will focus on revising or crafting new zoning districts to reflect the future land use designations and design standards as outlined in the Comprehensive Plan. This process can happen concurrently with the comprehensive zoning ordinance rewrite. After approval by the Village Board, the Village will be ready to consider rezoning petitions or initiate rezoning to implement the Plan. Staff will explore grants to fund this project.
1B. Zoning Ordinance Comprehensive Rewrite
Task for Plan Commission estimated to take 9-12 months

In addition to immediate changes required to implement the plans for Roosevelt Road and St. Charles Road, a comprehensive update and rewrite of the entire Zoning Ordinance is necessary to address other Plan recommendations and problems, including incorporating detailed design standards based on the design guidelines in the Comprehensive Plan, a site plan review process, the Town Center zoning district, sign standards, traditional neighborhood housing provisions, the number and purpose of all zoning districts, the Planned Unit Development process and standards, thresholds for traffic studies, infill standards for residential tear-downs, and other ideas to create an efficient, predictable development review process. Staff will explore grants to fund this project.

1C. Subdivision Ordinance Update
Task for Public Works Committee estimated to take 3 months

In tandem with the Zoning Ordinance update, development standards contained in the Subdivision Regulations should be reviewed and updated. These changes will insure that the platting process, lot standards, and requirements for improvements within the public right-of-way, flood plain and stormwater management, with particular emphasis on flexibility that may be provided in the planned development process, will conform to modern standards and policies of the Comprehensive Plan and Village Board. The Village Engineer and Village Staff will prepare recommendations and assist the Public Works Committee with evaluation of the current Subdivision Ordinance.
Design Guidelines Manual

As noted in the Comprehensive Plan, design guidelines are organized as a set of design standards to clearly communicate the importance of design and physical appearance throughout the community. Adopting specific design guidelines for specific development types of the Village is recommended to implement the more general design guidelines contained in the Comprehensive Plan.

2A. Residential Design Guidelines

Task for Plan Commission estimated to take approx. 6 months

To meet the goals for ensuring high quality multiple family residential neighborhoods as established in the Comprehensive Plan, residential design guidelines provide an in-depth set of architectural standards addressing building appearance, materials, and landscaping. The product will be a design manual to be used by Village officials in the review of projects, which will include extensive illustrations to clearly communicate the importance of design and physical appearance to developers, architects, and site designers. While the design guidelines should paint a clear picture of the community’s design expectations, they should also provide adequate flexibility for creative design. Staff and consultant support will assist the process. This project can occur concurrently with the corridor design guidelines.
2B. Commercial Corridor Design Guidelines
Task for Plan Commission estimated at 6 months

These guidelines would apply commercial development located at high-profile locations such as Roosevelt, Geneva, and St. Charles Roads and North Avenue. These locations warrant attention to design details to ensure that the quality of development is reflective of the community desires as expressed in this Plan. These commercial projects should project a positive, high quality image reflective of the residential character of the Village, and should be designed with appropriate buffers from adjacent residential neighborhoods. Additional guidelines on Town Center buildings and signage should also be considered. Commercial area guidelines could also include a recommended Village gateway and wayfinding sign program, or this could be a stand along effort.

3. Update Annexation Policy
Task for Village Attorney and staff, estimated to take 1 month

The current annexation policy should be amended to state that future annexation and development agreements should require that properties proposed for commercial uses should not be annexed and developed in a piecemeal fashion which could allow for small, strip-retail development. May require assemblies of 5 acres or more for annexation as commercial property.
Financial Analysis of Proposed Developments

4A. Develop Financial Incentive Policy
Task for Administration & Finance Committee, 4 months

Review incentive policies used in other municipalities to develop a financial incentive program and tools to facilitate development of commercial corridors, including TIF, Sales Tax rebate program, BDD, and Special Service Area financing. Consider appraisals of property recommended for commercial rezoning to establish reasonable expectations for land value. Project coordination by staff with consultant support.

4B. Establish fiscal impact modeling requirements
Task for staff & consultant to develop, 2 months

The Village will prepare, at the developer’s cost, an in-depth fiscal impact analysis of any significant proposed development on the finances and operational capacity of the Village and fellow units of government. A fiscal impact analysis of key development areas would also help determine the long term impact of these areas on Village finances, staff and capital resources. A fiscal impact analysis will identify potential new revenue sources, evaluate current and future levels of services, and identify costs associated with serving a growing community.
Economic Development Program
The Comprehensive Plan lays the foundation and vision for how the Village should grow to meet the various needs and desires of the community. An economic development program picks up where the Comprehensive Plan leaves off by identifying specific steps to implement that vision. As noted in the Comprehensive Plan, the key to successful economic development planning is to identify factors that the Village can control and focus efforts on these tasks.

5A. Economic Development Plan
Task for Economic Development Taskforce (EDTF) estimated at 6 months

This plan would contain four main elements: 1) Economic Development Objectives, 2) Village Strengths, 3) Partners, and 4) Actions. The first part of the plan is to use the economic development goals from the comprehensive plan and define the bottom line purpose of the economic development plan. This bottom line may be as straightforward as increasing revenues to the village; or may involve concepts like expanding quality of life for residents, bringing certain types of businesses to town, advancing a particular image or brand, etc. An economic development plan must identify and convey the value a community brings to businesses and other desired development. Economic development efforts do not succeed in a vacuum; communities must build upon or establish partnerships such as with the hospital. This aspect of focus seeks the win-win situations on which businesses and the Village can reach common objectives. Lastly and most significantly an economic development plan must identify clear and achievable actions to accomplish the established goals. The actions should be focused and not too many in number (having a to-do list requiring more resources than available will reduce odds of success).
5B. **Marketing Materials – EDTF, 3 months**

Creation of marketing materials (brochures, mailers, pamphlets) provides the Village with the tools to communicate with the local real estate and development community that Winfield is both serious about attracting commercial and residential projects, and provides relevant information about local market demographics, incentives and sites. This materials can take several forms from a general brochure about Winfield and development opportunities, to more site specific project potentials such as illustrated in the Comprehensive Plan for Roosevelt Road and St. Charles Road. The site specific materials assume that the subject property(s) are available for development. Staff & consultant to develop.

5C. **Establish Development Recruitment Process – EDTF, 3-4 months**

Establish a development recruitment process to seek developers for priority development sites is dependent upon the availability of property, either from willing sellers or from Village controlled sites. It is advisable to retain a commercial realtor or other professional to assist with outreach to key property owners. This effort invites developers to submit competitive proposals for specific sites for evaluation by Village officials. Normally this is a two-step process to first seek developer interest and then to narrow down a list of preferred developers for detailed proposals. Given that control or availability of properties may take time, the Village may consider preparing for the first effort – referred to as a Request for Qualifications (RFQ) process to identify & meet suitable developers. This initial effort could be done in conjunction with the preparation of marketing materials above.
6. **Update Ethics Ordinance and establish procedures for interaction with developers**  
   Task for Village Board, 1 month

   Revisit Village Board protocol on interactions with developers and their agents to avoid conflicts

7. **Develop Partnership Opportunities with CDH**  
   Task for President and Board, ongoing

   Develop partnership with Central DuPage Hospital to explore joint development plans for the Town Center, and update the Town Center Plan as appropriate.

8. **Develop Curb Cut/Access Control Policy**  
   Task for Village Engineer/staff/County DOT, 2 months

   Consider the development of an access control policy and standards to be integrated into the Zoning Code which limits the number of individual curb cuts along major streets in favor of shared or common access ways.