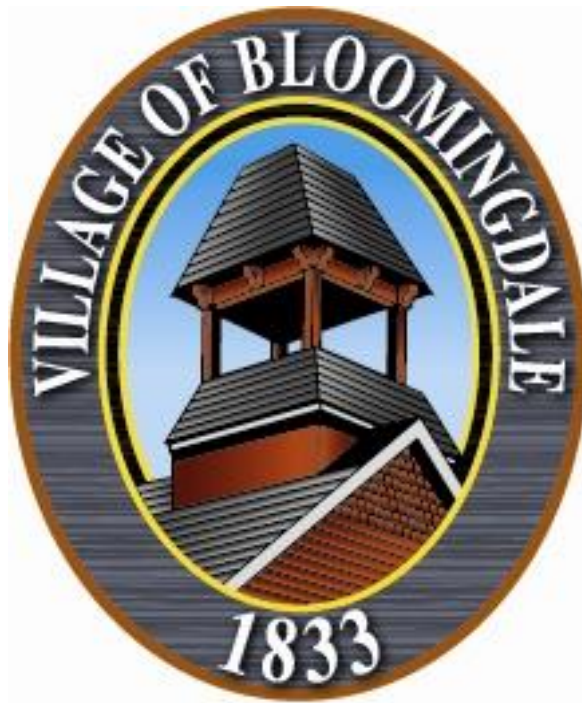


# VILLAGE OF BLOOMINGDALE

## 2010 Comprehensive Land Use Plan



**Prepared by**  
Village of Bloomingdale  
September, 2010

# **VILLAGE OF BLOOMINGDALE 2010 COMPREHENSIVE LAND USE PLAN**

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# **VILLAGE OF BLOOMINGDALE 2010 COMPREHENSIVE LAND USE PLAN**

## **I. INTRODUCTION AND PURPOSE**

The Village of Bloomingdale regards its Comprehensive Plan as a dynamic statement of the Village's character, goals, and identity, establishing its niche as a high quality suburban environment, with a diverse housing stock, ample commercial, especially retail destinations, and a solid business environment. It is a component of every discussion involving development within the Bloomingdale corporate boundaries. The "Comp Plan" has been modified and updated routinely since the adoption of the Village's current zoning ordinance in 1969. In discussions with developers, during preparation of staff reports and Findings, the recommendations of the Comprehensive Plan and the need to comply with them are always encouraged. Careful study and deliberation is required when a development may not conform to those recommendations. Given that the most recent comprehensive plan dates to 1998, and given substantial and significant development which has occurred in the interim, it is appropriate to re-examine those recommendations in light of the current development context, land use practices and trends to put forth a new 2010 Comprehensive Plan.

The 2010 Plan will first provide a brief overview of the history of development in the Village to promote an understanding of Bloomingdale's land use patterns and spatial distribution of growth. It will next provide an overview of key events and trends in development since the 1998 Plan. Third, the Plan will state overall goals for land use development, organized along functional development categories. Finally, the Plan provides some analysis to what has been identified as Strategic Locations in the Village, and specific recommendations of each of these 21 areas.

## **II. HISTORICAL CONTEXT FOR ZONING AND COMPREHENSIVE PLANNING IN THE VILLAGE**

### **A. Residential Development**

Although the Village of Bloomingdale was established in 1833, it functioned as a crossroads for nearby farmers and a way-station into the City of Chicago on Lake Street until well into the 20<sup>th</sup> Century. After World War II, it became a full participant in the suburban building boom. Young families found the community conveniently located, with abundant amenities, good schools, and a quality housing stock to accommodate their growing households.

With just over 1200 persons in 1960, explosive growth occurred in the 1970's, with the Village's population increasing more than four-fold from 2,974 persons in 1970 to 12,659 persons in 1980. From 1980 to 2000, the population increased nearly 75 percent with the addition of another 10,000 persons, to about 22,000 persons. The special census taken in 2007 shows Bloomingdale with 22,854 persons.

The earliest residential development occurred east of Bloomingdale Road with a diverse mixture of brick ranch homes and spit levels, with the Suncrest Highlands development covering a large portion of this area. Later townhomes were added along Edgewater and Glen Ellyn, along with the Deer Glen apartments on the far southeastern edge of the Village. With the Indian Lakes Estates development in the late 1960's, the Village's center of gravity shifted westward. Larger ranches and some two story homes on larger lots added diversity to the Village's housing stock. Almost all of the housing development since 1990 has occurred near or west of Springfield Drive, with a mix of townhomes and single family. Apartment homes, some of which have converted to condominiums, were developed near Stratford Square Mall, near Gary and Schick, and near Springfield south of Butterfield Road.

The opening of Stratford Square Mall in 1981, along the western edge of the Village, helped spur substantial new residential and commercial development in that vicinity.

## **B. Commercial Retail and Business Park Development**

Prior to the 1970's, the Village's commercial base consisted of scattered commercial businesses along Lake Street and Army Trail Road. These two arterials, along with Gary Avenue became important corridors with the completion of I-355 and the Elgin O'Hare Expressway. The Village's western borders expanded to Gary Avenue with the annexation of over 800 acres extending from Lake Street on the north to Army Trail Road on the south, and the designation of this large area as the Planned Unit Development District of 200 Acres or Moore in 1979. This district paved the way for the development of Stratford Square Mall, with over 1.3 Million square feet of retail space. Two other major retail developments, with "big box" anchors soon followed. Bloomingdale Court was annexed in 1986, along the south side of Army Trail Road. Stratford Promenade, now Stratford Crossing, and part of the annexation that included Covington, was annexed in 1987.

The Village also sought to provide a high quality business environment with the development of several business parks. First among these was the previously mentioned Covington Corporate Center. Another business park area has been developed south of Army Trail Road, west of Schmale Road.

In the early 1990's, a major annexation extending northward from Army Trail Road resulted in the development of the Pro Logis Business Park.

## **C. Village Approach to Development**

As the pace, quantity and extent of both residential and commercial development increased, the Village brought to bear a thorough, consistent approach to reviewing specific projects, which allowed the Village to ensure that major priorities had been addressed in planning and implementation, as well as consistency with the zoning ordinance.

Revisions enacted in 1990 to the Off Street Loading and Off Street Parking portion of the zoning ordinance, also referred to as Article 11, established requirements for landscaping and setbacks for pavement and parking, as well as photometric limitations for parking lots. More significant, in 1994 the "Development and Site Plan Review Ordinance" became Article 17 of the Village zoning ordinance. This

ordinance established minimum standards for all major exterior components of a development site plan, including site lay-out, circulation, lighting, building materials, landscaping, buffer areas, etc. In 1996 the Village approved a formalized approach to tree preservation and replacement, which became Article 16 of the zoning ordinance. The concepts, along with specific standards reinforcing them were reflected in the 1998 Comprehensive plan, including area-specific development recommendations.

### **III. DEVELOPMENTS AND CHALLENGES SINCE THE 1998 COMPREHENSIVE PLAN**

The 1998 Comprehensive Plan was an update of the 1995 Comprehensive Plan. Drawing heavily on the 1995 Plan, the 1998 Plan established general development goals organized in functional categories. The goals were then applied to geographic areas. These included eighteen Key Development Areas, and fifteen Non-Key Development Areas. For each of these locations, the plan identified one or more appropriate land uses, recommended densities, and described development objectives, if needed. In evaluating geographic areas for the 2010 Comprehensive Plan, an assessment was made of the previous areas of emphasis, and development which may have occurred in those areas.

It is also important to review other major developments in the Village since 1998, including patterns of population growth, land use, and changes in the Village's housing stock as part of recommending areas of emphasis for the 2010 Plan.

#### **A. Major Commercial and Retail Development since 1998 – Trends and Challenges**

Establishing and maintaining vibrant commercial and retail destinations continue to be a priority for the Village. Following is a brief overview of distinct geographic areas, including anticipated development the Village believes will have a positive impact on surrounding properties and its overall economic base. A significant aspect of recent development activity is the number of new restaurants seeking to locate in the Village, including fast casual, nationally recognized franchises, and locally owned family style, sit-down dining establishments. The influx reflects the strong demographics of the Village resident population as well as the substantial daytime population working in the Village's office districts and business parks. These new businesses are expected to reinforce the existing commercial and retail base and help attract other new business as well.

Despite the recent successes with restaurants, there is no question that the future of retail in general, and the role it will play as a dominant land use in the Village and major generator of revenue for Village services is evolving. Although the cause of these changes are well known, including the growing role of on-line retailing, the worldwide economic downturn affecting demand, and changing patterns of consumption, the ultimate resolution is likely to remain uncertain for some time. The Village has already adjusted to changing retail land use patterns over the last ten years as buildings formerly occupied by retail stores have been transformed to offices, frequently medical offices. Stratford Square has likewise adjusted with the leasing of some of the smaller stores to non retail tenants, such as cosmetic procedures and therapeutic massage.

Co-incident with the struggles facing traditional retail uses in the Village is the increased interest observed in medical and quasi-medical uses. In recent years the Village has experienced a substantial increase in special use permits for therapeutic massage establishments, located in spaces formerly occupied by retail tenants. Businesses which provide non-invasive cosmetic procedures have become popular businesses in certain retail locations, including the Mall. Some of the less intensive cosmetic treatment uses have also combined with more traditional medical and chiropractic practices, and may also include holistic health therapies to offer “med spas,” or “wellness centers.” Businesses which provide sports rehabilitation and physical therapy have proliferated, and increasingly are found in retail locations.

It will remain the core responsibility of owners of commercial property of all kinds, including retail, office, service, and business parks to keep their properties occupied with viable tenants and well maintained. As the Village economic infrastructure has aged since the last comprehensive plan, there is the additional challenge of maintaining street-scapes which present a fresh face to major arterials with appealing terminated vistas. Landscaping which has matured, and in many locations become overgrown, would benefit from careful pruning to accomplish their original objective of screening cars in parking lots, while offering full exposure to the shops and businesses behind it. Where necessary, facades should be upgraded to reflect the best elements of contemporary styles, while remaining consistent with the architectural character of a given area.

## **1. Retail Development Overview**

**Stratford Square Mall** -- Identified as a “Super Regional Mall” by DuPage County, with 1.3 million square feet of gross leasable area, it contains five major department stores, including Macy’s and Carson Pirie Scott. The 16-screen theatre complex which opened in 2007 continues to provide state-of-the-art cinema to the Bloomingdale trade area. Funds raised through a business district sales tax approved for the mall have been used to complete identity and common area improvements, specifically lighting, and have also allowed for the interior renovation of the JC Penney anchor.

Feldman Properties, the owners of the mall, continues to implement their plan, starting with Red Robin in 2007 and continuing with Ballydoyle and Orchid, to establish several large family oriented restaurants which, along with the theatres, are expected to generate traffic and demand for retail tenants.

The **Central Army Trail Road Corridor** includes several distinct retail concentrations. Along the south side of this arterial are located the Bloomingdale Court Shopping Center, between Springfield Drive and Schmale Road, and the Bloomingdale Square Shopping Center west of Springfield Drive. On the north side of Army Trail Road are two retail concentrations, with the Courtyard at Stratford between Butterfield Drive and Springfield Drive, and the InSite development, (formerly Tower Records) between Springfield and Knollwood.





Insite Development – formerly Tower Records – 383 Army Trail Rd.  
 Central Army Trail Road retail development – opened in 2009

The Bloomingdale Court Shopping Center, with over 600,000 square feet of gross leasable area, has adapted to changing retail trends as Franks Garden Center closed, was demolished, and replaced by Dicks Sporting Goods. The area formerly occupied by Marshalls became the new home for Joann's Fabrics and Crafts. Several new eateries transformed the western portion of Bloomingdale Court, (previously known as the "Fashion Center"), including Fox and Hounds, Panera, and Potbelly Sandwich. The long vacant Lone Star Steakhouse outlet was acquired and recently opened as a locally owned Anyway's Pub. Of greatest significance, however, is the recent approval of a 66,000 square foot expansion to the Walmart Store, to allow it to provide a full service grocery operation.

On the north side of Army Trail Road, the Tower Records store, which had been vacant for several years, was demolished and replaced with two multi-tenant retail buildings, containing a Qdoba and Five Guys Burgers and Fries. These two restaurants, as well as Panera, Potbelly, and Chipotle in Bloomingdale Square provide outdoor dining in warm weather months.

**West Army Trail Road** – Prior to the 1998 Comprehensive Plan, the Village's retail presence stopped at Gary. However, in 2001, parcels previously planned for business park development in the ProLogis Business Park at Madsen Drive were approved for retail use. Costco opened, with 150,000 square feet of space in late 2001, and Staples opened several years later. There is additional undeveloped land in this vicinity that also offers retail potential.

**Gary Avenue Corridor** - Located along the west side of Gary Avenue are three distinct retail concentrations: (1) North of Schick Road, (2) Stratford Crossing – between Schick Road and Camden, and (3) South of Camden.

For the area **north of Schick Road**, the Village benefitted from the addition of 222,000 square feet of retail space with the Meijer Store,

which opened in 2005. The area also contains several outlots with retail development potential.

The center formerly known as Stratford Plaza experienced a change of ownership and was renamed **Stratford Crossing**. Major anchors include a grocery store, recently transformed to a more upscale lifestyle format, discount department store, and other major tenants. The ownership, which acquired the property in 2006 has steadily invested in property upkeep, landscaping, and signage to freshen the appearance of this center.

**South of Camden Drive**, a Barnes and Noble anchors a smaller retail concentration, adjacent to a major fitness facility with nearly 90,000 square feet on two levels.



West Army Trail Retail node: Costco Wholesale,  
505 W. Army Trail Road, opened in 2001

**The Lake Street Corridor** at its intersection with Springfield Drive serves as the northwestern gateway into the Village at one end, and, at the intersection with Medinah Road forms the northeastern entry at the other. Several retail nodes are found at key intersections.

At Lake Street's intersection Ridge Avenue, extending eastward to Circle Drive are several retail locations. By far the largest is the **Springbrook Shopping Center**, on the south side of Lake Street, with 186,000 square feet on 24 acres. The in-line stores consist of many independently and locally owned retail and restaurant establishments, including a Caputos, Spring Wine and Spirits, three eateries, and a Polish specialty foods store. On the north side of Lake Street, the Dunkin Donuts store was renovated, and the long vacant Wags restaurant was redeveloped for a Dino's Café.

Of concern is the node at the northeast corner of Lake Street and Circle Drive, with the vacant fabricating building at 7 North Circle, the long vacant Shell Gas Station, and the strip retail center to the east. All three of these properties face

challenges to redevelopment with respect to non-conforming building and pavement setbacks, and unresolved access issues. Ideally, all three properties should be redeveloped with a single integrated new development plan.

At the intersection with Bloomingdale Road, the renovation of the long vacant Sears Hardware Store in the **Bloomingdale Town Center** shopping center was extensively renovated for a CVS Pharmacy, including drive-through service. As part of the renovations, the remaining in-line stores and parking lot are undergoing a cosmetic sprucing up as well.

Finally, at Lake Street's western edge in the Village at Springfield Drive are two new retail anchors which opened within the last ten years: Walgreens Drug on the east side of Springfield Drive, and Ace Hardware on the west side.



West Lake Street and Springfield retail node – Ace Hardware  
272 West Lake Street – Opened in 2005

## 2. **Business Park Overview**

**Bloomingdale Business Center** is comprised of over 16 acres of land located on the west side of Schmale Road just south of Army Trail Road. It is also completely built out with over 245,000 square feet of warehouse and distribution space in two businesses.

**Venture/Schmale Redevelopment Area** -- Located adjacent to and immediately south of the Bloomingdale Business Center, Venture/Schmale was established in 1997. The 70 acre area was fully built out by 2002 with about 580,000 square feet of space.

The **Now Natural Foods and Bi-Link area** contains 16.5 acres and is located on the far southeast corner of the Village, on the east side of Glen Ellyn south of Army Trail Road. In order to accommodate growing demand for natural food products and supplements, NOW foods recently remodeled its building to convert warehousing space to production space, and also added another

27,000 square feet of net new space to the building which now totals 240,000 square feet.

West of Gary Avenue resides the **Covington Corporate Center** located on a 160 acre campus-like setting designed to house light industry as well as research and support service business. Approximately 120 acres are fully developed, containing 700,000 square feet of space, occupied by 21 companies. Occupancy stands at 100 percent. Recently a long vacant 95,000 square foot building was renovated and another 21,000 square feet is to be added for a graphic arts supply company looking to consolidate its operations in Bloomingdale. One of the more noteworthy occupants of this business park is the corporate headquarters of Roman, Inc., known nationwide as the distributor for Fontanini holiday décor, specifically hand-painted nativity scenes.

**ProLogis Park** is located along the north side of Army Trail Road at the intersection with Madsen Drive. Extending north to the Illinois Central Railroad tracks, it contains 58 acres, and is fully built out and 100 percent occupied.

**Bloomingdale Corporate Center** is north of ProLogis Park, extending eastward to Covington Drive. It is Bloomingdale's newest business park containing about 50 acres. A second business has recently completed construction of a new, 25,000 food warehouse and distribution facility.

### **3. Office Development Overview**

**Lake and Bloomingdale Area** - The three blocks along Lake Street stretching from Bloomingdale Road to Rosedale Avenue have changed most significantly in the last ten years. During that period four smaller professional office buildings and a bank have been completed. Further, the 83-unit Alden Horizon apartments for independent senior living complements these commercial developments. Adjacent to the Alden apartments to the west is some vacant property which may have potential for additional professional offices. Also in this vicinity, at the Lake Street intersection with Rosedale Road, the former auto body and night club known as Pirate's Cove was removed and replaced with Old Town Bank, with architecture compatible with its neighbors in the Old Town District.



Old Town Bank at Lake Street and Rosedale Avenue

In the **Bloomington Road Corridor** just south of the intersection with Schick Road, several buildings have been completed. A new day care facility was approved for an existing 10,000 square foot building on the east side of Bloomington Road even as another professional office building on the west side of Bloomington Road, completed in 2007 with 12,000 square feet, becomes fully leased.

The Village is home to several established office nodes along key Village arterials, including Army Trail Road and Brookdale, Fairfield and Schick Road, and Scott Drive and Gary Avenue near Stratford Square Mall. All enjoy high occupancy levels.

#### **4. Other Development**

The Village is blessed with proximity to a number of recreation activities, including parks, pedestrian paths, and golf courses. It is home to **Indian Lakes Resort**, which has recently completed an upgrade associated with Hilton Hotels branding. The Village assisted by approving a business district which would contribute a portion of the needed funds for these upgrades.

Nearing completion is a five story building containing about 90 units of assisted living identified as **Alden Gardens**, part of the continuum of care provided at the Alden Trails campus on Army Trail Road near Glen Ellyn.

#### **5. Future Efforts**

The Village understands and is committed to maintaining and strengthening its commercial and retail economic base which contributes to the high quality environment enjoyed by residents of the Village. Given that the Village is largely built-out, the focus of most development activity is to ensure that in-fill development is carefully planned to complement and support adjacent uses. With all new development the Village strives to simplify and expedite its review

process, to be as responsive as possible to the business community. The Village will continue to work closely with businesses and property owners in the following areas:

- North side of Lake Street at its intersection with Circle Drive;
- South side of Lake Street, west of Rosedale Avenue;
- Old Town Core – southwest quadrant of Lake Street and Bloomingdale Road – please refer to more in-depth discussion in the following section.

The Village also encourages development of several key vacant properties. In particular, vacant land along the east side of Knollwood at the intersection of Stratford Drive has potential for retail development, including entertainment uses. Another site with potential for retail is five acres just east of Costco on Army Trail Road. The Village anticipates that new retail, business park, office and other development will continue to uphold the high standards already achieved and which its residents have come to expect.

## **B. Residential Development Trends Since 1998**

With two exceptions involving commercial and business park development, annexations into the Village of Bloomingdale have paved the way for several residential subdivisions located in two general geographic areas. Given a severe economic downturn which has affected the for-sale housing market hardest, some of the approved developments have either not been completed, or have been put on hold. Since the year 2000, about 455 housing units have been built in the Village. Of those, 265 were single family homes, and another 190 were townhome units. Following is an overview of major developments.

### **1. Lake Street and Area West of Bloomingdale Road**

- Starting at the Village's westernmost border on Lake Street, at the intersection with Rodenburg Road, in an area designated for Commercial development in the 1998 Comprehensive Plan, **Villa Veneto** was approved in 2003. By 2005 almost all of the 74 townhomes units were sold and construction completed.

The development incorporates a large wetland and storm water retention area, with pedestrian amenities convenient to the Village's recreational trail system. The development is buffered from Lake Street with large berms approaching twelve feet in height and dense landscaping. Of further significance is that the subdivision was planned to allow for future expansion of residential uses, most likely townhomes, along the Lake Street frontage to its east and west, with a transition to single family development further away from the Lake Street frontage.

Prior to approving a deviation from the 1998 Plan, the Village authorized the preparation of a market study to demonstrate that the potential commercial of this area was limited, and that the townhomes represented the most appropriate development option.

- Just east of Lake Street's intersection with Springfield Drive, **Villas of Thornfield** was approved in 2000, and most of the buildings, comprising 68 townhome units were completed shortly thereafter. This development enjoys proximity to parks and nearby convenience commercial retail uses. As with Villa Veneto, the 1998 Comprehensive Plan designated the area for an alternate commercial office use. However, upon careful consideration the determination was made that the residential uses would be more compatible with other nearby townhomes.
- North of Lake Street on the east side of Rosedale Avenue, the development of 35 single family homes in the Rosedale Estates subdivision in 2002 allowed the Village to address a long standing incompatible metal fabricating operation next to its borders. The Village was also able to incorporate requirements that a protective tree buffer be maintained on the eastern perimeter.
- Also north of Lake Street, the Seven Oaks Estates Subdivision was approved in 2003, allowing ten estate-style homes, commanding the highest selling prices in the Village.
- Finally, the Bloomingdale Walk Townhomes were approved in 2006. The current plan calls for 135 townhomes on the 22 acre area at the southwest corner of Bloomingdale Road and Springfield Drive. The architecture was distinctive and highly articulated, many units with at least three levels, and floor plans with over 2300 square feet. About 26 units have been built and most of those are sold and occupied.

## 2. East Side Developments near Medinah Road

Shortly after the approval of the 1998 Comprehensive Plan, significant attention was given to the area in the vicinity of the former Glen Ellyn Country Club Golf Course. At one time, the view had been that the old golf course would make an appropriate business park location, compatible with other business parks further east. With the decision to maintain the area as a golf course and open space, the Village embarked upon a renovation of the site, including clearance of obsolete uses along Lake Street, for a high quality golf course and construction of an attractive country club that has been very popular and successful. This decision dovetailed with interest from developers to maintain the area east of the golf course as a high quality location for upscale single family homes. **Medinah Meadows** was the earliest development in this vicinity.

Subsequent to the completion of Medinah Meadows, more residential developments followed suit. These include **Medinah Groves**, and the subsequent Addition with 48 homes, **Vittoria Brooke** with 16 homes, **Chateaux of Medinah** with 17 homes, and **Eastgate**, the largest development with 119 homes. While these are distinct developments, the street network connects all in a cohesive circulation plan. The wetlands

were developed as amenities, as well as a location for stormwater storage. There are connections to the recreation path surrounding the golf-course. A common identity was established with a landscape buffer, about 17 feet in width, along the east side of Medinah Road.

In addition to single family homes, with **Casa Bella Estates** the Village approved townhomes as an appropriate use on the east side of Medinah Road, consisting of 22 units. The development incorporated a large wetland and wetland buffer as an open space amenity.

### **C. Old Town**

The decade following 2000 saw a completion of the transition of the district which occurred during the 1990's. Most of the remaining retail establishments closed or relocated, and the district identity evolved to that of a small business service and professional office concentration. Until very recently, occupancy levels were strong. However, several of the buildings, and much of the physical infrastructure put into place during the retail hey-day of the mid 1980's is deteriorating, and at an accelerating pace.

In 2006, the Village approved a revised plan for Old Town which facilitated the process by which new developments could be approved with the elimination of the Old Town Committee. It also established clear but flexible guidelines for maintaining the scale and character of the built environment. The new plan recommended clearing remnants of the early Old Town-as-railroad-depot theme, such as the wooden bridge, hand cart, and water tower, and encouraged further steps to strengthen the Old Town identity, such as undergrounding utility lines, adding pedestrian scale street lighting, planting street trees, intensifying colorful plantings, and adding benches. There are also more structural issues involved with the Old Town streetscape, most notably the ubiquitous use of railroad style timbers for curbs, steps, and retaining walls, which are in the process of disintegrating, as are pavers, creating potential public safety challenges.

As 2010 draws to a close, decisive action will be needed regarding investment in buildings and infrastructure to stop further deterioration. These decisions will need to take into account a built environment which, with the exception of very few old and historic buildings, dates to the 1980's and are now obsolete with respect to exterior appearance and interior structural codes. The Village will need to strike an appropriate balance with respect to many factors, including:

- the ability and need for the private sector to maintain and invest in its assets,
- the capacity of the private sector to speak with a unified and strong voice on behalf of the property owners and businesses there,
- the potential need to obtain professional expertise to address complex site development issues such as curb installation, wheelstop elimination, grading, landscaping, lighting, landscaping, and utility undergrounding, and
- budgetary issues for both the public and private sector.



## **D. Open Space**

Since the 1998 Comprehensive Plan the Village has made a significant investment in its open space inventory, and, with implementation of key segments of the Village's recreation and pedestrian path network, all of the components are connected, and its value to the Village enhanced overall. Early in the 2000 decade, the Village's investment in the former Glendale Golf Course and redevelopment for the Bloomingdale Golf Club helped stabilize and invigorate the eastern perimeter of the Village and provide a walking destination for its residents, along with connection to the Springbrook Reservoir and Forest Preserve to the North. The addition of pathways along Lawrence, crossing Springfield and eventually getting to Lake Street allowed for a valuable connection to a pedestrian overpass, constructed in 2002 along Lake Street.

Most recently the Village expanded its passive open space inventory with the acquisition of 35 acres of what was formerly a portion of the Indian Lakes Resort, and the installation of pathways in this area. Future efforts may need to focus on access to this area from neighborhoods nearby.

## **E. Village Demographic and Land Use Indicators**

Reviewing statistical indicators, especially in the process of updating a comprehensive plan, offers a good opportunity to reflect on how Village policies and plans may or may not affect long term trends with respect to the people within its borders, its pattern of land uses, and characteristics associated with its housing stock, among others. The following three indicators were examined because they were reviewed in the 1998 Comprehensive Plan, providing an opportunity to review if and how events in the last twelve years have altered the community.

### **1. Population**

As shown in the table below, the Village of Bloomingdale continued to gain population, but obviously at a slower rate than that experienced from 1980 to 1990. By 1998 much of the Village had been built out. With the exception of three townhome developments since 1998, new residential development consisted of single family, which did not add substantial numbers to the Village total overall. Based on the 2007 Special Census, there are just under 23,000 inhabitants in the Village. Of some significance is the increasing median age of individuals, trending from 29.1 in 1980 to 41.2 in 2007, reflecting stability in the community as many of the original homeowners in what were newer subdivisions in the 1980's and early 1990's have aged in place. This trend will likely continue. It portends a community facing substantially different needs in 2010 and 2020 than it did thirty years prior, as an aging population addresses its unique needs for transportation, goods and services, and shelter.

The table also shows that the community has become more ethnically diverse, though still overwhelmingly white. Persons of Hispanic origin have increased from 2.1 percent of the population in 1980 to 6.1 percent in 2007.

**Village of Bloomingdale Population Characteristics, 1980 - 2007**

<b>Indicator</b>	<b>1980</b>	<b>%</b>	<b>1990</b>	<b>%</b>	<b>2000</b>	<b>%</b>	<b>2007*</b>	<b>%</b>
No. Persons	12,659	100%	16614	100%	21582	100%	22854	100%
Male	6215	49.1%	8016	48.2%	10433	48.3%	10,901	47.7%
Female	6444	50.9%	8598	51.8%	11149	51.7%	11,953	52.3%
White	12032	95.0%	15366	92.5%	18366	85.1%	19517	85.4%
Black	213	1.7%	275	1.7%	575	2.7%	594	2.6%
Am. Indian/Eskimo	4	0.1%	16	0.1%	5	0.02%	~	0%
Asian/Pac. Islander	355	2.8%	845	5.1%	5,119	0.02%	2011	8.8%
Other	55	0.4%	112	0.7%	704	3.3%	731	3.2%
Hispanic Origin	267	2.1%	452	2.7%	1022	4.7%	1403	6.1%
Median Age	29.1		34.0		38.2		41.2	
Persons per Household	3.05		2.72		2.54		2.56	
Med. Family Income	\$28,167		\$56,642		\$78,889		\$86,560	
Families below Poverty	65	2.2%	64	1.4%	104	1.8%	279	5.1%

**Sources:** U.S. Census of Population, 1980 – 2007, 2007 estimates are from U.S. Special Census and the U.S. Census Bureau 2005-2007 American Community Survey, made available through DuPage County Department of Community Development, and Village of Bloomingdale staff compilations, 2010.

**2. Housing**

The table below traces the growth of the Villages housing stock since the beginning of the Village's period of dramatic growth in 1970. It clearly shows that the Village's housing stock has aged considerably in the last ten years, reflecting that spurt of growth in the late 1970's. The percentage of housing over 30 years of age has increased from about 10 percent in 2000 to nearly half, or 46.2 percent in 2009. While the percentage of owner occupied units has remained stable and strong since 2000, at about 73 percent, it represents a decline from its 1980 high of 83 percent. Median home values rose sharply during the period 1980 to 2010.

Housing Characteristics												
	1970	%	1980	%	1990	%	1993	%	2000	%	2009	%
<b>Total Units</b>	827	%	4335	%	6221	%	7636	%	8528	%	8833	%
<b>Built 2000-2009</b>	~		~		~		~		~		305	3.0
<b>Built 1993-2000</b>	~		~		~		~		892	10.5	892	10.0
<b>Built 1990-1993</b>	~		~		~		1415	18.5	1415	16.6	1415	16.0
<b>Built 1980-1989</b>	~		~		2140	34.4	2140	28.0	2140	25.1	2140	24.0
<b>Built 1940-1979</b>	785	94.9	4293	99.0	4039	64.9	4039	52.9	4039	47.4	4039	46.0
<b>Built 1939 or before</b>	42	5.1	42	1.0	42	0.7	42	0.6	42	0.5	42	0.0
<b>Percent of units &gt; 30 years of age</b>	5.3		2.5		5.3		NA		9.9		46.2	
<b>Occupied Dwellings</b>	819	98.7	3977	91.7	5838	93.8	7342	96.2	8340	97.8	8126	92
<b>Owner Occupied</b>	650	79.7	3307	83.2	4482	76.8	5278	76.8	6088	73	5940	73.1
<b>Renter Occupied</b>	166	20.3	670	16.8	1356	23.2	2064	23.2	2251	27	2186	26.9
<b>Vacant Units</b>	11	1.3	358	8.3	383	6.2	294	6.2	188	2.2	707	8
<b>Median Home Value(\$)</b>	37,500		85,000		147,200		NA		275,000		325,800	

Source: U.S. Census, DuPage County, and Village of Bloomingdale compilations, 2010

### 3. Land Use Distribution

The table below provides a comparison of the major categories of land uses in the Village from 1995 to 2008. Although some of the changes appear significant as a percent change, the absolute change in acres is relatively minor.

<b>Land Use Distribution by Type and Percent in Village of Bloomingdale 1995 - 2008</b>				
<b>Use Classification</b>	<b>2008 - Acres</b>	<b>2008 Estimated Use %</b>	<b>Percent Distribution 1995</b>	<b>Percent change 1995 - 2008</b>
<b>Single Family Residential</b>	1318	30.0	32.6	-8.09%
<b>Medium Density Residential</b>	306	7.0	10.3	-32.24%
<b>Higher Density Residential</b>	251	5.7	3.4	69.64%
<b>Commercial (Retail/Service)</b>	601	13.7	10.5	30.48%
<b>Office</b>	74	1.7	1.6	8.28%
<b>Business Park</b>	233	5.3	2.6	105.43%
<b>Light Industrial</b>	105	2.4	0.09	>100%
<b>Institutional</b>	145	3.3	3.4	-1.79%
<b>Municipal</b>	49	1.01	1.01	0.00%
<b>Parks/Open Space</b>	1193	27.2	23.0	18.06%
<b>Vacant/Other</b>	160	2.7	13.1	-79.51%
<b>Total</b>	<b>4435</b>	<b>100.0</b>	<b>101.0</b>	

Source: DuPage County compilations, 2009, and Village of Bloomingdale Comprehensive Plan, 1998

#### **IV. Looking Forward: Goals and Objectives**

The following goals and objectives are drawn from the 1998 Comprehensive Plan, but also reflect an understanding of changes which have occurred since that time. The goals represent general long term, qualitative statements of desirable outcomes under ideal circumstances. Objectives represent specific steps, sometimes incremental, but which are budgetable and programmable and are the mechanisms for achieving the broader goals. The goals and objectives presented below are intended to guide evaluations of specific land use alternatives and development plans.

## **A. Land Use Goal**

Maximize property values in Bloomingdale by maintaining compatible and efficient land use patterns while providing ample opportunities for living, working, shopping, and recreation in Bloomingdale.

### **Objectives:**

1. Evaluate proposals for new development and redevelopment for consistency with the Comprehensive Plan land use map.
2. Continue to carry out site plan reviews, whether formal or informal, to ensure compatibility of new development with surrounding area.
3. Much of the development in the Village can be characterized as “infill” which will require careful attention to ensure intensity of development is appropriate for the site, while requiring flexibility where meeting bulk controls of the zoning ordinance are impractical.
4. Ensure that scale of new development is appropriate for surrounding land uses, and pedestrian and vehicular traffic patterns.
5. Ensure that pedestrian circulation to and within specific sites is evaluated as a high priority as part of specific site plan reviews.
6. Promote site development which respects natural topographic conditions, avoiding the use of retaining walls or other devices to increase density and intensity on site.
7. Protect flood plains, wetlands and mature vegetation in new site plans as much as possible.
8. Ensure landscape plans with a diversity of planting species, with good quality evergreen trees, and deciduous hardwoods, including canopy trees, to the greatest extent possible.
9. Provide for annexation of lands necessary to accommodate the future growth of the community and recognize the impact of such development as setting a precedent for future development.

## **B. Residential Neighborhoods Goal**

Maintain a diverse housing stock which supports the local population, accommodates projected growth, and creates a high quality residential environment.

### **Objectives**

1. Maintain the predominantly single-family character of the Village by encouraging the development of new single family units where possible.

2. Recognize that the Village housing stock is aging and provide inspections where needed and support to assist residents in keeping their properties in good condition.
3. Encourage site plans which provide on-site pedestrian connections to existing or planned recreational pathways. Sidewalks should be constructed on both sides of residential streets.
4. Provide such assistance as possible to ensure the Village's supply of affordable housing is maintained and strengthened.
5. Require adequate, usable open space in all new residential developments.



Open space plaza and focal point for Villa Veneto townhomes, at West Lake Street at Rodenburg Rd., completed in 2004

6. Where residential is in close proximity to arterial traffic or commercial uses, determine approaches to buffering undesirable impacts with landscaping or screening to the extent possible.
7. Encourage preservation of homes with historical significance.
8. In areas with older homes, maintain the character of the streetscape by encouraging homeowners to update their homes through additions, rather than demolition.
9. Promote energy conservation and sustainability, especially in older homes, through awareness of the benefits of window replacement, landscaping, addition of insulation, use of rain gardens and rain barrels.
10. Beautify existing neighborhoods with planting, care and replacement, where necessary, of street trees. Provide technical assistance to homeowners in the care of trees.

11. Encourage perimeter landscaping to soften the streetscape and minimize potential for newer buildings to dominate the streetscape.
12. Encourage the construction of front porches to increase the human-scale of the street-scape.
13. Consider clustering of housing to preserve trees and provide more useable common open space areas.



New single family housing, Rosedale Estates, constructed on site of former steel fabricating operation, completed in 2005, showing dedicated tree buffer at rear of home.

### **C. Commercial Goal**

Preserve and enhance the Village's regional significance as a retail center and provide residents with easy access to neighborhood shopping opportunities.

#### **Objectives**

1. Promote redevelopment or new development of several sites along Lake Street. Given narrow depth on some parcels, development potential may be limited to professional office uses.
2. Undertake general promotion of Bloomingdale, as a destination for its diversity of locally owned eateries.
3. Using a targeted approach, proactively contact specific retail and commercial entities who would be viable candidates for locating their business in Bloomingdale.

4. Working with the Bloomingdale Chamber, the Village Business Promotion Committee, or other entities, provide support to existing businesses in the Village.
5. Continue to support property at Knollwood and Stratford Drive as a retail and entertainment destination, identified as Strategic Location Area #8. The area formerly approved for condominiums could be folded into this development.
6. Support the development of a new retail anchor on the vacant lot just south of the Pets Mart store in the Stratford Crossing Shopping Center.
7. Maintain and freshen berms and landscaping, especially where vegetative overgrowth results in an unsightly, unwelcoming appearance. Replace Austrian Pines, which have a more horizontal profile, with Black Hills Spruce and Fir species, which have a more vertical profile, to maintain view corridors.
8. Provide bike racks and pedestrian/bicycle friendly connections to commercial destinations to increase the number of utilitarian trips using this mode of transportation.
9. Maintain and freshen the older commercial buildings, especially as viewed from the street.
10. Provide sustainable site plans for commercial businesses, with use of permeable pavement, vegetative swales with filter strips, and native, but flowering, plantings.
11. Require provision of adequate off street parking, but where possible, encourage shared parking and land banked parking to minimize pavement coverage, and maximize landscaping on site.
12. Maximize interior parking lot landscaping, and dedicated pedestrian routes from parking lot to building, where possible.
13. Ensure that adequate parking spaces are available for the disabled, even if the realistic need exceeds the minimum code requirement.
14. Encourage the use of outlot parcels for single tenant occupancies in order to minimize traffic conflicts.
15. Maintain standards which preserve the unique character of the Old Town District and encourage it to continue to be a home for independently owned and smaller commercial service businesses and eateries.
16. For new commercial construction, provide as much articulation in the building as possible. With multi-tenant retail spaces, encourage canopies, detailed cornice treatments, variation in materials, while maintaining clay brick as the predominant exterior surface material.



#### **D. Light Industrial and Business Parks Goal**

Develop and maintain a light industrial and business park uses in a campus-like setting as a viable and stable land use component in the Village to strengthen and diversify the Village tax base and provide employment for Bloomingdale residents.

##### **Objectives**

1. Require adherence to site plan review requirements, especially when adjacent to residential, to ensure adequate buffering of potential adverse impacts of lighting spill-over, noise and pollution from trucks, views of rooftop equipment, etc.
2. Consistent with Article 17, require buildings to be constructed of masonry material.
3. Promote linkages to pedestrian and bicycle paths and require installation of bike racks in convenient locations.
4. Provide property location assistance to new businesses seeking to move into Bloomingdale.

#### **E. Parks, Recreation, Open Space and Natural Resources Goal**

Provide adequate, well designed and effectively distributed park and recreational opportunities to serve the needs of all segments of the Village's population.

##### **Objectives**

1. Promote mutual cooperation between the Village of Bloomingdale and the Park district in addressing the community's open space needs.
2. Continue to support and preserve the 35 acres of open space acquired from Indian Lakes Resort in 2007 as a passive pedestrian-oriented open space amenity.
3. Require development site plans to provide adequate active and passive recreation areas within walking distance of all new residential construction.
4. Continue to support the Hilton Indian Lakes golf course and resort property as recreation and open space.
5. Continue to support the Bloomingdale Golf Course and Golf Club and its surrounding pedestrian and recreation trails.
6. Encourage joint use agreements between parks and schools.
7. Promote mutual cooperation between the Village and the DuPage County Forest Preserve District and the development of these spaces for passive recreation and pedestrian activity.

8. Continue to expand a recreational pathway system that identifies pedestrian and bicycle linkages from residential areas to parks, forest preserves, schools, shopping, employment concentrations, and the larger regional pedestrian pathway network. Explore available grant opportunities, and request developer contributions where new developments may be able to provide access to this network.

## **F. Transportation and Traffic Goal**

Maintain a balanced network of pedestrian and vehicular thoroughfares that provides safe and efficient circulation, encourages land development where appropriate, and protects residential development from adverse traffic impacts to the extent possible.

### **Objectives:**

1. Minimize the number of curb cuts provided for new development along Bloomingdale's major arterial and collector streets. Encourage cross access easements where possible to minimize the need for curb cuts.
2. Recognize that as the population of the Village ages, zoning standards may need to be adjusted to accommodate more persons with limited mobility. For example, the number of parking stalls needed for disabled persons may need to increase. There may also be benefits to providing street signs on certain arterials with interior illumination to aid visibility.
3. Require developers to provide for connection or extension of planned streets to adjacent undeveloped properties to create a balanced system and continuity of major arterial streets.
4. Foster improvements in public transportation by cooperating with other suburban communities and regional agencies in anticipating future needs and services, especially as they may relate to proving access to the Village's retail destinations.

## **G. Village Identity Goal**

Provide a strong and positive image of the Village through landscaping, streetscape improvements, property maintenance, code enforcement, distinctive lighting, and signage.

### **Objectives**

1. Continue to support and strengthen the Old Town District, as a unique area of small businesses, and possibly eateries and shops, and provide expertise necessary to assist owners and businesses to develop a roadmap to address deterioration, and make viable investment in buildings and infrastructure.
2. Maintain the existing quality signage and landscape treatment at the entrances to the Village from the major arterials.

3. Where regulations allow, provide a coordinated and attractive way-finding signage for major Village attractions, such as Hilton Indian Lakes, Stratford Square Mall, major parks, and municipal buildings. Said signage could relate in style or theme to the existing Village entry-way signs.
4. Incorporate sustainable design elements, such as permeable pavement, bio-swales, and vegetated filter strips in municipal landscape and paving installations where possible.
5. Reinforce the Village identity as a high quality residential and commercial business environment with the construction of a municipal design feature on property the Village owns at the northwest corner of Bloomingdale Road and Lake Street. This feature should be compatible with Old Town, and especially the Old Village School House and Hall nearby to the west on Lake Street. Despite its location on arterials with substantial traffic volumes, it should have pedestrian level appeal, as well as visibility. The feature could consist of a fountain, clock tower, decorative wall with wrought iron style fencing, a dry creek bed, and plantings to camouflage the signal equipment at the corner.
6. Continue to be consistent with the overall theme of restraint as articulated in the Village sign ordinance, and determine whether minor changes could be made, especially with temporary signage, which may make it more conducive to business.
7. Continue to require developers to relocate overhead utilities as part of site development, or to contribute to a fund to relocate them in the future.

## **V. Specific Recommendations for Strategic Locations**

The tables on the following pages examine specific locations, which range in size from a few parcels, to numerous block groups which are candidates for development or redevelopment in the near future. The number assigned to each location corresponds to the Comprehensive Plan Strategic locations map attached at the conclusion of this report.

<b>Strategic Development Areas and Sites</b>			
<b>No.</b>	<b>Location/Boundaries</b>	<b>Description/Character</b>	<b>Recommended for Future</b>
1	Lake Street on north, both sides of Garden Ave, south to Springfield Drive	Includes area east of Village Veneto. Strip commercial along south side of Lake Street. Wetland conditions and flood plain in certain areas. Some new development. Some obsolete land subdivisions, including lots with no street access. Existing recreational path along Lawrence Avenue.	<p>Redevelop Lake Street frontage to standards consistent with Bloomingdale, including limitations on signage, more landscaping in front yard setbacks.</p> <p>Alternate use for Lake Street frontage may be townhomes facing away from Lake Street, density less than 5 units per acre, similar to Village Veneto, with landscaped berms to buffer area to the south. Single family homes appropriate away from Lake Street frontage, with minimum lot size of one-half acre.</p> <p>If feasible, vehicular and pedestrian connectivity should be made with the east side of Villa Veneto. No new vehicular curb cuts should be added to Springfield Drive.</p>
2	Gary on the west, Foster on the north, Lawrence on the south, Villa Veneto on the east.	Area some times referred to as Keeneyville. Strong grid street pattern in place, and lots exceeding one acre in size. Diversity of housing styles and age of construction. Existing recreational path along Lawrence Avenue. Major impacts from wetlands and flood plain, and properties owned by Forest Preserve District. Adult uses along Lake Street frontage. Village border agreement with Roselle shows Bloomingdale Lake Street frontage ends at Wheaton Road.	<p>Redevelopment desired to address adult uses on Lake Street. As with area # 1 above, townhomes could be appropriate on Lake Street frontage which could connect to the west side of Villa Veneto.</p> <p>Any new development should respect the strong grid pattern and maintain the larger lot sizes in excess of 40,000 square feet.</p> <p>Tree preservation and replacement, need to provide connections to the existing rec path, will also be important.</p>
3	Undeveloped areas of Foster on the north, Gary on the east, Cloverdale on the west, and Lawrence Avenue on the south.	Some new development has occurred on flag lots. Village has approved a subdivision for four homes at R-1 density with access from Foster, but this has not been built. If built, there are plans for a lift station which would serve a larger area.	Future subdivisions north of Bayview Estates should be single family and reflect larger lot sizes than those which exist at Bayview Estates, similar to that previously approved with minimum R-1 lot sizes of 18,000 square feet or larger. An existing street stub in Bayview Estates could provide internal circulation.

<b>Strategic Development Areas and Sites</b>			
<b>No.</b>	<b>Location/Boundaries</b>	<b>Description/Character</b>	<b>Recommended for Future</b>
		<p>Area south of Bayview Estates is vacant land in two parcels. The easternmost is in the Village, is zoned B-2, and is heavily wooded. The westernmost parcel is unincorporated.</p> <p>The Village rec path is shared with the Lawrence Avenue roadway and is so indicated with signage.</p>	<p>Flag lot conditions should be eliminated, if possible.</p> <p>Connections to the rec path along Lawrence should be a key element of any new development in this area.</p> <p>Lawrence Avenue development should be compatible with development of area along the south side of Lawrence. This area may have potential for smaller professional offices, or office condos. Alternate possibility of low-density townhomes clustered to preserve a maximum amount of trees and preserve character of area leading into Mallard Lakes Preserve.</p>
4	Lawrence Avenue on the north, Gary Avenue on the east, and Thorn Road on the west.	Area contains 15 acres with a former fishing lake in the center, with wetlands and/or flood plain bordering to the south. Several smaller riparian areas in the northwest corner of this area. Smaller, older residences on several parcels, and some salvage operation, or truck parking occurs on the area with the Lake.	Wetland, floodplain, and otherwise riparian characteristics of site need to be established before development potential can be determined. Area should be developed as an assemblage. May have single user potential if office, or foundation. Access from the east should use internal circulation route which extends from existing curb cut for Meijer and the Meijer gas station. Berm and landscaping should continue along Gary and Lawrence similar to that which exists at Meijer.
5	Both sides of Madsen Drive, north of Chicago Central & Pacific Railroad right of way.	Vacant property in the Bloomingdale Corporate Center business park. Area zoned BP – Business Park District of 75 Acres or More. Currently vacant land.	Should be developed as business park uses per the approved plans. Madsen Drive should contain berms and landscaping, with setbacks at least 60 feet. Loading should be buffered from view of residential to the north, and passersby on Madsen by wing-walls and landscaping. Wetland should be maintained consistent with standards.

<b>Strategic Development Areas and Sites</b>			
<b>No.</b>	<b>Location/Boundaries</b>	<b>Description/Character</b>	<b>Recommended for Future</b>
6	North side of Army Trail Road, east of Costco, south of railroad, and west of American Chartered Bank.	About 5 acres, currently a vehicle repair facility, including truck repair. Also offers seasonal storage to recreational vehicles. Currently two curb cuts on Army Trail Road.	With connecting easement to the American Chartered Bank property to the east, the property may avail itself of access to a signal on Army Trail Road and Merbach Drive. Given recent developing retail uses to the south, and Costco and Staples to the west, there may be potential for some retail development at this site. A single tenant user may be better able to utilize the site configuration which has narrow frontage on Army Trail Road relative to the depth.
7	Old Gary Ave., north of Army Trail Road.	--Much of area in flood plain, especially on the east side of Old Gary. Access onto Army Trail Road would be a concern for a major redevelopment. --Existing older homes have character and possible significance.	Extensive flood plain limits potential. For anything OTHER than single family, or professional offices in one of the existing small buildings, or perhaps a replacement building on the existing lot, an assembly would be needed. Possible for development on west side to be compatible with business park to the west, perhaps connection could be made to Brighton Way with well integrated, comprehensive plan, including assemblage.
8	Stratford Commons area - Knollwood, Springfield, Ring Road	--Conceptual site plan adopted by Village in 2000 for mixed use-professional office/entertainment area. --Since then, Courtyard & Residence Inn have been built. Bloomingdale Walk condos approved for 90 units, but remain unbuilt. Redevelopment has occurred on property adjacent to the south (Qdoba/Five Guys, etc.)	--Available land would allow for much of the 2000 vision to be implemented, though market currently limits potential. Bloomingdale Walk area need not remain residential. Any residential should be owner occupied. --Impact on apartments on east side of Springfield would need to be considered, and there would need to be extensive buffering on Springfield Drive.
9	"Canoe Parcel" – west side Springfield, between Ent. 2 & 3	Currently open space, between Bloomingdale Walk townhomes to the north, and Glen Ellyn Clinic to the south, Stratford Mall to the west, and townhomes to the east. Village previously has rejected petition for multi-story condo on site.	Challenges to development. Could remain open space, or small scale professional office, or foundation offices. No entrances from Springfield.

<b>Strategic Development Areas and Sites</b>			
<b>No.</b>	<b>Location/Boundaries</b>	<b>Description/Character</b>	<b>Recommended for Future</b>
10	Uninc. DuPage County, east of Schmale, ss Army Trail Rd., along Cavalry Drive.	Area intensely used for contractor headquarters and storage, including heavy equipment. Storage areas unpaved.	Goal is for redevelopment, which could include additional property to the east, and ultimate use as a business park.
11	Uninc. DuPage County, east of Glen Ellyn, south of Army Trail Rd.	Area to the south has been redeveloped for business park (NOW Food and Bi-Link). Car Wash has been upgraded in appearance. Church adjacent on east, with 2 properties on Army Trail Road remaining as residential. Area surrounds the Shell Station.	Frontage on Army Trail could remain single family, given setback from the street. Institutional (church), low impact commercial or retail will need to be buffered from more intense commercial uses on the south, and gas station at corner.
12	North side of Army Trail Road wrapping to the east side of Glen Ellyn, uninc. DuPage County	Alden Gardens assisted living constructed. Much of area in flood plain.	Well buffered residential uses most compatible. 1998 Densities should be reduced to better reflect current pattern. No more than 2 DU/Acre. Flood plain issues will continue to affect some areas, especially at Army Trail Road and Brookdale.
13	Southside Army Trail Rd. between Valley View & Creekside.	Previously planned for commercial warehouse, retail, and, to the south, high density residential. Much of area to the south and west in flood plain and wetland, and owned by DuPage County and Forest Preserve.	If redeveloped, area could be low-impact commercial/retail on Army Trail Road frontage. Area to the south should capitalize on open space amenities, and contain pedestrian connections. Could be residential or office, or high quality business park use.
14	Both sides Walter Drive north of Amy Trail Road.	Forest Preserve holdings border area to the north. Property at west side of Walter owned by DuPage County. Property on the east side vacant, former nursery and landscape storage.	Given buffering from residential to the north, a property assembly could result in parcel appropriate for a single use retail. Multi tenant retail, or strip center, should be discouraged, as should higher density residential.
15	Both sides of Walter Drive, starting at Forest Preserve to the south, extending northward nearly to Juliana, and east to Medinah Road.	Currently large lot single family, in unincorporated DuPage County. Considerable flag lot development on west side. Residential character mixed, from new to older, various sizes and styles.	If there is assembly and redevelopment, gross density should remain low, and not exceed 2 DU/acre. Wetland will need to be taken into account to the east. Connection should be made to Forest Preserve

<b>Strategic Development Areas and Sites</b>			
<b>No.</b>	<b>Location/Boundaries</b>	<b>Description/Character</b>	<b>Recommended for Future</b>
16	Scattered properties collectively on the east side of Medinah Road from Juliana to just north of Erie Dr.	Currently a mix of single family on large lots, extending northward to higher end townhomes.	Low density single family pattern should continue. Important to retain integrity of frontage at 100 feet. Wetland and floodplain to the east constrain depth, and potential for redevelopment.
17	North side of Lake Street and east side of Circle Drive.	Currently a long-vacant gas station at the corner, a strip retail center, adjacent to the east, and a sheet metal fabricating operation to the north. Lack of cross access easements with existing lot configuration complicate prospects for redevelopment. Flood plain exists over much of the eastern portion of this area.	Best option is for an assembly and consolidation for an integrated planned development, possibly mixed residential and low-impact commercial. Need to respect residential uses to the north and east. Should tie into existing pedestrian linkages to the east. Also, it may be possible for the existing stream-bed, which is in the flood plain, to be re-meandered.
18	Northwest corner of Lake Street and Bloomingdale Road.	Vacant lot owned by Village. Utility junction boxes at corner, evergreen landscaping to buffer townhome uses adjacent to the northwest. Medical offices adjacent to the west. Retail commercial to the east.	Vacant parcel is in the center of Bloomingdale Old Town area, and is a very visible crossroads. Potential for development with municipal feature, such as fountain, natural landscape, clock-tower, etc. Should be compatible with Old Town, and possibly be integrated with old Village Hall to nearby to the west.
19	North side of Lake Street between North Maple on the east and Rosedale Ave. on the west.	Old Town Bank is adjacent on the west. One lot on the west contains seven small frame buildings with small commercial office tenants, also a cell-phone tower. The eastern-most lot has an auto-body shop. New single family homes are to the north.	Best option is for assembly, and redevelopment for professional offices. Senior congregate apartments opposite on south side of Lake Street may create demand for more professional services. Development plans should include plans for pedestrian linkage to Rosedale and Forest Preserve.
20	South side of Lake Street from just west of William Way to Rosedale.	Currently vacant and heavily wooded. Adjacent to townhomes to the south, and Alden Horizon on the east.	Development should tie into Alden Horizon so that access to the signal at Rosedale can be obtained. Possible potential for high-end townhomes which face south, so that Lake Street frontage can be heavily buffered.
21	West side of Rosedale, north of Township to Village boundary limit with Roselle.	Currently unincorporated, and a mix of large lot single family homes.	Maintain large lot single family character. Lots should not be smaller than R-1, at 18,000 – 20,000 SF.



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