

West Cook County COD+TOD Report



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West Cook County

COD+TOD Report

PREPARED BY
THE CENTER FOR NEIGHBORHOOD TECHNOLOGY
OCTOBER 2012

FUNDED BY
GAYLORD AND DOROTHY DONNELLEY FOUNDATION
GRAND VICTORIA FOUNDATION
SEARLE FUNDS AT THE CHICAGO COMMUNITY TRUST



CARGO-ORIENTED DEVELOPMENT (COD)

Clustering of industrial and logistics businesses near multiple freight assets and skilled workers, allowing for more efficient cargo movements and worker commutes

TRANSIT-ORIENTED DEVELOPMENT (TOD)

A mix of residential, commercial, civic and/or recreational spaces within a convenient walk or bicycle ride of public transit

LOCATION EFFICIENCY

Location-efficient areas provide residents, workers, and visitors without cars greater access to amenities, employment, education, recreation, and other opportunities. Mixed land uses, a pedestrian- and bicycle-friendly street network, and convenient mass transit allow households to save money that would otherwise be spent on gas and other car-related expenses. Similarly, manufacturers and logistics firms can practice location efficiency by locating near rail lines, expressways, suppliers, customers, trained workers, and intermodal facilities where trucks and trains exchange cargo, thus reducing trucks' trips and employees' commutes.

Leveraging Transportation Assets to Foster Livable Communities

In the Chicago region, as in most US metropolitan areas, the dispersal of businesses and residents from settled communities to greenfield developments has created a number of socioeconomic and environmental challenges. The growth of employment centers in exurban areas inaccessible by mass transit creates strains on municipal infrastructure, depletes farmland and natural resources, increases regional congestion and pollution from cars and trucks, and exacerbates a jobs-housing mismatch as workers must drive farther and pay more at the fuel pump. These trends can be countered by creating more jobs, housing, and amenities near well-established passenger and freight transportation infrastructure in the west Cook County suburbs.

The Sierra Club reported that between 1970 and 1990, the Chicago region's population increased by 1 percent while its urbanized area rose by 24 percent. The Chicago Metropolitan Agency for Planning (CMAP) found that these lopsided increases in population growth and land consumption moderated during the 1990s as countervailing trends set in, but the region's density levels have continued to fall. This aggressive consumption of land has occurred for industrial and logistics uses as well as residential and commercial expansion.

A trade publication of the commercial real estate industry, "Chicago Industrial Properties," reported that the amount of land developed for industrial and logistics use in the Chicago region doubled between 1987 and 2007, years when industrial production was declining as a percentage of regional gross product. If these jobs continue to be created in greenfields lacking convenient transit access, lower-income workers will be at a particular disadvantage as they must make longer and more-costly car trips to access employment.

CMAP projects that by 2040 the population of the Chicago region will grow by 24 percent—approximately two million residents—with the regional economy expanding even faster. If these increases are to occur without absorbing the remainder of the region's natural land, growth must be channeled to vacant or underutilized properties in previously developed communities, through a process generally known as infill development. This analysis explores opportunities to capi-

talize on infill opportunities in thirty-six towns in west Cook County, and finds strong potential for both Cargo-Oriented Development (COD) and Transit-Oriented Development (TOD) projects.

TODs integrate dense housing with commercial, recreational, and institutional uses, all within walking distance (less than a half mile) of a transit station, allowing residents and workers to make many daily trips without a car. CODs are clusters of industrial and logistics businesses located near multiple freight assets and resources, including railroads, intermodal terminals, truck routes, suppliers, customers, and skilled workers. COD allows companies to move freight as far as possible via the most energy-efficient mode and minimize the number and length of truck trips and worker commutes.

Developing in more "location efficient" areas can reduce transportation costs for companies and households, while placing jobs in communities where they are needed, restoring prosperity to older neighborhoods, and creating a sustainable pattern of resettlement and reuse. COD and TOD can substantially reduce traffic congestion, which costs the region \$7.3 billion a year in wasted time, fuel, and ecological damages; reduce greenhouse gas emissions that contribute to global climate change; and mitigate other sources of air and water pollution, such as soil erosion and stormwater runoff that are generated by typical truck- and car-oriented development patterns.

The west suburbs of Cook County possess abundant TOD and COD assets, including passenger and cargo rail lines, extensive bus routes, pockets of dense housing, intermodal freight terminals, a strong base of industrial and logistics businesses, and community colleges that can train unemployed or underemployed industrial workers. These strengths can be leveraged to generate new sources of public and private funding, retain and attract industrial firms and retailers, increase job access near transit, reduce car and truck traffic, and stimulate greater collaboration between neighboring communities to create a more sustainable, prosperous region.

WEST CENTRAL MUNICIPAL CONFERENCE (WCMC)

WCMC was founded in 1980 as a regional council of governments (COG) serving the “inner ring” suburbs of west Cook County. The WCMC membership includes 40 municipalities, five townships, two community colleges, Brookfield Zoo, and over 600,000 residents, encompassing over 200 square miles.

Learn more at westcook.org.

LAYING THE STRATEGIC GROUNDWORK: CHICAGO SOUTHLAND'S GREEN TIME ZONE

The west Cook analysis builds on a 2008 analysis of Chicago's south suburbs in collaboration with the South Suburban Mayors and Managers Association (SSMMA), a council of 42 local governments. CNT's identification of COD and TOD opportunities generated an array of redevelopment projects that were organized in a strategy for sustainable redevelopment known as the Chicago Southland Green Transit, Intermodal, Manufacturing & Environment (TIME) Zone.

SSMMA's members have collaborated across jurisdictional boundaries to achieve outcomes that no single city or agency could accomplish on its own, including the attraction of millions of dollars in private and public investment; the expansion of a nationally significant intermodal freight terminal; reconstruction of key truck routes; assessment and cleanup of abandoned industrial sites; retention and expansion of cutting-edge “green” manufacturers and logistics firms; and the creation of a regional loan fund, an investors consortium, and a land bank to foster property redevelopment.

TAKING STOCK OF WEST COOK COUNTY ASSETS

In 2010 the Center for Neighborhood Technology (CNT) expanded its model for sustainable development based on COD and TOD assets to a second major sub-region of metropolitan Chicago by partnering with the West Central Municipal Conference (WCMC), a council of governments representing 40 municipalities and over 600,000 residents.

CNT applied the knowledge gained in the south suburban analysis to the west Cook project, pursuing new sources of information and improving its methodology for identifying optimal COD and TOD opportunities.

The goal of this ongoing project is to stimulate sustainable economic development in the west suburbs by achieving the following objectives:

Redevelop properties with optimal access to freight rail and mass transit lines.

Clean up vacant and underutilized properties and restore them to productive use.

Minimize suburban sprawl and relieve pressures that work against the conservation of open lands.

Alleviate jobs-housing mismatches and connect more people to amenities via alternative forms of transportation.

Reduce negative environmental impacts of freight operations in densely settled urban communities.

Using the COD+TOD Optimizer, CNT's analytical tool, this study integrates several variables to identify model development opportunities in west Cook. This quantitative analysis has already been utilized by several WCMC communities to prioritize development opportunities and pursue funds for TOD planning and implementation. CNT will continue working with WCMC, its members, and other regional partners to leverage transportation assets and human capital in ways that improve the economy and the environment.

Transit-Oriented Development (TOD) Optimizer Analysis

CNT has created a customizable tool, the TOD Optimizer, which uses geographic information systems (GIS) to compare multiple characteristics in existing or potential TOD areas. The tool has been applied in research projects in the Chicago region and across the country. The Optimizer assesses the extent to which geographic areas conform to basic TOD principles and estimates their market potential. Investors and public agencies may use CNT's findings to identify and prioritize sites for TOD, to improve the readiness of communities for TOD, and to consider policies for maximizing TOD benefits in a region.

Thirty-seven half-mile station areas were evaluated for their potential to support TOD through the following analyses:

1. Location Efficiency: based on average household transportation costs calculated using CNT's Housing + Transportation Affordability (H+T®) Index

2. Buying Power: calculated by multiplying the number of households by average household income

3. Spending Potential: a comparison of west Cook's average retail spending with that of the nation

4. Retail Demand: the difference between retail sales and consumer expenditures for different types of goods

5. Demographic Market Segments: a comparison of each station area's residents and their typical buying habits



1. Location Efficiency

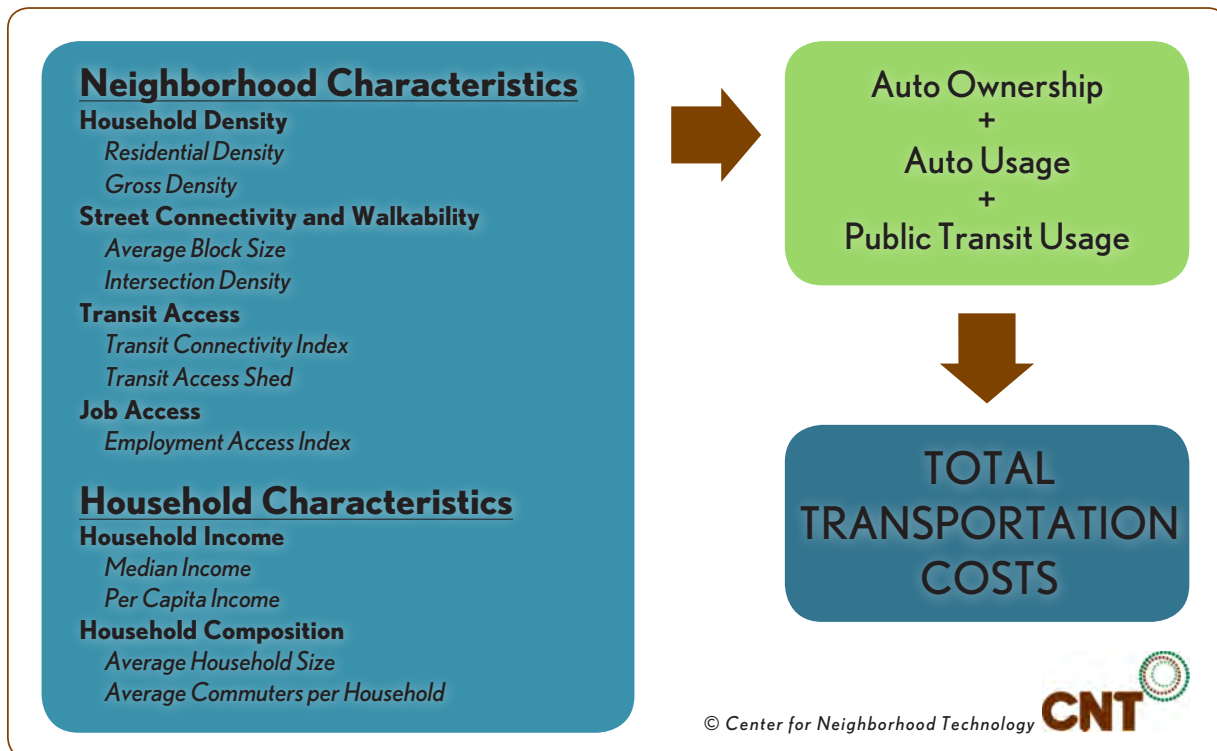
People who live in location-efficient neighborhoods tend to have lower transportation costs. Such areas are dense, mixed-use, and provide convenient walking, biking, and transit access to jobs, stores, public services and other amenities. Location inefficient places, in contrast, require automobiles for most trips and are more likely to have high transportation costs. CNT’s H+T Index shows that transportation costs vary between and within regions depending on a number of related neighborhood and household characteristics.

The methods for CNT’s cost model are drawn from peer reviewed research findings on the factors that drive household transportation costs. This research has shown that transportation costs per household represent a composite of the factors that describe location-efficient conditions for an area. In other words, to the extent that an area has low transportation costs, it is likely to possess all the characteristics of high location efficiency and vice versa.

Detailed methodology can be found at htaindex.cnt.org/downloads/HTMethods.2011.pdf

The west Cook study area is served by 37 stations along eight passenger rail lines: the Chicago Transit Authority (CTA) Blue, Green, and Pink Lines and Metra’s Burlington Northern Santa Fe (BNSF), Heritage Corridor (HC), Milwaukee District West (MDW), North Central Service (NCS), and Union Pacific West (UPW). In most communities in America, the built areas around transit stations often include greater density than the surrounding community, a mix of housing and commercial development, and walkable streets. Developments in station areas can take many forms, however, ranging from dense, mixed-use structures in the heart of a town’s central business district to sprawling residential neighborhoods with few amenities.

The areas with the highest overall location efficiency have the lowest average household transportation costs, the greatest levels of transit service and ridership, highest density of people and businesses, and pedestrian-friendly neighbor-



hood blocks. CNT's analysis revealed that station areas in Oak Park, Cicero, Elmwood Park, and Forest Park have the lowest transportation costs. Franklin Park and Melrose Park have moderate transportation costs but still possess many characteristics supportive of TOD. Areas farther to the west, such as Willow Springs and Berkeley, have the highest transportation costs and cater mostly to automobiles.

Communities can increase the location efficiency of their station areas by implementing land-use policies that encourage greater density of businesses and homes, more convenient transit access, and improved pedestrian connectivity. Making street infrastructure work for walkers and bicyclists—often referred to as “road dieting”—and utilizing tax incentives to support higher-density development can enable areas to increase location efficiency.

Station areas with low transportation costs and high buying power (discussed in the following section) are most likely to support near-term TOD investment. Station areas with moderate or high transportation costs can increase the viability

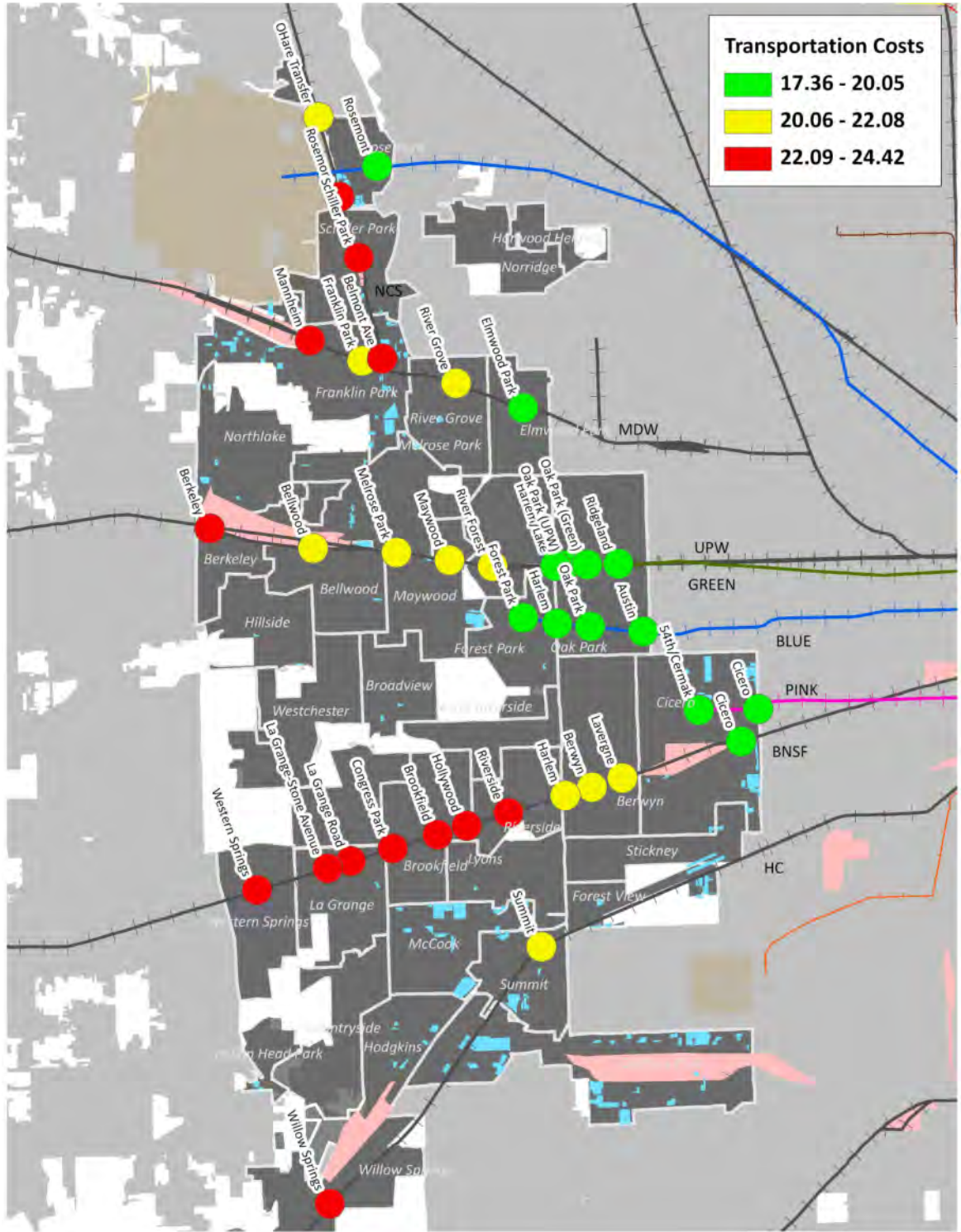
of TOD by reducing the surface area of parking lots, creating on-street parking to reduce road width and slow down traffic, increasing the visibility of pedestrian and bicycle features such as bike lanes and crosswalks, and promoting vacant or underutilized “infill” properties for mixed-use development. Entire towns' long-term economic pictures can be improved by directing investment in their station areas, which will help reduce congestion, foster more safe, active and healthy lifestyles, and improve air and water quality.

Some station areas have competitive advantages and can capitalize on these to attract a greater variety of development types and promote greater mixing of land uses. For example, Rosemont has very low residential density, but its abundant businesses and well-utilized transit station make for relatively low transportation costs among existing households. Developing more housing and retail within walking distance of transit would allow Rosemont to diversify and expand its sources of tax revenues, moving from a successful employment center to a more vibrant, mixed-use area in which people can easily get around without a car.



WEST COOK STATION AREA TRANSPORTATION COSTS AS PERCENTAGE OF REGIONAL MEDIAN INCOME

Average household transportation costs are displayed as a percentage of regional median income. These values are calculated by combining related neighborhood and household characteristics within a half-mile radius (walking distance) of each CTA and Metra station in west Cook. For example, smaller average census block size serves as a useful indicator for the pedestrian-friendliness of an area, and higher residential density means more people can access transit, jobs, and amenities. Shifting these and other characteristics over time will allow communities with higher transportation costs to improve their location efficiency and support expanded transit service and more viable TOD.



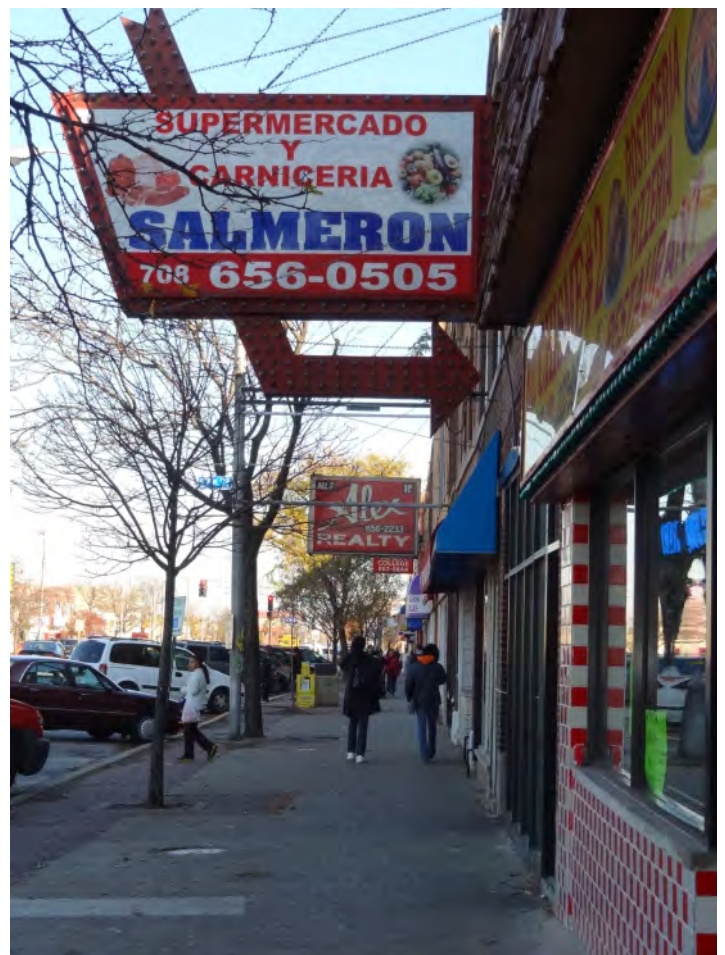
2. Buying Power

Areas with higher aggregate income—the number of households multiplied by average household income—have higher collective buying power. Combined with a number of other market factors, high aggregate income can be a significant attractor of developers, businesses, and ultimately, paying customers and residents. Dense neighborhoods, even predominantly low-income ones, can generate successful commercial developments by capitalizing on amenities such as transit access and walkable streets and recruiting retailers for which demand can be quantified.

Areas with both high location efficiency and high buying power relative to the rest of the region warrant more immediate market analysis. Their pedestrian scale, density, and transit access make them strong potential areas for TOD

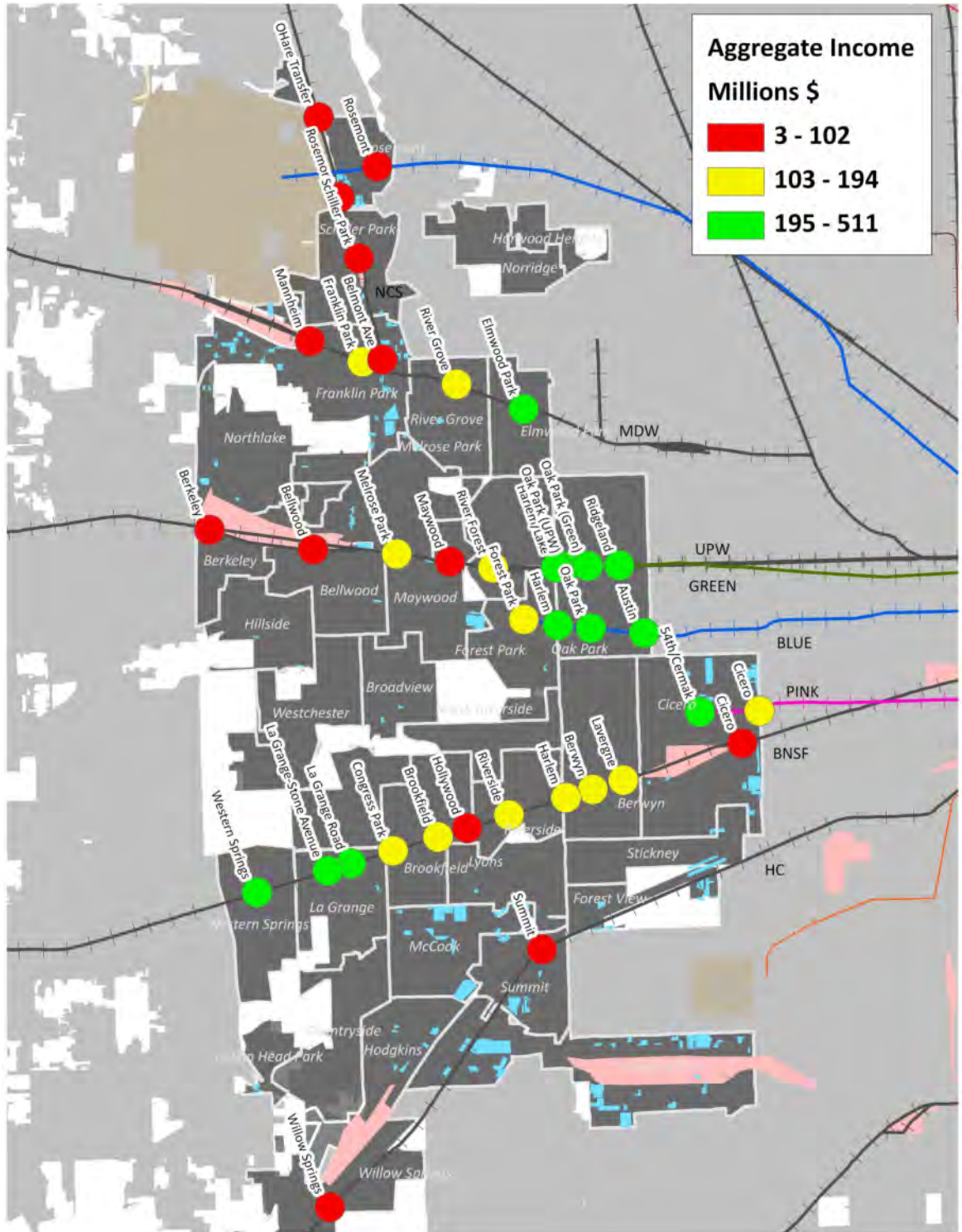
investment in the short term. Increasing the density of housing and expanding transit in areas with low buying power will increase the demand for walkable retail, while areas with low location efficiency and low buying power may make for long-term TOD opportunities if transit service is expanded and pedestrian infrastructure improved.

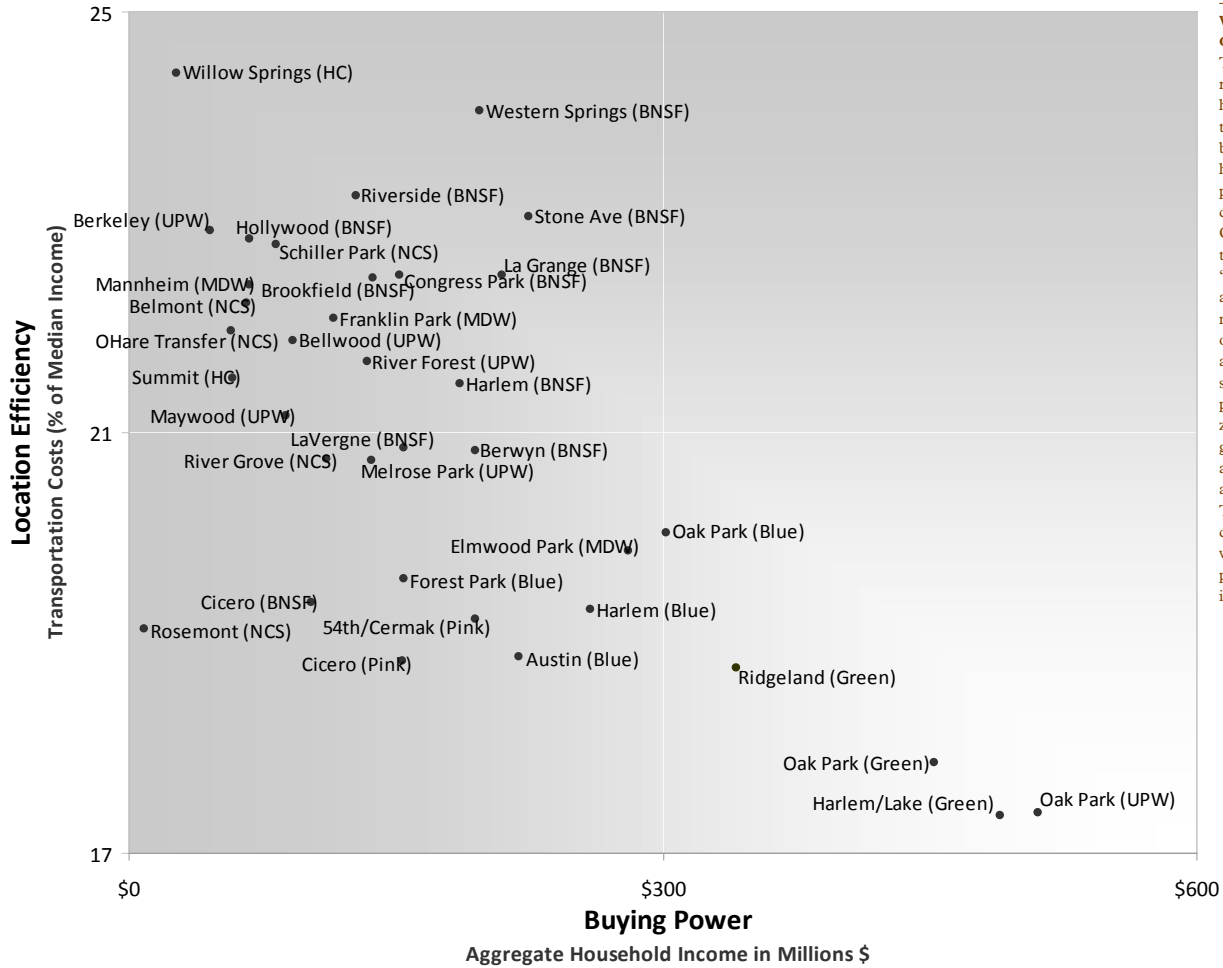
The buying power of workers should be considered in areas with large employment centers. Restaurants, child care, public spaces, and small-format grocery stores accessible by walking or a short car trip can greatly decrease vehicle miles travelled for employees, as would mixed-income housing that meets the needs of white-collar and blue-collar workers. As incremental improvements are made to improve the location efficiency of areas, they may become strong candidates for expanded transit service and more intensive TOD.



ANNUAL BUYING POWER WITHIN A HALF-MILE OF TRANSIT STATIONS

Some less densely populated station areas have low buying power despite their relatively high average household income levels. Denser areas, even lower-income ones, can attract new TOD with more in-depth market analysis. Workers at employment centers are not accounted for in these estimations of buying power. Further market studies could reveal strong workforce demand for daytime amenities such as restaurants, small-format grocery stores, childcare centers, or even housing near places of work.





WEST COOK TOD OPTIMIZER RESULTS

The station areas in the lower-right hand quadrant exhibit high location efficiency (low transportation costs) and high buying power (high collective household income) and may provide for more immediate development opportunities. Other towns can improve their location efficiency by “retrofitting” properties and “street dieting” to help neighborhoods meet the needs of cars, pedestrians, bicyclists, and transit riders. “Complete streets” policies, reduced parking ratios, mixed-use zoning, and other land use guidelines, can decrease automobile dependence and increase the viability of TOD, thus generating higher densities and buying power, which can generate more private and public investment in the long run.

**HARLEM/LAKE
(GREEN LINE)**

The Harlem/Lake station area in Oak Park exhibits the highest transit access, ridership and density relative to other stations in the west Cook study area. The area's grid-like street design and small building footprints are conducive to walking and biking to housing, jobs, and amenities. Oak Park has established itself as one of the strongest transit-oriented communities in the Chicago region, boasting eight rapid transit stops and an enviable mix of residential and commercial uses with strong pedestrian connections.





WILLOW SPRINGS (HC)
 Residents in the Willow Springs station area have high average household transportation costs relative to other west Cook station areas. This is mainly due to low transit access, low ridership, low housing density, and few jobs. The area is not likely to support successful housing or retail development in the short term. However, reducing parking ratios and enhancing pedestrian and bicycle access will help preserve the town's forestland and waterways, which can attract more recreational users, potentially growing the market for new shopping and housing in the long term.

The following aerial snapshots show station areas with high and low relative location efficiency. Preserving the assets that make each station area unique, while enhancing the pedestrian-friendly nature of streets, homes, and businesses will enable residents to access more jobs and amenities without a car, potentially saving them thousands of dollars per year in car-related expenses. Reducing suburban sprawl will decrease the need for parking lots, thereby reducing impervious surfaces and protecting waterways from storm-water runoff. Traffic will also be mitigated as more people choose alternatives to automobiles, resulting in decreased greenhouse gas emissions. As discussed in subsequent sections, the market for dense, pedestrian-friendly housing and commercial development is strong and on the rise across the country among varied demographics.

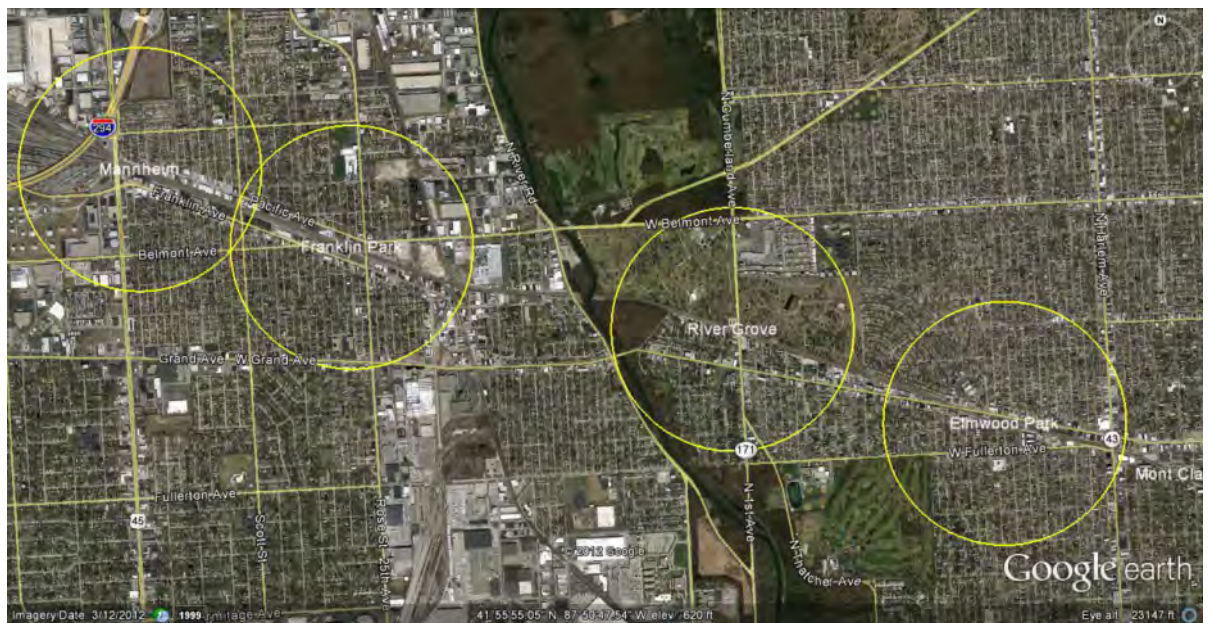
3. Spending Potential

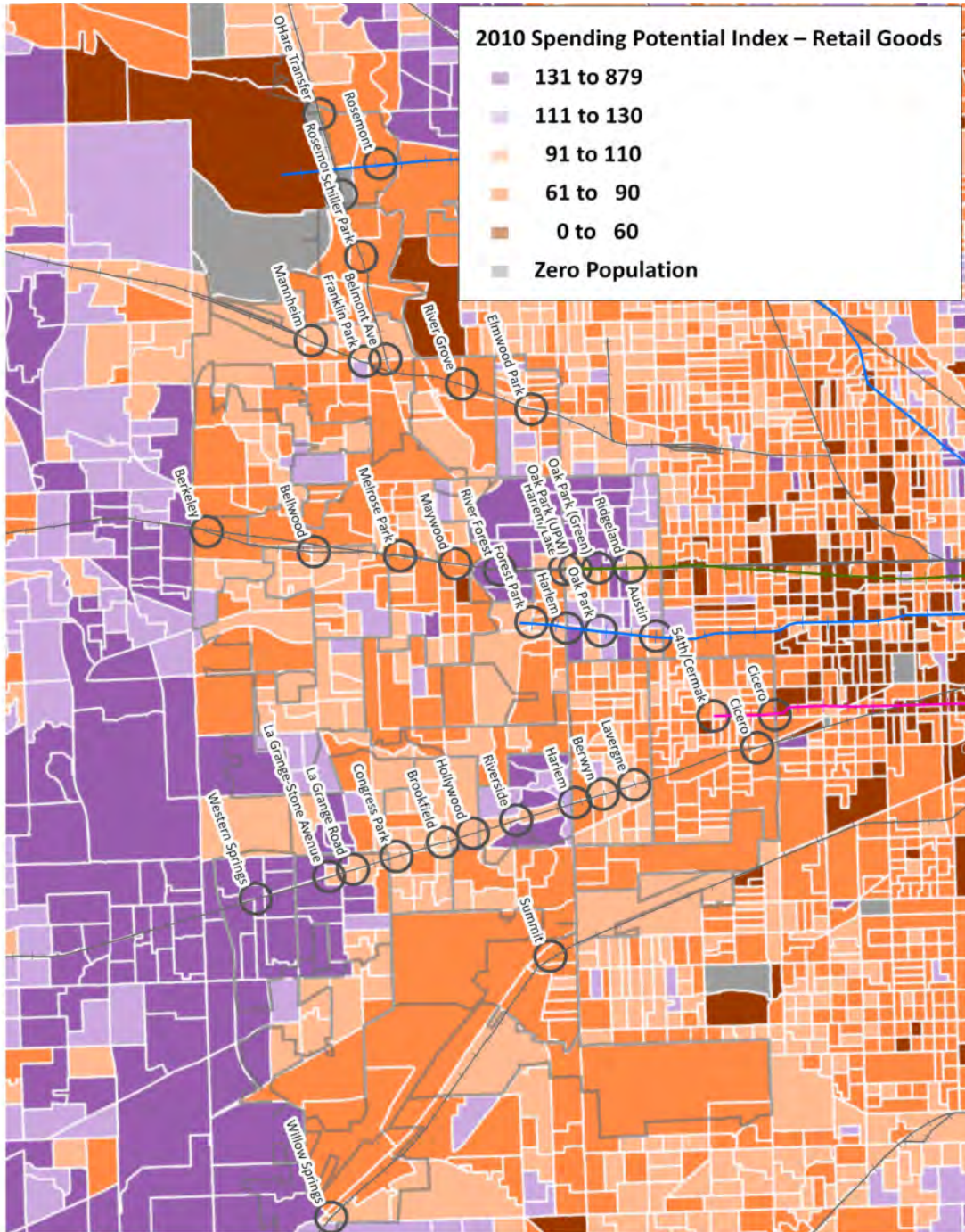
ESRI’s Consumer Spending Index compares the average level of consumer spending in west Cook with that of the nation. The information is derived from 2006–2007 Consumer Expenditure Surveys conducted by the US Bureau of Labor Statistics. Detailed methodology can be reviewed at the following website:

esri.com/library/whitepapers/pdfs/consumer-expenditure-methodology-2011.pdf

Utilizing this data in conjunction with the retail demand estimates discussed in subsequent sections of this report will help towns make sound TOD investment decisions. Housing studies such as Homes for a Changing Region provide more insight into the shifting demand for new affordable and market-rate housing near transit in Berwyn, Bellwood, Forest Park, Maywood, and Oak Park. National trends in the demand for transit-oriented commercial and residential development are also discussed later in this report.

METRA MILWAUKEE DISTRICT-WEST STATIONS
Communities that share transit assets can collaborate to attract greater public and private investment in and around properties that have strong market potential.





CONSUMER SPENDING POTENTIAL
 ESRI's Consumer Spending Potential Index compares west Cook's average spending on products to the average amount spent nationally. A score of 100 average means that spending by local consumers in a block group is equal to the national average.

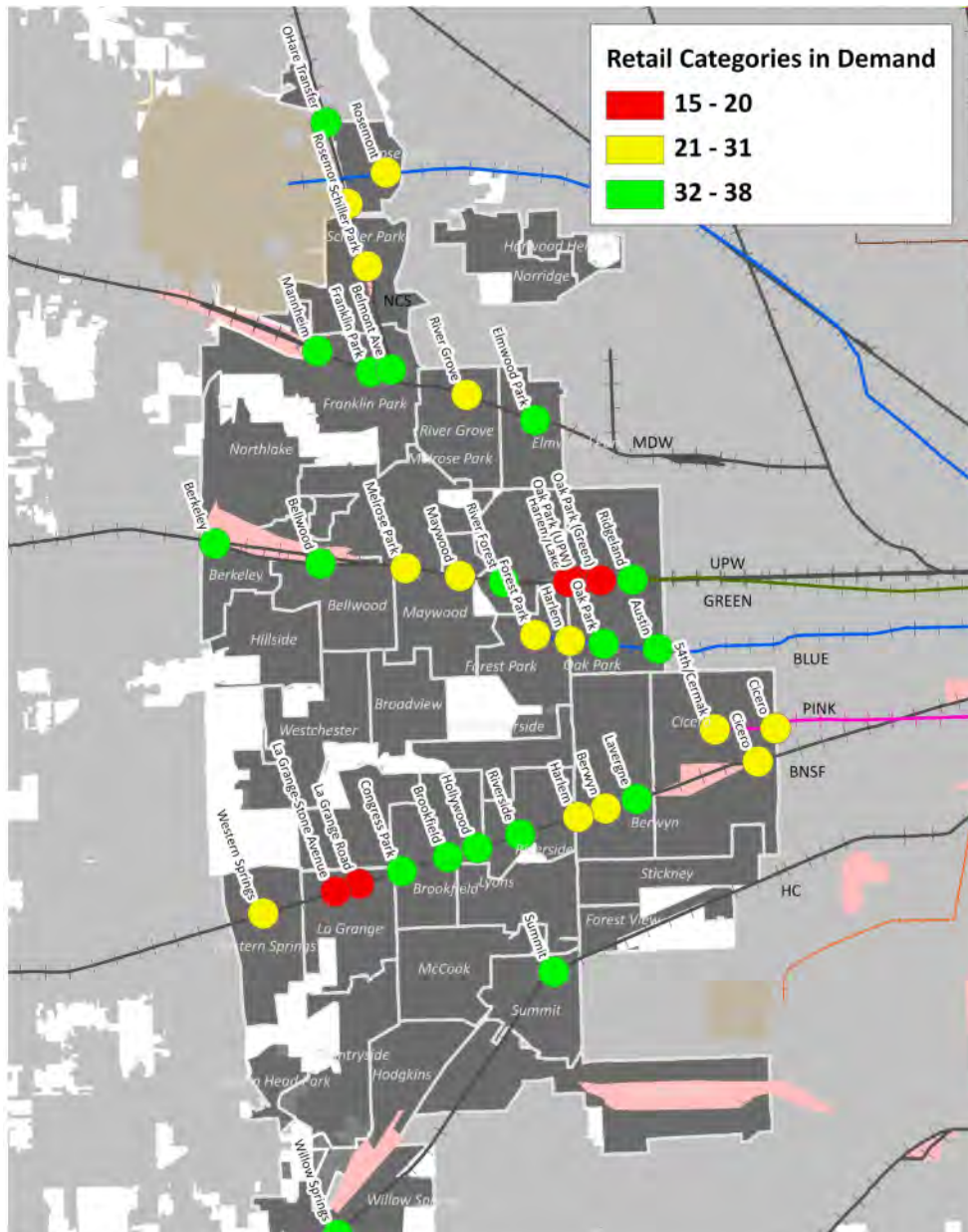
4. Retail Demand

Retail is generally grouped into two broad categories: neighborhood retail (also referred to as convenience retail) which customers are likely to frequent on a daily or weekly basis; and destination retail, to which customers are more likely to drive further and visit less often. Neighborhood retail is generally more compatible with transit-oriented development, since it can often be found in buildings with

smaller footprints that are easier to access by transit or walking. However, big-box retailers have begun shifting to smaller-format stores to meet the needs of pedestrians in higher density neighborhoods. This trend is on the rise, according to a 2012 report by Colliers International, Brick-and-Mortar Retail Poised to Adapt. As the national economy improves, it is likely that big-box store chains will continue investing in more walkable, transit-served areas.

RETAIL DEMAND WITHIN A HALF-MILE OF TRANSIT STATIONS

All station areas exhibit demand for at least 15 different types of retail goods and services out of 30 total categories. Towns with overlapping station areas can identify and entice retail establishments that will best serve residents and workers along shared transit corridors, which increases the likelihood of successful TOD.



Estimates of retail demand and surplus are calculated by the market research firm Claritas, which takes its household expenditure data from the US Bureau of Labor Statistics and retail sales data from the Census of Retail Trade. Claritas estimates the total purchases of goods in an area and then estimates the capacity of stores in the area to absorb this local demand. If purchases of a particular good or service exceed the capacity of local stores, a net demand exists, which indicates that residents are shopping outside of the area to meet their needs and that this demand might be met by additional local stores. A surplus results if sales in an area exceed expenditures by residents, indicating that residents are coming from other areas to do their shopping.

CNT considered demand for over 40 categories of retail businesses that are generally found in TOD or can be adapted to serve pedestrians and transit riders. Car-oriented businesses such as gas stations, car dealerships, and other formats were excluded from this analysis.

5. Demographic Market Segments

West Cook communities better understand demand for new businesses or housing by observing demographic trends. The corresponding map and table are derived from ESRI, which uses 2010 Census data and annual demographic updates to classify areas into 65 generalized segments characteristic of neighborhoods throughout the country. These characterizations may be useful in gauging real or perceived demand for goods and services. Towns can use this data to understand residents' typical needs and as a marketing tool to entice residential or commercial development that existing or prospective residents might find desirable. Detailed descriptions of each market segment and its corresponding consumer preferences are available at: esri.com/library/brochures/pdfs/tapestry-segmentation.pdf.

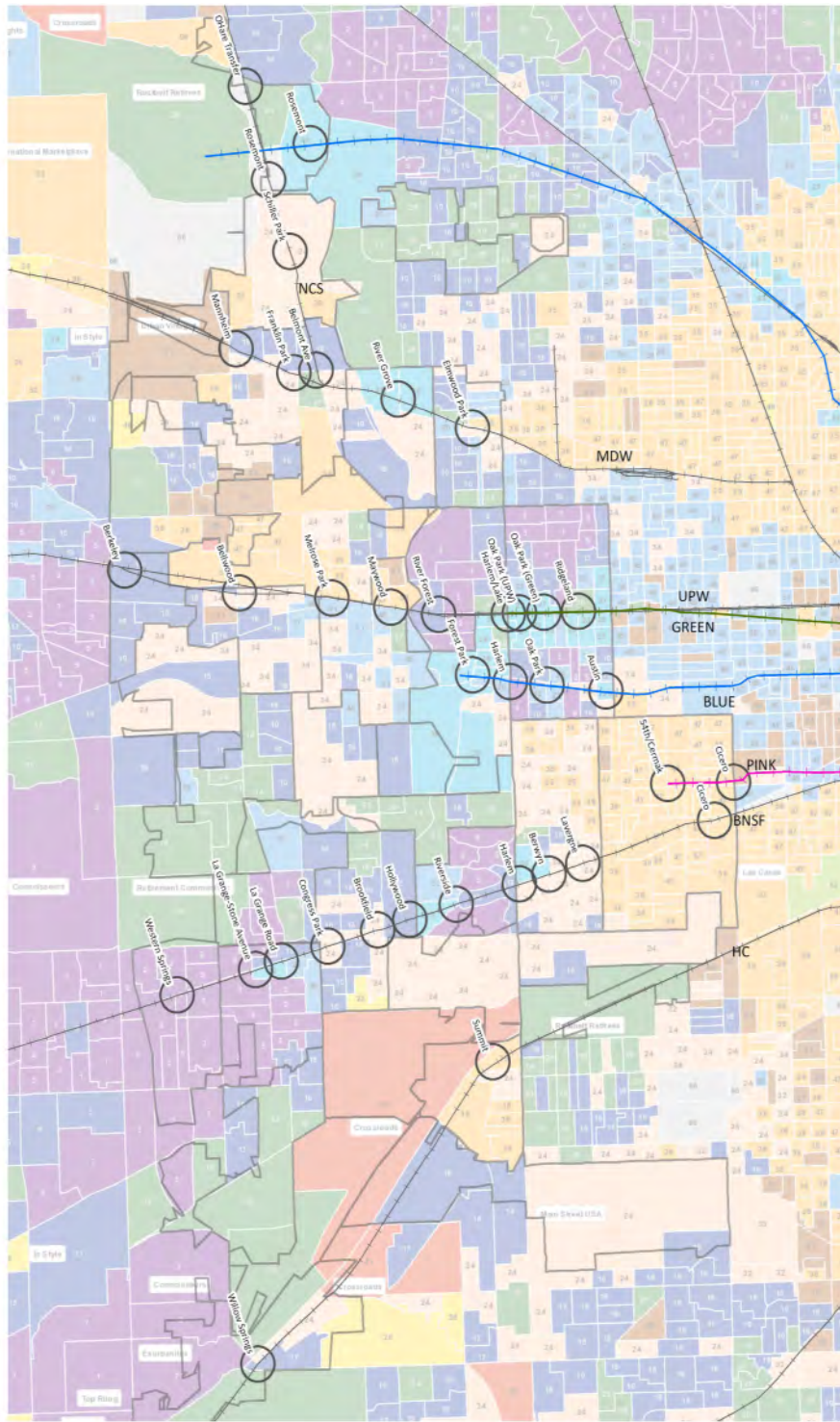


RETAIL SUPPLY AND DEMAND WITHIN A HALF-MILE OF TRANSIT STATIONS

Cells shaded blue represent unmet demand for a good or service, while white cells represent an oversupply. Attracting in-demand retail will allow for communities to meet the needs of their residents and avoid oversaturating the market with less viable businesses.

| Unmet Retail Demand | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|--|------------|-------------|----------|--------------|-------------|----------------|--------|----------|--------|---------|--------------|--------------|----------------|---------------|-----------------|------------------|-------|---------|--------------|-----------|-------|------|---------|----------|--------|------------------|------|-----------|-----------|------|
| Retail Surplus | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Station Area | | Appliances | Electronics | Hardware | Supermarkets | Convenience | Specialty Food | Liquor | Pharmacy | Beauty | Optical | Other Health | Men Clothing | Women Clothing | Kids Clothing | Family Clothing | Clothing Access. | Shoes | Jewelry | Sport. Goods | struments | Books | News | Records | Florists | Office | Gifts, Souvenirs | Used | Slow Food | Fast Food | Bars |
| 54th/Cermak (Pink) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Austin (Blue) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bellwood (UPW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Belmont Ave (NCS) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Berkeley (UPW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Berwyn (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brookfield (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cicero (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cicero (Pink) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Congress Park (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Elmwood Park (MDW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Forest Park (Blue) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Franklin Park (MDW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Harlem (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Harlem (Blue) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Harlem/Lake (Green) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hollywood (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| La Grange Road (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stone Avenue (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LaVergne (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mannheim (MDW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Maywood (UPW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Melrose Park (UPW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Oak Park (Blue) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Oak Park (Green) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Oak Park (UPW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OHare Transfer (NCS) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Ridgeland (Green) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| River Forest (UPW) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| River Grove (NCS) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Riverside (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rosemont (Blue) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Rosemont (NCS) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Schiller Park (NCS) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Summit (HC) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Western Springs (BNSF) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Willow Springs (HC) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

- 1, Top Rung
- 2, Suburban Splendor
- 3, Connoisseurs
- 4, Boomburbs
- 5, Wealthy Seaboard Suburbs
- 6, Sophisticated Squires
- 7, Exurbanites
- 8, Laptops and Lattes
- 9, Urban Chic
- 10, Pleasant-Ville
- 11, Pacific Heights
- 12, Up and Coming Families
- 13, In Style
- 14, Prosperous Empty Nesters
- 15, Silver and Gold
- 16, Enterprising Professionals
- 17, Green Acres
- 18, Cozy and Comfortable
- 19, Milk and Cookies
- 20, City Lights
- 21, Urban Villages
- 22, Metropolitanans
- 23, Trendsetters
- 24, Main Street USA
- 25, Salt of the Earth
- 26, Midland Crowd
- 27, Metro Renters
- 28, Aspiring Young Families
- 29, Rustbelt Retirees
- 30, Retirement Communities
- 31, Rural Resort Dwellers
- 32, Rustbelt Traditions
- 33, Midlife Junction
- 34, Family Foundations
- 35, International Marketplace
- 36, Old and Newcomers
- 37, Prairie Living
- 38, Industrious Urban Fringe
- 39, Young and Restless
- 40, Military Proximity
- 41, Crossroads
- 42, Southern Satellites
- 43, The Elders
- 44, Urban Melting Pot
- 45, City Strivers
- 46, Rooted Rural
- 47, Las Casas
- 48, Great Expectations
- 49, Senior Sun Seekers
- 50, Heartland Communities
- 51, Metro City Edge
- 52, Inner City Tenants
- 53, Home Town
- 54, Urban Rows
- 55, College Towns
- 56, Rural Bypasses
- 57, Simple Living
- 58, NeWest Residents
- 59, Southwestern Families
- 60, City Dimensions
- 61, High Rise Renters
- 62, Modest Income Homes
- 63, Dorms to Diplomas
- 64, City Commons
- 65, Social Security Set
- 66, Unclassified



ESRI WEST COOK
STATION AREA MARKET
SEGMENTS

MARKET SEGMENTS WITH A HALF-MILE OF TRANSIT STATIONS

These market segments were created by ESRI to give an approximation of west Cook's population that is based on typical consumer behavior observed by national experts. Continuously monitoring trends in neighborhood demographics and buying patterns will allow communities and businesses to anticipate and fulfill the changing needs of residents and workers.

| | |
|--------------------------------------|---|
| 54th/Cermak (Pink) | Las Casas |
| Austin (Blue) | Wealthy Seaboard Suburbs, Pleasant-Ville, Metropolitans, Main Street USA, Family Foundations, International Marketplace, Young and Restless |
| Bellwood (UPW) | Cozy and Comfortable, Urban Villages, Main Street USA, Industrious Urban Fringe |
| Berkeley (UPW) | Wealthy Seaboard Suburbs, Cozy and Comfortable |
| Berwyn (BNSF) | Main Street USA, Old and Newcomers |
| Brookfield (BNSF) | Pleasant-Ville, In Style, Cozy and Comfortable, Main Street USA |
| Cicero (BNSF) | Las Casas |
| Cicero (PINK) | City Strivers, Las Casas, City Commons |
| Congress Park (BNSF) | Pleasant-Ville, In Style, Cozy and Comfortable, Metropolitans, Main Street USA, Salt of the Earth |
| Elmwood Park (MDW) | Pleasant-Ville, City Lights, Main Street USA, Rustbelt Retirees, International Marketplace |
| Forest Park (Blue) | City Lights, Trendsetters, Old and Newcomers |
| Franklin Park (MDW) | Cozy and Comfortable, Main Street USA, Simple Living |
| Belmont / Franklin Park (NCS) | Cozy and Comfortable, Main Street USA, Simple Living |
| Harlem (BNSF) | In Style, Main Street USA, Old and Newcomers |
| Harlem (Blue) | Wealthy Seaboard Suburbs, In Style, City Lights, Trendsetters |
| Harlem/Lake (Green) | Trendsetters, Metro Renters, Retirement Communities |
| Hollywood (BNSF) | Pleasant-Ville, Metropolitans, Old and Newcomers |
| La Grange Road (BNSF) | Suburban Splendor, In Style, Metropolitans, Trendsetters |
| La Grange-Stone Ave (BNSF) | Suburban Splendor, Connoisseurs, Wealthy Seaboard Suburbs, In Style, Trendsetters |
| Lavergne (BNSF) | Main Street USA |
| Mannheim (MDW) | Cozy and Comfortable, Urban Villages, Main Street USA |
| Maywood (UPW) | Industrious Urban Fringe, City Strivers, Las Casas, Simple Living |
| Melrose Park (UPW) | City Strivers, Las Casas, Inner City Tenants |
| Oak Park (UPW) | Trendsetters, Metro Renters, Retirement Communities |
| Oak Park (Green) | Top Rung, Urban Chic, Metropolitans, Trendsetters, Metro Renters, Old and Newcomers |
| Oak Park (Blue) | Wealthy Seaboard Suburbs, Pleasant-Ville, In Style, Metropolitans |
| O'Hare Transfer (NCS) | Pleasant-Ville, Retirement Communities, Unclassified |
| Ridgeland (Green) | Top Rung, Metropolitans, Trendsetters, Retirement Communities |
| River Forest (UPW) | Suburban Splendor, Connoisseurs, Urban Chic |
| River Grove (NCS) | Main Street USA, Old and Newcomers |
| Riverside (BNSF) | Wealthy Seaboard Suburbs, In Style, Metropolitans, Old and Newcomers |
| Rosemont (NCS) | Young and Restless |
| Rosemont (Blue) | Unclassified |
| Schiller Park (NCS) | Main Street USA |
| Summit (HC) | Main Street USA, International Marketplace, Crossroads |
| Western Springs (BNSF) | Suburban Splendor, Connoisseurs, Wealthy Seaboard Suburbs |
| Willow Springs (HC) | Exurbanites, Prosperous Empty Nesters, Green Acres, Main Street USA, Retirement Comm. |

Safe, Decent, Affordable, Transit-Oriented Housing

Areas with low and moderate transportation costs can be prioritized for housing development in order to save west Cook residents' money while reducing congestion. But prioritization of properties requires due diligence to prove the potential value of homes. Fortunately, several west Cook communities are already collaborating to prioritize development opportunities around transit, as discussed later in this report. Further analysis of comparable selling prices, assessed values, vacancy rates, school quality and crime in these areas will enable a more robust characterization of the market's barriers and opportunities, and ensure optimal public and private investment decisions.

Land values can be expected to increase as transit and amenities are developed or made more accessible, and it is essential that residents of varying incomes reap the benefits. Gentrification (the pricing out of lower-income residents as property values increase) can be prevented by forming a land bank or land trust—a non-profit or government entity created to hold, maintain, and improve vacant properties. Such an entity can attach covenants to the transfer of land that limit harmful speculation and “flipping” that does not improve the overall value of communities. The Center

for Community Progress' *Land Banks and Land Banking* provides a synthesis of best practices across the nation.

Mixed-use, quality rental housing and convenient, walkable neighborhoods are in demand, according to national studies referenced in subsequent sections of this report. Generation Y and baby boomers will likely reinforce this rental market upswing, and this may in turn drive up the demand for retail nearby. It is ultimately up to each town's residents, employees, and local business owners to democratically decide how their community is shaped. Housing must be sufficiently dense—around eight units per acre or more—to effectively support TOD, but the spectrum of TOD is quite broad. One community may choose to develop one- to two-story homes that cater to families looking for a quiet yet convenient “suburban-urban” environment, while another might prefer to attract larger scale TOD that creates a more vibrant, 24-hour “live-work-play” town center. CNT and other regional partners can help facilitate community discussions that foster an open, creative dialogue that brings about consensus-based decisions regarding housing and other interrelated issues, including economic development, transportation, and natural resources.



Adapting West Cook Assets to Create TOD Opportunities

The purpose of this report is not to paint a static picture of TOD accomplishments or immediate potential but to show what measures may be taken, through a combination of public policy and public-private investment, to improve the location efficiency and marketability of potential development areas. Successful examples of urban and suburban infill development, sometimes called “adaptive reuse” or “sprawl repair,” abound: a pedestrian-friendly 3,500 square foot Wal-Mart on the University of Arkansas campus in Fayetteville; the ongoing rebirth of a walkable entertainment district by capping an expressway and nudging a grocery store in Columbus, Ohio; Chicago’s redevelopment of a defunct rail yard into a mixed-use, mixed-income, transit-friendly destination anchored by a two-story Target; reincarnated shopping malls and parking lots in Winter Park, Florida and Cape Cod, Massachusetts; and a frenzy of food trucks filling underused parking lots and “food deserts” across the nation.

A HOT MARKET FOR LOCATION-EFFICIENT HOUSING

The national real estate crisis has caused more investors and property developers to focus on compact developments and urban neighborhoods. As the national credit bubble burst in 2007 and 2008, single-family home development crashed across the nation. According to the Joint Center for Housing Studies at Harvard University, sales of new single-family homes dropped by 62% between 2005 and 2008, while

new single-family housing starts fell by slightly more. By contrast, multifamily starts fell 20% over these years.

The Urban Land Institute (ULI) and PriceWaterhouseCoopers (PWC) report Emerging Trends in Real Estate 2012 found that developers and investors expect households to increasingly turn to rental housing as long as the single-family market remains soft. Investors see multifamily properties strongly positioned in the economic turnaround. Of these, apartment buildings within walking distance of transit are considered to offer the best return.

National investors see these urban infill and transit-supportive developments as strong bets to hold and increase their value. Infill housing is projected to attract young people striking out on their own and retirees hoping to downsize. Investors also see older suburbs linked to downtowns through mass transportation as appealing opportunities. Regions that create the environments for these products will be best positioned to attract national capital.

The transformation of the housing market will be driven by the preferences of the aging Baby Boomer generation and the Echo Boomers who are replacing them as workers and homeowners. Many Boomers have delayed their retirement due to the bad economy, but when they leave the workforce, they will transform the housing market. Surveys suggest that as fuel prices rise, a significant portion of aging households will want to relocate to walkable, transit-served communi-

SHIFTING HOUSING PREFERENCES
National real estate professionals expect compact housing and mixed-use neighborhoods to drive real estate investment as the economy improves.

| Product | Recent Trends (2005-2008) | Investor Outlook |
|---------------------|--|---|
| Single Family Homes | <ul style="list-style-type: none"> • New sales down 62.2% • New starts down 63.7% | <ul style="list-style-type: none"> • New developments struggling with foreclosures “may have no staying power” • Prolonged 20 year “sell off” as boomers age and relocate |
| Multifamily | <ul style="list-style-type: none"> • New starts down 19.6% • Positioned for “strong rebound” during recovery | <ul style="list-style-type: none"> • Rental near transit is “almost can’t miss” • “Locations near transit corridors are prime” |
| Condo and Townhomes | <ul style="list-style-type: none"> • Sales down 37.2% • Owner vacancy rates “rising dramatically” in small buildings | <ul style="list-style-type: none"> • Demand from aging boomers will pick up as recession eases • However, “overbuilt” markets will remain weak for foreseeable future |



ties, with affordable access to stores, entertainment, community centers, healthcare facilities, parks, trails, academic institutions, and other public services. As Boomers retire over the next two decades, analysts expect to see more large homes for sale and more buyers for small homes.

Meanwhile, younger households are delaying home ownership and becoming long-term renters. Because younger households are expected to marry later and have fewer children, many will eventually look to buy a different kind of home than their parents did. National surveys sponsored by ULI suggest that Echo Boomers strongly favor urban, higher density neighborhoods to lower density ones. This highly mobile generation will settle in cities and regions that offer diverse, distinctive, and vibrant neighborhoods, and many will do so prior to landing jobs in their chosen places of residence.

EXPLORING THE VIABILITY OF PROPOSED BUS RAPID TRANSIT ROUTES

Bus Rapid Transit (BRT) is a faster and more convenient form of bus service providing a less expensive alternative to fixed rail. Fully implemented, BRT mimics the look, feel, and speed of fixed rail systems through the use of dedicated bus lanes, traffic signal prioritization, and raised station platforms with quick on-off access. Arterial Rapid Transit (ART) provides higher-speed alternatives to traditional bus systems but lacks some of the amenities of BRT. ART runs in mixed traffic but includes “queue jump lanes” allowing buses to proceed around car traffic and shorten red lights or extend green lights when buses are behind schedule. BRT and ART could improve connectivity between rail stations and between communities lacking rail service. Similar to the previously discussed location-efficiency and market-

| Segment | Outlook |
|--------------------------|--|
| Shrinking Household Size | <ul style="list-style-type: none"> • Childless and single person households fastest growing • 88% of household growth 2005-2030 will be childless |
| Baby Boomers (1946-1964) | <ul style="list-style-type: none"> • Seniors to working age ratio means more sellers than buyers • 71% of working older households want to live by transit • 75% of retiring boomers want to live in mixed-use areas • Negative home equity and good health may slow trend |
| Echo Boomers (1982-1999) | <ul style="list-style-type: none"> • 77% want to live in urban core • 1/3 will pay more to walk to shops, work, and entertainment • 50%+ will trade lot size for proximity to shop/work • Income constraints will drive demand for rental • Regions must invest in place to retain them |
| Immigrants | <ul style="list-style-type: none"> • Preference for closely connected suburbs, not “cul de sacs” |

POSITIVE OUTLOOK FOR TRANSIT-FRIENDLY HOUSING

Changes in the nation’s demographics are shifting demand for housing away from single-family homes and towards mixed-use communities.

potential assessments of passenger rail station areas, the following BRT analysis ranks potential bus stops according to several variables and assigns each a relative overall score.

Several ART and BRT routes were proposed in Pace’s Vision 2020 Study strategic plan and in the RTA Cook-DuPage Corridor Study that could provide significant benefits to west Cook. CNT has analyzed hypothetical stops at major intersections along proposed corridors to gauge their ability to both meet the needs of existing residents and workers and possibly even generate more business activity. Whereas passenger rail often proves to be a catalyst for surrounding commercial and residential development, the ability of buses to attract new commercial or residential development is largely unknown. It has only been recently implemented in a few US metropolitan areas, and the ability of these systems to spur new development depends on a number of variables related to density, existing transit service, marketing efforts, and the overall perception of bus transit in a given area. To form a better picture of the potential for BRT and ART to improve the region’s connectivity, the following data were collected within a half-mile radius of over 50 potential bus stops:

Non-Auto Use: Areas with low proportions of car-dependent residents received higher BRT potential scores.

Pace Transit Competitiveness Score: A higher number of origins and destinations as calculated by Pace indicated an area had a more competitive market for BRT.

Transit Frequency: A potential stop area with a high current number of bus and train rides could serve as a useful transit hub and received a higher overall BRT potential score.

Walkability: Potential stops with smaller blocks received a higher score, as they would be more accessible by pedestrians.

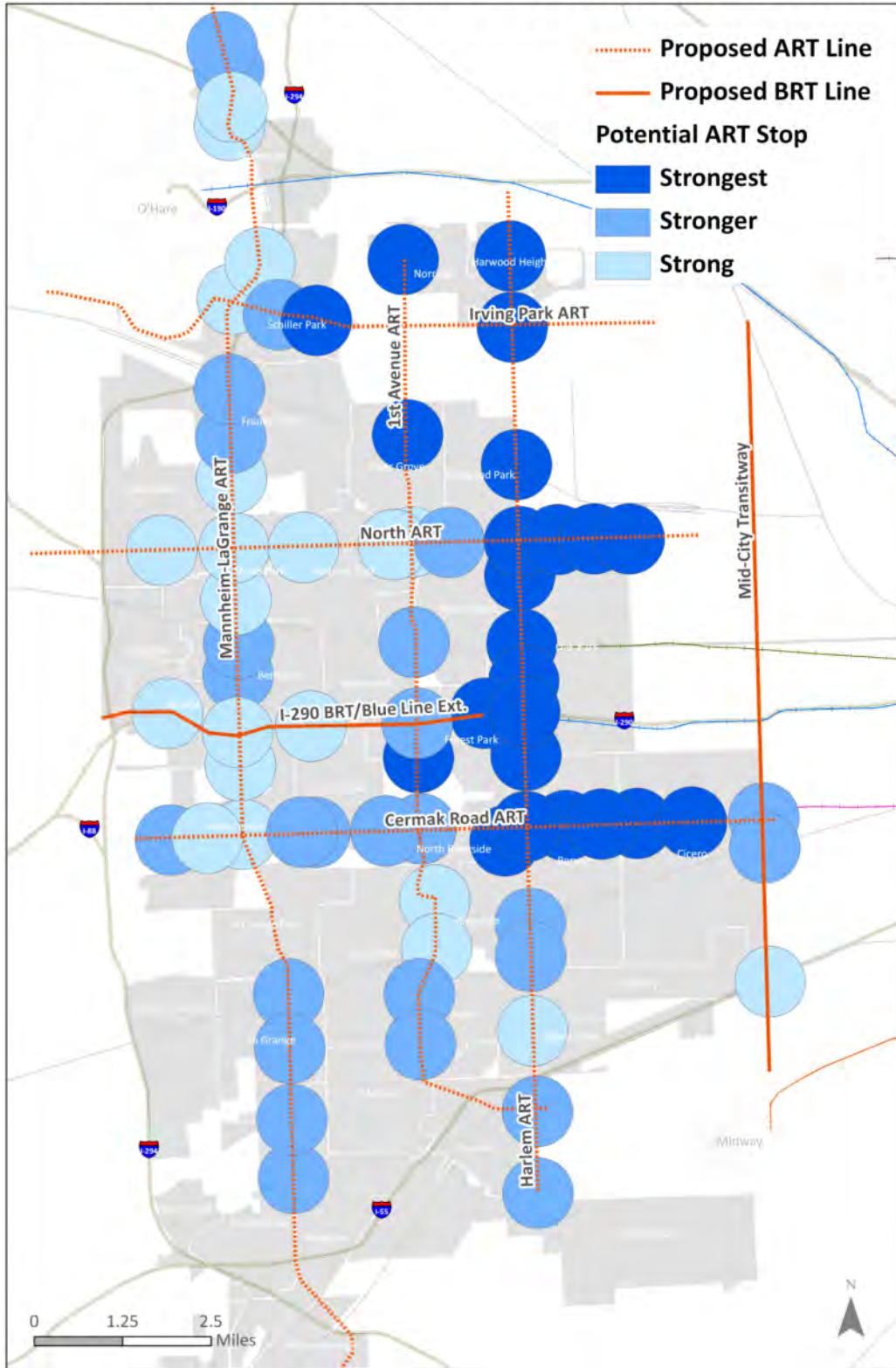
Residential Density: Residents in denser neighborhoods can more easily access transit, businesses, and other amenities by foot, so stop areas with higher densities received higher overall scores.

Aggregate Income Areas with higher density and collective buying power received higher scores due to their ability to serve a greater number of riders and potentially attract more private investment.

This analysis concludes that stops should ideally be placed in areas with higher densities of people and businesses and where adequate market demand can be established, which will require more fine-grained analyses of each stop. The proposed BRT stop areas along Harlem Avenue, North Avenue, and Cermak Road received the highest scores due to their high densities of residents and businesses. Attractive system design and marketing efforts will improve the viability of ART and BRT routes in lower scoring areas.

The Mannheim-LaGrange ART may prove to be an effective north-south connection for residents and employees who must otherwise depend on cars to get to and from work and other destinations. The proposed Harlem ART route could provide a faster and more useful connection between dense pockets of housing in Norridge and Harwood Heights and existing and potential COD jobs in Bedford Park, as discussed in the following section of the report.





ARTERIAL/BUS RAPID TRANSIT DEVELOPMENT POTENTIAL
 Potential bus station areas colored dark blue would serve more households and businesses and provide faster connections between existing high-volume transit stations. Lighter blue areas may also provide useful connections to areas lacking rail service and give residents unprecedented rapid transit access to jobs and amenities throughout Cook County.

Cargo-Oriented Development (COD) Optimizer Analysis

The transportation and distribution of freight merits attention in regional planning because it is an immensely significant industry in its own right. The effectiveness of a region's logistics system impacts the efficiency of its entire industrial and commercial sectors, and logistics development patterns influence a region's land use, transportation systems, and air and water quality.

According to the 2007 Economic Census, between 2002 and 2007, total receipts of the US logistics industry jumped by 67 percent, while the number of firms increased by 10 percent and the number of paid employees grew by 22 percent. The Bureau of Labor Statistics expects employment in cargo and freight fields to grow by 29 percent from 2010 to 2020, considerably faster than the large majority of other occupations. During the last decade, new facilities have often been built to accommodate the rapid growth of the logistics industry in industrial parks referred to broadly here as COD.

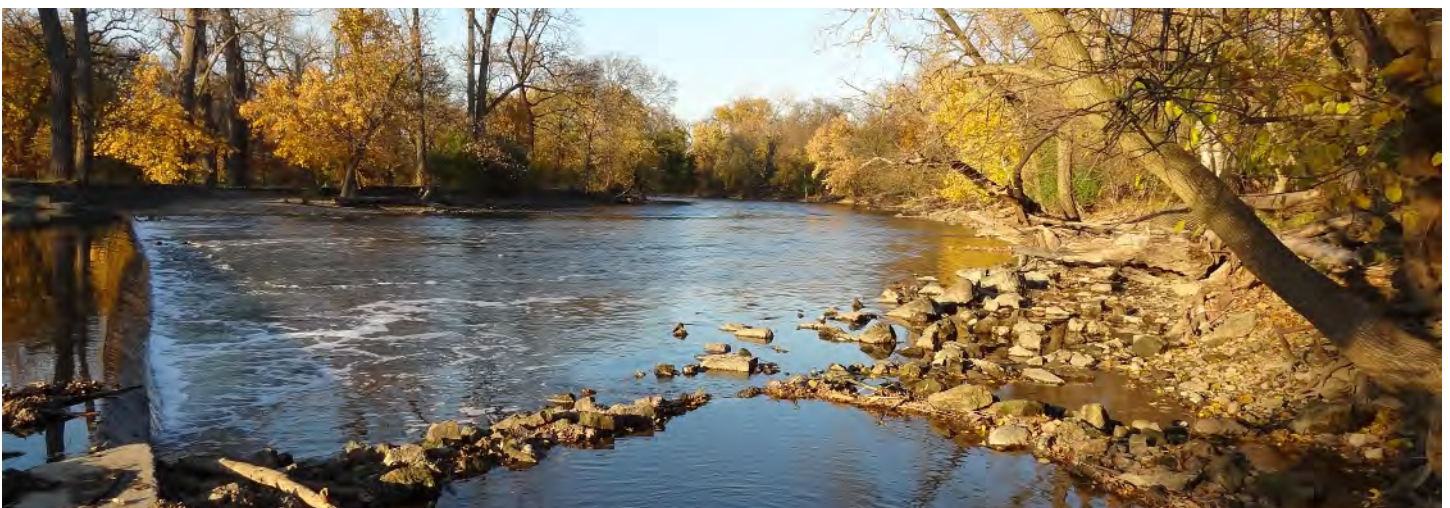
COD projects involve the development of logistics and industrial businesses in locations with excellent access to multiple modes of freight transportation, concentrations of complementary enterprises, and a ready logistics workforce. Besides creating jobs in a high-growth industry, COD establishes a relatively compact pattern of industrial development and reduces truck traffic by placing warehouses, distribution centers, and related businesses as close as possible to the point of intermodal cargo exchange.

Focusing industrial and logistics development in strategic locations improves the overall efficiency of the freight transportation system for export and import freight movements. Industrial and logistics business creation near intermodal freight assets, a trained workforce, and public transit can improve air quality by moving goods as far as possible by the most energy-efficient modes. On average, a ton of freight can move 480 miles by rail on a single gallon of diesel fuel. COD also helps preserve green space and agricultural land that would otherwise be paved over, mitigates stormwater runoff and contamination of waterways, and reduces employees' commutes and transportation expenses.

"TRADITIONAL" VERSUS "CONTAINERIZED" INTERMODAL FREIGHT FACILITIES

An important distinction must be made between "traditional" and "containerized" freight movements. The term "traditional" is used here to refer to a wide variety of cargo movements that include liquid, solid, and gas commodities (some of which require specialized equipment and infrastructure) as well as loads of goods that may be moved and transferred to smaller containers and between various modes of transportation.

Since the 1980s, a steadily growing percentage of high-value freight movements (those commonly referred to in the shipping industry as "intermodal") have been "containerized,"



or performed with international shipping containers. These truck-sized containers are stacked by the tens of thousands in ocean-going ships and moved across land in double-stacked trains more than a mile long. Intermodal terminals equipped with cranes allow for containers to be lifted onto trucks without unpacking their contents and driven to their final destination. The coordination of this final leg of the freight trip is crucial and is commonly referred to as “last-mile logistics.”

Intermodal terminals are operated by major railroads and must move hundreds of containers per day to be economically viable. As gateways for concentrated streams of goods, these terminals are magnets for distributors, light manufacturers, logistics firms, and other transportation-related businesses. A number of newer or rebuilt intermodal terminals have been co-developed with adjacent logistics-industrial parks that employ hundreds of workers, and a wide range of manufacturers identify quick access to an intermodal container terminal as an important factor in site location. West Cook County has six intermodal terminals, an amount that dwarfs most other metropolitan areas in the country.

CNT has created an analytical tool, the COD Optimizer, which, based on a customizable set of variables, ranks individual properties or larger areas according to their desirability for COD uses. Investors and public agencies may use findings from the COD Optimizer analysis to prioritize sites for development; promote properties to industrial developers, manufacturers and logistics firms; or to support local, regional, and state policymaking regarding transportation, land use, workforce development, and environmental sustainability.

Geographic information systems (GIS) were utilized to find industrially zoned parcels that were either vacant or underutilized (where the assessed value of built structures was less than the value of the land itself). Parks, schools, city halls, and other such uses incompatible with industrial development were excluded. Contiguous vacant or underutilized parcels were then grouped together to form over 200 COD “sites” totaling 1,278 acres in over twenty communities, with the majority in Bedford Park, Cicero, Franklin Park, and McCook. Sites smaller than two acres were discarded from the analysis, since industrial and logistics operations generally require far greater land areas.



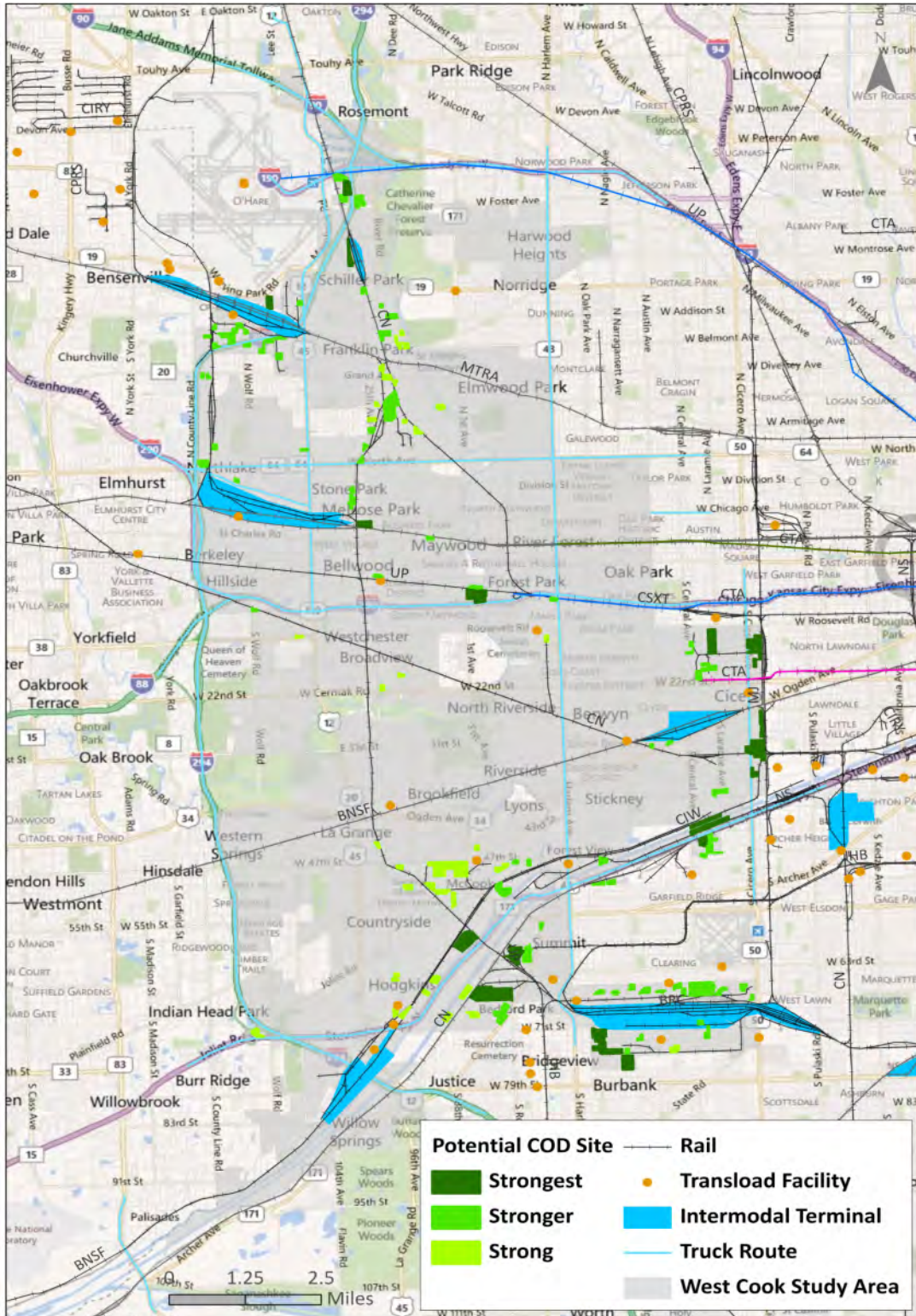
These sites were then ranked based on their size and proximity to several assets, including intermodal terminals, active rail lines, industrial and logistics businesses, and mass transit. A common statistical method known as Chi-Squared minimization was used, allowing these characteristics to be weighted equally. The sites were ranked according to their size and proximity to the following:

-
- freight rail lines
-
- intermodal terminals
-
- expressway exits
-
- designated truck routes
-
- transload facilities (in which cargo is unpacked and transferred to smaller or larger containers to satisfy varying road weight limits)
-
- bus and rail stops

COD OPPORTUNITIES ABOUND

Sites outlined in darker shades of green scored high in the COD Optimizer analysis based on a combination of factors related to their size and their proximity to freight transportation assets. Further market analysis of parcels could reveal particular sites to be magnets for industrial or logistics development. CNT is working with communities and partners throughout Cook County to examine the most viable sites and better understand their ownership history, tax status, environmental issues, and infrastructure needs.





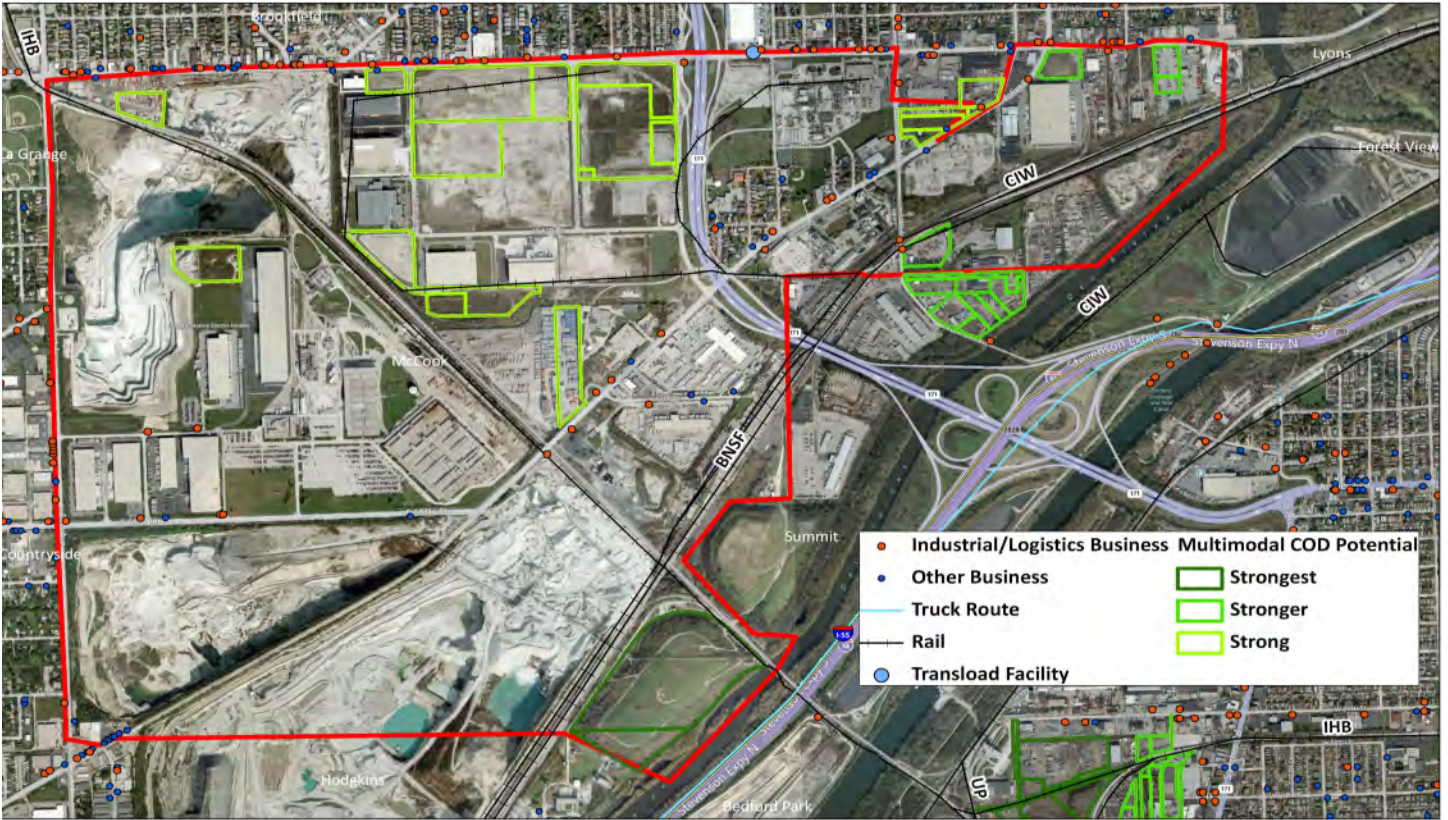
POTENTIAL CARGO-ORIENTED DEVELOPMENT SITES AND FREIGHT ASSETS
 Darker green sites are closer to a variety of freight assets and are the most likely to attract a range of industrial and logistics businesses.



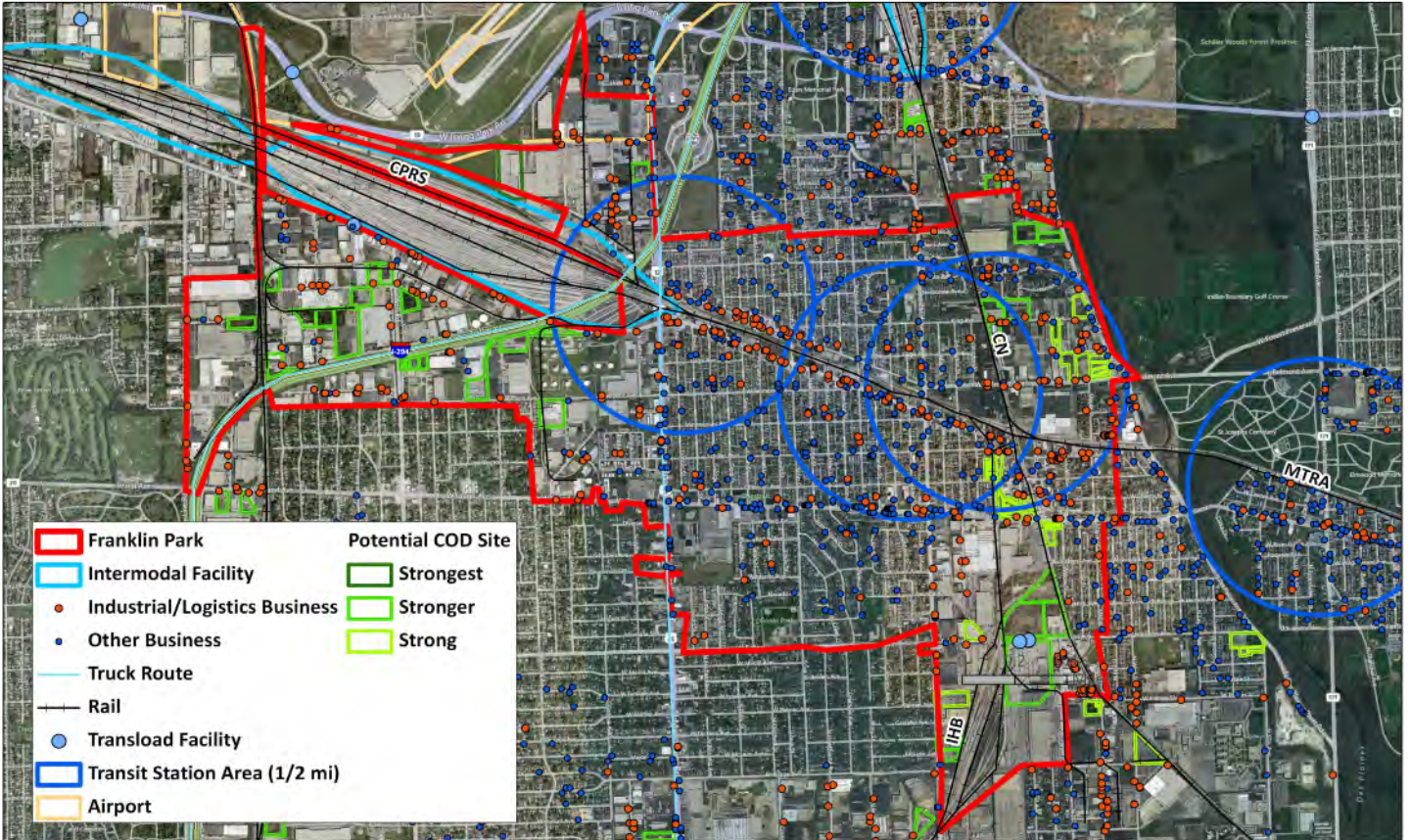
BEDFORD PARK COD ASSETS

Bedford Park contains over 355 acres of vacant or underutilized land and over 400 businesses, more than half of which are in manufacturing or logistics. With a population of less than 600, it draws workers from around the Chicago region. Ideally, new COD employment opportunities will be filled by local residents and those of neighboring municipalities. Bus service along the proposed Harlem Arterial Rapid Transit line could provide an inexpensive and efficient connection to homes and rail stations throughout the region. The Bedford Park – Clearing Industrial Association can provide more information related to industrial development opportunities.





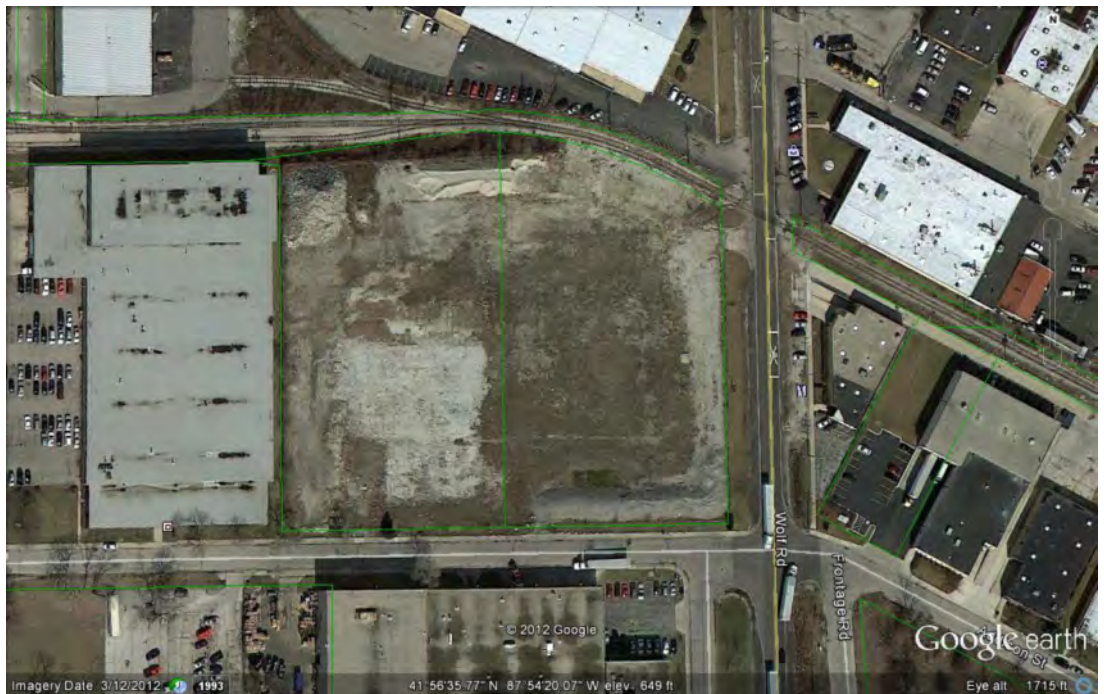
MCCOOK COD ASSETS
 McCook contains 176 acres of vacant or underutilized land, with strong access to rail and interstates. With 228 residents, it is among the least populated towns in the county, making it primarily a destination for industrial employees. Developing rail-served COD sites and improving transit access to the area would enable more logistics and manufacturing firms to attract skilled employees from around the region while reducing congestion.

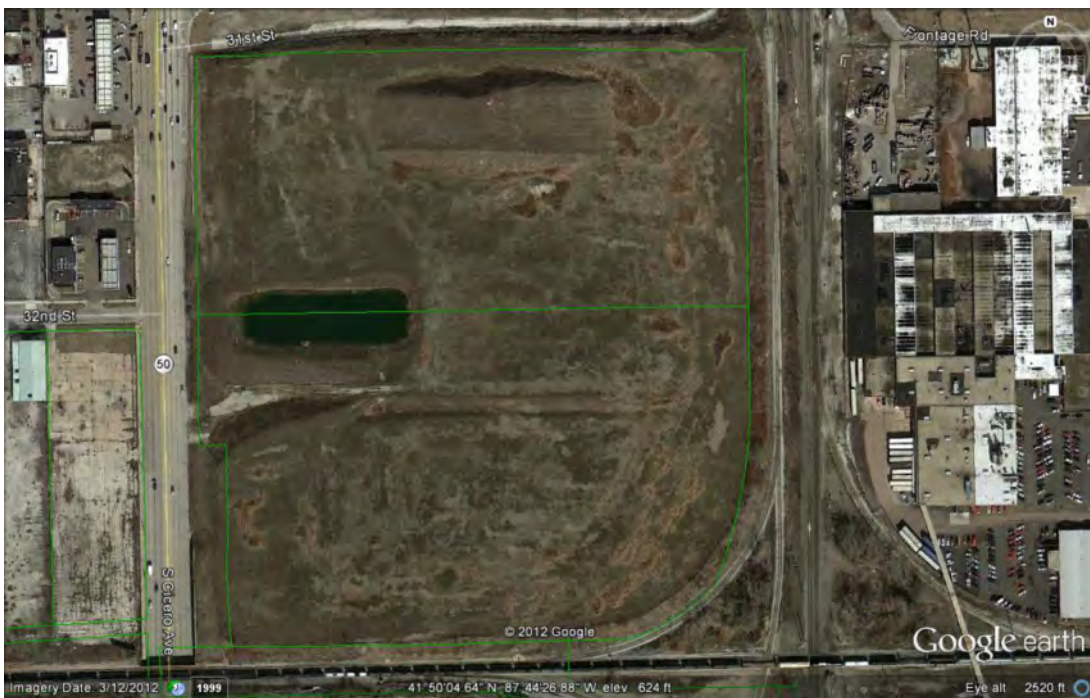
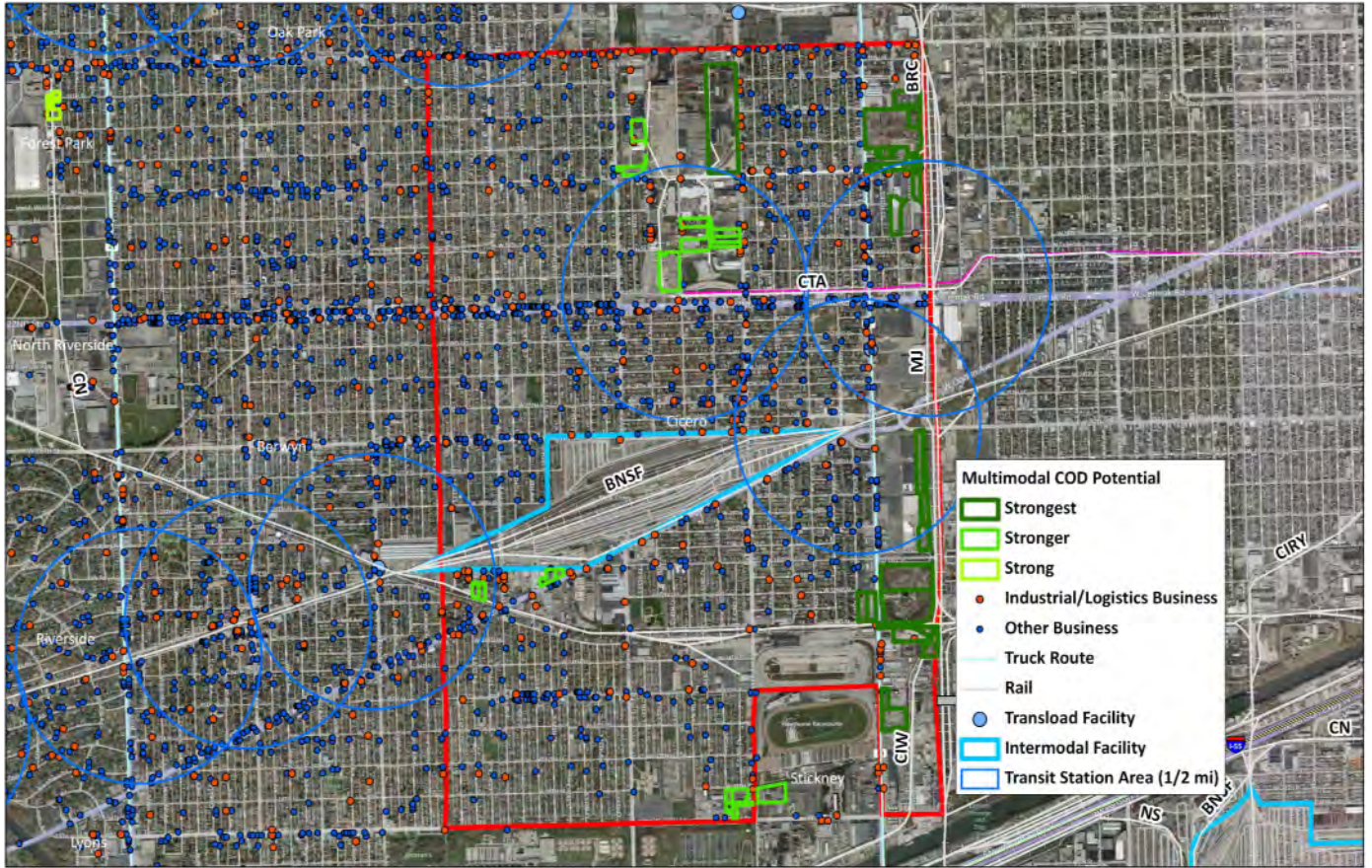


FRANKLIN PARK

COD+TOD ASSETS

Franklin Park contains approximately 170 acres of vacant or underutilized land near two intermodal terminals, railroads, truck routes and abundant COD businesses. It is also served by three passenger rail stations that currently have less than optimal location efficiency. Capitalizing on opportunities around its superior rail assets could yield substantial benefits to the town's residents and businesses and those of neighboring towns.





CICERO COD+TOD ASSETS

Cicero contains 172 acres of developable industrial land, an intermodal terminal, many existing industrial and logistics businesses, and the BNSF rail line. Its three passenger rail stations and dense housing stock give it a unique balance of COD and TOD opportunities. Careful planning and clustering of businesses along Cicero's freight and passenger rail assets would allow for reduced vehicles miles traveled and transportation cost savings for businesses, employees, residents, and shoppers.

Capitalizing on COD+TOD Opportunities

Towns containing both freight and passenger rail assets and large configurations of vacant or underutilized land may be in a strong position to create more accessible living-wage jobs while alleviating regional congestion and emissions. Franklin Park and Cicero contain more COD and TOD opportunities than any other town in west Cook.

CONNECTING CICERO'S COD+TOD OPPORTUNITIES

Cicero and CNT have cultivated a partnership to capitalize on the town's rich freight and passenger rail assets. An early result of this activity was the award of a 2012 RTA Community Planning Program grant to create station area plans for the town's three rail stations and identify strategies for improved connectivity between Pace and CTA bus services. Cicero has successfully attracted large anchor retailers outside of its station areas, but mixed-use development capitalizing on transit connections has yet to take off in the area. Cicero will work with consultants to create a plan that capitalizes on its transit stations, bus network, dense housing, intermodal freight terminal, and vacant and underutilized land. The project will aim to increase the connectivity between bus and rail stops, improve access to jobs and amenities, reduce congestion, and entice investment in prioritized areas. Simultaneously improving the market for COD and TOD may allow Cicero to become a larger regional magnet for employers and residents while minimizing vehicle miles traveled and transportation costs.

TANDEM COD+TOD PLANNING

COD, which could restore hundreds of blighted acres to productive use and create new jobs over the next decade, is intertwined with TOD in three critical ways.

They involve many of the same people, infrastructure, and land. Coordinated planning and development is necessary to sort through competing demands and minimize negative impacts.

COD can enhance the development potential of Metra and CTA station areas. Much of the spending power that will be needed for a successful TOD can be generated by COD businesses and associated gains in tax revenues and household income.

Linking TOD and COD will alleviate jobs-housing mismatches and regenerate the pattern of working in active industrial districts and living in transit-served neighborhoods that originally made Chicago's older suburbs desirable places to live.

In the past decade, over a third of the WCMC member municipalities have invested time and taxpayers' money to create TOD plans funded by the Regional Transportation Authority (RTA) for individual station areas. RTA and CMAP are currently offering technical assistance to communities to implement their plans through a variety of activities including GIS, site design, zoning reform, financial consulting, and introductions to developers. CNT's analysis can supplement these efforts and allow towns to better understand their strengths and weaknesses and attract public and private investments to improve their market potential. Towns such as Cicero, Franklin Park, Maywood, and Melrose Park can add value to their TOD planning by also considering COD opportunities as a catalyst for economic development. Jobs and increased tax revenues will increase their ability to attract new residents and commercial investment and accelerate implementation of their TOD plans.

TOWNS WITH RTA-FUNDED TOD PLANS (POST-2000)

- Bellwood
- Brookfield (Congress Park, Brookfield, Hollywood station areas)
- Cicero (in progress)
- Elmwood Park
- Franklin Park
- La Grange (La Grange Road, Stone Avenue station areas)
- Maywood
- Melrose Park
- Oak Park (Harlem, Oak Park Green Line and Metra stations areas)
- Riverside
- Berwyn (Harlem, Berwyn, LaVergne station areas)

FUNCTIONING MORE EFFECTIVELY AS ONE REGIONAL ECONOMIC UNIT

Development in one town can have far-reaching effects. Therefore, planning for TOD and COD can be most successful when coordinated between neighboring municipalities. Investing in station areas with higher market potential will ensure that resources are properly allocated along transit corridors, and directing manufacturing and logistics development to COD sites will improve the flow of goods throughout the heavily congested Chicago region while creating jobs accessible to residents of west Cook.

CMAP and Cook County staff have played leading roles in fostering redevelopment efforts in Chicago's south suburbs, and their continued support in the west suburbs will allow for a strong regional focus on freight and passenger transportation connections. The City of Chicago and west Cook share infrastructure, residents, and businesses, so communication between staff, workforce development partners, and Chicago's Local Industrial Retention Initiative (LIRI) groups will ensure that workers on both sides of the border are prepared for new opportunities.



A PRIME EXAMPLE: THE WEST COOK COUNTY HOUSING COLLABORATIVE

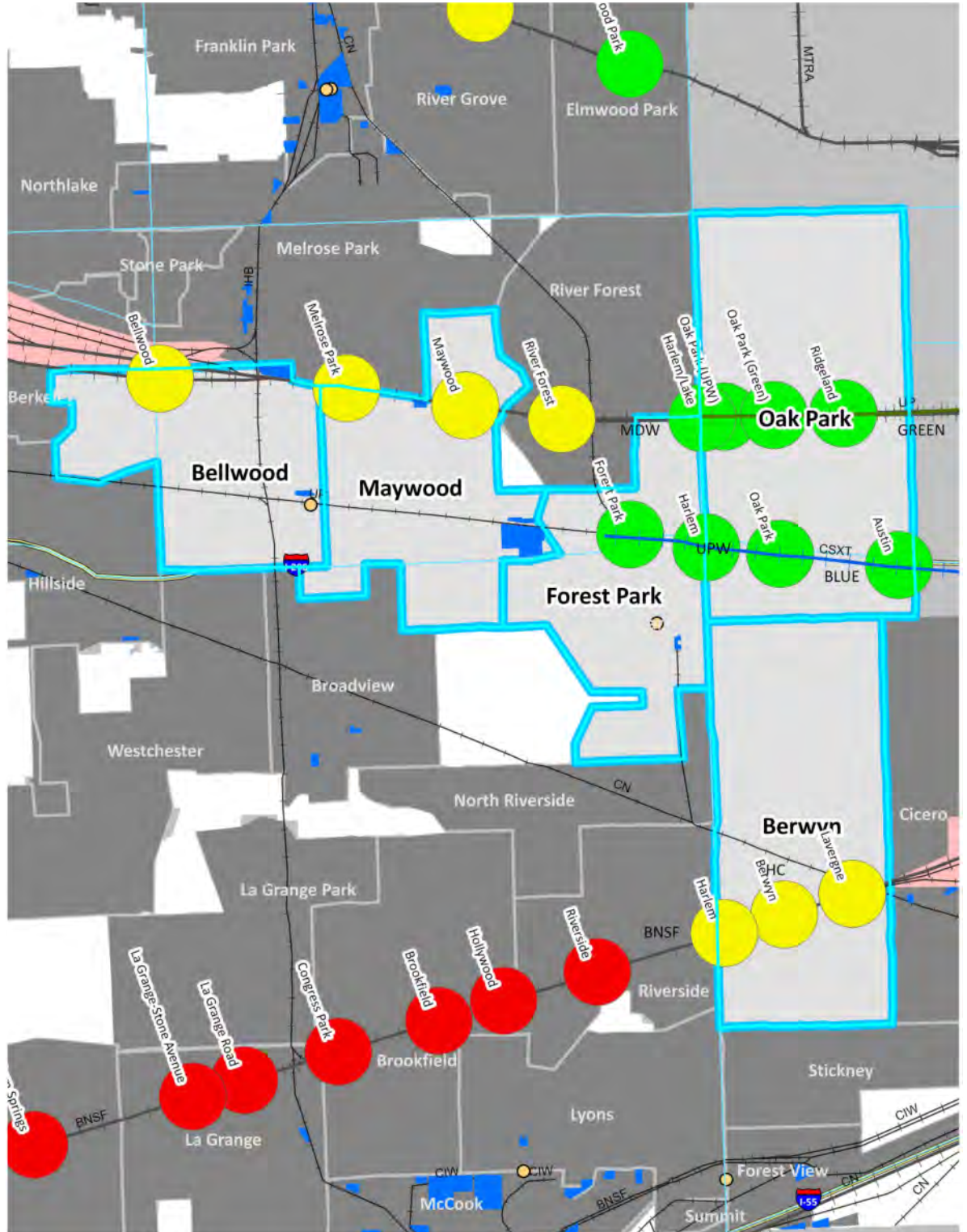
Coordinated efforts between towns can help create a more cohesive transportation network in the west suburbs. Fortunately, such collaboration is well underway. The West Cook Housing Collaborative includes the towns of Berwyn, Bellwood, Forest Park, Oak Park, and Maywood. Formed in 2009, it is facilitated by the Illinois Facilities Fund, the Metropolitan Mayors Caucus, the Metropolitan Planning Council, and CMAP.

The Collaborative is a strong example of cross-jurisdictional planning to promote a stable and robust housing market, sustainable land use and transportation decisions, and better connectivity within and between communities. The US Department of Housing and Urban Development awarded the Collaborative a \$2.9 million Sustainable Communities Planning challenge grant to identify barriers and opportunities for transit-oriented development, update each community's comprehensive plan and zoning guidelines, and create a land acquisition fund providing low-interest loans and grants for affordable housing near transit.

As discussed earlier in this report, each of these communities has competitive advantages that can be leveraged as well as areas of improvement that can be best addressed through joint planning efforts and site-specific market studies. Though few COD opportunities were identified in these communities, the development of COD sites in neighboring towns such as Cicero, Melrose Park, and Franklin Park will provide jobs that can be accessed conveniently and affordably with or without a car.

WEST COOK COUNTY HOUSING COLLABORATIVE COD+TOD ASSETS

Developing more accessible jobs, housing, and amenities requires regional land use and transportation planning in order to avoid unhealthy competition between neighboring towns. Fortunately, Bellwood, Berwyn, Forest Park, Maywood, and Oak Park are working together to update comprehensive plans and create a revolving fund for TOD that is affordable to a range of incomes.



NOT GOING IT ALONE: OVERCOMING DEVELOPMENT BARRIERS

As is the case in Chicago's south suburbs, some west Cook communities may not have the staff or consultants needed to implement COD and TOD projects. Complex development processes require sustained professional support and expertise in fields such as grant writing, financial analysis, and real estate negotiations. Several major issues must be addressed in planning and implementing infill TOD or COD so that they are competitive with less accessible and ecologically detrimental greenfield developments that are generally cheaper and easier to carry out.

Land Assembly: Vacant or underutilized sites might be composed of multiple parcels with numerous private owners and years of unpaid property taxes. Investigating a site's history, clearing titles and transferring properties to public or private ownership often proves too costly or time-consuming for towns or developers to carry out by themselves.

Brownfield Assessment and Remediation: Acquisition of otherwise marketable and location-efficient sites can pose too much risk for private parties if the sites are suspected of having contaminants on or underneath the ground. It may require costly measures to assess a property's history and existing conditions, and, if required, remediate any harmful substances.

Local Policy: Zoning regulations, parking requirements, building materials standards, tax increment financing districts, and tax abatement programs that support COD and TOD require staff time and cost-intensive administrative efforts.

Infrastructure Upgrades: TOD can't work without functional, attractive transit stations and pedestrian-friendly infrastructure, and COD can't function without well-maintained railroads, truck routes and connections to intermodal container terminals. Municipal utilities such as water lines and fiber optics must be in place to attract manufacturers and logistics providers.

CNT and other Chicago region agencies can work with communities to identify their most marketable TOD and COD sites and secure public and private funds to assess, assemble, clean up, rehabilitate, clear, and restore properties to good use. For example, the US and Illinois Environmental Protection Agencies provide grants and loans to assess privately or publicly held properties, and neighboring towns can create interjurisdictional revolving loan funds and GIS mapping consortiums to effectively funnel these funds into the most promising sites.

BROWNFIELD

**Any property for which reuse or redevelopment may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.
(US EPA)**

OVERCOMING BARRIERS AND READYING PROPERTIES FOR DEVELOPMENT

TOD

- Replacement or relocation of relatively low-intensity uses of land, such as underused surface parking lots or large-footprint commercial businesses, with more walkable community spaces and structures that attract pedestrians and transit riders
- Creation of a safer and more attractive pedestrian and residential environment by way of traffic-calming measures, improved sidewalks, bicycle paths, greenery installations, public plazas, or parks
- Construction or rehabilitation of multi-unit housing, mixed-use commercial buildings, parking structures, or public service buildings

COD

- Modernization or replacement of older industrial buildings
- Restoration or installation of roads or railroad sidings
- Provision or upgrading of basic utilities to sites, including electric power, gas lines, or sewer lines
- Energy efficiency retrofits of functional buildings
- Construction of berms, tree lines, parks or other buffers between industrial and residential areas

**WORKFORCE DEVELOPMENT:
TURNING COD AND TOD INTO JOBS**

A jobs-housing mismatch exists throughout Cook County, and turning vacant properties into industrial and logistics businesses will create living-wage jobs that improve the local and regional economy. However, a jobs-skills mismatch is another stark reality that must be confronted in order to help west Cook workers meet the needs of employers. Unemployment remains high despite job vacancies in many communities across the nation because workers lack the skills that employers need. Advanced automated manufacturing requires proficiency in high school math to program design functions, which many workers lack. The City of Chicago and south suburban community colleges have created the Calumet Green Manufacturing Partnership to tailor coursework to meet the needs of employers in the region.

Cook County Works, the Chicago Jobs Council, Morton and Triton community colleges, area high schools, and community development corporations can collaborate with existing and potential employers to ensure training curricula that will enable students to graduate with the hard and soft skills they need to secure and keep jobs. Towns with lower-income, minority, and immigrant communities such as Cicero, which posted 1,066 new foreclosures in 2010, can improve their economic situations by focusing on the work-skill gaps that must be filled to prepare their residents for new COD jobs in and around west Cook. Reclaiming vacant land and training workers young and old in manufacturing, logistics, and related skills will help raise incomes, which will foster the development of abandoned structures and vacant lots into livable homes.



Conclusion: Invest in COD+TOD Now and Reap the Benefits for Years to Come

The ability of many west Cook communities to develop in environmentally and economically sustainable ways is largely contingent upon their readiness to capitalize on opportunities near existing transportation assets. The TOD and COD Optimizer analysis aids the west suburbs in identifying those areas that have the greatest potential to yield positive economic and environmental returns. Communities can utilize these data to enhance previously completed plans and supplement ongoing efforts to capitalize on their strengths and improve weaknesses.

Investing in TOD will increase the stock of location-efficient housing and provide greater transportation savings to residents by eliminating unnecessary car trips. Each community has competitive advantages, and coordination between communities and regional partners can allow for

more cohesive transit corridor investments that improve the market for TOD throughout west Cook. Careful selection and implementation of BRT and ART routes may allow communities currently lacking robust transit service to become more accessible and sustainable at a minimal cost to the region's taxpayers.

Redevelopment of COD sites near freight assets and a large workforce will spur new jobs that increase the wealth of residents and provide new tax revenues that strengthen local governments. This wealth can be reinvested in infrastructure, housing, education, local business incentives, public services, and other community assets that can support continued implementation of COD and TOD projects.

Regional institutions including the Regional Transportation Authority (RTA) and the Chicago Metropolitan Agency



for Planning (CMAP) support community efforts to plan and implement TOD. This includes activities related to the establishment of transit-friendly zoning, engagement of prospective developers, GIS mapping, and stakeholder involvement. Groups like the West Cook County Housing Collaborative have made significant progress in establishing interjurisdictional, consensus-based goals for affordable, sustainable, and accessible residential development, and they are establishing a financial intermediary to align the public and private investments needed to execute such developments.

The Cook County government is now exploring the formation of a land bank or several pilot land banks that will give communities new resources to control land and repurpose it for productive use, particularly TOD and COD projects. At this time we can say that a sea change in regional public policy may be taking shape, in which metropolitan institutions will provide municipalities and interjurisdictional coalitions with enabling authority and financial support to carry out sustainable redevelopment projects. Championing the engagement of regional institutions in implementing TOD and COD may be as important as any actions municipalities can take with their own authority to achieve sustainable redevelopment.

The west suburbs can foster redevelopment by capitalizing on their abundant transportation assets, recycling thousands of acres of infill properties holding immense latent value, and readying a local industrial workforce that is well-positioned to meet the needs of the increasingly carbon-conscious global economy. Planning strategically around COD and TOD, and executing these plans with regional partners, will ensure that west Cook is a stronger, cleaner, and more resourceful economic unit in the near term. It will also allow future generations to not just grow, but flourish.



West Cook County COD+TOD Moving Forward



Working in coordination with individual municipalities and regional planning agencies, CNT and WCMC are carrying out the following tasks with communities that wish to explore opportunities to collaborate:

Establish a pipeline of TOD and COD opportunity sites embodied in:

- A robust Geographic Information System (GIS) database in which opportunity sites will be described in sufficient detail to answer the questions of prospective investors and linked to plans for the development of these locations.
- An enhanced WCMC website that presents information on opportunities in the development database.
- A prospective investor contact log.

Secure federal, state, and regional funds to conduct more intensive TOD and COD planning, retain and improve existing buildings and businesses, prepare sites for development, and provide incentives for private investment.

Modify or create plans for the enhancement of identified TOD and COD opportunity sites, clusters, and/or corridors in collaboration with WCMC member communities, property owners, businesses, and public agencies.

Improve the development potential or readiness of TOD and COD opportunity sites through such actions as land assembly, deed perfection, brownfield remediation, building improvements, demolition, infrastructure improvements, or the creation of special tax districts.

Secure private investments to improve existing buildings and businesses and develop new buildings and businesses on TOD and COD opportunity sites.

Engage regional institutions—including the RTA, CMAP, and Cook County—in the execution of TOD and COD through measures that include data sharing, technical assistance in deal making, the formation of public-private investment funds, and land banking.



INTEGRATION OF ESTABLISHED CNT PROGRAMS

CNT's IGO™ CarSharing program is a natural amenity for TOD. With over 10,000 customers and over 200 locations in Chicago, IGO has recently expanded into Oak Park and Berwyn, and this project may introduce IGO to a broader range of suburban communities with appropriate levels of existing or planned TOD.

CNT Energy operates a rapidly growing energy efficiency building retrofit program. The benefits of energy efficiency are multiplied if the retrofitted buildings are in a location-efficient place, and CNT will seek out opportunities to make its energy retrofit program a component of COD and TOD plans.

CNT's Water program has developed models that show how green infrastructure can be used more effectively than conventional methods to manage storm water, adding green life to redeveloped urban properties while protecting watersheds that are essential to natural lands.



FOR MORE INFORMATION

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ABOUT THE CENTER FOR NEIGHBORHOOD TECHNOLOGY

The Center for Neighborhood Technology (CNT) is an award-winning innovations laboratory for urban sustainability. Since 1978, CNT has been working to show urban communities in Chicago and across the country how to develop more sustainably. CNT promotes the better and more efficient use of the undervalued resources and inherent advantages of the built and natural systems that comprise the urban environment.

As a creative think-and-do tank, we research, promote, and implement innovative solutions to improve the economy and the environment; make good use of existing resources and community assets; restore the health of natural systems and increase the wealth and well-being of people—now and in the future. CNT's unique approach combines cutting edge research and analysis, public policy advocacy, the creation of web-based information tools for transparency and accountability, and the advancement of economic development social ventures to address those problems in innovative ways.

CNT works in four areas: transportation and community development, water, energy and climate. CNT has two affiliates, I-GO™ Car Sharing and CNT Energy.

CNT is a recipient of the 2009 MacArthur Award for Creative and Effective Institutions.

More information about CNT is available at www.cnt.org

