



# CITY OF WOOD DALE

---

## **STREETSCAPE AND ECONOMIC ENHANCEMENT COMMITTEE** **AGENDA**

Date & Time: March 6, 2023 at 6:30PM  
Location: Executive Session, City Hall, 404 N Wood Dale Rd, Wood Dale, IL 60191  
Members: Chairperson Ald. Peter Jakab, Vice-Chair Ald. Michael Curiale, Shashwat Baxi, Paula Masilotti, Michael Melone, Steven Mikos  
Staff Liaison: Gosia Pociecha, Senior Planner and Andrew Koterak, Planner

### **I. CALL TO ORDER**

### **II. ROLL CALL**

### **III. BUSINESS ITEM**

- A. Approval of Meeting Minutes from September 12, 2022
- B. Code Enforcement Update (Collection Boxes + Illegal Signs)
- C. Metra Directory Sign Information
- D. Future Projects Discussion

### **IV. ADJOURNMENT**

| The next meeting of the Streetscape and Economic Enhancement Committee is  
April 3, 2023

---

## STREETSCAPE & ECONOMIC ENHANCEMENT COMMITTEE MINUTES

Committee Date: Monday, September 12, 2022  
Present: Chairperson Ald. Peter Jakab, Vice-Chair Ald. Michael Curiale, Shashwat Baxi, Mike Melone  
Absent: Linda Lucania, Steve Mikos  
Also Present: Wilvert Ibares, Director of Administrative Services, Gosia Pociecha, Senior Planner, Staci Springer, Director of Community Development, Carmie Scianna  
Meeting Convened at: 6:30 PM

### **CALL TO ORDER:**

Chairperson Ald. Jakab called the meeting to order at 6:30 pm. Roll call was taken and a quorum was present.

### **APPROVAL OF THE MINUTES:**

Ald. Jakab motioned to approve the minutes of the April 4, 2022 meeting, seconded by Ald. Curiale. The minutes were unanimously approved via voice vote.

### **NEW BUSINESS:**

#### A. Façade Improvement Application - Recommendation

Mr. Ibares presented the Façade Improvement grant application submitted for 369-383 N Wood Dale to the Committee and provided background information including location of the property, proposed scope of work, scoring and the recommended award based on the lowest bid. Eligible and ineligible expenses were also discussed. Mr. Scianna, the applicant, explained that the scope of work at this time includes the roof replacement with a different colored two-tone shingles. Original conversations with City staff included new windows/doors, new signage and landscaping, however, the applicant stated that it has been difficult to obtain quotes, therefore they are moving forward with the roof replacement only. Staff clarified that the applicant has the ability to come back with additional applications as long as the total award for all applications does not exceed \$130,000. There was a brief discussion if the applicant considered removal of the mansard roof and restoration of façade for greater visual effect, to which the applicant responded that the cost would significantly increase. It was also clarified that the award will be based on the lowest quote provided with the application, but the

applicant may choose whichever contractor they choose. Commission members also asked if the roof replacement would affect the existing business and residential users of the property, to which the applicant responded that minimal effect was expected but they would work with all impacted parties.

Ald. Jakab made the motion to recommend the award of \$10,575 (or 25% of \$42,200) to reimburse for the cost of roof replacement. The motion was followed by voice vote approval.

**OTHER BUSINESS:**

A. None

There was a brief discussion about future agenda items. Ald. Jakab suggested looking into installation of a message center at the Metra train station to advertise community events. Metra ridership, sign regulations and approval procedures will need to be researched. Further discussion included clarification on the street banner program and how often banners are replaced, the need to install the 6<sup>th</sup> medallion at the Veteran's Park, and the need for a name for the "community park" at corner of Wood Dale Rd and Commercial.

**ADJOURNMENT:**

A motion to adjourn was made by Chairperson Ald. Jakab and seconded by Ald. Curiale; it carried unanimously by voice vote. The meeting adjourned at 6:59 pm.

*Minutes taken by Gosia Pociecha*

# CITY OF WOOD DALE

Community Development



## MEMO

DATE: Monday, March 6, 2023  
TO: Streetscape & Economic Enhancement Committee  
FROM: Andy Koteris, Planner  
SUBJECT: Code Enforcement – Collection Boxes & Illegal Signs

---

### **OVERVIEW**

---

The purpose of this memo is to update the committee on renewed code enforcement efforts within the department. With a new planner on staff, Community Development has increased capacity to pursue projects that beautify the City. Staff have identified donation collection boxes and illegal signs as two major sources of visual clutter that should be addressed.

### **BACKGROUND**

---

Over the last several years, Wood Dale has noticed the appearance of collection containers in some parking lots in the city. The large metal containers are used for the donation of items such as clothes, shoes, and other household wares. Per City code Sec. 17.3011, it is unlawful to place such containers without first acquiring a permit. Located primarily in commercial areas, the containers often suffer from poor maintenance and placement in required parking spaces which is a zoning violation. This detracts from the appearance of nearby commercial properties. No more than one container is permitted per zoning lot, however this rule is seldom followed. In February 2023, staff began the process of locating unpermitted donation bins. At this time, we have only identified two (2) existing donation bins in the parking lot of Jewel-Osco located at 343 West Irving Park Road.

Illegal signs have also been proliferating in the community. These can be found primarily along the Irving Park Road corridor. Many are placed in the public right-of-way, are affixed to poles, or constitute attention getting devices. Per Code Sec. 13.401, these sign types are prohibited. Certain temporary signs are allowed for a period of up to 15 days, not more than 4 times per year. However, many property owners have failed to obtain the necessary permits.

Written notices for collection box and sign noncompliance have been drafted. The primary goal of these letters is to get the nuisances removed. Distribution is pending.

Exhibits



Figure 1: Donation Bins Located Near Wood Dale Rd. & Addison Rd.



Figure 2: Donation Bins Located Near Wood Dale Rd. & Addison Rd.

**RECOMMENDATION**

---

Staff recommends that the Streetscape and Economic Enhancement Committee discuss any comments, questions, or concerns they may have about this issue. Staff also asks committee members to notify Planner Koteras if they notice any donation bins to aid enforcement efforts.

# CITY OF WOOD DALE

Community Development



## MEMO

DATE: Monday, March 6, 2023  
TO: Streetscape & Economic Enhancement Committee  
FROM: Andy Koteris, Planner  
SUBJECT: Metra Directory Sign

---

### **OVERVIEW**

---

At the last SEEC meeting, committee members initiated a dialogue about a proposed business directory sign near the Wood Dale Metra Station. Such signs are intended to promote local business by directing visitors to points of interest throughout the community such as restaurants, retail, parks, schools, and civic buildings. Directories typically include a list of nearby businesses and a corresponding map to help with navigation.

### **BACKGROUND**

---

The installation of a business directory sign on or near Metra property represents an opportunity for economic development and placemaking in the City's principle business district. Many surrounding communities employ directories near transit hubs to capitalize on high pedestrian traffic volumes. One of the core responsibilities of the Streetscape and Economic Enhancement Committee is... "To review and recommend the implementation of necessary economic development tools to ensure that the City is able to attract and retain businesses that foster the City's ability to maintain and enhance the quality of life for all" [Sec. 3.502 of the Wood Dale Municipal Code]. Therefore, the proposal is closely aligned with the committee's mission.

### **Metra Ridership**

According to the most recently available data from Metra, the Wood Dale Metra station typically sees **496** daily AM boardings and **68** daily AM, alightings (riders exiting the train). The following table describes the most common access modes to the station.

<b>Wood Dale Metra Station Access Modes</b> (Source: 2019 Origin-Destination Survey)		
<b>Mode</b>	<b>Passengers</b>	<b>Percentage</b>
Drive Alone	358	72%
Drop Off	50	10%
Walk	40	8%
Carpool	25	5%
Rideshare	10	2%
Taxi	10	2%
Bike	0	<1%
<b>Total</b>	<b>496</b>	<b>100%</b>

Although ridership on public transportation declined significantly following the pandemic, reports suggest that it is increasing again as more commuters return to in-person work. In January 2023, Metra reached 2.2 million trips systemwide, over twice as many as were recorded in January 2022. However, ridership on the Milwaukee District West Line through Wood Dale remains weak at just 38% ridership compared to pre-pandemic levels. Approximately 34 trains serve the Wood Dale station each weekday. On Saturdays, this number is 24, while it is 18 on Sundays. Approximately 4 freight trains pass through Wood Dale daily at this time. Given the above information, up to 500 commuters may see the sign on any given weekday. However, it is likely that many are repeat riders and / or residents of Wood Dale already familiar with the location of local businesses.

## Exhibits



Example of a Directory Sign in Franklin, TN



Example of a Directory Sign in Decatur, AL



Through correspondence with Metra representatives, staff learned that the transit agency may be willing to allow for the construction of a city-owned business directory on their property. However, a permit would need to be procured from Metra prior to construction. Additional conflicts could include underground utilities, railroad signals, communications or fiber optic cable, and sign triangles. Further study is required to identify these obstacles.

Maintenance and snow removal should also be considered in coordination with Public Works. It should be noted that unlike some commuter lines which are owned and operated by private freight railroads, Metra directly owns the railroad right-of-way on the Milwaukee District line. Therefore, this project would be coordinated directly with Metra.

### Cost

Staff contacted a sign contractor who has constructed similar community directory signs for an approximate cost. The contractor indicated that a static, non-lit, 2-sided sign would cost approximately \$12,000 to \$15,000. A sign design would be necessary for them to provide a quote. If additional functionality were desired, such as lighted panels or an interactive screen, the cost would increase.

### Possible Locations

Staff surveyed the site and identified some possible locations where a directory could be installed were the City interested in pursuing the project. These options are not exhaustive. The locations identified below represent a preliminary vision open to further refinement.



1. South of Tracks (Metra Property)

Adjacent to the station's bicycle parking area and waiting shelter is an open grassy area which could accommodate a directory sign. Metra property extends approximately 30-ft. South of the station platform. A 5-ft. wide sidewalk is also present which provides pedestrian access from Wood Dale Rd.

(See appendix fig. 1)

2. South of Tracks (City of Wood Dale Property)

The City owns the parking lot which serves the station. A small triangle of land extends into the open grassy area North of W. Division St. This could accommodate a sign entirely on property which the City owns. Locating the sign here could streamline the approval process.

(See appendix fig. 2)

3. North of Tracks (Metra Property)

Another triangle of open space is available North of the tracks adjacent to Irving Park Rd. Locating a sign here could increase visibility to pedestrians and passing motorists. However, existing landscaping including several trees, flowers, and brick paver pathway may need to be removed.

(See appendix fig. 3)

4. North Parking Lot (Metra Property)

The North parking lot contains a striped area for one of the station's pedestrian railroad grade crossings. While this striping serves an essential safety function, it could be landscaped with a permanent section of raised curb, sidewalk, plantings, and business directory sign. If the committee were interested in this location, staff would need to coordinate with Police, Fire, and Public Works to make sure there were no safety issues associated with the location.

(See appendix fig. 4)

**RECOMMENDATION**

---

Staff recommends that the Streetscape and Economic Enhancement Committee discuss these findings and raise any comments, questions, or concerns they may have. Staff seeks guidance from the Committee members in determining if staff should investigate this project further by obtaining cost estimates and communicating with various stakeholder groups such as Metra, Police, Fire, and Public Works.

Additional considerations may include:

- Is the investment towards this project appropriate given the level of ridership that will see it?
- How should the City determine which businesses may be listed on the directory?
- Design aesthetics, such as architectural style, materials, lighting, landscaping, and size

Appendix



Figure 1: South of Tracks (Metra Property)



Figure 2: South of Tracks (City Property)



Figure 3: North of Tracks (Metra Property)



Figure 4: North Parking Lot (Metra Property)

**References**

Metra Division of Strategic Capital Planning. (2020, April). 2019 Origin-Destination Survey. Metra. Retrieved February 24, 2023, from <https://metra.com/sites/default/files/inline-files/2019%20MOA-MOE%20Combined%20Report%20revised.pdf>.

Cloud Gehshan. (n.d.). Pedestrian wayfinding sign for Franklin, Tennessee. Pinterest. <https://co.pinterest.com/pin/517562182176865929/>

Decatur Wayfinding Signage. (n.d.). McCOMM Group. <https://www.mccommgroup.com/project/decatur-wayfinding-signage/>

# CITY OF WOOD DALE

Community Development



## MEMO

DATE: Monday, March 6, 2023  
TO: Streetscape & Economic Enhancement Committee  
FROM: Andy Koteris, Planner  
SUBJECT: Committee Initiatives Update

---

### **OVERVIEW**

---

The purpose of this memo is to provide the Streetscape and Economic Enhancement Committee (SEEC), with a brief status update on various past projects and to discuss meeting topics going forward.

In the wake of the COVID-19 pandemic, the frequency of meetings has become somewhat inconsistent. Prior to the pandemic (2013 – 2019), the number of Committee meetings ranged from 2 to 8 per year. Following the pandemic declaration (2020 – 2022), the meeting frequency has ranged from 2 to 5 meetings. Now that the pandemic is nearly behind us, it is appropriate to discuss future initiatives for the SEEC and meet more frequently to work on those projects.

### **BACKGROUND**

A recap of the committee's activity over the last several years may prove beneficial to set the groundwork for the discussion. Staff has developed a chart which summarizes past, present, and potential future initiatives of the SEEC (See attached). While the list is not exhaustive, it is intended to highlight major accomplishments and possible opportunities which the committee may consider going forward. Staff notes that certain projects have been spearheaded by the Community Development Department, while others are the responsibility of Public Works. Projects such as the City's tree planting policy, installation of street lights, and wayfinding signage may require closer coordination with Public Works staff.

According to the City Code, the purpose of the SEEC is to:

- A. To review and recommend a Comprehensive Forestry, Landscape and Hardscape Program to the City Council.
- B. To review and recommend the implementation of necessary economic development tools to ensure that the City is able to attract and retain businesses that foster the City's ability to maintain and enhance the quality of life for all.
- C. To hear and review all applications for the Facade Improvement Program and recommend action with respect thereto to the City Council.
- D. To hear and report to the Mayor and City Council on such other matters as may be referred to it by the Mayor and City Council subject to the applicable provisions of this Code. (Ord. O-17-024, 11-16-2017).

Reviewing the duties of the SEEC above and the lists of Completed and Ongoing projects attached, should be helpful preparation for the discussion.

## **RECOMMENDATION**

---

Staff recommends that the Streetscape and Economic Enhancement Committee discuss possible future projects which the committee may be interested in pursuing further. Committee members are encouraged to bring forward any additional future project ideas.

### **Attachments:**

A – SEEC Initiatives Chart



## Completed Projects

Initiative	Description	Status
Clock Tower	Completed 2018 at NW corner of Irving Park Rd. and Wood Dale Rd.	Complete
Banners & Branding	Approved by SEEC in April 2018. Approved by City Council in Spring of 2020. Installed.	Complete
Salt Creek Greenway Bridge Signage	Replaced City of Wood Dale logo on bike / ped. bridge with updated design	Complete
Veterans Banner Program	Completed 2020. Installed banners honoring local veterans along Wood Dale & Irving Park roads. Rotate as necessary	Complete
Street Planters	SEEC recommended installation of 18 Urban Vase planters in "millstone" color to beautify City Hall parking lot	Complete
Wind Sculptures	Installed in 3 locations throughout city (City Hall, Metra Parking Lot, SE Corner of Wood Dale Rd. & Elizabeth Ct.	Complete
Veteran's Park	Medallions displaying 5 branches of US military installed on-site	Complete
Holiday Lights	Purchased commercial light displays in 2020. Installed seasonally around clocktower	Complete
EOWA Corridor Landscaping	Most improvements have been installed (Landscaping is yet to be installed)	Complete
Vision Plan	Implement median and curbside plantings around Wood Dale / Irving Park Rd. intersection.	Complete

## Ongoing Efforts

Initiative	Description	Date	Status
Metra Station Directory Sign	Explore installation of business directory sign at Metra station		In Progress
Façade Improvement Program	Encourage investment in the exterior commercial property exteriors w/ matching grant		In Progress
Comprehensive Tree Policy	Tree Maintenance and Replacement Policy developed by Public Works in 2019 and presented to SEEC. To be reviewed, updated, and recommended to City council not less than once each year. Public Works will be bringing additional info		Requires Update
Wayfinding Signage	Comprehensive wayfinding plan developed in 2013. Signs partially installed. Remaining signs purchased. To be installed Spring 2023		In Progress
Tree Planting Program	Plantings occurring annually (Spring & Fall)		In Progress
Street Lights (Border to border)	Install decorative street lights along Irving Park & Wood Dale Roads. Irving Park Rd. street lights budgeted for FY 25 CIP		In Progress
Entry Signage	3 / 4 entry signs installed. Proposed sign at Rte. 83 on hold		On Hold

## Potential Future Projects

Initiative	Description	Date	Status
Sign Code Enforcement	Identify illegal commercial signs. Send notices of violation		Begin May, 2023
Donation Bins Enforcement	Identify donation bins in community. Contact owners to remove		Begin May, 2023
Pavillion	Explore ideas for outdoor gathering space / bandshell		Not Started
Benches & Trash Cans	In November, 2021 SEEC discussed possibility of adding park benches and trash cans around the clock tower		Not Started
Name Future Park	Explore naming options for the town center community park located at Wood Dale Rd. & Commercial St.		Not Started
Economic Development Tools and Opportunities	Update economic development matrix. Resource lists business development programs available at local, state, and federal level.		Not Started