

PART 3

# Implementation

# Implementation Action Plan

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## LAND USE GOAL 1:

**New commercial, residential, and mixed-use developments along Dempster Street and near the Metra station will contribute to an active and vibrant corridor with residents who can walk, bike, or take transit.**

<b>Objective 1.1:</b> Work with property owners and developers to pursue well-designed, walkable redevelopment projects that provide tax-generating uses that draw customers and visitors to the study area				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Provide outreach to property owners and developers to identify ways to improve existing properties through existing programs such as façade improvement grants	CED	Administration	Ongoing	M
Consider use of new incentives such as TIF to provide funding for public improvements such as streetscapes	CED	Administration	Medium	M
Consider use of new incentives such as TIF to provide eligible expenses for redevelopment	CED	Administration	Medium	M
Partner with regional and state agencies for capital improvements	Public Works	IDOT, NITA, Pace, CCFPD	Long	H

  

<b>Objective 1.2:</b> Foster development designs that address constraints such as shallow lot size, limited curb cuts and adjacency to single-family neighborhoods				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Create design guidelines as part of the Main Street Overlay District	CED	Administration	Short	L
Review projects proposed in the Commercial Sub-District to improve walkability	CED		Ongoing	L
Consider benefits and trade-offs of height, bulk and parking to guide redevelopment efforts particularly on shallow lots	CED	Administration	Ongoing	L

  

<b>Objective 1.3:</b> Pursue appropriate rezoning and planned developments that meet the goals of the corridor and provide public benefits such as open space, plazas, wider sidewalks and enhanced landscaping				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Review zoning and planned development applications to determine public benefits such as public and private open space and streetscape improvements.	CED	Administration, NITA	Ongoing	L
Update UDC to incorporate best practices identified in Goal 3	CED	Administration, NITA	Medium	L
Create Main Street Overlay District	CED	Administration, NITA	Short	L

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

### LAND USE GOAL 1:

<b>Objective 1.4:</b> Support new development that provides modern spaces for uses such as grocery, coffee shops, convenience stores, and restaurants near the Metra station and Pace Pulse stations				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Reach out to developers and prospective tenants to attract them to the Corridor	CED	Chamber	Ongoing	L
Consider incentives such as façade improvement grants	CED	Administration	Ongoing	M
Consider use of TIF or other financial incentives	Administration	CED	Medium	M
Create a streamlined outdoor seating permit process	CED	Public Works	Short	L

  

<b>Objective 1.5:</b> Develop policies for the use of public incentives for land acquisition and development assistance for projects that meet the Village's objectives for the study area				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Review and update policies for existing incentive programs, such as financial requirements, application procedures and ability for the programs to work with small property owners and developers	CED	Administration	Short	M
Create policies for the use of new incentives such as TIF that consider amount of private investment, increment analysis, and evaluation of returns.	CED	Administration	Medium	L
Consider use of public funds for infrastructure, site acquisition and environmental remediation for projects that meet the Village's goals	Administration	CED	Ongoing	M

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

### LAND USE GOAL 2:

**Existing retail spaces will be modernized and filled with attractive businesses and restaurants that draw residents and visitors to Dempster Street.**

<b>Objective 2.1:</b> Promote the leasing and purchase of vacant spaces with new or expanding businesses				
Strategy	Lead	Partners	Timeframe	Cost
Identify prospective businesses based on retail demand analysis	CED	Chamber, businesses	Ongoing	L
Develop brochures focused on types of retail identified in the market analysis	CED	Chamber, businesses	Short	L
Attend retail events such as ICSC Chicago and Las Vegas	CED	Chamber, businesses	Medium	L
<b>Objective 2.2:</b> Expand the existing façade improvement program				
Strategy	Lead	Partners	Timeframe	Cost
Interview past and prospective recipients to determine ease of use	CED	Chamber, businesses	Short	L
Consider changes in the program to address any challenges for small property owners	CED	Chamber, businesses	Medium	L
Launch marketing program after any improvements or simplifications are made to the process	CED	Chamber	Medium	L
<b>Objective 2.3:</b> Evaluate new grants or incentives to support property owners with renovations to modernize their spaces to be “occupant ready” and attract new sales-tax generating users to fill vacancies				
Strategy	Lead	Partners	Timeframe	Cost
Develop guidelines for the use of Village incentives to support renovation of existing spaces	CED	Administration	Medium	L
Create policy around use of Cook County property tax incentives	CED	Cook County	Ongoing	M
<b>Objective 2.4:</b> Encourage adaptive reuse to convert underutilized spaces into reimaged formats that attract new tenants seeking modernized spaces and amenities				
Strategy	Lead	Partners	Timeframe	Cost
Review building codes and permit process	CED	Public Works	Medium	L
Identify grants and programs that can support renovation of buildings	CED	Administration	Medium	M
Consider use of historic tax credits to support renovation of historic buildings, considering mid century modern architecture as part of the character of the corridor as well as older historic buildings	CED	Property owners	Ongoing	M
<b>Objective 2.5:</b> Identify and allocate space for periodic food truck events and pop-ups				
Strategy	Lead	Partners	Timeframe	Cost
Develop a year-round schedule of events at locations such as at the parking lot at the Civic Center and indoors	CED	Chamber	Ongoing	M
Consider the use of portions of the parking lot at the new Village Hall during evenings and weekends for pop ups and food trucks	Public Works	CED	Medium	M
Consider the creation of a permanent pop up space on a vacant parcel along Dempster Street or as part of a new development	CED	Administration, Public Works	Long	M

## IMPLEMENTATION ACTION PLAN

### Timeframe:

Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

### Cost:

Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## LAND USE GOAL 3:

**Dempster Street will be the heart of Morton Grove as a central hub for community and civic uses, public spaces, and activity.**

<b>Objective 3.1:</b> Build upon the relocation of Village Hall and Police Department to the 6200 block of Dempster Street to further expand this area as a unified civic campus and recreation area along Dempster Street with the Civic Center, Historical Museum, Harrer Park, and Linne Woods Forest Preserve across the street				
Strategy	Lead	Partners	Timeframe	Cost
Complete the design and construction of Village Hall and Police Department	Public Works	Administration	Medium	H
Design pedestrian improvements across Dempster Street	Public Works	IDOT	Medium	H
Continue to design improvements as part of the civic campus on both sides of Dempster	Public Works	Park District	Ongoing	M
<b>Objective 3.2:</b> Dedicate space for plazas, patios, and green spaces in the Study Area, including the potential to repurpose certain parts of the public right-of-way				
Strategy	Lead	Partners	Timeframe	Cost
Work with private developers to encourage open space amenities as a public benefit as part of planned developments	CED	Administration	Ongoing	M
Identify opportunities for public open spaces on underutilized or vacant property	CED	Park District	Long	H
Identify opportunities for improved streetscaping such as adding "bulb outs" along side streets	Public Works	CED	Medium - Long	M
<b>Objective 3.3:</b> Provide support for restaurants and cafés to add outdoor seating areas and exterior pedestrian service windows				
Strategy	Lead	Partners	Timeframe	Cost
Explore ways to streamline permits	CED	Public Works	Ongoing	L
Incorporate the design for outdoor seating in proposed development	CED	Public Works	Ongoing	M
Consider strategically redesigning private parking lots to allow for landscaping, greening and seating areas	Property owners	CED	Medium	M
<b>Objective 3.4:</b> Seek opportunities for public art along the corridor, which could include murals, sculptures, bus stop activations, light pole decorations, etc.				
Strategy	Lead	Partners	Timeframe	Cost
Identify opportunities for murals and art in concert with property owners	Property Owners	Local artists	Medium	M
Identify locations for public art as potential public benefits as a part of planned developments	CED	Property owners and developers	Medium - Long	M
Seek grants to fund local artists for public art	Arts organizations	Local artists	M	M

## IMPLEMENTATION ACTION PLAN

### Timeframe:

Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

### Cost:

Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## LAND USE GOAL 4:

**Dempster will provide a range of spaces for entrepreneurs and small businesses to get established and branch out as they grow.**

<b>Objective 4.1:</b> Develop a strategic approach to provide short-term solutions for smaller vacant spaces, such as pop-up businesses, restaurants, and art installations, while fostering long-term occupancy by permanent businesses				
Strategy	Lead	Partners	Timeframe	Cost
Consider launching an indoor pop up program in conjunction with property owners with vacant storefronts	CED	Property owners	Long	M
Market temporary pop ups	Chamber	Property owners	Long	L
Seek opportunities for temporary and permanent public art in conjunction with private property owners	CED	Property owners	Medium - Long	M

  

<b>Objective 4.2:</b> Match local businesses to available retail rental spaces				
Strategy	Lead	Partners	Timeframe	Cost
Provide outreach to possible tenants through ICSC and direct outreach	CED	ICSC, ULI, retailers	Medium	L
Maintain an inventory of property owners and vacant spaces	CED	Property owners	Medium	L

  

<b>Objective 4.3:</b> Seek to locate co-working and shared office spaces on second stories, where available, or renovated properties via adaptive reuse				
Strategy	Lead	Partners	Timeframe	Cost
Identify any barriers or constraints to permits	CED	Public Works	Medium	L
Update permit process as necessary	CED	Public Works	Medium	M
Work with property owners to identify locations for co-working or flexible office spaces	CED	Property owners	Medium	L

  

<b>Objective 4.4:</b> Consider supporting use of one of the corridor's vacant or underutilized sites to establish a business incubator with small shop spaces for rent for entrepreneurs, startups, and small businesses to get grounded in the community before branching out into larger spaces				
Strategy	Lead	Partners	Timeframe	Cost
Research best practices and successful models of business incubators	CED	ULI	Long	L
Identify property owners and developers who may be interested in establishing a business incubator	CED	Property owners	Long	L
Identify grants to support business incubators	CED	Cook County, DCEO	Long	M

## IMPLEMENTATION ACTION PLAN

### Timeframe:

Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

### Cost:

Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## LAND USE GOAL 5:

**Residential options along the corridor will contribute to Morton Grove’s overall housing stock to meet different needs, incomes, and life stages and support Dempster Street businesses.**

<b>Objective 5.1:</b> Seek opportunities to add new multi-family and mixed-use developments that provide high quality housing and commercial space				
Strategy	Lead	Partners	Timeframe	Cost
Work with property owners and developers seeking to build multi-family and mixed-use developments	CED	Administration	Ongoing	L
Work with Plan Commission, Zoning Board of Appeals and Village Board to develop consensus on height, bulk, parking trade-offs	CED	Plan Commission, ZBA, Village Board	Medium	L
Review planned developments with consideration of the goals and recommendations of this plan including public amenities, streetscape improvements, limited curbcuts, pedestrian spaces	CED	Plan Commission, Village Board	Ongoing	L
<b>Objective 5.2:</b> Consider the needs of older adults as part of new housing development, such as options that provide elevator buildings, first-floor units, and independent and assisted living options				
Strategy	Lead	Partners	Timeframe	Cost
Review codes and policies to remove any accessibility barriers	CED	Public Works	Medium	M
Identify opportunities for a range of housing types suitable for seniors from accessible units to assisted living to skilled nursing, continuum of care and other housing types	CED	Prospective developers	Medium - Long	M
<b>Objective 5.3:</b> Attract missing middle housing types, such as townhomes and small-scale multi-family, to the areas near the Metra station				
Strategy	Lead	Partners	Timeframe	Cost
Continue to consider applications for missing middle housing types near the Metra station	CED	Plan Commission	Ongoing	L
Identify additional locations for appropriate scaled development in the Metra station vicinity	CED	Plan Commission	Ongoing	L
<b>Objective 5.4:</b> Establish programs to support home maintenance and housing rehabilitation support for seniors in existing homes				
Strategy	Lead	Partners	Timeframe	Cost
Research best practices to support home maintenance and housing rehabilitation for seniors	CED	IHDA, Cook County	Medium	L
Identify grant opportunities	Cook County, IHDA	Housing organizations	Medium - Long	M
<b>Objective 5.5:</b> Consider establishing Village policies and regulations, including zoning code amendments, to allow accessory dwelling units (ADUs) in the residential neighborhoods around the corridor and near the Metra station				
Strategy	Lead	Partners	Timeframe	Cost
Research best practices locally and nationally	CED	ULI, housing organizations	Medium	L
Conduct public outreach and education on possible approaches to ADUs	CED	Housing organizations	Long	M
Consider changes to the UDC to allow for ADUs in specific circumstances based on best practices and public input	CED	Plan Commission	Long	M

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

### LAND USE GOAL 6:

**Promote excellence in design for new development and redevelopment that is transit-supportive and enables easy use of transit to access shops, services, and other amenities.**

<b>Objective 6.1:</b> Update the Village of Morton Grove Unified Development Code (UDC) to incorporate best practices for bicycle facilities, road right-of-way use, public areas, gateways and signage, and landscaping.				
Strategy	Lead	Partners	Timeframe	Cost
Review proposed UDC changes detailed in Appendix: Zoning Recommendations	CED	Plan Commission	Short	L
Draft text amendments to UDC	CED	Plan Commission	Short	L
Hold a public hearing and consider adoption of proposed changes.	CED	Plan Commission	Short	L

<b>Objective 6.2:</b> Create a mixed-use overlay district for the Main Street portion of Dempster Street between the railroad tracks and I-94.				
Strategy	Lead	Partners	Timeframe	Cost
Draft text amendment to UDC to create an overlay district and provide outreach to property owners	CED	Staff or consultant	Short	L
Hold a public hearing and consider adoption of new district	CED	Plan Commission	Short	L

<b>Objective 6.3:</b> For multi-story development, encourage active ground-floor uses with residential above, human-scaled density facing the street with taller stories that are stepped back from neighboring residential homes, parking to the rear or side of buildings, and points of entry and public spaces that connect directly to the sidewalk and bus stops/stations.				
Strategy	Lead	Partners	Timeframe	Cost
Review the UDC and zoning map for opportunities to appropriately plan for new development and redevelopment at strategic locations	CED	Administration, Public Works	Medium	L
Seek grants for improvements to the streetscape for pedestrian amenities	CED	Cook County, IDOT, CCFPD, Park District	Long	H
Work with private developers to incorporate amenities into private development	CED	Property owners and developers	Medium	M

**IMPLEMENTATION ACTION PLAN**

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

**LAND USE GOAL 6:**

**Promote excellence in design for new development and redevelopment that is transit-supportive and enables easy use of transit to access shops, services, and other amenities.**

<b>Objective 6.4:</b> Encourage storefronts and entrances oriented toward sidewalks, parking to the rear or side of buildings, pedestrian-scaled signage and lighting, and the integration of streetscape and public space amenities.				
Strategy	Lead	Partners	Timeframe	Cost
Create the Main Street Overlay Zoning District to incorporate these design elements	CED	Administration	Short - Medium	L
Work with developers and applicants to incorporate these elements into the building design by either modernizing existing buildings or pursuing new development	CED	Administration	Ongoing	L
Seek infrastructure improvements to the streetscapes, crosswalks, and pedestrian areas that will facilitate new development and redevelopment that pursues these design elements	CED	Administration	Medium - Long	L

<b>Objective 6.5:</b> Concentrate high-density housing near Pace Pulse stations and the Metra station with direct pedestrian access, street-facing entrances, revised parking standards, and integrated open space and transit-friendly amenities.				
Strategy	Lead	Partners	Timeframe	Cost
Review the UDC and zoning map for opportunities to appropriately plan for new development and redevelopment at strategic locations	CED	Administration, Public Works	Medium	L
Seek grants for improvements to the streetscape for pedestrian amenities	CED	Cook County, IDOT, CCFPD, Park District	Long	H
Work with private developers to incorporate amenities into private development	CED	Property owners and developers	Medium	M

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## ECONOMIC DEVELOPMENT GOAL 1:

**A vibrant mix of businesses will populate the Dempster Corridor.**

<b>Objective 1.1:</b> Work with the Chamber of Commerce and other organizations to support existing small businesses through marketing, technical assistance, and networking				
Strategy	Lead	Partners	Timeframe	Cost
Communicate current programs	Communications Manager	Administration	Ongoing	L
Conduct outreach to local businesses to determine needs	Communications Manager	Chamber	Short	L
Refine existing programs geared toward local businesses	CED	Administration	Medium	L - M
<b>Objective 1.2:</b> Create an incentive program for small business expansion and attraction				
Strategy	Lead	Partners	Timeframe	Cost
Develop a program to support small businesses with grants or loans such as interior build-outs, marketing assistance, business planning, access to capital	CED	Cook County	Medium	M
Seek grants or other resources to fund program	CED	Cook County	Medium	M
Evaluate program implementation	CED	Administration	Long	L
<b>Objective 1.3:</b> Market the international flavor of restaurants, groceries and other retail stores to draw in customers to the Dempster Corridor				
Strategy	Lead	Partners	Timeframe	Cost
Develop a strategy to market Main Street Dempster focusing on international variety of restaurants and ethnic groceries and cafes (See Objective 4.3)	Communications Manager	NSCTB	Short - Medium	M
Inventory the variety of restaurants, cafes and groceries and conduct outreach	CED		Short	L
Identify need for full-service grocery in Morton Grove and conduct outreach to possible tenants	Administration	CED	Short	L
Consider possible incentives that scale to the need and performance of restaurants and grocers	Administration	CED	Ongoing	M
<b>Objective 1.4:</b> Encourage creative industries like art galleries, bookstores, theaters and entertainment/recreational uses to occupy spaces along the Corridor to add interest and vibrancy				
Strategy	Lead	Partners	Timeframe	Cost
Create an inventory of local cultural resources and businesses	CED	Communications Manager	Short	L
Determine space needs for targeted creative industries	CED	Non-profit partners	Short	L
Inventory vacant space that could be available to creative industries	CED	Property owners	Short - Medium	L
Determine any zoning barriers that hamper growth of creative industries	CED	Plan Commission	Short - Medium	L

**IMPLEMENTATION ACTION PLAN**

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

**ECONOMIC DEVELOPMENT GOAL 2:**

**New commercial and mixed-use development will attract investment and new tenants in the study area.**

<b>Objective 2.1:</b> Create guidelines for providing financial incentives to support expansion and attraction based on criteria of return on investment, public-private ratio of project funding, job creation, and sales tax and other revenue generation				
Strategy	Lead	Partners	Timeframe	Cost
Identify best practices and models for guidelines for financial incentives	CED	Administration	Short	L
Develop alternative models and test assumptions	CED	Administration	Short	L
Conduct outreach to elected and appointed officials	CED	Administration	Short	L
Adopt policies and refine over time based on experience using the policies	CED	Administration	Ongoing	L
<b>Objective 2.2:</b> Provide a predictable zoning and approval process for new development				
Strategy	Lead	Partners	Timeframe	Cost
Review required application materials	CED		Short	L
Track approval time, determine points of delays	CED	Administration	Short - Medium	L
Conduct a zoning audit to determine ways to improve the ordinance to meet the Villages' goals and make the code easier to use for all parties	CED	Plan Commission / ZBA	Short	L
Based on the zoning audit, prioritize areas of the code that should be updated	CED	Plan Commission / ZBA	Medium	M
<b>Objective 2.3:</b> Create a mixed-use overlay zoning district for the Main Street portion of Dempster Street between the railroad tracks and I-94. The overlay district would allow mixed-uses including residential and commercial uses. It can also include design guidelines to ensure high-quality development, materials, and an attractive environment.				
Strategy	Lead	Partners	Timeframe	Cost
Research best practices for overlay districts in mixed-use corridors	CED		Short	L
Define boundaries for overlay district	CED		Short	L
Draft overlay district including allowable and permitted uses, height, bulk, setbacks, design guidelines	CED	Staff or consultant	Short	L
Hold public hearing to seek comment and take action to adopt ordinance	CED	Plan Commission, Village Board	Short	L
<b>Objective 2.4:</b> Encourage new residential in the study area to attract additional households such as young professionals and empty-nesters who can support a mix of restaurants and retailers				
Strategy	Lead	Partners	Timeframe	Cost
Update UDC through the Main Street Overlay District to allow for additional multi-family housing "as of right" following standards and design guidelines of the overlay district	CED	Plan Commission	Short	L
Pursue multifamily housing on specific sites for planned development such as the site on the west side of Waukegan Road south of Dempster	CED	Plan Commission	Ongoing	L
Identify additional sites available for townhomes and modest density residential in the Metra TOD Sub-district	CED	Property owners	Ongoing	L
Consider applications for multi-family and mixed-use housing as proposed by applicants through planned developments	CED	Plan Commission	Ongoing	L

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

### ECONOMIC DEVELOPMENT GOAL 3:

**The Corridor’s assets—including open space, recreation, transportation options and cultural diversity—will attract visitors and economic investment.**

**Objective 3.1:** Identify businesses that can complement the Forest Preserve, North Branch Trail, and park facilities such as casual restaurants, cafes, and recreation-oriented businesses, including bike shops and athletic gear stores

Strategy	Lead	Partners	Timeframe	Cost
Identify possible developers for new spaces and vacant storefronts that are available	CED	Administration	Ongoing	L
Identify possible retail tenants	CED	Property owners	Ongoing	L
Update retail demand analysis annually	CED		Ongoing	L
Consider support for targeted programs and projects based on incentive guidelines	Administration	CED	Ongoing	L

**Objective 3.2:** Attract entertainment related uses that become destinations for visitors inside and outside of Morton Grove, taking advantage of the central location and easy access

Strategy	Lead	Partners	Timeframe	Cost
Identify sites such as vacant parcel in Sawmill Station or redevelopment of underutilized single-story retail in the Commercial or Main Street Sub-districts	CED	Administration	Medium	L
Identify possible entertainment-related tenants	CED	Administration	Medium	L
Consider support for targeted programs and projects based on incentive guidelines	CED	Administration	Medium	M
Collaborate marketing efforts	Communications Manager	NSCTB	Medium	L

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## ECONOMIC DEVELOPMENT GOAL 4:

**Events and marketing efforts will attract visitors and customers to the Corridor.**

<b>Objective 4.1:</b> Plan for a continuous, year-long schedule of events that celebrate local businesses—such as a “Taste of Dempster” food festival—and recreation and cultural opportunities unique to Dempster Street—like a trail walk/run event in partnership with the Forest Preserve				
Strategy	Lead	Partners	Timeframe	Cost
Plan a year-round calendar of events between the Village and local partners, focused on key nodes including Harrer Park / Civic Center and new Village Hall	Communications Manager	Park District, School Districts, Chamber, non-profit organizations, NSCTB	Ongoing	M
Connect events to local businesses such as a “Taste of Dempster”	Chamber	Local restaurants	Short - Medium	M
Explore arts and cultural programming	Communications Manager	Chamber, non-profit organizations, NSCTB	Medium	M

  

<b>Objective 4.2:</b> Evaluate potential advantages and disadvantages of creating a Special Service Area (SSA) or Business Development District (BDD) that can provide targeted programming and improvements for the study area				
Strategy	Lead	Partners	Timeframe	Cost
Conduct outreach to businesses and property owners to determine additional services that may be needed such as sidewalk snow plowing, joint marketing efforts, additional landscaping, parking amenities	CED, Communications Manager	Chamber, property owners	Short	L
Model out cost of services and revenue models	Finance	CED	Short	L
Provide education and outreach to test interest in creating a SSA or BDD	Communications Manager	CED	Medium	M
Based on input from businesses and property owners, pursue any preferred option with Village Board	Administration	Village Board	Medium	M

  

<b>Objective 4.3:</b> Target social media and marketing campaigns to the trade area including Skokie, Niles, Glenview and the Northwest Side of Chicago, as well as east-west traffic between O’Hare and Evanston				
Strategy	Lead	Partners	Timeframe	Cost
Consider retaining a marketing firm to develop a strategy to market Main Street Dempster focusing on international variety of restaurants and ethnic groceries and cafes	Communications Manager	NSCTB	Short - Medium	M
Develop messaging and branding for the corridor	Communications Manager	Marketing Firm	Short - Medium	M
Determine a marketing budget for the corridor	Communications Manager	Administration	Short	M
Develop social media strategy	Communications Manager	Marketing Firm	Short - Medium	M

**IMPLEMENTATION ACTION PLAN**

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

**TRANSPORTATION GOAL 1:**

**The Corridor will be safe for all users and people of all ages will feel safe and comfortable crossing Dempster Street on foot.**

<b>Objective 1.1:</b> Improve safe access to, from, and across Dempster, especially near schools and parks located in the Study Area				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Identify traffic calming techniques such as medians and bulb-outs on residential cross streets	Public Works	IDOT	Medium	M
Investigate intersection improvements at Harlem Avenue and Waukegan Avenue	Public Works	IDOT	Long	H
Explore median options for Dempster Street in each Sub-district	Public Works	IDOT	Long	H
Improve crossing and intersection at Fernald Avenue to reinforce the Civic Campus	Public Works	IDOT	Medium	M

  

<b>Objective 1.2:</b> Investigate opportunities for additional pedestrian crossings west of Waukegan Road, between Harlem Avenue and Waukegan Road, and in the Main Street Sub-District				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Explore feasibility of HAWK pedestrian crossings at Oriole Avenue and Oketo Avenue	Public Works	IDOT	Medium	M
Investigate a new pedestrian crossing between Waukegan Road and Harlem Avenue	Public Works	IDOT	Medium	M
Coordinate with IDOT to install pedestrian refuge and crossings in the Main Street Sub-district at Maramora Avenue and Major Avenue	Public Works	IDOT	Medium	M

## IMPLEMENTATION ACTION PLAN

### Timeframe:

Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

### Cost:

Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## TRANSPORTATION GOAL 2:

**Dempster Street will be a pleasant place to stroll and linger, and people will regularly walk to and between businesses.**

<b>Objective 2.1:</b> Install streetscape upgrades that can be accommodated within the existing sidewalk right-of-way in the Main Street District				
Strategy	Lead	Partners	Timeframe	Cost
Review streetscape improvements identified in the plan	Public Works	CED	Medium	L
Coordinate with IDOT for right-of-way improvements	Public Works	IDOT, CED	Long	M
Seek grants to support streetscape improvements	Public Works	CMAP, NITA, IDOT, Cook County Highway	Long	M - H

  

<b>Objective 2.2:</b> Implement a branded wayfinding system with directional signage and walking distance markers to key destinations				
Strategy	Lead	Partners	Timeframe	Cost
Develop a branding and wayfinding strategy with templates	Public Works	CED	Medium	L
Identify locations	CED	Public Works	Medium	L
Secure funding through grants, RTA, Cook County and local funds	Public Works	RTA, Cook County	Medium	M

  

<b>Objective 2.3:</b> Resolve sidewalk accessibility deficiencies within the study area				
Strategy	Lead	Partners	Timeframe	Cost
Inventory sidewalk deficiencies	Public Works		Ongoing	L
Include sidewalk repair in capital budget	Public Works	Administration	Medium	L

  

<b>Objective 2.4:</b> Evaluate opportunities to utilize parking lot space to improve streetscaping behind sidewalks between Waukegan Road and Oketo Avenue				
Strategy	Lead	Partners	Timeframe	Cost
Develop criteria for parking lot and alley improvements	Public Works	CED	Medium	L
Develop strategies for public right-of-way improvements	Public Works		Medium	M
Develop a partnership program with private property owners	CED		Medium	M
Seek funding to implement program for public right-of-way	Public Works	Administration	Medium	M
Develop funding partnerships with private property owners	CED	Administration	Medium	M

  

<b>Objective 2.5:</b> Study potential for closing certain side streets such as Mason Avenue and Mango Avenue that connect with Dempster to create more functional public and pedestrian space along the corridor				
Strategy	Lead	Partners	Timeframe	Cost
Provide outreach to residents and property owners to determine public support	CED	Public Works	Medium	L
Undertake a traffic study to evaluate options and impact	Public Works		Medium	M
Identify grants or resources	Public Works	CED	Medium	M

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## TRANSPORTATION GOAL 3:

**Using transit to get to and along the Dempster Street corridor will be fast, safe, and comfortable.**

<b>Objective 3.1:</b> Coordinate with IDOT and Pace to review and advance proposed bus queue-jump and signal timing improvements for eastbound Pace buses near Sawmill Station at Athletic Avenue				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Identify preferred signal timing and transit signal solutions and undertake additional analysis as needed	Public Works	IDOT, Pace	Short	M
Pursue funding and advance engineering for queue-jump lanes, signal, signage, and pavement marking improvements	Public Works	IDOT, Pace	Medium	M
Implement preferred queue-jump and related signal timing improvements	IDOT	Pace, Public Works	Medium	H
<b>Objective 3.2:</b> Work with Pace to review and implement transit operational improvements such as stop consolidations, pedestrian access and amenities, and signage				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Evaluate pedestrian access improvements at bus stops, including crossings, curb cuts, and sidewalk connections	Public Works	IDOT, Pace	Short	L
Improve transit signage, wayfinding, particularly at the Metra Station, and GTFSS stop location accuracy	Pace	Public Works	Short	M
Incorporate benches, bicycle racks, and other amenities into priority bus stop/streetscape improvements	Public Works	Pace, CED	Medium	M
Coordinate with Pace to explore stop consolidation along Route 250	Public Works	Pace	Short	M
<b>Objective 3.3:</b> Pursue funding for pedestrian infrastructure and signage to improve connection between Metra Station and Dempster Street				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Identify preferred pedestrian infrastructure and wayfinding improvements between the Metra Station and Dempster Street	Public Works	Metra	Short	L
Coordinate with Metra and IDOT on right-of-way, crossing, and access improvements	Public Works	Metra, IDOT	Short	L
Pursue grant funding for pedestrian improvements and signage	Public Works	Administration, Metra	Short	L
Design and implement preferred pedestrian infrastructure and wayfinding improvements	Public Works	Metra, IDOT	Medium	H
<b>Objective 3.4:</b> Evaluate impacts and benefits of closing Lincoln Avenue at track crossing closest to Dempster Street to improve safety by limiting vehicle and train conflict points				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Conduct outreach to affected property owners and stakeholders regarding a potential Lincoln Avenue railroad crossing closure	Public Works	CED, Metra, Property Owners	Short	L
Undertake a traffic, access, and geometric feasibility study for cul-de-sac and shared-use path concepts	Public Works	Metra	Medium	M
Pilot temporary closures and monitor the impacts	Public Works	Metra	Short	M-H
Pursue funding and implement the preferred crossing closure alternative	Public Works	Metra, Administration	Long	H

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## TRANSPORTATION GOAL 4:

**Residents and visitors alike will find it easy to understand where they can park near Dempster Street.**

<b>Objective 4.1:</b> Install striping at on-street parking areas within the Main Street District to more efficiently mark vehicle spacing and maximize capacity				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Develop guidelines for on-street parking on residential streets	Public Works		Short	L
Provide outreach to adjacent properties	Public Works	Property owners	Short	M
Test and implement changes	Public Works		Medium	M

  

<b>Objective 4.2:</b> Upgrade existing parking signage in the Main Street District to improve legibility and bring greater awareness to parking opportunities				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Develop guidelines and templates	Public Works	CED	Short	L
Coordinate with sign designer	Public Works		Short	L
Identify resources for installation	Public Works	Administration	Short - Medium	M

  

<b>Objective 4.3:</b> Consider opportunities to expand the availability of public parking close to the corridor				
<b>Strategy</b>	<b>Lead</b>	<b>Partners</b>	<b>Timeframe</b>	<b>Cost</b>
Identify possible locations for additional parking in the public way on cross-streets	Public Works	CED	Medium	L
Evaluate demand and optimum location to add parking	Public Works	CED	Medium	M
Identify locations for off-site additional parking	Public Works	CED	Medium	M
Develop designs and seek funding for preferred option(s)	Public Works	CED, Administration	Medium - Long	M - H

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## TRANSPORTATION GOAL 5:

**People of all ages and abilities will feel safe and comfortable cycling to the Dempster Street corridor and crossing Dempster Street on bicycle.**

<b>Objective 5.1:</b> Evaluate a series of corridor-wide parallel street bike routes and associated crossing improvements				
Strategy	Lead	Partners	Timeframe	Cost
Identify preferred corridor-wide bicycle network and phasing strategy for parallel east-west and north-south routes	Public Works	IDOT, CED	Medium	L
Coordinate with IDOT on crossing improvements at Harlem Avenue, Shermer Road, Waukegan Road, and Dempster Street	Public Works	IDOT	Medium	M-H
Install bicycle boulevard signage, pavement markings, and traffic calming improvements on priority routes (such as on School Street, to/from the Metra Station, Marmora Avenue, Major Avenue, Greenwood Street, and Carol Avenue)	Public Works	IDOT	Short-Medium	M-H
Evaluate shared-use path connections at Waukegan Road, Lehigh Avenue, and redevelopment opportunity sites to close network gaps	Public Works	IDOT, CED	Medium	L

<b>Objective 5.2:</b> Pursue funding for phase one engineering to study a potential reconstruction of Lehigh Avenue for an intersection redesign and provide upgrades to the connection to the North Branch Trail both north and south of Dempster Street				
Strategy	Lead	Partners	Timeframe	Cost
Coordinate with IDOT, Metra, the Cook County Forest Preserve, other partners to define the scope for phase one engineering of intersection improvements at Lehigh Avenue and Dempster Street	Public Works	IDOT, Metra, CCFPD	Medium	L
Undertake phase one engineering to evaluate signal timing, intersection geometry, and trail connection improvements	IDOT	Metra, CCFPD, Public Works	Short	M
Develop a preferred concept and advance design and implementation phases for the Lehigh Avenue reconstruction	IDOT	Metra, CCFPD, Public Works	Medium	H

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## TRANSPORTATION GOAL 4:

**People of all ages and abilities will feel safe and comfortable cycling to the Dempster Street corridor and crossing Dempster Street on bicycle.**

<b>Objective 4.3:</b> Evaluate opportunities for a shared-use path adjacent to Metra tracks, and along Lincoln Avenue between Dempster Street and the Metra Station				
Strategy	Lead	Partners	Timeframe	Cost
Coordinate with Metra to evaluate use of railroad right-of-way and determine licensing, access, and safety requirements	Public Works	Metra	Short	L
Study alignment options for a shared-use path adjacent to the tracks and along Lincoln Avenue to the Metra Station	Public Works	Metra, CED	Short	M
Evaluate crossing, driveway, and intersection improvements needed to connect the pathway to surrounding sidewalks and bikeways	Public Works	Metra	Short	M
Pursue funding and partnerships for engineering and implementation of the preferred shared-use path concept	Public Works	Metra, NITA	Medium	M

<b>Objective 4.4:</b> Recommend new bike parking equipment standards for the Village and evaluate future bike parking locations, focusing on signalized intersections and any future bike routes				
Strategy	Lead	Partners	Timeframe	Cost
Develop Village bicycle parking standards for future public and private installations based on Association of Bicycle and Pedestrian Officials guidance	CED	Public Works	Medium	L
Inventory and prioritize future bicycle parking locations at signalized intersections, transit stops, and along future bike routes	Public Works	CED	Short	L
Replace nonconforming bicycle racks and install inverted-U racks at priority locations	Public Works	CED	Short	L
Evaluate opportunities for long-term and secure bicycle parking at the Metra Station and major destinations	Public Works	Metra, CED	Short	M

## IMPLEMENTATION ACTION PLAN

**Timeframe:**  
 Short: 1-3 years  
 Medium: 4-6 years  
 Long: 7+ years

**Cost:**  
 Low: Staff time, no capital expenses  
 Medium: under ~\$250K  
 High: Over \$250k

## TRANSPORTATION GOAL 6:

**Driving on Dempster Street will be a safe and efficient way to travel across the village.**

<b>Objective 6.1:</b> Evaluate railroad and traffic signal improvement opportunities at Lehigh Avenue and Dempster Street				
Strategy	Lead	Partners	Timeframe	Cost
Undertake a traffic signal study	IDOT	Metra, ICC, Public Works	Medium	L
Develop recommendations for signal improvement	IDOT	Metra, ICC, Public Works	Long	M
Test and implement signal improvements	IDOT	Metra, ICC, Public Works	Medium	M

<b>Objective 6.2:</b> Improve lighting in the Residential Sub-district				
Strategy	Lead	Partners	Timeframe	Cost
Undertake a lighting assessment to identify deficiencies	Public Works	IDOT	Short	M
Prioritize lighting improvements at crossings, sidewalks, and roadway segments with documented safety concerns	Public Works	IDOT	Short	L
Coordinate with partner agencies and utilities on fixture placement, design standards, and maintenance	Public Works	IDOT, Utilities	Medium	L
Include lighting upgrades in the capital program and pursue implementation funding	Public Works	Administration	Medium	M

<b>Objective 6.3:</b> Identify opportunities to reduce vehicular speeds and ensure enforcement of speed and traffic violations				
Strategy	Lead	Partners	Timeframe	Cost
Review corridor segments for speed management strategies such as medians, curb extensions, and other traffic calming measures	Public Works	IDOT	Short	L
Evaluate feasibility of additional crossings, medians, and related improvements west of Harlem Avenue	Public Works	IDOT	Short	M
Coordinate with the Police Department to increase education and enforcement	Police Dept.	Public Works	Short	L
Pursue funding and implement priority speed reduction techniques and improvements	Public Works	IDOT, Public Administration	Long	H

## IMPLEMENTATION ACTION PLAN

---

### Key: Lead and Partner Organizations

Administration	Village of Morton Grove Village Administrator's Office
CCFPD	Cook County Forest Preserve District
CED	Village of Morton Grove Community and Economic Development Department
Chamber	Morton Grove Chamber of Commerce
CMAP	Chicago Metropolitan Agency for Planning
Cook County	Cook County Government
DCEO	Illinois Department of Commerce and Economic Opportunity
ICC	Illinois Commerce Commission
ICSC	International Council of Shopping Centers
IDOT	Illinois Department of Transportation
IHDA	Illinois Housing Development Authority
Metra	Metra Commuter Rail
NITA	Northern Illinois Transit Authority
NSCTB	North Shore Convention and Tourism Bureau
Pace	Pace Suburban Bus
Park District	Morton Grove Park District
Plan Commission	Village of Morton Grove Plan Commission
Public Works	Village of Morton Grove Public Works Department
School Districts	School Districts #63, #67, #69, #70, #207, #219, and #807
ULI	Urban Land Institute
Village Board	Village of Morton Grove Village President and Board of Trustees
ZBA	Village of Morton Grove Zoning Board of Appeals