

12 Implementation





Implementation happens in three different ways. The first and most typical way occurs as part a City's annual budgeting process, which requires setting priorities by allocating actual dollars to certain projects. Second, implementation happens when the City receives proposals for new development, providing the chance to work with other governmental bodies, local organizations, and property owners to determine whether or not such projects fit with the vision and goals outlined in this Plan. Finally, new and unforeseen opportunities will arise, whether that is grant funds or other external factors, and the City can pursue these opportunities while adhering to the overall framework set forth in this document.

■ **Implementation Plan Components**

As the City and its partners undertake different implementation tasks, it is important to remember that, like any well-planned journey, this effort can encounter delays, detours, alterations, and unexpected opportunities. Therefore, flexibility is essential, as long as the strategic intent of the plan is maintained. Much of the work requires one-on-one conversation with property owners, collaboration with partners, and "feet on the street" observations of and interactions with the business community.

■ **Leveraging Near Term Projects**

Implementation tasks performed in the near term will set the tone for future implementation steps, particularly for those steps that await favorable market conditions or require resources that may be forthcoming or need further collaboration. Near term projects generally have the greatest potential to establish and leverage the brand identity and key projects for Wood Dale. However, this does not preclude pursuing intermediate or long term opportunities that may arise. The focus on near term projects creates an opportunity to build on previous and current City development projects, infrastructure improvements, and programs that support the business community. In addition, accomplishing near term implementation actions have the added value of building momentum for subsequent actions and support from partners, investors, and the community.

■ **Priority Actions**

The Comprehensive Plan contains a number of implementation tasks, programs and projects. The City will endeavor to incorporate these into its ongoing governance activities. However, there is only so much time and limited resources. Therefore, the main priorities suggested to be pursued are noted in the table that follows.

These priorities are identified with the understanding they can bring significant benefits to the community, are important to leveraging future improvements, and are in keeping with the vision, goals, and objectives of this plan.

IMPLEMENTATION PRIORITIES

<p>Develop a marketing strategy that promotes Wood Dale as an attractive location for investors, residents and visitors.</p> <p>Near-term ★★★ High Priority</p>	<p>Wood Dale’s branding effort, initiated parallel to the comprehensive planning process, and the gateway and wayfinding signage program positions the City as a community that has small town charm but a global reach.</p> <p>Its key assets – including the recently completed segment of Illinois Route 390, potential for western access to O’Hare International Airport, its highly regarded business park, and its cultural diversity – are attractive features that will strengthen Wood Dale’s marketplace appeal as a desirable place to live and do business.</p>
<p>Update the Unified Development Ordinance</p> <p>Medium-term ★★★ High Priority</p>	<p>To meet the development pressures to be faced by Wood Dale in the coming years, the time is ripe to review and update the existing Unified Development Ordinance (UDO). Responding to changes in development trends and formats since the Great Recession requires modern, responsive, and flexible codes. A first step would be to evaluate the UDO to consider the extent to which it meets those objectives. As necessary, portions of the Ordinance can then be updated.</p>
<p>Work with IDOT and the railroad to establish a secondary eastern access to the Wood Dale Metra station</p> <p>Long-term ★★ Medium Priority</p>	<p>Wood Dale’s Metra station is a major asset for the City, and any project that will make it easier to access and use the train should be pursued. During the planning process, many residents described the traffic congestion they experience during rush hour when trying to get to the only existing Metra access point along Wood Dale Road just south of Irving Park Road. A secondary eastern access—located at either Central Avenue or Ash Avenue—would ease this congestion and would significantly increase ease of access for residents living north of Irving Park Road and east of Wood Dale Road.</p>
<p>Enhance the Irving Park Road Corridor through streetscape improvements and targeted efforts to fill vacant/outdated sites</p> <p>Near-term ★★ Medium Priority</p>	<p>A consistent refrain heard throughout the outreach efforts was residents’ desire to see Irving Park Road become more of a “Main Street” and distinctive core of their community. A first step in defining the corridor’s sense of place can happen through streetscape enhancements which can include landscaping (trees and planters), street furniture, new street lighting, signage, and public artwork.</p> <p>While streetscape improvements can beautify and provide character, new commercial and pedestrian activity is necessary to activate the street. The City should pursue targeted efforts to fill the vacant sites and outdated buildings along Irving Park Road.</p>

<p>Formalize an economic development program</p> <p>Near-term ★★★ High Priority</p>	<p>The Economic Development Implementation section of this plan (pages 47 and 48) identifies a number of tasks relating to City identity and promoting development opportunities. These can be merged with current City economic development activities so that those efforts are reflective of this plan.</p>
<p>Establish a formal Salt Creek Trail trailhead off of Irving Park Road near the bike/pedestrian bridge</p> <p>Medium-term ★★ Medium Priority</p>	<p>The Salt Creek Trail is a resource enjoyed by residents of Wood Dale and of surrounding communities. The existing bicycle/pedestrian bridge over Irving Park Road is used by many but currently does not encourage users to pause or diverge from the trail into Wood Dale. By establishing a formal trailhead near the base of this bridge, bicyclists and pedestrians might be encouraged to incorporate Wood Dale destinations—for example, a visit to the Target, Jewel, or Georgetown Square, which are adjacent to the bridge—into their trip. The trailhead could also include amenities such as water fountains, benches, and wayfinding.</p>
<p>Redevelop Georgetown Square with a mix of uses</p> <p>Long-term ★★ Medium Priority</p>	<p>Much of Georgetown Square is outdated and underutilized, making it a viable candidate for redevelopment. As a 15-acre site, the space can support a mix of uses, with residential townhomes on the southern portion and more commercial outlots along the northern portion to complement the existing outlots. Revitalizing the site is supported by its being held in single ownership, and outreach to that ownership by City officials is a logical first step to revitalizing the site.</p>
<p>Create Design Guidelines to ensure high-quality new development and establish predictability</p> <p>Near-term ★★ Medium Priority</p>	<p>Design Guidelines coupled with a Design Review Checklist will help to provide consistency and predictability for developers and designers as they seek City approval for projects. The City can use this as an opportunity to revisit and refine the development review process and to define the community's vision for the appearance of future development.</p>
<p>Pursue a road diet for Wood Dale Road</p> <p>Medium-term ★ Low Priority</p>	<p>Many of the places of that create Wood Dale's sense of community are located along Wood Dale Road. Further, the road has ample right of way and relatively limited traffic volumes. Lastly, travel by bicycle is a growing transportation mode for more than recreational uses. These factors (as outline in the transportation chapter) make it ripe for a road diet, narrowing down the road to three lanes for cars and two for bicycles. Implementation would begin by coordinating with DuPage County, which has jurisdiction over the roadway.</p>