

CITY OF WEST CHICAGO

WHERE HISTORY & PROGRESS MEET

DEVELOPMENT COMMITTEE

**Monday, July 13, 2015
7:00 P.M. - Council Chambers**

AGENDA

1. Call to Order, Roll Call, and Establishment of a Quorum
2. Approval of Minutes
 - A. June 8, 2015
3. Public Participation
 - A. Presentation: "Homes for a Changing Region" Planning Study Progress Report – Chicago Metropolitan Agency for Planning (CMAP)
4. Items for Consent
5. Items for Discussion
 - A. Bowling Green Sports Center – 243 W. Roosevelt Road, Appearance Code Appeal
6. Unfinished Business
7. New Business
8. Reports from Staff
9. Adjournment

MINUTES

DEVELOPMENT COMMITTEE

June 8, 2015, 7:00 P.M.

1. Call to Order, Roll Call, and Establishment of a Quorum.

Alderman Stout called the meeting to order at 7:00 p.m.

Roll call found Aldermen John Banas, Melissa Birch, Laura Grodoski, Jayme Sheahan, John Smith and Becky Stout, present.

Also in attendance was Director of Community Development, John Said.

2. Approval of Minutes.

A. May 11, 2015

Alderman Banas made a motion to approve the minutes with changes. The motion was seconded by Alderman Birch. All remaining members agreed with only Alderman Grodoski abstaining and the motion was carried.

3. Public Participation.

None.

4. Items for Consent.

A. Speedway Gas Station Rezoning, Special Use and Variances – 1501 W. Roosevelt Road.

B. BP Gas Station Rezoning – 1491 W. Roosevelt Road.

Alderman Banas made a motion to approve the Items for Consent and the motion was seconded by Alderman Smith. All remaining members were in agreement and the motion carried.

5. Items for Discussion.

A. Simpson Strong-Tie Development Plan Approval – 2505 Enterprise Circle.

John Said provided a summary of the Simpson Strong-Tie's development plan to the Committee for their conceptual level approval. In accordance with the Intergovernmental Agreement with the DuPage Airport Authority (DAA) both the DAA and the City shall approve any development proposal within the DuPage Business Center. In acquiring the site, Simpson Strong-Tie has planned some changes that include constructing an addition, adding tanks and silos, and installing a right-in only access drive. Mr. Van Duyne, an engineer representing the company was in attendance to answer questions. Alderman Banas questioned the potential truck traffic at the site and Mr. Said explained that because the proposed change will be an entry point only, the traffic will be reduced. Alderman Stout asked for the Committee's general consensus and Aldermen Smith, Banas and Grodoski expressed their support.

Alderman Smith made a motion to recommend the approval of the resolution and Alderman Banas seconded the motion. The remaining members agreed and the motion carried.

6. Unfinished Business.

None.

7. New Business.

None.

8. Reports from Staff.

None.

9. Adjournment.

Alderman Banas made a motion, seconded by Alderman Smith, to adjourn the Development Committee meeting at 7:08 p.m. The Committee members unanimously agreed and the motion carried.

Respectfully submitted,

Jane Burke
Executive Secretary

CITY OF WEST CHICAGO

DEVELOPMENT COMMITTEE AGENDA ITEM SUMMARY

ITEM TITLE:

Chicago Metropolitan Agency for Planning (CMAP)
Homes for a Changing Region
Draft Community Assessment Summary Presentation

AGENDA ITEM NUMBER: 3.A.**FILE NUMBER:** _____**COMMITTEE AGENDA DATE:** July 13, 2015**COUNCIL AGENDA DATE:** _____**STAFF REVIEW:** John D. Said, AICP**SIGNATURE** JDS**APPROVED BY CITY ADMINISTRATOR:** Michael Guttman**SIGNATURE** _____**ITEM SUMMARY:**

The City, along with the Villages of Glendale Heights and Hanover Park, began work in late 2014 on a project to analyze existing housing and determine future housing needs for these three communities. The study, titled "Homes for a Changing Region" is being headed by the Chicago Metropolitan Agency for Planning (CMAP). In July, 2014, the City approved a resolution (2014-R-0038) supporting, and agreeing to work with CMAP on, this project.

Since initiation of the project, City staff assisted CMAP in the consideration and hiring of the consultant for the Homes project (Teska Associates). Teska then began work with CMAP and the three communities on the initial components of the Study. Teska has completed a number of tasks as part of these initial components, culminating in the draft Community Assessment document.

At the July 13 Development Committee meeting, CMAP and Teska representatives will summarize their work and findings thus far, which are included in the draft Community Assessment. The document is essentially the initial 'snapshot' and observations of conditions in the community, along with an introduction of future opportunities. At the July 13 meeting, Teska will also summarize the next steps in the process. Most importantly, the July 13 meeting will provide an opportunity for Development Committee members to provide feedback, recommendations and confirmation of the information included in the Community Assessment.

Committee members may recall that the overall "Homes" project includes the following tasks:

- Analysis of existing housing supply, including comparing type and price of housing stock to the age, income and tenure (rental or owner-occupied) of the population.
- Analysis that identifies opportunities and gaps in housing profiles of each community, and looks for collaborative opportunities between neighboring (and nearby) communities.
- Workforce housing analysis focusing on matching key employment sectors in the communities and the housing stock.
- Planning and assisting in public and key contact ('stakeholder') outreach.
- Recommendations for creating a balanced, sustainable future housing supply.
- Design recommendations, including illustrations and visualizations, for focus areas in the communities.

The Community Assessment is being presented for informational purposes; no formal action is required by the City Council at this time.

ACTIONS PROPOSED:

Consideration of the CMAP "Homes for a Changing Region" Draft Community Assessment.

COMMITTEE RECOMMENDATION:

July 6, 2015



TO: Kendra Smith | SENIOR PLANNER, CMAP
FROM: Michael Blue, FAICP | PRINCIPAL, TESKA
 Valerie S. Kretchmer | PRESIDENT, VSKA
 Todd Vanadilok, AICP | SENIOR PLANNER, TESKA
RE: **West Chicago Community Assessment
 Homes for a Changing Region**

PREPARED BY:



Valerie S. Kretchmer Associates, Inc.
 Planning and Policy Consulting

From its earliest settlement in the mid-1800s, West Chicago was the first community in Illinois to build up around the region's burgeoning railroad system. Originally called Turner Junction due to the three railroads converging in the community, a town quickly began to form, attracting industry and investors, as well as residents who served as local farmers and railroad employees. In 1896 the town eventually changed its name to West Chicago. To this day, West Chicago continues to be an attractive place for industry and employment, which emphasizes the importance of a quality and diverse housing stock that meets the needs of residents who wish to live close to their places of work or have access to the region via Metra.

The first step in developing the *Homes for a Changing Region* plan for West Chicago and the other communities in the NW DuPage County Cluster (Glendale Heights and Hanover Park) is to understand the housing-related facts for the community. This analysis is conducted at three key points for the communities individually and the cluster: 1) assessment of the relevant data, 2) investigation of housing- and community-related issues, and 3) determination of issues for


further consideration. Those points are described later in this Community Assessment and form the foundation for the analysis outlined in this introduction.

Homes for a Changing Region


Homes for a Changing Region is a project of the Chicago Metropolitan Agency for Planning's (CMAP) Local Technical Assistance (LTA) program, the Metropolitan Mayor's Caucus, in partnership with and with support

PLAN COMPONENTS

The *Homes for a Changing Region* plan for West Chicago will include:

 **HOUSING ANALYSES:** (1) Analysis of the community's *existing housing supply* that compares the type and price of housing stock to the age, income, and tenure (rental or owner-occupied) of the population. (2) A *subregional housing analysis* that identifies opportunities and gaps in the housing profile and looks for opportunities for collaboration between neighboring communities.

 **VISUALIZATION:** A *design visualization* to create a common picture of what development may look like for a focus area in the community.

 **OUTREACH:** Outreach to the public and local stakeholders through a series of meetings and facilitation of a *public workshop* for each community to identify key housing issues in the community. A *project website* and interactive *online survey* will also enable community members to participate in the public input process.

 **POLICIES & STRATEGIES:** A series of *policy and strategic recommendations* for creating a balanced, sustainable housing stock, along with goals that support the progress of implementing the plan.

The *Homes for a Changing Region* project provides technical assistance to municipal leaders to address current housing issues and plan for future needs in their communities. The process culminates with a subregional plan that recommends long-term housing policies to create a balanced mix of housing types, serve the needs of current and future residents and workers, and enhance livability.

from the Metropolitan Planning Council. The project provides technical assistance to municipal leaders to address current housing issues and plan for future needs in their communities. *Homes for a Changing Region* culminates with a subregional plan that recommends long-term housing policies to create a balanced mix of housing types, serve the needs of current and future residents and workers, and enhance livability. The plan covers multiple communities within the same subregion, providing recommendations for the subregion as a whole and each individual municipality. *Homes for a Changing Region* supports the goals of CMAP's GO TO 2040 Plan, the regional comprehensive plan for the Chicago metropolitan area, by fostering livable communities with diverse housing options and encouraging efficient governance through inter-jurisdictional collaboration. To date, plans have been prepared for 40+ communities in northeastern Illinois.

Housing as an Issue

A great many factors go into how people choose their housing. The most important factors are at a tipping point and need to be considered to set the context for this work.

First, while the country and economy have exited the Great Recession of the past several years, jobs and incomes continue to be uncertain for many people. This impacts the amount of money they are able to devote to living expenses, as well as their mobility to change jobs and homes.

Second, a related side effect of the recession is the ramifications it has on the housing market. Conditions

Homes for a Changing Region
Northwest DuPage County Cluster



SIGNIFICANT NATIONAL DEMOGRAPHIC TRENDS



OLDER BABY BOOMERS 60 TO 69 YEARS

According to the Pew Research Center 10,000 baby boomers turn 65 every day. The ability of many to afford housing was hurt significantly by the recession.

YOUNGER BABY BOOMERS 50 TO 59 YEARS

Younger seniors and Baby Boomers who downsized from single-family homes into condominiums or townhouses at the peak of the market may find that they are unable to recoup their investment if they need to sell in the near term. Those who have owned their homes for many years are less likely to have housing problems, though many expected to use the proceeds of the sale of their home to pay for senior housing or additional care as they age. Those who re-financed their homes at the peak of the market find that they are unable to sell their home for the balance on their mortgage.

GEN X & MILLENIALS EARLY 20 TO LATE 30s

Generation X and Millennials have deferred home purchases. However, as the job market continues to improve and home prices have begun to increase, more people in these age groups will consider buying while prices remain below pre-recession levels.

IMMIGRANTS

Immigrants have varying housing needs when locating in suburban communities and may find housing there too expensive even after the current drop in prices and low mortgage rates.

such as reduced property values and foreclosures of the past nearly ten years continue to impact the housing sector.

Finally, demographics are significantly influencing the housing needs of communities. The so called Baby Boomers and Millennials represent large populations and are impacting the housing market. In addition, the cultural makeup of America continues to change. The great melting pot that this country is known to be continues to become more diverse with peoples from a variety of cultures. For the NW DuPage County Cluster and housing in general, these factors loom large in how communities address housing.

Some of the most relevant housing trends are summarized below. These trends are based on research conducted by various organizations that cover housing topics, including the Urban Land Institute, National Association of Realtors, National Association of Homebuilders, and Zillow, among others.

- ❑ Greater demand for more affordable homes as housing costs become more directly tied to income.
- ❑ The demand for traditional single-family housing is falling and demand for townhomes and multifamily rising.
- ❑ Renting is more appealing to many households, which are demanding high quality rental options.
- ❑ The current mortgage market is limiting the housing market by limiting loan fund availability, even though mortgage rates continue to be at historically low rates.
- ❑ New development is more likely to be "infill" than "greenfield", with increased construction occurring closer to jobs and urbanized areas.

Benefits of *HOMES*

Being part of *Homes for a Changing Region* allows West Chicago to consider where it is today in regard to housing and the role that housing will play in its future. Addressing housing in this way allows communities to focus resources on the most pressing housing matters and to put in place the policies, regulations, and programs to maintain the local housing stock and community character.

THE HOMES PROCESS WILL ENABLE THE CITY TO:

- ❑ Begin planning how to meet future housing demand and further establish its role in securing quality housing for the community.
- ❑ Assess potential for new development and redevelopment.
- ❑ Share strategies and efforts with neighboring communities and vice versa.
- ❑ Secure input from residents of the community on housing and related issues of importance.
- ❑ Receive sound housing data and evaluation of how that data impacts the future.
- ❑ Consider housing and other community development issues that impact residents' quality of life.
- ❑ In some cases, single-family homes are being built with smaller footprints, particularly with homebuyers seeking well designed structures that make more efficient use of space to lower utility and maintenance costs.

QUESTIONS TO CONSIDER

The Homes for a Changing Region plan can help the City of West Chicago consider the following questions over the next 10 to 20 years:

- ❑ Who is likely to live in West Chicago?
- ❑ What can they afford?
- ❑ What housing types will they seek?
- ❑ Will the City be proactive in determining its housing needs and attracting developers?
- ❑ What types of housing will be provided?
- ❑ How big?
- ❑ What type of design?
- ❑ What are the preservation needs in the City?

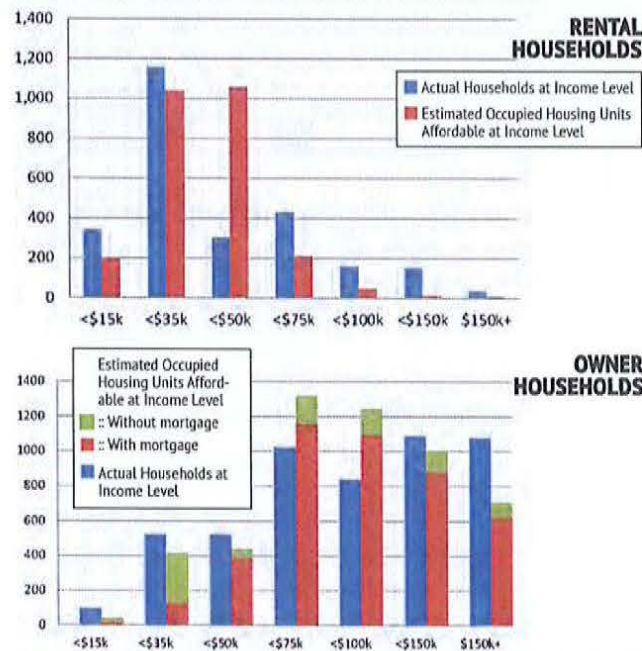
WEST CHICAGO TODAY

Data analysis and assessment of community perspectives paint a picture of the existing housing conditions in West Chicago today. This section of the Community Assessment considers data available from the U.S. Census and provided by CMAP, whose project planning tools were applied to create the charts in this section.

Housing Affordability

While West Chicago is a more affordable community than others in DuPage County, affordability is a concern here as it is elsewhere in the County. As shown in the two bar charts below, there are many renter households in West Chicago with incomes less than \$35,000 that have affordability concerns. There are also a large number of rental units affordable to those with incomes of \$35,000-49,999. For owners, there is a better balance between the number of units and affordability at most income levels. Nonetheless, affordability is still a concern for owners with incomes under \$50,000.

West Chicago Comparison of Rental & Owner Household Incomes with Occupied Units Affordable at each Income Level



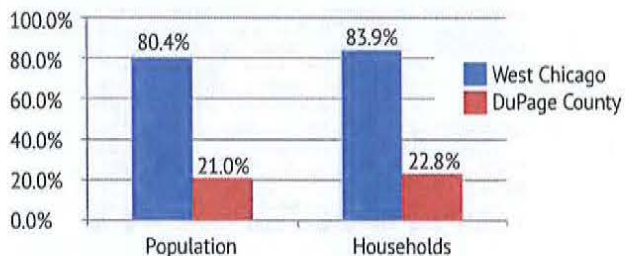
Source: Chicago Metropolitan Agency for Planning analysis of Fregonese Envision Tomorrow Balanced Housing Model using American Community Survey 2008-2012.

WEST CHICAGO QUICK FACTS

- ❑ 3.45 average household size is relatively large for a suburban community and higher than DuPage County average of 2.70.
- ❑ Housing prices have increased from 2011 to 2014 but are not back to pre-recession levels.
- ❑ West Chicago has a high share of newer owner-occupied housing built since 1990 (48%) compared to DuPage County (24%).
- ❑ 2014 median household income is \$74,277^A.
- ❑ The median cost for a homeowner with a mortgage is \$2,109 per month, which requires an income of \$84,360 and is 14% higher than the median household income.
- ❑ 2014 median age is very young at 31.5 years^A.

	Population	Households
2000 Decennial Census	23,469	6,379
2012 ACS ^B	27,079	7,758
Change, 2000-2012	3,610	1,379
% Change, 2000-2012	15%	22%
CMAP 2040 Projection ^C	48,856	14,264
Change, 2012-2040	21,777	6,506
% Change, 2012-2040	80%	84%

Population & Household Growth, 2012-2040



Source: CMAP, U.S. Census, and American Community Survey, 2008-2012

- ^A ESRI estimates
- ^B American Community Survey
- ^C CMAP produced population and household projections as part of GO TO 2040, the seven-county region's comprehensive plan for sustainable prosperity for the next 30 years. These figures indicate that if GO TO 2040 is implemented and if the City takes advantage of its numerous assets, its population could rise to approximately 48,856 by 2040, an increase of about 80% percent. The projections account for all unincorporated land surrounding the municipality with the presumption that such land would accommodate high density residential. While the unincorporated land may not necessarily be annexed into the adjacent municipality, the projections for the unincorporated land were assigned to the municipality for the GO TO 2040 Plan. As a result, the population and household projections encompass an area that may be larger than the municipality's existing and future targeted size in terms of annexed areas.

Real Estate Market Summary

Demographic, real estate, and other community-related data have been collected and evaluated as part of this assessment. Primary findings of that analysis are noted below and a full set of data is included in Appendix A.

MIDDLE-INCOME & FAMILY-ORIENTED



West Chicago can be characterized as a middle-income, family-oriented community with a diverse population.

MOSTLY OWNER-OCCUPIED UNITS BUT FEW MULTIFAMILY PROPERTIES DESPITE INVESTOR INTEREST IN SINGLE-FAMILY RENTAL HOMES



The City has a smaller share of owner-occupied housing (67%) than DuPage County (75%). There are relatively few townhouses and owner-occupied multifamily properties. However, 8% of single-family detached homes are rentals, and there is more demand for them than supply.

INCREASING HOME PRICES, BUT STILL BELOW PRE-RECESSION LEVELS



Home prices have been increasing as the economy continues to recover from the recession. The median home price (for all housing types) in West Chicago in 2014 was \$215,000, a 73% increase since 2011; however this is still 21% lower than the median in 2006, before the recession.

DECREASE IN FORECLOSURES



The number of foreclosure filings continues to decline in West Chicago, DuPage County and the Chicago region. In 2014, there were 74 foreclosure filings in the City, a 75% decline from the number in 2010.

NEW RESIDENTIAL CONSTRUCTION SLOW TO RETURN



There has been minimal new residential construction in the City since the recession, with limited land area also an influential factor.

CONTINUED RECOVERY OF MARKET, THOUGH ONE-THIRD OF HOME SALES ARE DISTRESSED PROPERTIES



According to data from the Multiple Listing Service, in the past twelve months (May 2014 to May 2015), there were 327 single-family detached home sales, with a median price of \$220,000 and a range of \$38,500 to \$640,000. There were 35 single-family attached home sales, with a median price of \$129,000 and a range of \$30,000 to \$178,000. However, one third of all single-family detached home sales and 29% of single-family attached sales are distressed (foreclosures or short sales), indicating that the market has not fully recovered.

NOTABLE NORTH/SOUTH DISTINCTION IN MEDIAN SALE AND MEDIAN HOME PRICES



Home sales data and discussions with local realtors show a notable distinction in sales prices in different parts of the City. Homes located south of the railroad tracks have a median sales price of \$125,000, while homes to the north have a median price of \$248,000, based on sales from April 2014 to April 2015. Median prices increased by 19% on the south side between 2014 and 2015, and by 50% on the north side.

AFFORDABILITY CONCERNS FOR OWNERS & RENTERS



Affordability is a concern for both owners and renters. Forty percent of owners with a mortgage and half of renters paid more than 30% of their income for housing, higher shares than in DuPage County (31% and 46% respectively). The share of owners paying more than 50% of their income for housing costs is 15%, compared to 16% for the CMAP region. The share of renters paying more than 50% is 22%, which is less than the 26%

for the CMAP region. The median rent is \$895, which is lower than in DuPage County overall (\$1,079), but many of the rental properties are not in top quality condition.

VARYING HOUSING & TRANSPORTATION AFFORDABILITY, DEPENDING ON HOUSEHOLD TYPE



The Center for Neighborhood Technology (CNT) developed a housing and transportation affordability index for HUD suggesting that 45% is the maximum percentage of income a household should spend for housing and transportation combined. The index covers different household types including a Dual-Professional Family, Single Professional, Median-Income Family, Moderate-Income Family, Retired Couple, Single-Parent Family, Working Individual and Very Low-Income Individual. According to HUD's index, West Chicago is affordable to a Dual-Professional Family and Single-Professional Family, though the other household types would have to spend more than the recommended 45% of income on housing and transportation. Whereas a Dual-Professional Family would spend 38% of income, a Median-Income Family would spend 50% of income for housing and transportation. West Chicago is slightly more affordable than DuPage County but slightly less affordable than the Chicago-Joliet-Naperville Metropolitan Area as a whole.

STRONG EMPLOYMENT BASE WITH 10% OF WORKERS LIVING IN WEST CHICAGO



Based on 2011 Census data, West Chicago has a strong employment base (16,711 jobs), with more than 25% of jobs in manufacturing. 13% of City residents work in West Chicago and 11% work in the City of Chicago. 10% of the employees in West Chicago also live in the City.

WEST CHICAGO HOMES: INITIAL FINDINGS

The *HOMES* project was initiated with a discussion of City issues and initiatives between the *HOMES* team and local officials. The intent was to establish a baseline understanding of the community from which to develop the plan. The comments noted assets, opportunities and challenges to community development and housing in the City. Principal findings of the discussion, community tour, and preliminary investigation of issues are noted below.





Top Community & Housing Issues

Code Enforcement: Policies and procedures are in place to investigate code violations with consistent enforcement. Inspections evaluate a number of different issues, such as occupancy, parking, property maintenance, etc. Code enforcement and property maintenance issues arise in both single-family and multifamily housing, but vacant buildings have not been an issue. The City is not pursuing a vacant building ordinance because it has tools in place to address issues related to vacancy. Inspection sweeps are conducted as a proactive approach to code enforcement.

Rental Inspections: Inspections cover 20 percent of rental units City-wide per year for larger complexes, and annual inspections are done for smaller complexes. The City has 2,500 individual dwelling units (single-family and multifamily) that are being rented. Most owners of rental properties are individual owners that are generally attentive to property maintenance and responsive to municipal code enforcement efforts. In recent years, large management companies are increasingly handling property in the City. The City also conducts a separate inspection program for residential and commercial properties that have changes in occupancy.

Aging Housing Stock: Older and denser areas are primarily located south of the railroad tracks. However,

COMMUNITY & HOUSING ASSETS

-  **LOCATION:** Transportation connections to the region are very good, including access to Metra and major roads. The City is an employment center that includes low and medium skill jobs to which residents can easily walk. The City is seen as close enough to Chicago but not congested.
-  **AFFORDABILITY:** The housing stock in West Chicago is relatively affordable for DuPage County and nearby communities.
-  **SENSE OF COMMUNITY:** The school system compares well to neighboring communities. Most students are in High School District 94, while some are in District 303 or U46. Elementary Districts 33 and 25 serve the City. Residents indicate that they like their neighborhoods, the quality of the housing stock (some of which is historic homes), and the walkability to local attractions like parks, the recreation center, and the library. A majority of the City is in a single library district and one park district.
-  **EMPLOYMENT:** The City has a stable employment base with many long-time companies. Jel Sert continues to grow and has expanded to some off-site facilities. Other companies in the area include General Mills and Ball Horticultural. Some companies are reinvesting in their facilities in order to stay in town. There is a cluster of stable food-related industries in the City. Some companies have employer-assisted housing programs.

some older homes are located to the north, including post-war housing from the 1950s and 1960s.

Infrastructure: Aging infrastructure is in need of repairs, including roads in industrial areas. The City's Capital Improvements Program focuses on residential areas.

Geographic Differences: There is a distinction between the north and south sides of the City in terms of housing age, price, tenure and resident profile, which creates differing perceptions of these areas.

Neighborhood Impacts: Large family sizes and/or people using garages as storage spaces can create issues such as insufficient neighborhood parking, additional students for schools, safety concerns with high service

demand for police and fire protection, and strain on code enforcement case management. These issues, present in the City but not considered significant, are more common in older, denser areas in the southern area of West Chicago. The City is informed by the Fire Protection District when they make a call and find an overcrowding situation. Investigations involve checking water usage, student registration in schools and vehicle counts. Determining if an overcrowding issue exists is based on International Code Council (ICC) Property Maintenance Code (50 square feet per person for two people, or 75 square feet per person for one person per bedroom). Building code standards have clear definitions for a bedroom and features that are required in a bedroom (e.g., windows, doors, egress, openable windows, smoke and CO detectors, etc.). The issue primarily concerns rental properties or single-family homes that rent out rooms or convert other spaces (such as garages and basements) into living units.

OPPORTUNITIES & STRENGTHS FOR HOUSING & COMMUNITY DEVELOPMENT

DIVERSIFICATION OF HOUSING STOCK: Townhouses are not prevalent in the City. Construction of multi-story townhomes and single-story attached units would diversify the City's housing mix. This new home type would be at a lower price than the newer single-family detached homes in the City and could be attractive to seniors downsizing from multi-story homes.

CRIME FREE HOUSING: A crime-free housing program is in place in the City.

AVAILABLE LAND FOR DEVELOPMENT: There are a few large parcels of available land that could be developed for residential use. St. Andrews Golf Course, which is family owned, could possibly be developed in the future.

POTENTIAL MUNICIPAL CAMPUS: Potential development projects in the City include a new municipal campus at the northwest corner of Washington and Fremont, which is located near the library and would provide a Community Green with open space, residential and commercial development, and a new City Hall. The City owns all the properties in that area.

DOWNTOWN REJUVENATION: A potential development site in the downtown could accommodate medium density residential development to support downtown rejuvenation. In addition, condos above commercial space in the downtown area could provide a desirable development form.

JOB GROWTH: The City has the potential for employment growth. Existing jobs in the community are desirable and salaried employees may receive housing assistance from some companies.

PARTNERSHIPS: Choose DuPage, DCEO, WorkNet DuPage, and College of DuPage Small Business Development are sound partners for economic development resources for the City.

BUSINESS ATTRACTION: Businesses are attracted to West Chicago by the availability of space, existing industrial and business infrastructure, and the transportation network (roads, Metra, DuPage County Airport).

BUSINESS DEVELOPMENT: DuPage Business Center (DBC, formerly DuPage Tech Park) and adjacent areas in the City's southwest part are close to the airport and available for business development.

CHALLENGES TO HOUSING & COMMUNITY DEVELOPMENT

UNINCORPORATED AREAS: The potential incorporation of adjacent residential areas to West Chicago is uncertain for several reasons. Those living in these areas show little interest in annexation, except when well and septic systems fail and utilities are needed. Capacity in the City system to provide utility infrastructure would be a major consideration for any significant annexation. In addition, there are potential long-term issues with some unincorporated areas having been built to lower than current standards, and there are financial issues with updating and providing systems to adequately provide municipal water and sewer.

DIFFERENT DEVELOPMENT STANDARDS: Some industrial areas were developed under different building and zoning standards than more recent development.

DUAL COUNTY TAX STRUCTURE: Being at the Kane/DuPage County border can create issues with different tax rates; however, this is not a major concern.

LIMITATIONS ON INSPECTION PROCESS: The City currently inspects renter- and owner-occupied dwellings on change of occupancy. However, budget constraints limit flexibility in the use of staff, or the ability to hire more staff to address property maintenance or add housing programs.

CONSTRAINED GROWTH AREA: Areas for potential growth are limited to the north by forest preserves and to the south by Fermi Lab.

CHALLENGES TO DEVELOPMENT: Challenges to development include local fees and high taxes. In addition, a more supportive process for construction and business development, as is provided by steps like the predevelopment review process with the City Council, were noted as desirable.

UNREALIZED POTENTIAL: The perception of the City within the west suburban region is not as strong as would be desired, as many outside of the community don't realize all of its assets.

MOVING FORWARD

The next step in the process is to key in on the housing and community development issues to be tackled in the *Homes for a Changing Region* planning process. This process will include discussions with City officials and a series of public engagement opportunities, including workshops, a project website, and surveys that will lead to recommendations for next steps.

Topics for Further Evaluation

The West Chicago Today section noted several key housing and community development issues. Those topics (and others) were considered further through a series of stakeholder interviews, which allowed for the issues and opportunities to be evaluated more thoroughly. Based on those analyses, the following are key findings for further consideration in the *Homes* plan for West Chicago:



TOPIC 1: Build on Existing and New Partnerships



The City of West Chicago has established working relationships with groups and agencies that support its community and economic development activities (for example, Choose DuPage). Benefits from expanding this approach should be considered for addressing additional housing and community development issues. The relatively large and stable employers in the City present a good opportunity; some already provide housing programs that might be transferable to other companies. The National Association of Realtors has worked on employer-assisted housing in Aurora and could be a good partner for businesses in West Chicago.

Similarly, Habitat for Humanity has recently developed housing in the City and may present options for future partnerships. In addition, other government agencies (schools, parks, libraries), land ownership groups (DuPage Business Center), and unique institutions like

the DuPage County Airport all present opportunities to build on the practice of partnering, in this case for issues related to community building and housing. It should also be noted that an additional value of partnerships is that they present strong opportunities to spread the word about the community's strengths and dispel any lingering misconceptions about quality of life in the City.

TOPIC 2: Development and Redevelopment



While areas for new residential development are limited, some existing non-residential areas may offer potential for future residential development. In particular, the City owns land near the downtown upon which there is consideration of future town center type development. Other areas that are presently non-residential may hold the potential for residential use in the future, as long as they are consistent with the City's goals for such areas and are not isolated from other residential neighborhoods.

TOPIC 3: Code Enforcement and Inspection Processes



The City has code enforcement programs similar to other communities that are aimed at addressing property maintenance issues. This includes inspection programs aimed at maintaining the quality of housing in West Chicago, as well as the change of occupancy inspection program. As with any program with regulations, there will be cases where inspection and code enforcement activities pose challenges to all involved, including cases that deal with home sales.

Like many municipalities, the City is effectively using its limited available resources to conduct its code enforcement programs and address challenges that arise. While issues may come up during the code enforcement process, this generally points to a need for more education and open dialogue about the City's inspection program to ensure property owners have a clear understanding of the programs' standards and the City's expectations, particularly relating to elements such as: the time needed to schedule and successfully fulfill requirements of the inspections; the costs associated with the inspection process; and potential costs for repairs required by the City, particularly relating to the sale of a housing unit.

TOPIC 4: Impacts on Homeowners Associations



While there are fewer condominiums and townhouses in West Chicago than in Hanover Park and Glendale Heights, many homeowners associations (HOAs) are experiencing difficulties. The impact of the recession on HOAs presents challenges for the community in significant ways:

- ❑ Financial difficulties are created for HOAs as a result of foreclosures and late or non-payment of monthly assessments. This results in less money to the HOAs for capital improvements, ongoing maintenance, and regular operations.

- ❑ Based on discussions with local Realtors, some associations do not allow rentals, and FHA regulations require associations to allow rentals as a condition of financing. Many HOAs don't realize this, which creates difficulties for owners when selling their units.
- ❑ HOAs find themselves in unfamiliar management territory. They are working out payment plans with owners, negotiating with banks to maintain foreclosed units, and struggling to find funds for operations. To the extent that the associations take on debt to address financial needs, this can provide further challenges when trying to bring new owners to the development, as the amount of association debt can impact a buyer's ability to get a mortgage.

TOPIC 5: Finding the New Normal



Part of the end result of the Great Recession is dealing with how it has changed homeownership, the perception of rental living, housing affordability, and the

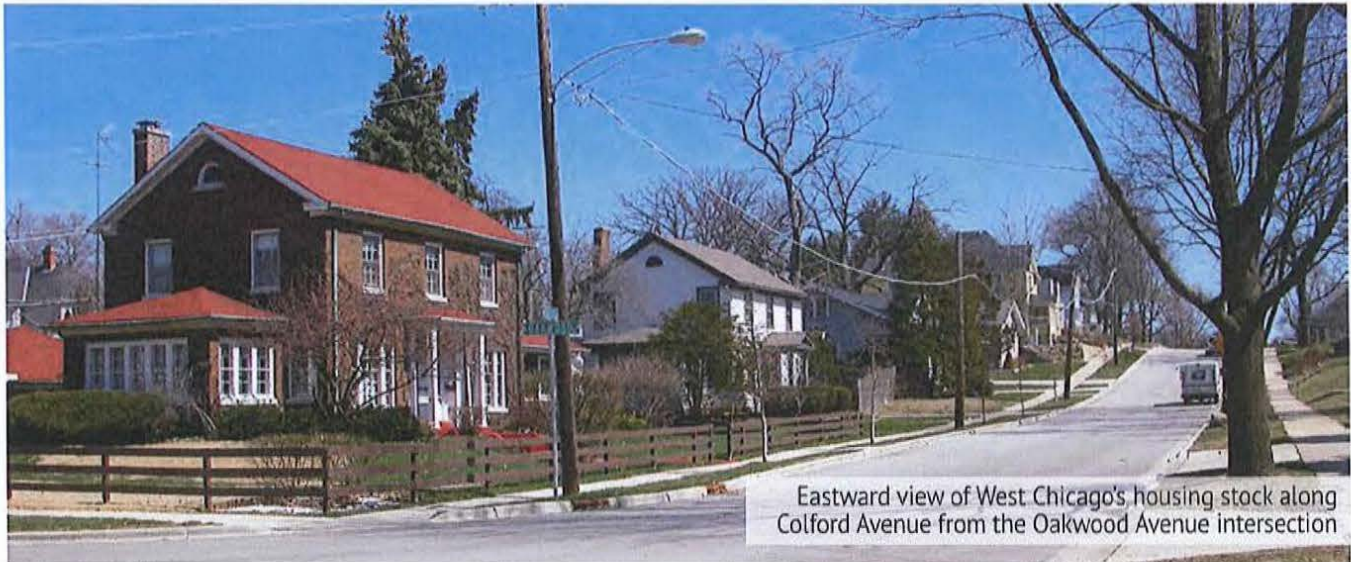


City's role in addressing these challenges. In particular, the Recession made it more difficult for potential homebuyers to qualify for a loan. There were also concerns about job security that prompted potential homebuyers to hold off on purchasing new homes. The Recession also emphasized the realization that home values don't always increase.

At this stage West Chicago is working to maintain the community's housing stock and residents' quality of life. However, the effort -- as in other communities -- is pushing back against powerful economic forces. How or when home values and job security -- both essential to a stronger housing market -- will become more predictable is uncertain. When the market will return to its pre-recession level is unclear, though it has improved in most areas in the past year. It may take years before some owners who bought their homes when prices were at their highest level can recoup their investment or pay off their mortgage.

Likewise, residents, landlords, HOAs, and developers struggle to understand how the economy -- specifically the housing-related economy -- is working and wonder when a predictable pattern will set in. The overall market in West Chicago shows signs of recovery, but not in all parts of the City. The question persists as to how home prices can rise when the number of people willing or able to buy is reduced and the distressed properties on the market sell for below market prices. When the for-sale market does recover, will many of those homes currently being rented be put on the market, potentially glutting the market and holding down prices?

A further issue is that it is still difficult for many people to buy a home. Many can afford a mortgage -- which may be less than they pay in rent -- but they don't have savings for a down payment. They may also have bad credit history or other issues that make getting a mortgage impossible.



Eastward view of West Chicago's housing stock along Colford Avenue from the Oakwood Avenue intersection

DEVELOPMENT/ REDEVELOPMENT SITES & LAND USE CAPACITY ANALYSIS

West Chicago’s capacity to provide new housing units within the City is dependent upon the availability of vacant land for new development, or vacant or underutilized properties for redevelopment. West Chicago is not completely landlocked by adjacent municipalities, as there are significant amounts of unincorporated areas to the north, east, and south. While annexation and development of unincorporated parcels is an option, it has proven to be a challenge, particularly in regards to utility infrastructure, lower development standards, and lack of interest in annexation by property owners. While West Chicago is not solely limited to its current municipal footprint to provide new housing units, infill development and redevelopment of properties that are underutilized or vacant may be the most practical approach to expanding the City’s housing stock in the near-term.

Potential Development/Redevelopment Sites

In our conversations with City staff, there are six areas in West Chicago that can potentially accommodate new housing to serve the community. Maps and descriptions of the six sites are provided on the next page.

Land Use Capacity Analysis

Based on these six areas, the capacity module from CMAP’s *Homes for a Changing Region* Toolkit was used to estimate the ability of these sites to accommodate new housing units. The capacity analysis generated the outcomes summarized in the table to the right.

The unit counts highlighted in the table are an estimate only, as the City maintains fluid communications with potential developers to find the appropriate development type and scale for each site and the overall housing marketplace. While the analysis estimates that West Chicago will be able to accommodate 63 new single-family units and 105 new townhome units, the nature of infill development signifies that addi-

It is not the intention of this analysis to set the maximum long-term capacity for dwellings at a specific number of new housing units; rather, this analysis illustrates that this is the community’s near-term availability foreseen by City staff relative to developer interest in present sites.

Unit Type	Units	% of Total	Multiplier ^c	Residents
Large lot single-family ^A	0	0.0%	2.99	0
Small lot single-family ^B	63	37.5%	2.46	155
Townhome	105	62.5%	1.86	196
Mutlifamily	0	0.0%	1.60	0
Mobile home / other	0	0.0%	2.00	0
TOTAL	168	100.0%	-	351

^A Lot size larger than 8,000 sq ft

^B Lot size smaller than 8,000 sq ft

^C Measured in residents per unit; based on the *Residential Demographic Multipliers* report prepared by the Center for Urban Policy Research at Rutgers University

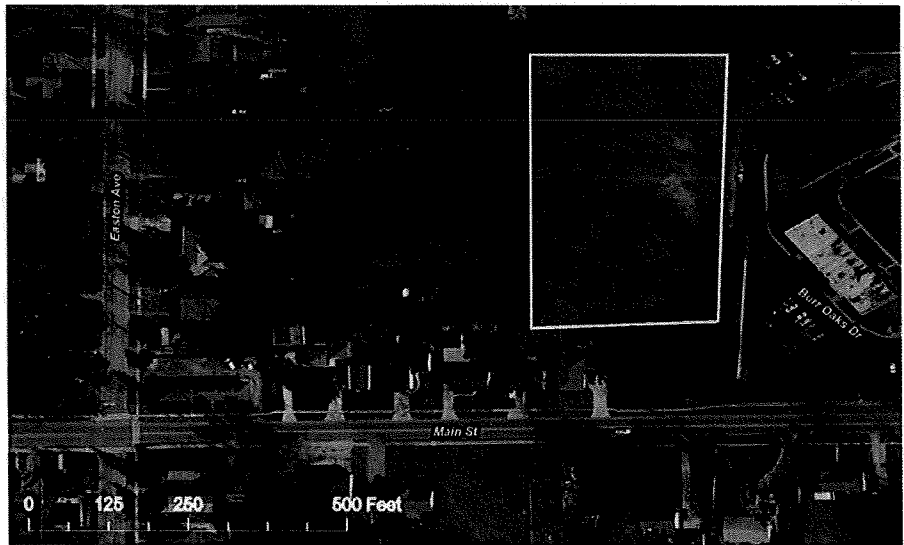
Sources: CMAP *Homes for a Changing Region* Toolkit Data Analysis Guide; *Residential Demographic Multipliers: Estimates of the Occupants of New Housing*, Center for Urban Policy Research, Rutgers University, 2006.

tional residential units could be supported, particularly if an existing property in an established neighborhood is redeveloped. Thus, it is not the intention of this analysis to set the maximum long-term capacity for dwellings at only 168 new housing units; rather, this analysis illustrates that this is the community’s near-term availability foreseen by City staff relative to developer interest in present sites. The potential to develop unincorporated land increases the City’s capacity to add more housing units to the current stock.

Infill development could also accommodate more than only single-family homes, providing potential for other housing types like condos, rental apartments, duplexes or multiplexes, and senior living facilities. A development site such as the one at the North Avenue/Atlantic Drive intersection could be a potential area for a mix of housing types, given its proximity to existing neighborhoods, commercial businesses, and industrial uses that generate employment.

SITE 1
SINGLE-FAMILY LOTS
AT WOODLAND COURT

A proposed residential subdivision comprised of six single-family lots was under consideration by City staff on the west side of the Main Park apartments on the north side of Main Street and west of Burr Oaks Drive. Other single-family lots exist to the west and south. While this proposal is currently dormant, it provides an indication of the type of residential development that could occur on this site.



SITE 2
TOWNHOMES AT NORTH AVE
& ATLANTIC DR

Another proposal that the City was considering is a 105-unit townhome development on the north side of North Avenue across from the Atlantic Drive intersection. While the subject area is primarily vacant with significant tree cover and adjacency to Pratts Wayne Woods Forest Preserve, there are residential developments located nearby to the northeast. Commercial and industrial uses are located south of North Avenue. This proposal is currently dormant, but provides an indication of the type of residential development that could occur on this site.



SITE 3
SINGLE-FAMILY LOTS
AT BISHOP PLACE

Located north of Roosevelt Road at the Bishop Street intersection, Bishop Place is an example of a residential development that had an initial phase of single-family lots built but then stagnated. Five additional single-family homes could be constructed to help build out Bishop Place. Other single-family homes are located to the north and east, with commercial uses to the south and west along Roosevelt Road.



SITE 4
LAWRENCE AVE
REDEVELOPMENT AREA

Presently zoned R-3 Single Family Residential, this site has the potential to accommodate additional single-family homes, which would be consistent with the Comprehensive Plan. The site is approximately 6.5 acres and could accommodate about 32 single-family units, based on the minimum lot size for the R-3 District. The surrounding area is primarily residential, with single-family homes to the north and east and condominiums to the west. The railroad runs along the southern edge of the site, separating it from additional residential neighborhoods. The nearby Main Street/Route 59 intersection is a major commercial node in West Chicago.



SITE 5
HERITAGE WOODS DR/ROUTE 59
REDEVELOPMENT AREA

This site is represented by two zoning districts: B-3 Regional Shopping and ER-1 Estate Residence. The Comprehensive Plan also indicates a mix of commercial and single-family residential uses, with the former focused on the northern portion of the site close to the North Avenue/Route 59 intersection and the latter at the southern portion. The southern portion of the site covers about 18.6 acres, which would generate approximately 20 single-family units, based on the minimum lot size for the ER-1 District. Larger lot single-family residential lots are currently located to the east, while smaller lot single-family homes are situated to the west across Route 59. The North Avenue/Route 59 intersection is developed into a major commercial node. While the entire site may not develop into residential uses, a significant portion holds that potential given the underlying zoning and future land use plan. Access to a new development could align with Heritage Woods Drive, which presently forms an intersection at Route 59.



SITE 6 DOWNTOWN WEST CHICAGO REDEVELOPMENT AREA

For the purpose of this analysis, the site area for the Downtown West Chicago Redevelopment Area is represented by the boundaries of the City's Downtown Tax Increment Financing (TIF) District. While multiple commercial and residential zoning districts underlie the site area, residential uses are permitted above the first floor in the B-1 Central Business District. The underlying residential zoning area also allows for medium- to high-density uses, which will create the level of density that is desirable in and around the downtown area to help support the businesses and institutions, as well as encourage a more walkable and bikeable community in West Chicago's central area. The City will be collaborating with CMAP to conduct a developer panel for downtown redevelopment. The findings from the developer panel will help guide how downtown redevelops, particularly in terms of providing additional housing. With this in mind an anticipated number of new housing units in the downtown area has not been determined at this time. As a result, the estimated number of new units and residents identified in the capacity analysis table on page 11 does not account for Site 6.



APPENDIX

APPENDIX A: Detailed West Chicago Demographics & Market Data

Lifestyle Segmentation

The ESRI Lifestyle Segments provide a way to understand the make-up of an area's demographic basic straight demographic characteristics such as age and income. No municipality is comprised of only one lifestyle segment and communities such as West Chicago are diverse. The segments are based on more than 60 attributes including income, employment, home value, housing type, education, household composition, age, and other key determinants of household behavior. The descriptions are meant to give marketers a better feel for who lives in a community so that they can target their products appropriately.

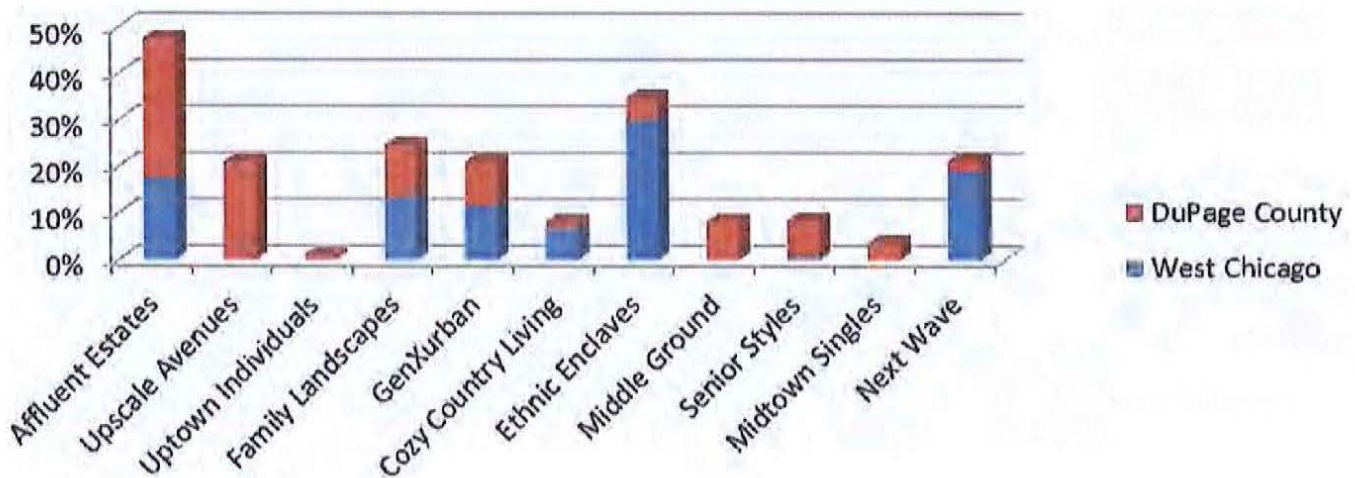
30% of current households are characterized as representing various ethnic origins, while almost 20% are new immigrants, and 31% are middle-income and more affluent families.

In comparison to DuPage County, West Chicago has a lower share of affluent households and higher shares of middle-income families and ethnic households.

Lifestyle Group ^	West Chicago	DuPage County
Affluent Estates	17.5%	30.0%
Upscale Avenues	-	21.0%
Uptown Individuals	-	1.0%
Family Landscapes	13.8%	10.9%
GenXurban	11.7%	9.4%
Cozy Country Living	6.8%	1.4%
Ethnic Enclaves	30.1%	4.7%
Middle Ground	-	8.3%
Senior Styles	0.8%	7.7%
Rustic Outposts	-	-
Midtown Singles	-	3.6%
Hometown	-	-
Next Wave	19.3%	2.0%
Scholars & Patriots	-	-

^ See Appendix B for definitions of lifestyle groups

Source: ESRI Tapestry Segmentation



APPENDIX A:

Race & Ethnicity

RACE & ETHNICITY IN WEST CHICAGO, 2008-2012 ^A

	Number	Percent
White	22,692	83.5%
Asian	1,400	5.2%
Black	719	2.7%
Other (including two or more races)	2,268	8.4%
Total	27,079	100.0%

Hispanic or Latino^B 13,102 19.5%

^A This data is based on the American Community Survey (ACS), which is a sample survey conducted on an annual basis by the U.S. Census. The ACS aggregates the data for a 5-year period into a single value for each variable to reduce the margin of error from the smaller sample. The ACS is different from the decennial Census in that the latter covers all households, while the former represents a small sample.

^B Hispanic or Latino population may be part of each of the race categories.

Source: American Community Survey (ACS) 5-Year 2008-2012

APPENDIX A:

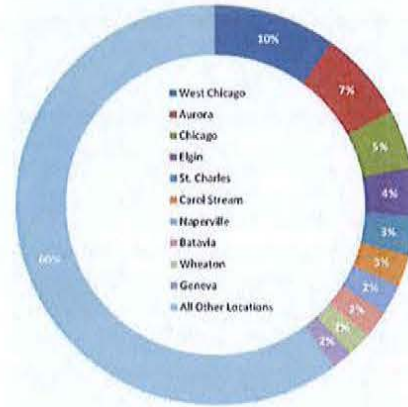
Employment

The largest employment sectors in West Chicago (at-place employment) are manufacturing, administration and support, and waste management remediation.

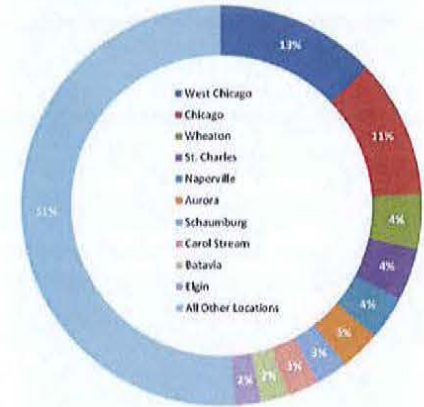
No one municipality accounts for a dominant share of where employees in West Chicago live. About 10% of employees live in West Chicago, 7% live in Aurora, and 5% live in Chicago.

No one municipality accounts for a large share of where West Chicago residents work. The largest single locations are West Chicago (13%), Chicago (11%), and Wheaton, St. Charles, and Naperville (4% each). About 36% work in the west and northwest suburbs.

Where do West Chicago Workers Live?

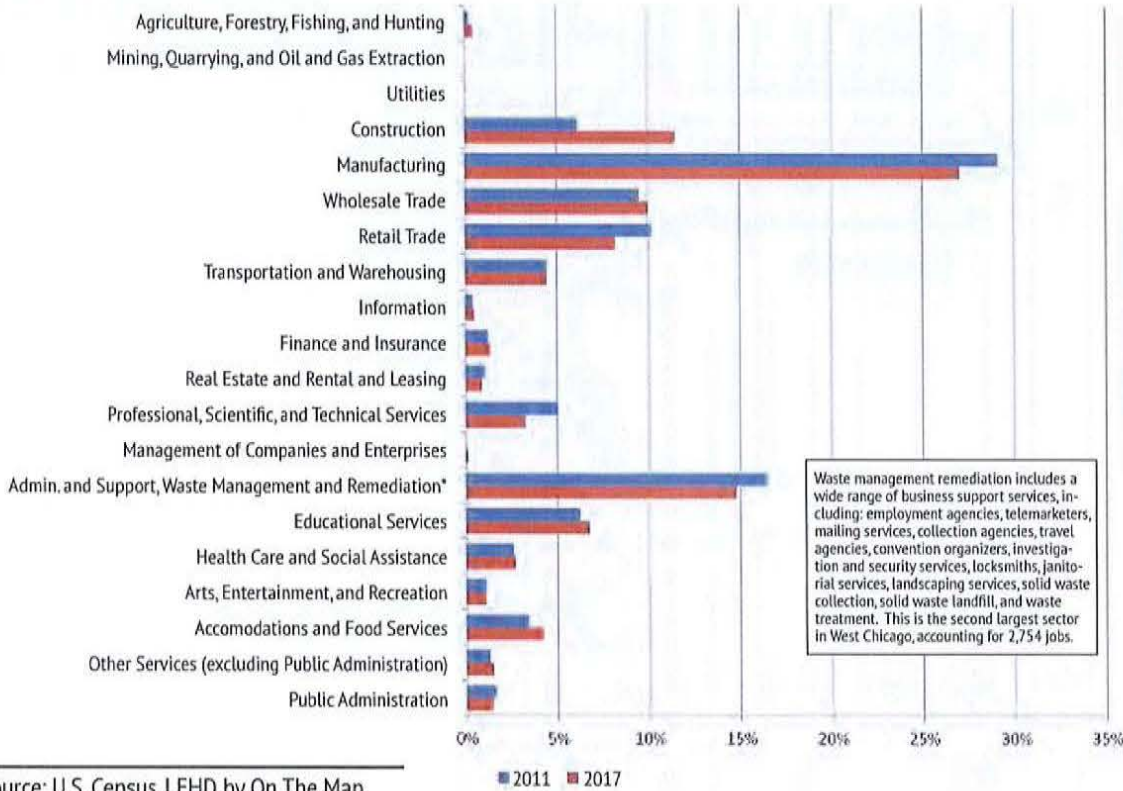


Where do West Chicago Residents Work?



Source: U.S. Census, LEHD by On The Map, 2011

Jobs in West Chicago, 2007 & 2011



Source: U.S. Census, LEHD by On The Map

APPENDIX A:

Housing Tenure & Characteristics of the Housing Stock

West Chicago has a lower percentage of owner-occupied housing than DuPage County.

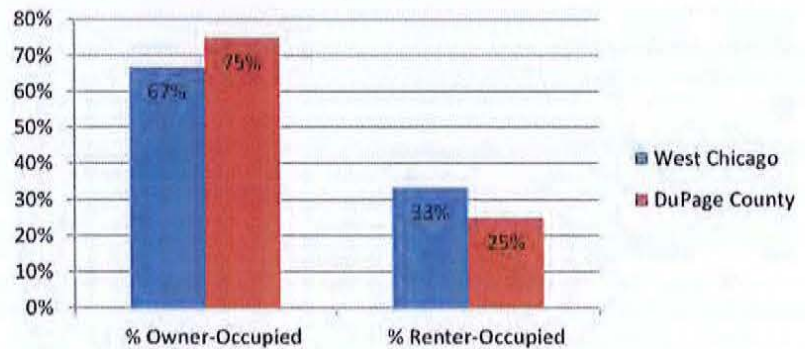
Those with incomes over \$50,000 have higher shares of home ownership, while those with incomes under \$50,000 have higher rental shares.

The vast majority of single-family homes and townhomes are owner-occupied, while multifamily properties are primarily rental.

Compared to the CMAP region overall, West Chicago has a higher share of owner-occupied single-family homes, and lower share of townhouses and owner-occupied multifamily properties.

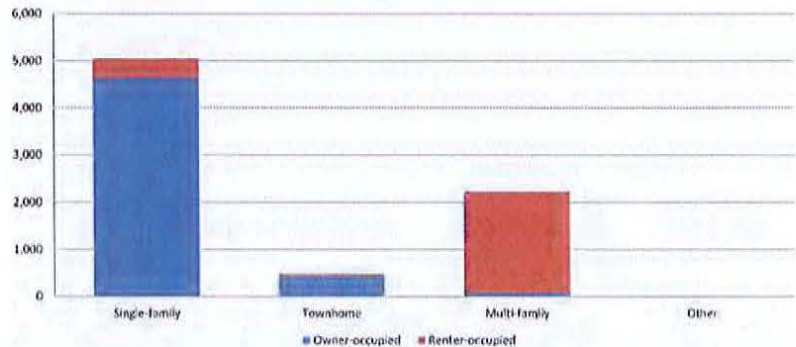
There are owner-occupied multifamily units in West Chicago located east of City Hall on the north and south sides of Main Street. There are also a fair number of single-family detached rental properties.

Housing Tenure in West Chicago & DuPage County



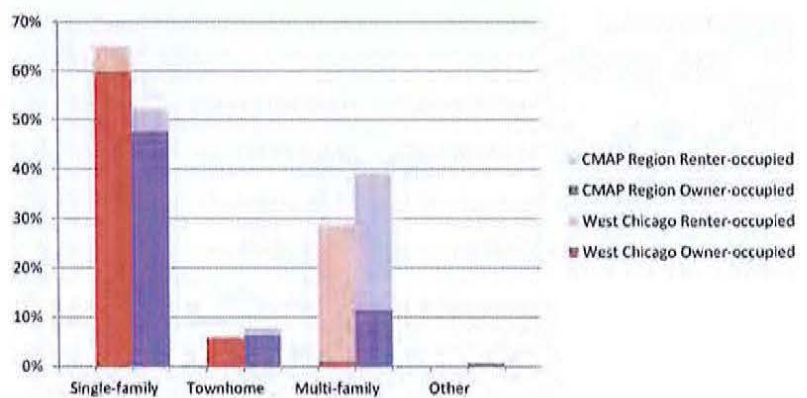
Source: American Community Survey, 2008-2012

Housing Type by Tenure in West Chicago



Source: American Community Survey, 2008-2012

Housing Type by Tenure in West Chicago & CMAP Region



Source: American Community Survey, 2008-2012

APPENDIX A:

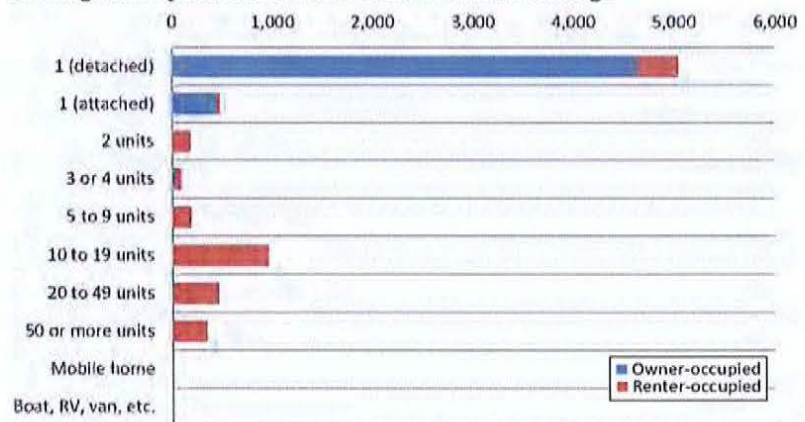
Housing Tenure & Characteristics of the Housing Stock

The share of owner-occupied housing in West Chicago is high for those with incomes over \$75,000.

The share of rental housing is particularly high for those with incomes under \$35,000.

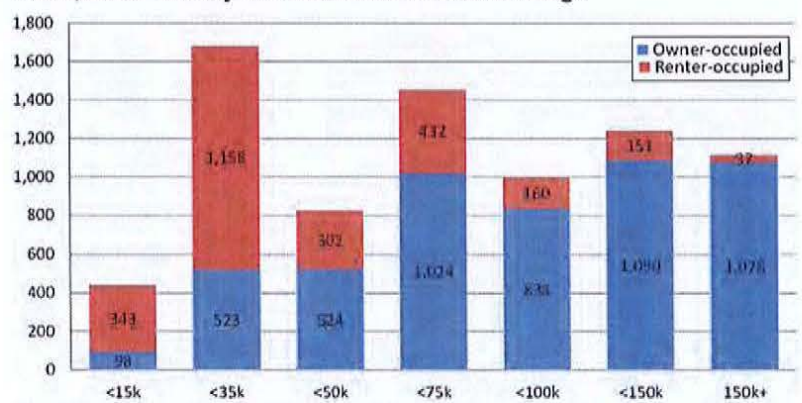
West Chicago has a high share of newer owner-occupied housing built since 1990 (48%), which is twice as high as DuPage County (24%).

Housing Units by Units in Structure & Tenure in West Chicago



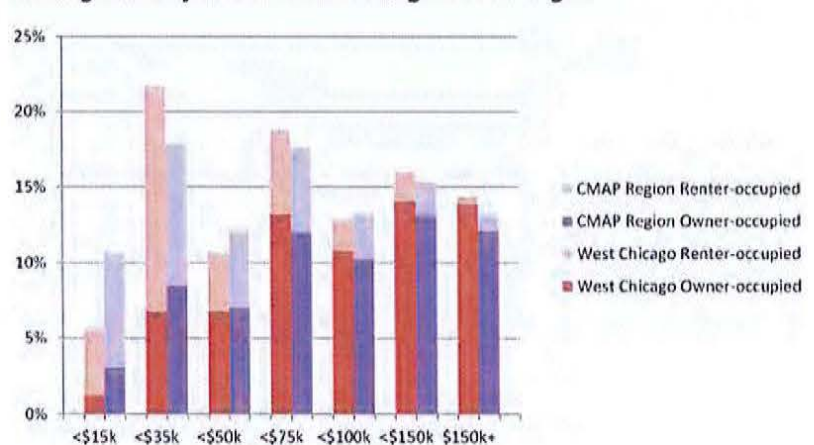
Source: American Community Survey, 2008-2012

Owner/Renter Units by Household Income in West Chicago



Source: American Community Survey, 2008-2012

Housing Tenure by Income in West Chicago & CMAP Region



Source: American Community Survey, 2008-2012

APPENDIX A:

Housing + Transportation Index

The Center for Neighborhood Technology (CNT) index is based on the "Typical Chicago Regional Household" that has the following characteristics:

Income	\$60,289
Household Size	2.73 people
Commuters	1.23 workers

Affordability assumes that a household spends no more than 45% of its income on housing and transportation.

.....

An analysis of West Chicago's median household income (estimated by ESRI), median owner and renter costs (ACS), and the average transportation cost for the block groups in West Chicago (CNT) shows that the Housing + Transportation cost for residents of West Chicago is 47% of the City's median household income, which is only slightly higher than the recommended 45% for affordability.

H+T[®] Index

The Housing and Transportation (H+T[®]) Affordability Index provides a comprehensive view of affordability, one that includes the cost of housing and transportation at the neighborhood level.

The Index is part of a broader effort to explore urban sustainability through location efficiency. Learn more about the ideas, tools, development strategies and policies behind location efficiency at CNT's Location Efficiency Hub.

CNT

APPENDIX A:

Home Prices, Foreclosure Filings & Residential Construction

The median home price in West Chicago is below that of DuPage County.

The median price has trended upward since 2011 and increased by 73% in West Chicago and 19% in DuPage County from 2011-2014. However, the median price is still below the pre-recession level.

Foreclosures are also on the decline with a 75% drop in the number of filings between 2010 and 2014 in West Chicago and 70% decline in DuPage County.

There was a precipitous drop in the number of building permits for new residential construction issued since the start of the Recession, with the limited land area available for development also a contributing factor. There were only 26 permits issued between 2010 and 2014, compared to 102 units in 2005.

Median Home Price Trends

	2011	2012	2013	2014	Change	
					2011-14	2006-14
West Chicago	\$124,450	\$145,000	\$173,000	\$215,000	73%	-21%
DuPage County ^A	\$201,000	\$201,250	\$218,000	\$239,000	19%	-14%

^A DuPage County median shown is for first quarter 2015.

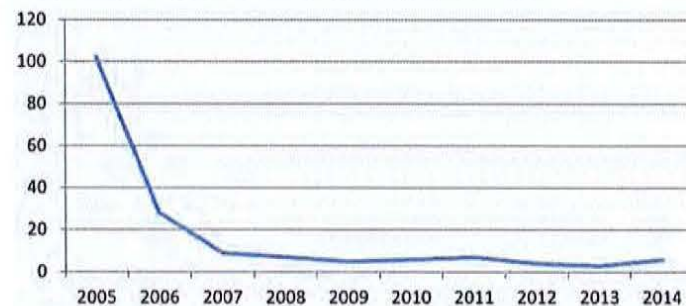
Source: Midwest Real Estate Data, Chicago Magazine, Illinois Association of Realtors.

Foreclosure Filings

	2010	2011	2012	2013	2014	Change
						2010-14
West Chicago	298	192	216	130	74	-75%
DuPage County	6,651	5,362	5,701	3,490	2,008	-70%

Source: Woodstock Institute

West Chicago Residential Building Permits, 2005-2014



Source: U.S. Census

Distressed Properties in West Chicago

	Detached Distressed		Attached Distressed	
Foreclosures	81	24.8%	5	14.3%
Short Sales	28	8.6%	5	14.3%
Total Distressed	109	33.3%	10	28.6%

West Chicago Residential Sales [May 1, 2014 to May 1, 2015]

	Single Family Detached	Single Family Attached
Number of Units Sold	327	35
Median Sales Price	\$220,000	\$129,000
Sales Price Range	\$38,500 to \$640,000	\$30,000 to \$178,000
Average Days on Market	70	62
Number of Sales by Price		
:: Under \$100,000	30	11
:: \$100,000 to \$149,999	60	12
:: \$150,000 to \$199,999	60	12
:: \$200,000 to \$249,999	41	0
:: \$250,000 to \$299,999	42	0
:: \$300,000 to \$399,999	71	0
:: \$400,000+	23	0

Source: Re/Max, Multiple Listing Service, Valerie S. Kretchmer Associates, Inc.

APPENDIX B: ESRI Lifestyle Segment Definitions

The ESRI Lifestyle Segments provide a way to understand the make-up of an area beyond straight demographic characteristics such as age and income. No municipality is comprised of only one lifestyle segment and communities such as Hanover Park are diverse. The segments are based on more than 60 attributes including income, employment, home value, housing type, education, household composition, age, and other key determinants of household behavior. The descriptions are meant to give marketers a better feel for who lives in a community so that they can target their products appropriately.

Affluent Estates

- Established wealth—educated, well-traveled married couples
- Accustomed to “more”: less than 10% of all households, with 20% of household income
- Homeowners (almost 90%), with mortgages (70%)
- Married couple families with children ranging from grade school to college
- Expect quality; invest in time-saving services
- Participate actively in their communities
- Active in sports and enthusiastic travelers

Upscale Avenues

- Prosperous married couples living in older suburban enclaves
- Ambitious and hard-working
- Homeowners (70%) prefer denser, more urban settings with older homes and a large share of townhomes
- A more diverse population, primarily married couples, many with older children
- Financially responsible, but still indulge in casino gambling and lotto tickets
- Serious shoppers, from Nordstrom’s to Marshalls or DSW, that appreciate quality, and bargains
- Active in fitness pursuits like bicycling, jogging and aerobics
- Also the top market for premium movie channels like HBO and Starz

Uptown Individuals

- Young, successful singles in the city
- Intelligent (best educated market), hard-working (highest rate of labor force participation) and averse to traditional commitments of marriage and home ownership
- Urban denizens, partial to city life, high-rise apartments and uptown neighborhoods
- Prefer debit cards to credit cards, paying down student loans
- Green and generous to environmental, cultural and political organizations
- Internet dependent, from social connections to shopping for groceries (although partial to showrooming)
- Adventurous and open to new experiences and places

Family Landscapes

- Successful young families in their first homes
- Non-diverse, prosperous married-couple families, residing in suburban or semirural areas with a low vacancy rate
- Homeowners (80%) with mortgages (second highest %), living in newer single-family homes, with median home value slightly higher than the U.S.
- Two workers in the family, contributing to the second highest labor force participation rate, as well as low unemployment
- Do-it-yourselfers, who work on home improvement projects, as well as their lawns and gardens
- Sports enthusiasts, typically owning newer sedans or SUVs, dogs, and savings plans, comfortable with latest technology

- Eat out frequently at fast food or family restaurants to accommodate their busy lifestyle
- Especially enjoy bowling, swimming, playing golf, playing video games, watching movies rented via Redbox, and taking trips to a zoo or theme park

GenXurban

- Gen X in middle age; families with fewer kids and a mortgage
- Second largest Tapestry group, comprised of Gen X married couples, and a growing population of retirees
- About a fifth of residents are 65 or older; about a fourth of households have retirement income
- Own older single-family homes in urban areas, with 1-2 cars
- Live and work in same county, creating shorter commutes
- Invest wisely, well-insured, like banking online or in person
- News junkies (read a daily newspaper, watch news on TV, and go online for news)
- Enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise

Cozy Country Living

- Empty nesters in bucolic settings
- Largest Tapestry group, almost half of households in Midwest
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans
- Politically conservative and believe in the importance of buying American
- Own domestic trucks, motorcycles, and ATVs/UTVs
- Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online
- Own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns
- Listen to country music, watch auto racing on TV, and play the lottery; enjoy outdoor activities, such as fishing, hunting, camping, boating, and even bird watching

Ethnic Enclaves

- Established diversity: young, Hispanic homeowners w/families
- Multilingual and multigenerational households feature children that represent second-, third- or fourth-generation Hispanic families
- Neighborhoods feature single-family, owner-occupied homes built at city’s edge, primarily built after 1980
- Hard-working and optimistic, most residents aged 25 years or older have a high school diploma or some college education
- Shopping and leisure also focus on their children—baby and children’s products from shoes to toys and games and trips to theme parks, water parks or the zoo
- Residents favor Hispanic programs on radio or television; children enjoy playing video games on personal computers, handheld or console devices
- Many households have dogs for domestic pets

APPENDIX B:

Middle Ground

- Lifestyles of thirtysomethings
- Millennials in the middle: single/married, renters/homeowners, middle class/working class
- Urban market mix of single-family, townhome, and multi-unit dwellings
- Majority of residents attended college or attained a college degree
- Householders have ditched their landlines for cell phones, which they use to listen to music (generally contemporary hits), read the news, and get the latest sports updates of their favorite teams
- Online all the time: use the Internet for entertainment (downloading music, watching YouTube, finding dates), social media (Facebook, Twitter, LinkedIn), shopping and news
- Leisure includes night life (clubbing, movies), going to the beach, some travel and hiking

Senior Styles

- Senior lifestyles reveal the effects of saving for retirement
- Households are commonly married empty nesters or singles living alone; homes are single-family (including seasonal getaways), retirement communities, or high-rise apartments
- More affluent seniors travel and relocate to warmer climates; less affluent, settled seniors are still working toward retirement
- Cell phones are popular, but so are landlines
- Many still prefer print to digital media: Avid readers of newspapers, to stay current
- Subscribe to cable television to watch channels like Fox News, CNN, and The Weather Channel
- Residents prefer vitamins to increase their mileage and a regular exercise regimen

Rustic Outposts

- Country life with older families in older homes
- Rustic Outposts depend on manufacturing, retail and health-care, with pockets of mining and agricultural jobs
- Low labor force participation in skilled and service occupations
- Own affordable, older single-family or mobile homes; vehicle ownership, a must
- Residents live within their means, shop at discount stores and maintain their own vehicles (purchased used) and homes
- Outdoor enthusiasts, who grow their own vegetables, love their pets and enjoy hunting and fishing
- Technology is cost prohibitive and complicated. Pay bills in person, use the yellow pages, read the newspaper and mail-order books

Midtown Singles

- Millennials on the move—single, diverse, urban
- Millennials seeking affordable rents in apartment buildings
- Work in service and unskilled positions, usually close to home or public transportation
- Single parents depend on their paycheck to buy supplies for their very young children

- Midtown Singles embrace the Internet, for social networking and downloading content
- From music and movies to soaps and sports, radio and television fill their lives
- Brand savvy shoppers select budget friendly stores

Hometown

- Growing up and staying close to home; single householders
- Close knit urban communities of young singles (many with children)
- Owners of old, single-family houses, or renters in small multi-unit buildings
- Religion is the cornerstone of many of these communities
- Visit discount stores and clip coupons, frequently play the lottery at convenience stores
- Canned, packaged and frozen foods help to make ends meet
- Purchase used vehicles to get them to and from nearby jobs

Next Wave

- Urban denizens, young, diverse, hard-working families
- Extremely diverse with a Hispanic majority, the highest among LifeMode groups
- A large share are foreign born and speak only their native language
- Young, or multigenerational, families with children are typical
- Most are renters in older multi-unit structures, built in the 1960s or earlier
- Hard-working with long commutes to jobs, often utilizing public transit to commute to work
- Spending reflects the youth of these consumers, focus on children (top market for children's apparel) and personal appearance
- Also a top market for movie goers (second only to college students) and fast food
- Partial to soccer and basketball

Scholars & Patriots

- College and military populations that share many traits due to the transitional nature of this LifeMode Group
- Highly mobile, recently moved to attend school or serve in military
- The youngest market group, with a majority in the 15 to 24 year old range
- Renters with roommates in nonfamily households
- For many, no vehicle is necessary as they live close to campus, military base or jobs
- Fast-growing group with most living in apartments built after 2000
- Part-time jobs help to supplement active lifestyles
- Millennials are tethered to their phones and electronic devices, typically spending over 5 hours online every day tweeting, blogging, and consuming media
- Purchases aimed at fitness, fashion, technology and the necessities of moving
- Highly social, free time is spent enjoying music and drinks with friends
- Try to eat healthy, but often succumb to fast food

APPENDIX C: Housing + Transportation - HUD Location Affordability Index

HUD developed an index that looks at housing affordability based on the costs of transportation and commuting in addition to the cost of housing. The index is based on the percentage of income spent for housing and transportation by different types of households. The table below shows the percentage of income spent for housing, transportation, and housing and transportation by households in West Chicago compared to DuPage County and the Chicago metro area.

	<u>Percent of Income Spent On:</u>		
	<u>Housing</u>	<u>Transportation</u>	<u>Housing and Transportation</u>
West Chicago			
Dual-Professional Family	29%	15%	38%
Single Professional	21%	10%	31%
Median-Income Family	29%	21%	50%
Moderate-Income Family	36%	20%	56%
Retired Couple	37%	12%	49%
Single -Parent Family	50%	30%	80%
Working Individual	45%	24%	69%
Very Low-Income Individual	112%	54%	166%
DuPage County			
Dual-Professional Family	25%	14%	39%
Single Professional	23%	10%	33%
Median-Income Family	32%	21%	53%
Moderate-Income Family	39%	20%	59%
Retired Couple	41%	12%	53%
Single -Parent Family	55%	29%	84%
Working Individual	51%	23%	74%
Very Low-Income Individual	130%	53%	183%
Chicago-Joliet-Naperville Metropolitan Division			
Dual-Professional Family	23%	14%	37%
Single Professional	22%	10%	32%
Median-Income Family	30%	20%	50%
Moderate-Income Family	37%	19%	56%
Retired Couple	38%	11%	49%
Single -Parent Family	51%	28%	79%
Working Individual	46%	22%	68%
Very Low-Income Individual	113%	50%	163%

Source: HUD, 2015

Definitions for the HUD Households:

Dual-Professional Family	150% of Median Household Income, 4 persons, 2 commuters
Single Professional	135% of Median Household Income, 1 person, 1 commuter
Median-Income Family	Median Household Income, 4 persons, 2 commuters
Moderate-Income Family	80% of Median Household Income, 3 persons, 1 commuter
Single-Parent Family	50% of Median Household Income, 3 persons, 1 commuter
Working Individual	50% of Median Household Income, 1 person, 1 commuter
Very Low-Income Individual	National Poverty Line, 1 person, 1 commuter

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CITY OF WEST CHICAGO

**DEVELOPMENT COMMITTEE
AGENDA ITEM SUMMARY**

ITEM TITLE:

Request for Waiver of Appearance Code Requirements
– Painting of the Exterior Brick Facade
Bowling Green Sports Center
243 W. Roosevelt Road

AGENDA ITEM NUMBER: 5.A.

FILE NUMBER: _____

COMMITTEE AGENDA DATE: July 13, 2015

COUNCIL AGENDA DATE:

STAFF REVIEW: John D. Said

SIGNATURE _____

APPROVED BY CITY ADMINISTRATOR: Michael Guttman

SIGNATURE _____

ITEM SUMMARY:

On May 19th City staff observed the exterior façade of the Bowling Green Sports Center being painted. Portions of the building's south and west facades are brick. The brick was naturally red in color prior to it being painted gray (the paint used is actually a specialized coat of primer). City staff issued a stop work order on these exterior painting improvements because Section 7.13(C)(4) of the City's Appearance Code ("Design standards and review") prohibits any exterior brick or stone surfaces from being painted. Unfortunately, the vast majority of the brick exterior was already painted (primed) by the time the stop work order was issued on May 19th. Since that time the owner has since completed priming the remaining balance of the brick exterior. The remainder of the building's exterior metal and wood façade has also been repainted (see the attached color scheme); however these types of exterior surfaces are not regulated by the Appearance Code in the same manner as the brick facade. The proposed paint color of the brick is Shale (a shade of gray). The repainting of the exterior is part of a larger plan to renovate the entire facility inside and out. The proposed renovations are detailed in the attached documentation from the property manager. The property manager is requesting approval of a waiver to the City's Appearance Code to finish painting the brick exterior in conjunction with the overall renovation plans for entire Center.

The intent of the Appearance Code regulations is to promote high quality, cohesive development that will enhance the overall appearance of the City. Paragraph (C)(4) of the Appearance Code prohibits any exterior brick or stone facades from being painted. This prohibition was enacted to prevent potential long term maintenance and degradation issues associated with having to continually repaint a brick or stone exterior. Paragraph (N) specifies that an appeal/waiver may be approved by the City Council.

ACTIONS PROPOSED:

Consideration of a waiver to the Appearance Code requirements for painting of the exterior brick facade at the Bowling Green Sports Center located at 243 W. Roosevelt Road.

COMMITTEE RECOMMENDATION:

Dear Sir or Madam,

I am writing this letter in regards to the brick painting being completed on Bowling Green Sports Center. My name is Brandon Smith and I am managing the current and upcoming projects at Bowling Green Sports Center. I have over ten years experience in the commercial and residential construction fields. The majority of my experience has been in the project management and estimating department for one of the leading painting companies in South Eastern Wisconsin, Hoadley Painting & Decorating. I have hired a local company, Remington's Brush, to paint BGSC. Remington's Brush has over ten years of experience in commercial and residential painting. Prior to starting the estimating phase of this painting project we had many long meetings to discuss exactly how we would tackle this project. The main discussion in these meetings was material selection. The goal of Remington's Brush and myself was to make this a great investment for the owner, Jim Gochis. The new general managers of BGSC discussed their goals for the building with us and we could not agree more. We took their vision and went to Sherwin Williams in West Chicago to discuss the color options and to choose the best products for this project. Every aspect of this project was thought out and calculated. I understand there is a concern that this paint will "chip or peel" – that may be the case with some buildings and that is a result of poor product selection and preparation on behalf of those painters. This project was done to the exact specifications that each product calls for. Remington's Brush went far above and beyond all industry standards to make sure this is done right and will last a very long time. The products selected for this project are some of the top exterior paint products on the market today. The owner of BGSC, Jim Gochis, spared no expense on this project. I have listed the material data sheets and the painting process that was used on the pages below.

Painting Process for Bowling Green Sports Center:

- Entire building was power washed using a mold and mildew remover.
- All wood was sanded to bare wood where any chipping and peeling was occurring.
- All brick was power washed a second time to remove remaining dust and debris.
- All missing mortar on the brick was filled
- All rotten wood was replaced and caulked.
- All false windows on brick portion of building had drip caps added to help avoid wood rotting in the future.
- All wood was primed with exterior oil primer from Sherwin Williams.
- All brick was primed using Preprite Block Filler from Sherwin Williams.
- All wood was two coated with Durations Satin from Sherwin Williams.
- All brick will be two coated with Durations Satin from Sherwin Williams.

Products Used on Brick Painting:

Primer:

PREPRITE BLOCK FILLER – SHERWIN WILLIAMS

Painters Price: \$13.60 Per Gallon

Total Gallons Purchased: 40

Total Preprite Block Filler Cost: \$544.00

Finish Coat

DURATION SATIN – SHERWIN WILLIAMS

Painters Price: \$44.00 Per Gallon

Total Gallons Purchased: 35

Total Duration Satin Cost: \$1,540.00

Total Primer and Paint Cost for Brick: \$2,084.00 + Tax

Color Scheme for Building:



UPHOLSTERY BACK
Shale



UPHOLSTERY SEAT
Sprite



UPHOLSTERY ACCENT
Chervil



SOFA BASE

This color scheme will match the future design of Bowling Green Sports Center. This design is from the bowling industries leading company, AMF. The colors match the new furniture being placed on the lanes in the center, as well as the new logo being designed.



Main Bowling Center Entrance / Parking Lot Side (West)



Finished Paint / Back of Building (North)



UPHOLSTERY BACK
Shale



UPHOLSTERY SEAT
Sprite



UPHOLSTERY ACCENT
Chervil



SOFA BASE

Colors of our new furniture and interior re-model.

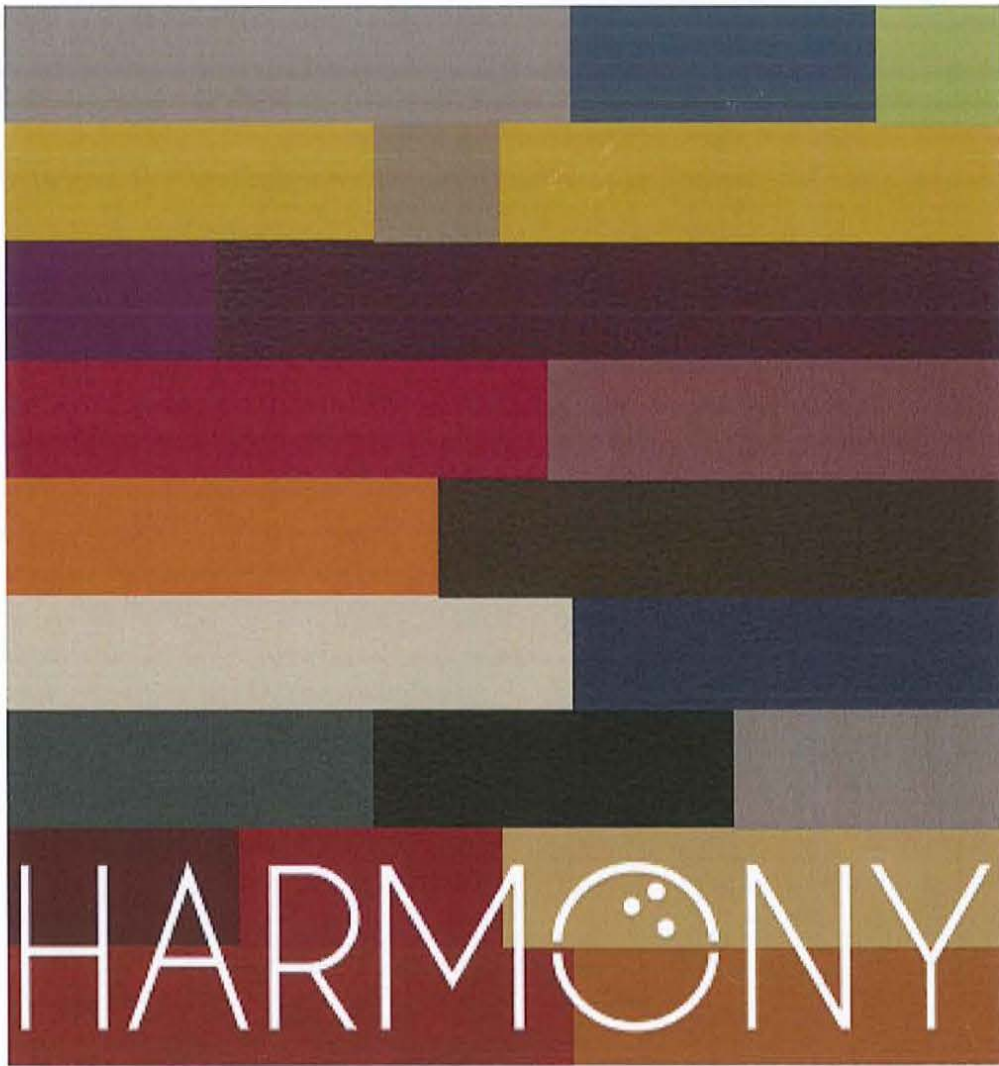
Thank you for taking time to review this information. It was just our intensions to make the building more appealing for the eye. We are currently on a 3 year renovation project of this property. We look forward to working with you in the future.

Scott Smith
General Manager
Bowling Green Sports Center





Roosevelt Road Entrance / South Side of Building



QUBICA AMF
HARMONY COLOR CONCEPTS



Colorful, Visual Appeal

With the Harmony Line from QubicaAMF, it's never been easier to complement the style and atmosphere of your entire center with coordinating furniture, masking graphics and ball returns.

Investing in the color concept allows you to:

- give your center a value that will make the facility "come to life"
- choose the color(s) that is right for the each space
- compensate for issues related to artificial lighting with the appropriate selection of colors

And, you get all of these benefits with no incremental cost.

Choose from 12 Expert Color Concepts

Each "expert" color concept is a combination of different colors of Harmony furniture elements and hoods that delivers consonance and order, helping you to create the right look, whatever is the furniture layout that you envision for your center. Whether doing this project in-house or working with an architect or designer, there's a Harmony color combination to help you create just the right look—without starting from scratch.

Take advantage of our Color concepts and the job will be easier for you or any other facility design partners working with you.



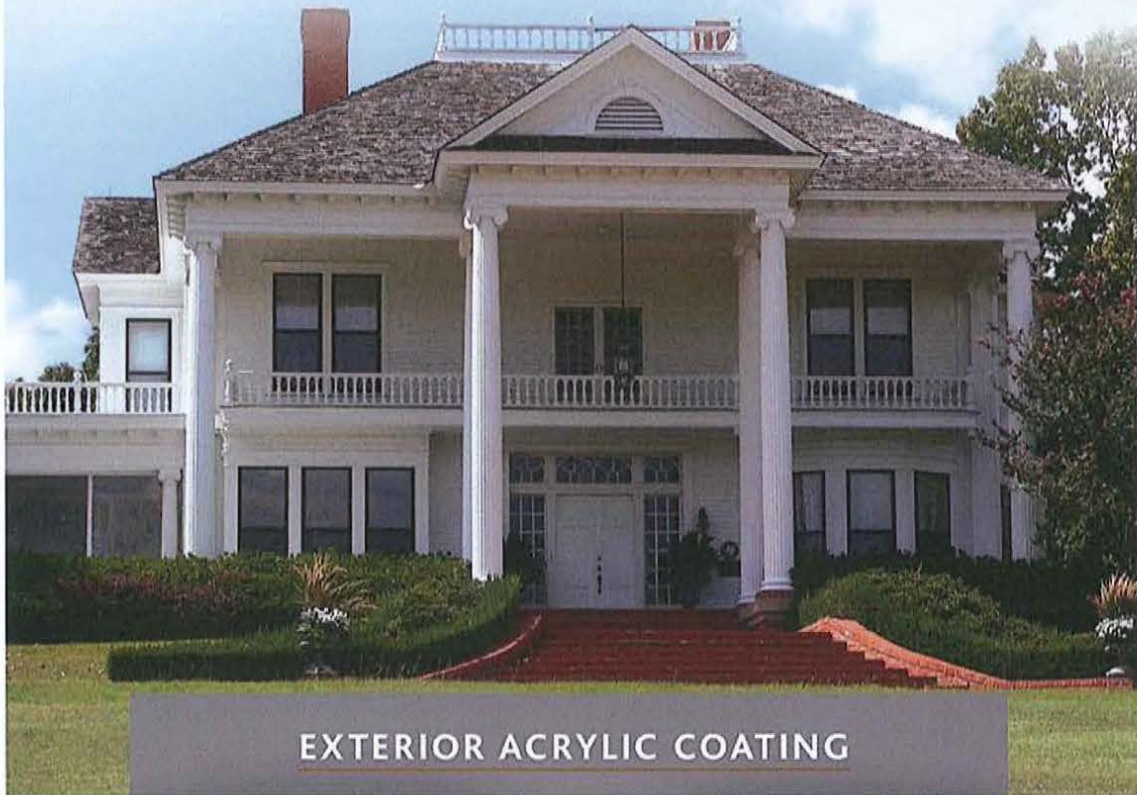
Rock & Roll





Duration®

FOR EXCELLENT DURABILITY AND HIDE.



EXTERIOR ACRYLIC COATING



ONE-COAT CONVENIENCE ON REPAIRS. EXCELLENT RESISTANCE TO PEELING AND BLISTERING.

Duration® Exterior Coating is formulated with PermaLast™ Technology and infused with advanced acrylic co-polymers for long-lasting performance. Duration has a high film build and provides a thick, flexible layer which results in excellent hide and protection from peeling and blistering. And Duration now has a longer open time to easily achieve a smooth appearance.



Duration is self-priming and provides a mildew-resistant coating. It requires just one coat for repaints and two coats for new work so exterior jobs get done fast. Combine that with premium durability, and you'll benefit from a wealth of advantages — saving time and money, minimizing callbacks and repaints.

DURATION KEY BENEFITS

<ul style="list-style-type: none"> • Formulated with PermaLast™ Technology — for more durability and a thicker coat than ordinary latex paints. 	<ul style="list-style-type: none"> • Self-priming — use one coat for repaints and two coats for unpainted surfaces.
<ul style="list-style-type: none"> • Excellent protection from cracking, peeling and blistering. 	<ul style="list-style-type: none"> • Meets the most stringent VOC regulations.
<ul style="list-style-type: none"> • Flash rust resistance minimizes nail head rusting and its tannin bleed resistance is better than conventional latex paints. 	<ul style="list-style-type: none"> • Available in flat, satin and gloss.
<ul style="list-style-type: none"> • Low temperature application down to 35°F. 	<ul style="list-style-type: none"> • Contains VinylSafe® Technology — allowing you to paint darker colors on vinyl siding without worrying about warping or buckling.



Backed by a Lifetime Limited Warranty.



DURATION IS BROUGHT TO YOU BY A NAME YOU KNOW AND TRUST.

For more than 145 years, Sherwin-Williams has provided contractors, builders, property managers, architects and designers with the trusted products they need to build their business and satisfy customers. Duration is just one more way we bring you industry-leading paint technology — innovation you can pass on to your customers.

Plus, with more than 3,500 stores and 1,800 sales representatives across North America, personal service and expertise is always available near jobsites. Find out more about Duration Exterior Latex Paint at your nearest Sherwin-Williams store or to have a sales representative contact you, call **800-524-5979**.





107.10

PREPRITE®
Interior/Exterior Latex
Block Filler
B25W25

As of 03/04/2015. Complies with:			
OTC	Yes	LEED® 09CI	Yes
SCAQMD	Yes	LEED® 09NC	Yes
CARB	Yes	LEED® 09CS	Yes
CARB	Yes	LEED® H & S	Yes
MPI	Yes	NGBS	Yes

CHARACTERISTICS	SPECIFICATION	SURFACE PREPARATION
<ul style="list-style-type: none"> Allows topcoat on concrete block to be smooth and uniform Effective on above-grade, unpainted masonry surfaces <p>Use on unpainted:</p> <ul style="list-style-type: none"> Masonry Concrete Cement Flat Surfaced Concrete Block <p>Color: Off White</p> <p>Coverage: 75-125 sq ft/gal @ 16 mils wet; 8 mils dry</p> <p>Drying Time, @ 77°F, 50% RH: temperature and humidity dependent Touch: 2 hours Recoat with latex based: 18 hours Recoat with solvent based: 48 hours</p> <p>Flash Point: N/A</p> <p>Finish: 0-5 units @ 85°</p> <p>Vehicle Type: Vinyl Acrylic White B25W00025</p> <p>VOC (less exempt solvents): <50 g/L; <0.42 lb/gal As per 40 CFR 59.406 and SOR/2009-264, s.12</p> <p>Volume Solids: 48 ± 2%</p> <p>Weight Solids: 68 ± 2%</p> <p>Weight per Gallon: 13.5 lb</p> <p>WVP Perms (US) 35.5 grains/(hr ft² in Hg)</p>	<p>Masonry, Concrete, Cement, Block 1 ct. PrepRite Block Filler 2 cts. Appropriate topcoat</p> <p>Recommended Architectural Topcoats A-100 Exterior Latex Loxon Acrylic Coating SuperPaint Exterior Duration Exterior</p> <p>Duration Home ProClassic Interior ProMar Interior SuperPaint Interior</p> <p>Recommended Industrial Topcoats Pro Industrial DTM Acrylic Industrial Enamel Metalatex Semi-Gloss Water Based Catalyzed Epoxy</p> <p>Other topcoats may be appropriate.</p> <p>Industrial topcoats have been tested for interior use only. PrepRite Block Filler has not been tested in environments subject to chemical attack. Any recommendations for use in such areas must follow a thorough evaluation of the effects of the environment on the PrepRite Block Filler and topcoat system.</p>	<p>WARNING! Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (in US) or contact your local health authority.</p> <p>Masonry, Concrete, Cement, Block Remove all surface contamination, form release agents, moisture curing membranes, etc. by washing with an appropriate cleaner, rinse and allow to dry. Pressure wash the surface if needed. Remove existing peeled or checked paint to a sound surface. Concrete and mortar must be cured, generally 30 days, at 75°F before painting.</p> <p>Complete removal of sealers, release compounds, and to provide a profile, tilt-up and poured-in-place concrete could require sandblasting or cleaning with commercial detergents. Do not apply to smooth, slick surfaces, peeling may result.</p> <p>Masonry surfaces must be dry before priming. Moisture content must be 15% or lower, and the pH between 6 and 9. If the pH is greater than 9, use Loxon Block Surfacer in place of PrepRite Block Filler.</p> <p>For repairing <u>exterior</u> cracks, bugholes, air pockets, and other voids use an elastomeric patch or seal.</p>



107.10

PREPRITE[®]
 Interior/Exterior Latex
 Block Filler
 B25W25

<u>SURFACE PREPARATION</u>	<u>APPLICATION</u>	<u>CAUTIONS</u>
<p>Mildew Remove before painting by washing with a solution of 1 part liquid bleach and 3 parts water. Apply the solution and scrub the mildewed area. Allow the solution to remain on the surface for 10 minutes. Rinse thoroughly with water and allow the surface to dry before painting. Wear protective eyewear, waterproof gloves, and protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. Do not add detergents or ammonia to the bleach/water solution.</p>	<p>Apply at temperatures above 50°F. No reduction necessary.</p> <p>Brush - Use a nylon/polyester brush. Roller - Use a 3/8" to 1-1/2" nap cover. Spray - Airless Pressure..... 2300 psi Tip028" Reduction as needed up to 1 pt/gal Remove all in-line and gun filters</p> <p>Spray application may be backrolled to work material into the surface. All application methods may be squeegeed to provide a very smooth surface.</p>	<p>For interior and exterior use. Must be topcoated for exterior use. Protect from freezing. Do not apply to damp or wet surfaces.</p> <p>CAUTION contains CRYSTALLINE SILICA. Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area. Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. FIRST AID: In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE. Abrading or sanding of the dry film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure. WARNING: This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN.</p>
	<p><u>CLEANUP INFORMATION</u></p> <p>Clean spills and splatters, hands and tools immediately with soap and warm water. After cleaning, flush spray equipment with compliant cleanup solvent to prevent rusting of the equipment. Follow manufacturer's safety recommendations when using solvents.</p>	<p>HOTW 03/04/2015 B25W00025 39 44 FRC</p>
		<p>The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of The Sherwin-Williams Company. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Sherwin-Williams representative or visit www.paintdocs.com to obtain the most current version of the PDS and/or an SDS.</p>



102.14A

DURATION®
Exterior Acrylic
Satin
K33-200 Series

As of 07/09/2014, Complies with:			
OTC	Yes	LEED® 09 CI	N/A
SCAOMD	Yes	LEED® 09 HC	N/A
CARB	Yes	LEED® 09 CS	N/A
CARB SCM 2007	Yes	LEED® H	N/A
MPI	-	NGBS	N/A

DESCRIPTION	CHARACTERISTICS	APPLICATION
<p>Duration® Exterior Latex Coating is the result of advances in acrylic technology. Duration uses PermaLast® technology to provide you with the most durable and longest lasting coating available for protecting the outside of your home.</p> <p><i>VinylSafe™ Color Technology</i> allows the use of many darker colors on vinyl siding that cannot be made in most other coatings.</p> <p>Performance One Coat Protection Self-Priming Easy Application Excellent Hiding Thicker, More Flexible Resists Blistering and Peeling</p> <p>Projects Homes Windows Gutters Trim Architectural plastics, such as shutters & gutters</p> <p>Surfaces Wood Stucco Masonry/Cement Composition Panels Aluminum Siding Vinyl Siding Galvanized Metal</p> <p>MILDEW RESISTANT. This coating contains agents that inhibit the growth of mildew on the surface of this coating.</p>	<p>Color: Most colors Coverage: 250-300 sq ft/gal 5.3 - 6.4 mils wet; 2.2 - 2.6 mils dry up to 7.0 mils wet; 2.8 mils dft</p> <p>Drying Time, 50% RH: temperature and humidity dependent @ 35-45°F @ 45°F+</p> <p>Touch: 2 hour 1 hour Recoat: 24-48 hours 4 hours</p> <p>Flash Point: N/A Finish: 10-20 @ 60°</p> <p>Tinting with CCE only: Base oz/gal Strength Extra White 0-6 125% Light Yellow 4-15 125% Deep Base 4-15 125% Ultradeep Base 4-15 125%</p> <p>Vehicle Type: Acrylic Extra White K33W00251</p> <p>VOC (less exempt solvents) <50 g/L; 0.42 lb/gal As per 40 CFR 59.406 and SOR/2009-264, s.12</p> <p>Volume Solids: 39 ± 2% Weight Solids: 50 ± 2% Weight per Gallon: 10.27 lb</p> <p>CLEANUP INFORMATION Clean hands and tools <i>immediately</i> after use with soap and warm water. The <i>PermaLast</i> technology in DURATION coating, which creates the tenacious bond to the surface, also creates a tenacious bond to applicators and any other surface it comes in contact with. You may want to clean occasionally during use. After cleaning, flush spray equipment with mineral spirits to prevent rusting of the equipment. Follow manufacturer's safety recommendations when using mineral spirits.</p>	<p>Thoroughly follow the recommended surface preparations. Most coating failures are due to inadequate surface preparation or application. Thorough surface preparation will help provide long term protection with Duration coating. On repaint work, apply one coat of Duration coating; on bare surfaces, apply two coats of Duration, allowing 4 hours drying between coats.</p> <p>Do not paint in direct sun. Apply at temperatures above 35°F. During application at temperatures above 80°F, Duration sets up quickly. Some adjustment in your painting approach may be required. Paint from a dry area into the adjoining wet coating area. Dries to touch in 1 hour and is ready for service overnight.</p> <p>Previously Painted Surfaces – Spot prime bare areas with Duration, wait 4 hours, and paint the entire surface. Some specific surfaces require specialized treatment.</p> <p>Unpainted Surfaces -- Duration can be used as a self-priming coating on many bare surfaces. When used this way, the first coat of Duration acts like a coat of primer and the second coat provides the final appearance and performance. However, some specific surfaces require specialized treatment. See following surface preparations.</p> <p>When the air temperature is at 35°F, substrates may be colder; prior to painting, check to be sure the air, surface, and material temperature are above 35°F and at least 5°F above the dew point. Avoid using if rain or snow is expected within 2-3 hours. Do not apply at air or surface temperatures below 35°F or when air or surface temperatures may drop below 35°F within 48 hours. On large expanses of metal siding, the air, surface, and material temperatures must be 50°F or higher.</p> <p>No reduction necessary. Brush - Use a nylon/polyester brush. Roller - Use a 3/8" - 3/4" nap synthetic cover. Spray—Airless Pressure..... 2000 psi Tip..... .015"-.019" Reduction..... none</p>



102.14A

DURATION[®]
 Exterior Acrylic
 Satin
 K33-200 Series

<u>SURFACE PREPARATION</u>	<u>SURFACE PREPARATION</u>	<u>CAUTIONS</u>
<p>WARNING! Removal of old paint by sanding, scraping or other means may generate dust or fumes that contain lead. Exposure to lead dust or fumes may cause brain damage or other adverse health effects, especially in children or pregnant women. Controlling exposure to lead or other hazardous substances requires the use of proper protective equipment, such as a properly fitted respirator (NIOSH approved) and proper containment and cleanup. For more information, call the National Lead Information Center at 1-800-424-LEAD (in US) or contact your local health authority.</p> <p>Remove all surface contamination by washing with an appropriate cleaner, rinse thoroughly and allow to dry. Scrape and sand peeled or checked paint to a sound surface. Sand glossy surfaces dull. Seal stains from water, smoke, ink, pencil, grease, etc. with the appropriate primer/sealer.</p> <p>Aluminum and Galvanized Steel Wash to remove any oil, grease, or other surface contamination. All corrosion must be removed with sandpaper, steel wool, or other abrading method.</p> <p>Cement Composition Siding/Panels Remove all dirt, dust, grease, oil, loose particles, laitance, foreign material, and peeling or defective coatings. Allow the surface to dry thoroughly. If the surface is new, test it for pH, if the pH is higher than 8, prime with Loxon Concrete & Masonry Primer.</p> <p>Concrete, Masonry, Block All new surfaces must be cured according to the supplier's recommendations—usually about 30 days. Remove all form release and curing agents. Rough surfaces can be filled to provide a smooth surface. If painting cannot wait 30 days, allow the surface to cure 7 days and prime the surface with Loxon Concrete & Masonry Primer. Cracks, voids, and other holes should be repaired with an elastomeric patch or sealant.</p> <p>After power washing, previously painted masonry may still have a powdery surface that should be sealed with Loxon Conditioner and then apply 1 coat of Duration.</p> <p>Composition Board/Hardboard Because of the potential for wax bleeding out of the substrate, apply 1 coat of Exterior Oil-Based Wood Primer and then topcoat.</p>	<p>Steel Rust and mill scale must be removed using sandpaper, steel wool, or other abrading method. Bare steel must be primed the same day as cleaned.</p> <p>Stucco Remove any loose stucco, efflorescence, or laitance. Allow new stucco to cure at least 30 days before painting. If painting cannot wait 30 days, allow the surface to dry 5-7 days and prime with Loxon Concrete & Masonry Primer. Repair cracks, voids, and other holes with an elastomeric patch or sealant.</p> <p>Vinyl Siding Clean the surface thoroughly by scrubbing with warm, soapy water. Rinse thoroughly.</p> <p>Wood Sand any exposed wood to a fresh surface. Patch all holes and imperfections with a wood filler or putty and sand smooth. All patched areas must be primed.</p> <p>Knots and some woods, such as redwood and cedar, contain a high amount of tannin, a colored wood extract. If applied to these bare woods, the first coat of DURATION may show some staining, but it will be trapped in the first coat. A second coat will uniform the appearance. If staining persists, spot prime severe areas with 1 coat of Exterior Oil-Based Wood Primer prior to using DURATION.</p> <p>Caulking Gaps between windows, doors, trim, and other through-wall openings can be filled with the appropriate caulk after priming the surface.</p> <p>Mildew Remove before painting by washing with a solution of 1 part liquid bleach and 3 parts water. Apply the solution and scrub the mildewed area. Allow the solution to remain on the surface for 10 minutes. Rinse thoroughly with water and allow the surface to dry before painting. Wear protective eyewear, waterproof gloves, and protective clothing. Quickly wash off any of the mixture that comes in contact with your skin. Do not add detergents or ammonia to the bleach/water solution.</p>	<p>For exterior use only. Protect from freezing. Non-photochemically reactive.</p> <p>CAUTION contains CRYSTALLINE SILICA, ZINC. Use only with adequate ventilation. To avoid overexposure, open windows and doors or use other means to ensure fresh air entry during application and drying. If you experience eye watering, headaches, or dizziness, increase fresh air, or wear respiratory protection (NIOSH approved) or leave the area.</p> <p>Adequate ventilation required when sanding or abrading the dried film. If adequate ventilation cannot be provided wear an approved particulate respirator (NIOSH approved). Follow respirator manufacturer's directions for respirator use. Avoid contact with eyes and skin. Wash hands after using. Keep container closed when not in use. Do not transfer contents to other containers for storage. FIRST AID: In case of eye contact, flush thoroughly with large amounts of water. Get medical attention if irritation persists. If swallowed, call Poison Control Center, hospital emergency room, or physician immediately. DELAYED EFFECTS FROM LONG TERM OVEREXPOSURE.</p> <p>Abrading or sanding of the dry film may release crystalline silica which has been shown to cause lung damage and cancer under long term exposure.</p> <p>WARNING: This product contains chemicals known to the State of California to cause cancer and birth defects or other reproductive harm. DO NOT TAKE INTERNALLY. KEEP OUT OF THE REACH OF CHILDREN</p> <p>HOTW 07/09/2014 K33W00251 02 34</p> <p>The information and recommendations set forth in this Product Data Sheet are based upon tests conducted by or on behalf of The Sherwin-Williams Company. Such information and recommendations set forth herein are subject to change and pertain to the product offered at the time of publication. Consult your Sherwin-Williams representative to obtain the most recent Product Data Sheet.</p>

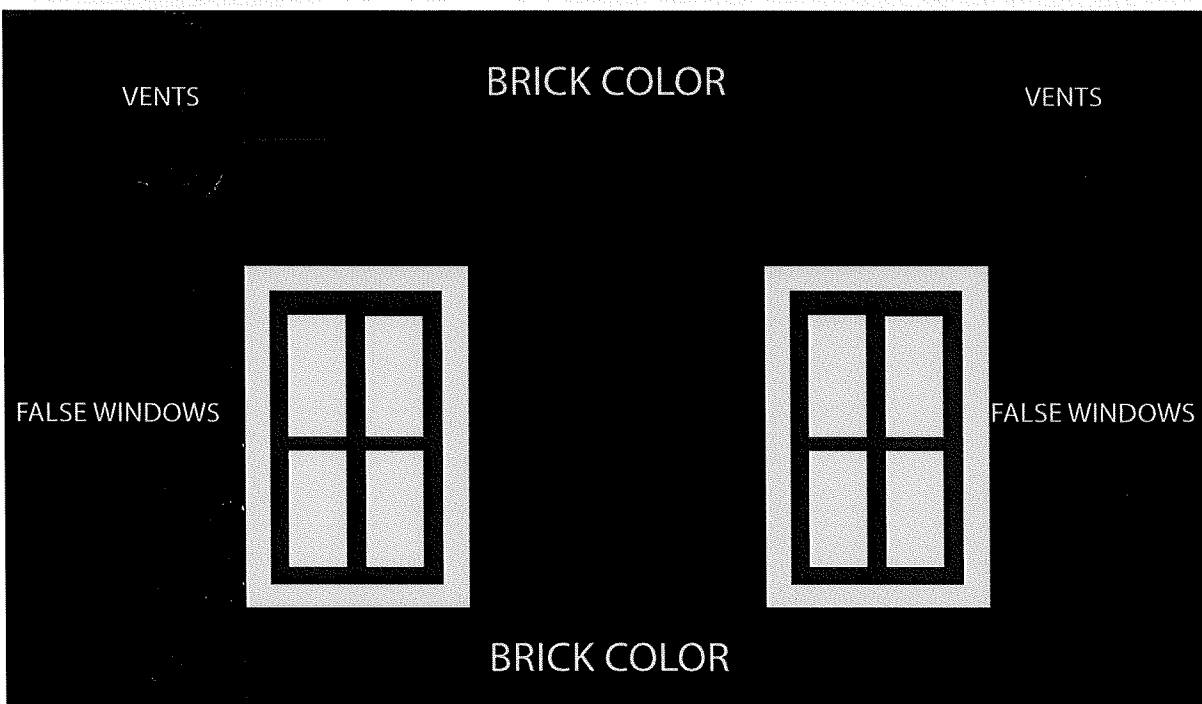
Bowling Green Sports Center
243 W. Roosevelt Road
West Chicago, IL 60185
Exterior Brick Painting 6/9/2015

Please see the attached photos of Bowling Green Sports Center, as well as the mock up of the brick color and windows attached to brick.

At this point it is important that we finish the project as soon as possible. Going back and trying to remove the applied primer that has been soaked into the bricks can only be done by sand blasting the building. This will do damage to outside of the building. Our goal is to make the building look more appealing and not like a giant office building.

There are several painted brick and stone buildings in direct sight of our building. It never occurred to anyone involved with this project that there was any ordinances against painting brick. This includes the people at the Sherwin Williams Store down the street.

Below is a sample of the color scheme to be used on the brick walls. These colors will match what we are doing inside the building in future phases of our upgrade project. They also accent the colors applied to the back of the building.



Below are several images of the building today. We need to be granted a waiver to finish this project. We have upcoming events that are going to draw foot traffic from the Chicagoland area. We still have to finish painting and clean up all the landscaping by what we hoped was June 16th.