

VILLAGE OF BRADLEY

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ORDINANCE NO. O-4-21-5

AN ORDINANCE APPROVING AND ADOPTING A REDEVELOPMENT FRAMEWORK  
PLAN FOR THE KINZIE AVENUE/ROUTE 50 AND WEST BROADWAY CORRIDORS IN  
THE VILLAGE OF BRADLEY, KANKAKEE COUNTY, ILLINOIS

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ADOPTED BY THE  
BOARD OF TRUSTEES OF THE  
VILLAGE OF BRADLEY

THIS 29<sup>th</sup> DAY OF April, 2021

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Published in pamphlet form by the authority of the Board of Trustees of the Village of Bradley,  
Kankakee County, Illinois this 29<sup>th</sup> day of April, 2021

**ORDINANCE NO. 0-4-21-5**

**AN ORDINANCE APPROVING AND ADOPTING A REDEVELOPMENT  
FRAMEWORK PLAN FOR THE KINZIE AVENUE/ROUTE 50 AND WEST  
BROADWAY CORRIDORS IN THE VILLAGE OF BRADLEY, KANKAKEE COUNTY,  
ILLINOIS**

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**WHEREAS**, the Corporate Authorities of the Village of Bradley, Kankakee County, Illinois, have the authority to adopt ordinances and to promulgate rules and regulations that pertain to its government and affairs and protect the public health, safety, and welfare of its citizens; and

**WHEREAS**, the Corporate Authorities of the Village wish to encourage commercial redevelopment and economic growth along the Kinzie Avenue/Route 50 and West Broadway business corridors within the Village; and

**WHEREAS**, Village staff, working in consultation with SB Friedman Development Advisors, have prepared a proposed Kinzie Avenue/Route 50 & West Broadway Corridors Redevelopment Framework Plan (the "Plan") (a copy of the Plan is attached hereto as Exhibit A and fully incorporated herein); and

**WHEREAS**, on Wednesday, April 7, 2021, the Village of Bradley Planning and Zoning Commission considered the Plan and voted to recommend approval of the Plan; and

**WHEREAS**, on Monday, April 12, 2021, the Corporate Authorities of the Village held a public hearing to consider the Plan, with all due notice having been given for the same; and

**WHEREAS**, the Corporate Authorities of the Village have determined that adopting the Plan is in the best interests of the Village and its citizens.

**NOW THEREFORE, BE IT ORDAINED BY THE CORPORATE AUTHORITIES OF THE VILLAGE OF BRADLEY, KANKAKEE COUNTY, ILLINOIS, PURSUANT TO ITS STATUTORY AUTHORITY, AS FOLLOWS:**

**SECTION 1.** The Corporate Authorities hereby find that all of the recitals contained in the preamble to this Ordinance are true, correct, and complete and are hereby incorporated by reference hereto and made a part hereof.

**SECTION 2.** The Corporate Authorities of the Village hereby approve and adopt the Kinzie Avenue/Route 50 & West Broadway Corridors Redevelopment Framework Plan, attached hereto as Exhibit A and fully incorporated herein, for the Village of Bradley.

**SECTION 3.** In the event that any provision or provisions, portion or portions, or clause or clauses of this Ordinance shall be declared to be invalid or unenforceable by a Court of competent jurisdiction, such adjudication shall in no way affect or impair the validity or enforceability of any of the remaining provisions, portions, or clauses of this Ordinance that may be given effect without such invalid or unenforceable provision or provisions, portion or portions, or clause or clauses.

**SECTION 4.** That all ordinances, resolutions, motions, or parts thereof, conflicting with any of the provisions of this Ordinance, are hereby repealed to the extent of the conflict.

**SECTION 5.** That the Village Clerk is hereby directed to publish this Ordinance in pamphlet form.

**SECTION 6.** That this Ordinance shall be in full force and effect from and after its passage, approval and publication in pamphlet form as provided by law.

**PASSED** by the Board of Trustees on a roll call vote on the 29<sup>th</sup> day of April, 2021.

**TRUSTEES:**

ROBERT REDMOND	Aye - <input checked="" type="checkbox"/>	Nay - <input type="checkbox"/>	Absent - <input type="checkbox"/>
MICHAEL WATSON	Aye - <input checked="" type="checkbox"/>	Nay - <input type="checkbox"/>	Absent - <input type="checkbox"/>
RYAN LEBRAN	Aye - <input checked="" type="checkbox"/>	Nay - <input type="checkbox"/>	Absent - <input type="checkbox"/>
BRIAN BILLINGSLEY	Aye - <input checked="" type="checkbox"/>	Nay - <input type="checkbox"/>	Absent - <input type="checkbox"/>
DARREN WESTPHAL	Aye - <input checked="" type="checkbox"/>	Nay - <input type="checkbox"/>	Absent - <input type="checkbox"/>
BRIAN TIERI	Aye - <input checked="" type="checkbox"/>	Nay - <input type="checkbox"/>	Absent - <input type="checkbox"/>

**ACTING VILLAGE PRESIDENT:**

MICHAEL WATSON Non-Voting -

**TOTALS:** Aye - 6 Nay -  Absent -

**ATTEST:**

  
\_\_\_\_\_  
JULIE TAMBLING, VILLAGE CLERK

**APPROVED** this 29<sup>th</sup> day of April, 2021.

  
\_\_\_\_\_  
MICHAEL WATSON, ACTING VILLAGE PRESIDENT

**ATTEST:**

  
\_\_\_\_\_  
JULIE TAMBLING, VILLAGE CLERK

STATE OF ILLINOIS        )  
                                      )  
COUNTY OF KANKAKEE    )        §§

I, Julie Tambling, Village Clerk of the Village of Bradley, County of Kankakee and State of Illinois, DO HEREBY CERTIFY that the attached is a true, perfect, and complete copy of Ordinance number 0-4-21-5, "AN ORDINANCE APPROVING AND ADOPTING A REDEVELOPMENT FRAMEWORK PLAN FOR THE KINZIE AVENUE/ROUTE 50 AND WEST BROADWAY CORRIDORS IN THE VILLAGE OF BRADLEY, KANKAKEE COUNTY, ILLINOIS," which was adopted by the Village Corporate Authorities at a meeting held on the 29<sup>th</sup> day of April, 2021.

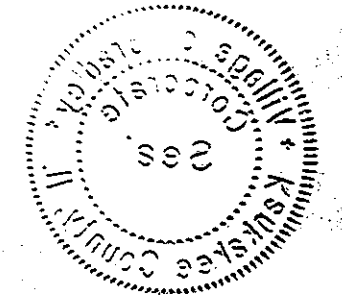
IN WITNESS WHEREOF, I have hereunto set my hand in the Village of Bradley, County of Kankakee and State of Illinois, on this 29<sup>th</sup> day of April, 2021.

Julie Tambling  
\_\_\_\_\_  
JULIE TAMBLING, VILLAGE CLERK



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A



# **Exhibit A**



# Agenda Cover Memorandum

**Meeting Date:** April 12, 2021

**Fiscal Year:** 2020/21

**Agenda Item:** Public Hearing for the Kinzie Avenue/Route 50 & West Broadway Corridors Redevelopment Framework Plan

**Item Type:**  Ordinance  Resolution  Other

**Action Requested:**  Approval  First Reading  For Discussion  Informational

**Staff Contact:** **Name:** Bruce Page, Community Development Director  
Pam Hirth, Assistant Community Development Director

**Phone:** (815) 936-5100 extension 1111 (Bruce)  
(815) 936-5100 extension 1169 (Pam)

**Email:** [bepage@bradleyil.org](mailto:bepage@bradleyil.org)  
[pjhirth@bradleyil.org](mailto:pjhirth@bradleyil.org)

Internal Review
Initials
Date

**Brief Summary:**

The Final Draft of this Redevelopment Framework Plan was presented to the Village Board on March 22nd. Upon the direction of the Board, the Redevelopment Framework Plan was placed on the April 7<sup>th</sup> Planning & Zoning Commission agenda for their review and recommendation. Commissioner's asked about Belson Steel (staff responded), front yard location of future parking areas for redevelopment sites along Broadway (staff and consultant responded); and creating breaks between blocks so people wouldn't have to walk so far to get to businesses located in the middle of the block (staff responded). There was no public comment. By a vote of 6-1, the Commission recommendation in favor of the Redevelopment Framework Plan as presented.

This evening as also directed by the Board, a public hearing is being held for any additional public comment or concern before final consideration of the Plan. A public notice was placed and appeared in the newspaper (Daily Journal) on March 25<sup>th</sup>. A copy of the Plan was available for public inspection at the Community Development Department and contact information provided for any questions or comments. As a reminder, the overall process in creating this Redevelopment Framework Plan involved:

- Multiple internal work sessions/meetings between Village Staff & the consulting team
- Preparation of a feasibility study/market analysis/draft concepts
- Outreach (calls/meetings) with key stakeholders (real estate professionals; local stakeholders;
- regional stakeholders; regional economic development & planning professionals; and school districts)
- Community forums for discussion and input (October 15, 2020 and January 19, 2021)

This Redevelopment Framework Plan will guide and assist the Village in achieving the recommendations, concepts and improvements that have been identified and demonstrate the Village's commitment to ensuring long-term economic viability for the Mall and along our key commercial corridors. The Plan establishes a vision that will make these areas attractive to new development opportunities and create a place for the community & region to gather and enjoy.



## Agenda Cover Memorandum

### Recommendation

None at this time. The 1<sup>st</sup> read of Ordinance will be presented at a future meeting.

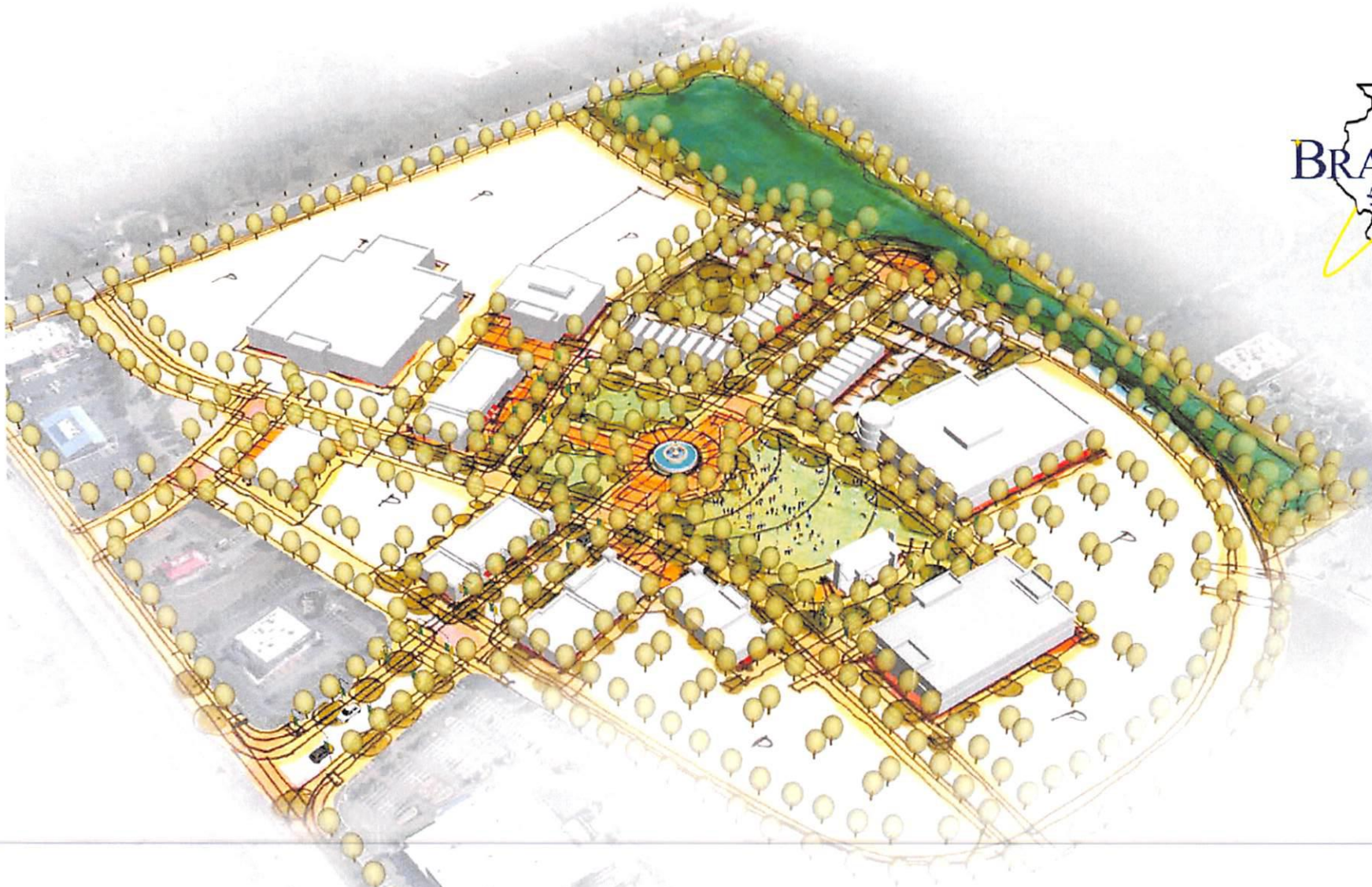
### Supporting Documents:

Kinzie Avenue/Route 50 & West Broadway Corridors Redevelopment Framework Plan (April 2021)

### Outcome:

Public Hearing only at this time.





# Kinzie Avenue/Route 50 & West Broadway Corridors REDEVELOPMENT FRAMEWORK PLAN

Planning & Zoning Commission | April 7, 2021

VILLAGE OF BRADLEY | FINAL DRAFT

# Our Team & Process



Uncovering the  
**POTENTIAL**

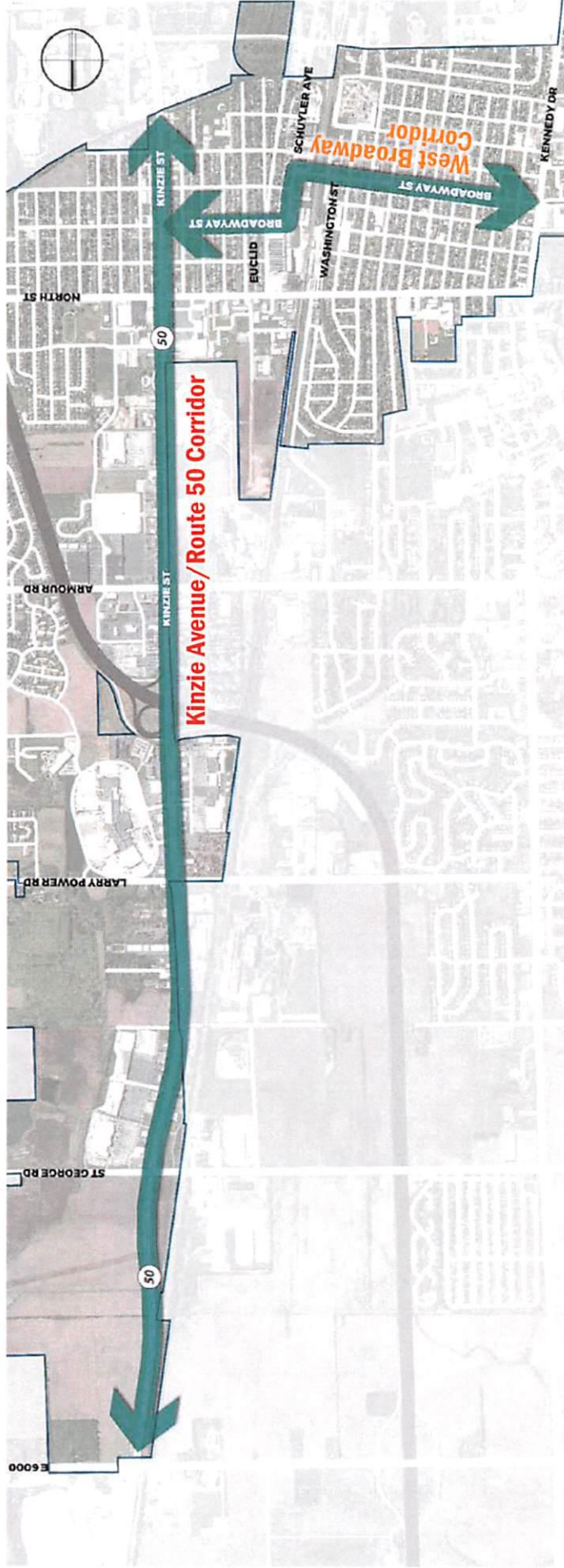
Crafting the  
**VISION**

Providing a path to  
**IMPLEMENTATION**



# Planning Objectives

- Ensuring the economic viability of the corridors;
- Revitalizing key sites that are underutilized or need reinvestment;
- Assisting in the growth of local, small businesses;
- Recognizing the importance and impact of private investment undertaken by CSL Behring and Nucor;
- Creating an environment that is attractive to both existing and potential residents and employees; and
- Establishing a clear sense of place, identity and brand that is unique to the Village.



# Kinzie Avenue / Route 50

## REGIONAL COMMERCIAL HUB



**HOME TO NORTHFIELD SQUARE MALL & SEVERAL BIG-BOX RETAILERS**



**275+**

**REGIONAL & COMMUNITY-SERVING BUSINESSES**

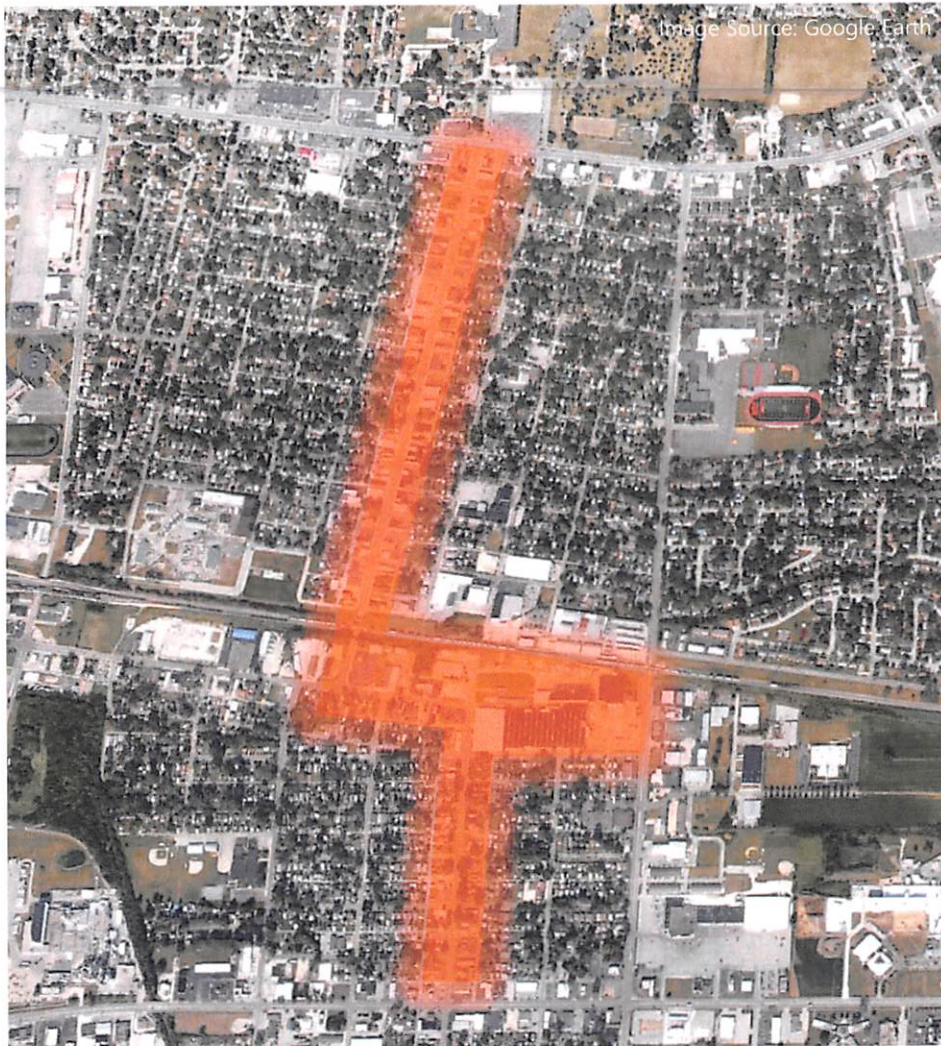


**HOME TO PROMINENT EMPLOYERS & COMMUNITY ANCHORS**



Image Source: Google Earth

# West Broadway Street



## HISTORIC VILLAGE CENTER

**SURROUNDED BY  
PREDOMINANTLY  
SINGLE-FAMILY HOMES**



**HOME TO SEVERAL  
COMMUNITY ANCHORS**



**110+**  
**COMMUNITY- & NEIGHBORHOOD-  
SERVING BUSINESSES,  
MOSTLY LOCALLY OWNED**

An aerial photograph of a city grid, overlaid with a semi-transparent blue filter. A vertical red line runs down the left side of the image. The text 'UNCOVERING THE POTENTIAL' is written in white, bold, uppercase letters, oriented vertically in the center of the image.

# UNCOVERING THE POTENTIAL

# Market Findings Residential

Bradley's housing is predominantly **SINGLE-FAMILY** owner- & renter-occupied housing

Housing production has been **SIGNIFICANTLY LOWER** in Bradley than pre-recession levels

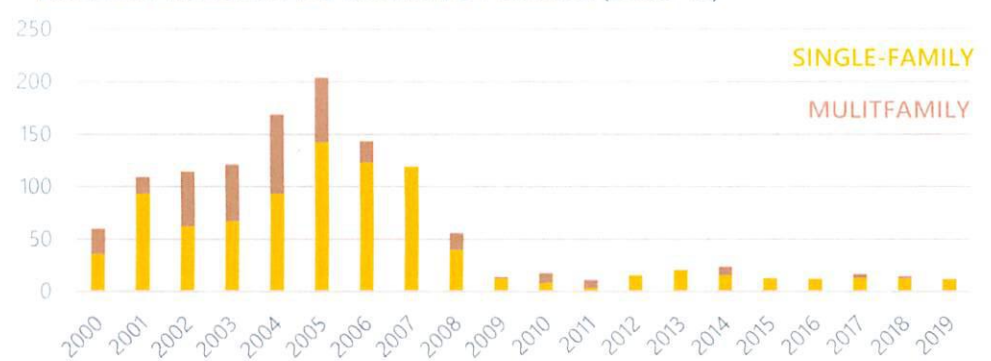
**MAJORITY** of employees in Bradley **LIVE ELSEWHERE**

Market analyses & key informants indicate demand for **MORE VARIED RESIDENTIAL PRODUCT** over the next 5 years

BRADLEY UNITS IN STRUCTURE, 2017



BRADLEY RESIDENTIAL BUILDING PERMITS (2000-19)



**60-100**

multifamily apartments

**70-80**

senior housing units

**10-15**

townhomes

**100-120**

single-family homes

# Market Findings Commercial

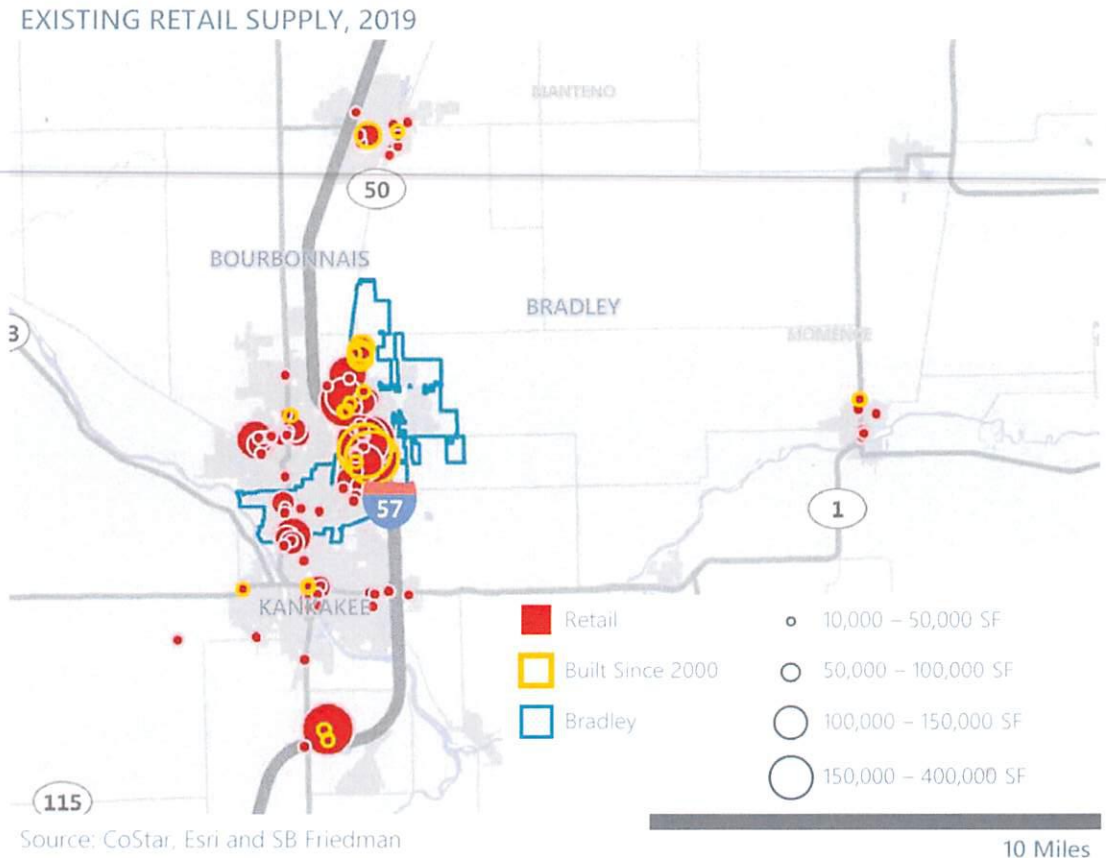
**OVER 80%** of the County's retail space is in Bradley

Market analyses & key informants identified **GAPS IN THE MARKET:**

- Smaller, specialty shops
- Additional sit-down & fast-casual restaurants
- Entertainment options
- Recreation & wellness uses

## LIMITED AMENITIES

is often cited as a challenge to employee attraction/retention



Opportunity to create new **CONVENIENCE & EXPERIENTIAL RETAIL** that respond to evolving trends



# Other Potential Uses

## **SPECIAL EVENTS CENTER**

- Flexible indoor & outdoor space
- Capable of hosting banquets, weddings, traveling shows & concerts

## **MAKERS' SPACE/BUSINESS INCUBATOR**

## **MEDICAL OFFICE**

(Later Phases)

## **HOTEL WITH HIGHER LEVEL OF SERVICE**

(Later Phases)

# Community Forum Feedback Kinzie Avenue/Route 50

## THEMES

- Encourage a mix of uses
- Maintain some level of retail
- Develop areas for people to gather
- Encourage affordable activities/attractions for all ages
- Be unique; represent Bradley

## BIG IDEAS

- Events space (banquet/conventions)
- Concert venues (indoor & outdoor)
- Variety of indoor entertainment options
- Restaurants
- Outdoor goods store
- Higher-end apartments
- Senior housing options
- Green space
- Outdoor movies
- Farmer's market
- Dog park

# Community Forum Feedback West Broadway

## THEME

## DESIRE FOR A TRADITIONAL MAIN STREET

### BIG IDEAS

- Mix of uses, including housing
- Complementary food & beverage options
- Outdoor dining, cafés, wine shops, nightlife
- Destinations/attractions
- Small businesses
- Physical improvements
  - Streetscaping, decorative lighting, planters, pedestrian environment
  - Cohesive look & feel

### CHALLENGES

- Plenty of parking, but not well located
- Limited foot traffic to support small businesses and main street environment

An aerial photograph of a city grid, overlaid with a semi-transparent blue filter. A vertical line runs down the left side of the image. The text 'CRAFTING THE VISION' is centered in the lower half of the image.

# CRAFTING THE VISION

# Kinzie Avenue/Route 50 Today

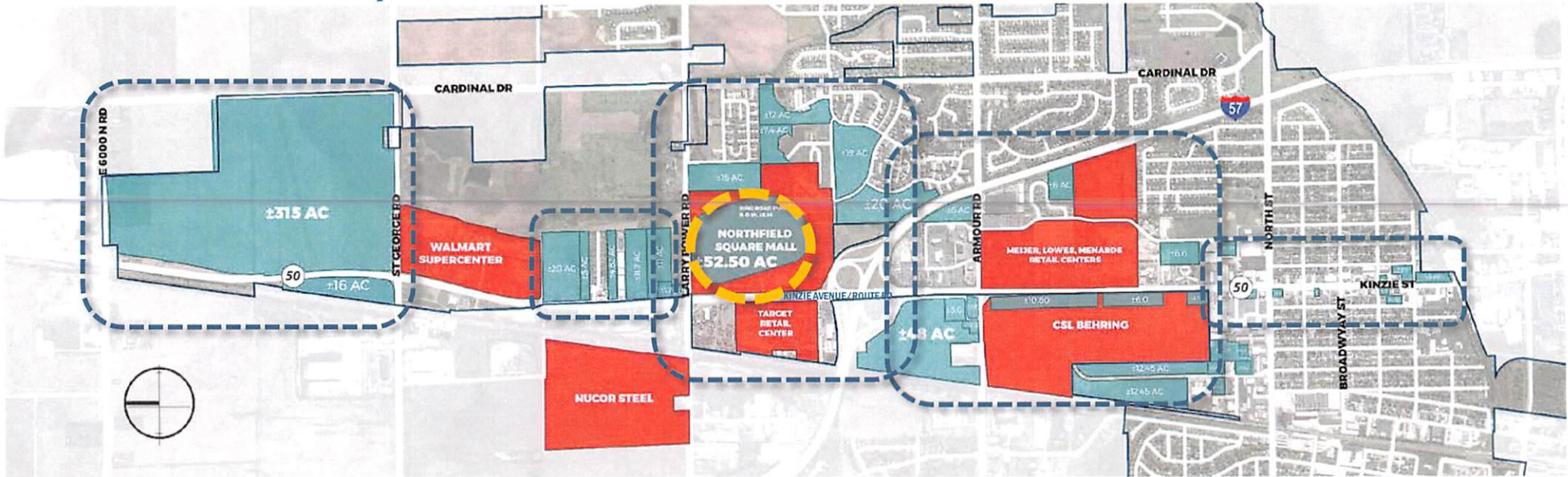
The **Kinzie Avenue/Route 50 Corridor** is the retail, hospitality and commercial hub of Kankakee County. The I-57 interchange at the heart of the corridor provides great regional access to the many commercial destinations located in Bradley. The Northfield Square Mall and Walmart Super Center are major retail anchors to the north of the interchange. To the south, CSL Behring is a major regional employment anchor located across from large retail centers. The far south end has a mix of smaller, locally-owned businesses on smaller sites.



Key anchors in the corridor today include the following:

1. Northfield Square Mall
2. Walmart Super Center
3. Nucor Steel
4. I-57 Interchange
5. Major big-box retail center
6. CSL Behring
7. South-end with older commercial uses

# Kinzie Avenue/Route 50 Major Development Opportunities

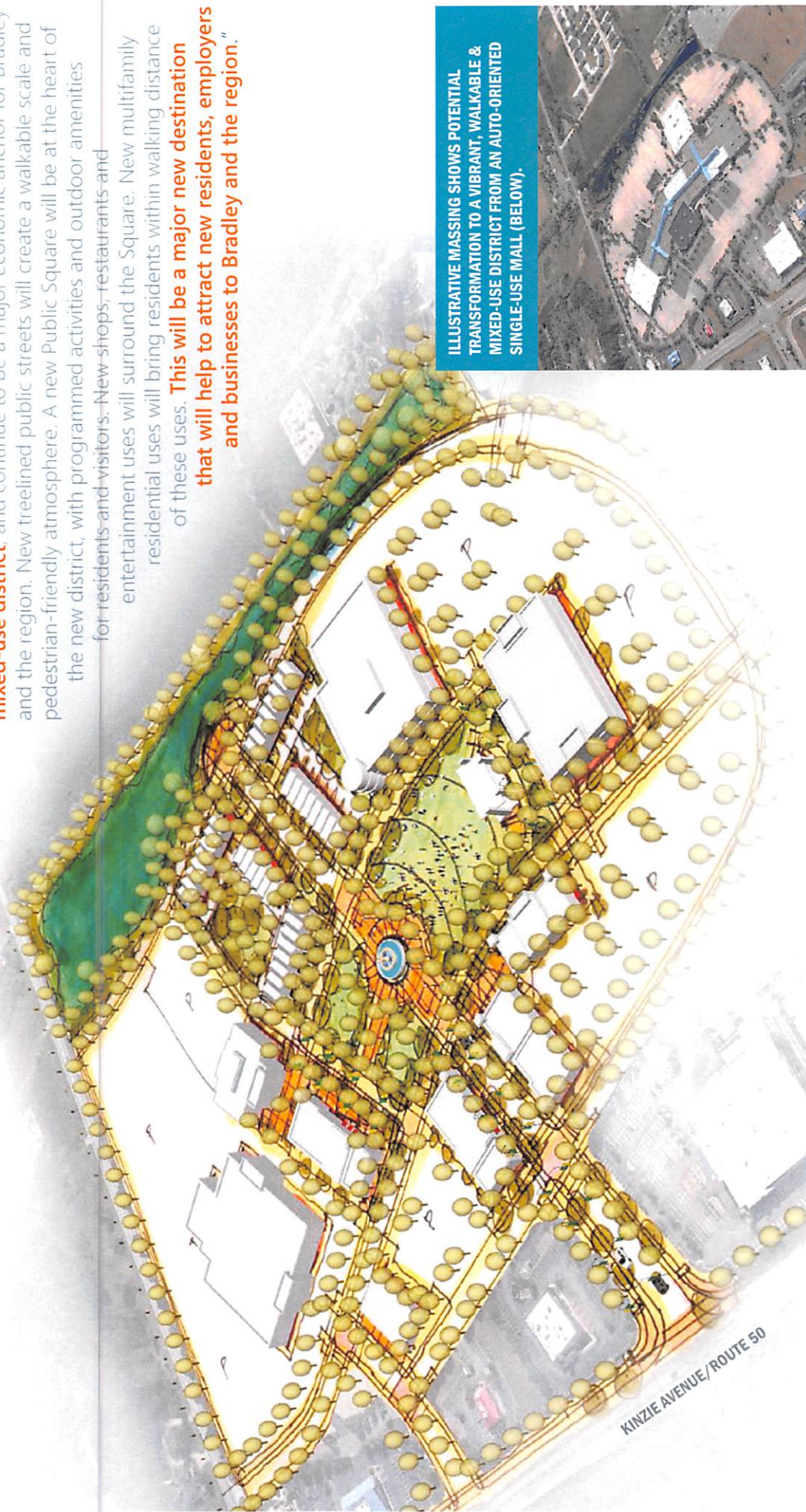


1. Redevelopment of Northfield Square Mall
2. Overall Kinzie Corridor Streetscaping Framework Plan
3. Long-term Focus Areas

- EXISTING MAJOR ANCHORS
- MAJOR OPPORTUNITY SITES
- NORTHFIELD SQUARE MALL  
Regional redevelopment priority: Opportunity for near-term catalytic redevelopment
- REMAINDER OF KINZIE AVENUE/ROUTE 50  
Long-term Focus Areas

# Community Vision for the transformation of Northfield Square Mall

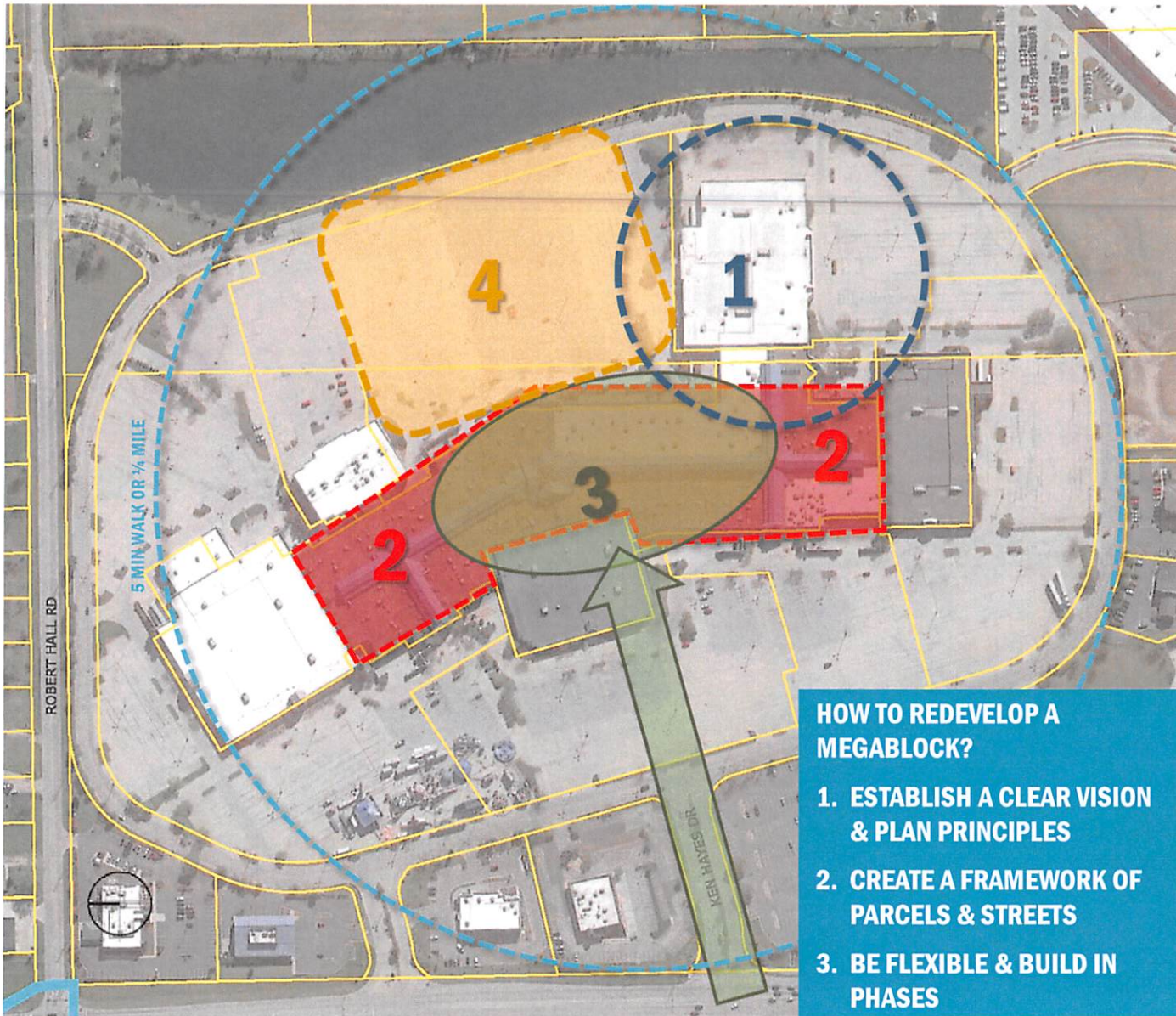
"Northfield Square Mall will be transformed into a **vibrant, active and mixed-use district** and continue to be a major economic anchor for Bradley and the region. New tree-lined public streets will create a walkable scale and pedestrian-friendly atmosphere. A new Public Square will be at the heart of the new district, with programmed activities and outdoor amenities for residents and visitors. New shops, restaurants and entertainment uses will surround the Square. New multifamily residential uses will bring residents within walking distance of these uses. **This will be a major new destination that will help to attract new residents, employers and businesses to Bradley and the region.**"



ILLUSTRATIVE MASSING SHOWS POTENTIAL TRANSFORMATION TO A VIBRANT, WALKABLE & MIXED-USE DISTRICT FROM AN AUTO-ORIENTED SINGLE-USE MALL (BELOW).



# Northfield Square Mall Plan Principles



To catalyze redevelopment of this large 52-acre megablock, the following **Four Plan Principles** are recommended to guide near-term investments:

1. Start on the east end near the Village-owned former Carson's Building
2. Demolish interior Mall buildings
3. Create a **PUBLIC SQUARE** as a focal point and view terminus of Ken Hayes Drive
4. Attract residential uses on the back parcels to bring residents within walking distance of the square

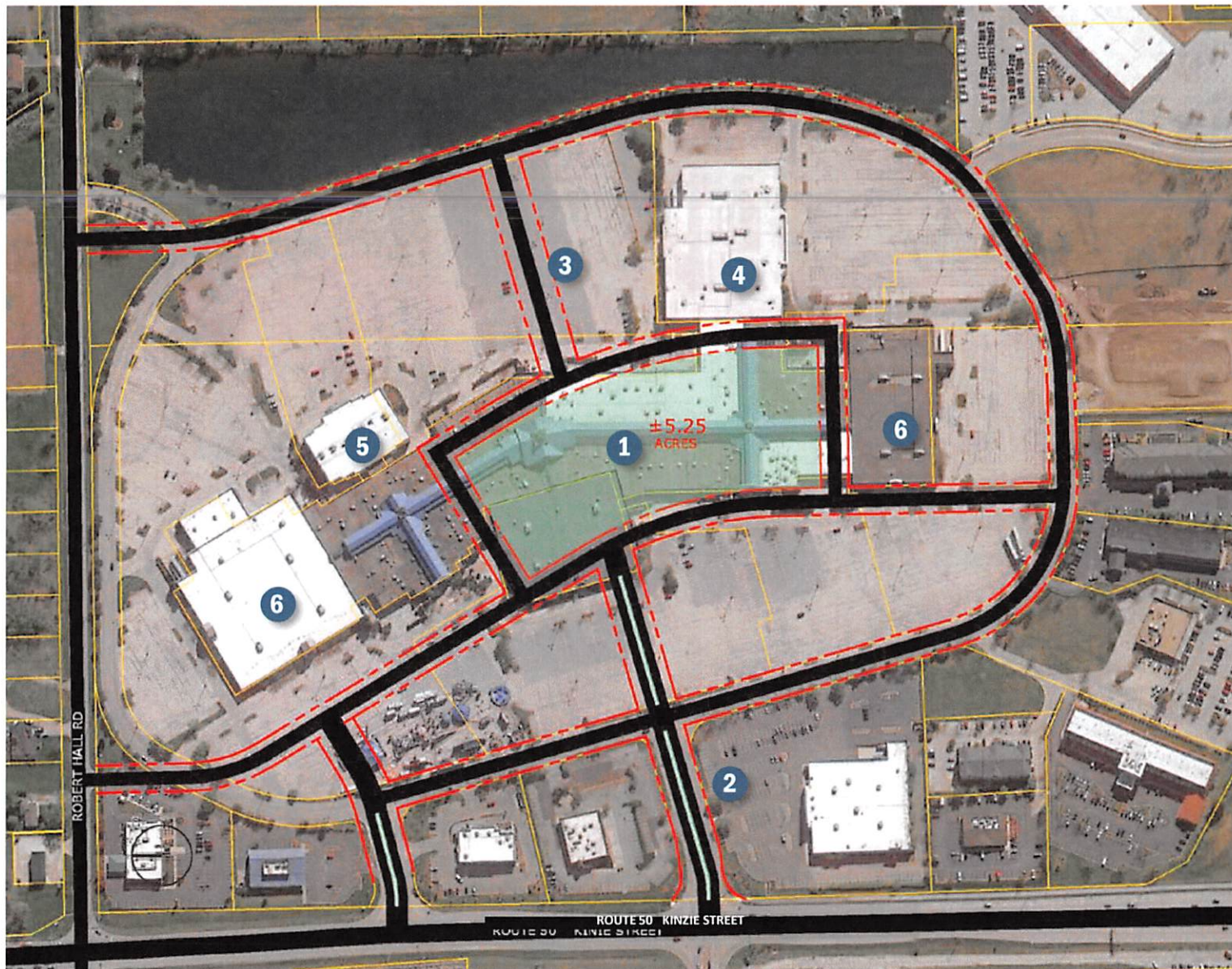
## HOW TO REDEVELOP A MEGABLOCK?

1. ESTABLISH A CLEAR VISION & PLAN PRINCIPLES
2. CREATE A FRAMEWORK OF PARCELS & STREETS
3. BE FLEXIBLE & BUILD IN PHASES





# Northfield Square Mall Redevelopment Framework Plan

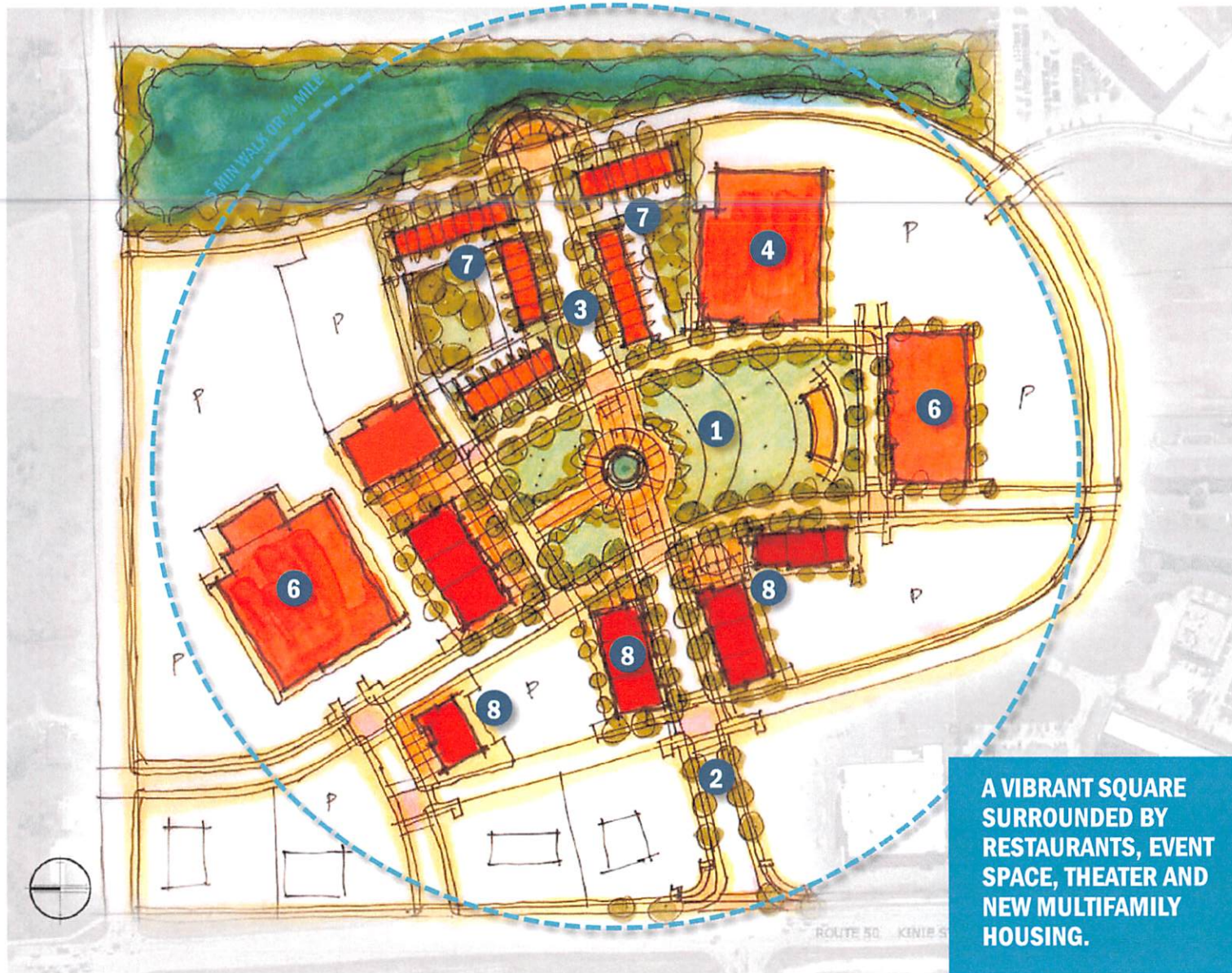


A clear framework of new public streets is recommended to create a walkable district and smaller parcels that can support a phased redevelopment approach.

## MAJOR FRAMEWORK PLAN ELEMENTS

1. New 5.25-acre Public Square as the focal point
2. Existing entrance road alignment remains unchanged
3. Entrance road is extended to the ring road to become the central pedestrian friendly street around the square
4. Former Village-owned Carson's Building is reused
5. Theater stays in current parcel with entrance on square
6. Other anchor buildings can be reused or demolished for new development

# Northfield Square Mall Illustrative Master Plan

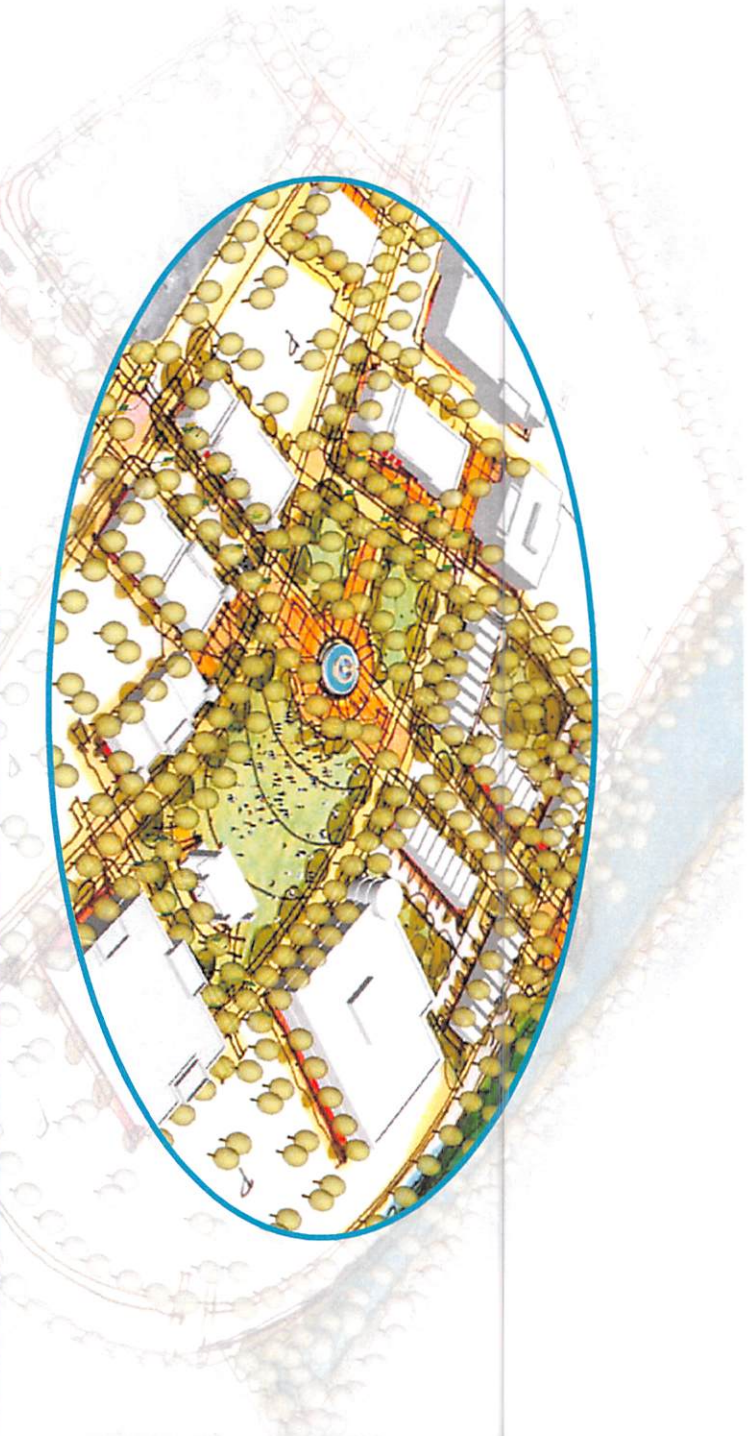


The Illustrative Plan shows potential near-term buildout with a variety of uses located around a new Public Square.

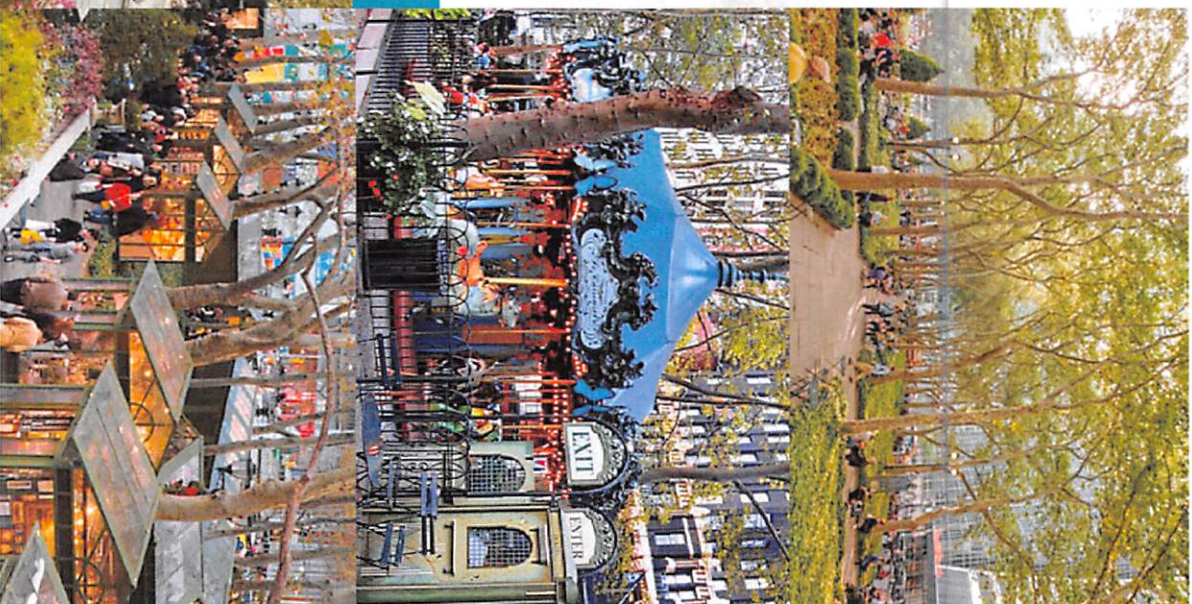
## MAJOR PLAN ELEMENTS

1. New 5.25-acre Public Square as the focal point
2. Existing entrance road alignment remains unchanged
3. Entrance road is extended to the ring road to become the central pedestrian friendly street around the square
4. Village-owned former Carson's Building is reused
5. Theater stays in current parcel with entrance on square
6. Other anchor buildings can be reused or demolished for new development
7. New rowhouses / multifamily development
8. New restaurants and retail

# A New Public Square at the heart of a vibrant mixed-use center



Examples from Bryant Park, NY of lawn seating & stage, tree-lined paths, outdoor cafes, seasonal markets, & carousel - all season activities for all age groups.



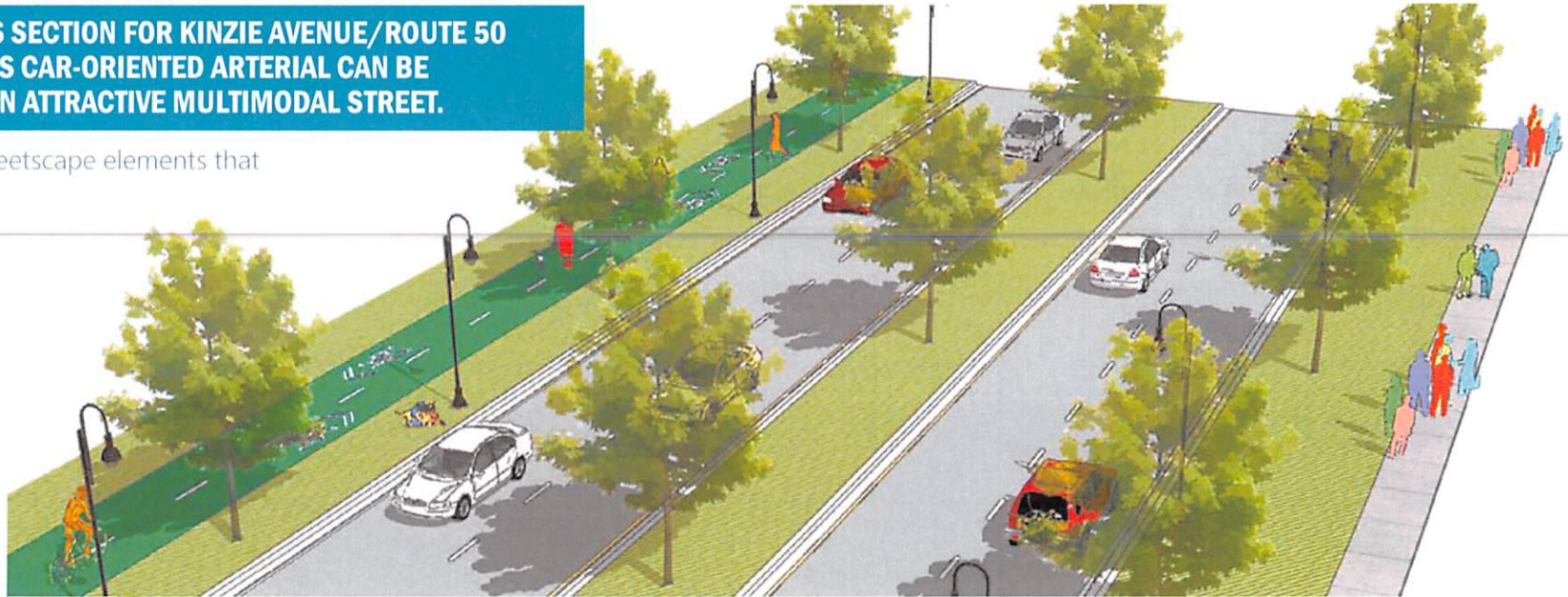


# Cross Section Proposed Kinzie Street/Route 50

**THE PROPOSED CROSS SECTION FOR KINZIE AVENUE/ROUTE 50 ILLUSTRATES HOW THIS CAR-ORIENTED ARTERIAL CAN BE TRANSFORMED INTO AN ATTRACTIVE MULTIMODAL STREET.**

Examples of potential streetscape elements that can be installed include:

- Connected sidewalks
- Bike path
- Landscaping
- Decorative lighting
- Wayfinding signage
- Pedestrian friendly intersections
- Decorative paving
- Consolidated curb cuts
- Gateway features



BIKE PATH

LANDSCAPE,  
LIGHTING AND  
SIGNAGE

TWO TRAVEL LANES

14' MEDIAN/TURN LANE

TWO TRAVEL LANES

LANDSCAPE,  
LIGHTING AND  
SIGNAGE

SIDEWALK

# West Broadway Vision & Major Plan Recommendations

## A COMMUNITY INSPIRED VISION

“West Broadway Corridor will be reestablished as the vibrant pedestrian-scaled Main Street for the Village of Bradley. New commercial developments will bring a variety of uses to serve residents and visitors, including new shops, restaurants, event spaces, small groceries and other services. A new Public Square will anchor the corridor and offer year-round activities for all age groups.

Existing and new municipal facilities will continue to anchor the corridor and bring residents to the area. New mixed-use and multifamily residential development will add more residents within walking distance of shops and restaurants.

Streetscaping investments will transform the corridor to an **attractive, pedestrian-friendly street with a clear Main Street identity.**”

The following  
**8 MAJOR PLAN  
RECOMMENDATIONS**

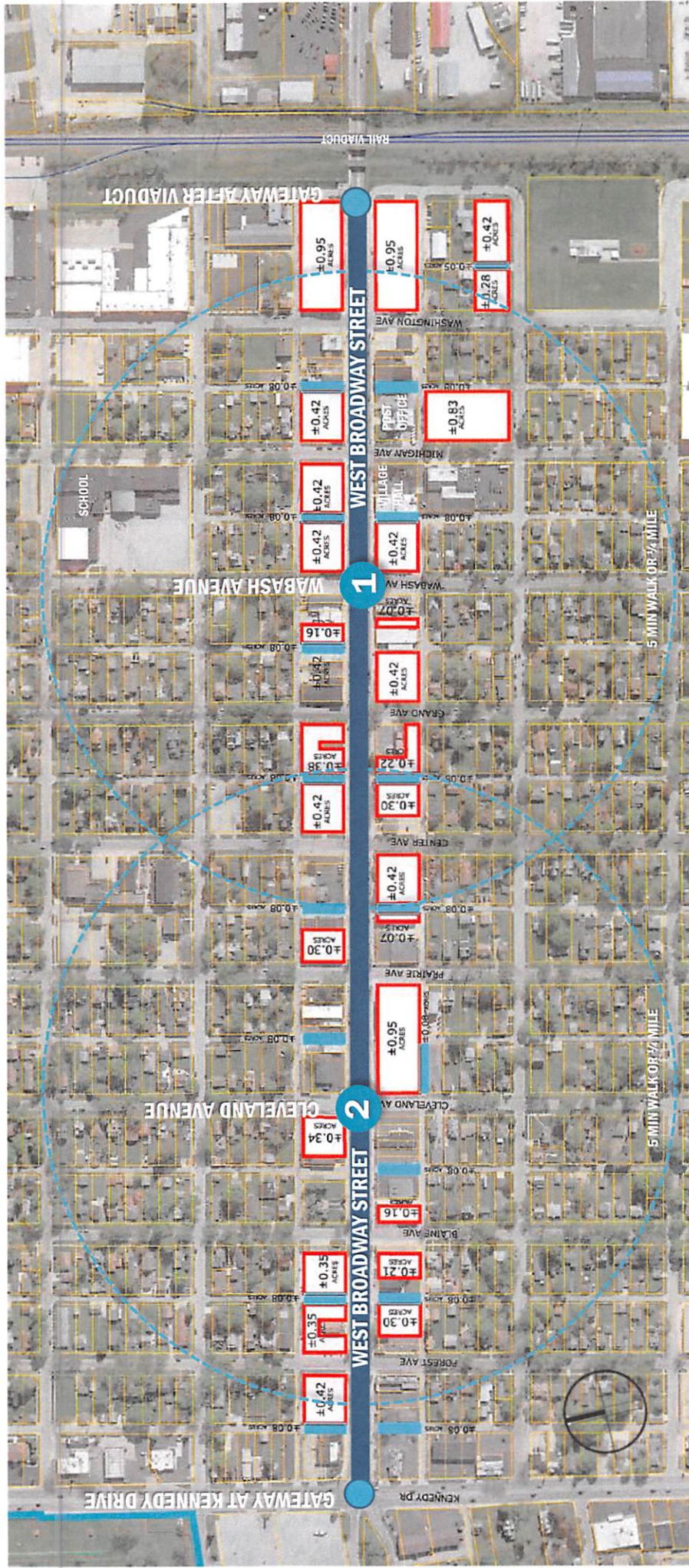
have been developed for the West Broadway Corridor as a roadmap for near- and long-term implementation.

1. Create two well-defined centers of activity on the corridor at Area 1 and Area 2
2. Maximize redevelopment potential of underutilized and vacant sites
3. Redevelop Area 1 as a vibrant, municipal core anchored by a Public Square
4. Redevelop Area 2 as a major node of commercial activity
5. Attract a variety of uses to create a vibrant mixed-use street
6. Invest in creating an attractive streetscape
7. Place all new buildings along the street with parking to the rear
8. Make long-term investments to connect to anchors to the north and south

**ILLUSTRATIVE MASSING SHOWING  
A VISION FOR A REVITALIZED MAIN  
STREET FOR BRADLEY**

# Maximize redevelopment potential of underutilized/vacant sites

11+ acres of sites for potential redevelopment including parcels with vacant/underutilized buildings, vacant lots, and public alleys that could be vacated.



MAJOR REDEVELOPMENT SITES    ALLEYS THAT COULD BE VACATED

# Redevelop Area 1 as a Vibrant Municipal Core anchored by Public Square



## POTENTIAL LONG-TERM REDEVELOPMENT OF AREA 1

The Illustrative Massing shows the following long-term possibilities:

1. New Village Hall to replace existing facility. New building is placed along the street with public parking to the rear.
2. Mixed-use/commercial or multifamily development with parking to the rear
3. New rowhouses or multifamily development

- NEW BUILDINGS (COMMERCIAL, MIXED-USE OR MULTIFAMILY)
- EXISTING COMMERCIAL
- EXISTING SINGLE FAMILY
- EXISTING MULTIFAMILY

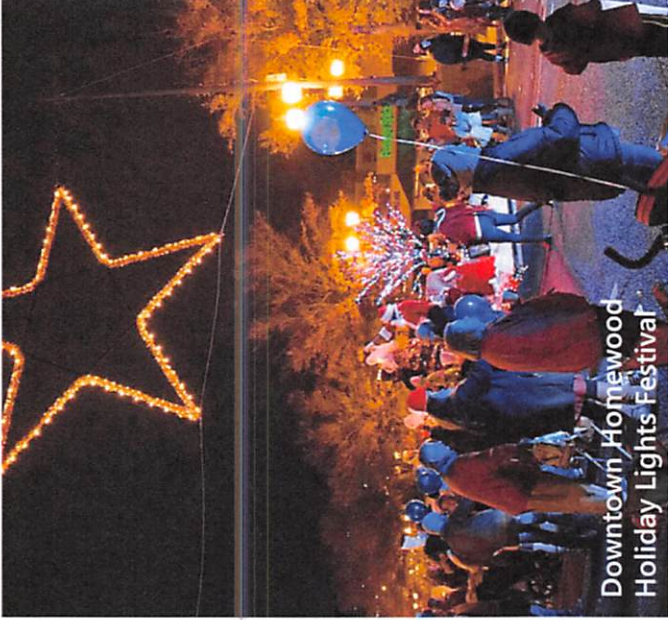
ILLUSTRATIVE 3D MASSING FOR AREA 1



# Redevelop Area 1 as a Vibrant Municipal Core anchored by Public Square Continued



Downtown Valparaiso Music Events



Downtown Homewood Holiday Lights Festival

## EXAMPLES

Examples from various Downtowns and Main Streets showcase the following design elements that can be incorporated into Bradley's new Public Square:

- Community events for all seasons and all age groups
- Landscaping, including street trees and planters
- Pedestrian-scaled decorative street lighting
- Wayfinding and signage
- Decorative paving and crosswalks
- Benches, trash receptacles, bollards etc.
- Outdoor art and more.



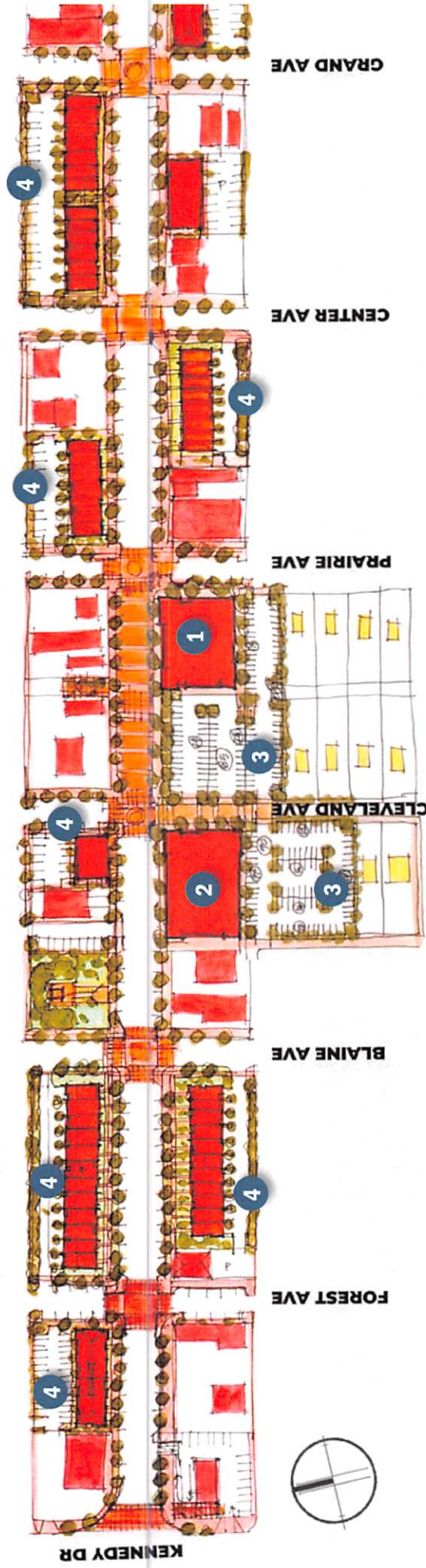
Downtown Orland Park Arts Festival



Downtown Frankfort Farmers Market

**CREATE A PUBLIC SQUARE FOR ALL SEASON EVENTS FOR ALL AGE GROUPS.**

# Redevelop Area 2 as a major node of commercial activity



ILLUSTRATIVE PLAN FOR AREA 2



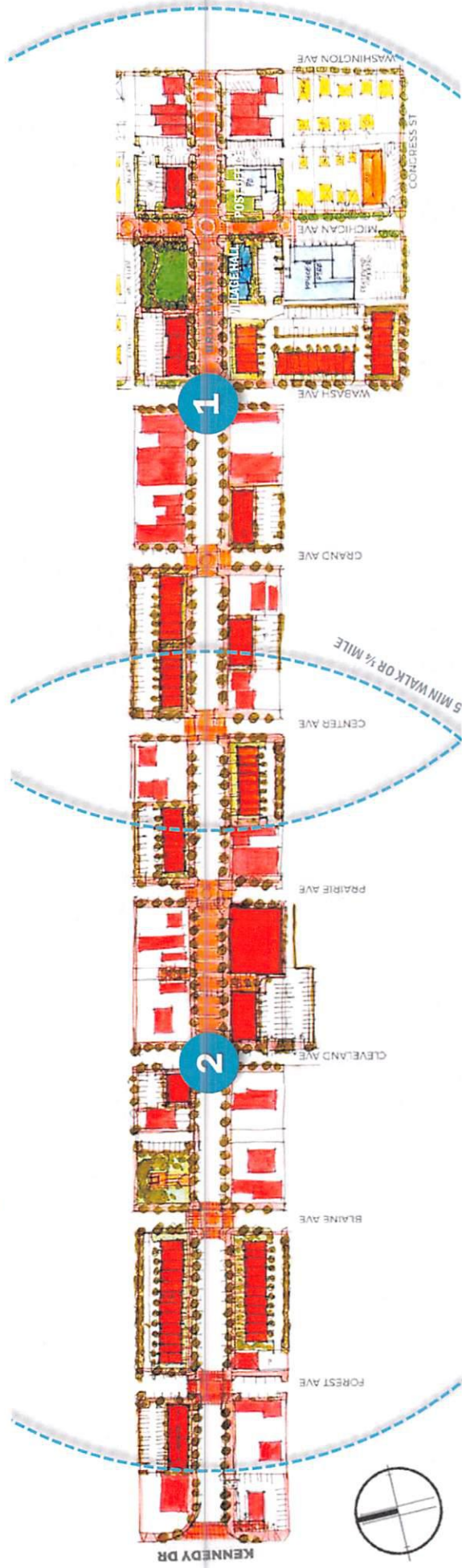
**THE FORMER FITNESS CENTER SITE ON CLEVELAND AVENUE OFFERS A MAJOR OPPORTUNITY TO ATTRACT A LARGE COMMERCIAL ANCHOR TO THE CORRIDOR.**

- NEW BUILDINGS (COMMERCIAL, MIXED-USE OR MULTIFAMILY)
- EXISTING COMMERCIAL
- EXISTING SINGLE FAMILY
- EXISTING MULTIFAMILY

The **Illustrative Plan** above shows the potential transformation of Area 2 at full buildout. Major plan elements include the following:

1. Reuse of the existing fitness building
2. Potential new grocery (approx. 20,000-25,000 SF)
3. Parking (approx. 170 spaces total)
4. Mixed-Use / Commercial / Multifamily / Rowhouse
5. Decorative paving and crosswalks

# Attract a Variety of Uses to create a vibrant mixed-use street



ILLUSTRATIVE PLAN FOR THE OVERALL WEST BROADWAY CORRIDOR

**OVER 11 ACRES OF REDEVELOPMENT OPPORTUNITY THAT CAN ATTRACT A VARIETY OF NEW USES TO THE CORRIDOR.**

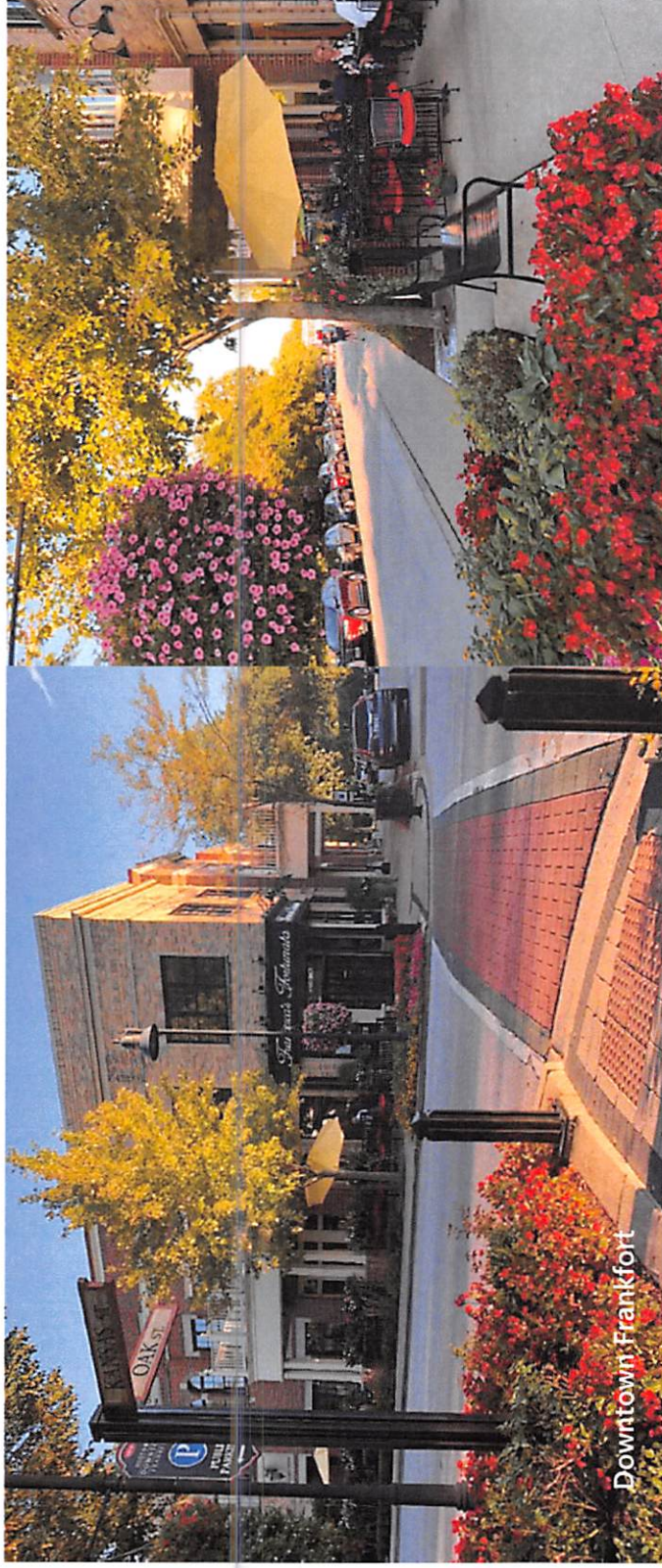
- NEW BUILDINGS (COMMERCIAL, MIXED-USE OR MULTIFAMILY)
- EXISTING COMMERCIAL
- EXISTING SINGLE FAMILY
- EXISTING MULTIFAMILY

The Village should create a new **“Broadway Corridor Zoning District”** that allows a wide variety of uses, including the following:

- New commercial uses, including shops, restaurants, grocery, event space and other activity generators

- New multifamily uses, including rowhouses, multifamily and senior housing
- New mixed-use buildings with commercial uses at the street level and residential above

# Invest in Creating an Attractive Streetscape



Downtown Frankfort

## EXAMPLES

Streetscaping examples from Downtown Frankfort and Downtown Manteno showcase the following design elements:

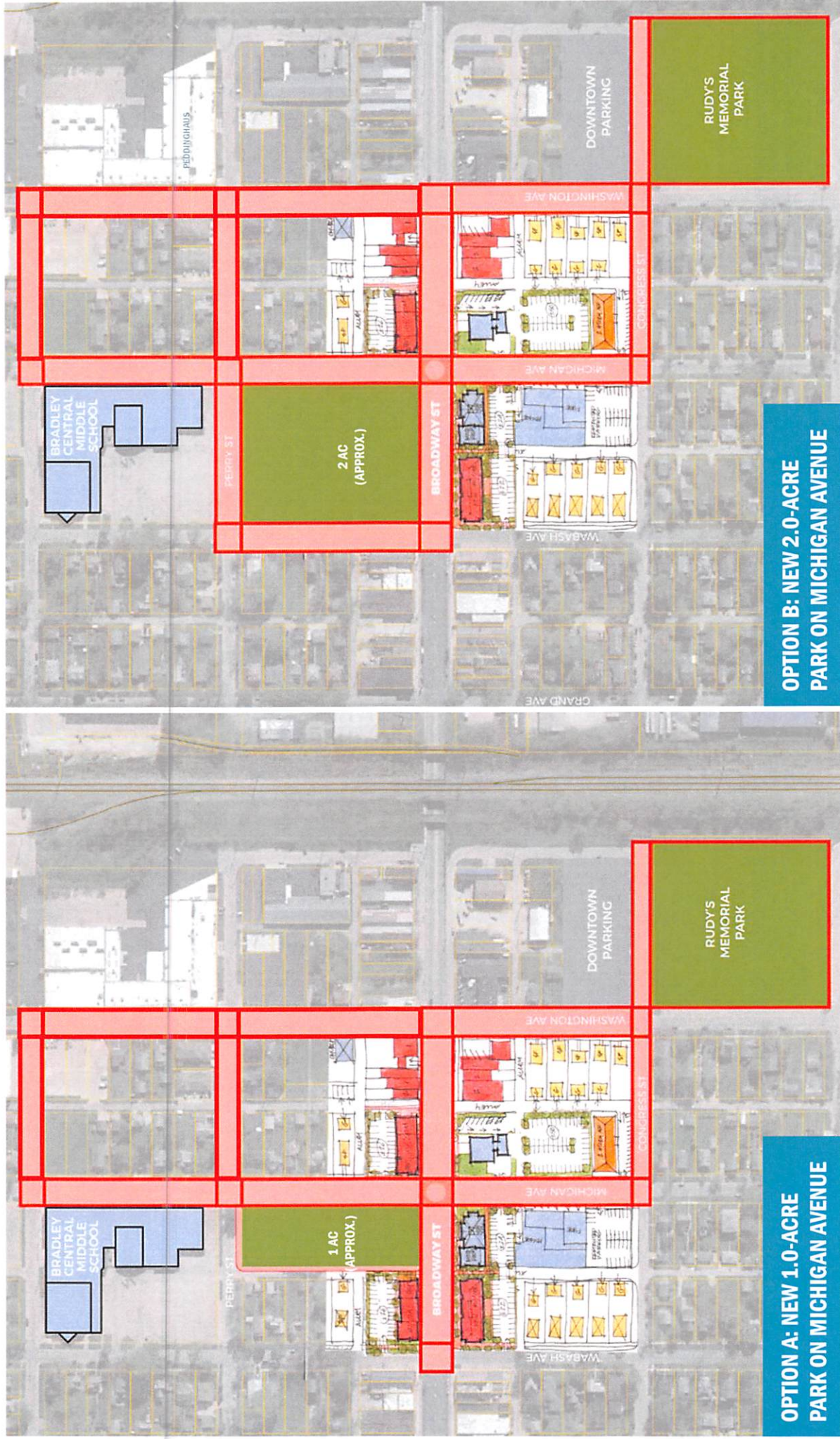
- Landscaping (street trees and planters)
- Pedestrian-scaled decorative lighting
- Wayfinding and signage
- Decorative paving and crosswalks
- Benches, trash receptacles and bollards



Downtown Manteno



# Make Long-term Investments to connect to anchors to north and south



NEW STREETSCAPING

An aerial photograph of a city grid, overlaid with a semi-transparent blue filter. A vertical red line runs down the left side of the image. The word "IMPLEMENTATION" is written in white, bold, uppercase letters, oriented vertically in the center of the page.

# IMPLEMENTATION

# Strategic Action Plan

## Area-wide Strategies & Improvements

### IMMEDIATE NEXT STEPS

1. Review and Expand Economic Development Toolkit
2. Develop Plan for Placemaking Efforts and Public Realm Improvements

### ADDITIONAL IMPLEMENTATION STEPS

3. Develop Unique Brand Identity and Prepare Marketing Materials

# Strategic Action Plan

## Northfield Square Mall

### IMMEDIATE NEXT STEPS

1. Refine and Market Redevelopment Vision
2. Establish Working Relationship With Mall Ownership and Prevent Further Deterioration
3. Actively Program Existing Mall Spaces With Short-term Events (Interim Uses)
4. Aggressively Pursue New Anchor Tenant

### ADDITIONAL IMPLEMENTATION STEPS

5. Determine Financial Capacity and Develop Plan for Demolition and Public Realm Improvements, Streetscaping
6. Determine Financial Capacity and Develop Plan to Support Redevelopment of Northfield Square Mall
7. Update Development Regulations and Define Design and Development Standards
8. Work with Developer to Facilitate Redevelopment



# Strategic Action Plan

## Village-Owned Former Carson's Building

### IMMEDIATE NEXT STEPS

1. Define Vision and Market Preferred Use(s)
2. Determine Village's Preferred Development Strategy (Self-develop or Solicit Third-party Developer)
3. Aggressively Pursue New Tenants, Users or Programming for the Space
4. Determine Financial Capacity and Develop Financial Plan to Support Redevelopment

### ADDITIONAL IMPLEMENTATION STEPS

5. Solicit Third-party Developer for Village-Owned Property

# Strategic Action Plan

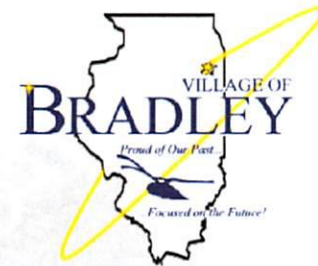
## West Broadway Corridor

### IMMEDIATE NEXT STEPS

1. Develop Plan for Central Public Square
2. Actively Program Existing Public Spaces

### ADDITIONAL IMPLEMENTATION STEPS

3. Develop Marketing Plan
4. Update Development Regulations and Define Design and Development Standards
5. Determine Financial Capacity and Develop Plan to Support Redevelopment Opportunities
6. Establish Programs to Support Existing and New Local Businesses



# Kinzie Avenue/Route 50 & West Broadway Corridors **REDEVELOPMENT FRAMEWORK PLAN**

Planning & Zoning Commission | April 7, 2021

VILLAGE OF BRADLEY | FINAL DRAFT

# Financial Tools

## VILLAGE-DIRECTED TOOLS

- Tax Increment Financing (TIF)
- Business Districts (BD)
- Special Service Areas (SSA)

## OTHER FINANCIAL TOOLS

- Enterprise Zone (EZ)
- Hotel Tax Revenues
- Historic Preservation Tax Incentives Program (HTC)
- Corporate & Individual Sponsorships
- Philanthropy & Impact Investing

## GRANT PROGRAMS

- HUD Community Development Block Grant Program (CDBG)
- USDA Farmers Market Grant Programs
- Illinois Dept. of Commerce And Economic Opportunity (DCEO) Tourism Grants
- Illinois Department of Natural Resources (IDNR) Green Infrastructure & Open Space Grant Programs
- Federal & State Transportation Grant Programs