

VILLAGE OF NORTHBROOK
DOWNTOWN AREA PLAN

Submitted to Village Board on February 21, 2012

SUBMITTED BY THE CONSULTANT TEAM OF:

Teska Associates, Inc. :: Fish Transportation Group :: Gewalt Hamilton Associates :: Business Districts, Inc.

This document summarizes the work conducted for the Village of Northbrook. The document was prepared under contract with the Regional Transportation Authority of Northeastern Illinois and was financed in part through through a grant from the Regional Transportation Authority. The contents of the document do not necessarily reflect the official views of the Regional Transportation Authority.

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Village of Northbrook, Illinois

This document was prepared by the Consultant Team of:

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Thank you to the following Northbrook community members and Village board/ commission leaders who participated in focus groups, roundtable discussions, or workshop activities during the Charrette and throughout the planning process:

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Executive Summary

The Northbrook Downtown Area Plan builds on the completion of the Village's Comprehensive Plan, which was adopted in 2010 and stated that the downtown area will evolve into a unique gathering place and transportation hub that is the symbolic center of the community. Interviews, focus groups, online participation tools, and a survey to which over 1,100 Northbrook residents responded provided an extensive amount of ideas, issues, and feedback to inform the preparation of a vision statement, which will be the guiding tenet for the community as it progresses with revitalizing Downtown Northbrook.

The vision for Downtown Northbrook is:

The downtown is the community's center serving residents' daily shopping, dining, and leisure needs, and will evolve into a more vibrant and pedestrian-friendly gathering place in which Northbrook families and residents of all ages are proud in which to live and entertain their family and friends with an array of unique shopping, dining, and recreation experiences.

A four-day charrette process included extensive participation of Village officials, staff, Steering Committee members, residents, business owners, property owners, and other members of the Northbrook community. With the broad community participation and incredible amount of feedback, seven goals were developed and will guide revitalization efforts for Downtown Northbrook.

Through the Charrette, a series of redevelopment concept alternatives were developed for key downtown redevelopment sites including:

1. **Land Use Goal:** Enhance and strengthen the downtown as the community center by promoting a mix of land uses that support a vibrant Village Center.
2. **Economic Goal:** Encourage a balance of retail, restaurant, and office activities that provide vital services to the residents of the community.
3. **Transportation Goal:** Improve the accessibility to downtown by car, foot, bicycle, bus, and train.
4. **Environment & Open Space Goal:** Preserve and enhance the natural gems of the downtown including the Village Green and the river.
5. **Urban Design & Streetscape Goal:** Enhance the existing streetscape experience to make it more inviting for shoppers, diners, residents, and other visitors to the downtown.
6. **Identity & Branding Goal:** Identify the identity that captures the essence of our future vision for downtown and implement marketing efforts around it.
7. **Public Participation Goal:** Continue to involve a mix of residents, downtown property owners, and business representatives and community leaders in the decision-making process for the future of the downtown.

- » West Metra parking lot
- » Meadow Plaza
- » Weizmann property
- » C-1 properties along Shermer Road
- » Expansion of the Northbrook Shopping Center
- » Transformation of the stormwater facility between Village Hall and the library into a new park called Shermerville Common

While the preferred redevelopment concepts for these six sites are central elements of this plan, the plan provides recommendations relating to market feasibility, transit, parking, circulation and access, streetscape, design guidelines, and zoning amendments.

The strategies and projects that support the seven downtown goals and facilitate the realization of the redevelopment concepts are summarized in Section 7 of this plan. In particular, these strategies and projects are outlined in a detailed implementation plan that carefully considers elements such as phasing, responsibility, and potential funding resources. Phasing is particularly important to ensure the Village prepares the



necessary resources for redevelopment and puts all the building blocks in place that will enable the community to be ready for a rebound in the economy and greater support in the marketplace. These building blocks include, but are not limited to, the following: amending zoning standards; building public/private partnerships; investing in streetscape improvements; maintaining dialogue with property owners; and defining an identity for Downtown Northbrook.



Existing Conditions Report

An Existing Conditions Report preceded this document, summarizing the core elements that have an impact on planning for the revitalization of Downtown Northbrook. These core elements included: the public participation process; zoning; existing land use; community facilities, utilities, and infrastructure; environmental features; the transportation network; parking; and the market/development economics. The Existing Conditions Report is available under separate cover.

Downtown Goals & Future Land Use Plan

Section 1 outlines the vision statement and set of goals, strategies, and projects that will be the guide for revitalizing Downtown Northbrook. The strategies and projects are also the foundation for the opportunity site concept designs described in Section 2 and the implementation plan in Section 7.

Downtown Redevelopment Concepts

Section 2 provides a detailed description of each of the key downtown redevelopment sites, as well as a redesign of the open space behind Village Hall. In addition to defining the proposed land use program, elements such as fiscal feasibility, parking, and urban form are detailed. Site plans and 3D renderings are provided for each redevelopment concept

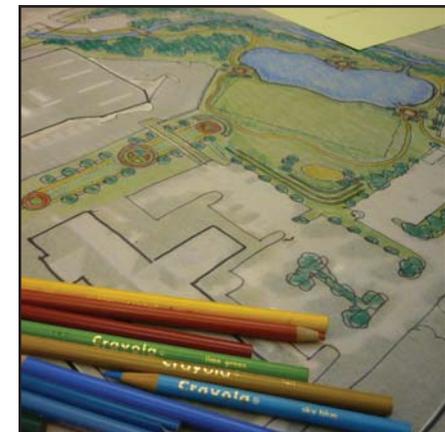
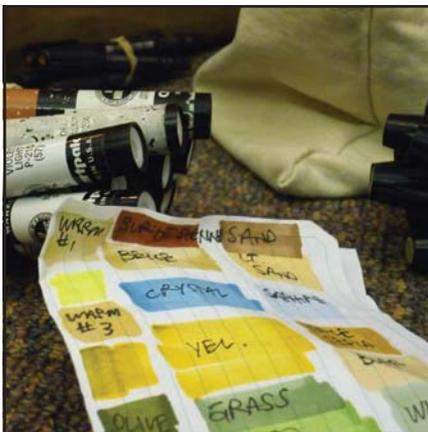
to illustrate how they relate to surrounding context and within the physical framework of Downtown Northbrook. An overall view of the redevelopment concepts in context of the downtown area is shown in the graphic on the next page.

Transit, Parking, Circulation & Access Plan

Section 3 provides a detailed summary of the impact the redevelopment concepts will have on parking, circulation, and access in Downtown Northbrook. Parking is particularly critical to the success of the downtown area, providing an adequate amount and equitable distribution of parking across public, private, and commuter lots. The revitalization of the downtown area will also have bearing on the capacity of the transit system. Strengthening the multi-modal transportation network serving Downtown Northbrook is also explored, ensuring that the downtown area provides adequate access and circulation for motorists, pedestrians, bicyclists, and commuters. The plan also includes recommendations for roadway and intersection improvements.

Public Streetscape Improvements Plan

Section 4 provides recommendations in graphic form to guide the improvement of the public streetscape. In particular, improvements to the public right-of-way are described with street sections to highlight the dimensions and distribution of multi-modal travel



OVERALL DOWNTOWN STUDY AREA | Aerial Perspective View of Proposed Redevelopment



NOTE: Existing buildings shown in tan color; proposed buildings shown in beige/red color; parking structure shown in white color.



- 1 : Shermerville Common**
DETAILED CONCEPT PLANS PAGES 17-19
- 2 : West Metra Parking Lot**
DETAILED CONCEPT PLANS PAGE 20-23
PARKING ANALYSIS PAGE 56
- 3 : Weizmann Property**
DETAILED CONCEPT PLANS PAGE 24-27
PARKING ANALYSIS PAGE 57
- 4 : Meadow Plaza**
DETAILED CONCEPT PLANS PAGE 28-37
PARKING ANALYSIS PAGE 57
- 5 : C-1 Properties**
DETAILED CONCEPT PLANS PAGE 38-41
PARKING ANALYSIS PAGE 58
- 6 : Shopping Center Expansion**
DETAILED CONCEPT PLANS PAGE 42-45
PARKING ANALYSIS PAGE 58

lanes within downtown streets. A conceptual signage system is also presented to illustrate how signs that reflect local design elements can enhance not only the streetscape but also the identity of Downtown Northbrook.

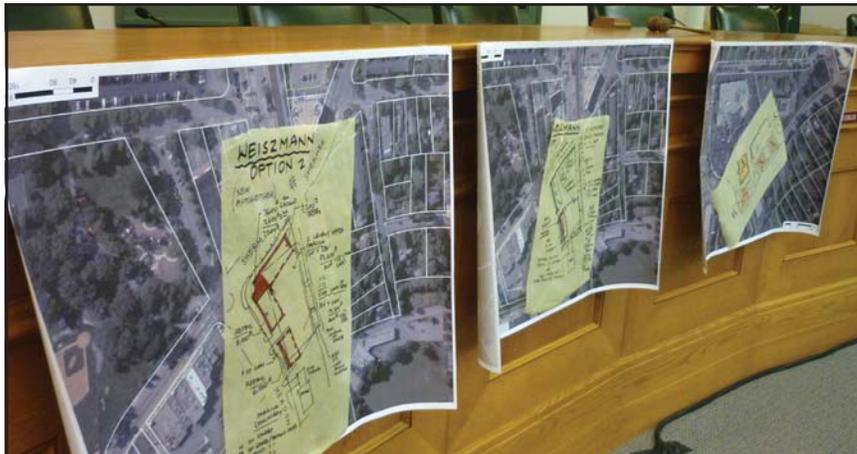
Design Guidelines

Section 5 presents a series of design guidelines intended to promote the vitality and distinct character of Downtown Northbrook by providing design direction on the type, character, and quality of the built environment. Detailed specifications are provided to govern the architecture and streetscape that will solidify the identity of Downtown Northbrook and strengthen the character of its physical components. The design guidelines cover the following topics: architecture, site design, parking, streetscape, riverfront, and signage.

The design guidelines are intended to supplement the Village's existing design guidelines that are established for the Village Green Overlay (VGO) District in the Northbrook Zoning Code (Article VIII, Part I).

Recommended Zoning Code Amendments

Section 6 outlines a series of recommendations to amend the Village's Zoning Code to ensure municipal zoning standards are supportive of the type of redevelopment called for in this plan. Zoning elements such as build-to lines, height incentives, parking ratios, form-based standards, and the C-1 district are discussed.



Implementation Plan

Section 7 provides an implementation plan, including a matrix of the strategies and projects that resulted from the Charrette and are highlighted in Section 1. The matrix elements include phasing, responsibilities, and potential funding options to provide additional guidance to the Village and its partners in implementing the Northbrook Downtown Area Plan.

As part of the implementation plan, a series of early action projects were prepared to provide the Village and its partners with projects that could be completed within the first year following plan adoption. A list of early action projects is summarized on the next page.

Appendix

Appendix A provides an overview of the public process and community input mechanisms used during the planning process. Appendix B provides an overview of the market assessment and fiscal feasibility synopses. Two other relevant appendices are provided in the Existing Conditions Report, which is available under separate cover. These two appendices provide the stakeholder interview summaries and the complete results of the questionnaire that was administered at the beginning of the process.



Public Process & Community Input

Appendix A summarizes the key public participation activities and tools utilized throughout the planning process for Downtown Northbrook. From stakeholder interviews and a web-based questionnaire to a project website and Community Remarks, a web-based public commenting tool, the community took advantage of various opportunities to take part in the planning process and have their voices heard.

A Charrette provided an intensive four-day workshop on-location in Downtown Northbrook for the community to engage in the brainstorming and discussion of ideas for revitalizing downtown. The two core outcomes of the Charrette were a set of goals, strategies, and projects and a series of redevelopment concepts for the key downtown sites.

Market Assessment & Fiscal Feasibility Synopses

Appendix B relates to the redevelopment concepts in the previous section, particularly summarizing the socioeconomic demographics and market conditions that underlie the proposed redevelopments and will provide the anticipated market support.



Early Action Projects

To maintain the momentum of this planning process and garner support from the community, local partners, and investors, the following series of early action projects provides the Village with projects that they can pursue within the first year of implementation. In addition to these early action projects, the Village shall pursue other short-term projects identified in this plan to continue improving Downtown Northbrook.

Early Action Project

	<u>Project #</u>
Consider the merits of incorporating “form-based” elements to the Village’s Zoning Code to ensure that proper design elements are incorporated into new development while providing clear height, bulk, and setback standards.	1E-2
Refine the Village Green Overlay District design standards to promote high level of design, use of materials, and predictability to the development community.	1E-3
Consider appropriateness of other financial incentives for private investment such as a business district, special service areas (SSA), and TIF district to support capital improvements, close project finance gaps, and support marketing efforts.	2B-2
Promote the use of shared parking for complimentary land uses and destinations.	3B-1
Improve public pathways and connections from the new Shermerville Common (see Strategy 4A) behind Village Hall to the east and south along the railroad.	3C-2
Develop programs with Pace to provide ride pools to Northbrook employers to Metra Station and other destinations.	3D-3
Develop a feasibility study for the creation of Shermerville Common, including stormwater management, parking, relocation of public works, and removal of water tower.	4A-1
Establish gateway improvements at the Waukegan Road/Shermer Road intersection, Meadow Road/Cherry Lane intersection, and near the Metra station.	5A-4
Create a consistent signage and wayfinding program to direct visitors to downtown from Waukegan, Dundee, Willow and Shermer Roads.	5B-1
Utilize social media, questionnaires, and websites to promote communication across government agencies and downtown destinations.	7B-1

Downtown Goals & Future Land Use Plan

SECTION

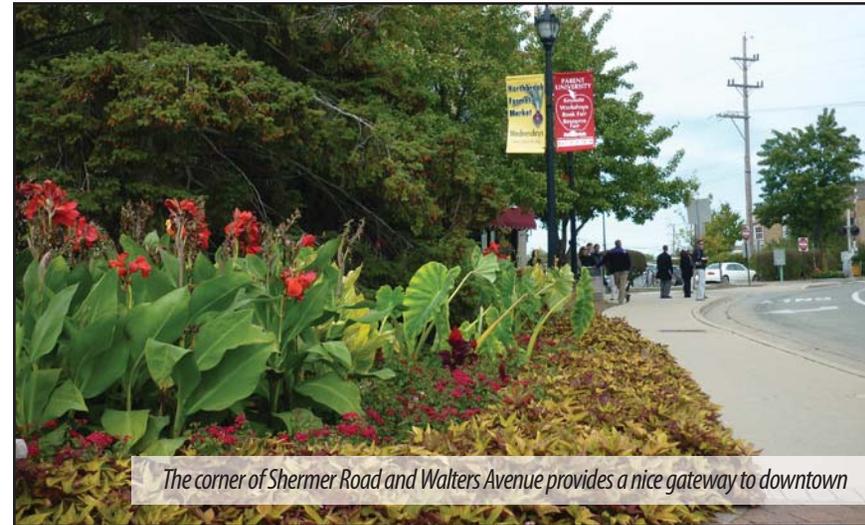
1

The vision for Downtown Northbrook is:

The downtown is the community's center serving residents' daily shopping, dining, and leisure needs, and will evolve into a more vibrant and pedestrian-friendly gathering place in which Northbrook families and residents of all ages are proud in which to live and entertain their family and friends with an array of unique shopping, dining, and recreation experiences.

Key concepts driving the Future Land Use Plan for Downtown Northbrook include:

- » **Vibrancy.** Downtown Northbrook will attract new uses, revitalize older commercial centers, and be a place where residents and shoppers want to be.
- » **Access.** People will be able to go to and circulate within Downtown Northbrook utilizing multiple modes – from car to bicycle to walking.
- » **Open Space & Environment.** Long home to Village Green, Downtown Northbrook is a recreation- and family-centered destination. A revived downtown needs to bring the same high level of design to commercial centers and along the branch of the Chicago River. Upgrading the current stormwater detention facility behind Village Hall into a new park is also a recommended strategy.
- » **Main Street Home.** Northbrook is a wonderful place to live, is centered around strong residential areas, and offers an excellent supply of single-family housing.



The corner of Shermer Road and Walters Avenue provides a nice gateway to downtown

Downtown Northbrook should provide additional housing options, particularly for empty-nesters, retirees, and young professionals who seek to live in a suburban downtown with restaurants, stores, access to Metra and Downtown Chicago, and other amenities.

The seven goals outlined on the following pages drive the development of the Northbrook Downtown Area Plan.

Downtown Plan Goals

1. Land Use Goal: Enhance and strengthen the downtown as the community center by promoting a mix of land uses that support a vibrant Village Center.



- a. Support and expand upon civic, cultural, and governmental uses in the downtown, including Village Hall, Library, Village Green, open spaces, and churches.
 - i. Support the the continuation of public programs and events by the Northbrook Public Library to attract residents downtown.
 - ii. Work with the Park District to expand programming in the Village Green and share resources such as parking and marketing efforts.
- b. Support and expand commercial and residential activities in the downtown.
 - i. Consider a range of uses, from additional retail development to office and multifamily residential, on existing vacant or underutilized lots.
 - ii. Support a range of housing types that meet the needs of all residents of the Village, particularly seniors and young families.
- c. Promote more intensive uses of the downtown at the transportation core.
 - i. Promote density levels that improve the village center character and attractiveness as a destination.

- ii. Ensure that the design, height, and placement of buildings are appropriately designed to minimize impact on nearby residential neighborhoods.
- d. Promote new land uses that attract/generate pedestrian activity, including retail and restaurants at the ground level, and offices or residential above.
 - i. Consider zoning code amendments and public/private partnerships to support uses that will bring economic, civic, and cultural activity to the street level in downtown.
 - ii. Improve pedestrian and bicycle connections to make all of downtown more walkable and bikeable for all residents.
- e. Make necessary amendments to zoning and related development regulations that govern building form, size, and use that promote a pedestrian-friendly and transit-oriented development.
 - i. Use zoning incentives to encourage land assembly and mixed-use development.
 - ii. Consider the merits of incorporating “form-based” elements to the Village’s Zoning Code to ensure that proper design elements are incorporated into new development while providing clear height, bulk, and setback standards.
 - iii. Refine the Village Green Overlay District design standards to promote high level of design, use of materials, and predictability to the development community.

2. Economic Goal: Encourage a balance of retail, restaurant, and office activities that provide vital services to the residents of the community.



- a. Partner with downtown property and business owners to promote business and the retention and attraction of retailers, restaurants and office users in the downtown.
- b. Consider alternatives for public/private partnerships to help finance necessary public improvements to encourage the redevelopment of identified parcels in the downtown.
 - i. Study the eligibility and appropriateness of establishing a Tax Increment Financing (TIF) district to support reinvestment in the downtown.
 - ii. Consider appropriateness of other financial incentives for private investment such as a business district, special service areas (SSA), and TIF district to support capital improvements, close project finance gaps, and support marketing efforts.

3. Transportation Goal: Improve the accessibility to downtown by car, foot, bicycle, bus, and train.



- a. Continue to monitor the capacity of existing intersections in and around the downtown to determine if improvements or enhancements are necessary.
- b. Consider strategies to maximize the efficiency of on- and off-street parking resources.
 - i. Promote the use of shared parking for complimentary land uses and destinations.
- c. Consider needs of bicyclists in planning future roadway and pedestrian improvements.
 - i. Explore the creation of bicycle lanes that connect Downtown to Waukegan Road, Dundee, and Willow Road.
 - ii. Improve public pathways and connections from the new Shermerville Common (see Strategy 4A) between Village Hall to the east and south along the railroad.

- d. Recognize the importance of the Northbrook Metra Station as one of the focal points for downtown activity.
 - i. Increase the availability of commuter parking and adequate kiss-and-ride/drop-off area for Metra riders.
 - ii. Improve access to station for bicyclists and pedestrians through the provision of adequate bicycle parking and railroad crossings.
 - iii. Develop programs with Pace to provide ride pools to Northbrook employers to Metra Station and other destinations.

4. Environment & Open Space Goal:

Preserve and enhance the natural gems of the downtown including the Village Green and the river.



- a. Develop a feasibility study for the creation of Shermerville Common behind Village Hall, including stormwater management, parking, relocation of public works, and removal of water tower.
 - i. Investigate stormwater needs and feasibility of a new detention facility that could be used as a pond for recreation activities such as fishing.
 - ii. Determine feasibility of relocating the public works garage and removing the water tower.

- iii. Determine parking needs for Village Hall, library expansion, Metra, and park users
- b. Continue efforts to enhance the river and mitigate flooding, while establishing a continuous and useable open space system along the river.
 - i. Implement stormwater improvement recommendations in the downtown
 - ii. Recognize the existence of the 100-year floodplain areas and work to remove flood hazards.

5. Urban Design & Streetscape Goal:

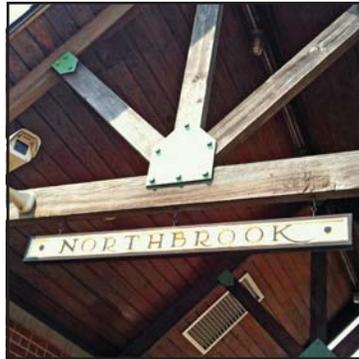
Enhance the existing streetscape experience to make it more inviting for shoppers, diners, residents, and other visitors to the downtown.



- a. Encourage a pedestrian-friendly "Village" atmosphere throughout the downtown area.
 - i. Extend the Shermer Road streetscape northeast to Waukegan Road and south across the Metra tracks to Farnsworth Lane and Techny Road.
 - ii. Enhance and expand existing streetscape improvements along Meadow Road between Cherry Lane and Walters Avenue to adjacent street segments, where appropriate.

- lii. Create a new greenway walking path between the Metra station and the Library.
 - iv. Establish gateway improvements at the Waukegan Road/Shermer Road intersection, Meadow Road/Cherry Lane intersection, and near the Metra station.
- b. Create a consistent signage and wayfinding program to direct visitors to downtown from Waukegan, Dundee, Willow, and Shermer Roads.
 - c. Place utilities underground whenever practical and possible, particularly coordinating with the redevelopment projects proposed in this plan.

6. Identity & Branding Goal: Identify the identity that captures the essence of our future vision for downtown and implement marketing efforts around it.



- a. Establish a comprehensive marketing program for the downtown that coordinates the activities of the Village, Downtown Merchants Association, Chamber of Commerce, Library, Park District, Churches and transit agencies.
- b. Improve the coordination of business, civic, and cultural activities.

7. Public Participation Goal: Continue to involve a mix of residents, downtown property owners, business representatives, and community leaders in the decision-making process for the future of the downtown.



- a. Widely publicize public hearings involving significant regulatory, land use, or transportation changes in the downtown.
- b. Utilize social media, questionnaires, and websites to promote communication across government agencies and downtown destinations.



Downtown Future Land Use Plan

Downtown Northbrook is home to many elements of a successful downtown, but needs greater cohesion, connectivity, walkability and sense of place. The downtown needs to be thought of as more than a collection of specific sites, with improved relationships, functionality, and accessibility across its many parts.

Downtown Planning Quadrants

As illustrated in Figure 1-1, the Downtown Future Land Use Plan is divided into the following quadrants:

- » **Northwest Quadrant** | Includes the civic complex including Village Hall, Library and Greenbriar School, as well as commercial and residential areas in the Study Area north of Walters Avenue and west of the Metra tracks. See detailed information on page 8.
- » **Southwest Quadrant** | Includes the Metra station, commercial corridor along Shermer Road south of Walters Avenue and along the Metra tracks, and the residential area south of Walters and west of the Metra tracks. See detailed information on page 9.
- » **Northeast Quadrant** | Includes the commercial properties along Shermer Road east of the Metra tracks and the commercial and residential areas of the Study Area north of Shermer Road and east of the Metra tracks. See detailed information on page 10.
- » **Southeast Quadrant** | Includes St. Norbert's Church and the east side of the Metra station area, as well as the C-1 properties on Shermer Road, the Village Green, and the residential areas in the Study Area south of Shermer and east of the Metra tracks. See detailed information on page 11.



Downtown Future Land Use Plan Map

An overall map of the Downtown Future Land Use Plan is provided in Figure 1-2. This map is intended to illustrate recommended land use amendments that the Village should consider making to its current Village-wide Land Use Plan, which is part of the Comprehensive Plan approved in December 2010.

The recommended land use amendments include:

- » Add a new land use category - Village Center Mixed Use (Metra Site) - which pertains to the proposed redevelopment of the West Metra parking lot. This category is different than the regular Village Center Mixed Use due to the inclusion of a major commuter parking facility for the Northbrook Metra Station.
- » Re-examine C-1 properties, which are currently designated as Neighborhood Edge 1 (NE1), to determine if Neighborhood Edge 2 (NE2) is more appropriate.

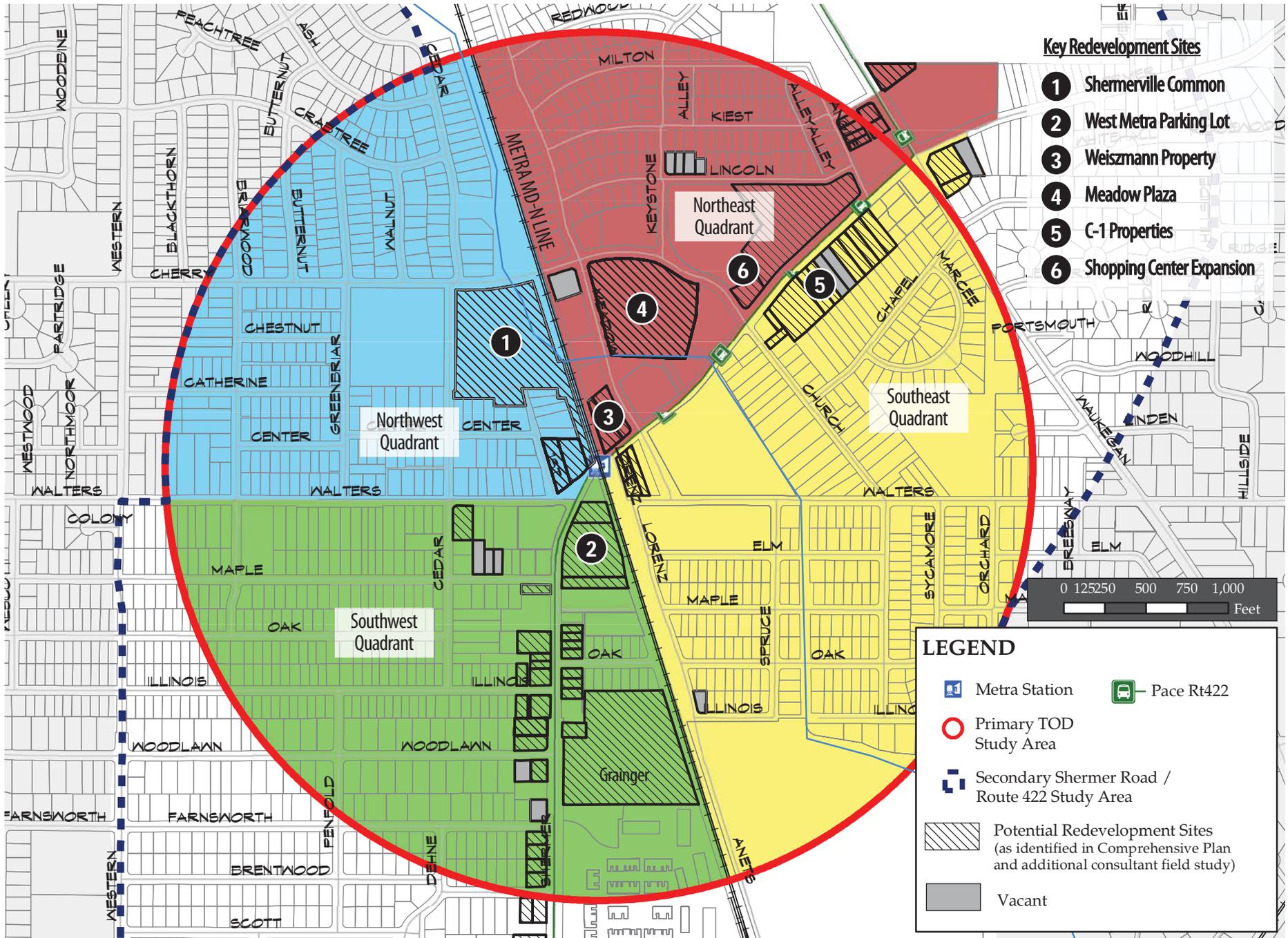


FIGURE 1-1
Downtown Planning Quadrants

NORTHWEST QUADRANT

» Description

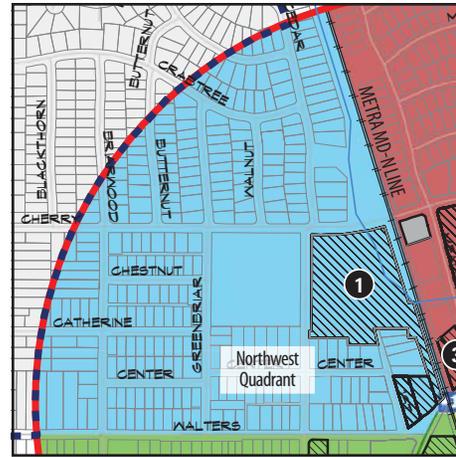
The Northwest Quadrant (marked in blue on the map) includes several large civic users and open space and is primarily surrounded by residential neighborhoods. Several current and pending projects offer new opportunities for the downtown:

- » A significant addition to Greenbriar School includes a joint-use gymnasium with the Park District. The project will allow indoor space for both school and Park District use that complements the use of the Village Green in the Southeast Quadrant.
- » Northbrook Public Library is considering an expansion of its auditorium space and addition of more meeting space at surface level that would add a flexible indoor space for events, without expanding the size of the building envelope.
- » The water tower remains in use but not at the same capacity as in the past. The Village is currently considering removing the structure, if it is cost-efficient and beneficial to the downtown. Removal of the water tower would be facilitated by modifications to the water distribution system.

In addition, there are a number of challenges that need to be addressed:

- » The stormwater facility behind Village Hall is not a dependable open space for recreational uses. The Park District cannot schedule games at the site because the site is undependable.
- » There is no clear walking path between this area and the Metra station to the south.
- » A public works garage is not optimally located and is a barrier between civic and residential uses and parking and access to Metra to the south.

The quadrant is located just north of the Metra station and currently includes Metra parking just west of the railroad tracks, north of Shermer Road, and between the water tower/public works garage and Village Hall.



Proposed land uses for the Northwest Quadrant include:

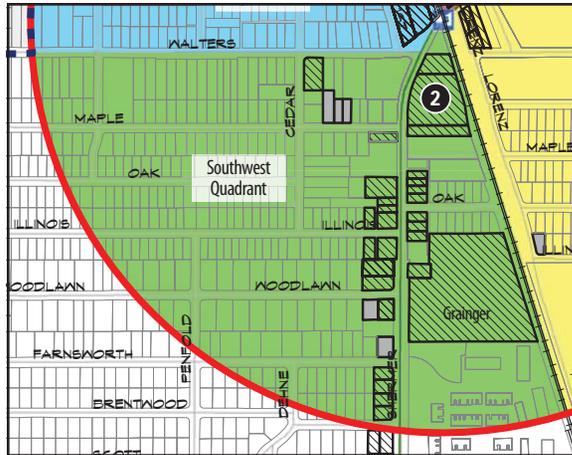
- » Creation of a new park, called Shermerville Common (marked as Site 1 on the map), to serve a variety of purposes:
 - A new, better functioning stormwater facility that could potentially be designed to compensate for stormwater needs in nearby areas of the downtown. The facility could be designed as a pond for fishing and other amenities.
 - Well-designed open space and fields with natural landscaping and amenities. With the creation of a new pond area, the field space would be dry more often and could be used much more extensively for recreational purposes. The athletic field (dry bottom basin) located behind the Library would retain its capacity to accommodate additional stormwater overflow, as this area will always be part of the floodplain.
 - Improved walkways, access, and parking opportunities between Village Hall, Library, parking and Metra station to the south. The southern entry to Shermerville Common would be accessed from Walters Avenue, with the adjacent parcels to the west of this entry providing additional opportunities for access and parking for the park.
- » New reconfigured parking and the addition of a walking/biking path from the Library and Village Hall along the west side of the Metra tracks south to the Metra Station.
- » Removal of the water tower and relocation of the public works garage to reprogram the space for parking or park space.
- » Addition of parking in close proximity to the Library and Village Hall for additional programmed activities.
- » Improved bike route and signage west along Cherry Lane, south along Cedar Lane, and south along Shermer Road south of Maple Avenue.

The plan does not contemplate significant changes to the neighborhood blocks in the residential areas. Improvements may include signage features along Walters Avenue toward the downtown, and the possible use of parking spaces at the AT&T facility and potential parking spaces on the adjacent lot.

SOUTHWEST QUADRANT

» Description

The Southwest Quadrant (marked in green on the map) contains a variety of uses – from the Metra station, to a mixed-use commercial corridor on both sides of Shermer Road between Walters Avenue and Techny Road that includes retail, housing and industrial uses, to a portion of a large residential neighborhood west of Shermer Road. This quadrant includes the development of the Shermer Place residential development between Shermer Road and the Metra tracks and the more recent office/retail/parking development of the Gerson Building just north of the Metra station. The critical need for the Metra Station is additional parking, as the lot is nearly 100% occupied by daily commuters.



Proposed land uses for the Southwest Quadrant include:

- » A new residential development with 100 units and parking structure for Metra users on the current Metra parking lot (marked as Site 2 on the map). This site will include 697 total parking spaces, with 130 spaces dedicated to the residential units and the other 567 spaces allocated for Metra use. Of the total 697 parking spaces, 556 spaces would be within the parking structure, 26 covered off-street, and 115 surface on-street.
- » Improved access and drop-off at the Metra Station, including allowing Pace vans to access the site.
- » Transitioning industrial uses between Shermer Road and the Metra tracks to residential or office uses.
- » Retention of single-family residential neighborhoods west of Shermer Road. Improvement of walkability and sidewalk connectivity should be constructed as blocks of homes request such improvements.

In addition to the redevelopment of the Metra site, other potential sites in the Southwest Quadrant are noted for redevelopment or site improvements, including:

- » The Grainger site along the east side of Shermer Road holds the potential for mixed use redevelopment.
- » Properties that front Shermer Road (south of Maple Avenue) should have their buildings located as close to the street as possible, creating a more solid “street wall” -- an urban design characteristic defined by structures that directly front the street with accessory uses such as parking and garages located to the side or rear of properties. A solidified street wall creates a more pedestrian-friendly environment, providing elements such as large storefront windows, sidewalk displays, and other amenities that encourage greater interaction between pedestrians and businesses. Plazas, small pocket parks, and entry points to side- or rear-located parking can provide periodic breaks in a street wall.

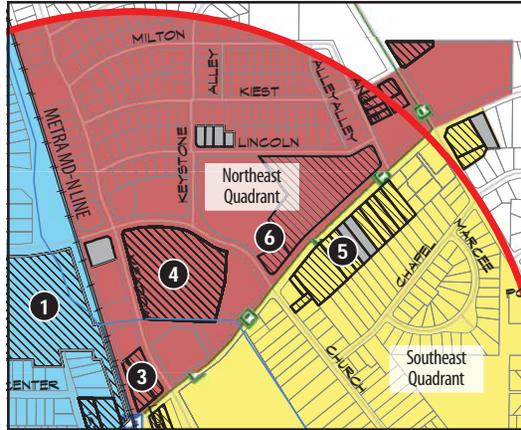
In addition, the following amenities should be planned:

- » Streetscaping and pedestrian amenities (including wider sidewalk) along Shermer Road to match the high quality design east of the Metra tracks on Shermer Road.
- » Signage and gateway features on Shermer Road to signal a prominent entry to downtown from the south.
- » Improving walking/biking amenities, including a bike route along Shermer Road.

NORTHEAST QUADRANT

» Description

The Northeast Quadrant (marked in red on the map) along and north of Shermer Road would see the greatest changes under the Downtown Plan. A call for redevelopment of Meadow Plaza was listed as the top concern by the public as voiced through a number of public outreach tools, including the questionnaire, Community Remarks web-based public input and mapping tool, interviews, focus groups, and e-mails. While home to a number of successful businesses, several of the commercial sites are under-utilized and lack internal cohesion as well as connectivity and synergy with neighboring properties.



Proposed land uses for the Northeast Quadrant include:

- » Commercial or mixed-use (commercial and residential) development at Meadow Plaza (marked as Site 4 on the map), either through a retrofit of the existing center or a redevelopment of the site, as described in Section 2. Two concepts were developed for Meadow Plaza:
 - Option 1: Retrofit the existing center and convert western wing by adding storefronts facing Meadow Road, and an interior service corridor so that smaller stores could be brought into the center that would face either Meadow Road or the parking lot at the middle of the shopping center. The loading area along the southern portion of the site could be reclaimed for the potential riverwalk by consolidating loading at the corners of the site.
 - Option 2: Redevelop the entire site other than the Chase/Marcello's wing. This would include new luxury rental housing over retail at the southern portion of the site, along with a riverwalk. The western wing would be replaced with two larger retail buildings that would face Meadow Road as well as the interior parking. Due to its location within the floodplain, the northwest corner would be retained as parking, but gateway improvements and a restaurant patio could be located in the area.

- » A riverwalk between Meadow Road and Shermer Road formed by relocating service, loading, and parking from behind Meadow Plaza.
- » One-story commercial building on the west side of Shermer Road on the Weizmann property (marked as Site 3 on the map).
- » Expansion of the Northbrook Shopping Center on the southwest portion of the Bank of America parking lot (marked as Site 6 on the map).

In addition to the key redevelopment sites, certain properties along Waukegan Road near the Shermer Road intersection hold potential for rehabilitation or redevelopment that reflects the same high level of design as Northbrook Bank & Trust, which is at the southeast corner of the intersection (see image below).

Additional amenities include:

- » Converting Meadow Road into a pedestrian-friendly street with additional diagonal parking (see Section 3) through the redevelopment of Meadow Plaza and the addition on the Weizmann property.
- » Extending streetscape improvements along Shermer Road northeast to Waukegan Road.
- » Adding gateway features at Waukegan Road and Shermer Road as well as Meadow Road and Cherry Lane (see Section 4).
- » Adding signage for bike route from Walters Avenue north along Church Road and Cherry Lane (see Section 3) under the Metra tracks toward Cedar Lane.



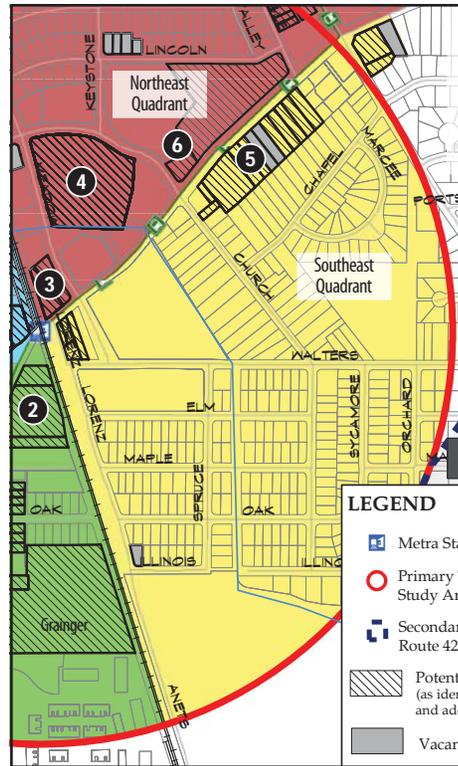
SOUTHEAST QUADRANT

» Description

The Southeast Quadrant (marked in yellow on the map) includes St. Norbert's Church, the east side of the Metra station and parking, and a block of commercial sites along the south side of Shermer (including the former Northbrook garage site that has recently been redeveloped). This quadrant also includes the C-1 area on the south side of Shermer Road (marked as Site 5 on the map), as well as residential neighborhoods, a school, and parks to the south and east.

Proposed land uses for the Southeast Quadrant include:

- » Allowing more intensive commercial/office use of the C-1 properties. Due to the deep nature of the sites, the C-1 area could include a site redesign that would include a secondary road and new office buildings in the mid portion of the sites, with stormwater and open space buffering between the new development and existing single family homes to the south, as described in Section 2. Changes to zoning could allow greater use of the sites either through additions that allow more floor area to existing buildings, replacement of older structures with newer, more modern structures, or land assembly of several sites that could lead to reconfiguration of the sites to allow a secondary interior road and new office buildings in the mid portion of the sites.
- » Sensitive redevelopment or reuse of older commercial spaces on the south side of Shermer Road next to the Metra station. Care must be taken to ensure that additional parking needed for commuters does not impinge on single family residential uses east of the railroad tracks.
- » The Village Green is a treasured resource for Downtown Northbrook and all Northbrook residents. The high quality of design of the open space should be continued through on-



going maintenance and projects by the Park District. The Village Green currently houses Park District offices and a community room, but could be better utilized, having been built initially as a youth center and later used as a senior center. The purchase of six additional acres of land from the Anetsberger family on August 24, 2011, has prompted the Park District to study options for park improvements. Based on the Downtown Plan public outreach, including the questionnaire, interviews, email, and public meetings, a need for indoor space for adults was identified. Improved meeting facilities and activities for adults in walking distance to new downtown residents was envisioned. This may be a permanent home for the Northbrook Arts Commission offering year-round arts-related programming, an indoor market during the holidays, or other uses for the space that would appeal to the culture and atmosphere in the downtown.

- » No significant changes to the residential portions of the Study Area, other than monitoring through traffic and improving pedestrian and bicycle connections.

Similar to the Northeast Quadrant, certain properties along Waukegan Road near the Shermer Road intersection hold potential for rehabilitation or redevelopment that reflects the same high level of design as Northbrook Bank & Trust (see image on previous page).

The block of properties located west of the Village Green and east of the Metra station holds additional redevelopment potential. This block is bounded by Walters Avenue on the south, Meadow Road on the east, Shermer Road on the north, and Lorenz Drive and the Metra commuter parking lot on the west. The property along the west side of Meadow Road directly across from the Village Green was recently redeveloped to include a Caribou Coffee. The adjacent property to the west has the potential for redevelopment as retail or restaurant uses, which would be welcome additions to the Caribou Coffee. On the opposite side of the block to the west along Lorenz Drive, these properties hold potential for additional retail use at the ground floor with office above. The entire block would also benefit from streetscape improvements along all four sides to create a more pedestrian-friendly environment along the street with connectivity to the Metra station, the Village Green, and additional shopping to the north.

Additional amenities include:

- » A bicycle route and signage to connect the downtown to the Trail Through Time at Techny Prairie Park and Fields, including the Velodrome, sports fields, and Northbrook Junior High School.
- » Improvements in access and maintenance along the Chicago River.

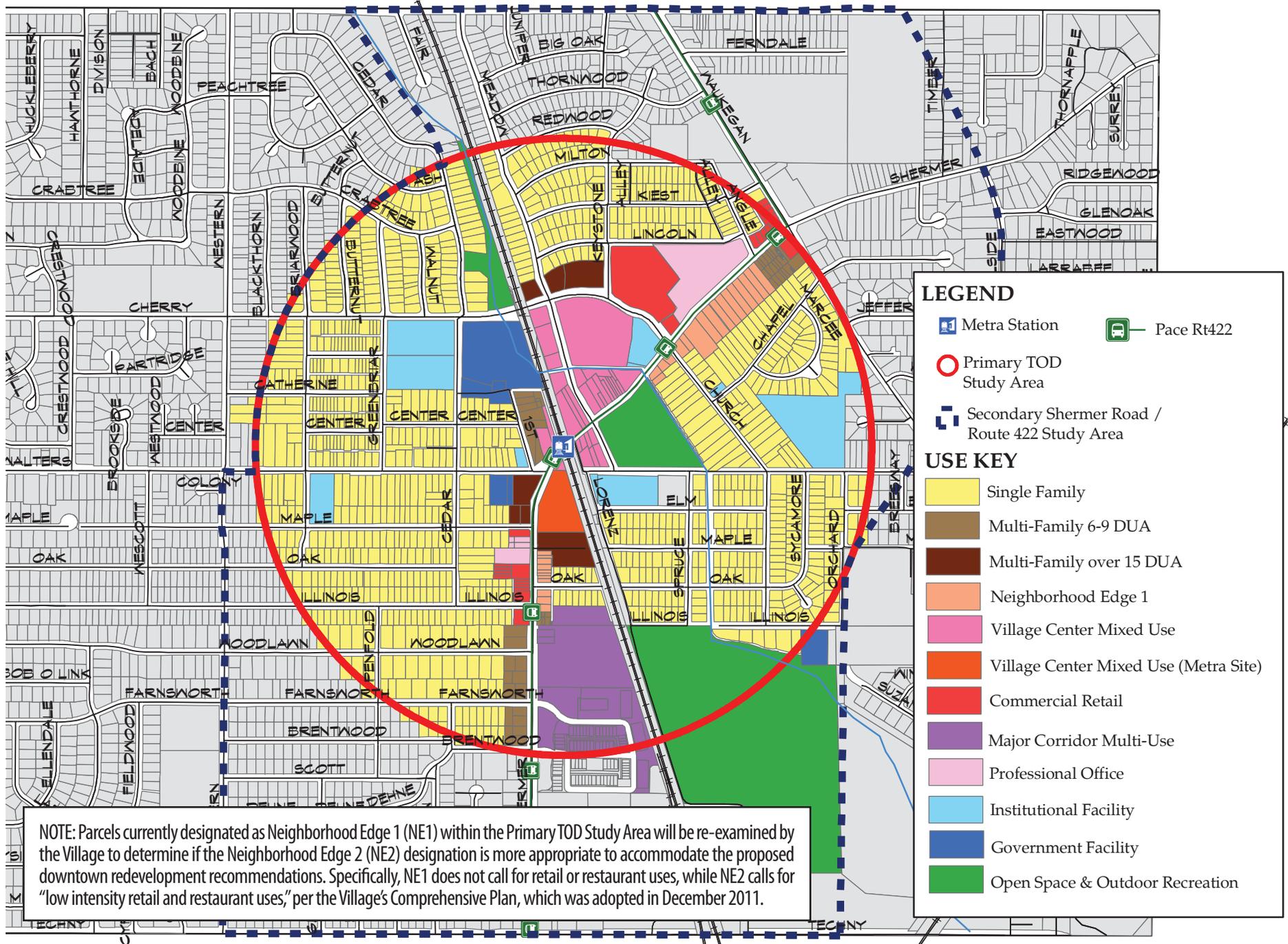


FIGURE 1-2
Downtown Future Land Use Plan Map

Downtown Redevelopment Concepts

SECTION 2

The key component of the planning process for Downtown Northbrook was the facilitation of a four-day Charrette, which was designed to create an interactive workshop environment that was open to the community to provide ideas and input through a series of feedback loops. The feedback supported the formulation of concepts and strategies to revitalize downtown (see Appendix A for a detailed description of the Charette).

The Charrette progressed from community input to strategy formation to concept design for Downtown Northbrook. In particular, preliminary redevelopment concepts were conceived for the five primary redevelopment sites. At least two alternative concepts were developed for each site to explore different ideas and perspectives. The preliminary alternatives for each site are provided in Appendix A.

After discussion with the community, Steering Committee, and Village staff, preferred options were selected for each redevelopment concept. These preferred concepts are presented in this

REDEVELOPING DOWNTOWN NORTHBROOK | FROM COMMUNITY IDEAS TO DESIGN CONCEPTS



section, particularly noting key development characteristics such as net gain in floor area and total parking spaces generated. Due to varying redevelopment scenarios, two concepts are presented for Meadow Plaza.

A supporting market assessment is provided in Appendix B. More detailed parking information for each concept is presented in Section 3.

Fiscal Feasibility of Downtown Redevelopment Concepts

Businesses and developers investing in Downtown Northbrook are contending in a very competitive market that offers sufficient buying power for well-conceived and managed businesses to thrive but can quickly destroy weak concepts. The overall competitiveness of this market suggests a limited opportunity for expanding Downtown Northbrook's overall retail, restaurant, entertainment, and consumer services space. The primary challenge is increasing sales in existing space by filling vacancies, promoting quality tenants, and replacing ground floor office tenants with more customer friendly businesses. Added space that offers new retailers ideal building configuration for modern businesses could increase overall sales. There also is an opportunity to add luxury multi-family units. In the near-term, the housing market would support rental units that accommodate empty-nesters, aging residents with roots in Northbrook but a primary residence elsewhere, young professionals, recent college graduates, and other transitioning families. Although no one is certain when there will again be support for development of equity multi-family products such as condominiums, well-executed luxury rental units would be candidates for conversion to equity products. The fiscal feasibility summaries of the preferred conceptual redevelopment plans examine the public and private investment necessary to support each concept.

General development assumptions used for the fiscal feasibility analyses are summarized in the table in Figure 2-1.

FIGURE 2-1
Development Assumptions

Investment Returns		
1	Equity & Mortgage Blended Return: Going Concerns	7.5%
2	Equity & Mortgage Blended Return: New Retail Development	11.0%
3	Equity & Mortgage Blended Return: Rental Apartment	9.0%
Project Income		
4	New Construction Net Operating Income per SF	\$23.00
5	New C-1 Net Operating Income per SF	\$19.50
6	Monthly Luxury Apartment Rent per SF	\$1.70
7	Potential Metra Payment per New Commuter Space ¹	\$10,000.00
Project Costs		
8	4+ Floors Residential Construction per SF	\$167.05
9	4- Floors Residential Construction per SF	\$135.81
10	Store Construction (Vanilla Box)	\$147.12
11	Office Construction	\$230.60
12	Soft Costs	15.0%
13	Surface Parking Space	\$6,000.00
14	Covered Parking	\$18,000.00
15	Garage Parking Space	\$23,000.00
16	Underground Parking	\$30,000.00
Other		
17	Average Condo/Apartment Size (SF)	900
18	Footprint Utilization for Upper Stories	85.0%
19	Existing Property Net Operating Income per SF	\$18.00

¹ Payment is subject to availability of future Metra capital funding and negotiation between the Village and Metra.

Methodology

With limited information on building materials and specific tenants' needs, any analysis of site concept financial feasibility is a gross estimate of potential market response. Essentially this feasibility analysis screens each of the development concepts to identify where public investment is necessary because the cost of the project exceeds the value of the new development, a condition referred to as a "gap". The assumptions listed in the table in Figure 2-1 underlie this initial investigation.

The assumptions are derived from a variety of sources including industry standards, interviews with developers and landowners, and interviews with competitive properties. The assumptions were standardized across development sites in order to ensure consistency in reviewing potential development solutions, although actual market conditions may adjust conditions on a per site basis.

Each site feasibility analysis that follows uses these assumptions to calculate a project gap by comparing project costs, including any necessary land purchase, to the value of income from recommended development. Where there is a need to acquire land and demolish existing properties, the income replacement method was used to create a teardown value. For example, a 1,000 square foot space where the property owner has net operating income of \$18 per square foot (line 19) has an acquisition cost of \$240,000 because the annual income is \$18,000 at a 7.5% return (line 1) on an investment of \$240,000. Where recommendation is to allow existing property owners to add density, there is no loss of income that must be replaced and consequently this analysis excludes a land cost.



FIGURE 2-2
Sample Gap Calculation Comparing Cost to Value

Total Costs	\$409,188
Value	\$209,091
Gap	(\$200,097)

The same technique was used to calculate the value of new development. The assumptions project net operating income of \$23 per sq ft (line 4) for new space creating annual income of \$23,000 for a 1,000 sq ft space. Because it is risky to develop new space, the required return of 11% (line 2) is higher than the return expected on existing property. The income of \$23,000 is an 11% return on \$209,091 -- the calculated value of the new development's 1,000 sq ft. Using the construction cost assumption to build retail (line 10) of \$147.12 per sq ft, the store would cost \$147,120 to construct. Soft costs, including design, engineering, and permitting, add 15% to the costs (line 12). Totaling land costs, \$240,000, construction costs, \$147,120, and soft costs, \$22,068, calculates project costs at \$409,188. The table in Figure 2-2 is a sample gap calculation comparing development costs to the value of project income.

The fiscal feasibility summary that follows uses this method to identify the investment economics associated with the Downtown Northbrook redevelopment sites. As this sample illustrates, there is a sizable gap whenever there is a one-for-one replacement of space. Therefore, projects identified in this plan generally add more density to lower the gap. Where there is a significant gap the feasibility analysis also examines other ways the gap might be filled. The possibility of higher rent for uniquely desirable sites and shared parking adjustments are examples of potential gap fillers. The possibility of tax increment financing is examined by calculating the potential annual property tax increment's net present value over a 20 year period. For sites in which property owners can add density without the expense of replacing existing income-producing buildings, returns may be higher than standard market returns because the value of income from new development exceeds the costs to build that space. That excess return makes these projects particularly attractive to developers. As the concepts move toward implementation, the Village would typically reduce the "over-market" returns by requiring the property owner to make improvements to the site such as enhanced landscaping or parking in exchange for increasing development density.

OVERALL DOWNTOWN STUDY AREA | Aerial Perspective View of Proposed Redevelopment



NOTE: Existing buildings shown in tan color; proposed buildings shown in beige/red color; parking structure shown in white color.



1 : Shermerville Common	DETAILED CONCEPT PLANS	PAGES 17-19
2 : West Metra Parking Lot	DETAILED CONCEPT PLANS	PAGE 20-23
	PARKING ANALYSIS	PAGE 56
3 : Weizmann Property	DETAILED CONCEPT PLANS	PAGE 24-27
	PARKING ANALYSIS	PAGE 57
4 : Meadow Plaza	DETAILED CONCEPT PLANS	PAGE 28-37
	PARKING ANALYSIS	PAGE 57
5 : C-1 Properties	DETAILED CONCEPT PLANS	PAGE 38-41
	PARKING ANALYSIS	PAGE 58
6 : Shopping Center Expansion	DETAILED CONCEPT PLANS	PAGE 42-45
	PARKING ANALYSIS	PAGE 58

SHERMERVILLE COMMON (NEW PARK)

»» Design Concept

The concept for a new park was borne from the Charrette process, as it was not considered an original redevelopment site but was eventually viewed as holding the potential to program existing open space, provide recreational amenities to the community, and effectively reuse municipal space -- presently occupied by the public works garage and water tower -- that may become available in the future.

As part of the proposed concept for Shermerville Common, relocation of the public works garage and removal of the water tower would make way for amenities such as open space, multiuse trails, and enhanced stormwater management functions, including an improved detention pond that could be used for fishing. The existing dry bottom basin would be preserved to provide floodplaining compensatory storage for the area.

Located behind the Library and Village Hall, Shermerville Common would further enhance the Village's civic campus and provide physical linkages to the downtown area via multiuse trails. While existing parking for the Library and Village Hall would remain intact, the proposed park concept would provide the option for additional parking as needed.

The name of the proposed new park is rooted in the Village's history, as Northbrook's original name was Shermerville, named after one of its early settlers Frederick Schermer. Schermer donated the land for the settlement's first railroad station.



SHERMERVILLE COMMON (NEW PARK) | Plan View of Proposed Redevelopment (Site Plan)





WEST METRA PARKING LOT

» Design Concept

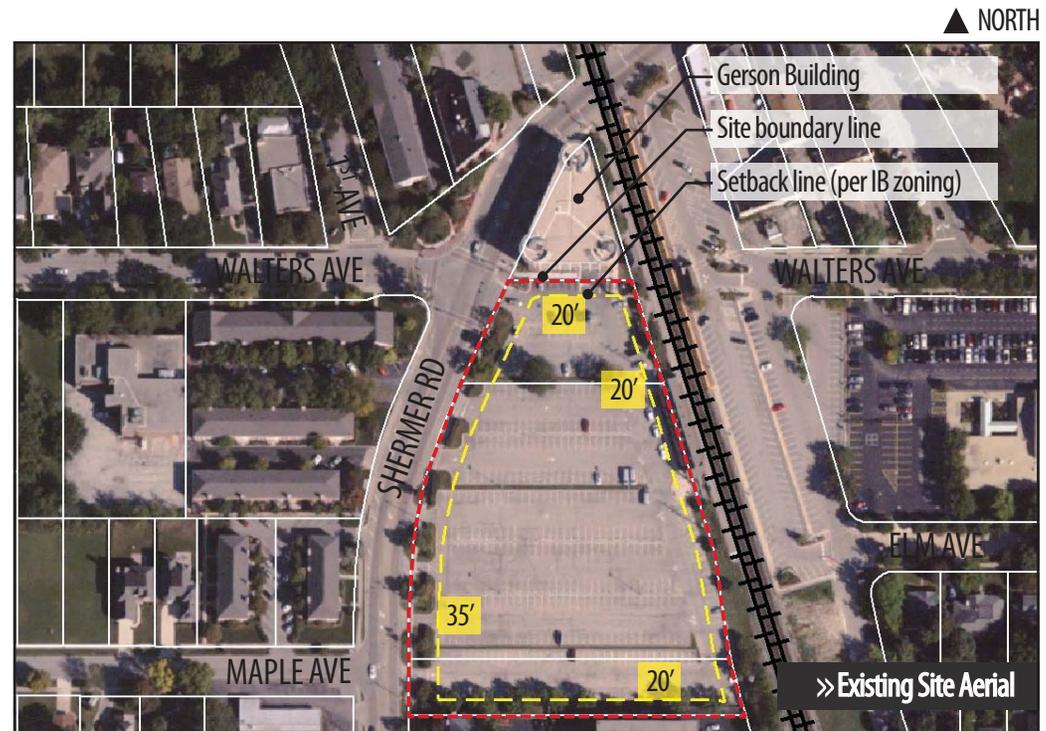
The preferred redevelopment concept for the Metra lot combines a new residential development with a structured parking garage for Metra commuters and other downtown users.

The design calls for a strong street wall along Shermer Road composed of two residential buildings connected by a plaza at the second level. One hundred units of housing would be created, along with lobby space and amenities. The plaza level would include a green roof that would be visible by residential units above, as well as used as an amenity by residents. Based on today's market, the buildings would likely be luxury rental housing, but could be developed as condominiums if the ownership market improves.

The residential buildings should be designed as iconic buildings, signaling the importance of downtown and the Metra Station. With no single family residential neighbors and a five-story condominium building to the south, the building height should fit in well with the site. As described in the Design Guidelines in Section 5 and the recommended zoning amendments in Section 6, the design would need to meet additional design standards to qualify for a five-story height approval, such as landscape amenities, sustainable design, and masonry materials. The first level of the structure, which would be designed to accommodate residential parking, would need to be designed with architectural details and façade treatment as it would be at street level. Setting the building back approximately 22 feet will allow a wider sidewalk and greatly improved landscaping than currently exists in the parking lot.

There would be 115 parking spaces at surface level of the five-story residential building dedicated to the residential units. The adjacent parking structure would also include at least 15 spaces for residential guest users, bringing the parking ratio to 1.3 spaces per unit.

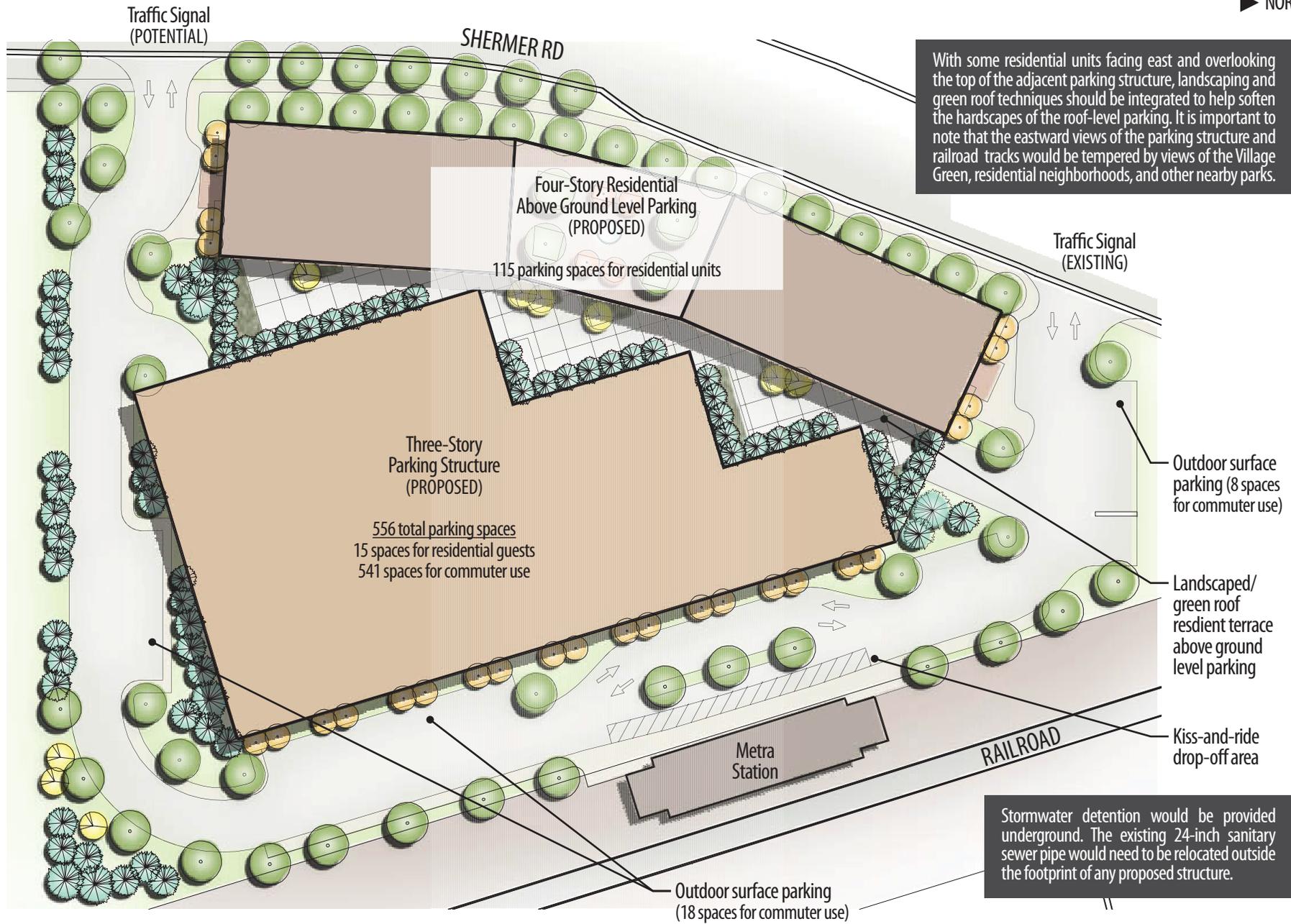
The parking structure would contain 556 parking spaces (with 15 of them dedicated to residential guest parking). In addition, there would be a total of 26 surface parking spaces along a new access drive to the Metra Station. The total



number of parking spaces allocated for Metra commuter use would be 567 spaces (541 spaces within the parking structure plus 26 surface spaces). The 567 total parking spaces allocated for Metra commuter use generates a net gain of 127 additional spaces above the 440 spaces that currently exist.

A new kiss-and-ride driveway would enter at Walters Avenue at the traffic signal and proceed east and south to the Metra Station. The access road would be designed to accommodate Pace vans and provide access to the Gerson Building parking garage, as well as drop-off cars and access to the parking garage. Cars would exit to Shermer Road south of the residential buildings.

Signage to the Metra Station would need to be provided and well-marked. Cars entering from Walters Avenue or Shermer Road would have direct line-of-sight to the northern portion of the station, but access to the station building would be seen only as cars, bikes and pedestrians access the site. With the increase in the number of available parking spaces on the site and the heavy flow of traffic both in and out of the site during peak time, this development may require the installation of a traffic signal at the south exit to better control flow, which would increase the cost for installation and timing with the existing signal.



WEST METRA PARKING LOT

» Site Characteristics

Site Area	162,778 sq ft (3.7 acres)
Floor Area	N/A (no existing structures)
# of Parcels	1 parcel
Existing Zoning	IB Institutional Buildings District <ul style="list-style-type: none"> ▪ Height: 45 ft or 4 stories (max) ▪ FAR: 0.35 ▪ Setbacks: 35 ft (front); 35 ft (corner side); 20 ft (other setbacks) [see yellow dashed line on aerial photo on page 20]
Proposed Zoning	C-3 with potential text amendments to Zoning Code to support the proposed redevelopment (see Section 6)
Existing Uses	Commuter parking

» Fiscal Feasibility

Residential Component	
Costs	\$16,833,999
Value	\$20,400,000
Surplus Value Applied to Land Purchase	\$3,566,001
Metra Parking	
Costs	(\$14,488,850)
Metra Reimbursement	\$1,270,000
Gap (less residential surplus)	(\$13,218,850)
Total Gap	(\$9,652,849)
Possible Sources to Close Gap	
Net Present Value of Property Tax Increment of 20 Years*	\$4,679,728
Net Present Value of \$2 Parking Fee Increase	\$3,400,000
Increased Rental Income	\$2,700,000
New Gap or Excess Return	\$1,126,879

Fiscal Feasibility

Because the Village owns this property, it has control of the development. However, the requirement to replace any lost surface Metra parking and satisfy demand for additional Metra parking with a parking structure creates a financing challenge. Although at this conceptual stage the garage costs appear to be a major barrier to this project, the Village could determine that the garage is an amenity desired by enough residents to make it a good investment of Village general funds and make a policy decision to fill this gap. Project design and policy choices that could reduce the gap include:

1. Since the land is owned by the Village, all property tax revenue would be increment if tax increment financing (TIF) is utilized to defray costs for the parking structure.
2. As the design of this property is explored further, it may be possible to reduce per space garage costs by integrating construction with the apartment building or minimizing ramp costs. Every 5% cost reduction reduces the gap by \$1 million.
3. Lowering the required resident parking to one covered parking space per unit provides 30 additional Metra spaces that would potentially be reimbursed at \$10,000 per space, a \$300,000 reduction in the gap. Evening and weekend availability of Metra spaces makes shared parking possible.
4. If the garage parking fee were \$2 more per day, the additional annual revenue would be nearly \$300,000. Over 20 years the net present value of that income is \$3.4 million.
5. The strengthening of the rental market could allow rents to rise. This analysis assumes average monthly rent of \$1,800. An increase to \$2,000 would reduce the gap by \$2.7 million.

* Estimated annual property tax is \$408,000

NOTE: Potential Metra payment per new commuter space is subject to availability of future Metra capital funding and negotiation between the Village and Metra. Metra reserves the right to approve any increase in commuter parking lot fees.

» Development Characteristics

	Existing Conditions	Development Concept: Residential in front of Parking Structure
# of Stories	-	5
Total Floor Area (sq ft)	-	90,000
- Commercial 1 st Floor	-	-
- Commercial 2 nd & Up	-	-
- Residential	-	90,000
Net Gain of Floor Area	0	90,000
- Commercial 1 st Floor	0	0
- Commercial 2 nd & Up	0	0
- Residential	0	90,000
# of Residential Units	-	100
Total Parking Spaces	440	697
- Off-Street, Surface	440	115
- Off-Street, Covered	-	26
- Off-Street, Structure	-	556

NOTE: Of the 697 total parking spaces, 130 spaces would be dedicated for residential use. The other 567 spaces would be allocated for Metra commuter use, with 541 spaces within the parking structure and 26 off-street surface spaces. Overall, the site gains 127 additional Metra commuter parking spaces.



WEIZSMANN PROPERTY

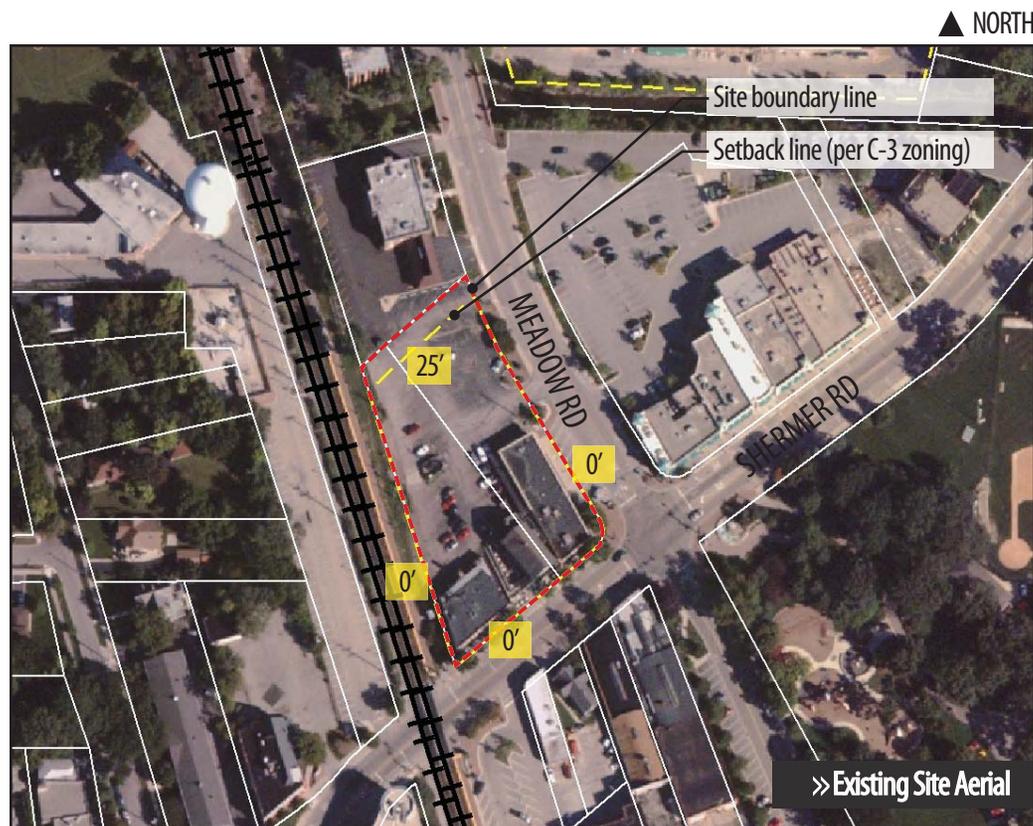
» Design Concept

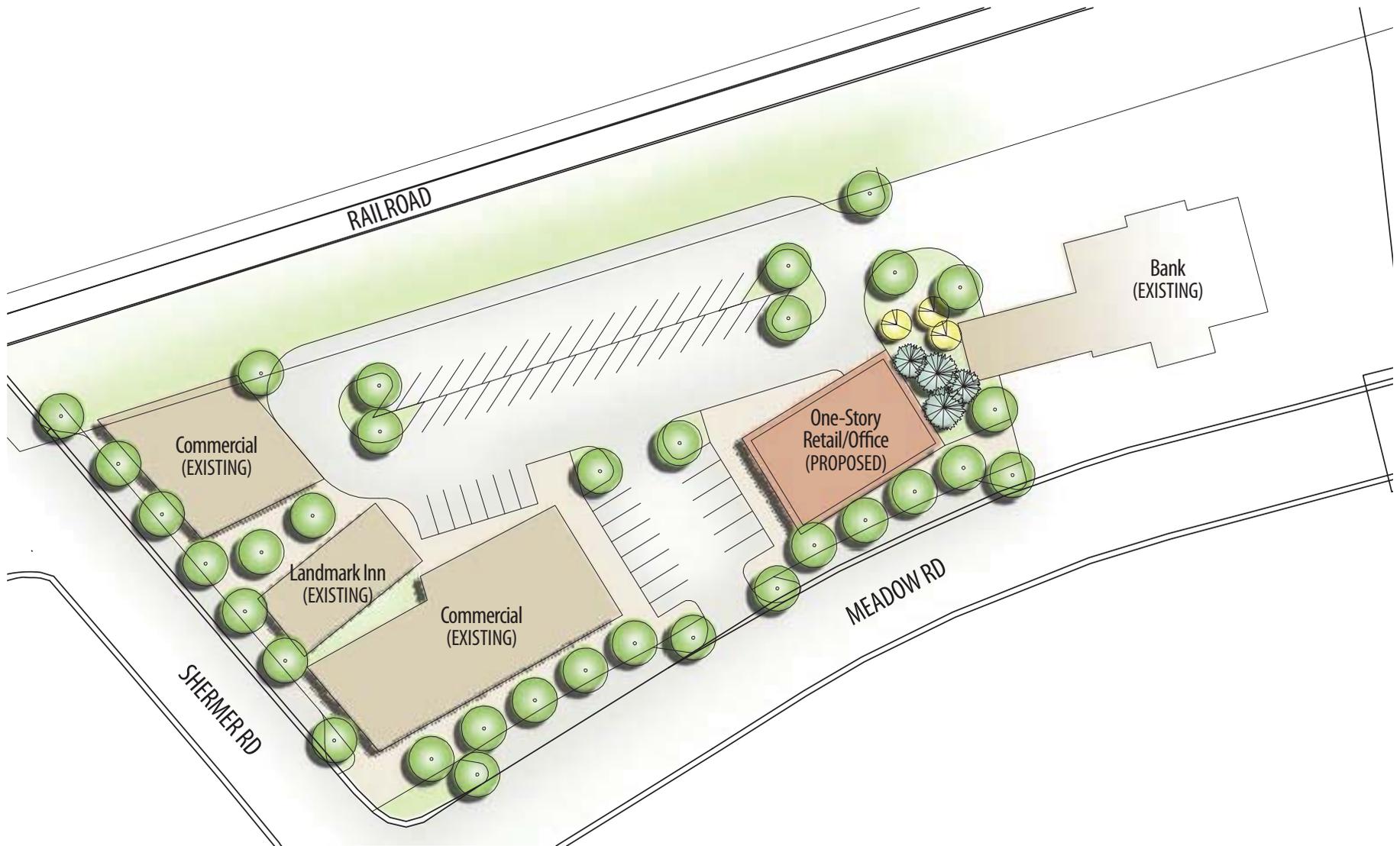
After considerable public input and development of two design concepts, the final plan calls for preserving existing structures on the site, including the Landmark Inn, and building a new one-story commercial building along Meadow Road.

The design will be part of a major focus of the plan to strengthen the street wall on both sides of Meadow Road, widen sidewalks, and introduce new streetscaping and amenities.

Improvements would be made to the parking lot, yet even with the addition of a retail structure, there would be 55 parking spaces for users of the commercial buildings. An additional 17 on-street parking spaces on Meadow Road, notably using parking spaces along the west side of the street, would provide 72 total parking spaces, creating a surplus 12 spaces above the 60 needed to accommodate the concept. Patrons of the adjacent bank to the north currently use parking on the Weizmann property; shared parking opportunities may continue as the property redevelops. With the Northbrook Metra Station located nearby, commuters would have access to 55 on-street angled parking spaces along the east side of Meadow Road adjacent to the Weizmann property between Cherry Lane and Shermer Road. These spaces could also be used for general downtown parking, provided that these spaces become available in the afternoon after peak use by commuters, as current downtown parking trends indicate.

As there was no identified shortage of parking in this area of downtown, the additional retail space would be of public benefit more than the loss of the parking spaces. Improvements to Meadow Road, particularly the wider sidewalks, would improve public safety for pedestrians that may be walking to the Metra Station, St. Norbert's School, or the Village Green.





WEIZMANN PROPERTY

>> Site Characteristics

Site Area	54,302 sq ft (1.2 acres)
Floor Area	16,700 sq ft (estimated)
# of Parcels	2 parcels
Existing Zoning	C-3 Central Business District <ul style="list-style-type: none"> ▪ Height: 45 ft or 3 stories (max) ▪ FAR: 0.50 ▪ Setbacks: 0 ft (front); 0 ft (corner side); 0 ft (interior side); 25 ft (rear) [see yellow dashed line on aerial photo on page 24]
Proposed Zoning	C-3 with VGO Overlay District and parking variances
Existing Uses	Retail businesses

>> Fiscal Feasibility

<u>One-Story Commercial</u>	
Costs	\$737,955
Value	\$920,455
Gap or Excess Return	\$182,500
Annual Increment	\$18,409
Net Present Value	\$211,151

Fiscal Feasibility

A Village decision to approve an additional building on the Weizmann properties is a partnership where the Village allows the owner to increase profits from its existing property in exchange for enlivening the Meadow Road block face and improving the landscaping and layout of the parking area for more efficient access and circulation. Although the fiscal feasibility table reports this project offers a return \$182,000 higher than the 11% established in the underlying assumptions, it is expected that, in exchange for increasing the allowed density, the Village would reduce that excess return by requiring property improvements above the basic level assumed for this conceptual feasibility analysis.

>> Development Characteristics

	Existing Conditions	Development Concept: Retail/Office
# of Stories	1-2	1
Total Floor Area (sq ft)	16,700	23,638
- Commercial 1 st Floor	16,700	23,638
- Commercial 2 nd & Up	-	-
- Residential	-	-
Net Gain of Floor Area	0	6,938
- Commercial 1 st Floor	0	6,938
- Commercial 2 nd & Up	0	0
- Residential	0	0
# of Residential Units	-	-
Total Parking Spaces	65	72
- Off-Street, Surface	65	55
- On-Street, Surface	-	17
- Off-Street, Covered	-	-
- Off-Street, Structure	-	-



MEADOW PLAZA (CONCEPT 1)

» Design Concept

Two design concepts have been developed for Meadow Plaza. Both design concepts would:

- Strengthen Meadow Road by adding new storefronts, diagonal parking, wider sidewalks, and landscaping.
- Better position the center to attract quality retail tenants.
- Strengthen the presence of Meadow Plaza by adding amenities and landscaping to at least match that of Northbrook Shopping Center across Church Street.

The first design concept proposes modest rehab of existing structures and adding new storefronts on Meadow Road. This concept includes:

- Preserving the existing buildings of Meadow Plaza.
- Renovating the former west wing by adding a service corridor to allow for stores facing both the interior parking lot and new storefronts and façades facing Meadow Road. These stores could be marketed to smaller users, boutiques, and “pop up” stores, providing a Main Street feel to Meadow Road and converting an outdated shopping center into a downtown environment.
- Consolidating loading/delivery areas to two new centralized areas at the southeast and southwest corners of the site. This would allow deliveries, loading, and other services to continue to occur at the rear of the building but maintain a clear corridor along the south side of the building and along the river.
- Creating a new, wider sidewalk along Meadow Road and diagonal parking.
- Consolidating service uses to the corners of the sites, recapturing the southern service area to be repurposed as a landscaped riverwalk. With



- deliveries, loading, and services occurring at designated areas consolidated to the southeast and southwest corners of the site, the remaining length of the south side of the site can be redesigned for new outdoor spaces like plazas and dining patios that overlook a new riverwalk.
- Adding landscaping and trees to the parking lot.

Since the site is more than 5 acres, stormwater implications based on requirements established by the Metropolitan Water Reclamation District of Greater Chicago (MWRDGC) will need to be considered.



MEADOW PLAZA | Concept 1 - Modest Rehab

>> Site Characteristics

Site Area	320,807 sq ft (7.4 acres)
Floor Area	91,000 sq ft (estimated)
# of Parcels	1 parcel
Existing Zoning	C-2 Neighborhood Commercial District <ul style="list-style-type: none"> ▪ Height: 35 ft or 2 stories (max) ▪ FAR: 0.35 ▪ Setbacks: 25 ft (front); 25 ft (corner side); 5 ft (interior side); 25 ft (rear) [see yellow dashed line on aerial photo on page 28]
Proposed Zoning	C-3 with potential text amendments to the Zoning Code to support the proposed redevelopment
Existing Uses	Retail businesses; restaurants; bank; real estate office

>> Fiscal Feasibility

<u>Modest Rehab</u>	
Cost @ \$25 per sq ft	\$2,616,250
Rent Increase per sq ft	\$3.16

Fiscal Feasibility: Concept 1 - Modest Rehab

Owning a shopping center is an investment decision that the return, the rents, is the best use of the invested capital. Consequently, a conclusion by the Meadow Plaza property owner to invest in a significant rehabilitation project would be based on confidence that higher rents would provide a return on that investment. The tenants would be willing to pay higher rents if the improvements increased sales.

As the fiscal feasibility table reveals, the decision to invest \$25 per square foot to significantly improve the appearance and function of Meadow Plaza is market driven if the property owner would achieve an average rent increase of \$3.16 per sq ft. If tenants can pay 5% to 8% of sales as rent, the renovations must increase annual sales \$40 to \$60 per square foot for the typical tenant to break even on the higher rent. If the Village determines that lower rents are desirable to attract independent retailers, it would need to underwrite rehabilitation cost by approximately \$825,000 for each \$1 in per square foot rent reduction. Potential Village investment could include façade improvement matching grants, riverfront landscaping, and on-street parking improvements.

>> Development Characteristics

	Existing Conditions	Development Concept 1: Modest Rehab
# of Stories	1	1
Total Floor Area (sq ft)	91,000	91,000
- Commercial 1 st Floor	91,000	91,000
- Commercial 2 nd & Up	-	-
- Residential	-	-
Net Gain of Floor Area	0	0
- Commercial 1 st Floor	0	0
- Commercial 2 nd & Up	0	0
- Residential	0	0
# of Residential Units	-	-
Total Parking Spaces	374	364
- Off-Street, Surface	364	334
- On-Street, Additional ¹	10	30
- Off-Street, Structure	-	-

¹ Located along the west side of Meadow Road between Church Street and Shermer Road



MEADOW PLAZA (CONCEPT 2)

» Design Concept

Two design concepts have been developed for Meadow Plaza. Both design concepts would:

- Strengthen Meadow Road by adding new storefronts, diagonal parking, wider sidewalks, and landscaping.
- Better position the center to attract quality retail tenants.
- Strengthen the presence of Meadow Plaza by adding amenities and landscaping to at least match that of Northbrook Shopping Center across Church Street.

The second design concept proposes new commercial, five-story residential, and structured parking. This concept would redevelop all of the center except the Chase/Marcello's wing. The concept would include the following:

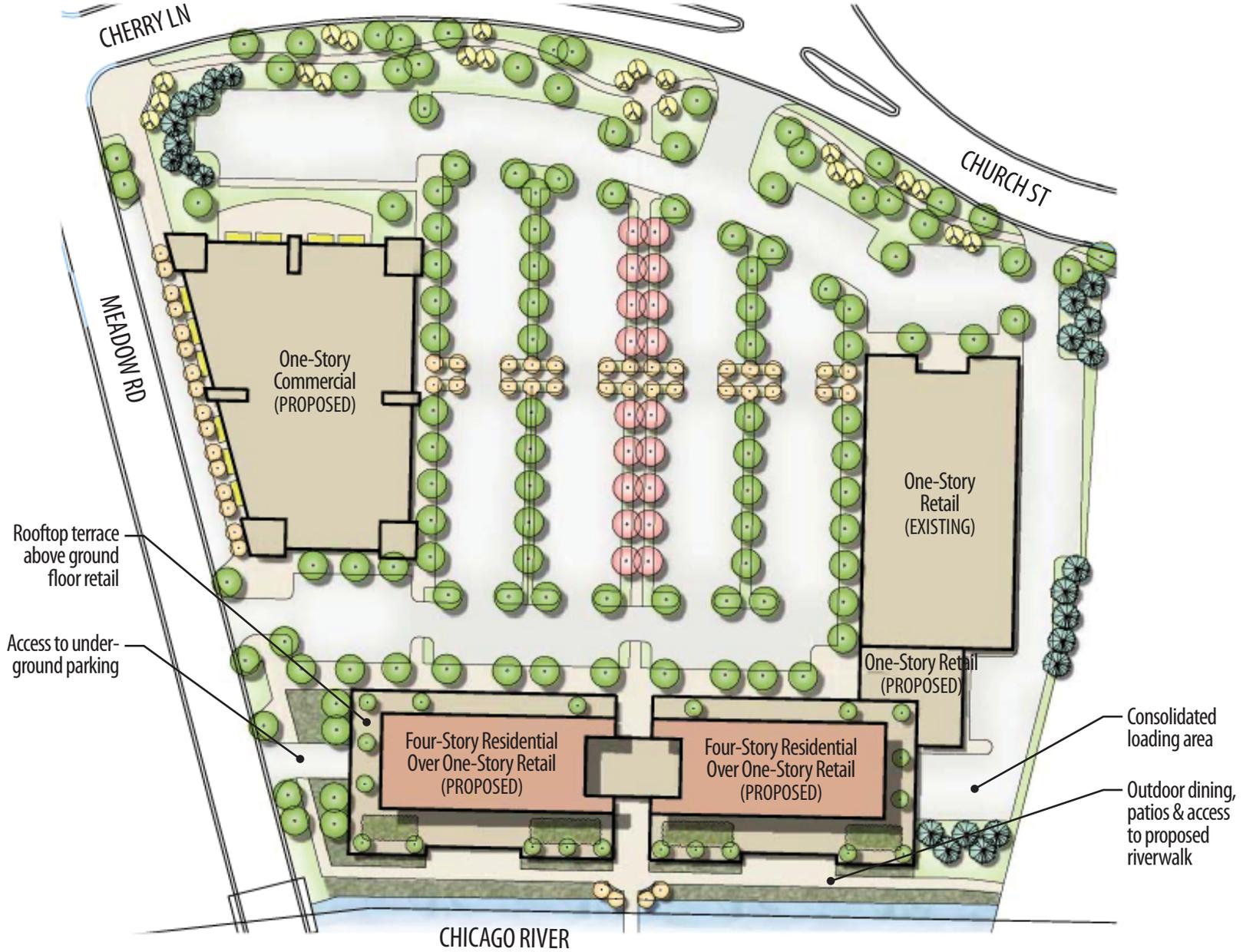
- Two five-story mixed-use buildings along the river, which would include four stories of residential, one story of retail, and underground parking, for a total of 96 residential units, 125 residential parking spaces, and 40,000 square feet of retail/restaurant. If designed to include restaurants, there could be seating and views toward the river to the south. The five-story building would need to meet the design guidelines described in Section 5 and recommended zoning amendments in Section 6, including landscaping improvements, sustainable design, and building materials such as masonry construction.
- Minor renovation of Chase/Marcello's building to match the design of the new construction buildings for a total of 23,600 square feet of retail.
- New retail development of 28,000 square feet in the northwest portion of the site.
- Significant new landscaping in parking lots and a new riverwalk south of the new mixed-use buildings.
- Consolidating service uses to the corners of the sites, recapturing the southern service area to be repurposed as a landscaped riverwalk. With



deliveries, loading, and services occurring at designated areas consolidated to the southeast and southwest corners of the site, the remaining length of the south side of the site can be redesigned for new outdoor spaces like plazas and dining patios that overlook a new riverwalk.

- The area at the northwest portion of the site would be landscaped to include a gateway feature to the downtown, plaza space, and parking.

Since the site is more than 5 acres, stormwater implications based on requirements established by the Metropolitan Water Reclamation District of Greater Chicago (MWRDGC) will need to be considered.



MEADOW PLAZA | Concept 2 - New Development

>> Site Characteristics

Site Area	320,807 sq ft (7.4 acres)
Floor Area	91,000 sq ft (estimated)
# of Parcels	1 parcel
Existing Zoning	C-2 Neighborhood Commercial District <ul style="list-style-type: none"> ▪ Height: 35 ft or 2 stories (max) ▪ FAR: 0.35 ▪ Setbacks: 25 ft (front); 25 ft (corner side); 5 ft (interior side); 25 ft (rear) [see yellow dashed line on aerial photo on page 32]
Proposed Zoning	C-3 with potential text amendments to the Zoning Code to support the proposed redevelopment
Existing Uses	Retail businesses; restaurants; bank; real estate office

>> Fiscal Feasibility

<u>Residential</u>	
Costs	\$24,080,729
Value	\$17,449,310
Gap	(\$6,631,419)
<u>Retail</u>	
Costs	\$22,102,948
Value	\$17,595,000
Gap	(\$4,507,948)
Total Gap	(\$11,139,367)
<u>Possible Sources to Close Gap</u>	
Net Present Value of Property Tax Increment Over 20 Years*	\$5,188,763
15% Higher Rent	\$5,042,741
2.5% Construction Cost Reduction	\$1,154,592
New Gap or Excess Return	\$246,729

Fiscal Feasibility: Concept 2 - New Development

Redevelopment of Meadow Plaza presents significant challenges because existing income replacement and the cost of buying out leases and relocating tenants makes the property acquisition costs quite high. That is why redevelopment of fully leased centers is very rare. The need to provide structured parking for new residential uses adds another element that raises the cost of redeveloping Meadow Plaza. As the fiscal feasibility table reveals, the sizable gap between cost and market driven value will necessitate a public/private partnership to achieve redevelopment of Meadow Plaza.

There are options for filling the gap identified in the table. As noted, the development concept should provide significant, incremental property taxes that could be captured in a tax increment financing (TIF) district. The considerably higher rent associated with new space also will make the redeveloped Meadow Plaza unaffordable for many stores currently located on this property. If the new tenants are higher volume businesses, it is possible that the Village will see increased sales tax revenue, in addition to incremental property tax revenue. Project design and policy choices that could reduce the gap include:

1. The strengthening of the residential rental market could allow rents to rise. This analysis assumes average monthly rent of \$1,800. An increase to \$2,000 would reduce the gap by \$2.7 million.
2. As the design of this property is explored further, it may be possible to reduce per space garage costs by utilizing structure required for the apartment building. Every 5% cost reduction reduces the project gap by \$1 million.
3. If the developer is able to charge 15% higher rent, the gap would be \$5,042,741 less.

* Estimated annual property tax is \$452,380

>> Development Characteristics

	Existing Conditions	Development Concept 2: New Commercial & 4-Story Residential
# of Stories	1	1 & 5
Total Floor Area (sq ft)	91,000	177,400
- Commercial 1 st Floor	91,000	91,000
- Commercial 2 nd & Up	-	-
- Residential	-	86,400
Net Gain of Floor Area	0	86,400
- Commercial 1 st Floor	0	0
- Commercial 2 nd & Up	0	0
- Residential	0	86,400
# of Residential Units	-	96
Total Parking Spaces	374	489
- Off-Street, Surface	364	333
- On-Street, Additional ¹	10	31
- Off-Street, Structure ²	-	125

¹ Located along the west side of Meadow Road between Church Street and Shermer Road

² Below grade parking for residential







C-1 PROPERTIES ALONG SHERMER ROAD

» Design Concept

The preferred design concept for the C-1 properties along Shermer Road includes the following elements:

- Increase in the permitted density from 0.25 FAR to 0.50 FAR, allowing organic redevelopment of the sites through replacing antiquated structures, renovating existing buildings, and/or planning additions to the buildings.
- Assemblage of parcels to allow for a design concept that would create an interior roadway in the mid-section of the properties and one or more stormwater facilities toward the rear of the properties to compensate for new impervious surfaces.
- Construction of new, small office buildings toward the mid section of the properties. These offices would accommodate the demand for existing and future office users, such as doctors, lawyers, realtors, designers, etc., and grow the day-time population in Downtown Northbrook to support downtown businesses.
- Addition of landscaped buffering along the rear property lines to enhance the separation between new development and existing adjacent residential homes to the southeast.

While this concept is shown to include ten properties, the concept could also work by assembling a smaller number of the sites. In fact, several of the properties already have a drive to access parking in the rear. By assembling 4 to 5 properties together, this concept could work at a smaller scale.

The benefit of this design concept is to grow the office base in Downtown Northbrook, allow for new development and reuse of the buildings and properties, and not dilute the demand for retail from the core of downtown.

Since the potential to assemble multiple parcels may yield sites larger than 5 acres, stormwater implications based on requirements established by the



Metropolitan Water Reclamation District of Greater Chicago (MWRDGC) will need to be considered. Special attention will need to be paid to potential alterations in drainage patterns caused by redevelopment. Current drainage issues, such as ponding and water flowing through side and rear yards, will need to be monitored. Overland flood routes will need to be preserved to minimize drainage impacts on downstream properties.



C-1 PROPERTIES ALONG SHERMER ROAD

>> Site Characteristics

Site Area	253,657 sq ft (5.8 acres)
Floor Area	27,972 sq ft
# of Parcels	12 parcels
Existing Zoning	C-1 Specialty Commercial District <ul style="list-style-type: none"> ▪ Height: 35 ft or 2 stories (max) ▪ FAR: 0.25 ▪ Setbacks: 25 ft (front); 25 ft (corner side); 5 ft (interior side); 50 ft (rear) [see yellow dashed line on aerial photo on page 38]
Proposed Zoning	C-1 with amendments (as recommended in Section 6)
Existing Uses	Commercial businesses in converted homes

>> Fiscal Feasibility

Costs	\$1,037,700
Value	\$6,259,091
Increased Value	\$5,221,391
Incremental Property Tax	\$125,182
Net Present Value of Property Tax Increment Over 20 Years	\$1,435,826

Fiscal Feasibility

Although the project concept suggests an integrated approach to adding density to the C-1 properties, it is likely that additions will occur on a lot by lot basis. If the Village elects to allow additional density on the C-1 properties it will increase property owner income and thereby increase the property value. As the fiscal feasibility table calculates, there is still a market rate return on the new space if more than \$5 million is invested in improvements that minimize the impact of this higher density on neighboring properties and the overall downtown area. This additional return occurs because of the higher rents associated with newly built space. Common infrastructure improvements, such as the interior access road and common stormwater facility (as shown in the design concept drawing), would help improve access and circulation of the site and enhance the sustainability function of the redevelopment.

Examples of property enhancement that would occur with increased density of the C-1 district include: landscaping and façade improvements to existing structures, specialized interior build-outs, enhanced parking, better stormwater management, screening from adjacent residential uses, and access improvements.

>> Development Characteristics

	Existing Conditions	Development Concept: Office
# of Stories	1-3	2-3
Total Floor Area (sq ft)	27,972	38,773
- Commercial 1 st Floor	27,972	38,873
- Commercial 2 nd & Up	-	-
- Residential	-	-
Net Gain of Floor Area	0	10,801
- Commercial 1 st Floor	0	10,801
- Commercial 2 nd & Up	0	0
- Residential	0	0
# of Residential Units	-	-
Total Parking Spaces	52	170
- Off-Street, Surface	52	120
- On-Street, Additional	-	50
- Off-Street, Structure	-	-



NORTHBROOK SHOPPING CENTER EXPANSION

» Design Concept

Northbrook Shopping Center is a highly successful shopping center that is the largest retail draw to the downtown. The Downtown Plan envisions replacing the dental office building with a new bank or high-end coffeehouse and drive-thru in this prominent location, plus adding new retail buildings on a portion of the current Bank of America parking lot.

The Bank of America parking lot is currently underutilized and rents spaces to Sunset Foods for employee parking. Even with this arrangement, the parking lot was observed to be only 55% full during workday A.M. peak hours.

The concept includes:

- New retail use at corner with drive-thru facilities for bank or high-end coffee house.
- Two new retail buildings that could offer retail goods or restaurants on existing Bank of America parking lot.
- New entry, signage, and improved access to Northbrook Shopping Center from Shermer Road, creating more direct access and less traffic at the Shermer Road/Church Street intersection.



Shopping Center Expansion
(area shown in blue)



NORTHBROOK SHOPPING CENTER EXPANSION

>> Site Characteristics

Site Area	54,618 sq ft (1.3 acres)
Floor Area	5,540 sq ft (estimated)
# of Parcels	2 parcels
Existing Zoning	C-2 Neighborhood Commercial District <ul style="list-style-type: none"> ▪ Height: 35 ft or 2 stories (max) ▪ FAR: 0.35 ▪ Setbacks: 25 ft (front); 25 ft (corner side); 5 ft (interior side); 25 ft (rear) [see yellow dashed line on aerial photo on page 42]
Proposed Zoning	C-2 with setback variances
Existing Uses	Bank w/ drive thru service

>> Fiscal Feasibility

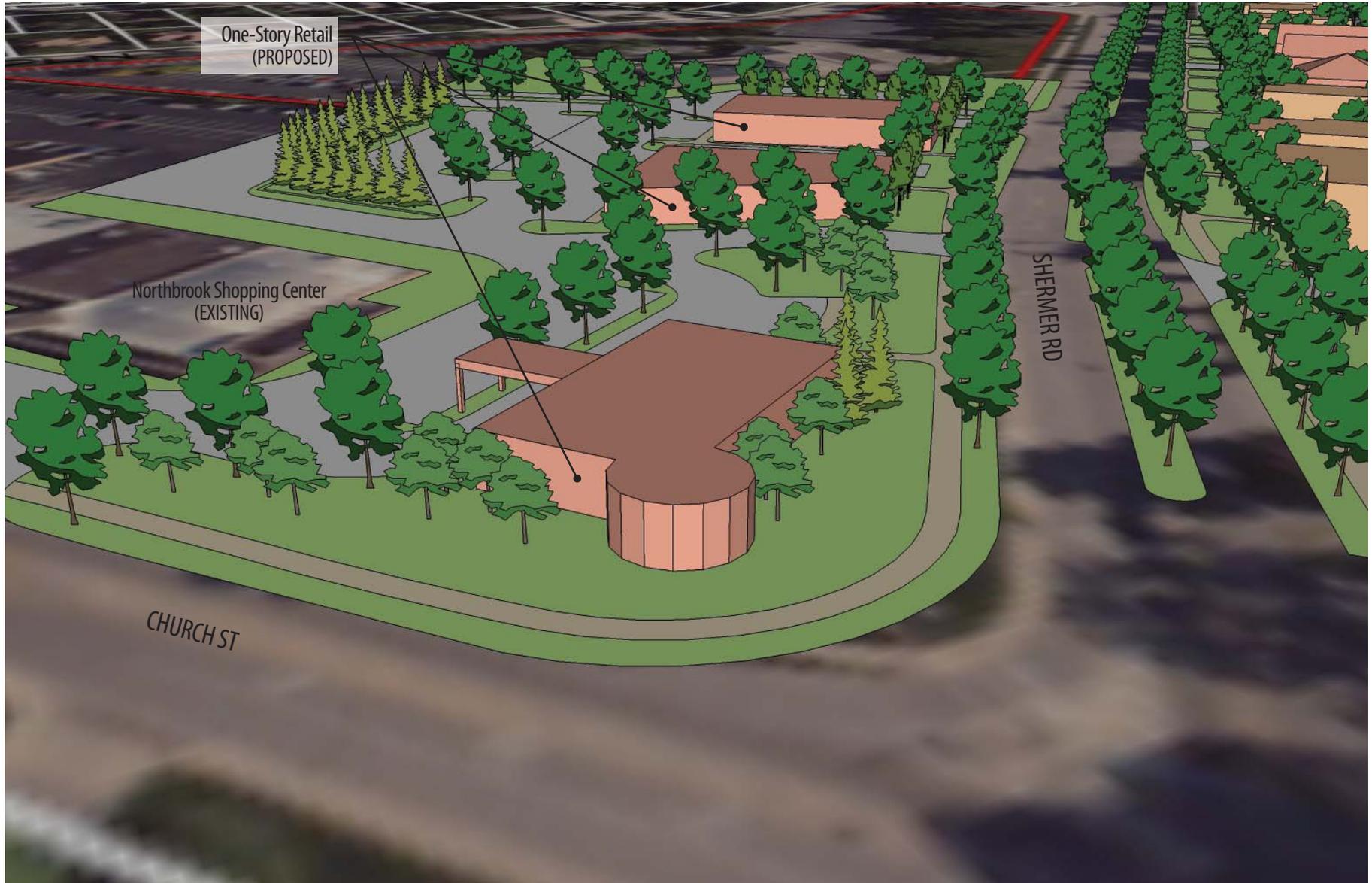
Costs	\$3,474,203
Value	\$2,712,273
Gap @ \$23.00 per sq ft rent	(\$761,931)
Gap @ \$33.50 per sq ft rent	0
Annual Property Tax Increase	\$32,029
Net Present Value of Property Tax Increment Over 20 Years	\$401,782

Fiscal Feasibility

The cost of acquiring the property on this site, demolishing it and replacing it with a similar size new building, creates a gap when the uniform assumptions of this feasibility analysis are applied. However, the high visibility of this site may make higher rents increase the value of the new development. As the fiscal feasibility table shows, the project is not viable at a market rent of \$23 per sq ft. If the average net rent in this new development were \$33.50 per sq ft (which may be possible given its corner location and possibility for drive-thru facility), this concept would achieve 11% return, thus making the project viable. It also is possible that the Northbrook Plaza management could relocate the tenant into center space and realize a savings on the property cost.

>> Development Characteristics

	Existing Conditions	Development Concept: Shopping Center Expansion
# of Stories	1	1
Total Floor Area (sq ft)	5,540	13,000
- Commercial 1 st Floor	5,540	13,000
- Commercial 2 nd & Up	-	-
- Residential	-	-
Net Gain of Floor Area	0	7,460
- Commercial 1 st Floor	0	7,460
- Commercial 2 nd & Up	0	0
- Residential	0	0
# of Residential Units	-	-
Total Parking Spaces	80	46
- Off-Street, Surface	80	46
- Off-Street, Covered	-	-
- Off-Street, Structure	-	-



ALL REDEVELOPMENT SITES

>> Development Characteristics

The table below provides a comparison of the existing and proposed conditions of the key redevelopment sites. Variations in uses, building size, floor area, and parking are the primary conditions highlighted. Parking distribution is allocated among the following categories: off-street surface, off-street covered, and off-street structure. For additional details, please see the individual analysis for each site provided in this section, as well as the parking analyses provided in Section 3.

	EXISTING						PROPOSED					
	West Metra Parking Lot	Weizmann Property	Meadow Plaza	Shermer Road C-1 Properties	Northbrook Shopping Center	TOTAL	West Metra Parking Lot	Weizmann Property	Meadow Plaza, Concept 2	Shermer Road C-1 Properties	Northbrook Shopping Center	TOTAL
# of Parcels	1	2	1	12	2	18	1	2	1	12	2	18
Site Area (sq ft)	162,778	54,302	320,807	253,657	54,618	846,162	162,778	54,302	320,807	253,657	54,618	846,162
# of Stories	-	1-2	1	1-3	1	-	5	1	5	2-3	1	-
# of Residential Units	-	-	-	-	-	-	100	-	96	-	-	196
Total Floor Area (sq ft)	-	16,700	91,000	27,972	5,540	141,212	90,000	23,638	177,400	38,773	13,000	342,811
Commercial - First Floor	-	16,700	91,000	27,972	5,540	141,212	-	23,638	91,000	38,873	13,000	166,511
Commercial - Second Floor and up	-	-	-	-	-	-	-	-	-	-	-	-
Residential	-	-	-	-	-	-	90,000	-	86,400	-	-	176,400
Net Gain of Floor Area (sq ft)	-	-	-	-	-	-	90,000	6,938	86,400	10,801	7,460	201,599
Commercial - First Floor	-	-	-	-	-	-	-	6,938	-	10,801	7,460	25,199
Commercial - Second Floor	-	-	-	-	-	-	-	-	-	-	-	-
Residential	-	-	-	-	-	-	90,000	-	86,400	-	-	176,400
Total Parking Spaces	440	65	374	52	80	1,011	697	72	489	170	46	1,474
Off-Street - Surface	440	55	364	52	80	991	115	55	333	120	46	669
On-Street - Surface (Additional)	-	10	10	-	-	20	-	17	31	50	-	98
Off-Street - Covered	-	-	-	-	-	-	26	-	-	-	-	26
Off-Street - Structure	-	-	-	-	-	-	556	-	125	-	-	681

Transit, Parking, Circulation & Access Plan

SECTION

3

This section focuses on transportation and parking strategies aimed at addressing key issues in Downtown Northbrook, specifically the need to create a friendlier transportation environment shared by pedestrians, bicyclists, and motorists and provide adequate parking.

Transportation Goal

The overall goal for the transportation and parking system in downtown Northbrook is to improve the accessibility to downtown by automobile, foot, bicycle, bus, and train.

Parking

As noted in the Existing Conditions Report, the primary goal of the downtown parking system should be to create an environment where downtown trips generate only one parking action. To achieve this, the downtown needs an appealing and accessible supply of public parking, in conjunction with an interesting and safe pedestrian environment that connects parking resources.



Key findings from the parking assessment included:

- » Downtown Northbrook is served by 2,883 total parking spaces. Seven out of every 10 spaces are privately owned or maintained. Almost 25% are Metra commuter spaces. The remainder are public spaces. This means that the Village controls a very small percentage of the total parking spaces, which impacts the extent to which the Village manages parking resources, controls parking revenues, and enforces municipal parking policies.



» The Metra commuter spaces are open to the general public after 10:00 am, but generally do not become available until later in the afternoon on weekdays, given their use by Metra users.

» Parking occupancy for the entire downtown study area is 58% and 60% during the AM and PM assessment periods, respectively, with private spaces about 50% occupied and public spaces about 35% occupied. Metra commuter spaces are effectively fully utilized at 98% and 97% during the AM and PM assessment periods, respectively. The table in Figure 3-1 summarizes parking occupancy in Downtown Northbrook, which was segmented into six parking zones for the purpose of an on-site parking assessment conducted by the Consultant Team in September 2011. The six parking zones are illustrated on the map in Figure 3-2.



FIGURE 3-1
Parking Occupancy by Parking Zone

ZONE	GENERAL USE/LOT NAME	SUPPLY	AM OCC	AM % OCC	PM OCC	PM % OCC
1	on-street	5	5	100%	3	60%
	Grainger	418	211	50%	211	50%
	Metra Lot #1	440	440	100%	432	98%
	subtotal zone 1	863	656	76%	646	75%
2	on-street	2	1	50%	1	50%
	Metra Lot #5	88	88	100%	88	100%
	Metra Lot #8	29	12	41%	14	48%
	Bank	22	9	41%	12	55%
	Public Works	4	4	100%	3	75%
subtotal zone 2	145	114	79%	118	81%	
3	on-street	60	20	33%	23	38%
	Metra Lot #7	34	34	100%	34	100%
	Metra Lot #4	81	81	100%	81	100%
	Public spaces near Metra #4	11	0	0%	0	0%
	Metra Lot #2	26	26	100%	26	100%
	St. Norbert's	135	50	37%	50	37%
	The Village Green	50	17	34%	18	36%
	Private spaces - bldg rear	17	8	47%	9	53%
subtotal zone 3	414	236	57%	241	58%	
4	on-street	50	11	22%	21	42%
	Shopping Center	165	72	44%	80	48%
	Shopping Center - east quad	21	4	19%	6	29%
	Bank	28	6	21%	6	21%
	Retail	55	26	47%	37	67%
subtotal zone 4	319	119	37%	150	47%	
5	on-street	17	6	35%	4	24%
	Meadow Shopping Ctr	364	94	26%	104	29%
	Village Church	3	1	33%	2	67%
	Bank	52	36	69%	34	65%
	Medical Office	28	17	61%	17	61%
subtotal zone 5	464	154	33%	161	35%	
6	on-street	0	0	0%	0	0%
	Northbrook Shopping Ctr	352	217	62%	249	71%
	Bank	252	139	55%	124	49%
	Retail	22	3	14%	6	27%
	private parcels sw/o Shermer	52	35	67%	36	69%
subtotal zone 6	678	394	58%	415	61%	
TOTAL	2883	1673	58%	1731	60%	

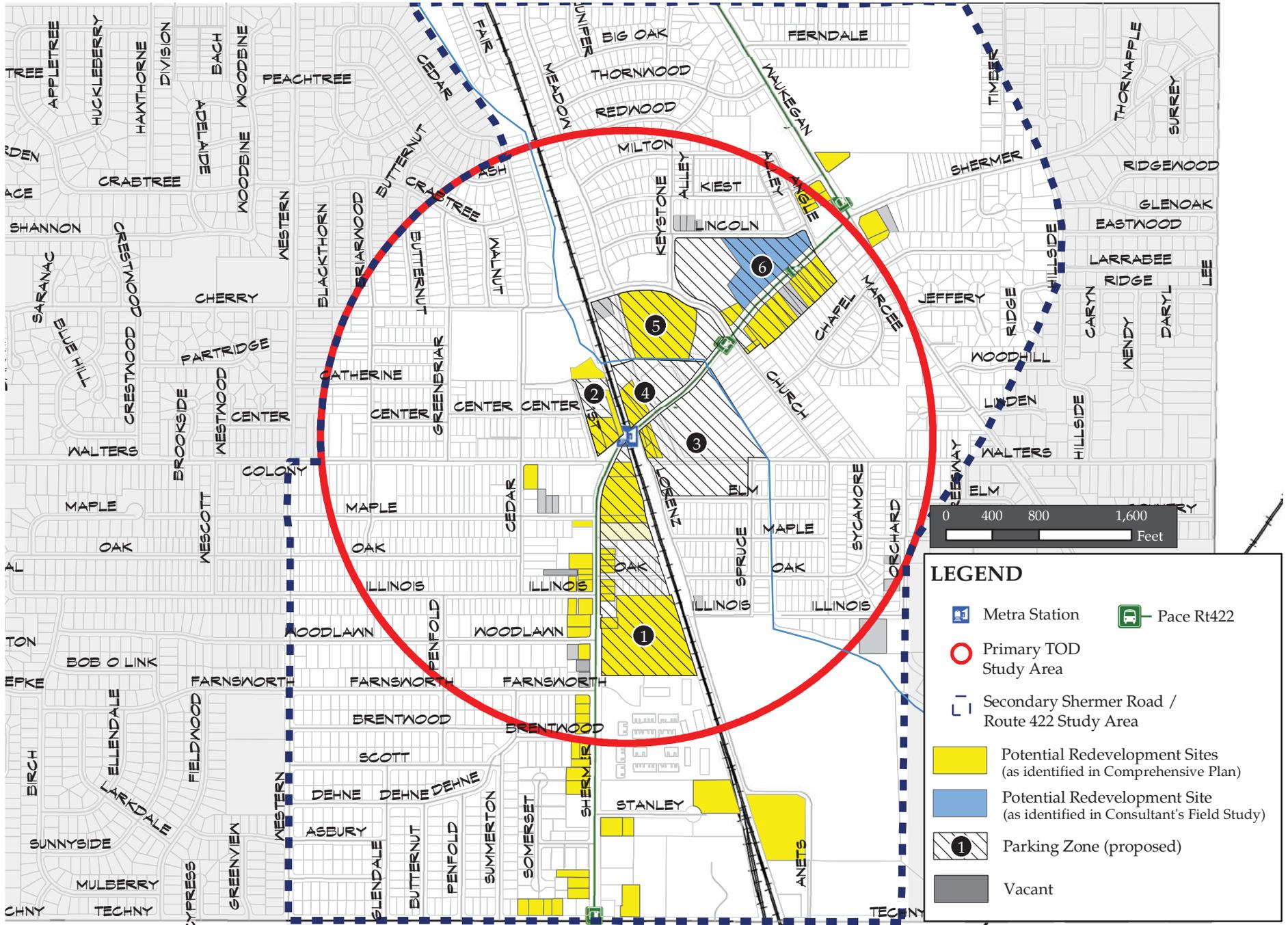


FIGURE 3-2
Parking Zones Map

Recommended Parking Strategies for Downtown Northbrook

There are various opportunities for improving parking resources in the downtown core redevelopment areas. These are potential options that could be considered as the parking needs for the redevelopment sites are considered. Each is briefly described below.

- » Increase on-street public parking resources by adding locations for new angled parking (see summary table in Figure 3-3):
 - Approximately 55 angled spaces along the east side of Meadow Road between Shermer Road and Cherry Lane. This is a net gain of 35 spaces over the 20 existing parallel spaces. Back-in angled parking (see example in the image to the right) would offer an alternative design to accommodate a safe roadway for motorists and bicyclists. Although not always a publically accepted or widely utilized design, back-in angled parking should continue to be considered as a potential design option.
 - Approximately 30 angled spaces along the west side of Shermer Road between Meadow Road and Church Street. This is a net gain of 11 spaces over the 19 existing parallel spaces, accounting for the mid-block crossing and some curb work at the ends.

FIGURE 3-3
On-Street Parking Improvements Summary Table

Street	Block	Net Change
Meadow Road	Shermer Road to Cherry Lane, east side	+55 angle spaces -20 parallel spaces +35 spaces NET GAIN
Shermer Road	Meadow Road to Church Street, west side	+30 angle spaces -20 parallel spaces +10 spaces NET GAIN
Shermer Road	Church Street to Angle Avenue, east side	+50 parallel spaces 0 existing spaces +50 spaces NET GAIN
TOTAL GAIN		+95 spaces (on-street)

- Approximately 50 parallel spaces along the east side of Shermer Road between Church Street and Angle Avenue. All 50 spaces are a net gain, as no on-street parking presently exists along this segment of Shermer Road.
- » Promote the use of shared parking, which utilizes a parking space for two or more individual land uses without conflict. Commuter parking spaces, both on-street and off-street, are optimal for shared parking.
- » Identify short-and long-term strategies for adding commuter parking (see Metra discussions below).
- » Include parking resources to accommodate parking for development concepts.

Back-In Angled Parking

Back-in angle parking (or “reverse angle parking”) is angled parking where instead of pulling into a parking space, vehicles are backed into the space, similar to parallel parking but at an angle. This type of parking is considered safer than typical angled parking as



This photo depicts back-in parking, which is an emerging parking concept (photo from Seattle WA). The bike sharrow and front headlights of the car at the far background indicate the direction of travel, which is the opposite of traditional head-in angled parking.

drivers can actually see the oncoming traffic when they pull out rather than blindly backing out halfway to see the oncoming traffic. Other benefits are that it allows drivers to see bicyclists in the roadway, allows for car doors to open that directs passengers to the sidewalk rather than the street, improves loading/unloading from the trunk, and permits handicapped parking to be directly adjacent to sidewalk ramps.

Many cities have begun to implement back-in angle parking, a few of which include:

- » Charlotte, NC
- » Indianapolis, IN
- » Knoxville, TN
- » Portland, OR
- » San Francisco, CA
- » Seattle, WA
- » Tucson, AZ
- » Washington, DC
- » Wilmington, DE

FIGURE 3-4
Potential Net Gain of Metra Commuter Parking Spaces

Location	Potential # of Spaces
Short-Term	
Angled parking along Meadow Road (west side between Shermer Road & Cherry Lane)	55
Leased spaces from Park District at Village Green building	20
Leased spaces from AT&T	20
Development of new spaces west of AT&T site (surface lot)	25
Subtotal of Potential Short-Term Net Gain	120
Long-Term	
Reuse of Public Works property	50
New lot at 1 st Street/Walters Avenue/Shermer Road	60
Redevelopment of existing West Metra Parking Lot	127
Subtotal of Potential Long-Term Net Gain	237
TOTAL Potential Net Gain of Parking Spaces	357

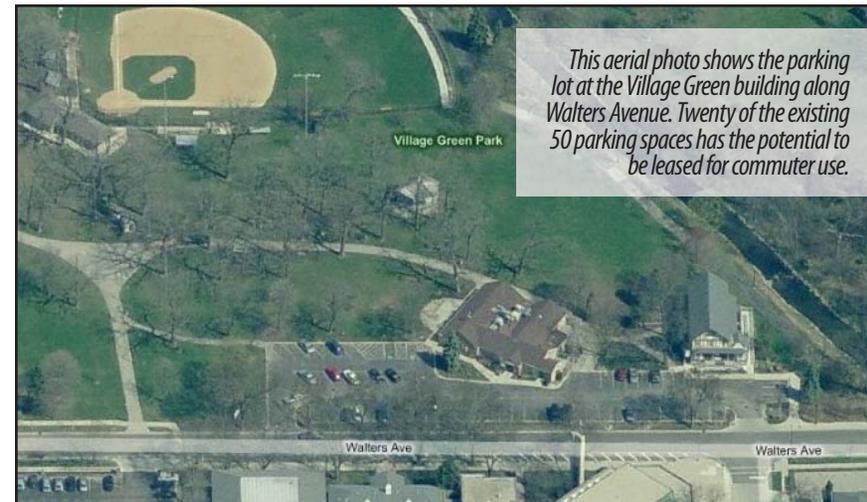
NOTE: The following existing commuter parking lots will maintain their current amount of parking spaces: Lot 2 (26 spaces); Lot 4 (81 spaces); Lot 5 (88 spaces); Lot 7 (34 spaces); and Lot 8 (29 spaces). Lot 1 is the West Metra parking lot, which will add 127 more spaces above the current 440, as noted above. Lots 3 and 6 no longer exist as commuter parking lots. See Figure 3-5 for a map of these commuter lots.

Back-in angle parking is actually more safe than traditional angle parking, primarily as it eliminates the most common cause of accidents – backing out without being able to see oncoming traffic. Research conducted by the Urban Transportation Monitor found that communities that have implemented back-in angle parking reported reduced accidents and had greater benefits for bicyclist. Tuscon, AZ has reported no accidents since implementation. Wilmington, DE required all parking to be back-in parking for safety factors and have not had any issues.



Metra Commuter Parking

Commuter rail parking is a key component of the downtown transportation system. Not only does this promote the use of Metra commuter rail service, but it also provides prime shared parking spaces. With the overall occupancy of commuter rail spaces, Village residents are finding it difficult to park and ride Metra and are traveling to other stations such as The Glen in Glenview or Lake-Cook Road. A lack of commuter parking spaces does not meet the needs of the Village of Northbrook and also limits opportunities for shared parking for Northbrook businesses. Metra estimates that an additional 200 to 300 parking spaces will be needed by 2040.



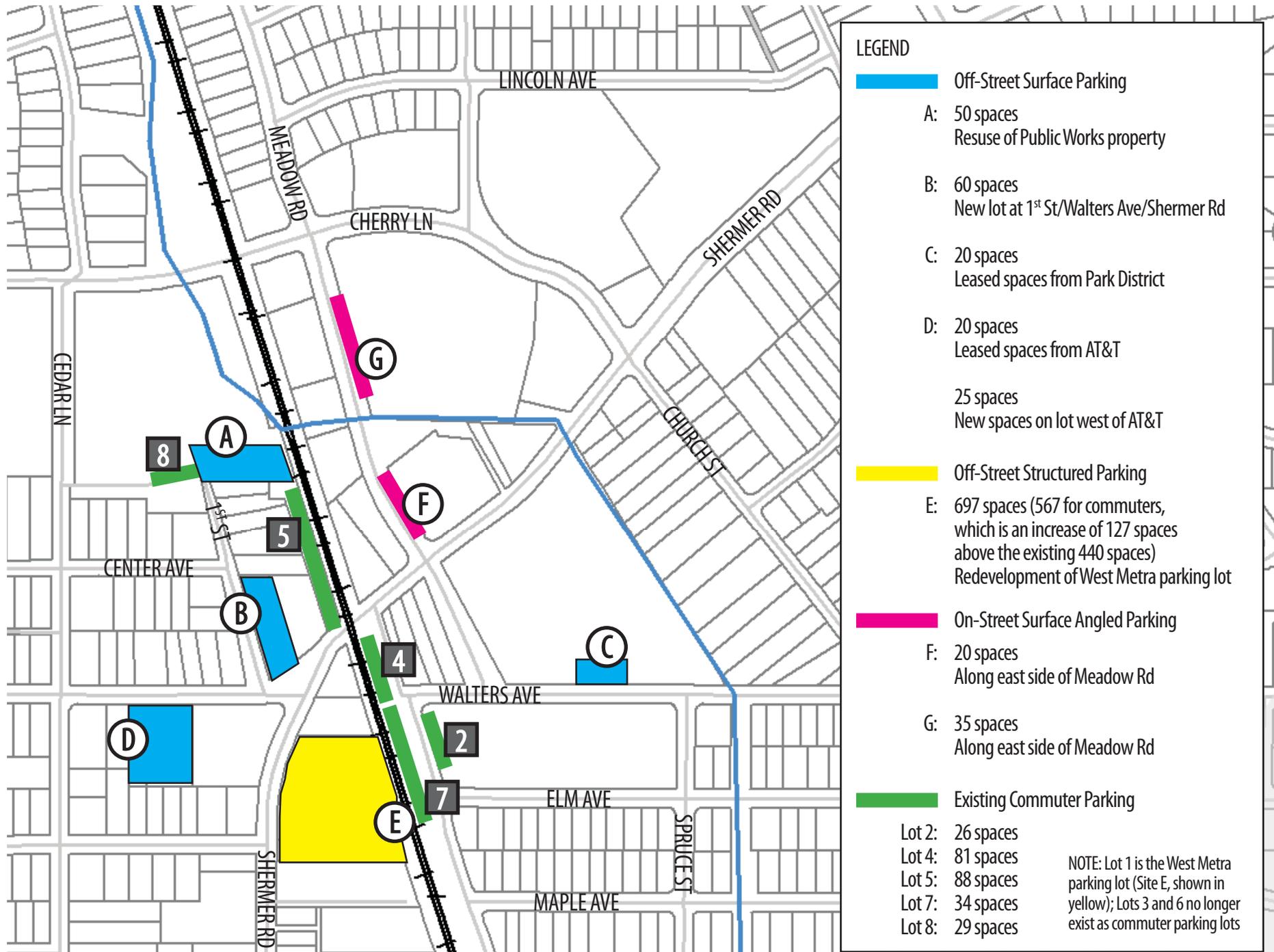
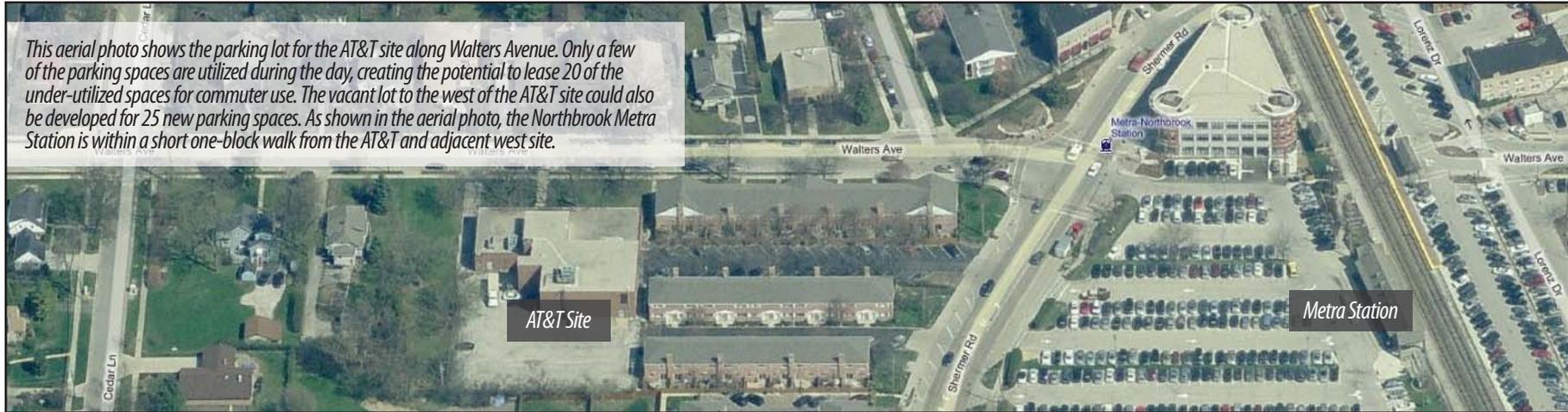


FIGURE 3-5
Potential Commuter Parking Location Map



A variety of short- and long-term strategies have been developed for increasing the number of commuter parking spaces, as described below and summarized in Figure 3-4. These parking strategies are also depicted on the map in Figure 3-5.

Short-Term Options

- » Angled parking along Meadow Road. As part of proposals for improving the Meadow Shopping Center and streetscaping along Meadow, new angled parking could be added along the east side of Meadow. The proposed roadway configuration along Meadow is a two-way facility with one travel lane in each direction, angled parking on the east side and parallel parking on the west side. Approximately 55 on-street spaces along the east side of Meadow Road could be reserved for commuters during the weekday. Businesses on the Weizmann property and on the west side of Meadow Road may utilize the on-street parking along the west side of the road. They may also utilize the parking on the east side allocated for commuter use, provided that these spaces become available in the afternoon as current downtown parking trends indicate.
- » Leased spaces from Park District at Village Green building. The parking lot at the Village Green building has 50 parking spaces, with less than half used during the weekdays. It is suggested that about 20 spaces be leased for commuter use during

the weekdays. This would create an optimal shared parking arrangement while generating income.

- » Leased spaces from AT&T and development of new spaces west of AT&T. The existing AT&T lot, which is located on the south side of Walters Avenue between Cedar Lane and Shermer Road, is currently under-utilized with only a few vehicles parked throughout the day. It appears that approximately 20 spaces could be leased for commuters. Additionally, there is a vacant lot just west of the AT&T building. This lot could be developed into approximately 25 parking spaces.

Long-Term Options

- » Reuse of Public Works property. Should the existing water tower and Public Works building be relocated, opportunity exists to develop additional parking spaces between existing Metra parking Lots 5 and 8. This property is already publicly-owned, eliminating land costs for construction of parking. The approximately 50 spaces that would be gained could also be used for the park behind the Village Hall.
- » New lot at 1st Street/Walters Avenue/Shermer Road. The intersection of 1st Street/Walters Avenue/Shermer Road would be an attractive location for commuter parking spaces. Currently this site includes a small, older apartment building. Should an

opportunity arise to redevelop this site, potentially 60 new commuter spaces could be developed, which would also provide shared parking opportunities.

- » Redevelopment of existing West Metra Parking Lot . The preferred development option for the existing west Metra surface lot includes a combination of on-street, off-street surface (covered), and structured parking spaces. A surplus of 127 spaces could potentially be generated, satisfying half of the projected Metra need at one location. Consideration should be given to variable pricing and a parking information system. A variable pricing system establishes a target occupancy level, typically 85% utilization of available parking spaces to either reduce parking demand or encourage more parking. If occupancy exceeds 85% (or the prescribed target occupancy level), that would trigger a potential increase in parking cost to reduce parking demand. If occupancy is substantially lower than 85%, then parking costs may reduce to attract more motorists to utilize available parking spaces. San Francisco is one of the pioneer cities to utilize a variable parking system through its SFPark project.

Since the larger amounts of new commuter parking would require land acquisition and construction of new spaces, these strategies would be more long-term, meaning that



short-term strategies will also be necessary. Short-term strategies such as shared parking, leased spaces, and use of on-street spaces are all strategies that have been successfully implemented in other communities.

The addition of new parking spaces would increase not only the footprint of Downtown Northbrook's parking locations but also the amount of parking spaces that are eligible to collect fees. As the number of parking spaces that collect fees increases, the Village would need to provide additional fee collection boxes in different locations. The Village's goal would be to increase and improve the amount of downtown parking spaces but not increase the amount of staff time to manage fee collection. As a result, automated collection or other improved parking fee technology should be considered as new parking spaces are added to Downtown Northbrook.

Figure 3-3 summarizes the short- and long-term strategies for generating additional commuter parking, as also presented on the map in Figure 3-4.

Future Parking Demand for Redevelopment Concepts

Every area needs an adequate, appealing, and accessible parking supply. However, too much parking is costly and creates a more auto-oriented environment while minimizing the pedestrian environment. Conversely, providing too little parking can discourage developers and visitors to the area. Traditional parking generation rates published by the Institute of Transportation Engineering (ITE) generate the parking demand associated with individual land uses. These rates, however, do not reflect specific site characteristics such as the mix, density, and interaction between land uses as well as proximity to transit. Using the traditional rates without regard to site specific factors could create an oversupply of parking, which could drive up development costs and reinforce an auto-oriented environment with negative impacts on the bicycle and pedestrian environment and a disincentive to using transit.

There is no specific reduction percentage or "one size fits all" approach regarding parking that applies to every TOD. As the Regional Transportation Authority (RTA) acknowledges in its latest TOD report, *Access & Parking Strategies for Transit-Oriented Development*, the topic of how to balance the need to provide parking for transit access while not generating other negative impacts is challenging.

Factors that should be considered in determining parking generation rates for each specific TOD include:

- » Community type (urban/suburban, neighborhood/town center/regional center)
- » Street/circulation system
- » Pedestrian environment/walkability
- » Level/quality of transit service provided
- » Site characteristics (mix of uses, density)
- » Interaction between land uses (ability to share parking resources)
- » Bike access/routes
- » Existing parking characteristics
- » Parking tools (shared parking, parking management, parking pricing)
- » Demographics (age, income, auto ownership)

However, based on best practices, there are some generally accepted parking rates and/or reductions for TOD areas that can be used for project planning. These rates and/or reductions should continue to be refined as the project moves forward. Also, depending on the size of the development, distance from the transit station will vary, which could result in a range of parking generation rates. Overall, a typical parking generation rate reduction of 10% to 25% has been documented across the county.

For the Village of Northbrook, proposed parking generation rates are based on a combination of the existing Northbrook requirements for the Village Green Overlay (VGO) District and best practices research. The table in Figure 3-5 presents the recommended rates, along with a comparison of typical ITE rates and current Village of Northbrook requirements, including the Village Green Overlay (VGO) District.

FIGURE 3-6
TOD Parking Generation Rates

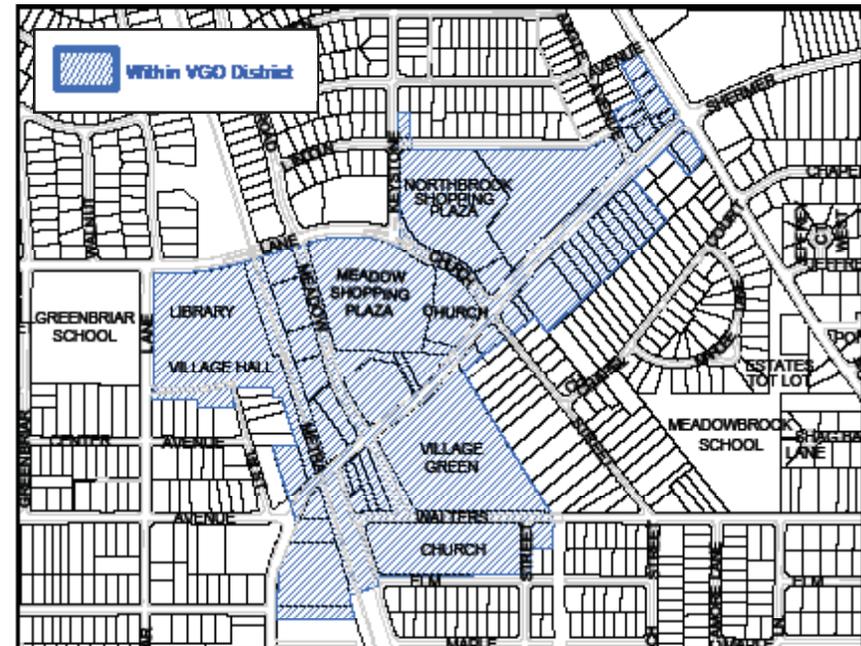
Location		RTA - TOD Areas		Village of Northbrook	Northbrook Downtown Plan ^a		Typical ITE Rates
Development Type	Unit	Low	High	CURRENT	PROPOSED		
					(1) ^b	(2) ^c	
Residential	Per Unit	0.50	1.50	2.00	1.30	1.30	1.50 - 2.00
Office	Per 1000 sq ft	2.25	3.33	4.00	2.50	3.00	3.00 - 4.00
Retail	Per 1000 sq ft	2.50	4.00	4.00	2.50	3.00	4.00 - 5.00
Restaurant	Per 1000 sq ft	4.00	8.00	1 per 2 employees + 1 per 3 seats	8.00	8.00	10.00 - 20.00

^a Based on best practices research

^b Village Green Overlay (VGO) District, except east of Church Street

^c East of Church Street

FIGURE 3-7
Village Green Overlay (VGO) District Boundaries Map



Impacts of Development Concepts

Using the proposed parking generation rates presented in Figure 3-6, total parking needs for each redevelopment concept were prepared, including consideration of the VGO District. The boundaries of the VGO District are illustrated in Figure 3-7. As presented in Figures 3-8 through 3-12, all redevelopment concepts will generate sufficient parking through a combination of on-street, surface, and structured parking. The West Metra development concept would generate enough parking to address approximately half of the future commuter parking demand estimated by Metra.



FIGURE 3-8
West Metra Parking Lot

Site Land Use	Existing	Development Concept: Preserve & Expand Retail
Residential (units)	0	100
Commercial (sq ft)	0	0
Office	0	0
Metra Parking	440	127
Parking Generation Rates		
Residential (per unit)	1.30	1.30
Commercial (per 1000 sq ft)	2.50	2.50
Office (per 1000 sq ft)	3.00	3.00
Site Parking Requirements		
Residential	0	130
Commercial	0	0
Office	0	0
Total Parking Needs	0	130
Parking Summary		
Site Parking Needs	0	130
Proposed Parking	N/A	697
Existing Metra Parking	440	N/A
Parking Surplus/(Shortfall)	0	127

FIGURE 3-9
Weismann Property

Site Land Use	Existing	Development Concept: Preserve & Expand Retail
Residential (units)	0	0
Commercial (sq ft)	16,700	23,638
Office	0	0
Parking Spaces		
Off-Street	55	55
On-Street	10	17
Total Parking Spaces	65	72
Parking Generation Rates		
Residential (per unit)	1.30	1.30
Commercial (per 1000 sq ft)	2.50	2.50
Office (per 1000 sq ft)	2.50	2.50
Site Parking Requirements		
Residential	0	0
Commercial	42	60
Office	0	0
Total Parking Needs	42	60
Parking Summary		
Site Parking Needs	42	60
Proposed Parking	N/A	72
Existing Parking	65	N/A
Parking Surplus/(Shortfall)	23	12

FIGURE 3-10
Meadow Plaza

Site Land Use	Existing	Development Concept 1: Modest Rehab	Development Concept 2: New Commercial & 5-Story Residential
Residential (units)	0	0	96
Retail / Restaurant (sq ft)	91,000	75,000 16,000	75,000 16,000
Office	0	0	0
Parking Spaces			
Off-Street	364	334	458
On-Street	10	30	31
Total Parking Spaces	374	364	489
Parking Generation Rates			
Residential (per unit)	N/A	1.30	1.30
Retail / Restaurant (per 1000 sq ft)	4.00 ¹	3.00 8.00	3.00 8.00
Office (per 1000 sq ft)	3.00	3.00	3.00
Site Parking Requirements			
Residential	0	0	125
Retail / Restaurant	444	353 (225 retail + 128 rest)	353 (225 retail + 128 rest)
Office	0	0	0
Total Parking Needs	444	353	478
Parking Summary			
Site Parking Needs	444	353	478
Proposed Parking	N/A	364	489
Existing Parking	374	N/A	N/A
Parking Surplus/(Shortfall)	(70) ²	11	11

¹ Restaurant requirement: 1 space per 3 seats and 1 space per 2 employees

² Variation granted to reduce required number of parking spaces

FIGURE 3-11
C-1 Properties Along Sherner Road

Site Land Use	Existing	Development Concept
Residential (units)	0	0
Commercial (sq ft)	27,972	38,773
Office	0	0
Parking Spaces		
Off-Street	52	120
On-Street	0	50
Total Parking Spaces	52	170
Parking Generation Rates		
Residential (per unit)	1.30	1.30
Commercial (per 1000 sq ft)	3.00	3.00
Office (per 1000 sq ft)	3.00	3.00
Site Parking Requirements		
Residential	0	0
Commercial	84	117
Office	0	0
Total Parking Needs	84	117
Parking Summary		
Site Parking Needs	84	117
Proposed Parking	N/A	170
Existing Parking	52	N/A
Parking Surplus/(Shortfall)	(32)	53

FIGURE 3-12
Northbrook Shopping Center Addition

Site Land Use	Existing	Development Concept
Residential (units)	0	0
Commercial (sq ft)	0	13,000
Office	5,440	0
Parking Spaces		
Off-Street	80	46
On-Street	0	0
Total Parking Spaces	80	46
Parking Generation Rates		
Residential (per unit)	1.30	1.30
Commercial (per 1000 sq ft) ¹	3.00	3.00
Office (per 1000 sq ft)	3.00	3.00
Site Parking Requirements		
Residential	0	0
Commercial	16	39
Office	0	0
Total Parking Needs	0	46
Parking Summary		
Site Parking Needs	16	39
Proposed Parking	N/A	46
Existing Parking	80	N/A
Parking Surplus/(Shortfall)	64	7

¹ Assumes no restaurants

Access & Circulation

The roadway network provides access and circulation into and through the downtown. This section presents recommended strategies for this system, including both roadways and intersections. Impacts of the redevelopment concepts are also presented in this section.

Recommended Roadway Strategies

The roadway network in the downtown area, as well as the Village overall, is the most visible component of the overall transportation system. The system provides access and circulation into and through downtown making it essential to redevelopment opportunities and necessary municipal services.

- » Ensure roadway design and orientation follow a Complete Streets policy that accommodates all users. Complete Streets encourages future designs to accommodate all users, creating a safer and more accessible transportation network. This approach is not limited to new construction, but also takes advantage of necessary maintenance and reconstruction and expansion opportunities.
- » Address the issues of traffic delays due to the railroad crossing by exploring opportunities to adjust the timing and coordination of the railroad gate operation and traffic signals with potential pre-emption technology.
- » Remove two parallel parking spaces on the east side of Shermer Road between the railroad and Meadow Road as a safety improvement. These two spaces impede traffic flow for the short distance between the railroad and the intersection of Shermer and Meadow, creating greater conflicts with pedestrians.
- » Add gateway treatments to major downtown entry points as a pedestrian amenity and function as a traffic calming technique, as described in Section 4.
- » Implement roadway cross sections and streetscape elements as described in Section 4. These cross sections emphasize pedestrian walkways, bicycle routes, and on-street parking to create a more walkable, safe, and attractive downtown environment.

Recommended Intersection Strategies

- » Add a new traffic signal at Shermer Road and Farnsworth Lane to improve safety for all modes. While volumes do not currently meet signal warrants, traffic and pedestrian activity at the intersection should be monitored for possible future signalization. The stretch of Shermer Road between Walters Avenue and Techny Road does not have a signalized intersection, which would improve pedestrian and bicycle crossings, plus provide more gaps for crossings at other uncontrolled intersections.
- » Improve operational efficiency at the intersection of Shermer Road and Waukegan Road by modifying the traffic signal phasing to eliminate the split phase sequence and instead provide a protected left-turn arrow for westbound traffic on Shermer Road. Lane configuration will need to be modified to provide a separate westbound left-turn lane and a shared through/right-turn lane on Shermer Road.
- » Consolidate and align access opposite Keystone Avenue with the redevelopment of Meadows Plaza. Monitor operations for the future need of a traffic signal at the intersection.
- » Address public comments indicating there is driver confusion at the intersection of Cherry Lane and Meadow Road due to the many inbound lanes. Motorists have trouble discerning when it is their turn to proceed through the intersection. The additional parking proposed on Meadow will result in the elimination of one of the two northbound lanes which will help to reduce motorist confusion. Traffic volumes at the intersection should be monitored for possible future signalization.

Impacts of Development Concepts

The traffic generation characteristics of any development are based on the magnitude and character of its land use. Projected peak hour and average daily traffic (ADT) generations were developed based upon the proposed development concepts. The following two tables show the incremental growth in traffic from each redevelopment site. The table in Figure 3-13 is based on the minimum proposed densities from the redevelopment concepts and includes Meadow Plaza Concept 1. The table in Figure 3-14 shows the maximum traffic generated by the redevelopment sites based on higher densities shown

FIGURE 3-13
Traffic Generation Comparisons | Minimum Development

Redevelopment Site	Land Uses	Approx. Density	Increase in Traffic		
			Morning Peak Hour Total In + Out	Evening Peak Hour Total In + Out	Daily 2-Way
West Metra Parking Lot					
Proposed	Multi-Family Res	100 units	55	75	730
	Metra Parking	697 spaces	425	270	1,000
Existing	Metra Parking	400 spaces	(315)	(200)	(740)
		Net Gain	165	145	990
C-1 Properties Along Shermer Rd					
Proposed	Add Com	39,000 sf	60	60	430
Existing	Commercial	28,000 sf	(45)	(45)	(310)
		Net Gain	15	15	120
Meadow Plaza					
Proposed	Commercial	91,000 sf	90	340	3,910
Existing	Commercial	91,000 sf	(90)	(340)	(3,910)
		Net Gain	0	0	0
Weizmann Property					
Proposed	Add Com	23,600 sf	25	65	1,020
Existing	Commercial	16,700 sf	(15)	(45)	(740)
		Net Gain	10	20	280
Subtotal			190	180	1,390
Less Com & Res, Non-Auto @ 35%			(30)	(40)	(400)
Total Net Gain			+160	+140	+990

FIGURE 3-14
Traffic Generation Comparisons | Maximum Development

Redevelopment Site	Land Uses	Approx. Density	Increase in Traffic		
			Morning Peak Hour Total In + Out	Evening Peak Hour Total In + Out	Daily 2-Way
West Metra Parking Lot					
Proposed	Multi-Family Res	100 units	55	75	730
	Metra Parking	697 spaces	425	270	1,000
Existing	Metra Parking	400 spaces	(315)	(200)	(740)
		Net Gain	165	145	990
C-1 Properties Along Shermer Rd					
Proposed	Add Com	39,000 sf	60	60	430
Existing	Com Business	28,000 sf	(45)	(45)	(310)
		Net Gain	15	15	120
Meadow Plaza					
Proposed	Add Multi-Family Res	96 units	50	70	700
	Commercial	91,000 sf	90	340	3,910
Existing	Com Business	91,000 sf	(90)	(340)	(3,910)
		Net Gain	50	70	700
Weizmann Property					
Proposed	Add Com to Businesses	23,600 sf	25	65	1,020
Existing	Com Business	16,700 sf	(15)	(45)	(740)
		Net Gain	10	20	280
Subtotal			240	250	2,090
Less Com & Res, Non-Auto @ 35%			(45)	(65)	(640)
Total Net Gain			+195	+185	+1,450

in Meadow Plaza Concept 2. As can be seen from these tables, the development parcels could have about 35% of the traffic reduced by the proposed complimentary uses. Traffic data was collected throughout the Study Area and the existing traffic conditions were previously presented. Reviewing the existing traffic volumes and “layering” the potential redevelopment traffic indicates that there is sufficient reserve street capacity available to accommodate incremental growth.

In all cases, Public Works will need to review each strategy thoroughly and visit each specific site for possible implementation of improvements. Minimizing signage along downtown road corridors is of particular concern to help reduce conflicts and avoid drowning out the intent of each sign.

Pedestrian & Bicycle Facilities

Recommended Pedestrian Strategies & Facilities

Pedestrian mobility must be a priority when assessing downtown access to businesses, neighborhood connections, open space, civic uses, and the Metra station. Pedestrian facilities in the downtown area include sidewalks, roadway crossings, and plazas. Currently, the downtown area has an extensive sidewalk system within the public right-of-way with only a handful of missing segments. Crosswalks are marked at all controlled intersections. No pedestrian countdown signals are provided at the signalized intersections. The railroad tracks are a physical barrier to east-west pedestrian connections.

Recommended pedestrian strategies and facilities include:

» Complete sidewalk gaps as shown in Figure 4-9 of the Existing Conditions Report.

» Update all intersection crossings with new markings and/or streetscape elements. Input from the public charrette included that many of the crosswalks and painted bike symbols are worn and are difficult to see. Streetscape elements are presented in Section 4.



» Add countdown signals at all signalized intersections in the downtown.

» Install gateway treatments at Shermer Road and intersections of: Walters Avenue, Meadow Road, Church Street, and Dundee Road and additionally at Cherry Lane and Meadow Road, as presented in Section 4. Gateway treatments include intersection design to better define pedestrian space, improving pedestrian safety.

» Implement a signage and wayfinding system to direct visitors to the downtown as well as to locations within the downtown such as the commuter rail station, Village Green, public parking facilities, Cherry Lane underpass, etc.

» Address the traffic volumes on Shermer Road and Church Street / Cherry Lane which act as barriers to pedestrian activity through downtown as it makes the street feel unfriendly to pedestrians. The streetscape project that was started along Shermer Road should be continued throughout the downtown. Roadway cross-section with streetscape elements are presented in Section 4.

» Design the appropriate mid-block crossing that is highly visible and based on a traffic engineering analysis to consider traffic volumes, speed, pedestrian volumes, and site characteristics such as site distance and on-street parking. Design considerations should include curb bump outs to reduce the crossing distance, highly visible painted crosswalks, and highly visible signs drawing attention to the crossing, raised crosswalks, center median/refuge areas, and pedestrian crossing and detection systems, such as HAWK (High-intensity Activated Crosswalk) – a protected pedestrian crossing that activates yellow and red crossing lights that signal safe crossings for pedestrians to oncoming vehicular traffic (see left image below).



- » Develop an off-street multi-use pedestrian/bike path along the proposed river walk from Shermer Road to Meadow Road.
- » Install an additional signalized intersection at Shermer Road and Farnsworth Lane to provide a protected pedestrian crossing location.
- » Include a future pedestrian/bicycle bridge on Illinois Road, east of Spruce Street, over the river.

Recommended Bicycle Strategies & Facilities

Northbrook has adopted a Bicycle Plan that identifies the primary bicycle routes through the community, including street segments that provide intra- and inter-community connectivity. This plan builds upon the Village's previous work and identifies several east-west and north-south bicycle routes that connect schools, parks and downtown facilities. The following strategies are recommended to establish a continuous and safe bicycle system throughout the downtown and connecting to areas within the Village and to regional facilities.



- » Add signed bike routes along the following routes:
 - Shermer Road between Techny Road and Walters Avenue
 - Walters Avenue east of Shermer Road
 - Meadow Road north of Shermer Road
- » Add marked shared lanes ("sharrows") to indicate to motorists that bicyclists are sharing road. Include sharrows at:
 - Walters Avenue west of Shermer Road
 - Along Lorenz Drive from Shermer Road to connect Lorenz bicycle route
- » Install new bike lanes along the following routes:
 - Shermer Road north of Church Street

- In the long-term, Cherry Lane/Church Street between Shermer Road and the Cherry Lane underpass would become a bike lane
- » Install new off-street bike paths along the following routes:
 - Along river between Shermer Road and Meadow Road which connects to the Village Green via a mid-block crossing and to the Cherry Lane underpass via Meadow Road
 - From the Library and Village Hall to the Metra station via a path outside of the Metra commuter parking lot and connecting to the signal at Walters Avenue and Shermer Road
- » Provide on-street bike parking throughout the downtown (on Meadow Road, for example). Redevelopment sites should include bike parking on-site. Additional bicycle parking spaces should also be included at:
 - Metra station
 - Public facilities such as the Library and Village Hall
 - Public parking locations
 - Village Green

Figure 3-15 presents the proposed bicycle improvement strategies.





Legend/Notes:

- Proposed Mid-Block Crossing
- Existing Traffic Signal
- Future Traffic Signal
- Signed Bike Route
- Marked Shared Lane
- Bike Lane
- Off-Street Path
- Study Area Boundary
- Future Regional Bikeways
- 1** Phase 1 – Signed Route; Phase 2 – 5' Bike Lanes
- 2** Bike Path crosses at platform & connects through parking lot.
- 3** Long Term 5' Bike Lane.



FIGURE 3-15
Proposed Bicycle Improvement Strategies

Transit Service

One Pace fixed bus route serves Downtown Northbrook – Route 422. However, given the length of this route and 60-minute frequencies, ridership levels in Downtown Northbrook are low. There are, however, more flexible options for employees of major employment locations.

» Employer-Sponsored Shuttles. This strategy promotes the use of employer-sponsored shuttles connecting employment sites with the Metra commuter rail station. The vehicle can be used for other company purposes during off-peak hours. The Pace Employer Shuttle Program provides vans to employers in the Pace service area for their use in work-related passenger trips at the rate of \$750 per month per van. With prior approval from Pace, employers may charge riders an administrative fee to cover costs associated with the operation of the Shuttle Service.



The Lake-Cook Transportation Management Association (TMA) coordinates the successful Lake-Cook Shuttle Bug with larger vehicles operated by Pace. This program was initially started with Pace vans and over time moved to larger vehicles operated by Pace. It could be possible for major employers in the Village of Northbrook to participate



in this program, with connections to the Northbrook Metra Station or other closely located stations.

» Metra Feeders. The Metra Feeder, which operates as a vanpool, allows for the Pace Van to be parked at a Metra station near the worksite, so that 5 to 13 participants can take the train and then use the van to complete the commute. To qualify for the program, at least half of the participants must purchase a Metra monthly pass or 10-ride ticket. Each participant pays \$58 per month, which covers all costs associated with the van including fuel, maintenance, insurance, tolls, roadside assistance, and van washes. Metra fares and parking are not included in this rate. One of the participants volunteers to be the primary driver and does not have to pay the fare. Backup drivers receive a \$10 per month discount.



Public Streetscape Improvements Plan

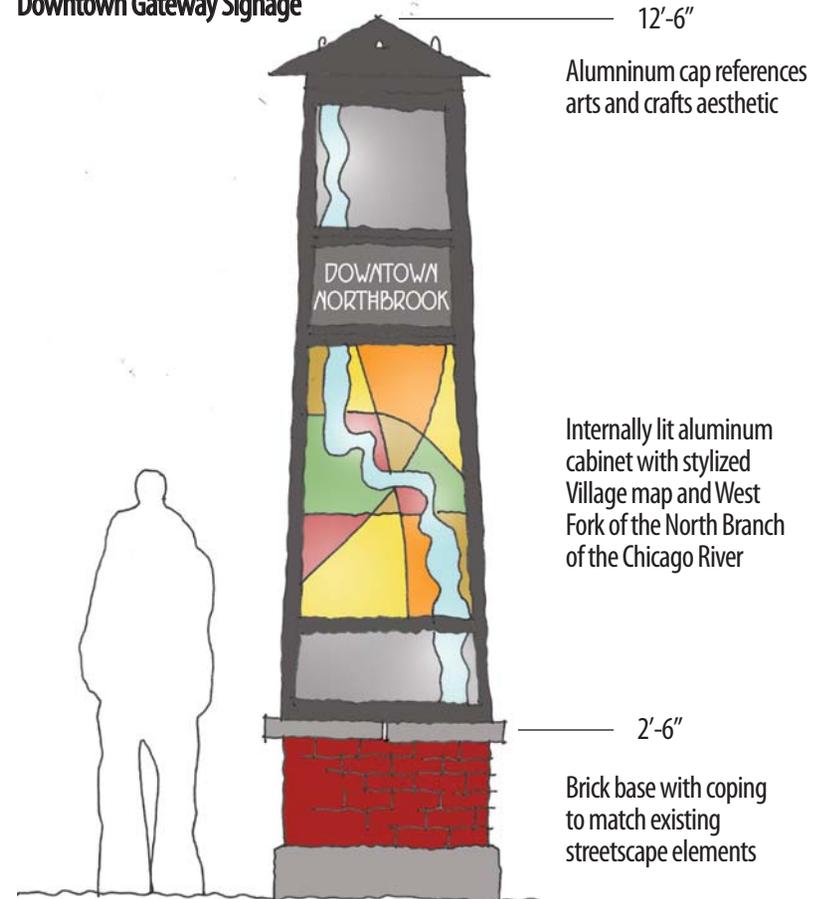
As stated in the downtown goals established in Section 1, the urban design and streetscape goal intends the Village to enhance the existing streetscape experience to make Downtown Northbrook more inviting for shoppers, diners, residents, and visitors. In addition, the transportation goal envisions improvement of the accessibility to Downtown Northbrook by motorists, pedestrians, bicyclists, and commuters.

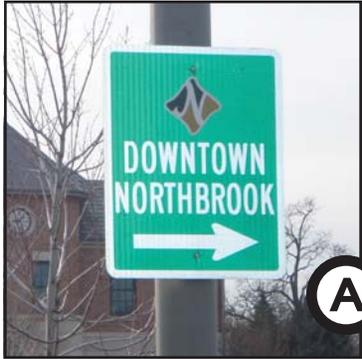
The conceptual gateway sign shown to the right in Figure 4-1 is an example of how the Village can utilize signage to help create the welcoming environment for Downtown Northbrook. The gateway sign is designed as a vertical sign to provide the height needed to maximize visibility. Figure 4-2 on the next page indicates the proposed locations for the conceptual gateway sign; in addition, the rationale for the design of the gateway sign is outlined, particularly illustrating how the sign builds upon existing design themes and distinct elements that presently exist in Northbrook.

The streetscape improvements provided in this section are designed to meet both of these goals. In particular, the street sections in Figures 4-3 through 4-9 illustrate how the dimensions and organization of the public right-of-way of major downtown streets can be improved to enhance the circulation and accessibility for all modes of transportation.

While the street sections are more utilitarian in nature to improve the functionality of the downtown street network, the signage is intended to enhance the image of Downtown Northbrook and create a sense of place for residents and visitors.

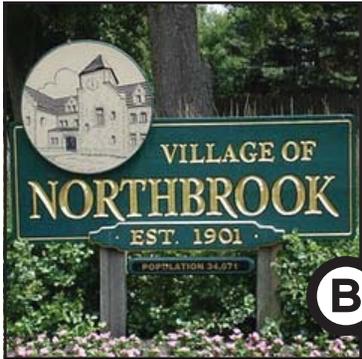
FIGURE 4-1
Downtown Gateway Signage





A

Existing directional sign located at major arterial intersections



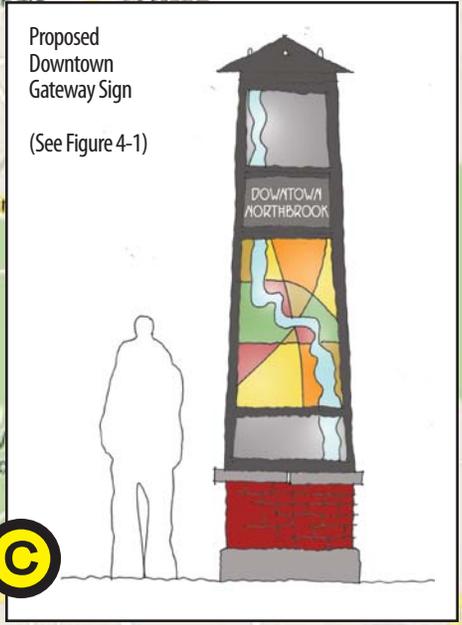
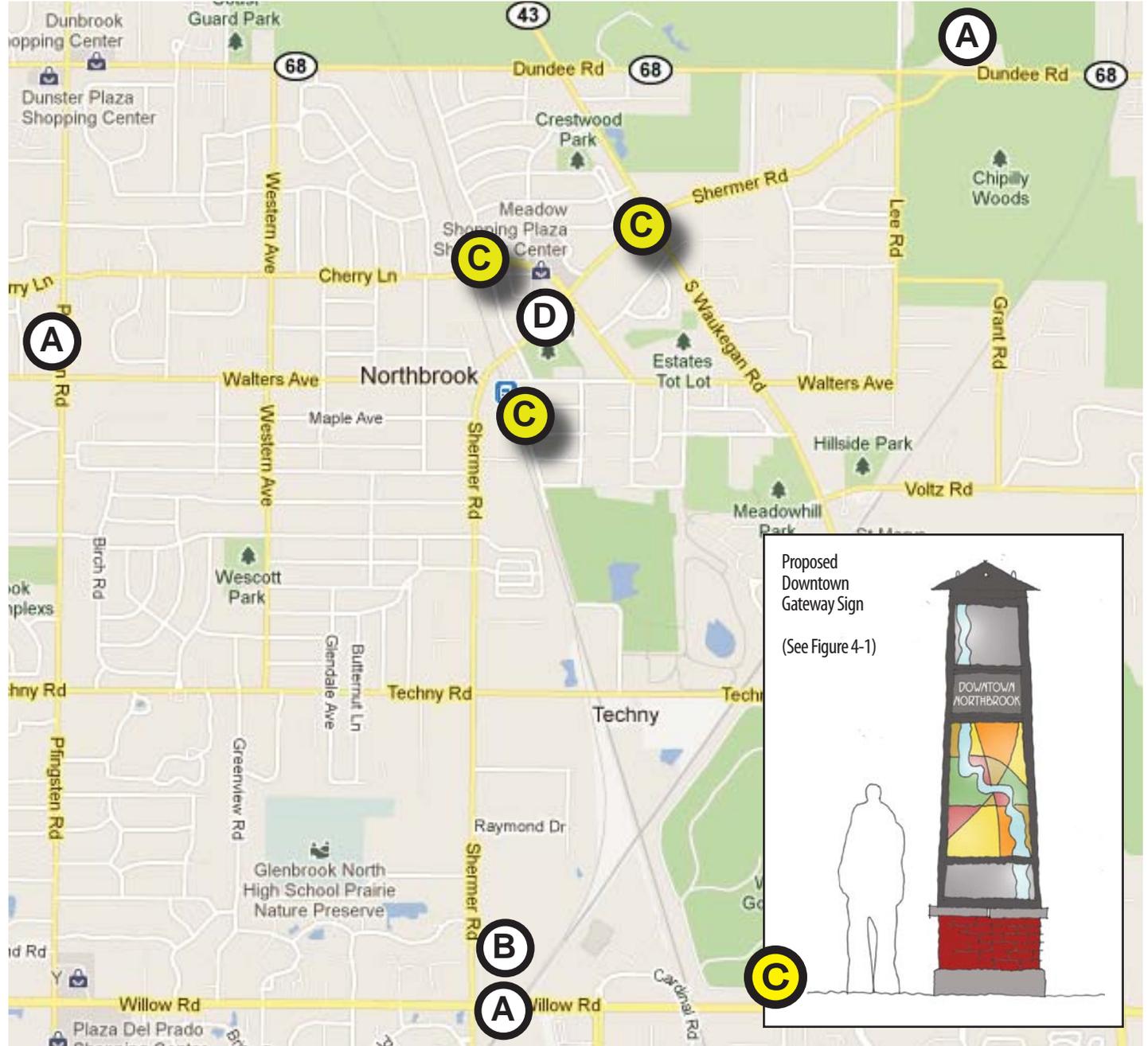
B

Existing village entry sign located at perimeter village entrances



D

Positive streetscape elements located within core downtown



Proposed Downtown Gateway Sign

(See Figure 4-1)



FIGURE 4-2 Downtown Gateway Signage | SIGNAGE STUDY & LOCATION MAP

The street sections in Figures 4-4 through 4-9 illustrate how the dimensions and organization of the public right-of-way of major downtown streets can be improved to enhance the circulation and accessibility of all modes of transportation in Downtown Northbrook.

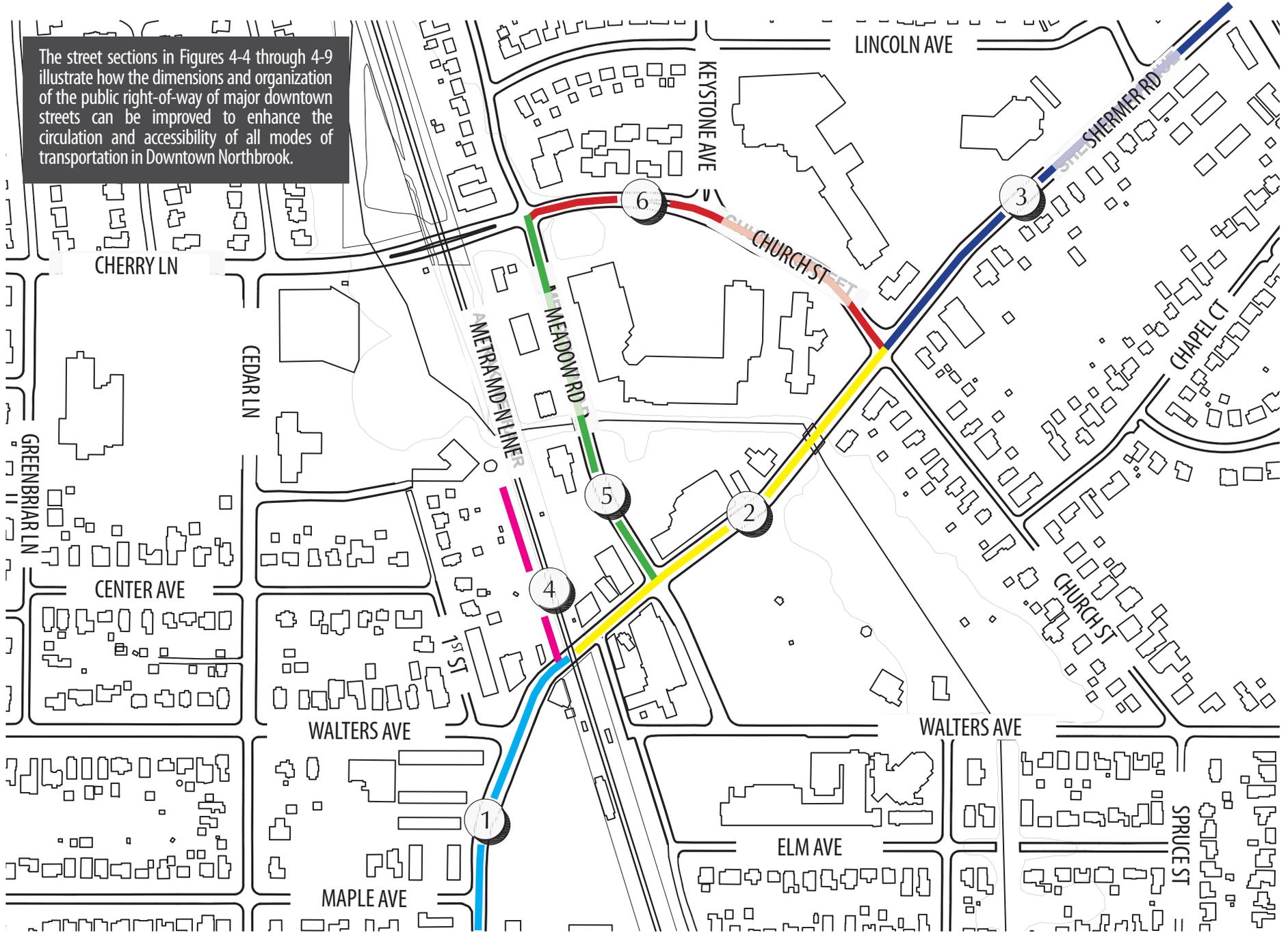
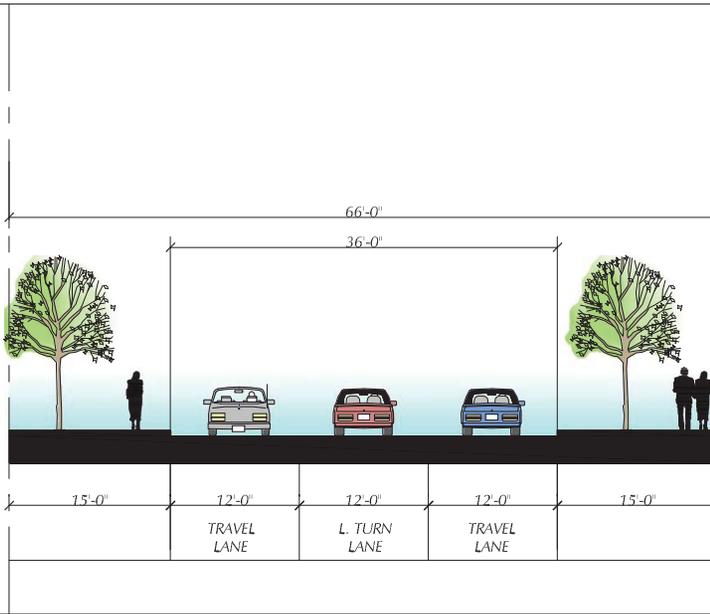
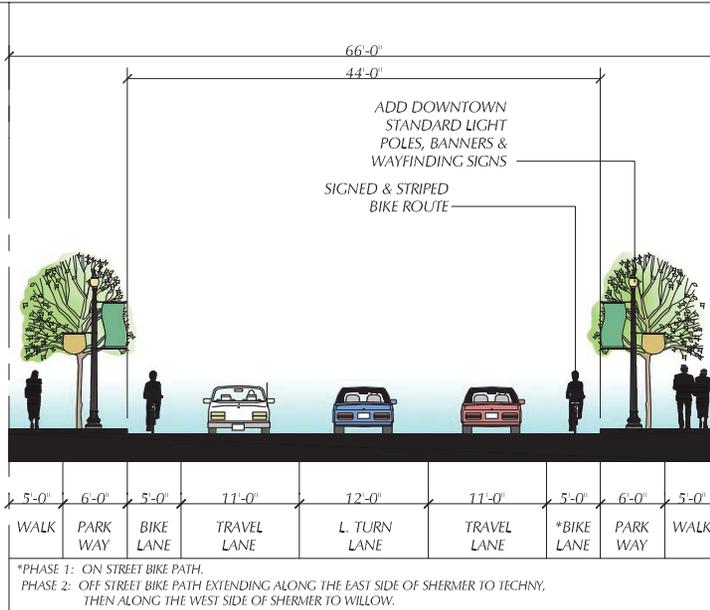


FIGURE 4-3
Streetscape Sections | LOCATION MAP

1
SHERMER EXISTING
 approach from the south

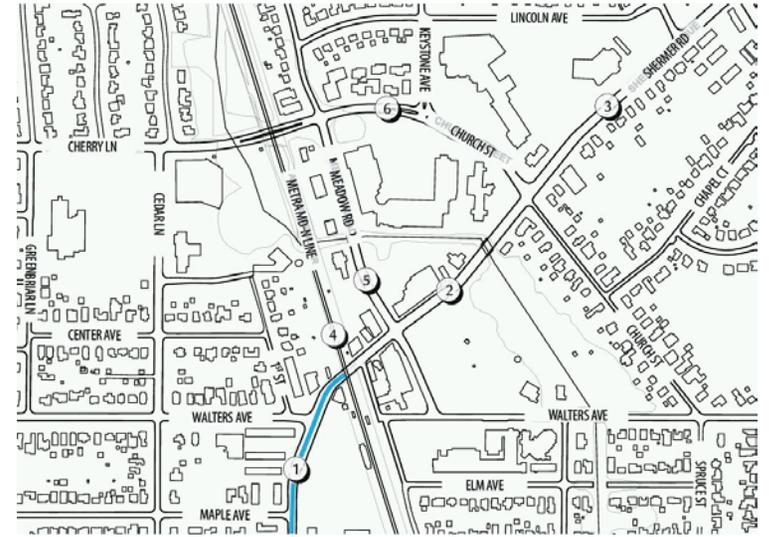


SHERMER PROPOSED
 approach from the south



*PHASE 1: ON STREET BIKE PATH.
 PHASE 2: OFF STREET BIKE PATH EXTENDING ALONG THE EAST SIDE OF SHERMER TO TECHNY, THEN ALONG THE WEST SIDE OF SHERMER TO WILLOW.

>> Location Map



>> Streetscape Details

As indicated by the solid light blue line in the Location Map above (and in Figure 4-3), this streetscape section applies to the segment of Shermer Road located between Illinois Road and the railroad. In order to accommodate the proposed streetscape recommendations, reconstruction of the street would be needed to extend the curb line from 36 ft to 44 ft.

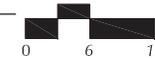
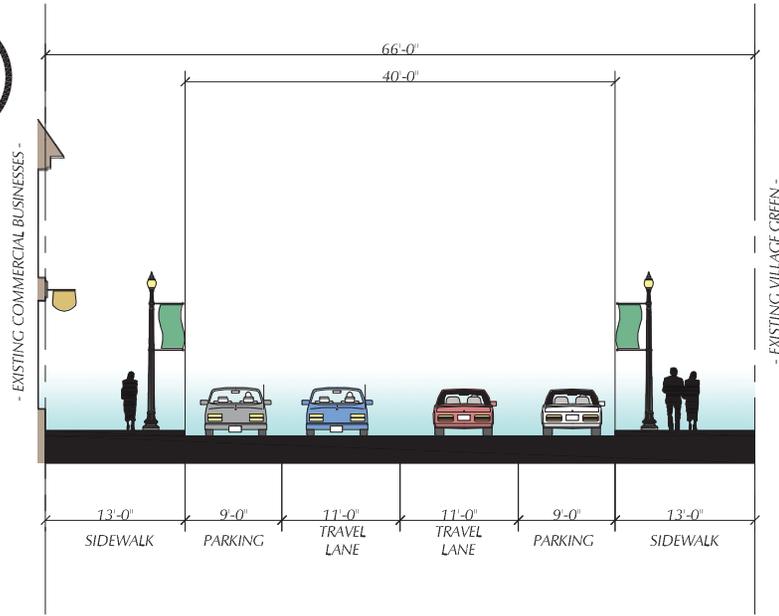


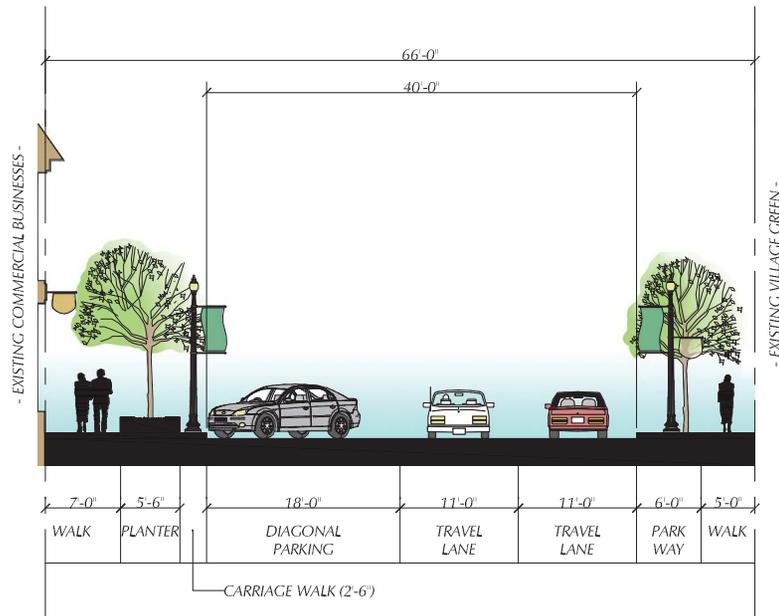
FIGURE 4-4
Streetscape Sections | SHERMER RD (APPROACH FROM THE SOUTH)

2

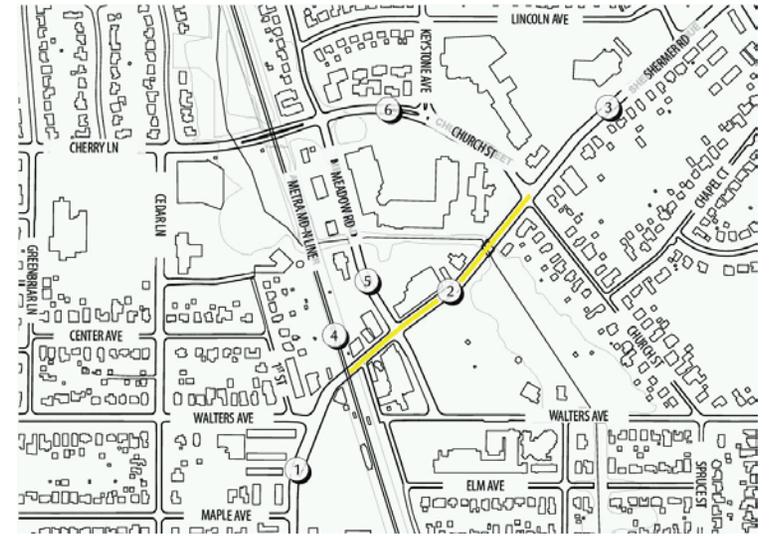
SHERMER EXISTING
core downtown area



SHERMER PROPOSED
core downtown area



» Location Map



» Streetscape Details

As indicated by the solid yellow line in the Location Map above (and in Figure 4-3), this streetscape section applies to the segment of Shermer Road located between the railroad and Church Street. In order to accommodate the proposed streetscape recommendations, restriping of the street would be the only street modification needed, since the curb line remains the same at 40 ft.

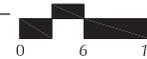
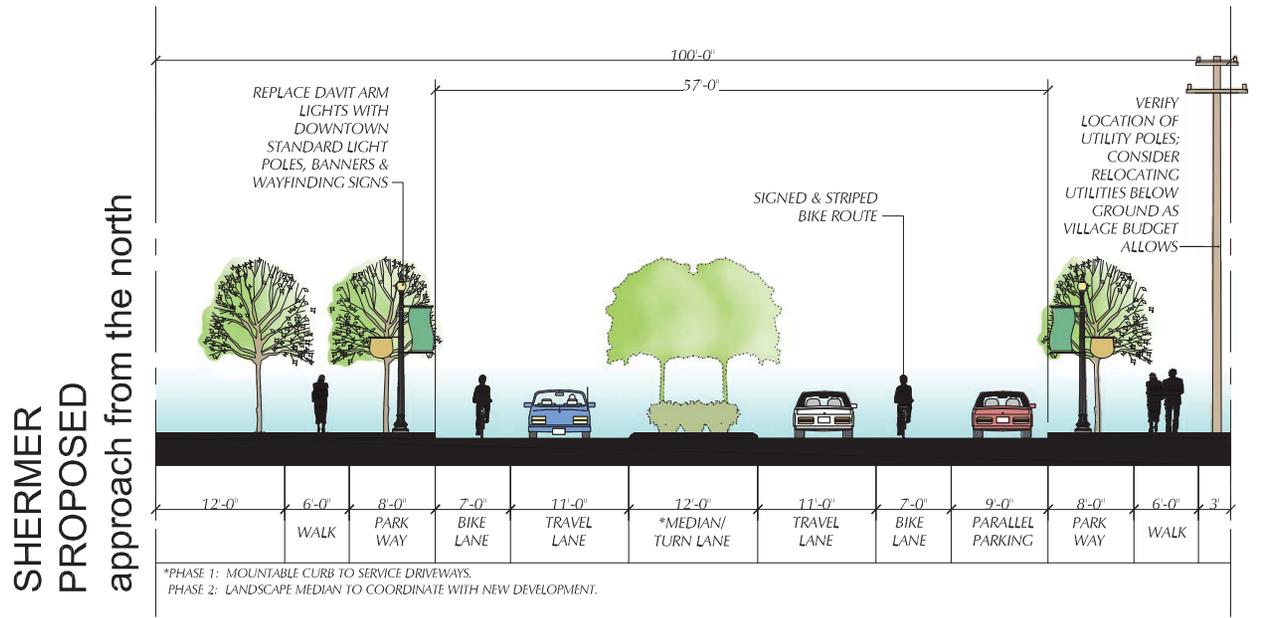
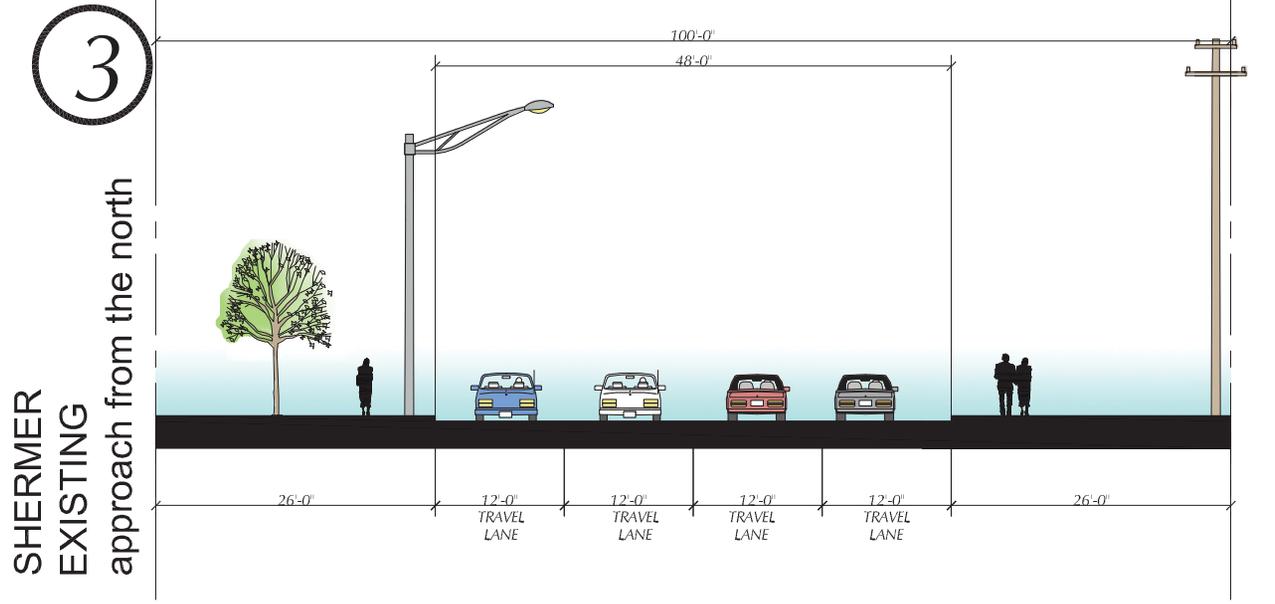
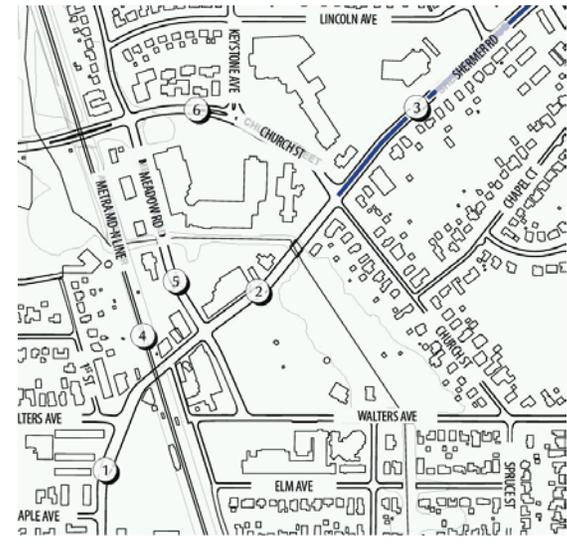


FIGURE 4-5
Streetscape Sections | SHERMER RD (CORE DOWNTOWN AREA)



>> Location Map



>> Streetscape Details

As indicated by the solid dark blue line in the Location Map above (and in Figure 4-3), this streetscape section applies to the segment of Shermer Road located between Church Street and Waukegan Road. In order to accommodate the proposed streetscape recommendations, reconstruction of the street would be needed to add the proposed median with landscaping and extend the curb line from 48 ft to 57 ft.

Periodic break points would be provided along the proposed median, particularly accommodating sufficient turning radii for fire department vehicles.

The trees illustrated in the section drawings are not to scale. Prior to final design and installation, trees of proper size and dimensions will be selected, with proper awareness of the clearance needs of fire department vehicles.

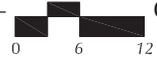
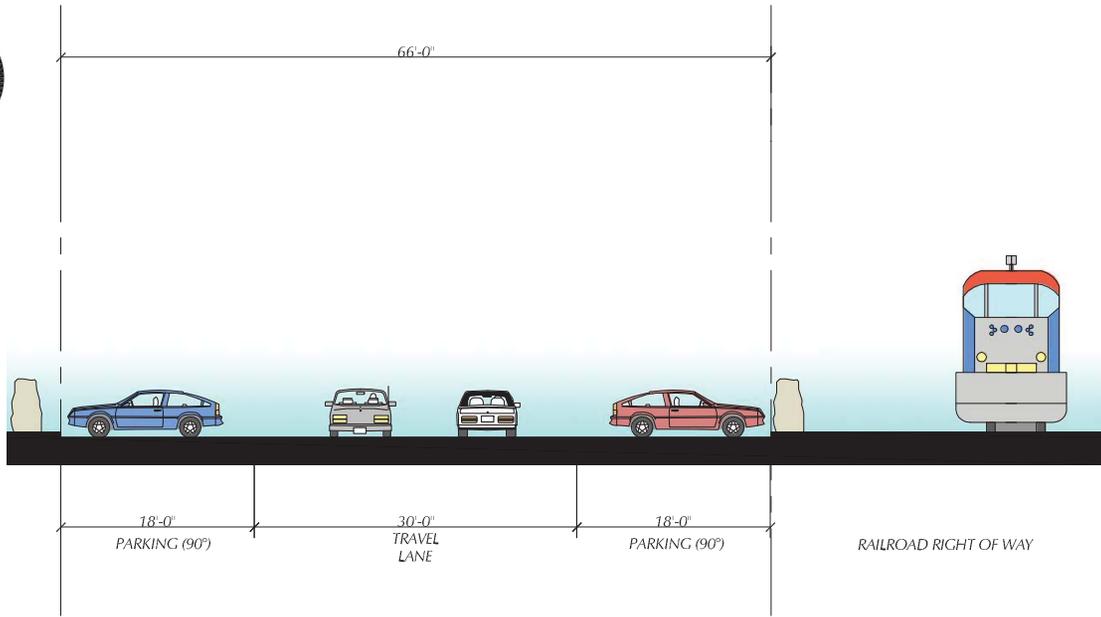


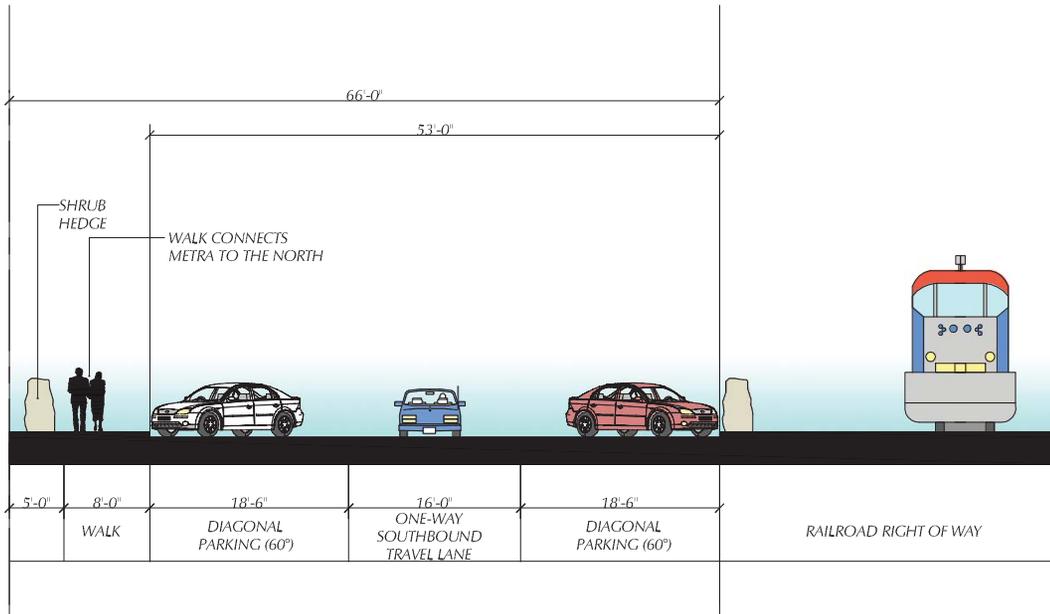
FIGURE 4-6
Streetscape Sections | SHERMER RD (APPROACH FROM THE NORTH)

4

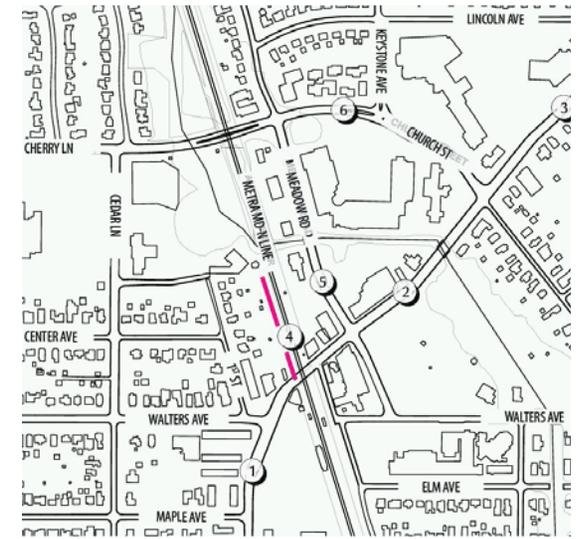
METRA PARKING
EXISTING
west of RR



METRA PARKING
PROPOSED
west of RR



>> Location Map



>> Streetscape Details

As indicated by the solid dark pink line in the Location Map above (and in Figure 4-3), this streetscape section applies to the Metra parking area located west of the railroad between Meadow Road and the water tower. In order to accommodate the proposed streetscape recommendations, reconstruction of the street would be needed to reduce the curb line from 66 ft to 53 ft.

Dimensions of the proposed parking modules adhere to Metra's standards set in its Parking Manual.

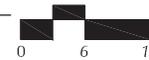
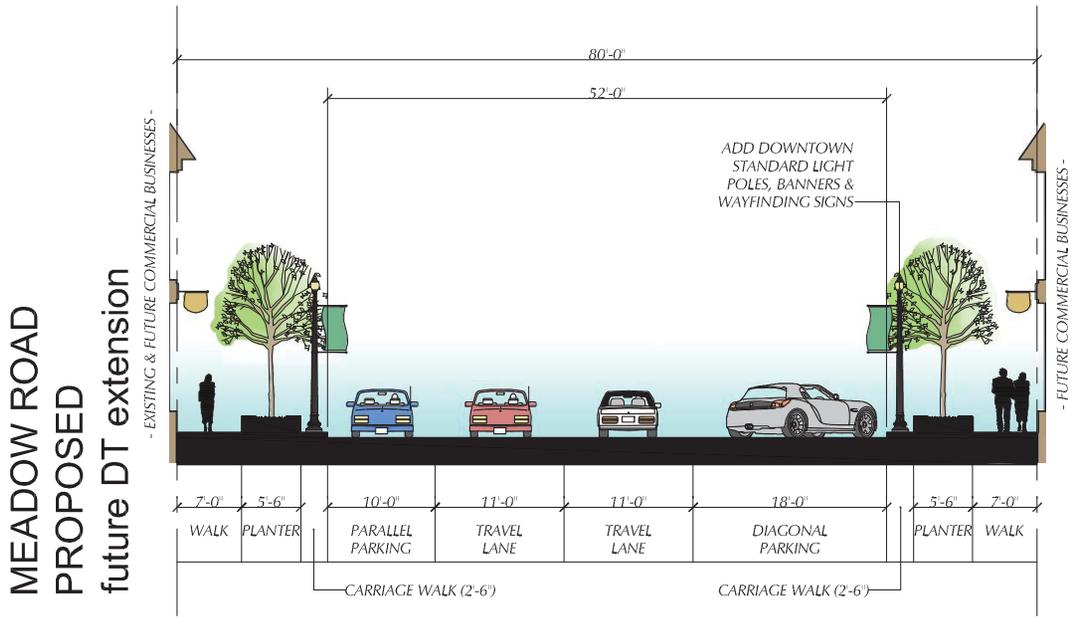
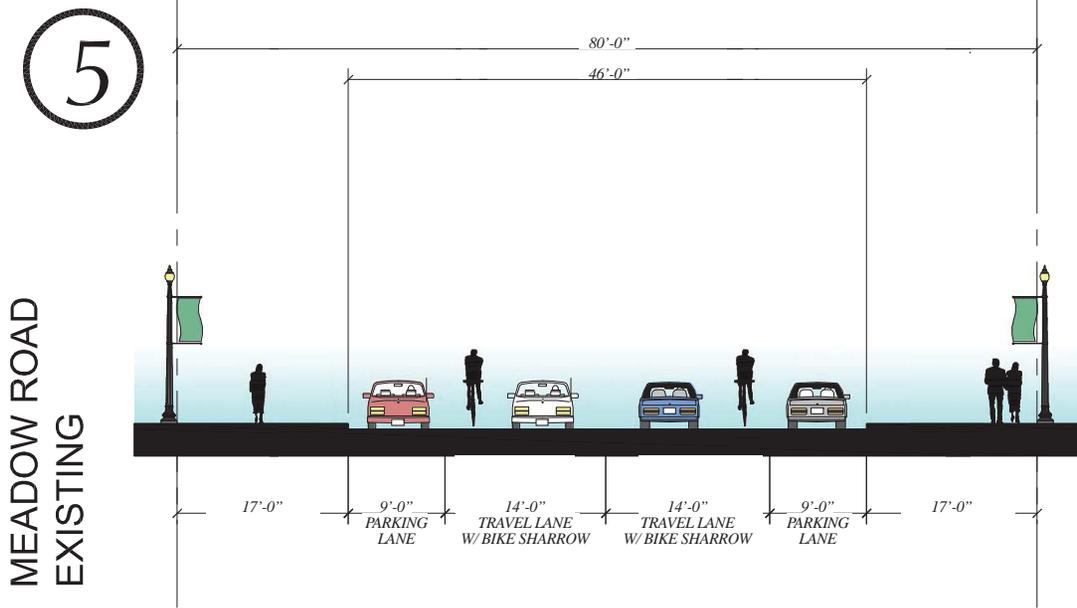
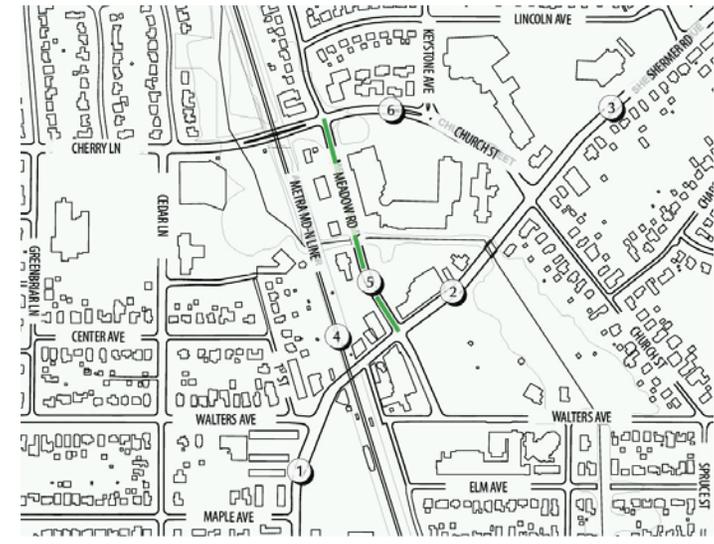


FIGURE 4-7
Streetscape Sections | METRA PARKING (WEST OF RAILROAD TRACKS)



>> Location Map



>> Streetscape Details

As indicated by the solid green line in the Location Map above (and in Figure 4-3), this streetscape section applies to the segment of Meadow Road located between Cherry Lane/Church Street and Shermer Road. In order to accommodate the proposed streetscape recommendations, reconstruction of the street would be needed to extend the curb line from 46 ft to 52 ft.

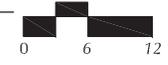
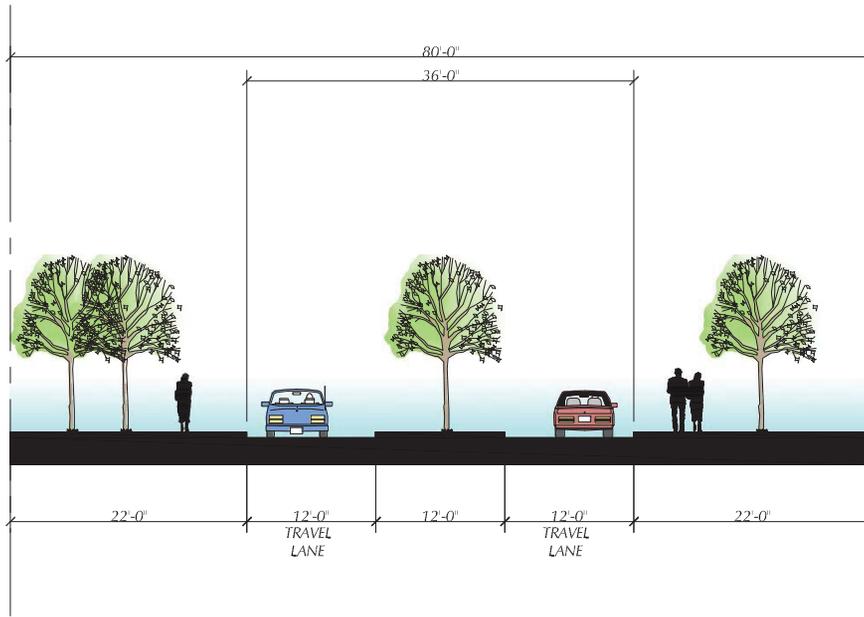


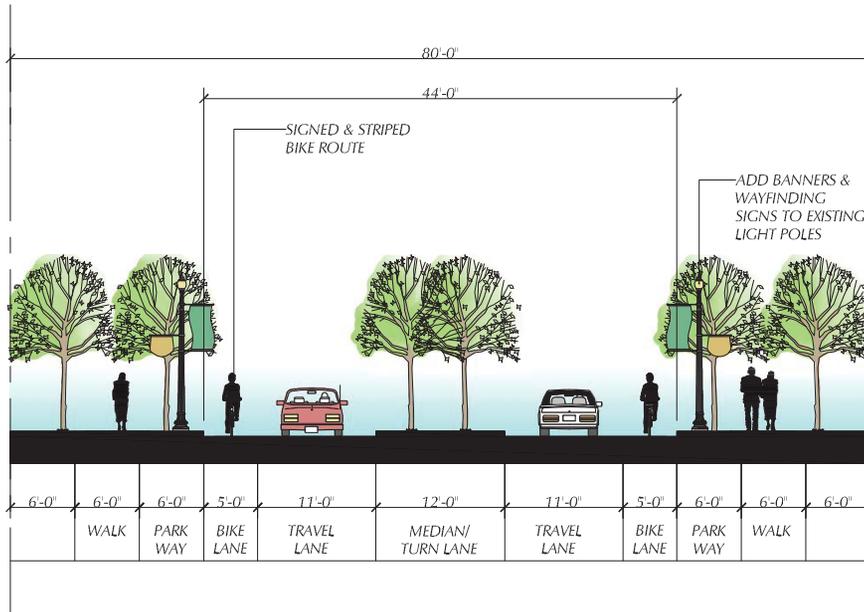
FIGURE 4-8 Streetscape Sections | MEADOW RD (FUTURE DOWNTOWN EXTENSION)

6

CHERRY LANE
EXISTING
approach from the west



CHERRY LANE
PROPOSED
approach from the west



» Location Map



» Streetscape Details

As indicated by the solid red line in the Location Map above (and in Figure 4-3), this streetscape section applies to the segment of Cherry Lane/Church Street located between Meadow Road and Shermer Road. In order to accommodate the proposed streetscape recommendations, reconstruction of the street would be needed to extend the curb line from 36 ft to 44 ft. The existing median will remain the same width at 12 ft; however, restriping will be needed to be consistent with the new 11 ft travel lanes.

Periodic break points would be provided along the proposed median, particularly accommodating sufficient turning radii for fire department vehicles.

The trees illustrated in the section drawings are not to scale. Prior to final design and installation, trees of proper size and dimensions will be selected, with proper awareness of the clearance needs of fire department vehicles.

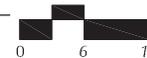


FIGURE 4-9
Streetscape Sections | CHERRY LN / CHURCH ST (APPROACH FROM THE WEST)

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Design Guidelines

SECTION 5

The design guidelines are intended to promote the vitality and distinct character of Downtown Northbrook by providing design direction on the type, character, and quality of the built environment. The design guidelines provide detailed specifications governing the architecture and streetscape that will solidify the identity of Downtown Northbrook and strengthen the character of its physical components. The standards outlined herein are tools for communicating the design intent for future redevelopments and site improvements. The purpose of the design guidelines is not to dictate a specific design for each downtown site, but rather establish a set of standards and identify elements of structural and streetscape design that should be encouraged in Downtown Northbrook.

The design guidelines established in this section are intended to supplement the Village's existing design guidelines that are established for the Village Green Overlay (VGO) District in the Northbrook Zoning Code (Section VIII Part I).

Design guidelines are an important means of strengthening the economic prosperity of the downtown area through implementation of a unified vision that will tie all of the potentially disparate elements of Northbrook's core area together. Since, like many other suburban communities, Downtown Northbrook is no longer the sole center for

the community's retailing and service needs, it must be able to compete with other areas in the Village and surrounding communities that offer such goods and services. This can be most effectively done by conserving and creating a high quality environment, including a welcoming and attractive image, that has its own unique sense of place and creates vivid memories for residents and visitors alike.

Design Review

The design guidelines will be part of the Village's design review process that ensures new development, redevelopment, and renovation enhance the visual quality and identity of Downtown Northbrook. They establish architectural principles and design standards for new construction that respect the traditions of the past, avoid adherence to a rigid style, and promote sensitive rehabilitation of older buildings. The goal is to build an attractive, recognizable downtown district with an appealing atmosphere that reflects harmony and continuity in building design and streetscape



improvements. The objective is to create a downtown that is pedestrian-friendly, fosters civic pride and ownership, promotes a sense of place specific to Northbrook, and offers a feeling of security. Good design increases property values when these objectives are achieved.

Design review ensures that new construction and changes to existing downtown buildings are compatible with the character of the community. Through design review, the community can work together with builders, developers, and property owners to protect identified community values through attention to simple design principles.

The successful implementation of the design guidelines will reinforce Downtown Northbrook's unique image as a distinct and inviting place to live, work, shop, and gather, which offers a unique appeal not found in other commercial areas of the Village or surrounding communities.

Organization of the Design Guidelines

The design guidelines are separated into six categories, which accentuate the core elements that contribute to defining the character and identity of Downtown Northbrook. A set of design guidelines are provided for each category, including a design intent defined for the category and a series of graphic-oriented guidelines that support that intent.

Architecture

DESIGN GUIDELINES

The architecture design guidelines will enable the Village to encourage developments to integrate strong architectural features and design into structures, which will help develop a high quality physical appearance to sites and the downtown streetscape.



Site Design

DESIGN GUIDELINES

The site design guidelines will ensure the built environment in Downtown Northbrook is designed with optimal configuration of structures, parking, public spaces, and relation to the surrounding streetscape.



Parking

DESIGN GUIDELINES

The parking design guidelines will ensure the parking areas in Downtown Northbrook are designed efficiently, integrate sustainable practices, and create an environment that respectfully considers pedestrians, even in auto-oriented parking lots.



Streetscape

DESIGN GUIDELINES

The streetscape design guidelines will enable the Village to enhance the downtown streetscape and create an inviting, memorable place at Northbrook's core.



Riverfront

DESIGN GUIDELINES

The riverfront design guidelines will enable Downtown Northbrook to reclaim vistas along the riverfront and strengthen the interplay between the river and adjacent corridors and spaces, including businesses and recreational uses.



Signage

DESIGN GUIDELINES

The signage design guidelines will enable the Village to encourage the design and installation of signs that help enhance the downtown streetscape while achieving their intended purposes to promote the community and businesses and help people navigate through Downtown Northbrook.



Architecture

DESIGN GUIDELINES

» Design Intent

The character of Downtown Northbrook can be significantly influenced by the architectural design of structures. New developments should have high quality physical design that relates well to the site, adjacent structures, and the surrounding streetscape. Architectural design should carefully consider how building heights, entrances, setbacks, pedestrian access, and other physical features impact the character of the site and overall downtown area.

The following architecture design guidelines will enable the Village to encourage developments to integrate strong architectural features and design into structures, which will help develop a high quality physical appearance to sites and the downtown streetscape.

Architecture design guidelines are provided for mixed use, multi-family residential, and office developments. While these guidelines are generally intended for new development, they can be modified to apply them to existing structures undergoing rehab or general improvements.

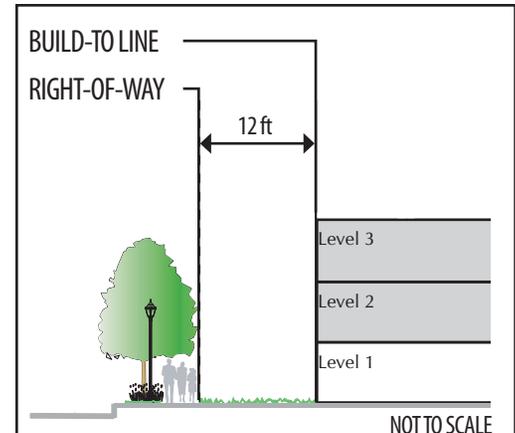


Building Massing

A building's mass, or shape, is defined by its component parts, including the size of its footprint and number of stories. Individual characteristics of mass include building form, roof shape, and orientation.

Building Orientation & Setbacks

- » Orient main pedestrian access along the public street.
- » Orient parking and service areas at the building rear with access from an alleyway or secondary access point.
- » Apply the following build-to line standards to new developments (see graphic to the right):
 - Along Meadow Road (between Cherry Lane/Church Street and Walters Avenue): 12' min and not to exceed 18' max.
 - Along Shermer Road (between Waukegan Road and Walters Avenue): 12' min and not to exceed 18' max.



Build-To Line

The build-to line, which is generally defined as the exterior edge of the building frontage, helps regulate the distance between the building and front property line (i.e. the edge of the right-of-way). This distance is often viewed as the amount of additional space that can accommodate pedestrian activity (the regular sidewalk is typically included within the ROW). For example, Meadow Road should provide a minimum build-to line of 12 ft.



- Along Shermer Road (between Walters Avenue and Illinois Road; near Metra site): 12' min and not to exceed 30' max.

The maximum build-to line should be used in limited instances, such as the creation of small public gathering spaces (e.g. plazas, patios, pocket parks, etc), provided the larger setback does not reduce the pedestrian-friendly quality of the streetscape or disrupt the continuity of the street wall.

- » Promote pedestrian-oriented access via interconnected sidewalks and walkways to transit facilities, including the Metra station and Pace bus stops.

Intermediate Walkways

- » Provide walkways between buildings as key connective elements on-site, particularly promoting pedestrian activity, increasing the amount of potential retail frontage (where appropriate), and reducing automobile conflicts with pedestrians.



- » Design walkways between buildings to be safe and inviting, providing pedestrians with a separation from noise and car traffic. These intermediate walkways should allow pedestrians to window shop (where appropriate) and may serve as secondary access points to shops/buildings.

- » Ensure pedestrian connectivity between off-street parking and primary retail areas are well-defined and linked via pathways and sidewalks. Walkways between buildings should be utilized to provide a more direct route between off-street parking and the primary street frontage.

Building Proportion, Size & Scale

- » Apply the "3+1+1" height incentive system (as recommended in this plan) for the VGO Overlay District, allowing buildings of up to 5 stories, depending on standards achieved by the development. Building heights should respect adjacent properties to minimize conflicts. The "3+1+1" height incentive system does



not apply to the proposed offices in the C-1 district.

- » Encourage at least two (2) stories and up to a maximum of three (3) stories immediately adjacent to Shermer Road, as recommended in this plan, for the C-1 District. In general, building heights should respect adjacent properties to minimize conflicts.

- » Maintain ground level pedestrian scale with traditional storefront façade components and proportions.

- » Provide a consistent pattern of architectural detailing, including the use of decorative elements, changes in rooflines and fenestrations, and changes in building materials and color.

- » Ensure façades are subdivided with horizontal and vertical architectural elements to enhance building articulation and create an upscale aesthetic or, in the case of mixed use development, an environment reminiscent

» ARCHITECTURE



of pedestrian-scaled, mixed-use shopping districts.

- » Integrate vertical and horizontal design elements into new buildings, including columns, pilasters, and cornices, which should be defined at both the ground level and upper levels to break up the mass of buildings.
- » Match or transition building proportions and architectural elements so that they are consistent on all elevations visible from public streets and open spaces.

Exterior Building Treatments

Exterior building treatments include everything from façade and roof materials, textures and color palette, window shapes and spacing, architectural articulation, and most importantly the overall success of how these elements relate to each other.

Materials & Treatments

- » Utilize masonry materials such as limestone and brick throughout the façade, and along

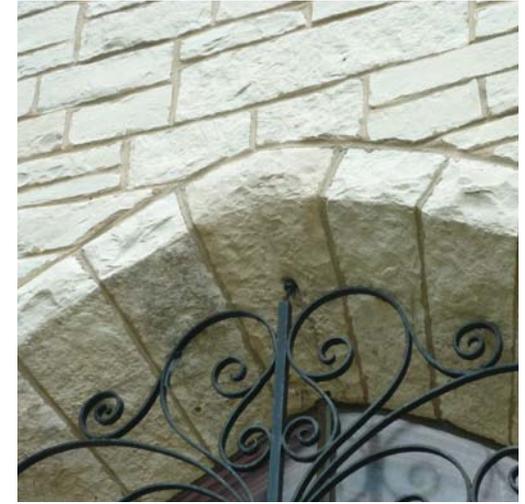


the exterior walls of the building.

- » Ensure the back and sides of the buildings are consistent with the front façade in terms of design style, building materials, and architectural features.
- » Integrate a variety of complimentary materials, colors, and textures on all sides of buildings to add visual interest and to ensure consistency with surrounding buildings.
- » Ensure building materials are comprised of neutral colors that are versatile and mix well with other colors and the surrounding building color palette. Brighter colors may be used for accent bands or special building features (this may be more appropriate for mixed use buildings than for residential or office uses).

Entrances

- » Orient building entrances towards the public street, public open spaces, or plazas, when available.



- » Ensure all buildings comply with the guidelines of the Americans with Disabilities Act (ADA).
- » Ensure secondary entrances, particularly for buildings that front on multiple streets, relate to the primary entrance and the building design as a whole.
- » Orient primary building entrances such that they do not face the building rear or side parking lots.
- » Orient secondary entryways towards the side and rear of the building, providing more direct access to/from off-street parking areas.
- » Design building entrances such that they are prominent, accessible, and include elements such as large entry doors, specialty paving, and architectural treatments that are complimentary to the site's overall character (i.e. the application of different materials at the entrance, such as brick, glass, or stone).



Corner Treatments

- » Ensure corner treatments for buildings comply with vision triangles, including consideration of integrating small, public corner plazas to enhance these sightlines. ☞
- » Design corner buildings such that their primary entrance are set at an angle to face the intersection, or should be oriented to face the street of greater importance. ☞
- » Allow corner buildings to be recessed from the front and side property lines on a diagonal; the recessed corner can be just the ground level or upper levels as well. ☞

☞ This guideline does not necessarily apply to redevelopment in the C-1 district unless design does not compromise the integrity of the district and surrounding neighborhood.



- » Integrate the following elements into buildings located at corners:

- Distinctive massing and roof form;
- Prominent entrance accessible from the corner; and
- Architectural features including canopies, large display windows, tower features, and landmark art.

Façade Transparency

- » Design ground floors planned for retail or restaurant to be comprised primarily of large display windows that are clear glass, unless a specific alternative design is approved otherwise.
- » Discourage tinted and reflective glass for ground floors planned for retail or restaurant so as not to interfere with the visual connection between the indoor-outdoor environments.



Backsides of Buildings

- » Locate storage, loading, and service areas at the rear of buildings and on the interior of blocks where they are less visible from public view.
- » Screen storage, loading, and service areas from public view via landscaping and/or fencing. These elements should be consistent with the overall design of the associated building and surrounding site.
- » Design the back and sides of buildings to be consistent with the front façade in terms of design style, building materials, and architectural features.

Blank Walls/Screening

- » Avoid use of solid blank walls; elements such as façade modulation, canopies, lighting, windows with shutters, artwork, and/or

» ARCHITECTURE



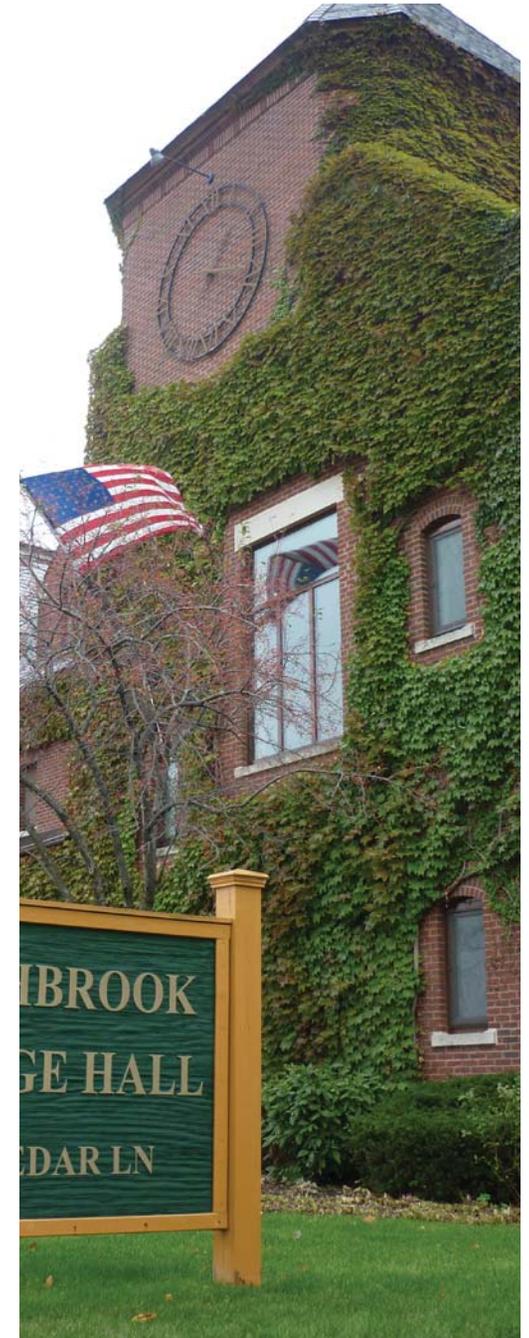
landscaping trellises can be employed to avoid blank walls.

- » Ensure screening of electrical and mechanical equipment are consistent with the overall building design style, building materials, and architectural features.
- » Ensure electrical and mechanical equipment placed on the rooftop are screened from view using a parapet or similar screening technique.
- » Ensure electrical and mechanical equipment, placed along walls are located on the least visible side(s) of the building to reduce visibility.

⌘ This guideline does not necessarily apply to redevelopment in the C-1 district unless design does not compromise the integrity of the district and surrounding neighborhood.

Façade Features

- » Encourage awning and canopies along the public walkway. Awning and canopy materials should be of a consistent color and design and composed of compatible materials. ⌘
- » Encourage upper story balconies that are recessed into the building. ⌘
- » Design upper story windows with proportions that are smaller than the proportions of the ground floor and recessed into the exterior wall. ⌘
- » Place windows to have a repetitive rhythm which relates to the overall exterior of buildings on site.
- » Incorporate window elements such as mullions to divide the window glass into multiple divisions.





- » Provide a consistent pattern of architectural detailing on buildings, including the use of decorative elements, changes in rooflines and fenestrations, vertical and horizontal articulation, and changes in building materials and color.
- » Utilize limestone, metal, or other appropriate masonry materials to clearly express building cornices, friezes, lintels, sills, and surrounds.
- » Incorporate bay windows that maintain the same details as principal façades: sills, lintels, cornices, and expression lines.

Roofing Treatments & Materials

- » Design the majority of the building roof system to include parapet, pitched, or gable end roofs,

which should be oriented toward the public street and consistent with the roof architecture of surrounding structures.

- » Encourage varied rooflines and roof heights that remain consistent and complimentary with surrounding structures; consider including parapets, gables, dormers, and overhangs.
- » Vary building rooflines to avoid monotony and uniformity in roof design.
- » Utilize limestone, metal, or other appropriate synthetic materials to clearly express upper story cornices, friezes, and gable ends.
- » Conceal mechanical units within parapet walls when units are located on the roof of buildings.

Site Design

DESIGN GUIDELINES

» Design Intent

The design of a site can often dictate how a person interacts with the elements of the site, including structures, parking, and open spaces. From a circulation perspective, aspects such as site access, internal movements, and parking distribution should all be carefully designed to minimize confusion and conflicts between cars, delivery vehicles, pedestrians, and bicyclists. Primary structures should relate well to the street, creating a pedestrian-friendly environment that enables people to more intimately interact with businesses and public spaces. Sites should also be designed to optimize sustainability, particularly efficient automobile flow, pedestrian/bicycle access, landscaping, and stormwater management.

The following site design guidelines will ensure the built environment in Downtown Northbrook is designed with optimal configuration of structures, parking, public spaces, and relation to the surrounding streetscape.

Additional design guidelines relating to site design are described in the other sets of guidelines relating to architecture, parking, and streetscape.



Encourage more intimate interaction between buildings and pedestrians by bringing buildings to an established build-to line and closer to the sidewalk.



Provide parking areas to the side or rear of buildings, wherever possible, to maximize the amount of building frontage along the primary streetscape and create a more pedestrian-friendly environment.



Provide public gathering spaces or plazas that invite informal interaction with pedestrian amenities such as (but not limited to) benches, raised planters, bicycle racks, information kiosks, drinking fountains, etc. Such spaces can be integrated into any portion of a site, such as a courtyard in between two buildings, an open plaza within a parking area, or a pocket park at the outer edge of the site adjacent to the sidewalk.



General Site Design

- » Place structures and design interior circulation systems in a manner that minimizes conflicts between pedestrians, bicyclists, and motorists and provides for cross access between adjacent sites.
- » Encourage in-fill development to maintain and reinforce the line of store/building fronts (i.e. the street wall) at the sidewalk edge, maintaining a similar height and width proportion wherever feasible.
- » Orient structures with their major entry facing the street/sidewalk to strengthen the street wall that optimizes pedestrian interaction with buildings via entrances, transparent windows, and sidewalk displays.
- » Screen trash enclosures and mechanical equipment from view and locate them away from the street front or site entrances.

Landscaping

- » Encourage structures to integrate foundation plantings, emphasizing the use of a mix

of deciduous and evergreen materials and native plantings; highly visible areas should incorporate native perennials and ornamental grasses.

- » Install parkway trees along the street at a minimum spacing of 35'-0" o.c.
- » Place plantings in raised planters or tree grates when located along streetscapes with storefronts to help protect the landscaping and enhance the character of the streetscape.
- » Utilize native landscaping that are able to tolerate wet/dry conditions and are hearty enough to tolerate urban conditions.

Stormwater Management

- » Decrease impervious surfaces by encouraging shared parking and minimizing curb cuts,

☞ An under drain system would need to be placed beneath the permeable pavers to effectively drain the sub-base, since soil infiltration will be extremely low due to the high clay content of local soils.

which will reduce the amount of paved areas and provide more space for landscaped areas.

- » Explore the use of permeable pavers to allow stormwater to infiltrate through the pavement to the soil below. ☞
- » Integrate bioswales or rain gardens, where feasible, along site perimeters and parkways to create locations for landscaping designed to help facilitate natural stormwater management functions. ▲
- » Encourage site design that sensibly considers the impact of the existing floodplain and integrates existing topography, where feasible, to minimize stormwater runoff and properly filter it towards detention ponds, bioswales, rain gardens, or other stormwater management system. ▲

▲ Although the redevelopment concepts in Section 2 do not provide the level of detail to illustrate these stormwater management features, construction level site plans and landscape plans should integrate such features, wherever feasible.

Parking

DESIGN GUIDELINES

» Design Intent

Parking is one of the most critical components of a downtown district. While other sections of this document assess and plan for the current and future parking needs of Downtown Northbrook, the parking design guidelines provided here direct the Village in creating a downtown parking environment that considers aspects such as shared parking, landscaping, and pedestrian circulation. A well-designed parking area can help enhance the surrounding streetscape and overall site design of a property. Given the amount of impervious surfaces that comprise the surface of parking lots, it is also important to integrate effective sustainability measures and stormwater management practices into the design of parking lots.

The following parking design guidelines will ensure the parking areas in Downtown Northbrook are designed efficiently, integrate sustainable practices, and create an environment that respectfully considers pedestrians, even in auto-oriented parking lots.

Additional design guidelines relating to parking are described in the previous set of guidelines relating to site design. Where design guidelines apply to Metra parking facilities, they should also adhere to Metra's *Parking Manual*.



Separate parking from buildings with a pedestrian walkway, providing a safe zone for shoppers/patrons before entering or after exiting the building; the walkway also provides space for outdoor displays.



Provide landscaping within parking islands to soften hardscapes, provide shade relief from taller trees, create buffer zones for pedestrians, and provide natural stormwater management functions.



Provide pedestrian walkways that provide safe paths for shoppers/patrons to access their intended destinations, particularly if parking is provided at the side or rear of buildings away from entrances.



Encourage shared parking between adjacent businesses/uses that may share customer bases or have staggered peak hours; shared parking also helps minimize paved areas/impervious surfaces and multiple curb cuts for access points.



Parking Lot Access Landscape Treatments

- » Ensure entrances and exits to parking lots are landscaped to help direct motorist access to and from the lot.
- » Diversify landscape plantings that consist of a combination of canopy trees, understory shrubs, and groundcovers.
- » Install plantings that maintain a visual clear zone between 30" and 7'-0" height (as measured above grade).
- » Adhere to Metra's requirement that any plantings be located outside the railroad right-of-way and that any plantings near the railroad right-of-way be selected such that they reach 36" height at maturity.
- » Install plantings that form a continuous landscape grouping within the planting bed.
- » Install landscape plantings that are salt and urban tolerant species.

Perimeter Landscape Treatments

- » Ensure perimeter landscape plantings consist of a combination of canopy trees, ornamental trees and understory shrubs. Where feasible, evergreen tree plantings are encouraged.
- » Ensure all perimeter treatments (landscaping, fencing, berming, etc.) cover a majority of the perimeter of all parking areas, with periodic gaps to break up solid arrays of plantings.
- » Install shrub plantings that reach 4'-0" height at maturity.
- » Adhere to Metra's requirement that any plantings be outside the railroad right-of-way and that any plantings near the railroad right-of-way be selected such that they reach 30" height at maturity.
- » Install plantings that form a continuous landscape grouping within the planting bed.
- » Install landscape plantings that are salt and urban tolerant species.

Interior Parking Lot Landscape Treatments

- » Distribute parking lot islands throughout the parking area, with islands having minimum dimensions of 9'-0" width and 19'-0" depth.
- » Ensure Islands consist of a combination of canopy trees and understory shrubs or groundcovers. A standard island (9' x 38') shall provide 2 canopy shade trees (minimum 3" caliper).
- » Install plantings that maintain a visual clear zone between 30" and 7'-0" height (as measured above grade).
- » Install plantings that form a continuous landscape grouping within the planting bed.
- » Install landscape plantings that are salt and urban tolerant species.
- » Provide proper irrigation and drainage for landscaped islands, which should have an easy-to-manage irrigation method or water access within 100' of all parking lot landscaping.

Streetscape

DESIGN GUIDELINES

» Design Intent

The streetscape goal for Downtown Northbrook aims to enhance the streetscape experience by creating welcoming and attractive corridors and spaces for shoppers, diners, residents, and visitors. As the Village center, downtown should be a place where people wish to spend time, run multiple errands, take a leisurely stroll, and meet with neighbors and friends, both planned and impromptu. In addition to creating corridors and spaces that are safe, open, and scaled specifically to pedestrians and bicyclists, the downtown streetscape should integrate elements that create a sense of place that is distinct to Northbrook. Downtown should be a place that Northbrook residents are proud to visit, call home, and bring out-of-town friends.

The following streetscape design guidelines will enable the Village to enhance the downtown streetscape and create an inviting, memorable place at Northbrook's core.



Create a pedestrian-friendly environment with pedestrian-scaled amenities, adequately sized walking zones, and visual interest such as transparent storefront windows and sidewalk displays.



Provide bike amenities, including bike racks, storage areas at the Metra station, and tire pump stations, wherever practical, to ensure bicyclists are welcome visitors of downtown.



Continue to utilize historic street lights as a means to not only create an intimate streetscape feel but also provide opportunities for elevated greenery and banners to promote community places and events.



Bring buildings to the sidewalk line, adhering to an established build-to line, to foster more intimate interaction between the buildings and pedestrians on the sidewalk.



5

Enliven the streetscape with colorful and diverse landscaping to bring character to the sidewalk, brighten vistas, soften hardscapes, and enhance stormwater management functions.



6

Maintain wide walking zones beneath railroad underpasses with adequate lighting, visual interest, and an open air feel to create a safe and inviting passage for pedestrians.



7

Continue to integrate public art into the streetscape to enhance spaces with unique visual elements and encourage public appreciation of the arts.



8

Encourage permeable building fronts to enable storekeepers to provide window displays and offer pedestrians the opportunity to view them; open windows also allow interior light to illuminate the building's exterior and sidewalk.



9

Place utility poles and infrastructure underground, wherever practical, to clear the streetscape of physical and visual clutter.



10

Support outdoor dining and sidewalk displays to enliven the streetscape with activity and provide spaces for people to share time and conversation.

» STREETScape



11

Provide flowerbeds, perennials, or groundcover at sidewalk corners and along parkways to soften hardscapes, add greenery, and provide greater pervious surfaces to help manage stormwater.



12

Explore the potential of integrating permeable pavers or other sustainable paving materials in sidewalks to help with stormwater management and add different textures to the streetscape.



13

Integrate landscaping and pedestrian amenities within curb bumpouts, which can help calm traffic and serve as a buffer between pedestrians on the sidewalk and cars on the street.



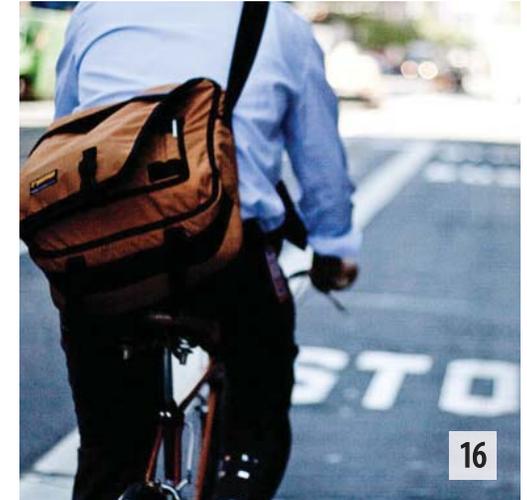
14

Provide clearly marked crosswalks that adhere to Complete Streets concepts, including safe accommodations for handicapped citizens and integration of Safe Routes to School principles.



15

Explore the potential of utilizing different paving materials or street imprint designs in crosswalks, particularly near railroad track crossings, to create more vivid visual cues for the crossings.



16

Provide clearly marked bike lanes, including continuation of the Village's use of sharrows, to ensure safe travel for bicyclists and sharing of the road with motorists.



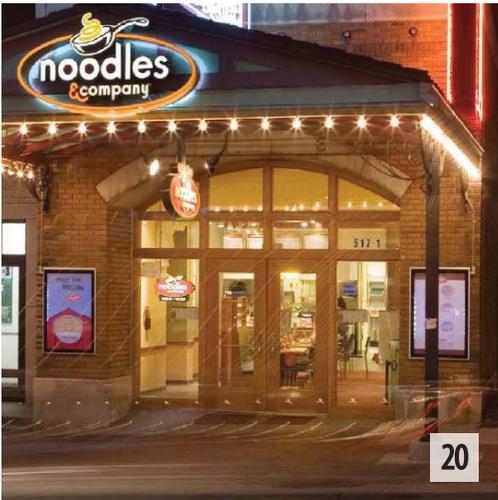
Explore the potential to integrate rain gardens and bioswales into the parkway to manage stormwater; some communities allow local organizations or school classes to adopt and care for rain gardens.



Integrate a wayfinding signage program into the streetscape to assist pedestrians, bicyclists, and motorists with navigating the downtown area (SEE THE SIGNAGE DESIGN GUIDELINES FOR DETAILS).



Integrate raised planters along the parkway to serve as a buffer between pedestrians on the sidewalk and cars on the street; raised planters can also serve as a seating area for pedestrians to take respite.



Encourage buildings to provide a lighting scheme that combines exterior lighting with ambient lighting from the interior through permeable building fronts to illuminate the sidewalk at night or on overcast days.



Provide receptacles for trash and recycling in accessible locations to encourage public stewardship of the downtown environment.



Create open spaces within the streetscape that encourage social interaction and activity, whether planned or impromptu.

Riverfront

DESIGN GUIDELINES

» Design Intent

Downtown Northbrook has the significant distinction of being a pass-through point for the Chicago River, as the West Fork of the North Branch of the river traverses through the downtown area. While certain downtown elements, such as the Village Green, are oriented towards the river, other elements presently lack strong connectivity to the river, despite being located immediately along the river banks. People tend to have a compelling affinity towards bodies of water, and it would help strengthen the draw of Downtown Northbrook to have stronger connectivity to the river. Whether it's businesses providing outdoor spaces that embrace the riverfront or a riverwalk providing access along the river, the Chicago River can be just as much a core draw of Downtown Northbrook as its shops and services, provided that the connections are properly designed to ensure safety, accessibility, visibility, and useability.

The following riverfront design guidelines will enable Downtown Northbrook to reclaim vistas along the riverfront and strengthen the interplay between the river and adjacent corridors and spaces, including businesses and recreational uses.



Utilize the Village's current bridge design and materials palette for new riverfront elements, such as piers, overlooks, and trail markers, including the use of masonry, iron fencing, and landscaping.



Maintain healthy natural vegetation along the river banks to preserve the natural ecosystem for local flora and fauna and protect natural stormwater management functions.



Re-orient buildings towards the river by replacing utilitarian spaces (e.g. trash receptacles, loading zones, storage, etc) with people-oriented spaces (e.g. plazas, outdoor seating, etc) that capitalize on visibility of and access to the river.



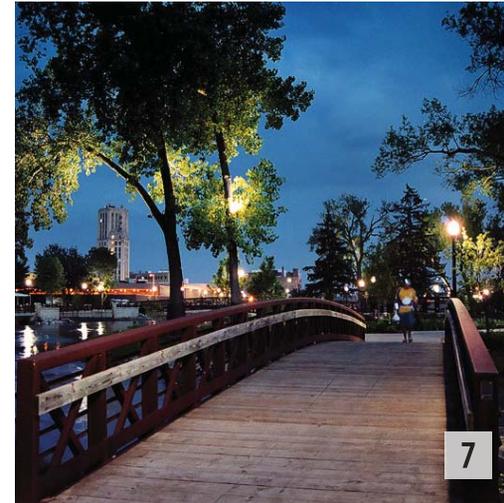
Supplement existing river edge plantings along the river banks with native plantings to enhance the ecological functions of the landscaped areas; plantings and stone/rock outcroppings can also help beautify the riverfront.



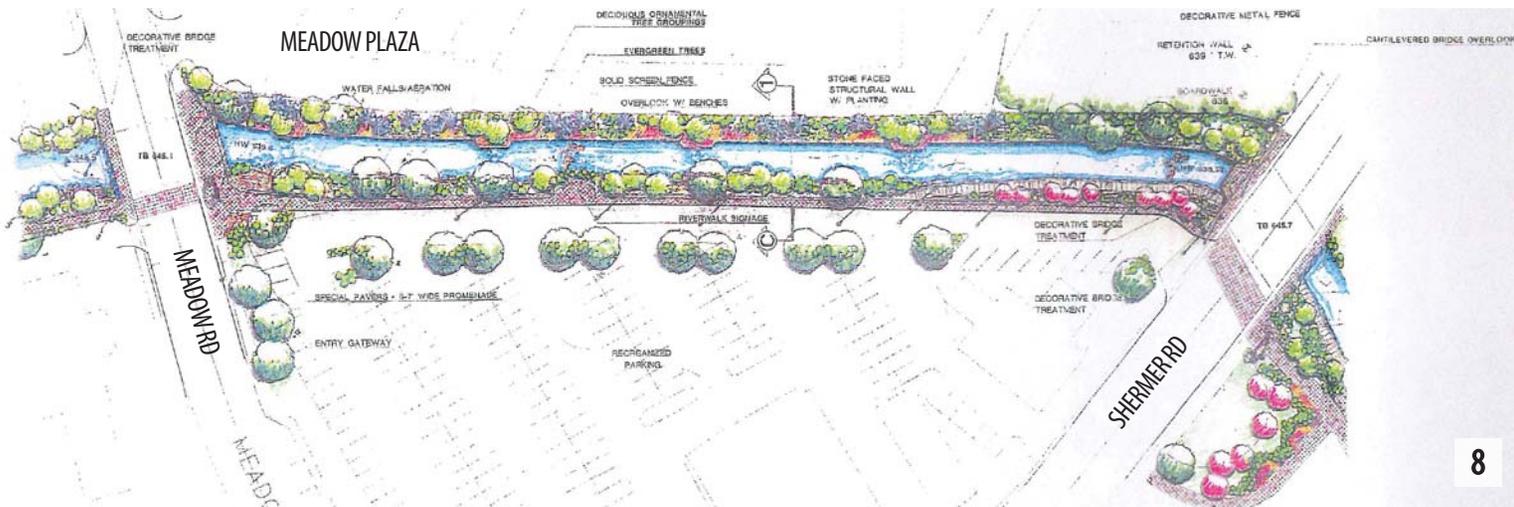
Integrate riverfront trails that connect to the Village's overall trail network to ensure people (and animals) have access to the river.



Create small public spaces or plazas along the river to provide focal points for formal or informal gatherings and potential trailheads for trail connections.



Provide adequate lighting along the river to foster safe, well lit spaces and help illuminate the river and amenities at night or on overcast days.



Revisit the 1998 Northbrook Riverwalk Feasibility Study to assess elements (e.g. riverwalk designs, stream restoration, maintenance, funding, etc) that could be amended and implemented as a way to restore the Chicago River as an attractive and accessible amenity for Downtown Northbrook.

Signage

DESIGN GUIDELINES

» Design Intent

Signs serve as guides for people to recognize where they are and where they want to go. Signs also serve as promotional tools, whether for local organizations to promote community events or businesses to promote their shops, goods, and services. Directional signage or promotional signage are both core elements of helping a downtown district function efficiently with minimal difficulties and confusion. Encouraging high quality signage placed in optimal locations will go a long way to help the Village strengthen the identity of Downtown Northbrook and its sense of place.

The following signage design guidelines will enable the Village to encourage the design and installation of signs that help enhance the downtown streetscape while achieving their intended purposes to promote the community and businesses and help people navigate through Downtown Northbrook.

These guidelines are also supplemented by the downtown gateway signage design provided in Section 4.



1

Provide signage that is scaled appropriately to the site and building, ensuring compatibility and design at a pedestrian scale while still maintaining adequate visibility for motorists.



2

Encourage businesses to follow similar sign scale and placement as the row of businesses along Shermer Road north of Meadow Road, which would ensure a level of uniformity without sacrificing originality.



3

Utilize awnings to add a supplemental design element to signs and provide shade relief for window displays (and covered areas for pedestrians during inclement weather).



4

Support unique signage that enhances the character of the related business or use, provided that the sign generally adheres to the Village's current sign standards or obtains Village-approved variation.



5

Add landscaping around the base of a sign to enhance its physical appearance and provide screening of utilities such as light encasings, electrical boxes, sign base materials, etc.



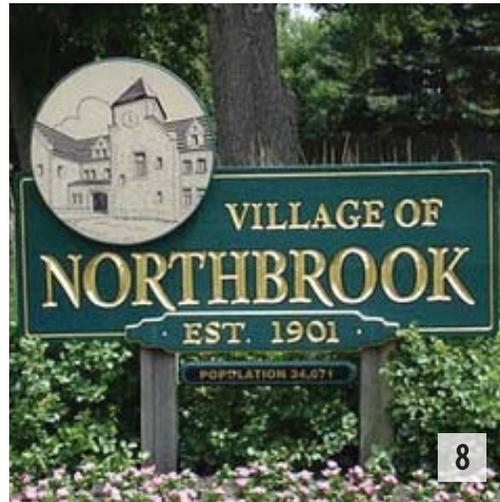
6

Continue supporting the banner program on light poles to promote local businesses and community activities; banners can be a supplemental element of a wayfinding signage program (SEE #13).

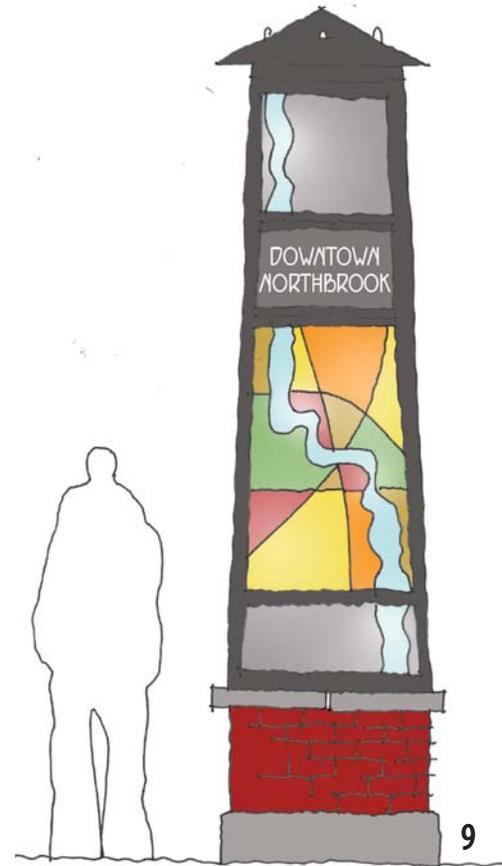


7

Build upon existing design elements, such as the design of existing downtown streetscape columns (e.g. brick piers, planters, black iron fencing, etc; SEE #7, ABOVE LEFT) and existing Village entry signs (e.g. green and yellow/gold colors, historic elements, clean sign copy, etc; SEE #8, ABOVE RIGHT), when designing new downtown signage, particularly those created by the Village (SEE THE PUBLIC STREETScape IMPROVEMENTS PLAN IN SECTION 4 FOR ADDITIONAL DETAILS).



8



9

Provide monument pier signage at key locations around downtown to serve as gateway features to indicate to visitors that they are in a special district (SEE THE PUBLIC STREETScape IMPROVEMENTS PLAN IN SECTION 4 FOR ADDITIONAL DETAILS).

» SIGNAGE



10

Provide signage that directs motorists to parking lots serving downtown, specifically differentiating between public, private, and commuter parking lots.



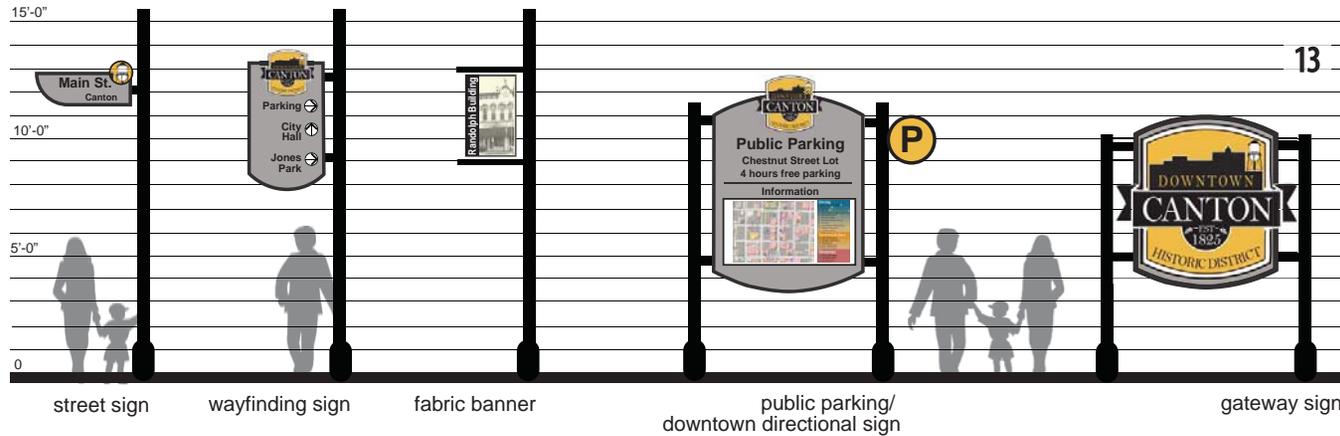
11

Provide adequate signage -- whether affixed to a pole or painted on the pavement -- for bicyclists, pedestrians, and motorists to recognize the clear demarcation of user-specific and shared spaces.



12

Provide information kiosks on the sidewalk, within a plaza, or along a trail to provide helpful information or facts to visitors; kiosks can be a core element of a wayfinding signage program (SEE #13).



13

Develop a wayfinding signage program into the streetscape to assist pedestrians, bicyclists, and motorists with navigating the downtown area; the program should consider elements such as directional signs, street signs, information kiosks, unique designs/logos, light fixtures, planters, and banner opportunities for businesses and local organizations (NOTE: THE GRAPHIC ABOVE ILLUSTRATES A WAYFINDING SIGNAGE PROGRAM THAT TESKA PREPARED FOR THE CITY OF CANTON, ILLINOIS).

Recommended Zoning Code Amendments

SECTION

6

The land use goal specifies that downtown will be enhanced and strengthened by promoting a mix of land uses that support a vibrant Village Center for Northbrook. While the redevelopment concepts, transportation improvements, and streetscape enhancements will each play a critical role in revitalizing Downtown Northbrook, it is imperative that the Village's Zoning Code is capable of supporting these recommendations; otherwise, redevelopment and improvement efforts may run into technical obstacles that may hinder approval processes or even prevent certain ideas from coming to fruition.

Based on review of the Village's Zoning Code and discussions with Village officials and the Steering Committee, the amendments described below are recommended to ensure the code is supportive of redevelopment and improvement of Downtown Northbrook.

In terms of the six primary redevelopment sites in Downtown Northbrook, the following zoning designations are recommended:

- » **Shermerville Common:** Rezone from IB to OS, excluding portions that will continue to hold institutional uses, such as the Public Works garage and water tower, depending if/when these facilities are replaced or relocated.
- » **West Metra Parking Lot:** Rezone from IB to C-3 with potential text amendment to the Zoning Code to support the proposed redevelopment (for example, location of structured parking at street level); text for the Village Green Overlay (VGO) District may also be amended accordingly.

- » **Weiszmann Property:** Keep existing C-3 zoning designation with VGO District and parking variances.
- » **Meadow Plaza:** Rezone from C-2 to C-3 with potential text amendment to the C-3 and/or VGO Districts to support the proposed redevelopment.
- » **C-1 Properties:** Keep existing C-1 zoning designation with amendments as described in this section.
- » **Northbrook Shopping Center Expansion:** Keep existing C-2 zoning designation with setback variances.

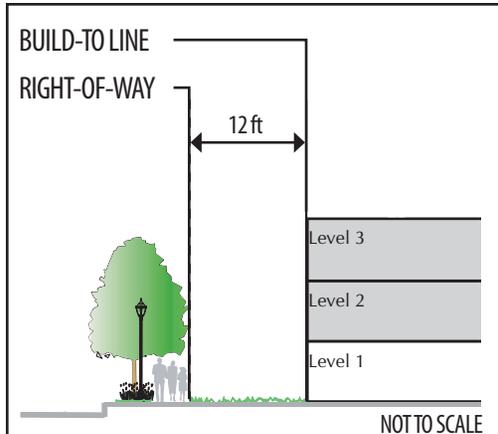


RECOMMENDATION

Define a build-to line along Meadow Road and Shermer Road to maintain a solid street wall and encourage enhanced street activity via greater interaction between pedestrians and downtown businesses.

The businesses along Shermer Road northeast of the Meadow Road intersection and across the street from the Village Green maintain building setbacks that strike an effective balance between having a strong presence along the street and providing sufficient space for wide sidewalks that enhance the vitality of street activity. In this setting, pedestrians can easily interact with window and sidewalk displays, which benefit both the consumer and the shopkeeper. To keep buildings up front along Shermer Road, parking is located to the rear of the site with convenient access.

To replicate this vibrant urban form along other downtown streets, particularly Shermer Road and Meadow Road, a build-to line should be defined to foster a pedestrian-friendly environment with buildings as close to the street as possible, without compromising safety or practicality. The Village should establish a build-to line of 12 ft on Meadow Road, as measured from the front of the building to the outer edge of the sidewalk (see the sample graphic to the right



Build-To Line

The build-to line, which is generally defined as the exterior edge of the building frontage, helps regulate the distance between the building and front property line (i.e. the edge of the right-of-way). This distance is often viewed as the amount of additional space that can accommodate pedestrian activity (the regular sidewalk is typically included within the ROW). For example, Meadow Road should provide a minimum build-to line of 12 ft.

and additional details on pages 78-79 of the Architecture Design Guidelines in Section 5). The Village may choose to vary the build-to line a few feet higher or lower, depending on factors such as the depth of certain lots, sidewalk conditions, and streetscape design. However, the most important aspects to maintain are greater street presence of buildings along the street and sufficient sidewalk space for pedestrian interaction.

RECOMMENDATION

Integrate a “3+1+1” height incentive system in the Village Green Overlay (VGO) District that encourages development that adheres to specified character, open space, and sustainability criteria.



The Village Green Overlay (VGO) District covers almost all of downtown and is intended to promote conservation and compatible redevelopment in the downtown area, as well as preserve the distinctive character and design of downtown. The height standards for the VGO District can play an influential role in the intensity and quality of design of developments. Currently, the VGO District has a maximum height limit of 3 stories, with 2 stories permitted by right and the third story by special permit.



A green roof is an example of an element that can be integrated into a development in order to potentially achieve an additional story in height.

The “3+1+1” recommendation is intended to utilize incentives to facilitate greater density and investment in the downtown area while still encouraging high standards of development. In this recommended scenario, 3 stories would be permitted by right with each additional story to be offered as an incentive in exchange for the achievement of higher standards or site improvements, as summarized in the table in Figure 6-1, for a maximum of 5 stories.

In the C-3 base district, the maximum building height shall be 45 ft or 3 stories, whichever is less. By special permit, a maximum building height should allow sufficient height to allow four or five stories, based on meeting design guidelines and standards.

FIGURE 6-1
“3+1+1” Height Incentive System

Story	How Achieved
1	Permitted by right
2	Permitted by right
3	Permitted by right
4	Permitted by meeting one or more of the following criteria: » Assembly of multiple parcels » Site improvements including: landscaped parking areas; landscaping to buffer adjacent properties; wider sidewalks and choice of materials, park or general open space; trail connections; bicycle amenities, etc. » Close proximity to single family residential neighborhood » Building stepped back at upper levels » Inclusion or close proximity to public transit facilities
5	Permitted by meeting one or more of the following criteria: » Integration of effective sustainability practices, including: stormwater BMP’s; green roofs; bioswales and rain gardens; LEED or other sustainable building certifications; shared parking agreements; charging stations for electric/hybrid cars » Mixed-uses including retail space » Establishment/reinforcement of a major employment center » Exceptional architectural design and use of masonry building materials

RECOMMENDATION

Adjust parking ratios within the Village Green Overlay (VGO) District to reflect typical downtown standards.

Given the shared parking opportunities in a mixed use environment like Downtown Northbrook, downtown parking ratios are generally less stringent than ratios applicable to more typical suburban development.



For example, parking ratios for downtown residential units typically range from 1.30 to 1.50 spaces per unit, rather than the minimum 2.00 spaces per unit that is typically applied to residential uses throughout various districts in a community (2.50 is used for the VGO District). For retail and service uses in a downtown area, the parking ratios should only require 3.00 spaces per 1,000 sq ft of floor area, rather than the minimum 4.00 spaces per 1,000 sq ft of floor area that is broadly applied throughout a community, while office users should only require 3.00 spaces per 1,000 sq ft of floor area.

While the parking assessment in the Existing Conditions Report did not indicate a significant parking crunch in Downtown Northbrook, continued redevelopment and changing needs of businesses, the public, and commuters warrant the need to be vigilant of the downtown parking supply. Adjusting parking ratios to fit a downtown environment will help the Village adapt the parking supply to the specific needs of downtown users.



RECOMMENDATION

Explore the potential to integrate form-based elements into the Zoning Code to ensure appropriate design elements are incorporated into new development while providing clear standards on height, bulk, and setbacks.

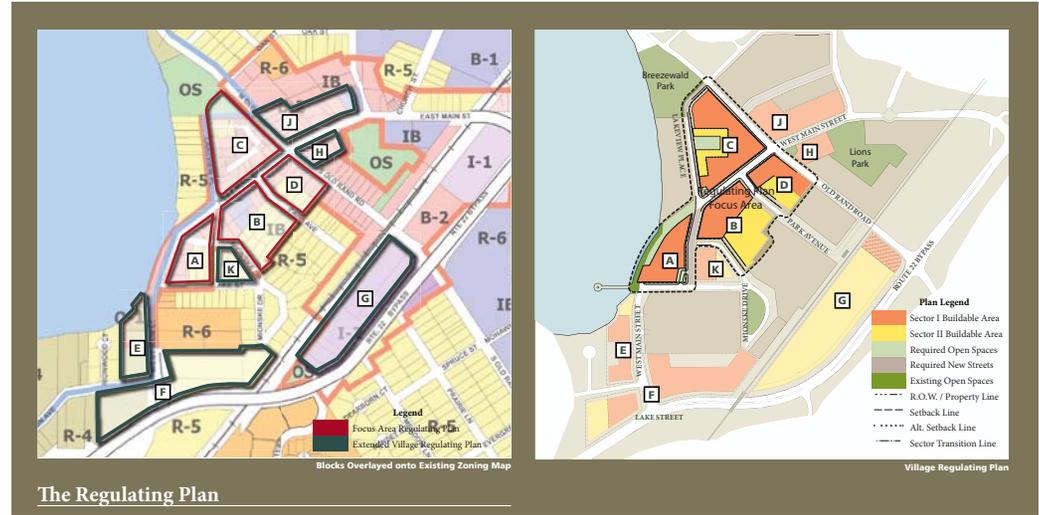
While the Village's Zoning Code has sufficient detail in both its standard zoning districts and special districts like the Village Green Overlay (VGO) District, the Zoning Code may benefit from the integration of form-based elements to provide a more visual component to its zoning standards. The visual nature of form-based elements provides developers with a clear depiction of the Village's expectations for the form and layout of sites and structures. Form-based codes include many of the same elements as conventional Euclidean zoning but present the standards in a more visual form:

- » A regulating plan that specifies on a map or plan the locations to which different building form standards apply.
- » Public space standards that regulate the features and dimensions of the public realm, including streets and sidewalks.
- » Building form standards that regulate the configuration, features, and functions of buildings that help define the public realm.
- » Architectural standards that regulate exterior architectural materials and quality, including the form and massing of buildings in relation to on another.
- » Landscaping standards that regulate landscape design and plant materials on private property and in relation to public spaces.
- » Signage standards that regulate the size, material, illumination, and placement of signs.

» Examples of Form-Based Code Elements

Form Based Code for Downtown Lake Zurich (Illinois)

COURTESY: VILLAGE OF LAKE ZURICH IL; EQUITY SERVICES GROUP, LLC; TORTI GALLAS & PARTNERS



TOP: Example of a regulating plan

LEFT: Example of architectural standards

» Administrative elements such as the application process, review process, and glossary of terms.

It is important to note that form-based codes are different than design guidelines in which the former are regulatory and the latter are advisory. In addition, an entire zoning code does not necessarily need to convert 100% to a form-based code in order to provide a visual component to its standards. A conventional zoning code may integrate only certain form-based elements, creating a hybrid code.

RIGHT:
Examples of building siting, height, and configuration standards

BELOW:
Example of parking standards

On-street parking helps calm traffic and further separate motorists from pedestrians

Street trees @ 25' center-to-center

Off-street parking in front of buildings is prohibited.

"Bump-outs" create parking bays

Landscaped Screening

AV-100-80	
Thoroughfare Type	Avenue
Right-of-Way Width	100 feet
Pavement Width	80 feet
Traffic Lane	4 lanes
Parking Lanes	Both Sides @ 8 feet marked
Walkway Type	5 foot sidewalk
Landscape Type	Trees at 25' o.c. Avg.

Note: These guidelines also apply to Touhy Avenue Redevelopment, only in proximity to Lincoln Avenue

» Examples of Form-Based Code Elements

Form Based Code for the Lincoln Avenue Corridor in Lincolnwood (Illinois)

COURTESY: VILLAGE OF LINCOLNWOOD IL; TESKA ASSOCIATES, INC.

BUILDING SITING

Buildings on Touhy Avenue :
A build-to-line of 15' or more is required to buffer pedestrians from the high traffic volume on Touhy

Buildings on Lincoln Avenue:
A build-to-line of 5 feet is required to provide a pedestrian oriented window shopping environment with retail establishments located near the sidewalk.

HEIGHT REQUIREMENTS

5 stories or 65' maximum height.

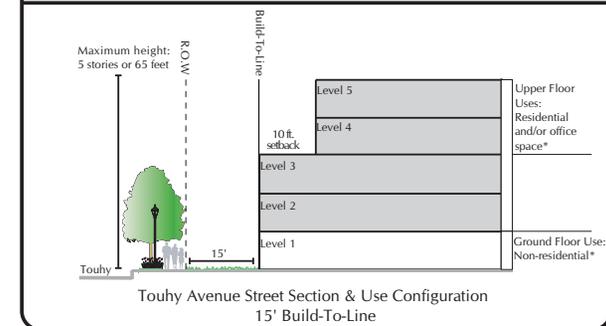
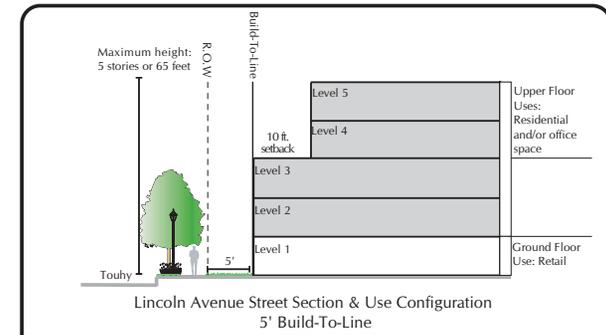
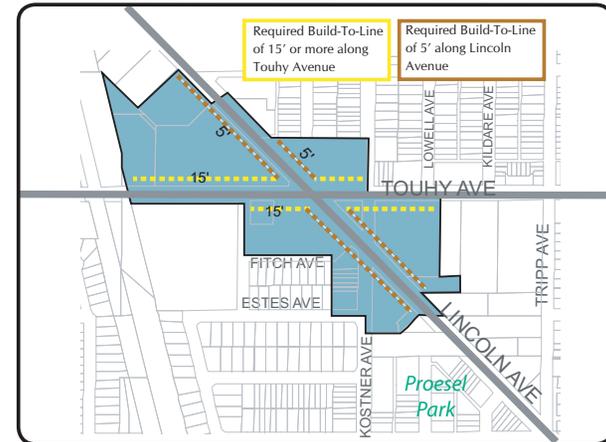
2 stories allowed above third story provided there is a 10' setback above the 3rd floor.

USE CONFIGURATION

A. Ground Floor
Limited to retail and other non-residential uses including restaurants, boutique hotels, and family entertainment venues, which encourage pedestrian activity and congregation.*

*Refer to the Table 4.01.1, the B-3 District of the Village Zoning Regulations for permitted and special uses.

Land Use Plan



RECOMMENDATION**Amend the zoning standards for the C-1 District to be supportive of the proposed redevelopment.**

As depicted on the proposed redevelopment concept (see Section 2), the properties within the C-1 District along Shermer Road will maintain the spirit of the C-1 District – providing for unique business activity in a more residential setting – but arrange for greater use of the sites. More specifically, the existing structures will remain as much as possible to accommodate small shops and boutiques along Shermer Road, with the addition of second structures at the rear of some of the long narrow lots to accommodate small professional offices.



Presently, the C-1 District allows, via special use permit, more than one principal structure on a zoning lot. While this redevelopment scenario could be carried out to some degree under current zoning standards, the following amendments are recommended to enable the C-1 District to provide optimal support for the proposed redevelopment:

- » Allow planned unit development (PUD) as a special use; a PUD may be more attractive to a prospective developer or to property owners who wish to assemble their sites and redevelop as a single unit. Application for a special use permit for multiple buildings on a single lot is an alternative option to a PUD.
- » Provide additional standards to support the PUD special use, as deemed appropriate by the Village.
- » Allow new buildings and structures with gross floor area of 7,500 sq ft or more as a special use (see the commercial districts use list in §5-102H of the Zoning Code);

this would allow the addition of a second principal structure on a single zoning lot as proposed by the redevelopment concept.

- » Increase the maximum height limit to 3 stories.
- » Increase the maximum FAR to 0.50.
- » Add a reference of §9-104C3a of the Zoning Code, particularly the last sentence of the section, to either §5-106 or §5-109 to emphasize that access to the street from a parking area is permissible beyond the zoning lot on which parking is located, provided that a permanent easement is properly recorded; in many cases for the proposed redevelopment concept, parking and street access straddle multiple adjacent lots, which would be permissible with a recorded permanent easement.

The C-1 District properties may benefit from the provision of form-based zoning standards that visually outline the intended character and design of this downtown district.

RECOMMENDATION**Require design guidelines for parking structures.**

Parking structures, particularly those visible from street level, should be designed to incorporate design guidelines including, but not limited to, requiring facades with masonry construction and designing the exterior walls to screen the interior ramps from view. The redevelopment concept for the West Metra Parking Lot calls for a three-level parking structure. The second alternative redevelopment concept for Meadow Plaza calls for an underground parking structure with retail at ground level and residential above.



Implementation Plan

SECTION

7

Implementation results from strategic decision making that constantly focuses on a consensus on goals, strategies, and projects established for Downtown Northbrook, which are outlined in Section 1. Revitalization of Downtown Northbrook will be guided by seven core goals, which are summarized to the right.

Strategies

The strategies developed for Downtown Northbrook are manageable action steps intended to achieve each of the seven goals. Strategies facilitate the Village's capacity to measure progress and capitalize on specific opportunities for Downtown Northbrook. These opportunities emphasize improving existing businesses, attracting new development, and building on community assets. There are also opportunities to enhance the downtown streetscape, diversify parking options, and improve the multi-modal circulation and access -- all aimed at enhancing the character, visibility, and viability of downtown. The RTA's *Access and Parking Strategies for Transit-Oriented Development* report describes policy strategies that municipalities can take in regards to parking, including redevelopment of a commuter parking lot.



- 1. Land Use Goal:** Enhance and strengthen the Downtown as the community center by promoting a mix of land uses that support a vibrant Village Center.
- 2. Economic Goal:** Encourage a balance of retail, restaurant, and office activities that provide vital services to the residents of the community.
- 3. Transportation Goal:** Improve the accessibility to downtown by car, foot, bicycle, bus, and train.
- 4. Environment & Open Space Goal:** Preserve and enhance the natural gems of the downtown including the Village Green and the river.
- 5. Urban Design & Streetscape Goal:** Enhance the existing streetscape experience to make it more inviting for shoppers, diners, residents, and other visitors to the downtown.
- 6. Identity & Branding Goal:** Identify the identity that captures the essence of our future vision for downtown and implement marketing efforts around it.
- 7. Public Participation Goal:** Continue to involve a mix of residents, downtown property owners, and business representatives and community leaders in the decision-making process for the future of the downtown.

Implementation Plan

The implementation plan that follows is a detailed matrix of the projects identified for the goals and strategies established in Section 1. In addition, each project is assigned key implementation elements, including phasing, responsibilities, and estimated costs/funding options. As the Village and its partners undertake this implementation plan, it is important to remember that, like any well planned journey, this effort can encounter detours and serendipitous opportunities; therefore, flexibility is important as long as the strategic focus is maintained. The implementation plan is intended to be a dynamic program, so it is highly encouraged to modify the plan as opportunities present themselves, issues arise, and resources become available.

Redevelopment Concepts

The overall vision expressed by the redevelopment concepts described in this plan are a response to the community's vision, challenging market conditions, available resources, and financial feasibility that helps revitalize Downtown Northbrook and establishes its niche with competing retail center and nearby downtowns.

Phasing

As the economy rebounds, market conditions improve, and resources become available, the implementation plan outlines short-term projects (completion within 1-3 years) and long-term projects (completion in 4-6 years or more, depending on market conditions, property ownership, available resources, and public/private financing).

Participants

In order to complete each project, a lead organization is identified to take on primary responsibilities. In many cases, partner organizations are also indicated to illustrate potential partnerships that can be formed to achieve the projects.

Funding Options

To help the Village and its partners evaluate the availability of resources, funding options are identified for each project. A summary of funding resources is also provided on pages 113-115.

Early Action Projects

To maintain the momentum of this planning process and garner support from the community, local partners, and investors, the following series of early action projects provides the Village with projects that they can pursue within the first year of implementation. In addition to these early action projects, the Village shall pursue other short-term projects identified in this plan to continue improving Downtown Northbrook.

Early Action Project

Consider the merits of incorporating "form-based" elements to the Village's Zoning Code to ensure that proper design elements are incorporated into new development while providing clear height, bulk, and setback standards.

Project

1E-2

Refine the Village Green Overlay District design standards to promote high level of design, use of materials, and predictability to the development community.

1E-3

Consider appropriateness of other financial incentives for private investment such as a business district, special service areas (SSA), and TIF district to support capital improvements, close project finance gaps, and support marketing efforts.

2B-2

Promote the use of shared parking for complimentary land uses and destinations.

3B-1

Improve public pathways and connections from the new Shermerville Common (see Strategy 4A) behind Village Hall to the east and south along the railroad.

3C-2

Develop programs with Pace to provide ride pools to Northbrook employers to Metra Station and other destinations.

3D-3

Develop a feasibility study for the creation of Shermerville Common, including stormwater management, parking, relocation of public works, and removal of water tower.

4A-1

Establish gateway improvements at the Waukegan Road/Shermer Road intersection, Meadow Road/Cherry Lane intersection, and near the Metra station.

5A-4

Create a consistent signage and wayfinding program to direct visitors to downtown from Waukegan, Dundee, Willow and Shermer Roads.

5B-1

Utilize social media, questionnaires, and websites to promote communication across government agencies and downtown destinations.

7B-1

1: Land Use

Downtown Plan Goals, Strategies & Projects - Implementation Plan

Enhance and strengthen the downtown as the community center by promoting a mix of land uses that support a vibrant Village Center.

GOAL

Project	Phasing	Participants	Funding Options ¹
Strategy 1A: Support and expand upon civic, cultural, and governmental uses in the downtown, including Village Hall, Library, Village Green, open spaces, and churches.			
1A-1	Support the the continuation of public programs and events by the Northbrook Public Library to attract residents downtown.	Short-Term	Library; Village
1A-2	Work with the Park District to expand programming in the Village Green and share resources such as parking and marketing efforts.	Short-Term	Village; Park District
Strategy 1B: Support and expand commercial and residential activities in the downtown.			
1B-1	Consider a range of uses, from additional retail development to office and multifamily residential, on existing vacant or underutilized lots.	Long-Term	Village; property owners
1B-2	Support a range of housing types that meet the needs of all residents of the Village, particularly seniors and young families.	Long-Term	Village; property owners
Strategy 1C: Promote more intensive uses of the downtown at the transportation core.			
1C-1	Promote density levels that improve the village center character and attractiveness as a destination.	Long-Term	Village
1C-2	Ensure that the design, height, and placement of buildings are appropriately designed to minimize impact on nearby residential neighborhoods.	Long-Term	Village

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

MATRIX KEY

Short-Term Phasing (1-3 years)
Long-Term Phasing (4-6 years)

Early Action Project ★
(project that can be completed within the first year of plan implementation)

1: Land Use | Downtown Plan Goals, Strategies & Projects - Implementation Plan

Enhance and strengthen the downtown as the community center by promoting a mix of land uses that support a vibrant Village Center.

GOAL

Project	Phasing	Participants	Funding Options ¹
Strategy 1D: Promote new land uses that attract/generate pedestrian activity, including retail and restaurants at the ground level, and offices or residential above.			
1D-1	Consider zoning code amendments and public/private partnerships to support uses that will bring economic, civic, and cultural activity to the street level in downtown.	Short-Term	Village; property and business owners
1D-2	Improve pedestrian and bicycle connections to make all of downtown more walkable and bikeable for all residents.	Long-Term	Village
Strategy 1E: Make necessary amendments to zoning and related development regulations that govern building form, size, and use that promote a pedestrian-friendly and transit-oriented development.			
1E-1	Use zoning incentives to encourage land assembly and mixed-use development.	Long-Term	Village
1E-2	Consider the merits of incorporating "form-based" elements to the Village's Zoning Code to ensure that proper design elements are incorporated into new development while providing clear height, bulk, and setback standards.	Short-Term ★	Village
1E-3	Refine the Village Green Overlay (VGO) District design standards to promote high level of design, use of materials, and predictability to the development community.	Short-Term ★	Village

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

MATRIX KEY

Short-Term Phasing (1-3 years)
 Long-Term Phasing (4-6 years)

Early Action Project ★
 (project that can be completed within the first year of plan implementation)

2: Economic Development

Encourage a balance of retail, restaurant, and office activities that provide vital services to the residents of the community.

GOAL

Project	Phasing	Participants	Funding Options ¹
Strategy 2A: Partner with downtown property and business owners to promote business and the retention and attraction of retailers, restaurants and office users in the downtown.			
2A-1	Partner with downtown property and business owners to promote business the retention and attraction of retailers, restaurants and office users in the downtown.	Short-Term	Village; property and business owners
Strategy 2B: Consider alternatives for public-private partnerships to help finance necessary public improvements to encourage the redevelopment of identified parcels in the downtown.			
2B-1	Study the eligibility and appropriateness of establishing a Tax Increment Financing (TIF) district to support reinvestment in the downtown.	Short-Term	Village; property owners
2B-2	Consider appropriateness of other financial incentives for private investment such as a business district, special service areas (SSA), or TIF district to support capital improvements, close project finance gaps, and support marketing efforts.	Short-Term ★	Village; property owners; businesses

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

MATRIX KEY

Short-Term Phasing (1-3 years)
 Long-Term Phasing (4-6 years)

Early Action Project ★
 (project that can be completed within the first year of plan implementation)

3: Transportation | Downtown Plan Goals, Strategies & Projects - Implementation Plan

Improve the accessibility to downtown by automobile, foot, bicycle, bus, and train.

GOAL

Project	Phasing	Participants	Funding Options ¹	
Strategy 3A: Continue to monitor the capacity of existing intersections in and around the Downtown to determine if improvements or enhancements are necessary.				
3A-1	Continue to monitor the capacity of existing intersections in and around the downtown to determine if improvements or enhancements are necessary.	Long-Term	Village	Village; TIGER
Strategy 3B: Consider strategies to maximize the efficiency of on- and off-street parking resources.				
3B-1	Promote the use of shared parking for complimentary land uses and destinations.	Short-Term ★	Village; local businesses and property owners	Village; PPP
Strategy 3C: Consider needs of bicyclists in planning future roadway and pedestrian improvements.				
3C-1	Explore the creation of bicycle lanes that connect Downtown to Waukegan Road, Dundee Road, and Willow Road.	Long-Term	Village; Park District	CMAQ; ITEP; PBS; Village; SRTS; IDNR; TCSP
3C-2	Improve public pathways and connections from the new Shermerville Common (see Strategy 4A) behind Village Hall to the east and south along the railroad.	Short-Term ★	Village; Park District; Library	PBS; SRTS; IDNR; TCSP
Strategy 3D: Recognize the importance of the Northbrook Metra Station as one of the focal points for downtown activity.				
3D-1	Increase the availability of commuter parking and adequate kiss-and-ride/drop-off area for Metra riders.	Long-Term	Village; Metra; RTA	STP; CMAQ; TCSP; RTA; TED; Pace; TIGER; TIF
3D-2	Improve access to station for bicyclists and pedestrians through the provision of enhanced bicycle parking and safer railroad crossings.	Long-Term	Village; Metra; RTA	CMAQ; PBS; SRTS; TCSP; RTA; TIGER
3D-3	Develop programs with Pace to provide ride pools to Northbrook employers to Metra Station and other destinations.	Short-Term ★	Village; Pace; Metra; RTA	Village; Pace; RTA; PPP; TIGER

MATRIX KEY

Short-Term Phasing (1-3 years)
Long-Term Phasing (4-6 years)

Early Action Project ★
(project that can be completed within the first year of plan implementation)

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

4: Environment & Open Space

Preserve and enhance the natural gems of the downtown including the Village Green and the river.

GOAL

Project	Phasing	Participants	Funding Options ¹
Strategy 4A: Develop a feasibility study for the creation of Shermerville Common behind Village Hall, including stormwater management, parking, relocation of public works, and removal of water tower..			
4A-1	Develop a feasibility study for the creation of Shermerville Common, including stormwater management, parking, relocation of public works, and removal of water tower. - Investigate stormwater needs and feasibility of a new detention facility that could be used as a pond for recreation activities such as fishing. - Determine feasibility of relocating the public works garage and removing the water tower. - Determine parking needs for Village Hall, library expansion, Metra, and park users.	Short-Term ★	Village; Park District; Library; Metra; RTA
Strategy 4B: Continue efforts to enhance the river and mitigate flooding, while establishing a continuous and useable open space system along the river.			
4B-1	Implement stormwater improvement recommendations in the downtown.	Long-Term	Village
4B-2	Recognize the existence of the 100-year floodplain areas and work to remove flood hazards.	Long-Term	Village; property owners

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

MATRIX KEY

Short-Term Phasing (1-3 years)
Long-Term Phasing (4-6 years)

Early Action Project ★
(project that can be completed within the first year of plan implementation)

5: Urban Design & Streetscape

Downtown Plan Goals, Strategies & Projects - Implementation Plan

Enhance the existing streetscape experience to make it more inviting for shoppers, diners, residents, and other visitors to the downtown.

GOAL

Project	Phasing	Participants	Funding Options ¹	
Strategy 5A: Provide for streetscape improvements as development occurs on Shermer Road north of Church Street and south of Walters Avenue.				
5A-1	Extend the Shermer streetscape northeast to Waukegan Road and south across the Metra tracks to Farnsworth, and eventually to Techny Road.	Short-Term	Village	Village; ITEP; TIF; SSA
5A-2	Enhance and expand existing streetscape improvements along Meadow Road between Cherry Lane and Walters Avenue to adjacent street segments, where appropriate.	Short-Term	Village (with coordination with appropriate road jurisdictions)	Village; ITEP; TIF; SSA
5A-3	Create a new greenway walking path between the Metra station and the Library.	Short-Term	Village; Park District; Library	CMAQ; PBS; SRTS; TCSP; IDNR
5A-4	Establish gateway improvements at the Waukegan Road/Shermer Road intersection, Meadow Road/Cherry Lane intersection, and near the Metra station.	Short-Term ★	Village	Village; ITEP; TIF; SSA
Strategy 5B: Create a consistent signage and wayfinding program to direct visitors to downtown from Waukegan, Dundee, Willow and Shermer Roads.				
5B-1	Create a consistent signage and wayfinding program to direct visitors to downtown from Waukegan, Dundee, Willow and Shermer Roads.	Short-Term	Village	Village; ITEP; TIF; SSA
Strategy 5C: Place utilities underground whenever practical and possible.				
5C-1	Place utilities underground whenever practical and possible, particularly coordinating with the redevelopment projects proposed in this plan.	Long-Term	Village	Village; TIF; SSA

MATRIX KEY

Short-Term Phasing (1-3 years)
 Long-Term Phasing (4-6 years)

Early Action Project ★
 (project that can be completed within the first year of plan implementation)

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

6: Identity & Branding

Identify the identity that captures the essence of our future vision for downtown and implement marketing efforts around it.

GOAL

Project	Phasing	Participants	Funding Options ¹
Strategy 6A: Establish a comprehensive marketing program for the downtown that coordinates the activities of the Village, Downtown Merchants Association, Chamber of Commerce, Library, Park District, Churches and transit agencies.			
6A-1	Establish a comprehensive marketing program for the downtown that coordinates the activities of the Village, Downtown Merchants Association, Chamber of Commerce, Library, Park District, Churches and transit agencies.	Short-Term	Village; Downtown Merchants Association; Chamber of Commerce; Library; Park District; Churches; RTA; Pace
Strategy 6B: Improve the coordination of business, civic, and cultural activities.			
6B-1	Improve the coordination of business, civic, and cultural activities.	Short-Term	Village; local businesses; local civic and cultural organizations

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

MATRIX KEY

Short-Term Phasing (1-3 years)
 Long-Term Phasing (4-6 years)

Early Action Project ★
 (project that can be completed within the first year of plan implementation)

7: Public Participation | Downtown Plan Goals, Strategies & Projects - Implementation Plan

Continue to involve a mix of residents, downtown property owners, and business representatives and community leaders in the decision-making process for the future of the downtown.

GOAL

Project	Phasing	Participants	Funding Options ¹	
Strategy 7A: Widely publicize public hearings involving significant regulatory, land use or transportation changes in the downtown.				
7A-1	Widely publicize public hearings involving significant regulatory, land use, or transportation changes in the downtown.	Long-Term	Village	Village
Strategy 7B: Utilize social media, questionnaires, and websites to promote communication across government agencies and downtown destinations.				
7B-1	Utilize social media, questionnaires, and websites to promote communication across government agencies and downtown destinations.	Short-Term ★	Village	Village

¹ See listing of funding options (abbreviations and descriptions) at the end of this section.

MATRIX KEY

Short-Term Phasing (1-3 years)
 Long-Term Phasing (4-6 years)

Early Action Project ★
 (project that can be completed within the first year of plan implementation)

Funding Resources

Below is a listing of potential funding resources that the Village and its partners may pursue when implementing the projects outlined in this section. Funding options for each project are listed in the far right column in the implementation plan matrices on the previous pages. The following key lists the abbreviation for each funding resource:

Village	Village of Northbrook
STP	Surface Transportation Program
CMAQ	Congestion Mitigation Air Quality
ITEP	Illinois Transportation Enhancement Program
PBS	Illinois Pedestrian & Bicycle Safety Program Grant
SRTS	Safe Routes To School
IDNR	Illinois Department of Natural Resources
TCSF	Transportation, Community & System Preservation Pilot Program
RTA	RTA Operating & Capital Funding Programs
TED	Transportation Enhancement District
TIF	Tax Increment Financing District
BID	Business Improvement District
SSA	Special Service Area
PPP	Public/Private Partnerships
USEPA	U.S. Environmental Protection Agency Brownfields Program
IGIG	Illinois Green Infrastructure Grant
CMAP	CMAP Local Assistance Program
TIGER	TIGER Grants

Surface Transportation Program (STP)

STP provides flexible funding that is used by states and localities on any Federal-aid highway, bridge projects on any public road, transit capital projects, and bus terminals and facilities. The federal share for the program generally is 80%. Each of the region's 11 Councils of Mayors are allocated STP funding on the basis of population. Each Council oversees the planning and programming of these STP funds within their own region, and has developed their own set of project selection guidelines. The Northwest Municipal Conference (NWMC) is the lead agency for programming STP funds in the Northwest re-

gion of the Chicagoland suburbs. All selected projects must be submitted to CMAP for inclusion in the region's Transportation Improvement Program (TIP). STP funding would only be available for improvements to Shermer Road and Walters Avenue.

Congestion Mitigation Air Quality (CMAQ)

CMAQ is a federally funded program part of the surface transportation improvements designed to improve air quality and to mitigate congestion. Eligible projects may include transit improvements, commuter parking, traffic flow improvements, and pedestrian and bicycle enhancements. However, parking structures have not fared well under the CMAQ program. Projects are submitted for northeastern Illinois through CMAP. CMAQ grants are awarded each fiscal year dependent on available funding from the Congressional appropriation of funds. Funding is available for 80% of the total engineering and construction costs. To be eligible for funding, a project must be included in the TIP.

Illinois Transportation Enhancement Program (ITEP)

ITEP provides funding for community based projects that expand travel choices and enhance the transportation experience by improving the cultural, historic, aesthetic, and environmental improvements related to transportation infrastructure. A project must fall into one of twelve eligible categories listed within the ITEP Guidelines Manual and also must relate to surface transportation in order to qualify. IDOT administers this program. Funding is available for 80% of engineering and construction costs.

A sub-category of ITEP is the Illinois Green Streets Initiative with a goal to reduce greenhouse gas emissions in the state, and to address the growing threat of global climate change, through landscape or streetscape projects that involve the planting of native trees and prairie grasses.

Illinois Pedestrian & Bicycle Safety (PBS) Program Grant

This grant is designed to aid public agencies in funding cost effective projects that will improve pedestrian and bicycle safety through education and enforcement. Applicants for this grant can apply for one or more of 3 grant categories: (1) enforcement efforts; (2) educational efforts, which can include pedestrian and bicycle master plans, distribution of education materials, walk and bike promotional programs, and distribution of protective equipment; and (3) research and training.

Safe Routes To School (SRTS)

The Illinois Safe Routes to School Program supports projects and programs that enable and encourage walking and bicycling to and from school. SRTS aims at facilitating the planning, development, and implementation of projects that will improve safety and reduce traffic, fuel consumption and air pollution within two miles of public and private schools (K-8 grades). The program funds both infrastructure improvements as well as non-infrastructure projects with project types including sidewalks, crosswalks, bike facilities, and traffic calming improvements. All projects are funded at 100%.

Illinois Department of Natural Resources (IDNR)

IDNR administers several Outdoor Recreation Grant programs. Relevant programs include:

- » Bicycle Path Program – helps with the acquisition, construction and rehabilitation of public, non-motorized bicycle paths and directly related support facilities.
- » Recreational Trails Program – provides up to 80% funding assistance for acquisition, development, rehabilitation and maintenance of motorized and non-motorized recreation trails.
- » Open Space Lands Acquisition and Development (OSLAD) assists local government agencies in the acquisition and development of land for public parks and open space. This program has been used to fund bicycle/multi-use trail development. The OSLAD program is state financed and grants of up to 50% may be obtained. Acquisition grants are limited to \$750,000 and park development grants are limited to \$400,000.

Transportation, Community And System Preservation Pilot Program (TCSP)

The TCSP Program is a comprehensive initiative of research and grants to investigate the relationships between transportation, community, and system preservation plans and practices and identify provide sector-based initiatives to improve such relationships. Planning grants may include those to improve walking, biking, and transit systems, as well as the development of new types of transportation financing. Implementation grants may include grants for activities to implement TOD plans.

RTA Operating & Capital Funding Programs

RTA has two funding programs to provide operating and capital funds for transit projects.

- » Job Access Reverse Commute (JARC)/ New Freedom (NF): Federally funded program that provides operating and capital assistance for transportation services planned, designed, and carried out to meet the transportation needs of eligible low-income individuals and of reverse commuters regardless of income. The NF program provides new public transportation services and public transportation alternatives beyond those required by the Americans with Disabilities Act (ADA). Projects funded through this program advance the vision and goals of the RTA by reducing transportation barriers and expanding mobility options available to persons with disabilities beyond the requirements of the ADA.
- » Innovation, Coordination, or Enhancement (ICE): Provides operating and capital assistance to enhance the coordination and integration of public transportation and to develop and implement innovations to improve the quality and delivery of public transportation. New applications for the ICE program were not accepted as part of the 2011 Call for Projects.

Transportation Enhancement District (TED)

Local municipalities could work cooperatively with the RTA, Metra, Pace, IDOT, and the Northwest Municipal Conference to create a TED. A TED is a local development tool that helps communities manage parking resources while supporting both economic development and mobility. TEDs charge market rates for parking on the street or off-street public spaces and use part of the increased revenue to make the area more accessible. TEDs are managed similar to a Special Service Area. These districts can be used to make the area more walking-oriented and connected to the larger neighborhood, improve transit connections, invite more bicycling, and revitalize the streetscape to reflect the character of the neighborhood or district.

Tax Increment Financing (TIF) District

TIF districts are used to help improve a stagnant area that requires significant public infrastructure improvements to attract private investment. Once implemented, a TIF allows public improvement costs to be repaid by the increased property tax revenue that is gen-

erated by private development. State law allows TIF funds to be used for planning studies, land acquisition, demolition and site preparation, and public infrastructure.

Business Improvement District (BID)

BID's help to increase options for development and redevelopment. Specific benefits of a BID include: control and dispose of property; secure bond financing for public improvements and development; enter into contracts with any public or private agency; and exercise the use of eminent domain for property acquisition for redevelopment purposes.

Special Service Area (SSA)

A special service area (SSA) is a funding tool primarily utilized to help preserve and promote commercial districts. An SSA allows for a property tax levy to underwrite the funding of special services for a commercial district, independent of the general municipal services provided by the local government. The benefit of establishing an SSA is to ensure funds are locally managed and distributed only within the boundaries of the SSA. An SSA can help fund services that relate to maintenance, beautification, advertising/promotion, security, and other technical assistance to encourage commercial activity and economic development.

Public/Private Partnerships

Public/private partnerships with a private developer can help to facilitate proposed commercial redevelopment or future parking structures. This partnership could be established through legal negotiations and performance standards.

USEPA Brownfields Program

The USEPA provides technical and financial assistance for brownfields activities, supporting revitalization efforts through environmental assessments, cleanup, and job training. Several grant types are available, including area-wide planning programs, assessment grants, and cleanup grants.

- » Area-wide Planning Pilot Program provides a flexible grant that can include financial and/or staff assistance for developing area-wide brownfields plans, identifying next steps, and resources needed for implementation. Awards are limited to \$175,000.

- » Assessment grants provide funding for brownfields inventories, planning, environmental assessments, cleanup planning, and community outreach. Grants limited to \$200,000 per assessment or total grant funding \$400,000.

- » Cleanup grants provide direct funding for cleanup activities a specific brownfield sites. Grants are limited to \$200,000 per site with 20% local match.

IL Green Infrastructure Grant

Under this program, grants are available to implement green infrastructure for stormwater management. There are three program categories: combined sewer overflow rehabilitation, stormwater retention and infiltration, and green infrastructure small projects.

CMAP Local Assistance Program

CMAP offers technical assistance to advance the implementation of the GO TO 2040 Plan. The program is primarily focused on assistance with a small amount of grant funding available. Typical projects include local comprehensive plans, zoning ordinance updates, subarea plans, and projects related to sustainability and the natural environment.

TIGER Grants

TIGER grants invest in road, rail, transit, and port projects to preserve and create jobs, promote economic recovery, invest in transportation infrastructure to provide long-term economic benefits, and assist those areas most affected by the economic downturn. Projects can include highway or bridge rehabilitation, interchange reconstruction, road realignments, public transportation projects (including projects in the New Starts or Small Starts programs), passenger rail projects, and freight rail projects. Pre-applications for TIGER 3 grants were due on Oct. 3 and final applications due on Oct. 31, 2011. Projects must be between \$10 million and \$200 million. No more than 25% of total funds (\$131 million) may be awarded to projects in a single state. Grants are available for 80% of project cost but higher priority given to those projects with higher local commitment.

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Appendix

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Public Process & Community Input

APPENDIX

A

Throughout the duration of the planning process a Steering Committee, comprised of Village staff, public officials, County agency officials, local residents, property owners, business owners, representatives from the Regional Transportation Authority (RTA), Metra, Pace, and others provided guidance and feedback during each phase of work. The process included: data collection; formation of a Downtown Steering Committee; development of a project website with e-mail function and Community Remarks function to gather public input; a comprehensive survey to inform market research, land use, and transportation needs; approximately 20 interviews with residents, businesses, owners, government officials and outside developers; a four-day participatory charrette process (described below); market assessment; and preparation of draft and final plan. Once the plan is presented to and commented by the Steering Committee, the plan will be presented to the Village Board for approval.

To ensure that the final plan has a broad level of support and understanding, the planning process included an extensive public participation component designed to involve community stakeholders and residents in crafting a plan that represents a vision for the Study Area that is responsive to the goals and aspirations of Northbrook residents and businesses. The public participation process included the following elements.

Stakeholder Interviews

Interviews were conducted June 23 and 28, 2011, with various community stakeholders to share and discuss insights and ideas relating to the Study Area and visions for how they would like the area to be planned. Stakeholders that were interviewed included Village officials and commissioners, business and property owners, business tenants, developers,



real estate brokers, business associations, residents, transit riders, and transit agencies (RTA, Metra, and Pace). A summary of interviews and list of interviewees are provided in the Appendix of the Existing Conditions Report, which is available under separate cover.

Project Website

A project website provided an online resource and forum to keep the public informed and engaged in the planning process. The website enabled community members to download and view documents, provide feedback, access the community survey, find online resources, and view a schedule of meetings and key dates.

DOWNTOWN NORTHBROOK AREA PLAN

Home Documents Comment Map Flickr Gallery Calendar Email Comments

Comment Map Tool
Use this interactive map to show us what works and what doesn't in Downtown Northbrook.
** Show place-based insights, highlight community assets, note development wants/needs, upload pictures!*

Tell Us On A Map!
Use this interactive map to show us what works and what doesn't in Downtown Northbrook.
** Show place-based insights, highlight community assets, note development wants/needs, upload pictures!*

Send Us Your Comments Via Email
Prefer email? No problem. Click here to send us your comments, questions, thoughts and feedback. We promise sender identity will remain completely confidential.

View the Results of the Downtown Charrette!

News coverage:
"Northbrook residents offer suggestions for downtown revitalization."
"Residents Dream of More Restaurants, River Walk in Downtown Northbrook."
The Downtown Charrette was held October 17-20, 2011.
Day 4: Charrette Designs Refined and Presented. After four intense days of workshops, interviews, focus groups, public meetings, and design sessions, the results of the Charrette were presented to the community at a Public Open House (view the presentation here) on the evening of Thursday, October 20th. The vision of the plan calls for a vibrant and pedestrian-friendly gathering place in which Northbrook families and residents of all ages are proud in which to live and entertain their family and friends with an array of unique shopping, dining, and recreation experiences.
The Charrette Team presented several concepts and drawings to achieve this vision -- from a new "Shermerville Common" that would transform the existing practice field behind Village Hall into a public park with a new fishing pond, walking and biking paths, additional parking, and a full skating rink in the winter, to a redesigned Meadow Plaza, new commuter parking spaces, development at the current Metra parking lot, and new retail development and town center experience along Meadow, Cherry, and Church.
What are your thoughts? Please email us using the button at the left.

Gallery
flickr Downtown Northbrook

Links

- Village of Northbrook Website
- Interactive Comment Map
- Chamber of Commerce
- Northbrook Public Library
- Park District
- Regional Transportation Authority
- Metra
- Pace

SHERMERVILLE COMMON

An e-mail function on the website allowed easy communication and comments from the public directly into the planning process.

The website is accessible from the Village of Northbrook's website:

Project Website

Link from the Village of Northbrook's home page @ www.northbrook.il.us
-OR- Direct Link @ www.northbrook.il.us/downtownplan

Community Remarks Mapping Tool

A community mapping tool was accessible on the project website which allowed participants to electronically provide comments regarding the downtown on a map in order to create a visual display of key community issues. The community mapping tool (1) allowed patterns based on place much easier to identify and analyze; and (2) provided residents a visual way of communicating those patterns. The significant value to these maps was that they allowed residents to tell a story about what is happening in their community.

Questionnaire

In an effort to determine what businesses, events, promotional materials, and policies would attract new tenants and a larger share of resident's time and dollars to Downtown Northbrook, the project team developed a questionnaire to gather information from Northbrook residents, businesses, and shoppers. The web-based questionnaire was pretested, and question-clarifying adjustments were made between June 9, 2011 and June 22, 2011. On July 1, 2011 the questionnaire link was placed on the Village website and the questionnaire was promoted by the Village and other Downtown Northbrook organizations. Responses were accepted through July 31, 2011. A summary of the results of the questionnaire are presented in the Appendix of the Existing Conditions Report, which is available under separate cover.

Charrette

The key component of the planning process was the facilitation of a four-day Charrette. The purpose of the Charrette was to create an interactive workshop environment that invited community members to provide ideas and feedback for the formulation of concepts and strategies to strengthen Downtown Northbrook.

The charrette environment was designed to create constant feedback loops between the Consultant Team, Village staff, Steering Committee, local officials, and the community to encourage active participation, learning, and adaptation on the spot. The goal of the Charrette was to have each day build upon each other. Public input activities included a community workshop and a community open house.

What is a Charrette (shar-ette) *n.*

1. A small cart. 2. A collection of ideas. During the 19th century, students of l'Ecole des Beaux Arts in Paris would ride in the cart sent to retrieve their final art and architecture projects. While en route to the school in the cart, students frantically worked together to complete or improve these projects. The meaning of the word has evolved to imply a collection of ideas or a session of intense brainstorming. 3. *An intensely focused activity intended to build consensus among participants, develop specific design goals and solutions for a project, and motivate participants and stakeholders to be committed to reaching those goals. Participants represent all those who can influence the project design decisions. [Fr. charrette]*



The schedule that guided the 4-day Charrette is provided on the next page. On the subsequent pages, a summary of each of the four days is provided, particularly highlighting the activities, inputs, and outcomes from the day's work. Holding the Charrette at Village Hall allowed community members to actively participate and the Charrette Team -- which included Steering Committee members, Village staff, and the Consultant Team -- to personally engage Downtown Northbrook, including visiting potential redevelopment sites, observing transportation patterns firsthand, and assessing local architecture and design characteristics.





Charrette Schedule

October 17-20, 2011 | Village Hall | 1225 Cedar Lane, Northbrook IL 60062

	Monday, October 17 th	Tuesday, October 18 th	Wednesday, October 19 th	Thursday, October 20 th
8:00 AM	7:30 - 9:00 AM Steering Committee Meeting			
9:00	9:30 - 11:00 AM Focus Groups (co-terminus) » Housing » Transportation » Economic Development / Local Businesses	9:00 - 11:00 AM Roundtable Discussions (Policies) » Zoning & Land Use » Transportation (parking, transit, road-way improvements) » Economic Development (attraction & retention)	9:30 AM - 12:00 PM Concept Designs for Opportunity Sites (w/ Charrette Team) » Meadow Plaza » Weiszmann Property » West Metra Parking Lot » C-1 Properties along Shermer Road	9:00 - 11:00 AM Working Session (w/Village Staff)
10:00				
11:00				
12:00 PM	12:00 - 1:00 PM Debrief & Lunch (w/ Charrette Team)			
1:00	1:00 - 2:00 PM Walking Tour (w/ Charrette Team)	1:00 - 3:00 PM Roundtable Discussions (Policies) » Environmental » Urban Design & Streetscape » Identity & Branding	12:00 - 3:30 PM Working Session (Consultants) » Continue to refine concept designs » Email concept designs to transit agencies @ 2:30	11:00 AM - 4:30 PM Working Session (Consultants) » Continue to refine concept designs
2:00				
3:00	2:15 - 4:00 PM Draft Goals (w/ Charrette Team) » Land Use » Transportation » Design » Market » Target Use Sizes			
4:00		3:30 - 4:30 PM Meetings (w/ Property Owners)	3:30 - 4:30 PM Conference Call (w/ Transit Agencies)	
5:00				
6:00				
7:00				
8:00	7:30 - 9:00 PM Public Workshop	7:30 - 9:00 PM Board & Commissions Workshop	7:00 - 8:30 PM Steering Committee Meeting » Adopt policies & goals » Review concept designs	7:30 - 9:00 PM Public Presentation & Open House
9:00				

FOCUS

Provide input into goals, policies, and proposed uses for opportunity sites



Develop policies, strategies, and projects



Develop concept designs for opportunity sites and assess their feasibility



Adopt policies, finalize plan goals, and present concept designs

KEY



Steering Committee Meeting



Recommended Meetings for Steering Committee Members to Participate

Charrette Day 1

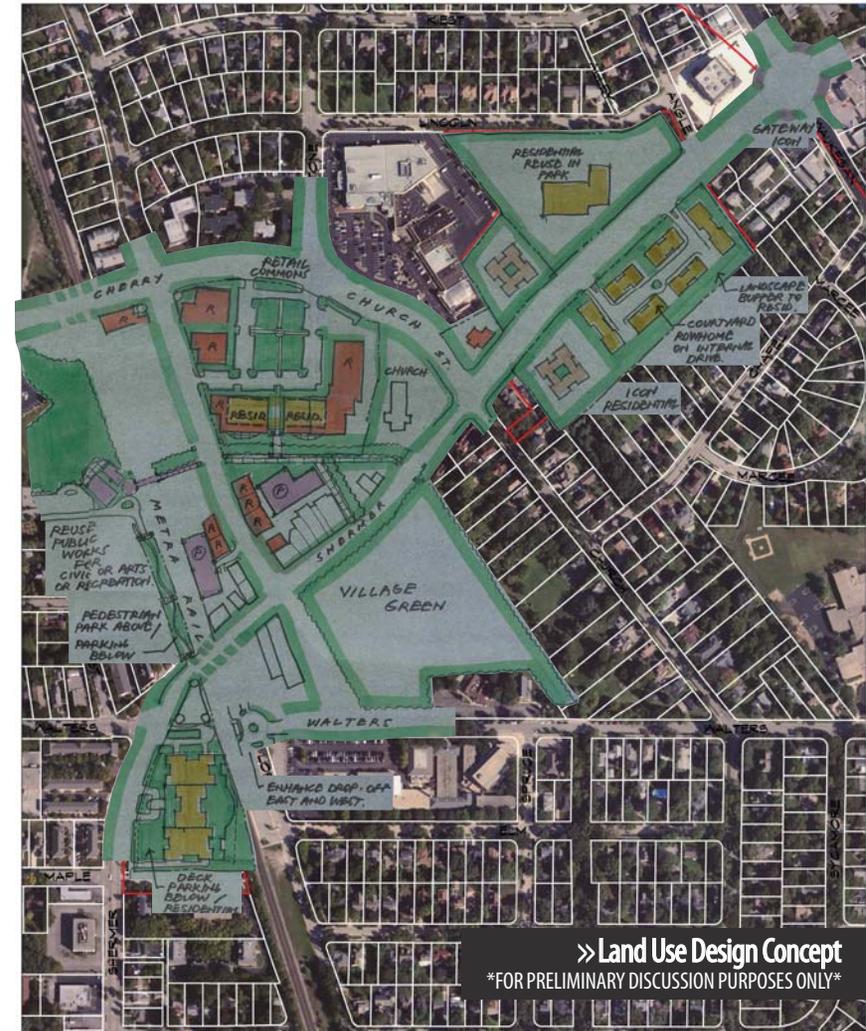
MONDAY, OCTOBER 17, 2011

On the first day of the Charrette, the Charrette Team kicked off the four-day workshop focusing on brainstorming ideas for the revitalization of Downtown Northbrook.

Beginning with a meeting with the Steering Committee, the morning transitioned to a series of focus groups with local residents, business owners, and other stakeholders to discuss issues relating to housing, transportation, and economic development. After a working lunch, the Charrette Team took a tour of the downtown study area to continue brainstorming ideas and goals within the context of the downtown. Day 1 of the Charrette culminated with a Public Workshop in the evening to provide the community an opportunity to offer their own thoughts and ideas on how to improve Downtown Northbrook.

At the meetings on Day 1, the initial Land Use Design Concept, which is provided to the right, was shown to solicit feedback. The Initial Design Concept included the following components:

- » Residential over parking structure at the Metra Station parking lot.
- » New retail development and parking structure at the Weizmann property on Meadow Road.
- » New retail development and possible parking structure on the east side of Meadow Road between Shermer Road and the North Branch of the Chicago River.
- » Redevelopment of Meadow Plaza including residential over parking structure and new retail on both sides of Meadow Road.
- » New residential building in the Bank of America parking lot facing Shermer Road.
- » New rowhomes in the C-1 area of Shermer Road.



Charrette Day 2

TUESDAY, OCTOBER 18, 2011

The morning and early afternoon of Charrette Day 2 involved roundtable discussions with staff and key stakeholders around specific issues, including:

- » Zoning and Land Use – land use concept, public process predictability of development review, modifications to zoning ordinance
- » Transportation – parking, transit, and multi-modal design
- » Economic Development – public policies for attracting development, appropriate use of incentives if needed
- » Urban Design – streetscape design, gateway locations and features, pedestrian-friendly environment
- » Environmental – water (stormwater and supply), open space, environmental issues
- » Identity and Branding – policies and marketing efforts to attract development and marketing efforts to community residents and businesses

The purpose of these discussions was to provide input and guide policy decisions that would lead to the overall conceptual design for Downtown Northbrook.

In addition, a meeting was scheduled with the Village, Metra, and RTA to review design concepts for the Metra parking lot, which is owned by the Village.

During the afternoon, the Consultant Team interviewed the property owners for four of the five opportunity sites:

- » Weizsmann Property on Meadow and Shermer
- » Meadow Plaza
- » Shermer C-1 Property Owners
- » Bank of America property on Shermer

While each of these property owners had been previously interviewed, the purpose of these meetings was to get feedback from the owners on the initial design concepts and input gained through the Public Workshop, focus groups, Steering Committee and roundtable discussions.

In the evening, a workshop was conducted for representatives of the Village Board and all of Northbrook's commissions and committees. The objective was to have an interactive session where local elected and appointed officials could each contribute to the conceptual downtown designs.

After a progress report based on the feedback received on the initial Land Use Design Concept, input from the Public Workshop on Day 1 and results of the roundtable discussions on Day 2, the participants gathered into three working groups to develop their own design concept using Plan It Toys, a technique developed by Teska Associates. Plan It Toys are models cut out to scale of different types of development, from rowhomes to retail stores to multifamily housing. The objective is for “non-designers” to be empowered to lay out what they think would work based on their own experiences and local knowledge.



Charrette Day 3

WEDNESDAY, OCTOBER 19, 2011

Charrette Day 3 commenced with Village staff and the Consultant Team working together to develop preliminary concept sketches for the five key redevelopment sites in Downtown Northbrook. In addition, streetscape improvement sketches and the draft goals, strategies, and projects were refined throughout the day. The immense amount of feedback from the various focus groups, discussion roundtables, small group meetings, and workshops with the public and the Village's boards and commissions all contributed to how the concepts and ideas evolved throughout Day 3.

Meetings were also held with leading developers to test the development assumptions and design concepts.

In the evening, preliminary design concepts were presented to the Steering Committee for comment and approval to present to the public at the end of Day 4. Multiple alternatives were developed for each opportunity site including:

- » Two concepts for the West Metra Parking Lot:
 - Option 1: Residential over parking structure
 - Option 2: Office and parking structure

- » Two concepts for Weiszmann properties:
 - Option 1: Preserve existing buildings, add new parking structure with retail on first floor
 - Option 2: Total redevelopment, including relocating Landmark Inn

- » Three concepts for Meadow Plaza:
 - Option 1: Modest rehab of center, including converting former Walgreens and Blockbuster spaces into new boutique and "pop up" retail with storefronts on Meadow Road
 - Option 2: Commercial, rowhomes, and luxury rental
 - Option 3: New commercial building and 5-story residential (based on initial concept plan)

- » Two concepts for Shermer C-1 properties:
 - Option 1: Replace all development with new rowhomes
 - Option 2: Retain existing structures, add adjacent commercial and office behind structures, with new interior access/circulation and stormwater facilities

- » A new design concept for the expansion of Northbrook Shopping Center

Coming out of the roundtable discussions and Charrette Team meetings, a new concept for converting the existing stormwater retention area behind Village Hall into a new park -- called "Shermerville Common" -- was developed, along with replacement of the public works garage and water tower with new parking, landscaping and path towards the Metra Station.

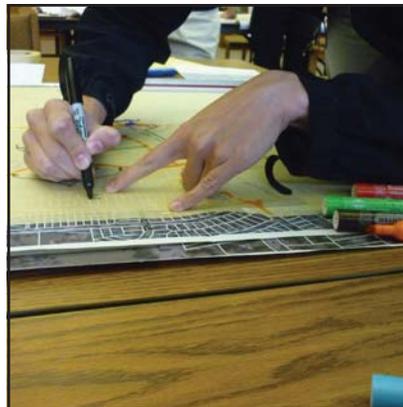


Charrette Day 4

THURSDAY, OCTOBER 20, 2011

After four intense days of workshops, interviews, focus groups, public meetings, and design sessions, the results of the Charrette were presented to the community at a Public Open House on the evening of Thursday, October 20th. The vision of the plan calls for a vibrant and pedestrian-friendly gathering place in which Northbrook families and residents of all ages are proud in which to live and entertain their family and friends with an array of unique shopping, dining, and recreation experiences.

The Charrette Team presented several concepts and drawings to achieve this vision -- from a new "Shermerville Common" (see graphic to the right) to a redesigned Meadow Plaza, new commuter parking spaces, development at the current Metra parking lot, and new retail development and town center experience along Meadow Road, Cherry Lane, and Church Street.



The final sketches of the preliminary design concepts from the Charrette process are provided on the following pages (denoted by this map icon); in most cases, two or more options were drafted to consider different issues and perspectives.

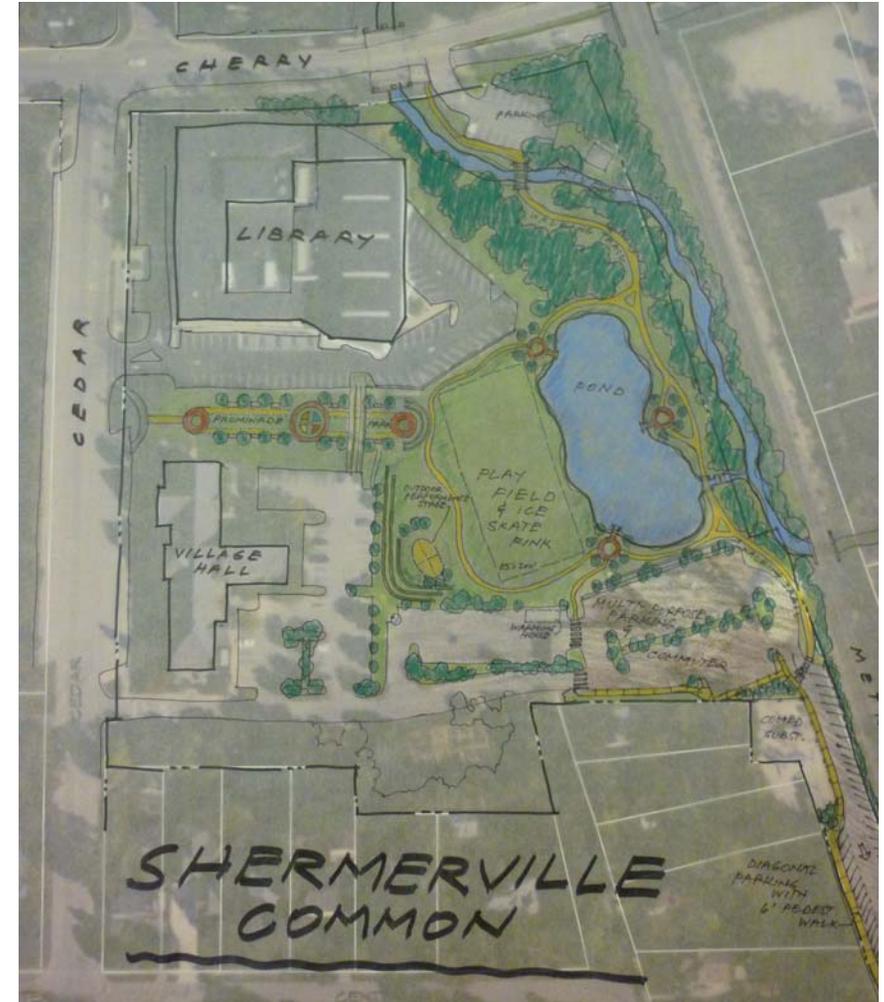
"Shermerville Common" | A New Park for Downtown Northbrook

PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



A new "Shermerville Common" would transform the existing practice field behind Village Hall into a public park with a new fishing pond, walking and biking paths, additional parking, and a full skating rink in the winter.

▲ NORTH



West Metra Parking Lot

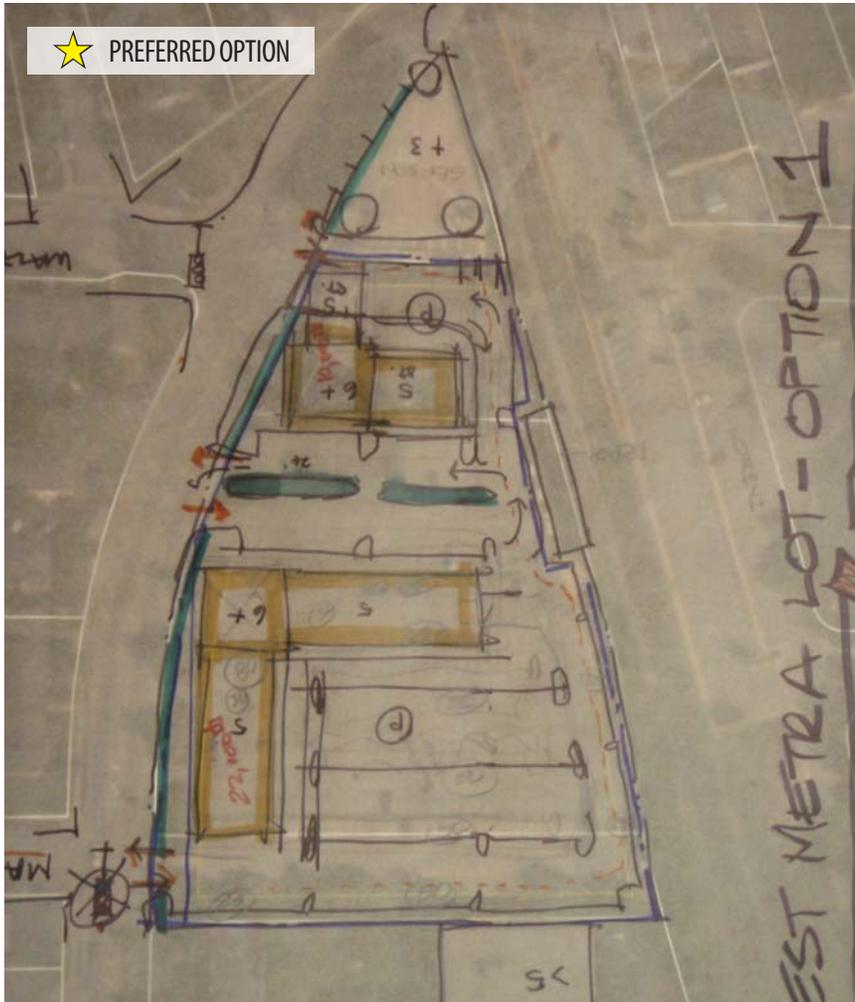
PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



Option 1: Residential Over Parking Structure

One hundred luxury rental housing would be built, as well as a new parking garage for Metra commuters and a new kiss-and-ride drop-off area for Metra that could handle Pace vans as well as cars. A total of 580 Metra parking spaces would be provided in this option.

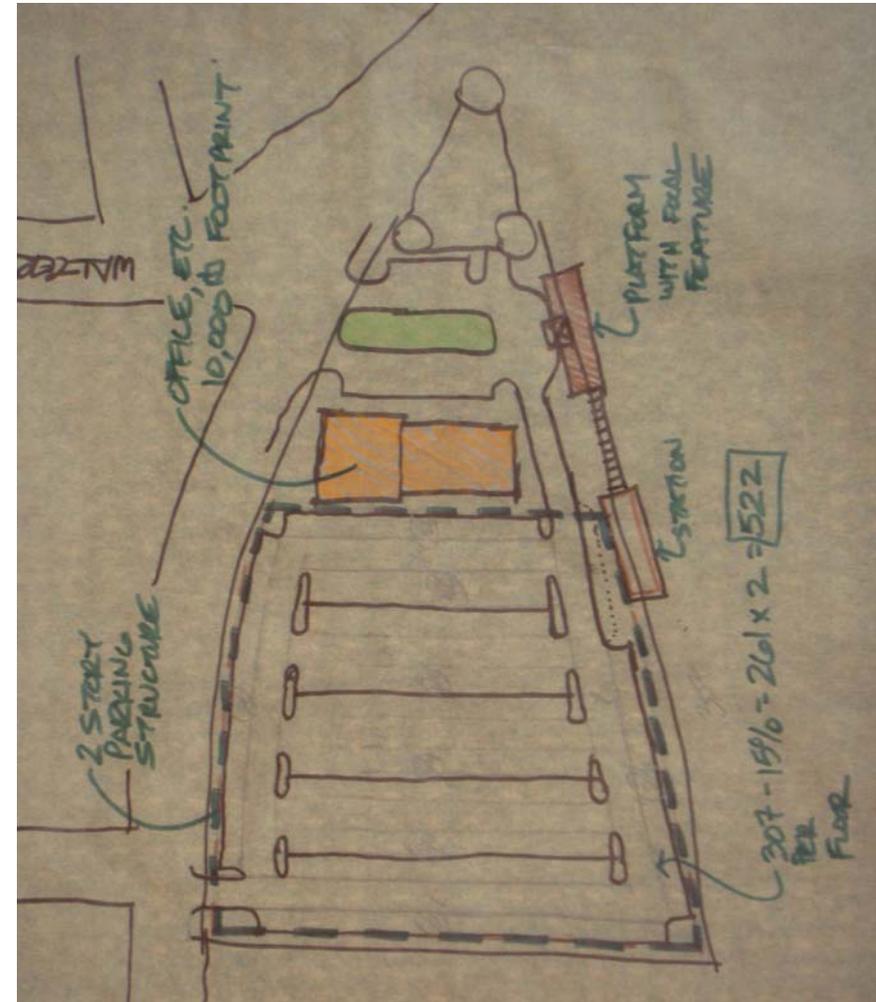
▲ NORTH



Option 2: Office & Parking Structure

34,000 sq ft of office space would be built near the northern end of the lot. The remainder of the lot would be used for a kiss-and-ride drop-off area and parking structure. A total of 487 Metra parking spaces would be provided in this option.

▲ NORTH



Weizmann Property

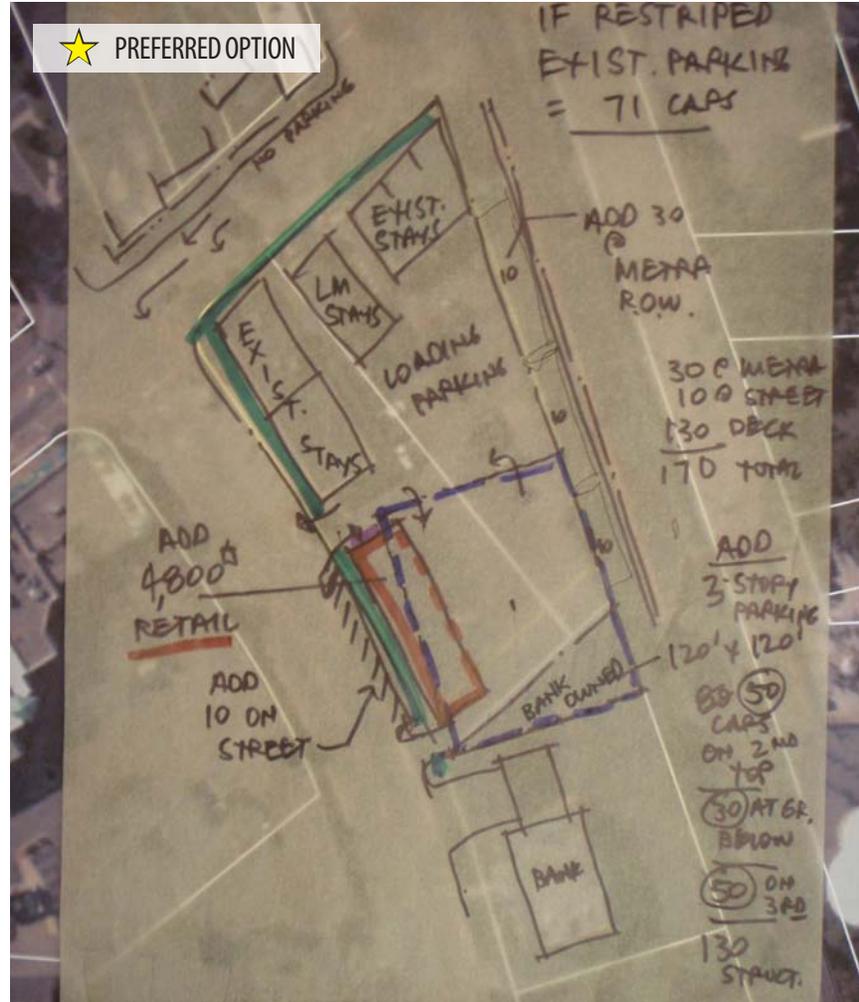
PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



Option 1: Preserve and Expand Retail

A new, 2 story retail building (approximately 7,000 sq ft) would be built on Meadow Road. Parking would include surface and structured parking, with 30 Metra parking spaces located along the railroad right-of-way.

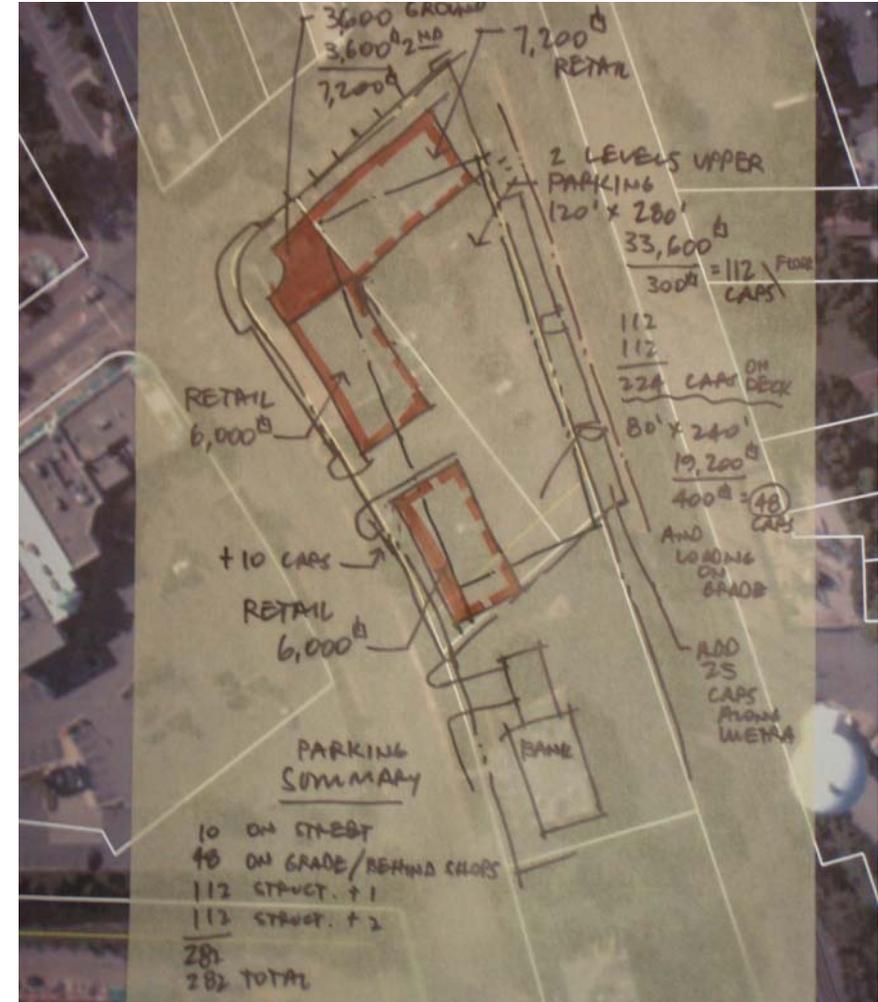
▲ NORTH



Option 2: Total Redevelopment - 1st Floor Commercial, Residential & Structured Parking

The entire site would be redeveloped. Landmark Inn would be relocated off-site. 51 new residential units would be created and a total of 19,200 sq ft of retail would be provided. Three levels of structured parking would be provided and 25 Metra parking spaces located along the railroad right-of-way.

▲ NORTH



C-1 Properties along Shermer Road

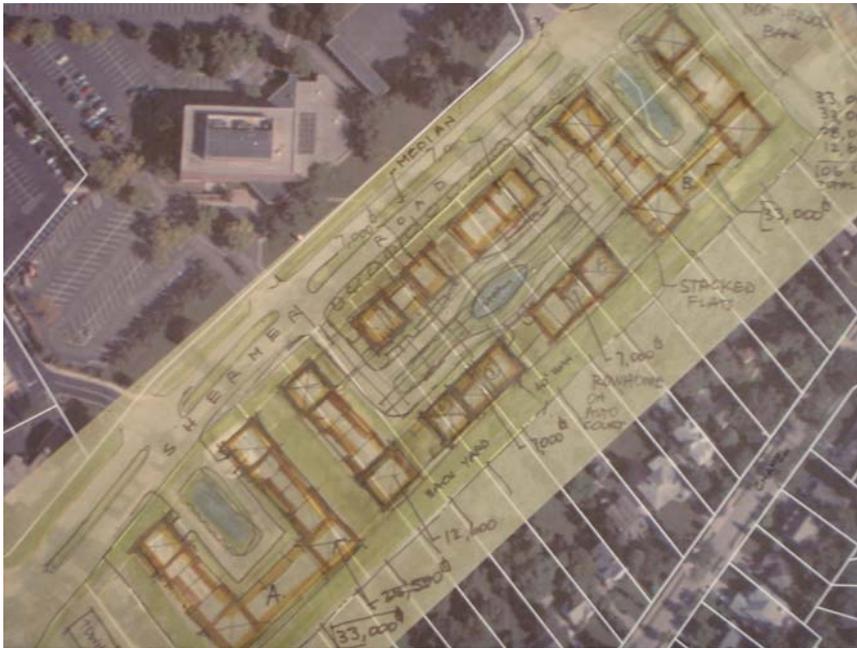
PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



Option 1: Replace All Development with New Rowhomes

The first concept would plan new rowhomes along the entire length of the C-1 district, including redevelopment of existing condominiums at the northern end of Shermer Road adjacent to the bank at the corner of Shermer Road and Waukegan Road.

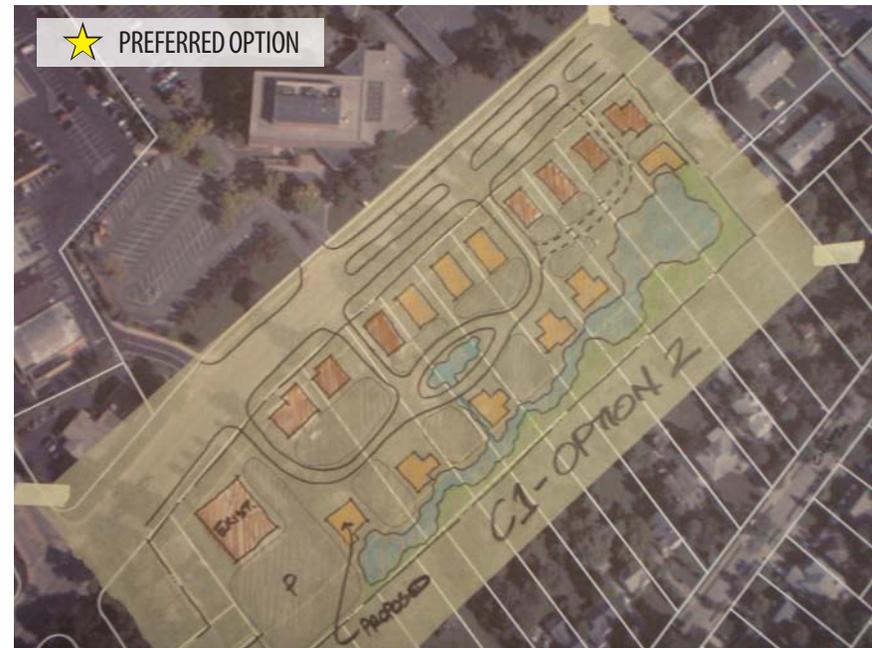
▲ NORTH



Option 2: Keep Existing Buildings & Add New Buildings along Shermer Road with New Office Buildings Behind

The second concept keeps the existing structures (in red), adds new buildings along Shermer Road and office buildings behind them (in yellow). The second design option was to allow for consolidation and redevelopment of properties by allowing for additional building area, a new interior roadway, and new office buildings in the mid-section of the lots. Common stormwater and open space would be at the rear of the properties, offering a buffer between new development and existing single family housing behind the district.

▲ NORTH



Meadow Plaza | Option 1

PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



Option 1: Modest Rehab of Existing Structure & New Storefronts on Meadow

This concept would retain and upgrade existing structures. The western wing would be rehabbed for smaller stores, with new storefronts on Meadow Road. Parking would be rearranged into diagonal parking on Meadow Road, allowing for a new wider sidewalk on Meadow Road.

▲ NORTH

★ PREFERRED OPTION
(To be explored with Option 3)



Meadow Plaza | Option 2

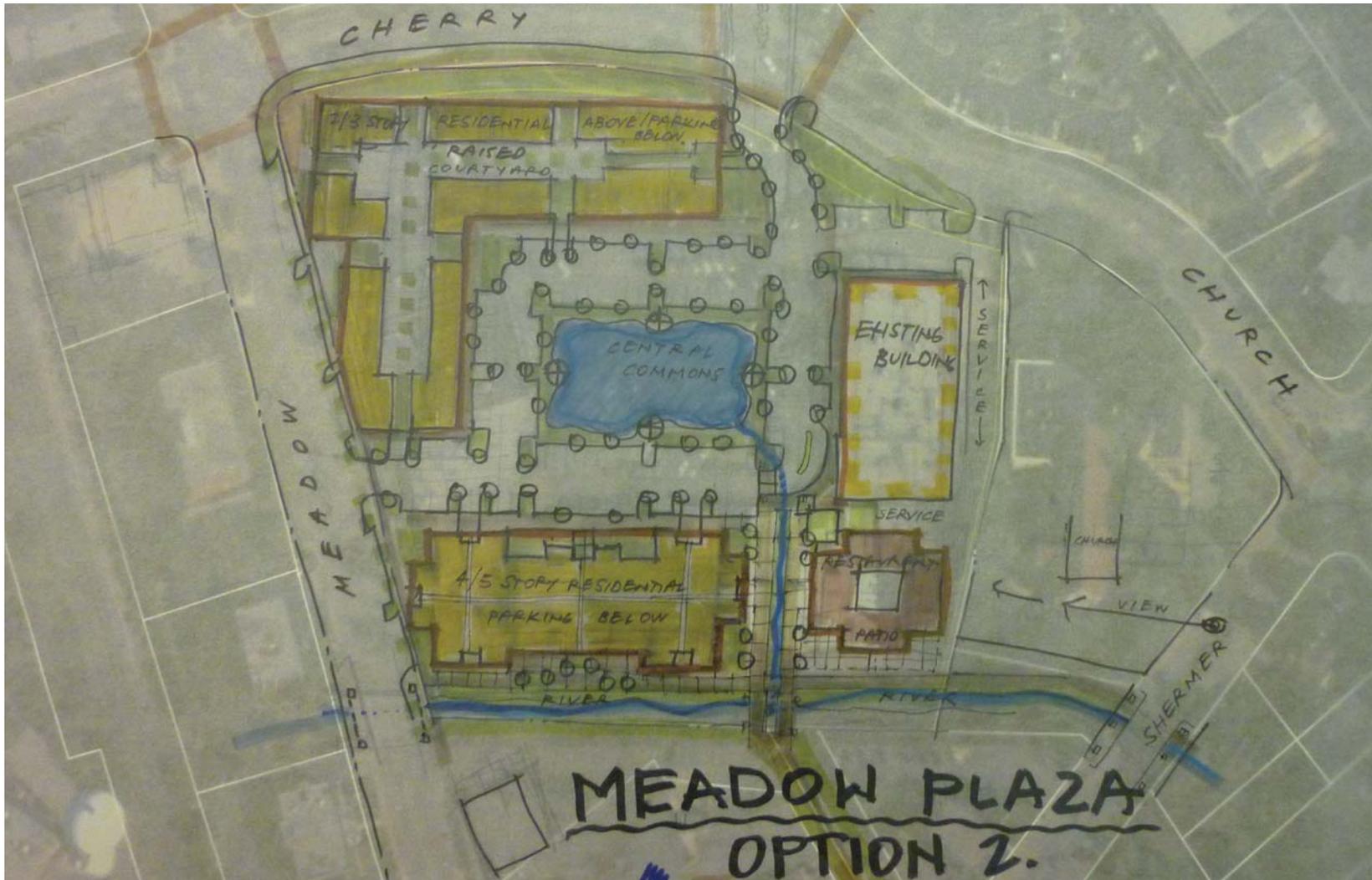
PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



Option 2: Commercial, Rowhomes & Luxury Rental

The second option would replace most buildings with housing, including 35 new rowhomes in “L” shaped buildings on Cherry Lane and 78 new rental units at the southern end along the Chicago River.

▲ NORTH



Meadow Plaza | Option 3

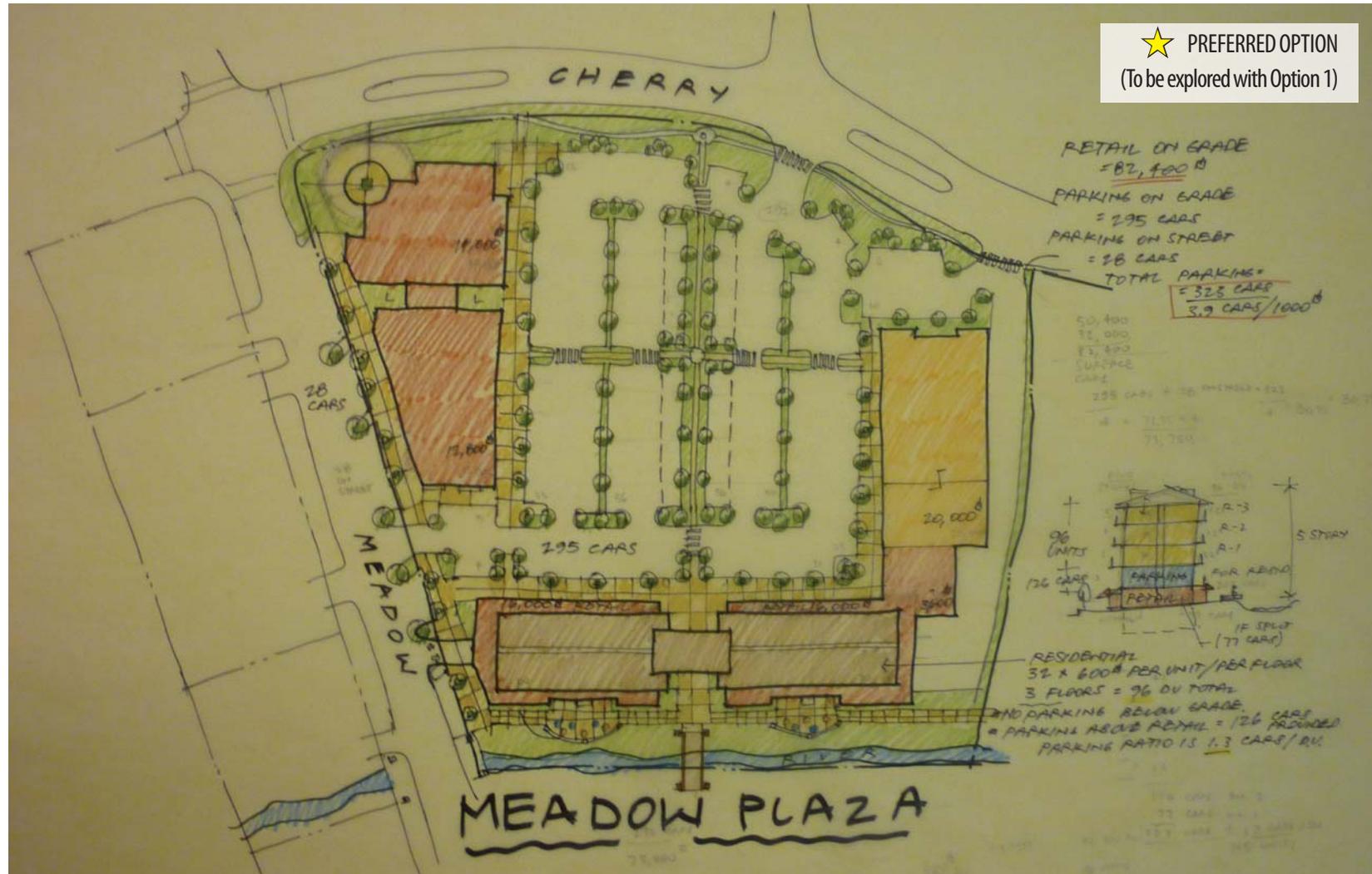
PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



Option 3: New Commercial Building & 5-Story Residential

Only the Chase / Marcello's building would be retained. The western wing would be replaced with two new retail buildings, and a mixed-use 5-story residential building with 64 units built where the southern wing is located. Space would accommodate a landscaped riverwalk along the Chicago River.

▲ NORTH



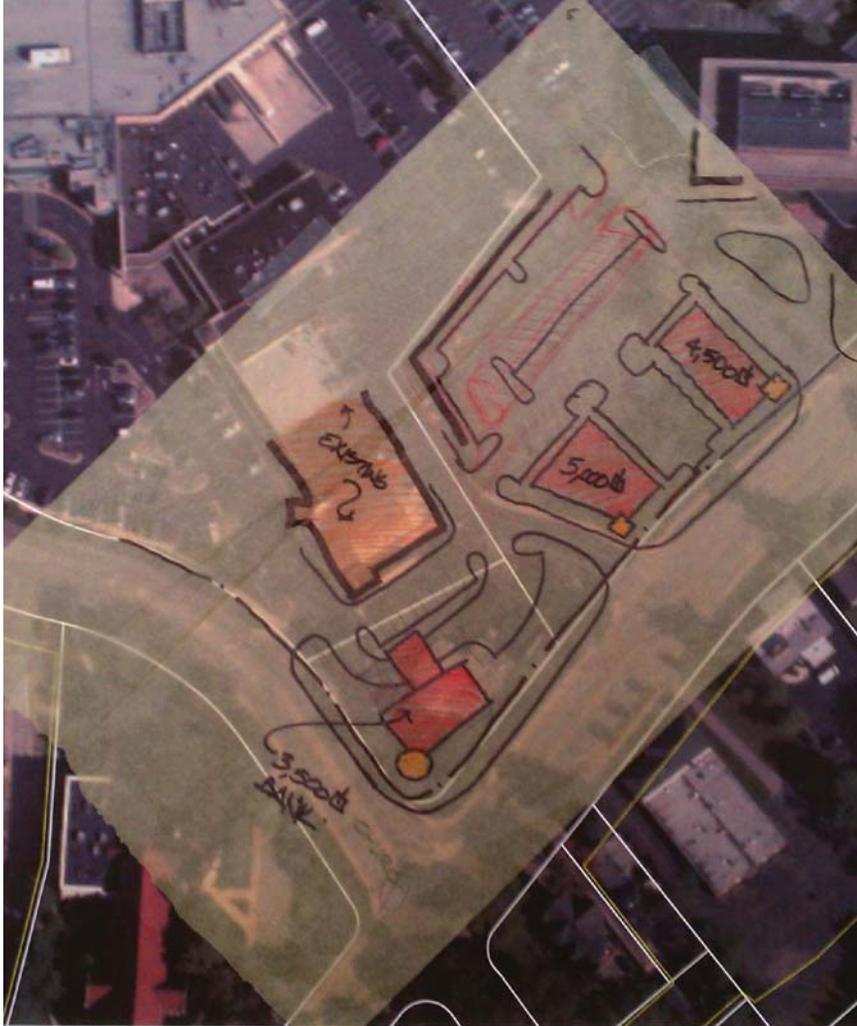
Expansion of Northbrook Shopping Center

PRELIMINARY DESIGN CONCEPT SKETCHES FROM THE CHARRETTE



The Northbrook Shopping Center would be expanded by redeveloping the corner office building into a bank or retail and two new retail buildings. This concept would not only strengthen a prime corner, but would improve access and circulation to Northbrook Shopping Center where Sunset Foods is located.

▲ NORTH



Selection of Preferred Design Concept Options

In the two weeks following the Charrette, the Consultant Team gathered input collected through the extensive outreach process during the Charrette and tallied up the characteristics of each design option. These options were presented to the Steering Committee on November 8, 2011, for review and selection of the preferred design concept option for each site.

The Consultant Team reviewed the overall features of the plan:

- » Create a cohesive identity.
- » Ensure high quality architectural development, including the “3+1+1” height concept, which is described in detail in Section 6. A number of factors could come into play for the additional height, such as the provision of “green” elements or other site improvements.
- » Assess the economic viability of each development, some of which may require public/private partnerships.
- » Activate open space, which includes such concepts as the development of the Shermerville Commons behind the Village Hall.
- » Provide safe access for pedestrians and bicyclists.
- » Provide an efficient parking system, which includes additional parking for Metra users as well as sufficient parking with redevelopment sites.

Discussion of Design Alternatives & Selection of Preferred Alternatives for Each Site

The Steering Committee reviewed all of the final design options that were developed during the Charrette and selected the following preferred alternatives:

West Metra Parking Lot

The Committee unanimously agreed that Option 1 (Residential Over Parking Structure) was the preferred option as it provided an opportunity to add residential units while also providing additional parking for Metra with a public subsidy that could be funded through TIF funds from the project itself.

Weiszmann Property

The Committee unanimously agreed that Option 1 (Preserve and Expand) was the preferred option. Option 1 increased the amount of commercial space along Meadow. Option 2 created a financial gap unsupported by the tax increment from the property alone and was complicated by the need to relocate Landmark Inn.

C-1 Properties along Shermer Road

The Committee selected Option 2 (Retain Existing Structures, Add New Buildings Along Shermer Road with Office Buildings Behind) as the preferred option. Given that Option 1 required a significant public subsidy, there were questions as to whether the community would support the use of TIF financing for a purely residential development with no perceived public benefit. Option 2 would allow the continuation and expansion of the C-1 character along Shermer Road and was more in keeping with the property owners wishes. If the more intensified C-1 redevelopment were to occur, proper screening and buffering along the back of the lots would be necessary to make sure it will be compatible with the adjacent residential properties.

Meadow Plaza

The Committee directed the Consultant Team to continue to pursue Option 1 (Modest Rehab of Existing Structures) and Option 3 (New Commercial, 5-Story Residential, and Structured Parking). Committee members spent some time discussing the importance of transforming this property as being critical to the future of downtown; however, there was some disagreement as to whether the modest changes of Option 1 were enough or if they had to be more significant changes as illustrated in Option 3. There were also some discussion regarding if Option 1 could occur in the short term with the long term vision of Option 3.

Expansion of Northbrook Shopping Center

The concept of extending the Northbrook Shopping Center around the corner of Church Street and Shermer Road and slightly along the north side of Shermer Road was reviewed. Steering Committee members indicated that the Consultant Team should include this concept in the draft plan.

Market Assessment & Fiscal Feasibility Synopses

APPENDIX

B

The Village of Northbrook is a prosperous north suburban community where residents value their family-oriented lifestyles, the excellence of the schools, and quality commercial development districts that serve its residents and draw destination shoppers from surrounding communities. Recent planning by the Chicago Metropolitan Agency for Planning (CMAP) suggests that Northbrook's population growth has been similar to other high income, north suburbs, and that pattern is expected to continue. In 2006 there were 42,069 private sector jobs in Northbrook and, despite the dismal economy since 2006, there has been a 2.3% growth in Northbrook's private sector employment through 2010 to 43,023 jobs. CMAP has projected public and private sector employment in the Northbrook area to continue expanding through 2040. This projected strength of Northbrook as a regional job center is an important advantage in the development of food and beverage businesses as well as a stimulus for additional housing. Although Northbrook has felt the impact of the national economic downturn, particularly in the housing sector, there has been an increase in private sector employment that supports office occupancy; retail vacancies are also at north suburban averages.

Retail & Entertainment Assessment

Although this plan seeks to capitalize on transit oriented development opportunities, one should note that retail, restaurant, entertainment, and consumer services must serve a larger market to succeed. The logical markets for Downtown Northbrook are:

» **Community Affiliated:** A successful downtown often defines the character of a community. With pride, residents bring guests to dine in independent restaurants and seek special items at unique stores. The downtown serves as a setting for community festivals that draw residents. This relationship creates an affiliation

that makes community residents an important market for downtown stores and restaurants.

- » **Pedestrian:** Residents living within a one-mile walk of downtown are particularly intense users. The frequent trips and presence of these nearby residents adds vitality even when businesses are not open and consequently this market is more important to the success of downtown than its spending power suggests.
- » **Convenience:** If one can drive to obtain a needed items within five minutes, that location can be the routine choice to meet every day needs if it offers desirable quality and variety. Convenience shoppers are the core market for most neighborhood retail clusters. In serving the broader community, an effective downtown also serves its surrounding neighborhood. This five-minute drive time market also identifies the



homes of bicyclists who can travel downtown in ten minutes or less and encompasses the one-mile pedestrian market. These markets add recreational users to the convenience mix. The convenience five-minute drive time is the primary trade area for Downtown Northbrook. It should provide 60% to 85% of the spending captured by Downtown Northbrook businesses.

» **Destination:** The businesses gaining the smaller percentages of their sales from the convenience market create a destination draw for downtown as their unique offering attracts shoppers from a larger geography. Customers from this secondary trade area add sales to adjacent convenience businesses. The stores attracting this market also give the downtown a unique character that differentiates it from other shopping alternatives. It is important to note that, although the sales volume from this market is a smaller percent of the downtown's total volume, these marginal sales add significantly to the profits of all businesses and, without destination customers, few businesses can meet their operational goals.

Using the Metra Station as the center point, the table in Figure B-1 highlights key demographic and spending characteristics of these markets.

FIGURE B-1
Key Demographic & Spending Characteristics of Downtown Markets

	Northbrook	1 Mile	5 Minutes	15 Minutes
Total Population	33,038	9,967	17,076	237,649
Population Density (per sq mi)	2,558.5	3,163.9	2,465.5	2,480.5
Median Household Income	\$121,154	\$115,093	\$116,270	\$107,224
Average Household Income	\$169,609	\$169,615	\$165,699	\$166,279
Per Capita Income	\$64,003	\$62,126	\$62,208	\$60,834
Median Age	44.8	40.6	43.3	42.6
Employees	33,663	6,514	19,331	250,345
Retail Spending Power (\$)	804,630,728	244,516,855	409,602,451	5,690,023,253

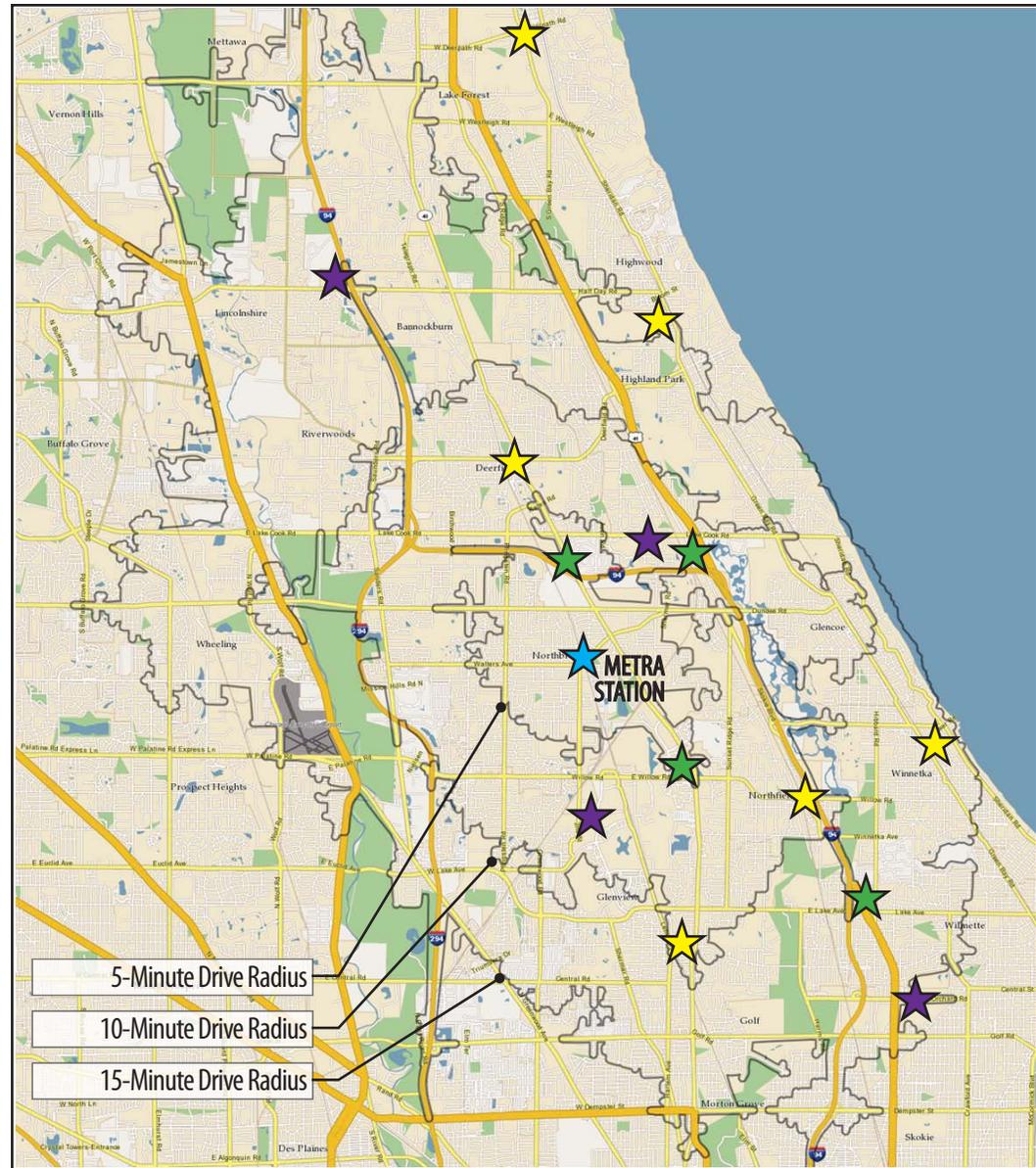
Source: Applied Geographic Solutions, Inc., 2011.

Figure B-2 illustrates Downtown Northbrook's 5-minute, 10-minute and 15-minute drive times and plots the competing downtowns as well as centrally managed shopping centers 250,000 sq ft and larger within that area. A blue star identifies the location of Downtown Northbrook. Purple stars illustrate centers with both shopping and movies, while green stars denote centers that only offer shopping and yellow stars denote other downtowns.

In summary, the retail, restaurant, personal service, and entertainment businesses of Downtown Northbrook core area are contending in a very competitive market that offers sufficient buying power for well-conceived and managed businesses to thrive but can quickly destroy weak concepts. The overall competitiveness of this market suggests little opportunity for expanding Downtown Northbrook's overall retail, restaurant, entertainment, and consumer services space. The challenge is increasing the sales in existing space by filling vacancies, promoting quality tenants, and replacing ground floor office tenants with more customer-friendly businesses.

FIGURE B-2
5-, 10-, and 15-Minute Drive Times for Downtown Northbrook

-  Downtown Northbrook
-  Shopping Centers w/ Shopping & Movies
-  Shopping Centers w/ Shopping Only
-  Other Downtowns



Source: Applied Geographic Solutions, Inc., 2011.

Office & Commercial Services Assessment

Unlike retailers and restaurateurs who must find space specifically connected to a consumer market, office tenants look regionally and are able to relocate for price or amenities. The regional office market is very weak, experiencing vacancy rates never before measured in the 30 years that current publications have tracked this market. Still, downtowns in communities like Northbrook, where a significant number of company executives live, often overcome that weakness as those executives choose office locations that minimize their commute. Transit-served areas are particularly desirable for these moves because workers can reverse commute to these locations. Generally small- to mid-sized corporations requiring developments of 10,000 to 30,000 sq ft can make this type of relocation. Initially, buildings are constructed with the prime tenant occupying 70% of the space. These unique office opportunities cannot be documented because they often involve property acquisition or landlord/tenant relationships that occur because the tenant chooses to make an investment in the community where they have personal connections. Planning projects and notices in Village publications can stimulate these “micro-market” opportunities. In other communities, specialized advertising agencies, insurance servicing businesses, and manufacturing representatives have moved into downtown bringing 30 to 150 employees.

Rather than supporting a specific target square feet of office to be built downtown, this assessment points to the need to capitalize on community affiliation to seek “micro-



market” office tenants as a component that could improve the financing of potential developments.

Residential Uses Assessment

Since no residential development projects are successfully being marketed in Downtown Northbrook or any nearby community, the best guidance on the market for equity condominium and townhome residential development are resale at relatively new projects such as: Shermer Place, a completed development in the Study Area; Glenshore, a condominium property in the Glen that began construction in 2004; and Patriot Commons, a Toll Brothers project currently being built in the Glen. These nearby examples verify the significant market decline since transit oriented development transformed Metra station areas like Arlington Heights and Palatine. Although construction costs have fallen somewhat, the market prices for townhome and condominium units have fallen more. As a result, any potential projects face significant difficulty meeting community quality standards at a marketable unit price. When buildings containing viable businesses must be demolished to create a project site, the potential land price cannot replace the value of current lease income. The result has been no new condominium and townhome development.

The challenging equity multifamily market has opened opportunities for luxury apartments that did not exist when young upwardly mobile investors could easily



FIGURE B-3
Development Prospects for Downtown Northbrook

Category	Next 5 Years	Long-Term
Retail Stores	<p>Fill vacancies – seek a balance of national brands and unique stores</p> <p>Replace any demolished space</p> <p>Replace ground floor office with consumer-oriented businesses</p>	Add approximately 2,000 square feet for every 100 net gain in Northbrook households. The total could be 85,000 sf by 2040
Restaurants	<p>Recruitment priority to fill existing vacancies</p> <p>Build to suit opportunity</p>	Establish significant cluster to become a dining attraction
Entertainment	Continue events programming	Monitor changes in venues to capitalize on emerging opportunities (Who would have predicted Pinstripes?)
Office	Build to suit	Obtain a proportionate share of Northbrook's new development through 2040 (CMAP projection)
Owner-Occupied Multi-Family	Support resale of existing units	Add up to 1,000 units to capture 20% of the projected population growth through 2040
Rental Multi-Family	100 units	Additional projects that each contain 50+ units

purchase a condominium or townhome. On August 2, 2011, Crain's Chicago Business described the appeal of this market to investors: "Sales of apartment properties are surging in the Chicago area and nationwide as investors try to increase their presence in the multifamily market, arguably the strongest real estate sector." Although traditionally apartments have been difficult to entitle in most suburban communities, mixed-use, transit oriented developments have been successful in including apartments, even when equity multi-family was attracting buyers.

In the near-term, Downtown Northbrook could expand its housing variety by adding luxury rental units that accommodate recent college graduates, aging residents with roots in Northbrook but a primary residence elsewhere, and other transitioning families. Although no one is certain when there will again be support for development of equity multi-family products, that product will be a longer-term option.

Market Supported Development Summary

Although economic conditions nationally are challenging, the amenities of Downtown Northbrook -- transit access, walkability, the strong nearby civic and religious institutions and convenience shopping -- support development opportunities. The table in Figure B-3 summarizes the prospects for the development assessed in this report.

A complete market assessment is provided in the Existing Conditions Report, which is available under separate cover.

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