



VILLAGE OF MOUNT PROSPECT DOWNTOWN IMPLEMENTATION PLAN

Volume 2: Vision & Implementation

ACCEPTED PLAN 12-3-2013

LAKOTA

GOODMAN WILLIAMS GROUP
GEWALT HAMILTON ASSOCIATES
SPARC, INC.

DECEMBER 3, 2013

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EXECUTIVE SUMMARY

OVERVIEW

In August 2012, the Village of Mount Prospect engaged a planning and design team led by The Lakota Group, a Chicago-based urban planning firm, to initiate a Downtown Implementation Plan process. The Lakota team included Goodman Williams Group, (market and economic analysis), Gewalt Hamilton Associates (transportation planning) and sparc, inc. (marketing and branding) to lend expertise and provide a comprehensive approach. The project, funded and coordinated through the Regional Transportation Authority's (RTA) Community Planning Program, encourages communities to create transit-oriented development (TOD) plans to support and enhance existing and future transit in addition to improving communities served by transit. This program allowed Mount Prospect to leverage its high commuter ridership of the Metra system to create a long range vision for an improved Downtown.

This Downtown planning process built upon several other Village studies, including the Corridor Design Guidelines (2004), Comprehensive Plan (2007) and the Northwest Highway Corridor Plan (2011) previously

developed within the past ten years. The recommendations and strategies in this Plan report, considered Volume 2, summarize the creative design thinking and describe the new vision for Mount Prospect's Downtown. Volume 1 of the Downtown Implementation Plan, entitled the *State of the Downtown*, provides the analysis of land use, physical conditions, demographics and real estate market conditions, transportation environment and community input that formed the basis for developing the vision further described.

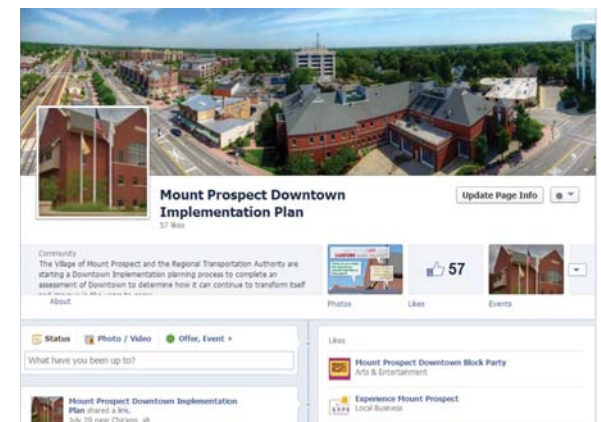


State of the Downtown Report Cover

PLANNING PROCESS

To guide the process, the Village established a Project Steering Committee comprised of Village community development, planning and public works staff and RTA, Metra and Pace representatives to direct the consulting team, provide periodic input, establish a community outreach program and evaluate data and plan alternatives.

Several public outreach and community input methods were organized for this process aimed at achieving the broadest possible exposure to the Downtown planning process. First, the Lakota



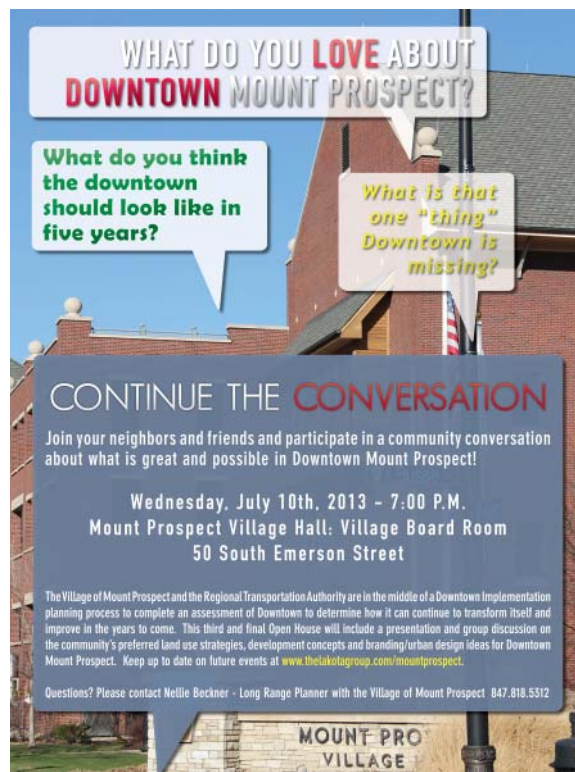
Screen-shot of the project's Facebook page

team conducted a series of one-one and small focus group interview sessions with community leaders, civic institutions, developers, business and property owners and residents to gain an understanding of the issues and opportunities prevalent in Downtown Mount Prospect. Second, three evening Community Open Houses were held over the course of this process to provide an overview of the planning mission, present ideas and concepts and invite participants to engage in positive dialogue about their community. The final method was to create an online presence by forming a project website and a project-specific Facebook page. These venues were used for



Community members participating in an Open House

posting updates, concept plans and surveys, while also maintaining momentum and excitement for the process. Overall, over 110 community members participated in the public open houses, with approximately 180 completed online surveys.



Open House flyer posted in stores and online

PLANNING GOALS

To guide, focus and evaluate solutions and ideas throughout this process, a concise set of planning goals was established. These fundamental goals build from the principles established as part of the RTA Community Planning Program mission. These goals include:

- Create a clear, documented and shared vision for the future of the Downtown that “sets the stage” for funding strategies, capital improvement programming, new development and retention/attraction of area businesses.
- Create and test a range of alternative development and urban design concepts and strategies that enhance and revitalize adjoining businesses and blocks within Downtown.
- Develop an optimal short and long-range land use strategy and development framework for the Downtown.
- Attract land uses and development more compatible with the goals, needs, infrastructure and “character” of the community and build a critical mass of energy and activity to spur surrounding businesses and encourage future mixed-use redevelopment in the Downtown.
- Maximize the transit-oriented nature of Downtown by improving traffic/parking, pedestrian and bicycle circulation, and detailing potential improvements to the transportation network.
- Establish a framework for future changes to development regulations that emphasizes high quality, sustainable site and building design.

MOUNT PROSPECT DOWNTOWN IMPLEMENTATION PLAN

After reviewing numerous alternative plan options for key sites in the Downtown and weighing community input, the Project Steering Committee directed the Lakota Team to refine and provide preferred options for each of the key opportunity sites. In some cases, this resulted in presenting multiple development concepts for the same site that show alternative land uses, enabling flexibility in response to

changing market conditions. The Downtown Plan illustrated in this report defines a vision, along with suggested priority and catalytic projects and implementation steps to achieve the vision. The Plan goes beyond focusing strictly on redevelopment concepts; it also includes conclusions regarding transportation enhancements, market analysis and a marketing strategy for Downtown.

While significant effort and detail has been put into the full overall report, there are several key elements worth highlighting. The following outlines important components that should form the fundamental building blocks for implementing the Downtown Implementation Plan.



Left: a bird's eye illustration of an envisioned Landmark Plaza Development Concept for Downtown's Central Triangle Site (view looking northeast)

REDEVELOPMENT OPPORTUNITIES

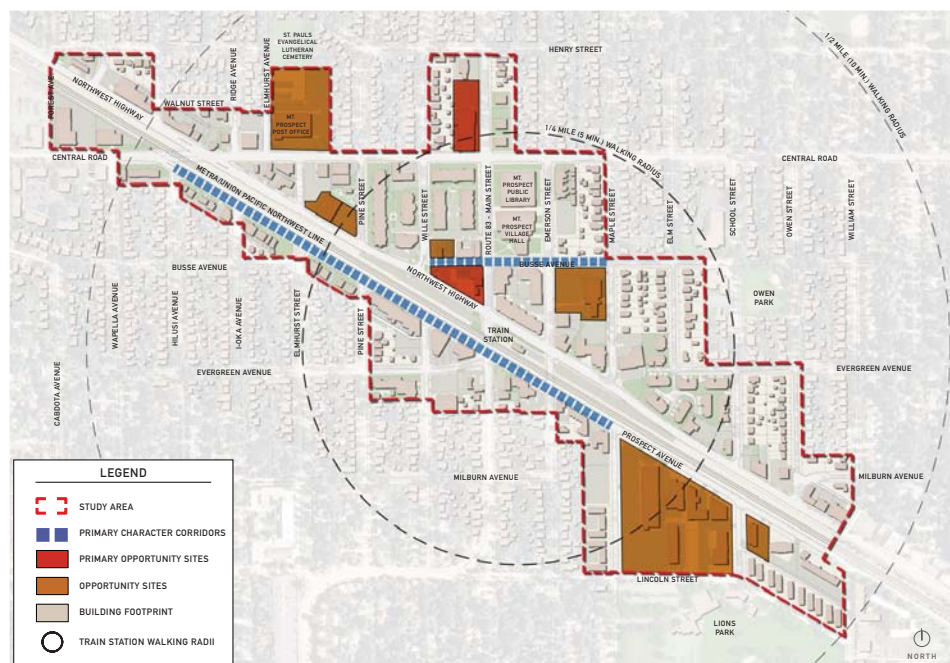
The Plan visualizes and describes the potential redevelopment of six key Downtown sites, including vacant and underdeveloped land in prime locations and industrial parcels that are at odds with the surrounding Downtown land uses and character. A range of redevelopment scenarios and compatible, context-sensitive physical plans are presented

with corresponding character imagery to communicate the potential for new, exciting and vibrant buildings and spaces within Downtown. The concepts depicted in the Plan delineate mixed-use, commercial and multi-family residential buildings comprising the infill sites in Downtown, bringing the right balance of land uses as informed by the real estate market assessment.

REAL ESTATE MARKET

The Plan addresses challenges and opportunities presented by the Downtown market environment. The condominium projects developed over the last two decades tended to attract older households, leaving younger households underrepresented. Contemporary rental apartments, a market becoming increasingly strong in Chicago suburbs, will diversify the Downtown population. Demand will resume for townhomes and condominiums as the housing market continues to recover.

While the Downtown business mix includes destination and neighborhood-serving retail stores, service providers are predominant. The Downtown core, including both new and vintage properties, has a high retail vacancy rate. The Plan envisions an enhanced public realm that contributes to a distinct downtown experience. Ultimately, it is this positive experience that draws customers to stores, restaurants and service businesses. Additional demand and vitality will come from residents of the new units envisioned in the Plan. Restaurants, a use desired by residents, are recommended for key development sites. Eating,



Six key sites were identified as having important redevelopment potential

drinking and entertainment establishments may capture demand from both Metra commuters and neighboring suburbs that has been elusive.

With the current oversupply of retail space, speculative multi-tenant retail space is not recommended.

Key locations on redevelopment parcels could, however, accommodate stand-alone stores for select national retailers that would be strong anchors, as has been depicted in the Plan concepts. As recent experience has shown, chain retailers with smaller store formats expect higher traffic counts and pedestrian activity than is currently offered in the Downtown.



*Lions Park Site: Metra Surface Parking Expansion
Concept - view looking northwest*

HIGH QUALITY PUBLIC SPACES

In addition to reimagining key sites, the Plan provides direction for upgrading and creating unique and distinctive streetscapes and public spaces. One concept proposes developing a landmark public open space on the Triangle Site to accommodate special events. This plaza could become an iconic space in the center of Mount Prospect's core mixed-use district. To complement the high quality streetscapes

that are found throughout Downtown, the Plan also envisions the creation of a Prospect Avenue District as a unique shopping street that has its own brand and identity, as defined by a series of streetscape enhancements and linkages to smaller meaningful plaza spaces. A stronger Prospect Avenue District will help draw customers to the south side of the tracks and create a business environment that attracts local entrepreneurs. Other opportunities for creating



*Concept visualization showing a transformation of
the parking lot in front of Jake's Pizza*

great spaces are possible through existing business site improvements. In several locations throughout Downtown, small or inefficient surface parking lots and setback areas are under-utilized and generally detract from the pedestrian environment. Improvements aimed at creating outdoor dining areas would help local businesses and provide added vitality to the public realm.

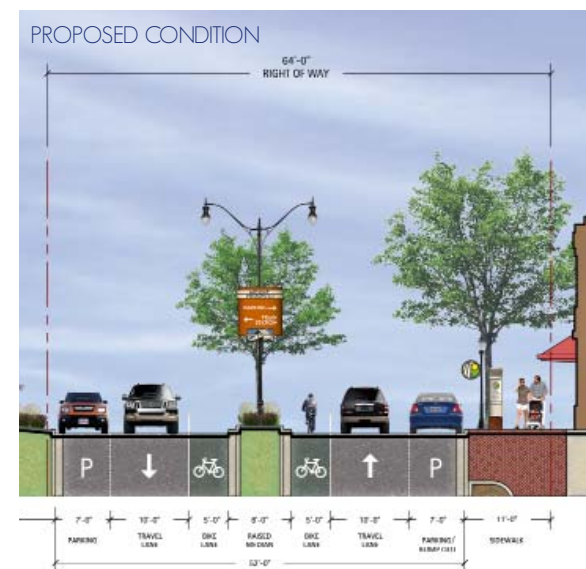
TRANSPORTATION IMPROVEMENTS

Through the public workshops and online surveys, the community strongly supported the idea of Downtown becoming safer, more accessible and convenient for pedestrians and bicyclists. A variety of transportation enhancement elements have been proposed for key intersections throughout Downtown,

including shortened crosswalks and protected landscaped medians, as well as the integration of a dedicated bike lane on Prospect Avenue. The Plan addresses parking in and around Downtown as it relates to businesses and Metra – including envisioning how future demand for Metra parking can be more efficiently incorporated into the Downtown, as it relates to potential new development.



Prospect Avenue District Concept photosimulation incorporating bike lanes, new brick pavers, curb bump-outs, unique “district” signage and new street furniture.

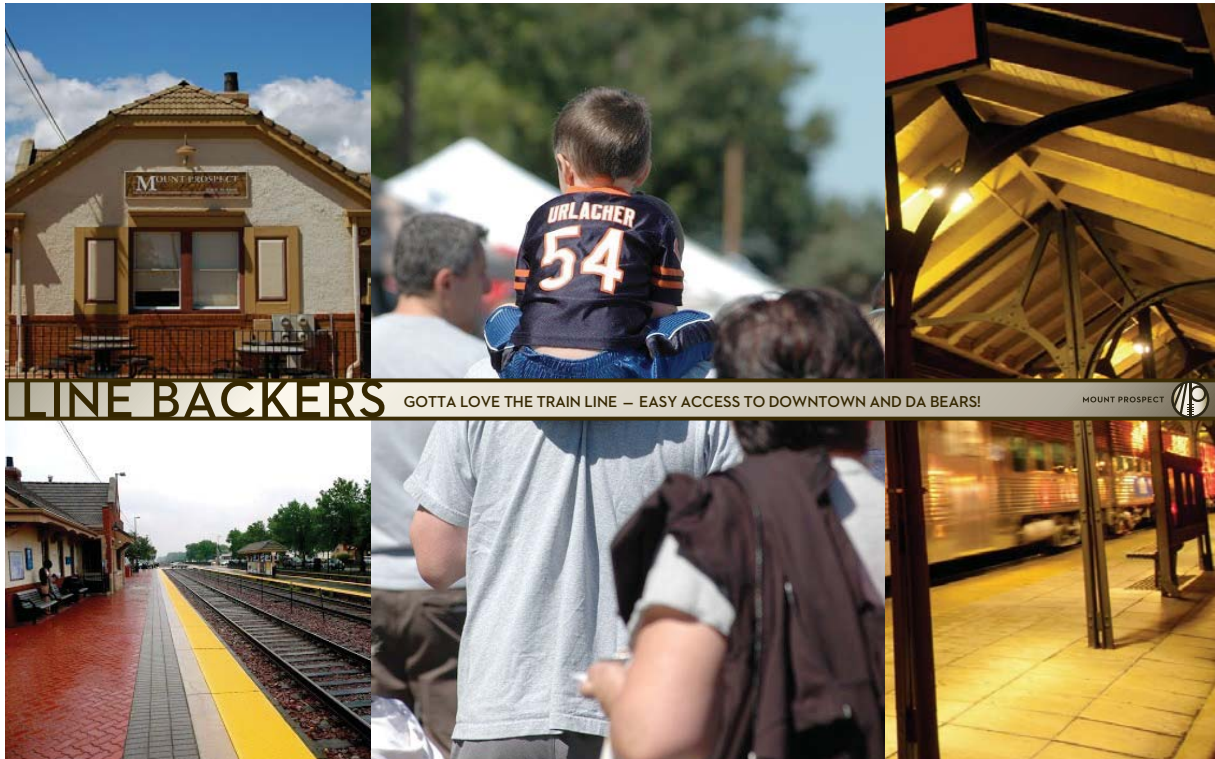


Proposed cross-section graphic highlighting envisioned changes to Prospect Avenue

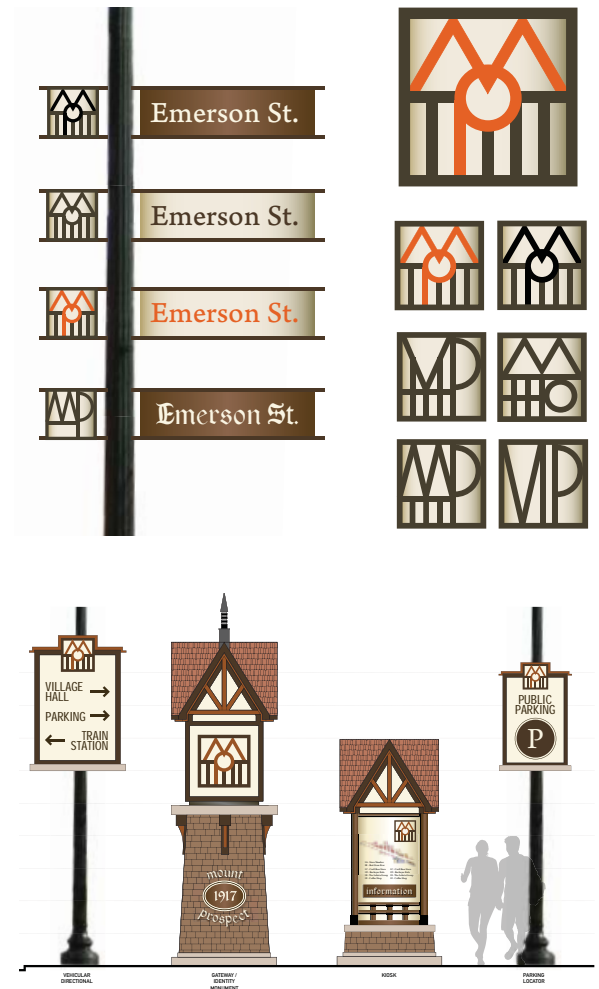
BRANDING AND MARKETING

The final component of the Plan outlines a number of ways that Downtown can link the physical components previously described into a marketing strategy to create excitement, community pride and regional exposure. Conceptual Downtown landmarks, or logos, were created with different themes that relate to

Mount Prospect's history, character and context. A brief marketing video was created to highlight many of Downtown's strengths and assets and a marketing strategy was outlined that touches upon methods in which Mount Prospect can communicate through multimedia, urban design, promotional collateral and scripted messaging to get the word out about Downtown.



Excerpt from a multi-media advertisement highlighting Downtown Mount Prospect's strengths and assets



A conceptual landmark and accompanying signage family emphasizing Downtown's cultural heritage

MOVING FORWARD

The final Downtown Implementation Plan included in this document is intended as a basis, or starting point, for any future detailed development planning, design, engineering or Village initiatives that will be required leading up to the implementation of all or portions of the Plan. It is a guide and, as an approved amendment to the Village's Comprehensive Plan, it will serve as the road map for the next wave of Downtown redevelopment and improvements, a benchmark for setting goals and developing budgets and a playbook for the management and promotion of the Downtown. This document must be organic and adaptable to changing market conditions and should be updated and revisited at regular intervals.



Section 8: The Vision

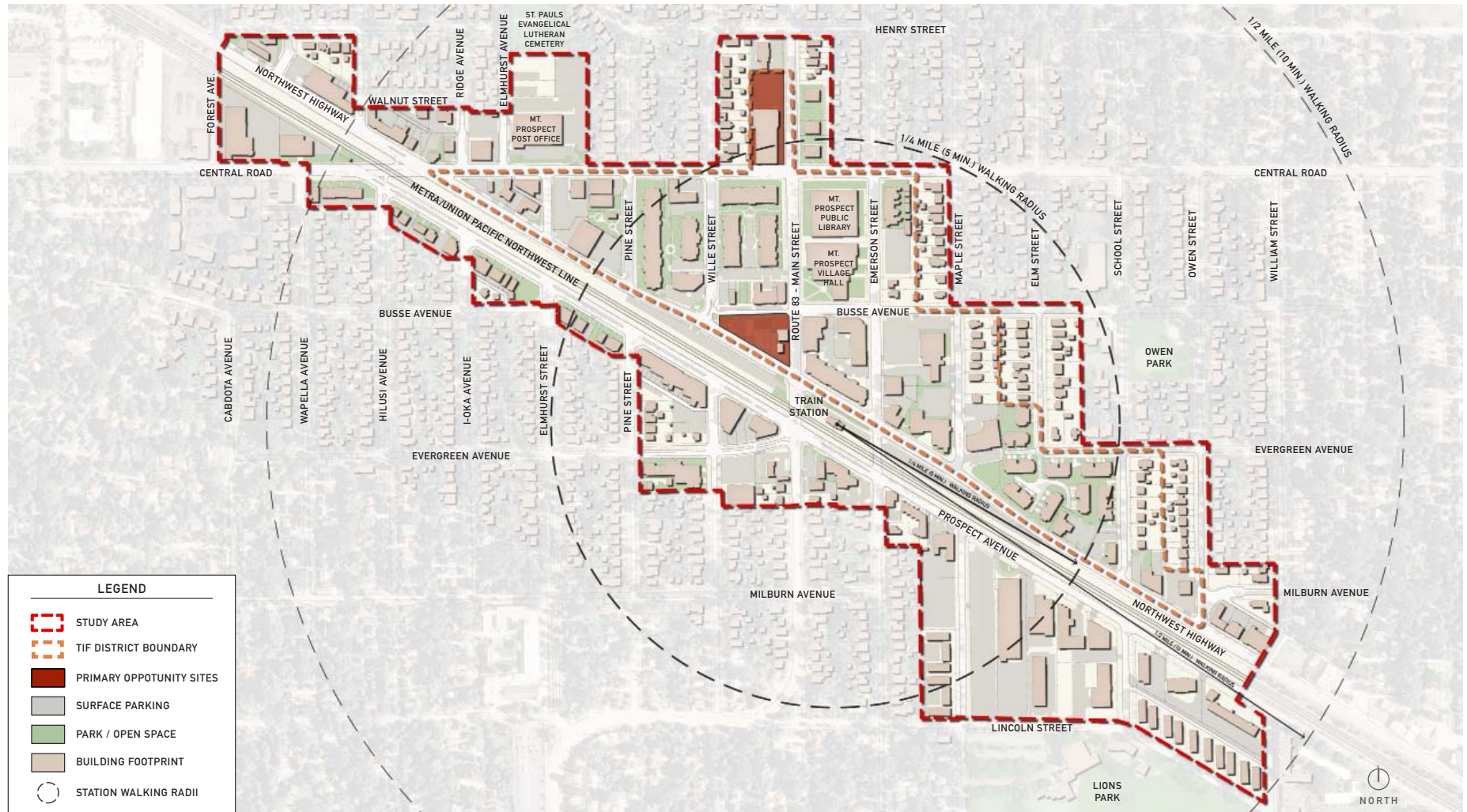


Exhibit 8.1 - Study Area Map

8: THE VISION

WHAT IS THE DOWNTOWN IMPLEMENTATION PLAN?

The Downtown Implementation Plan provides the community's vision for what Downtown should become in the next 10 to 20 years.

As Mount Prospect seeks to explore new development and revitalization opportunities in the years ahead, it will need a well-defined vision and framework to help guide its investment decisions, especially as economic conditions and trends change over time. Therefore, this Downtown Plan serves as the guidebook for elected officials, municipal staff, community residents, business owners, local organizations and potential investors, allowing them to make well-informed decisions regarding land use, transportation, open space, redevelopment, commercial district enhancements and infrastructure and capital improvements within Downtown Mount Prospect.

The time horizon for implementing a Downtown Plan and working toward its community vision is usually 10 to 20 years, although the Plan should be reviewed and updated every five years to address local issues, needs and opportunities. The Plan should be used on a daily basis to assist the community in making any land use or development decisions. As previously described in the State of the Downtown report, which serves as Volume 1 of the Downtown Implementation Plan, the Plan serves several purposes:

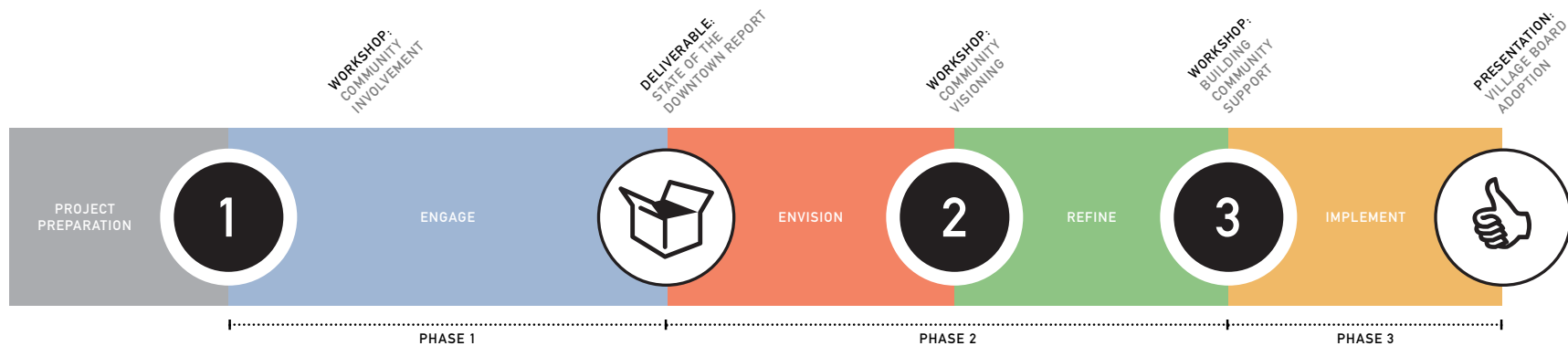
- *Development Framework*
- *Public Investment Guide*
- *Private Investment Guide*
- *Future Vision*

As the second part of the Downtown Implementation Plan, this report describes the vision for Downtown—including the process and input—and identifies the implementation steps required to achieve it.

PLANNING GOALS + PROCESS

The following fundamental principles were outlined by the team and Steering Committee, refined, tested and built upon through community participation and used in the development of the Implementation Plan.

- Create a clear, documented and shared vision for the future of the Downtown that “sets the stage” for funding strategies, capital improvement programming, new development and retention/attraction of area businesses.
- Create and test a range of alternative development and urban design concepts and strategies that enhance and revitalize adjoining businesses and blocks within Downtown.
- Develop an optimal short and long-range land use strategy and development framework for the Downtown.
- Attract land uses and development more compatible with the goals, needs, infrastructure and “character” of the community and build a critical mass of energy and activity to spur surrounding businesses and encourage future mixed-use redevelopment in the Downtown.
- Maximize the transit-oriented nature of Downtown by improving traffic/parking, pedestrian and bicycle circulation, and detailing potential improvements to the transportation network.
- Establish a framework for future changes to development regulations that emphasizes high quality, sustainable site and building design.



CONTINUED PUBLIC ENGAGEMENT

The public process for the Downtown Implementation Plan engaged the community on a number of levels, including:

- Stakeholder Interviews
- Public Meetings
- Online Surveys

A summary of the initial community input was provided in Section 7 of the State of the Downtown report, which included stakeholder interviews and the first Community Open House and online survey. Subsequently, two additional Open Houses were held in Village Hall, both followed by online surveys aimed at reaching a broader audience.

Overall, approximately 80 participants attended the last two Community Open Houses and over 100 members of the public participated in the accompanying online surveys.

Community Open House #2

The second Community Open House was held on February 21st, 2013. Participants were encouraged to review and provide feedback on a series of redevelopment, urban design and branding concepts and ideas derived from the Phase 1 analysis of the planning process, which included input from the community. The following format was used:

- The consultant team made a brief presentation of the project's process to date and a review of more than 17 redevelopment concepts for the opportunity sites.
- Participants were provided surveys on which to record their thoughts about the concepts during the open house session, which allowed them to rotate to various stations and review exhibits in detail.
- Comment boxes were provided to allow additional opportunities for participation.
- An online survey was posted to the project website and linked to the project Facebook page, allowing further input into the process.



Community Open House #3

The final Community Open House was held on July 10, 2013. Refined concepts based on Steering Committee and community input were organized around the room for review. The following format was used:

- The consultant team gave a presentation of the preliminary preferred plan for Downtown, including redevelopment concepts, urban design ideas, supporting market information and potential transportation improvements.
- Participants engaged in discussions with the consultant team to ask questions and provide feedback.
- Comment boxes were provided to allow participants to leave input.
- A final online survey was posted to the project website and linked to the project Facebook page.

From this process, a shared vision has emerged, as depicted on the following pages.



A DIRECTION FOR DOWNTOWN

Over the past 20 years, Downtown Mount Prospect has experienced dramatic changes. With the help of a series of visions and a Tax Increment Finance (TIF) District, Downtown was reshaped and reinvented from low scale buildings and large surface parking lots to a more urban mixed-use environment with row houses, townhomes and sizable condominium buildings, as well as a variety of restaurants, retail and service uses. However, despite its successes, the Downtown has seen its share of challenges, as it searches for a foothold coming out of the most recent economic downturn.

The following describes some of the key considerations the Downtown Implementation Plan addresses with recommendations and strategies to make Mount Prospect's Downtown more successful over the next 20 years:

The Metra Station. The train station makes Mount Prospect a highly desirable location for residents by connecting the Village to Chicago and the region. As Downtown continues to transform, the Plan aspires to make Mount Prospect more than a stop on the map. The vision foresees more Downtown residents and more reasons for visitors to make Mount Prospect a destination.

Younger residents. The last influx of condominiums brought more residents to Downtown, most of whom were part of the Baby Boomer generation. However, changing real estate and demographic trends provide an opportunity to attract a new wave of young families and working professionals to Downtown.

Stronger commercial district(s). Businesses need customers and the Downtown population needs to reach a critical mass to reliably support new retail, restaurants and entertainment uses. The Plan provides recommendations for new housing so the Downtown can retain existing businesses and attract new ones.

Identity. Mount Prospect is welcoming and friendly. The Plan provides ideas for how the Village can embrace its charm and market its Downtown, creating more buzz and excitement in order to increase exposure and strengthen the business environment.

Pedestrians and bikes. Successful downtowns have people walking (and biking) around. The Plan provides concepts for improving some intersections and crosswalks and envisions how bike lanes could foster a safer riding environment and more active community for people of all ages.

Curb appeal. People are attracted to places and spaces that are well designed and well maintained. The Plan explores ideas for adding more appeal to both public and privately-owned spaces throughout Downtown and proposes to create a series of venues meant to bring people together—for coffee, food or conversation—while also looking great.

KEY OPPORTUNITY SITES

The following Downtown sites were determined during the planning process as the key sites on which to focus. More specific descriptions, illustrations and character images of the vision(s) for each of these sites follows in this section.

The Downtown Implementation Plan delineates conceptual building massing, parking layouts and site design to illustrate how the area could be developed in a comprehensive, coordinated manner. Actual building locations, heights and densities, as well as landscaping and parking layouts will vary as property owners, business owners and developers generate more detailed site plans.

THE TRIANGLE SITE

The Triangle Site is comprised largely of vacant property and surface parking at the highly visible Route 83/Northwest Highway intersection. Its central location and proximity to the larger Downtown core on the north make it a high priority for redevelopment.

CHASE BANK SITE

As the largest office property in Downtown, the building houses not only Chase, but also smaller local tenants, such as architectural firms, attorneys and financial service firms. The site was primarily considered for physical enhancements to the parking lot, given its prime location along Emerson Street.

CENTRAL & MAIN SITE

The largely vacant strip center development at the corner of Route 83 and Central Road was repeatedly brought up in stakeholder interviews and the Open Houses as a community eyesore. The majority of stakeholders noted their desire to see this property redeveloped and enhanced.

TRI-STATE SITE

This former grocery store is located within the busy Northwest Highway corridor. A large majority of the property is comprised of surface parking lots, but its proximity to the Downtown core makes it a priority for redevelopment.

POST OFFICE SITE

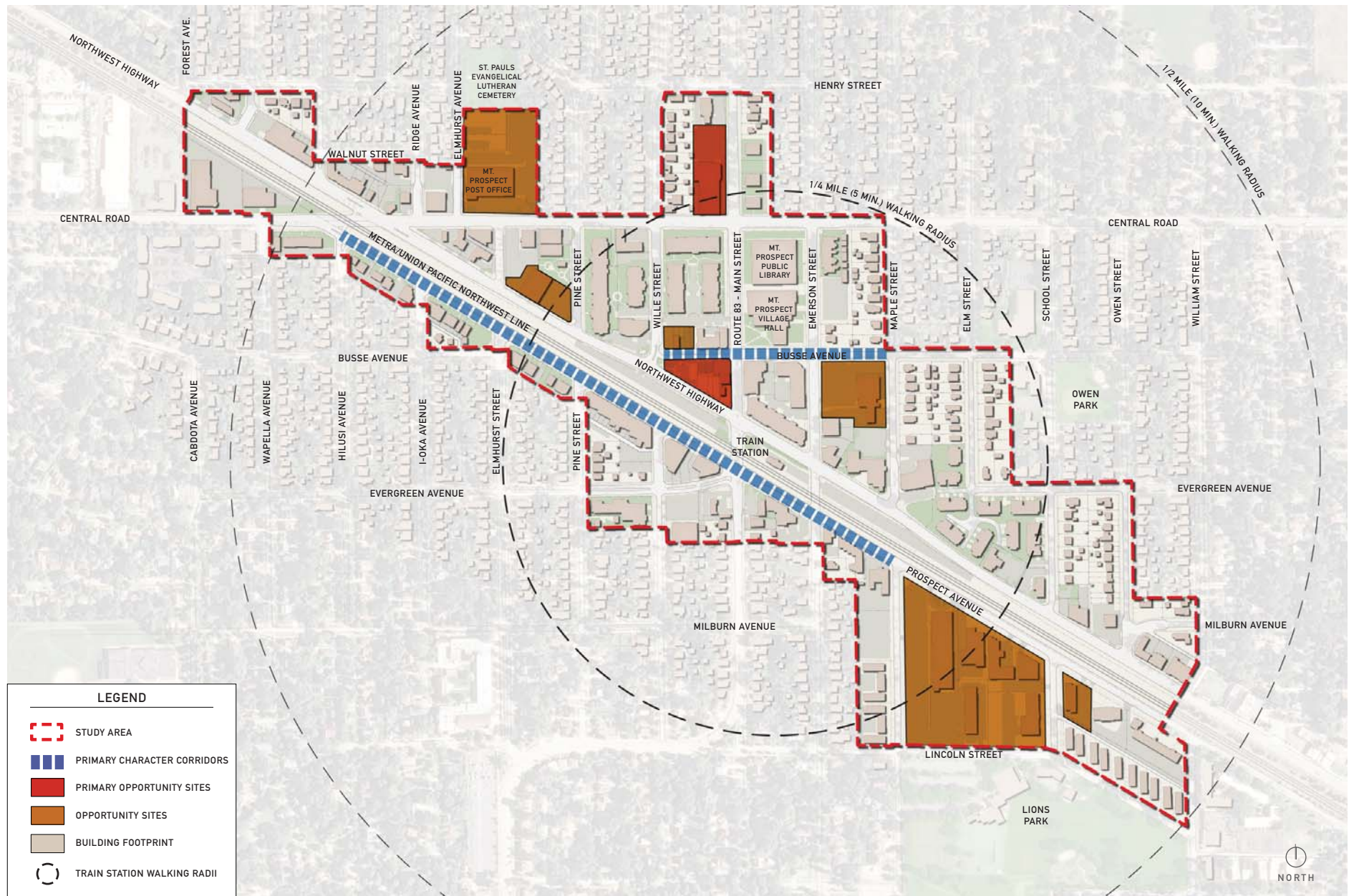
The Post Office Site consists of the Post Office building, loading and parking areas, as well as a vacant parcel south of the cemetery. The Plan envisions a future scenario in which this property is redeveloped in the event the Post Office relocates or closes this facility.

LIONS PARK SITE

This 10.26-acre site is by far the largest redevelopment opportunity. This block currently consists of light industrial property and is considered to have the potential for large-scale transit-oriented development.

PROSPECT AVENUE DISTRICT

The stretch of Prospect Avenue between Maple Street and Central Road is lined with many of Mount Prospect's most unique local businesses. The Plan proposes to highlight this area as a special district with pedestrian, bike, streetscape and branding enhancements.



LEGEND	
	STUDY AREA
	PRIMARY CHARACTER CORRIDORS
	PRIMARY OPPORTUNITY SITES
	OPPORTUNITY SITES
	BUILDING FOOTPRINT
	TRAIN STATION WALKING RADII

Exhibit 8.2 - Opportunity Sites Map

TRIANGLE SITE

The Triangle Site includes the largely vacant block between Northwest Highway, Busse Avenue and Main Street. At approximately 0.89 acres, this block currently contains a single-story restaurant and a single-story, multi-tenant retail building that fronts Main Street. The block is predominantly auto-oriented, consisting mostly of unscreened surface parking lots that lack internal landscaping.

North of this block a number of vacant parcels provide additional opportunities for redevelopment. Combined, these parcels represent an additional 0.36 acres. One of the parcels contains a single story office building, while the others consist of lawn or surface parking that lacks landscaping. As described in this report, this site does not include the existing Ye Olde Town Inn or Blues Bar properties. However, potential future redevelopment of this property could include these parcels if the proposed plan and land uses meet the goals and vision as described.

Combined, the Triangle Site represents 1.25 acres of land zoned B5-C, which allows for 80 foot height and 30 dwelling units per acre. No setbacks are required and parking requirements range from 1.5 spaces per unit of residential

to 4 spaces per 1,000 square feet of retail or office space. Previous plans for the site called for increased density levels and a PUD zoning designation, which allows 80 foot building heights and 80 dwelling units per acre. The site's PUD status expired in May, 2013.

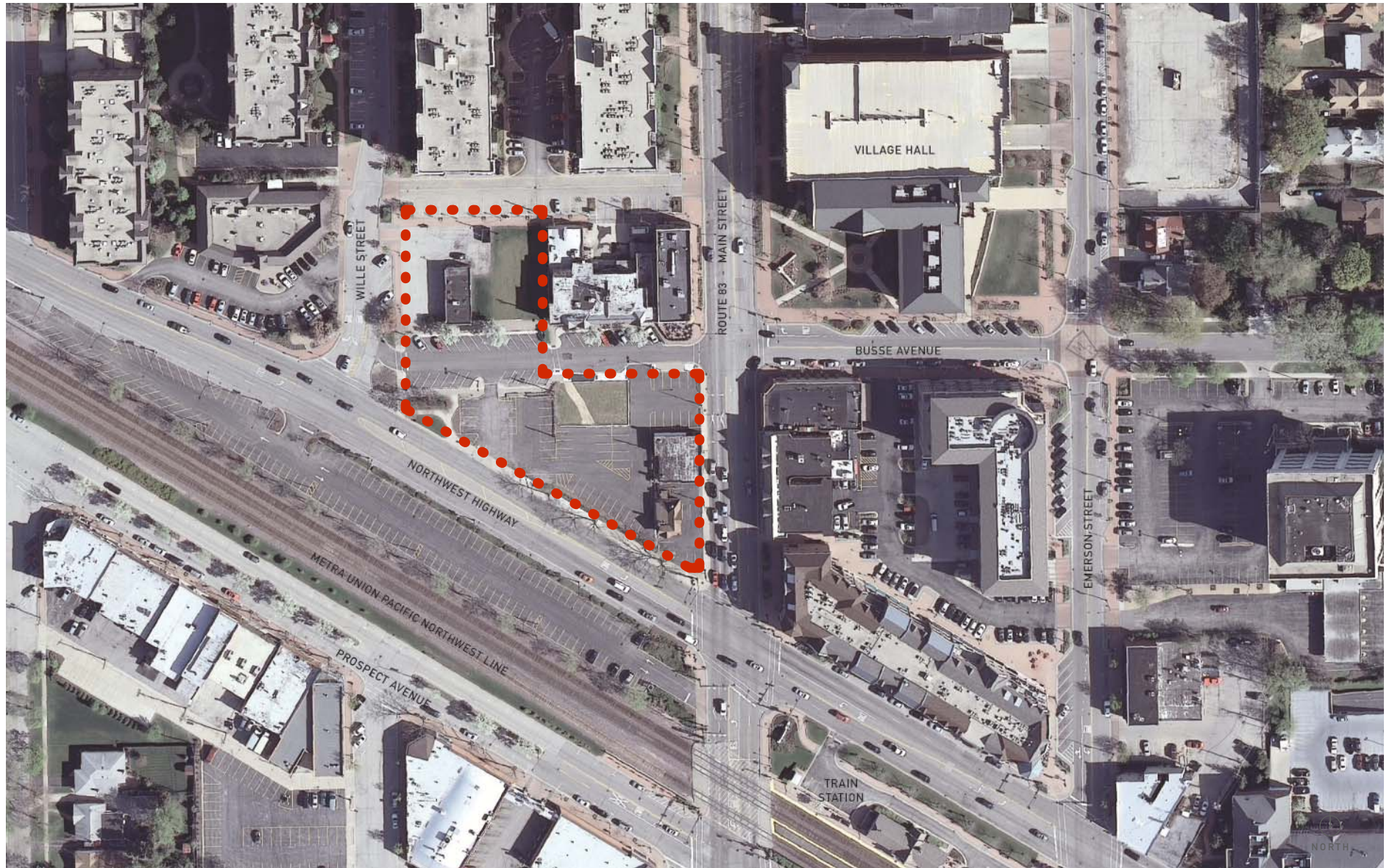
The Plan describes two alternatives for developing this site, providing added flexibility in reacting to shifting market conditions.



A few single story structures occupy the site today.



The Triangle Site today consists of mostly surface parking.



Triangle Site - Existing Conditions

Triangle Site Entertainment District Concept

The goal of the Entertainment District concept is to promote Downtown as a destination by creating a 'critical mass' of entertainment-oriented commercial uses in a centralized location. As the centerpiece of Downtown, buildings and open spaces in the Triangle Site must feel inviting, feature a variety of site amenities and have a high aesthetic value.

One to two story commercial buildings on the site should contain restaurants or entertainment-oriented uses that will draw people Downtown both day and night. The concept shown in Exhibit 8.3 proposes two new buildings working in conjunction with the existing two-story buildings north of Busse Avenue. *Building A* provides 8,000 square feet of space, adequate for a restaurant, with landscaping and outdoor seating fronting an improved Busse Avenue. Another one-story building, *Building D*, provides a larger floor plate at 15,000 square feet.

Both of these new buildings should be arranged to create a series of small outdoor seating and plaza spaces that are comfortable and highly-visible. These spaces could be shared among multiple tenants or managed by a single user. High-quality furnishings and lighting displays,

and other unique branding and urban design elements, are encouraged to further support weekend and evening use.

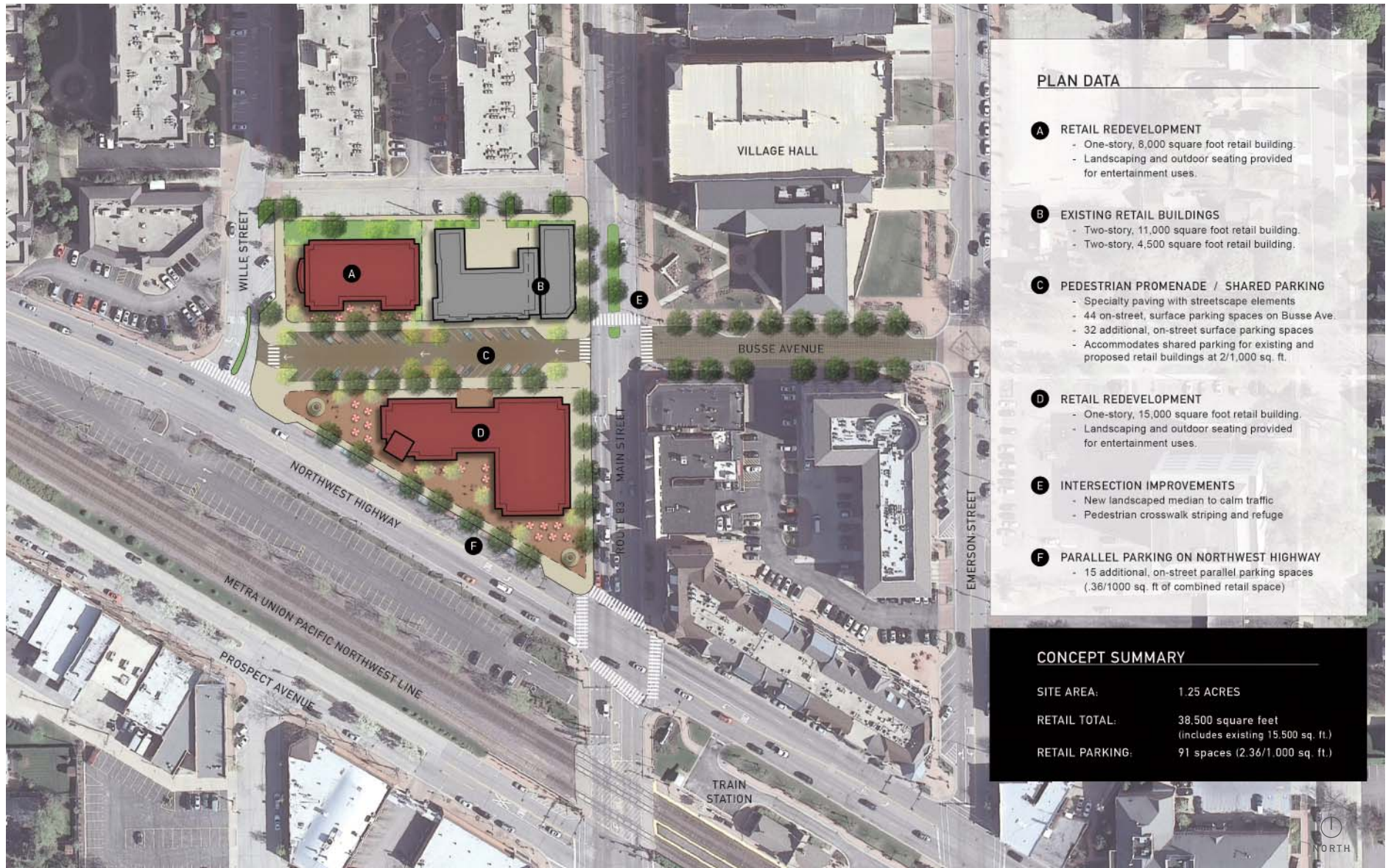
The concept also depicts Busse Avenue as an enhanced pedestrian-oriented streetscape (*Item C*) with specialty paving, landscaping, benches and new lighting. Though typically open to cars, Busse is envisioned as a 'pedestrian promenade', easily able to be closed for temporary festivals and events. The use of

elements such as cafe tables and planters help to make the sidewalk feel like an extension of adjacent dining and entertainment uses.

One of the biggest challenges to the success of this concept is convincing patrons to use existing nearby parking, such as the Village garage which is located on the east side of Main Street or the Metra parking lot across Northwest Highway. 44 on-street surface parking spaces on Busse Avenue provide convenient parking



Entertainment District Concept - view looking northwest



PLAN DATA

- A RETAIL REDEVELOPMENT**
 - One-story, 8,000 square foot retail building.
 - Landscaping and outdoor seating provided for entertainment uses.
- B EXISTING RETAIL BUILDINGS**
 - Two-story, 11,000 square foot retail building.
 - Two-story, 4,500 square foot retail building.
- C PEDESTRIAN PROMENADE / SHARED PARKING**
 - Specialty paving with streetscape elements
 - 44 on-street, surface parking spaces on Busse Ave.
 - 32 additional, on-street surface parking spaces
 - Accommodates shared parking for existing and proposed retail buildings at 2/1,000 sq. ft.
- D RETAIL REDEVELOPMENT**
 - One-story, 15,000 square foot retail building.
 - Landscaping and outdoor seating provided for entertainment uses.
- E INTERSECTION IMPROVEMENTS**
 - New landscaped median to calm traffic
 - Pedestrian crosswalk striping and refuge
- F PARALLEL PARKING ON NORTHWEST HIGHWAY**
 - 15 additional, on-street parallel parking spaces (.36/1000 sq. ft. of combined retail space)

CONCEPT SUMMARY

SITE AREA:	1.25 ACRES
RETAIL TOTAL:	38,500 square feet (includes existing 15,500 sq. ft.)
RETAIL PARKING:	91 spaces (2.36/1,000 sq. ft.)

Exhibit 8.3: Triangle Site - Entertainment District Concept

for entertainment uses and also create an opportunity for short term or valet functions during peak restaurant hours. Strategic building placement and site design also accommodates 15 additional on-street parking spaces along Northwest Highway, in addition to those provided on Wille Street and behind the buildings to the north. The closest Metra lot provides the potential for shared parking with 140 spaces that could serve the entertainment uses during peak times, such as nights and weekends, which are the times the Metra lot is not being fully utilized by commuters.

Finally, in order to increase pedestrian connectivity through Downtown while also providing a greater connection to the Emerson Municipal Garage, intersection improvements are shown at Busse Avenue and Main Street. *Item E* introduces a new landscaped median to calm traffic and provide a pedestrian refuge for those using this new crosswalk. Additional information regarding this intervention is provided in the *Access & Circulation* sub-section of this report (pages 80-81).

CHARACTER IMAGES



One or two story restaurant buildings



High quality site furnishings and urban design



Temporary street closures for festivals and events.



Encourage evening and weekend uses.



Lighting and branding displays

IMPLEMENTATION NOTES

- The Village should engage and work with existing property and business owners on and adjacent to the Triangle Site. *Clearly defined and coordinated redevelopment plans are essential in maximizing the site's potential.*
- Establish a public-private partnership with the owners and operators of new Triangle Site developments that oversees maintenance and ensures access. *The community should have access to entertainment district open spaces, and feel welcome in them.*
- The site's size and shape make it difficult to reach parking ratios currently required under Village Code. *Consider exceptions to current parking standards in order to foster a pedestrian-oriented environment.*
- High traffic volumes on Northwest Highway and Main Street will remain a challenge to pedestrian safety and connectivity. *Intersection and crosswalk improvements are an integral part of redevelopment.*

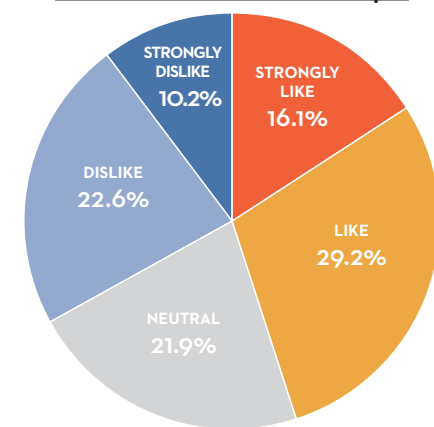
MARKET NOTES

- Due to its proximity to the train station, the site serves as Downtown's "front door". *Think of it as a way to attract new residents and visitors who might otherwise just pass by on the train.*
- Main Street and Northwest Highway frontage has high visibility and average daily traffic counts, and *should be marketed as a key selling point of the site.*
- *Restaurants have the strongest and most immediate market potential.* They could also provide a catalyst for increased sales on the surrounding blocks.
- The largest age group in the Village is between 45 and 55 years old, which is typically considered to be the peak earning years. *This suggests potential for increased food, drink and entertainment sales.*
- Nationally-owned retail and restaurant chains will most likely choose locations near Randhurst. *Seek out independent or local businesses to avoid direct competition.*

COMMUNITY INSIGHT

- *"The scale of the buildings is good, but there should be some green space."*
- *"There seems to be a lot of retail vacancy, Downtown should focus on dining and entertainment."*
- *"Many people - and families in particular - are drawn to an area for non-commercial amenities, by having an inviting place to hang out, it would encourage people to stay and spend money."*
- *"A pleasant and defined street that could be used for festivals would be a great civic amenity."*

What is your opinion of the Entertainment District concept?



Triangle Site Landmark Plaza Development

The Landmark Plaza Development concept creates a marquee public space in the heart of Downtown. Ground floor commercial uses in both existing buildings (Ye Olde Town Inn and Blues Bar) and a new building frame the open space and provide a highly activated public realm. Building materials and styles respect the surrounding context, and are of high aesthetic value to reflect the site's significance within Downtown.

In order to maximize the site's development potential, the western end of Busse Avenue is turned to connect to the north, allowing for consolidation of the remaining parcels. In locating new development along the western edge of the site, visual impact on the existing condominium developments to the north is limited, and large areas of the site are preserved for public use.

The new mixed-use development (*Item A*) shown in Exhibit 8.4 anchors the corner of Northwest Highway and Wille Street with a new, six-story, mixed-use building. A 5,000 square foot retail space on the first floor fronts Northwest Highway and activates a new signature greenspace. 68 new residential units are

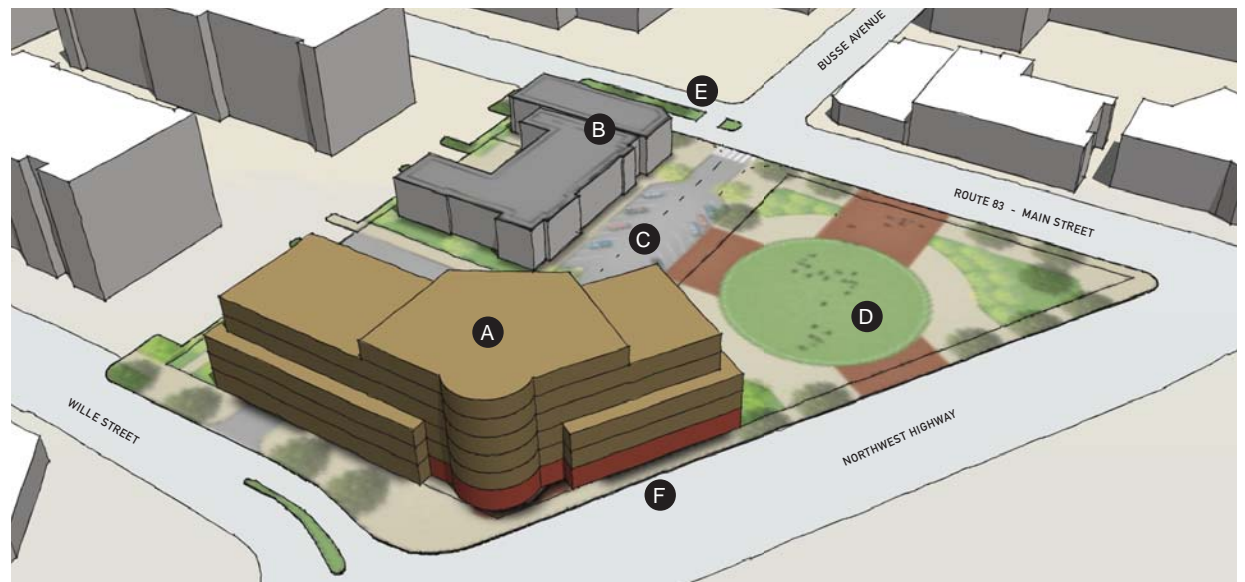
located on five floors above the retail space. The building also provides 88 internal parking spaces to accommodate residential and retail parking. Architectural features and forms - such as stepbacks, corner elements, and facade fenestration - are used to reduce the perceived bulk of the six-story building.

The 0.6 acre 'Prospect Plaza' (*Item D*) is envisioned as an iconic open space, large enough to accommodate special events. Seating and landscaping are incorporated to promote comfort, while gateway, branding and artistic elements ensure the plaza is easily

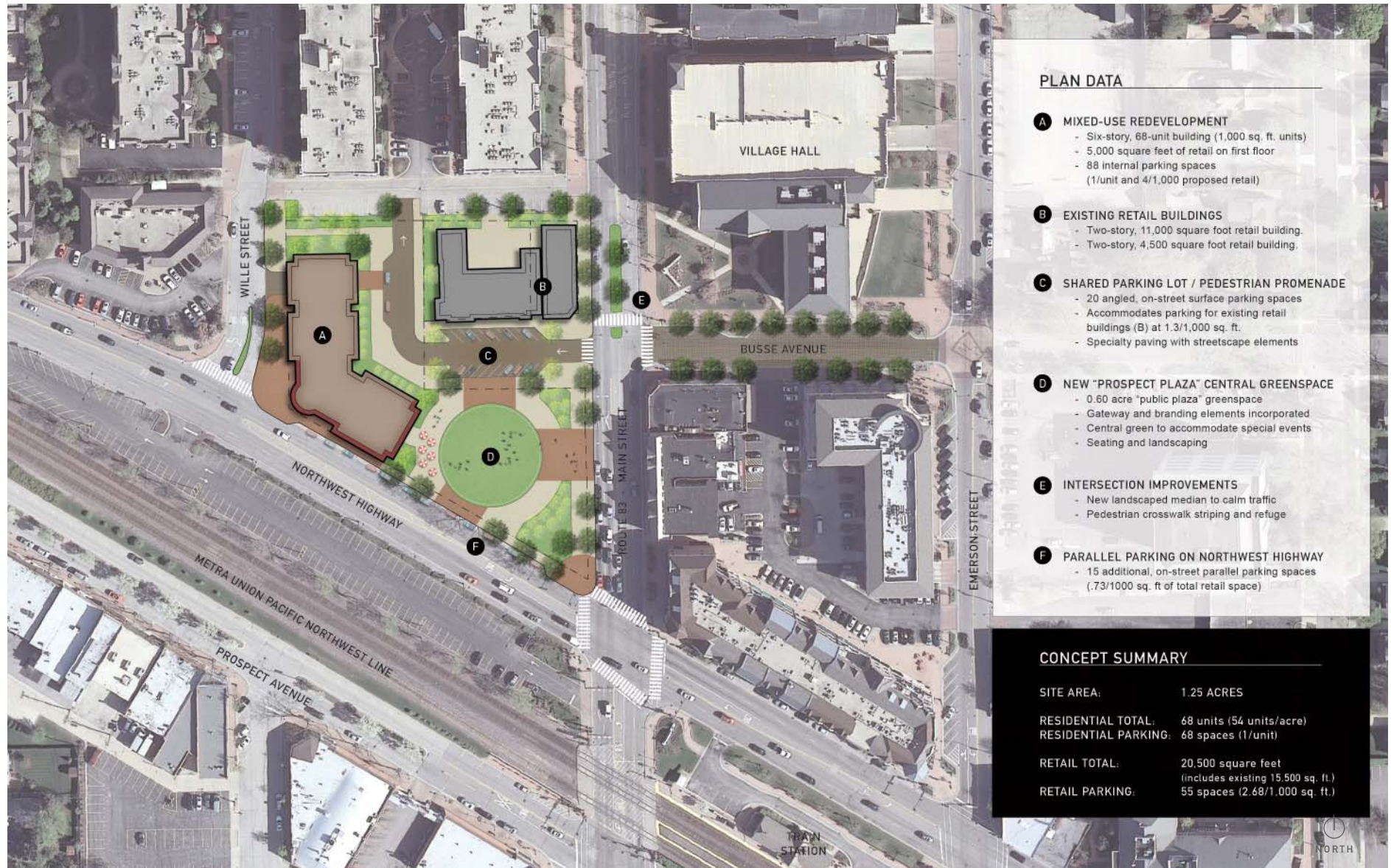
recognized. Primary entrances and other key building features should front the open space and be clearly identifiable, encouraging public gathering all times of the day.

Item F shows streetscape enhancements and 15 additional on-street parking spaces along Northwest Highway, combining with an ample landscape buffer to transform this busy auto-oriented intersection into a space that is comfortable and inviting to pedestrians.

In a similar fashion to the Entertainment District Concept, Busse Avenue is transformed into a



Landmark Plaza Development Concept - view looking northeast



PLAN DATA

- A MIXED-USE REDEVELOPMENT**
 - Six-story, 68-unit building (1,000 sq. ft. units)
 - 5,000 square feet of retail on first floor
 - 88 internal parking spaces (1/unit and 4/1,000 proposed retail)
- B EXISTING RETAIL BUILDINGS**
 - Two-story, 11,000 square foot retail building.
 - Two-story, 4,500 square foot retail building.
- C SHARED PARKING LOT / PEDESTRIAN PROMENADE**
 - 20 angled, on-street surface parking spaces
 - Accommodates parking for existing retail buildings (B) at 1.3/1,000 sq. ft.
 - Specialty paving with streetscape elements
- D NEW "PROSPECT PLAZA" CENTRAL GREENSPACE**
 - 0.60 acre "public plaza" greenspace
 - Gateway and branding elements incorporated
 - Central green to accommodate special events
 - Seating and landscaping
- E INTERSECTION IMPROVEMENTS**
 - New landscaped median to calm traffic
 - Pedestrian crosswalk striping and refuge
- F PARALLEL PARKING ON NORTHWEST HIGHWAY**
 - 15 additional, on-street parallel parking spaces (.73/1000 sq. ft. of total retail space)

CONCEPT SUMMARY

SITE AREA:	1.25 ACRES
RESIDENTIAL TOTAL:	68 units (54 units/acre)
RESIDENTIAL PARKING:	68 spaces (1/unit)
RETAIL TOTAL:	20,500 square feet (includes existing 15,500 sq. ft.)
RETAIL PARKING:	55 spaces (2.68/1,000 sq. ft.)

Exhibit 8.4: Triangle Site - Landmark Plaza Development Concept

pedestrian promenade with specialty paving and streetscape elements (Item C). 20' angled, on-street parking spaces accommodates parking for existing retail in the two-story buildings north of Busse Avenue. An enhanced pedestrian crossing (Item E), with a landscaped median and pedestrian is once again shown on Route 83, further connecting the site with surrounding civic and commercial uses.

CHARACTER IMAGES



New development should be of a high quality and respect the surrounding context.



Clearly defined entrances and architectural elements



Open space as a living room



Buildings help to frame open space



Activity generating activities for all ages

IMPLEMENTATION NOTES

- The Village should engage and work with existing property and business owners on and adjacent to the Triangle site. *Rerouting of the western end of Busse Avenue, and consolidation of the adjacent parcels is required in order to maximize development potential.*
- Though some public funding will be required to create a new open space, *private development on the remaining site could be leveraged to help manage costs.*
- *Enable a preferred development outcome.* Use density or other bonuses to incentivize higher quality products and other amenities.
- The site's size and shape make it difficult to reach parking ratios currently required under Village Code. *Consider exceptions to current parking standards in order to foster a pedestrian-oriented environment.*
- The site's B5-C zoning designation limits residential density to 30 units per acre. *Achieving development as shown in the concept would require approval through a PUD designation.*
- High traffic volumes on Northwest Highway and Main Street will remain a challenge to pedestrian safety and connectivity. *Intersection and crosswalk improvements are an integral part of redevelopment.*
- To promote feelings of community ownership and pride in the new public space, *engage the public in future plaza design efforts.*
- As this key opportunity site is being developed, *the Village should launch a branding campaign* to promote this important addition to Downtown Mount Prospect.

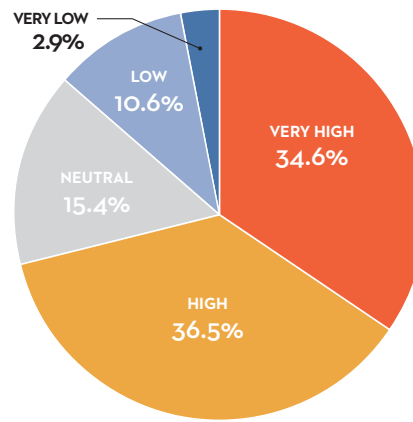
MARKET NOTES

- Due to its proximity to the train station, the site serves as Downtown's "front door". *Think of it as a way to attract new residents and visitors who might otherwise just pass by on the train.*
- Main Street and Northwest Highway frontage has high visibility and average daily traffic counts, and *should be marketed as a key selling point of the site.*
- New residential development on the site is likely to be rental apartments in the foreseeable future. *Diversifying the residential base with this type of product helps to attract younger households. Over time and with changing market conditions, rental projects may be converted to condominium ownership.*
- Increasing residential units within the Downtown *will help to support nearby commercial uses and boost Metra ridership.*
- Creation of a landmark open space in the Triangle Site *would provide added benefits for both retail and residential uses.*

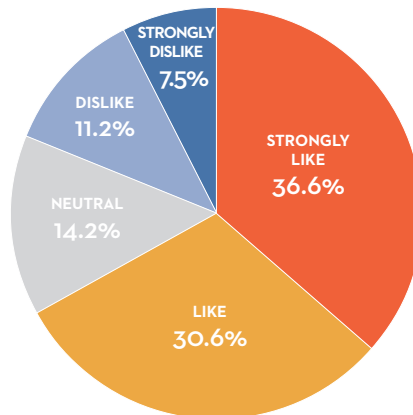
COMMUNITY INSIGHT

- “A marquee civic space could attract people from surrounding areas, and local businesses could benefit from added exposure.”
- “There are other open spaces already located downtown. Any new one would need to be worth the investment.”
- “Picnicking and other leisurely activities would support the bakery and other nearby food service establishments.”
- “Many people - and families in particular - are drawn to an area for non-commercial amenities, by having an inviting place to hang out, it would encourage people to stay and spend money.”
- “A pleasant and defined street that could be used for festivals would be a great civic amenity.”
- “Northwest Highway and Route 83 are very busy arterials, pedestrian safety along these streets is extremely important - especially if more people will be coming to this location.”
- “A development of this nature would provide added density and a new open space, the “best of both worlds”.”

How high a priority is it to have a new public open space in this location?



What is your opinion of the Landmark Plaza Development concept?





Bird's eye illustration of the envisioned Landmark Plaza Development Concept - view looking northeast

CHASE BANK SITE

At approximately 2.10 acres, the Chase Bank Site is one of the largest properties in Downtown and is defined by Busse Avenue to the north, Emerson Street to the west and Maple Street to the east. The site consists of a six-story office building with a large surface parking lot that lacks internal landscaping or landscape screening. While the building brings a significant amount of office space to Downtown, the surface parking lot severely disrupts the urban fabric of an otherwise pedestrian-oriented streetscape found along Emerson Street and Busse Avenue.

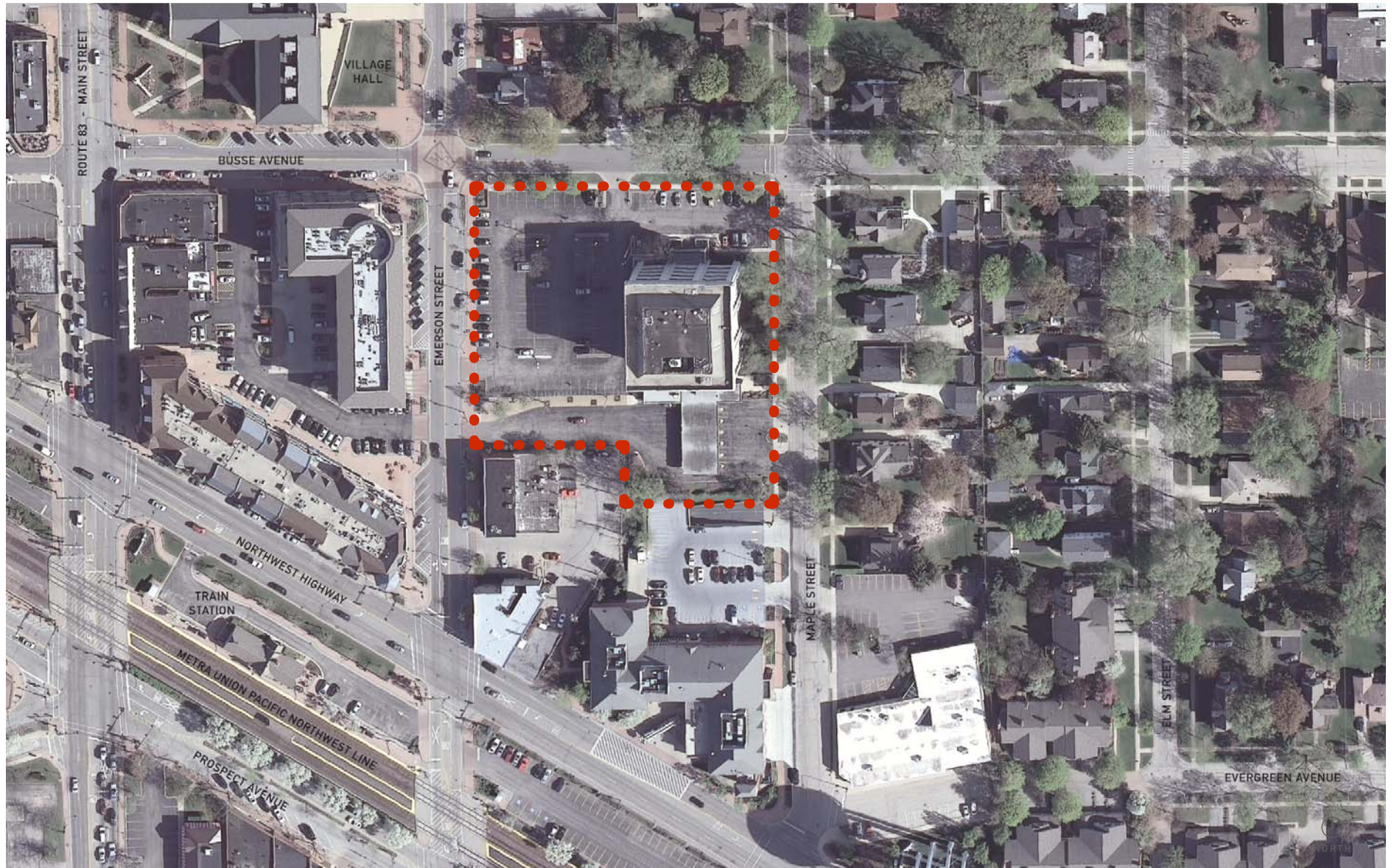
The site is currently zoned B5-C which allows for 80 feet height and 30 dwelling units per acre. No setbacks are required and parking requirements range from 1.5 spaces per unit of residential to 4 spaces per 1,000 square feet of retail or office space.



Existing Chase Bank Site



Existing Chase Bank Site



Chase Bank Site - Existing Conditions

Chase Bank Site Improvements

Within a context such as Downtown Mount Prospect, parking lots should have landscaped buffers and internal landscaping that create a pleasant pedestrian environment. As an important block in the Downtown core, the Chase Bank Site is no exception, and improvements should be made to increase the visual appeal of the Emerson Street and Busse Avenue frontages.

Accordingly, the concept in Exhibit 8.5 shows new internal landscaping and landscaped edge treatments that screen the surface parking and enhance the pedestrian experience along the public right-of-ways. The enhanced parking lot design maintains the existing 120 surface parking spaces, while increasing circulation efficiency (Item B). The removal of the Busse Avenue entrance, and a decrease in other curb cut lengths reduces pedestrian-vehicular conflicts and the amount of impervious surfaces effecting the environment.

At the key intersection of Busse Avenue and Emerson Street - a gateway into Downtown from the adjacent neighborhood and an important landmark opportunity - a simple corner plaza is shown (Item A). Landscaping, seating and other branding elements are incorporated in this space to further enhance the pedestrian experience.

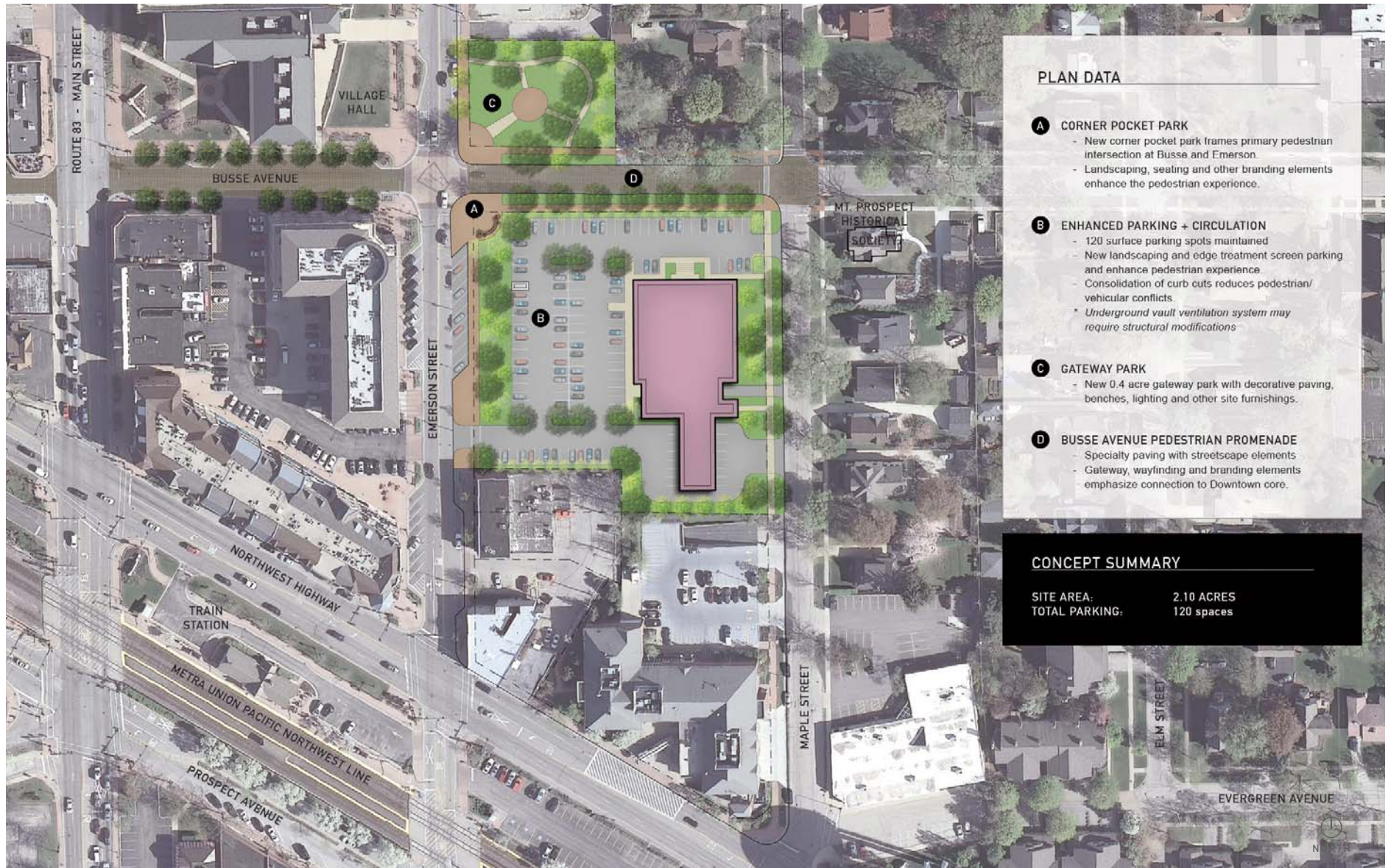
This plaza space would relate to the existing Village Hall green space, as well as the planned open space on the northeast corner of Busse and Emerson (Item C). It would be an ideal location for a gateway feature, as well as an informational kiosk that would not only provide wayfinding to Downtown landmarks, but also highlight historical information about Mount Prospect. This plaza feature could be part of an overall Busse Avenue streetscape program (Item D) that links Downtown to the Mount Prospect Historical Society to the east, as well as any

new development on the Triangle Site to the west.

Another element of the Chase Bank Site concept is the inclusion of amenities that support the various community festivals and events, including the annual Downtown Block Party and Oktoberfest celebration, which occasionally take place on the property. Incorporated into the corner plaza's design, these amenities could include outdoor dining areas and public utility connections.



Chase Bank Site Improvements Concept - view looking southeast



PLAN DATA

- A CORNER POCKET PARK**
 - New corner pocket park frames primary pedestrian intersection at Busse and Emerson.
 - Landscaping, seating and other branding elements enhance the pedestrian experience.
- B ENHANCED PARKING + CIRCULATION**
 - 120 surface parking spots maintained
 - New landscaping and edge treatment screen parking and enhance pedestrian experience.
 - Consolidation of curb cuts reduces pedestrian/vehicular conflicts.
 - * *Underground vault ventilation system may require structural modifications*
- C GATEWAY PARK**
 - New 0.4 acre gateway park with decorative paving, benches, lighting and other site furnishings.
- D BUSSE AVENUE PEDESTRIAN PROMENADE**
 - Specialty paving with streetscape elements
 - Gateway, wayfinding and branding elements emphasize connection to Downtown core.

CONCEPT SUMMARY

SITE AREA: 2.10 ACRES
 TOTAL PARKING: 120 SPACES

Exhibit 8.5: Chase Bank Site - Improvement Concept

Finally, the Chase Bank Site's centralized location and proximity to the Metra Station provides an opportunity to enhance the availability of car share, or related transportation alternatives within Downtown. These are an increasingly sought after feature for young households who prefer walkable neighborhoods, and this key location could serve as a highly visible home to advertise those alternatives.



The intersection of Busse Avenue and Emerson Street is an important landmark opportunity.

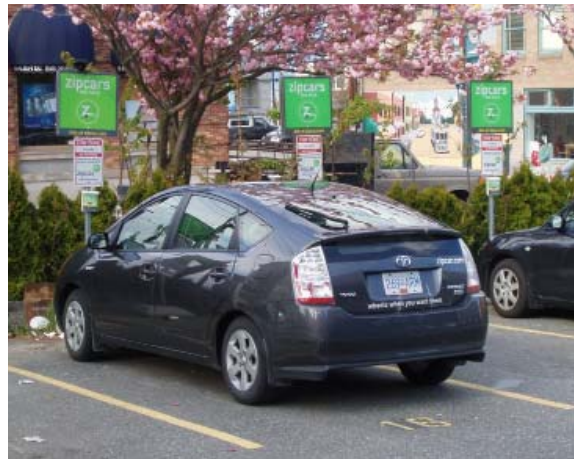
CHARACTER IMAGES



Example of a parking lot landscape buffer



Pocket parks should feature highly decorative landscaping, visual elements and seating areas



Include sustainable amenities like car share



An information and wayfinding kiosk incorporated into a unique streetscape in Plainfield, Illinois

IMPLEMENTATION NOTES

- Reorganization of the existing parking lot will be required in order to establish appropriate landscaped buffer areas. *New circulation plans should minimize curb cuts, and maximize pedestrian safety.*
- Special consideration will be required to accommodate the existing above ground vent, currently found in the center of the parking lot. *Try to incorporate the vent into any new internal landscaping.*
- The Village will need to work with the Chase Building property owners to plan for any public utility connections on private land. *The layout of festival programming should be considered as part of any future parking lot reorganization.*
- Regardless of ownership, designs for new perimeter landscaping, pocket parks and Busse Avenue improvements should present a unified visual aesthetic and coordinated spatial layout. *The Village should play a direct role in coordinating design and construction efforts in order to achieve a preferred outcome.*

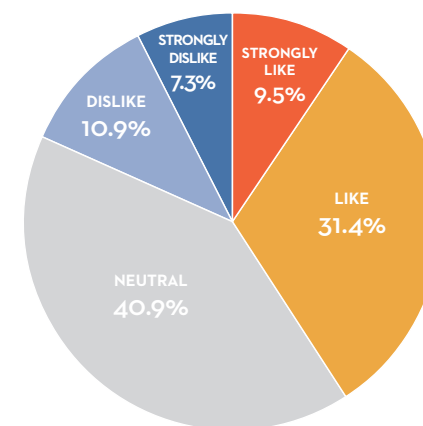
MARKET NOTES

- Aesthetic improvements at the property's edges can have a *positive financial impact on and off the site.*
- Specialty food uses suited to Metra commuters, downtown office workers and nearby residents may prove valuable in this location. *Consider allowing informal or temporary structures (i.e. seasonal stands) adjacent to the corner pocket park provided they do not have a negative impact on the public realm.*
- The addition of green space on the northeast corner of Emerson and Busse will allow for the expansion of Village festivals with new offerings. *Use community events as a marketing tool for attracting new visitors to Downtown.*

COMMUNITY INSIGHT

- *"The parking lot provides an important resource as a community festival ground."*
- *"This site isn't a major priority, but landscaping the parking lot would be a welcome improvement."*
- *"There seems to be a lot of retail vacancy, so a small restaurant type of use would be a good alternative in this location and also help to activate the corner."*
- *"The pocket park would be a nice amenity and a good way to tie the site together the Village Green."*

What is your opinion of the Chase Bank Site concept?



CENTRAL & MAIN SITE

The Central & Main Site is located on the northwest corner of the intersection of Central Road and Main Street (Route 83). The approximately 1.57-acre site is currently occupied by a strip shopping center and surface parking lot, both of which lack internal landscaping and parking lot screening. The site is predominately auto-oriented with multiple vehicular curb cuts, some of which are located very close to the Central and Main intersection, causing safety concerns.

The site is currently zoned B5 which allows 3-stories or 35 feet height and 16 dwelling units per acre. While no front or side setbacks are required, the rear of the property will require a setback equivalent to any future building's height because it is directly abutting a single-family residential zone. Parking requirements range from 1.5 spaces per unit of residential to 4 spaces per 1,000 square feet of retail or office space.



Existing Central & Main Site



Existing Central & Main Site



Central & Main Site - Existing Conditions

Central & Main Site Retail Anchor Development Concept

Located at a busy intersection and a gateway to Downtown, this concept seeks to maximize the site's commercial potential. A one to two-story commercial structure is envisioned holding the intersection's northwest corner, thereby creating a more pleasant pedestrian environment.

The concept in Exhibit 8.6 shows a new one-story, retail anchor building consisting of 12,000 square feet (*Item A*), oriented to pedestrian traffic along Central Road and Main Street. The building's architecture should avoid large expanses of blank walls, have a high-value building aesthetic and offer multiple pedestrian access points. The building size is consistent with that of a small market or pharmacy, both of which often rely on visibility and vehicular access.

Just north of the building, an 83-space surface parking lot is provided, with a parking ratio of over 7 spaces per 1,000 square feet of built space. The parking lot is well adorned with perimeter landscape buffers and decorative fencing, and is adequately lit for safety concerns. Parking lot interiors should also feature landscaped areas, which can provide

opportunities for stormwater mitigation and other sustainability measures. An access drive and ten additional parking spaces have been provided at the north end of the lot for First Merit Bank (*Item B*).

To create a more efficient and safe circulation pattern, curb cuts have been consolidated, eliminating all but three vehicular entrances onto

the site. The northernmost entrance on Main Street provides enough stacking space so that cars waiting to turn left into the parking lot do not back up into the Central Road intersection. The remaining two entrances would provide additional options to help avoid congestion entering and exiting the lot.



Retail Anchor Development Concept - view looking northwest



Exhibit 8.6: Central & Main Site - Retail Anchor Development Concept

CHARACTER IMAGES



The site offers potential for a future retail anchor



New development should be sited to improve the pedestrian experience



Landscape parking lot islands



Parking lot landscape buffer with decorative fencing

IMPLEMENTATION NOTES

- Environmental clean up may be required in redeveloping the site. *The Village could consider spearheading remediation efforts to encourage developer interest.*
- Landscaped parking lot buffers and a high-value building aesthetic should be required for any proposed development plans. *This site is one of the most important gateways into Downtown, and should be treated accordingly.*
- *Minimizing curb cuts, limiting surface parking lots, and establishing Downtown as a safe, walkable environment is paramount.* The Village should help to facilitate a shared parking agreement between the new commercial tenant and First Merit Bank.
- In order to foster a pleasant pedestrian environment, *new development should be sited close to the Main Street frontage.*

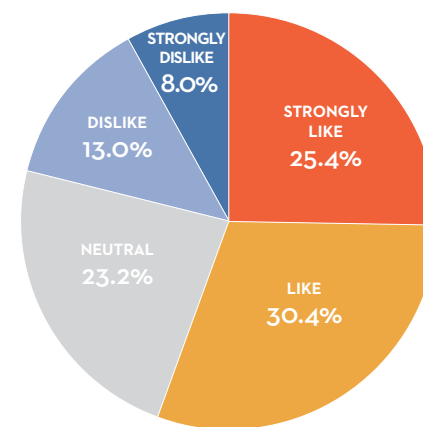
MARKET NOTES

- *The site's location at a major crossroads with good visibility, high average daily traffic rates, and proximity to an area with potential for increased population growth incentivize commercial development at this location.*
- Market analysis shows limited potential for new multi-tenant retail development in the near future. *However, a single-user tenant may be attracted to a more auto-oriented location such as this site.*
- At a footprint of 12,000 to 15,000 square feet and parking rate exceeding 7 spaces per 1000 square feet of built space, the proposed development could accommodate a number of national retailers, *which have been specifically requested by the community.*
- Establishing a retail anchor in this location would *help to expand Downtown's trade area.*

COMMUNITY INSIGHT

- *"Downtown needs a small grocery or convenience store where people can get everyday groceries."*
- *"Addressing traffic and access issues will be a major challenge in redeveloping the site."*
- *"Locating new development closer to the right of way and pushing the access drives away from Central & Main will help to make the site more pedestrian friendly."*

What is your opinion of the Retail Anchor Development concept?



Central & Main Site Residential Development Concept

When examined in context to surrounding land uses, residential development may prove to be a suitable alternative in this location. Multi-story residential buildings would provide a transition from the taller multi-family development south of Central Road to the predominately single-family neighborhood to the north.

The concept shown in Exhibit 8.7 consists of two four-story buildings (*Items A*), each with 30 residential units. Each unit averages approximately 1,000 square feet, with one interior parking space provided per unit within the building's first floor. 36 additional parking spaces are provided in a surface lot located behind the building.

In respect to the site's role as a key gateway into Downtown, the new residential development must be attractive, and help to foster a comfortable pedestrian environment. Buildings should also be well proportioned, using windows and other architectural elements to break up long facades and help identify living quarters. Upper floors can be stepped back to reduce the overall bulk of the building and limit the visual impact on neighboring properties (*Item C*), while also enabling private outdoor spaces.

To maximize safety, curb cuts are consolidated to include one entrance along Central Road and one entrance along Main Street at the northern end of the site. This access point is also shared with First Merit Bank to the north (*Item B*), creating a more efficient circulation pattern.

Additional ground level improvements, including deciduous trees, perennial landscaping and other urban design elements - such as fencing, and decorative street lights - are encouraged to provide a buffer between public and private realms.



Residential Development Concept - view looking northwest



Exhibit 8.7: Central & Main Site - Residential Development Concept

CHARACTER IMAGES



Landscaping and urban design elements provide a buffer between public and private realms



Upper story step backs reduce the visual impact



Multi-story buildings provide a transition from the Downtown core



Residential buildings should be well proportioned

IMPLEMENTATION NOTES

- *Some flexibility should be given to the parcel's site development standards in order to accommodate new residential construction.* Specifically, variances for an additional one or two stories, increased density levels and lower parking requirements may be necessary.
- If considering the residential development concept alternative, further examination should be given to zoning designations along the north side of Central Road, in order to *establish a transition between single family residential uses and the Downtown core.*
- *Village and developers will have to work with neighboring home owners to address concerns over the impacts of new development.*
- Environmental clean up may be required in redeveloping the site. *The Village could consider spearheading remediation efforts as an incentive for developers.*

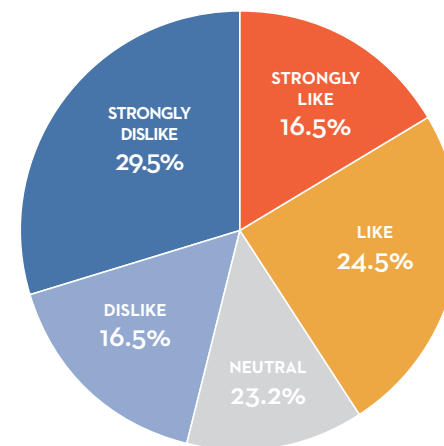
MARKET NOTES

- *Residential units in this location are within easy walking distance of the Metra Station and should be marketed and developed accordingly.* Potential interest could come from a wide range of households - including commuters, starter households, singles and empty nesters.
- The concept provides an alternative residential product to Downtown's existing condominium development. *Currently, there is strong demand for apartments in downtown suburban locations.*
- In order to be a feasible alternative, new residential development on the site *will likely require higher density levels than currently permitted.*

COMMUNITY INSIGHT

- "Residential uses could be good in this location as it would help to limit commercial on the north side of Central Road."
- "More people need to live downtown in order to support restaurants and businesses."
- "There may not be enough demand for new residential units at the moment, apartments could be good if they are well thought out."
- "If residential goes in here, other options are needed for where to put a grocer."

What is your opinion of the Residential Development concept?



TRI-STATE SITE

The Tri-State site is located along Northwest Highway between Pine Street and Elmhurst Avenue. The site is approximately 0.99 acres in size and is occupied by a single-story retail building. The building is centrally located on the site with two surface parking lots occupying the corners of the intersections. These lots lack internal landscaping, and although perimeter landscaping exists it does not achieve the goal of screening the majority of the parking lot. Although the building is located along the front property line of Northwest Highway, main entrances are oriented toward the parking lots rather than pedestrian traffic along Northwest Highway.

The site is zoned B5-C, which allows for 80 feet height and 30 dwelling units per acre. No setbacks are required and parking requirements range from 1.5 spaces per unit of residential to 4 spaces per 1,000 square feet of retail or office space.



Existing Tri-State Site



Existing Tri-State Site



Tri-State Site - Existing Conditions

Tri-State Site Commercial Development Concept

Good visibility and high average daily traffic counts make this location viable for a variety of commercial uses. New commercial development at this location could be built to suit a number of potential uses, including new small-format restaurants or a national chain anchor. To accommodate this range of potential outcomes, two concepts were prepared as part of this plan demonstrating similar urban design goals through different forms.

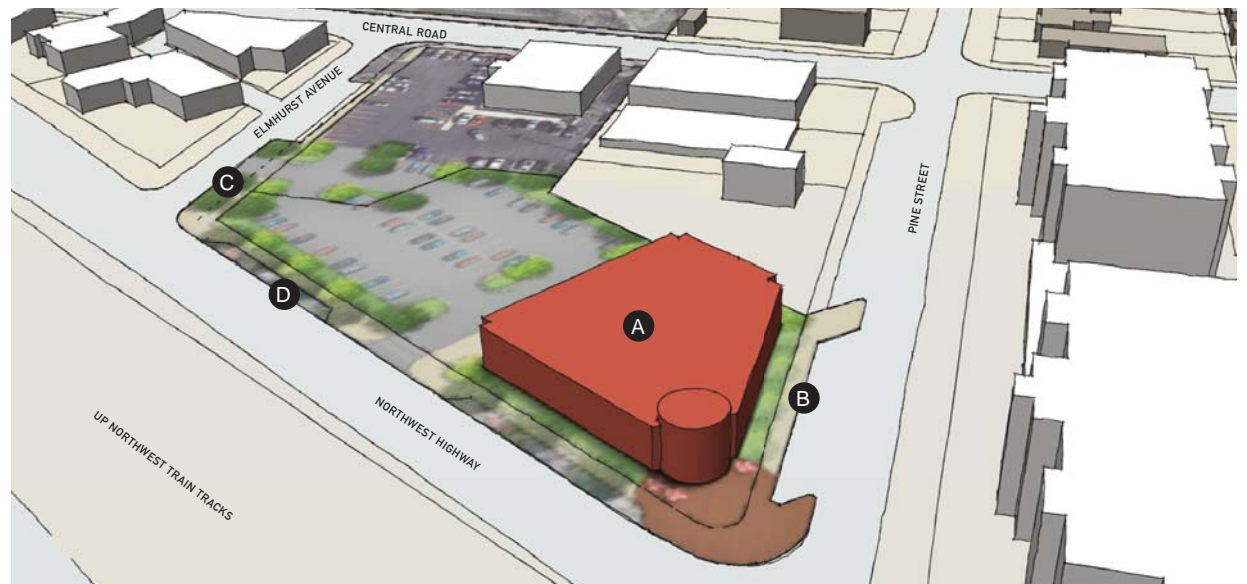
Creating a walkable, pedestrian-oriented environment should be a central goal of any new redevelopment. To achieve this goal, buildings should be located close to the public right-of-way and have clearly identifiable entrances. Development at this location has the potential to provide outdoor cafe spaces, which activates the public realm. These outdoor spaces can also utilize lighting to create intimate and unique dining experiences and bring people to Downtown during evenings and weekends. When fronting the public right of way, parking lots should also be screened to avoid auto-dominated environments.

Tri-State Site Retail Anchor Development

The concept shown in Exhibit 8.8 depicts the potential for a retail anchor development at this location. A new one-story, 12,000 square foot building (*Item A*) holds the corner of the Northwest Highway and Pine Street intersection. Primary pedestrian entrances are provided at this corner, along with a small outdoor dining opportunity. Just to the north and west of this new building, 55 parking spaces are provided in a surface lot. The lot is screened with landscaping along the perimeter and internally

with landscaped islands. 10 additional parking spaces are provided in the form of diagonal, on-street spaces along Pine Street (*Item B*), while 8 additional spaces are provided as traditional parallel on-street spaces along Northwest Highway (*Item C*).

In order to increase vehicular circulation efficiency and minimize pedestrian-vehicular conflicts, curb cuts are reduced to two total. One access point is located along Northwest Highway while the other is shared with the adjacent Mount Prospect State Bank to the north.



Retail Anchor Development Concept - view looking northwest



PLAN DATA

- A RETAIL REDEVELOPMENT**
 - One-story, 12,000 square foot retail anchor.
 - 55 surface parking spaces (4.5/1,000 sq. ft.)
- B DIAGONAL PARKING ON PINE STREET**
 - 10 on-street parking spaces adjacent to retail anchor (.8/1,000 sq. ft.)
- C ELMHURST AVENUE ACCESS**
 - Primary access point for retail anchor
 - Shared on-street parking
- D PARALLEL PARKING ON NORTHWEST HIGHWAY**
 - 8 additional, on-street parallel parking spaces (.67/1,000 sq. ft. of retail space)

CONCEPT SUMMARY

SITE AREA:	0.99 ACRES
RETAIL TOTAL:	12,000 square feet
RETAIL PARKING:	73 spaces (6/1,000 sq. ft.)

Exhibit 8.8: Tri-State Site - Retail Anchor Development Concept



Exhibit 8.9: Tri-State Site - Small Format Retail Concept

CHARACTER IMAGES



Outdoor seating activates the public realm.



Outdoor cafe spaces



Parking lots should be screened to avoid auto-dominated environments.

IMPLEMENTATION NOTES

- Coordination with Mount Prospect State Bank will be required to create functional vehicular entrances, access drives and preferred parking layouts. *Limiting the amount of surface parking within the Downtown is an important goal.* Shared parking lots should be encouraged at every opportunity.
- Northwest Highway and Pine Street should be maintained as the site's primary frontages. *Parking lots should not be allowed in front of buildings along Northwest Highway.*
- Vehicular access points should not have a negative impact on the pedestrian realm. *Minimize curb cuts, reduce driveway turn radii and provide clearly marked crosswalks.*

MARKET NOTES

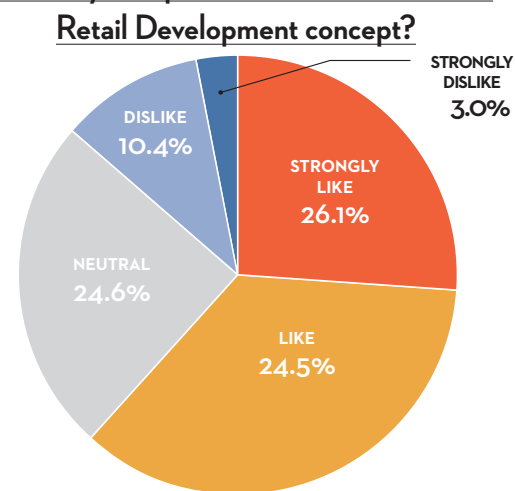
- Good visibility and high average daily traffic counts make this location viable for a variety of commercial uses. *The right anchor will draw more Village residents and visitors to Downtown, strengthening the customer base for all businesses.*
- *Maintaining the site's corner as a potential location for a new anchor tenant is critical* if the Central & Main Site is redeveloped for residential use, since the corner of Central & Main is the strongest commercial location.
- If the 'Entertainment District' concept is desired for the Triangle Site, *exercise caution in allowing new entertainment-oriented commercial development in this location.*
- Restaurant uses would provide synergy with adjacent Capannari Ice Cream shop. *Outdoor dining spaces are encouraged as a way to foster this type of relationship.*

Note: The retail anchor development concept was created in response to public comments and current market realities. Direct public input regarding the concept is unavailable.

COMMUNITY INSIGHT

- "More restaurant space is desired downtown, and this location has a lot of potential for this type of use."
- "A grocery store is desperately needed downtown. This would be a good spot."
- "This is an important location for people travelling through downtown. A one story building here might not make enough of an impression."
- "Parallel parking on Northwest Highway seems like it could be dangerous."
- "More outdoor dining opportunities."

What is your opinion of the Small Format



Tri-State Site

Mixed-Use Development Concept

While commercial use of the site deserves consideration, potential exists for more intense redevelopment. A larger mixed use development would provide a good balance between commercial and residential uses. In addition, a more substantial building in this location would serve as a strong 'book end' for the western edge of Downtown. In this concept, new development along Northwest Highway embraces the street and employs architectural features to emphasize corner retail entrances.

The concept shown in Exhibit 8.10 shows a new five-story, mixed-use building (*Item A*) sited along the Northwest Highway frontage. On the first floor, 7,500 square feet of retail space is located at the southeast corner of the site. 25 surface parking spaces (3.3 spaces / 1000 sf) support the retail space in a shared parking lot to the north (*Item B*). The four upper floors hold 52 residential units. Use of stepbacks and facade fenestration help to minimize the impact that this building will have on the street and surrounding uses. A total of 2 parking spaces are provided per unit, with 78 spaces (1.5/ unit) located internally on the first floor and underground, and an additional 26 spaces (.5/ unit) in the shared surface parking lot.

An outdoor gathering area adjacent to the building's commercial space is also provided, which will be ideally suited for outdoor dining and gathering. Its features include interesting site elements and attractive landscaping that help the building relate to neighboring commercial and residential uses.

The building is intended to promote a pedestrian-friendly streetscape environment along Northwest Highway. In support of this goal, various traffic calming measures are shown, including 13 additional on-street parking spaces (*Item C*) and street trees.



Mixed-Use Development Concept - view looking northwest



PLAN DATA

- A MIXED-USE REDEVELOPMENT**
 - Five-story, mixed-use building.
 - 7,500 square feet commercial space
 - 52 residential units
 - 78 internal / underground parking spaces (1.5/unit)
 - 26 surface parking spaces (.5/unit)
- B SHARED PARKING LOT**
 - 25 surface parking spaces (3.3/1,000 sq. ft.)
 - Perimeter landscaping and connection to other lots.
- C PARALLEL PARKING ON NORTHWEST HIGHWAY**
 - 13 additional, on-street parallel parking spaces (1.7/1,000 sq. ft. of retail space)

CONCEPT SUMMARY

SITE AREA:	0.99 ACRES
RETAIL TOTAL:	7,500 square feet
RETAIL PARKING:	38 spaces (5/1,000 sq. ft.)
RESIDENTIAL TOTAL:	52 units (52 units/acre)
RESIDENTIAL PARKING:	104 spaces (2/unit)

Exhibit 8.10: Tri-State Site - Mixed-Use Development Concept

CHARACTER IMAGES



Changes in material help to break up a building's mass



Corner features highlight important entrances



Stepbacks and facade fenestration



Residential units help to attract and sustain desired retail formats.



Interesting site elements and attractive landscaping help to create great open spaces

IMPLEMENTATION NOTES

- Coordination with Mount Prospect State Bank will be required to create functional access points and preferred parking layouts. *Shared parking lots are an important logistical element in achieving more significant development on the site.*
- Northwest Highway and Pine Street should be maintained as the site’s primary frontages. *Parking lots should not be allowed in front of buildings along Northwest Highway.*
- The site’s B5-C zoning designation limits residential density to 30 units per acre. *Achieving development as shown in the concept would require approval through a PUD designation.*
- The building height shown is permissible under Village Code, however *outreach should occur with residents in neighboring residential buildings.*
- *A less substantial development on the site is possible by breaking apart the different uses.* New buildings should be carefully sited to create pleasant outdoor spaces.

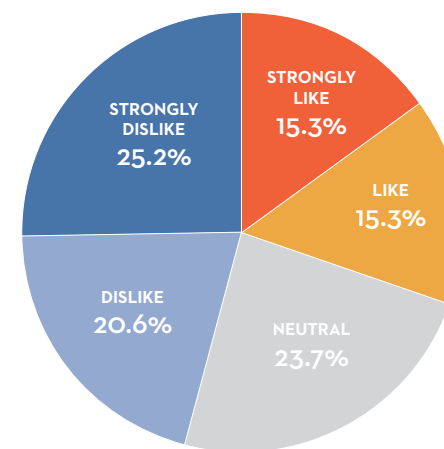
MARKET NOTES

- Good visibility and high average daily traffic counts make the corner of Northwest Highway and Pine Street an attractive retail location. *Proposed retail uses should support the overall vision for Downtown.*
- A small food service use would provide synergy with adjacent Capannari Ice Cream Shop. *Outdoor dining spaces are encouraged as a way to foster this type of relationship.*
- Rental apartments would attract younger households, particularly Metra commuters to Downtown. *Increased residential development provides a boost to downtown businesses.*

COMMUNITY INSIGHT

- *“This could be a good location for a taller mixed use building, it would fit well with the surrounding residential buildings.”*
- *“New development would enhance this location as a gateway into the Village.”*
- *“There are some vacant residential units along Northwest Highway, use caution in building more.”*
- *“A grocery store is still desirable in this location, consider this option if there is enough parking.”*
- *“It would be great to have some additional open space here.”*

What is your opinion of the Mixed Use Development concept?



POST OFFICE SITE

The Post Office site is located at the northeast corner of Central Road and Elmhurst Avenue. While the Post Office site is approximately 3.22 acres, two additional vacant lots to the north provide an additional 0.96 acres of redevelopment opportunity.

The combined 4.18 acre site is zoned B5, which allows 3-stories or 35 feet height and 16 dwelling units per acre. Though no setbacks are required in general, the eastern edge of the site will require a setback equivalent to any future building's height because it is directly abutting a single-family residential zone. Parking requirements range from 1.5 spaces per unit of residential to 4 spaces per 1,000 square feet of retail or office space.



Existing Post Office Site



Existing Post Office Site



Post Office Site - Existing Conditions

Post Office Site Mixed Use Development

This concept explores the long-range potential for the land currently occupied by the Post Office, should it decide to downsize or close at some point in the future. While maintaining the Post Office in its current location is advised, the site offers a rare and important opportunity for large scale redevelopment and should be viewed accordingly.

The concept shown in Exhibit 8.11 envisions the northern portion of the site as a residential development. Four residential buildings (*Items A-D*) are organized around a central, shared surface parking lot. 108 new residential units are created in total from these buildings, with heights ranging from 3 to 4 stories. These residential buildings should be well designed and reflect the aesthetic character of the surrounding neighborhoods. Where adjacent to single-family homes, the use of upper story stepbacks can help to minimize their perceived size. To promote feelings of security, building entrances and shared parking areas (*Item E*) should be clearly defined and visible from residential units.

High-value landscaping and other amenities, such as walking trails and rich landscaping in common areas between residential buildings, should be provided and left open for public use during certain hours.

Along Central Road a mixed-use building is shown (*Item F*), taking advantage of good visibility and high average daily traffic counts. This building creates a strong and welcoming pedestrian environment by embracing the

street, and employing architectural features to emphasize corner retail entrances. The four story building offers 10,000 square feet of retail on the first floor. 36 residential units are located on the three floors above this retail space, averaging approximately 1,200 square feet per unit. 26 internal parking spaces and 26 surface parking spaces are reserved for the residential units, resulting in 1.5 spaces per unit. An additional 40 surface parking spaces is provided to support the retail component of the project.



Mixed-Use Development Concept - view looking northeast



Exhibit 8.11: Post Office Site - Mixed-Use Development Concept

CHARACTER IMAGES



Development should embrace the street



Residential buildings should reflect the local character



Stepbacks help to minimize perceived bulk



For safety, clearly define building entrances



Provide richly landscaped buffers and setback areas



Common areas should have high-value amenities

IMPLEMENTATION NOTES

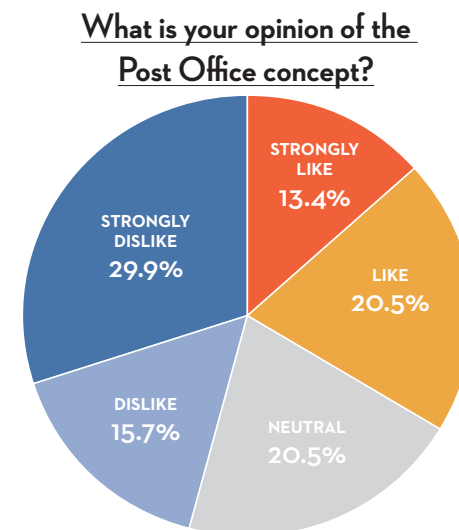
- The Post Office *should not* be encouraged to move in the near future, however the Village should communicate with Post Office facility planners in regards to their intentions. *A strategic plan should be in place ahead of any changes to the site's current use.*
- *Priority must be placed on retaining the site's potential for larger scale, coordinated development.* Any near-term development proposal for the existing vacant parcel (northwest corner of the site, adjacent to the Cemetery) that obstructs or prevents a preferred long-range outcome should be discouraged.
- Enabling development at this scale will require increased density. Accordingly, *the Village should allow for flexibility in its development standards as they relate to height, density and parking.*
- Landscaped buffers and semi-public open spaces should have a high aesthetic value and limit visual impacts on neighboring homes. *New development should be attractive and fit well within the surrounding area.*

MARKET NOTES

- Good visibility and high average daily traffic counts enable mixed-use development along the Central Road frontage. *New commercial development, including professional office space, is welcomed in this location, but should be consistent with existing or planned businesses within Downtown's central core.*
- *Infill development will provide an important boost to Downtown's population in the long term,* further benefiting local businesses.
- Larger-scale, long-term development of this nature will require construction phasing in order to avoid over-saturating the area's residential, real estate market. *Pursuing a phased approach to development is advised to allow for flexibility in responding to changing market conditions.*

COMMUNITY INSIGHT

- *"The Post Office should not be relocated unless another downtown location is available."*
- *"This would be a good location to add new residential units. Increasing density in the area would provide a big boost to downtown businesses."*
- *"The concept's community feel is nice, landscaping and other amenities is a nice addition."*
- *"Consider other types of residential products such as townhomes / rowhomes."*



LIONS PARK SITE

The 10.26-acre Lions Park redevelopment site is generally bounded by Prospect Avenue on the north, Maple Street on the west, School Street on the east and Lincoln Street on the south. Also included in this redevelopment opportunity is the parcel on the southeast corner of Prospect and School, as shown in the aerial photograph to the right. In addition to the 285-space Metra surface parking lot on the west edge of the site, the remainder of this block consists of light industrial and manufacturing buildings, large parking lots, service areas and loading zones.

Overall, the block has very little permeable surface or green space and, as noted in the State of the Downtown report, the property conditions and land uses are at odds with the character of Downtown.

In addition to the less than ideal physical conditions and land uses, the site's potential for redevelopment is enhanced by its proximity to both the Metra Station and Lions Park, as well as the Prospect Avenue shops and restaurants.

The entire Lions Park site is currently zoned I-1: Limited Industrial District, which represents over 75% of the industrial zoning in the Downtown study area.



Existing Lions Park Site



Lions Park Site - Existing Conditions

Lions Park Site – Concept A

The first redevelopment concept for the Lions Park site (Exhibit 8.12) envisions new multi-family residential uses in this location that would be better suited to the surrounding area and would provide a greater overall benefit to Downtown businesses. This long-term scenario also accommodates Metra's expressed interest of increasing available parking through an expansion of the existing surface parking lot, meeting their 2040 projection of 100 additional parking spaces. For redevelopment of this site to occur, existing businesses would need to be relocated to other suitable locations within the Village, such as the Kensington Business Park, in order to accommodate this new transit-oriented residential development.

The concept shows expanding the existing Village-owned lot used for Metra parking (*Item A*) with 150 additional spaces with improved circulation and landscape enhancements. To the east of the existing Metra lot, the concept depicts a group of 5-story multi-family buildings (*Item B*) – either apartments or condominiums – organized around internal shared surface parking and a central open space. This plan represents just over 200 units and also includes internal parking spaces (inside the buildings) to accommodate residents. A smaller-scaled residential building is shown east

of School Street (*Item C*), as a transition into the surrounding neighborhood. This building would have approximately 24 additional units.

It is envisioned that these residential buildings be well designed to reflect the aesthetic character of the surrounding neighborhood and Downtown. Architectural designs should break up long facades and help identify living quarters. Additionally, the use of high quality materials and attention to site design relationships, such as internalizing drives and parking areas, will

enhance the public realm and provide 'curb appeal.'

New development should incorporate a central open space, or a series of smaller green spaces, to provide locations for gathering, socializing and/or recreation, while also lessening the impact of higher density development. In addition, appropriate building setbacks should be provided to create a continuous landscaped front yard along all perimeter streets.



Metra Surface Parking Expansion Concept view looking northwest



Exhibit 8.12: Lions Park Site - Concept A

In an urban context such as Downtown Mount Prospect, parking lots should have a landscaped perimeter along with internal landscaping that creates a pleasant pedestrian environment. In the event that the commuter parking lot is expanded, close coordination will be required to ensure that landscape improvements are made and permeable surface is added to help manage stormwater.

CHARACTER IMAGES



Well designed residential buildings



Avoid long, uninterrupted building facades



Parking lot landscape buffer



Lush open spaces reduces impacts of high density development



Smaller buildings provide a transition into surrounding areas

IMPLEMENTATION NOTES

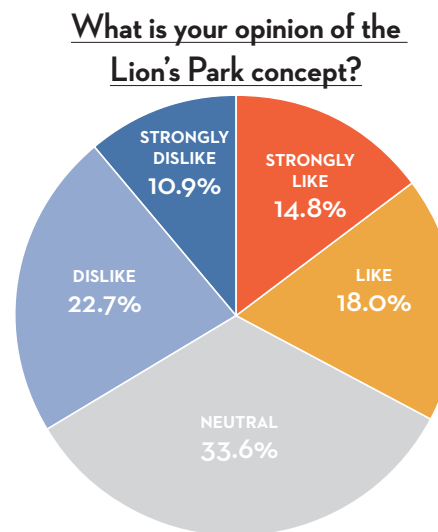
- *Priority should be placed on retaining the site's potential for larger scale development.* Land purchases and other direct efforts will likely be required and should be budgeted for in advance.
- The Village should work directly with the site's existing businesses to relocate in an area better suited for industrial use. *These businesses are valued members of the community, retaining them elsewhere in Mount Prospect is critical.*
- Successful development of the site may require densities high enough to encourage multi-family residential similar to the level shown. *A clear emphasis should be placed on encouraging train and transit use at the policy level.*
- Close coordination with Metra will be required to manage the expansion of the commuter parking facility. *A timeline for growth and clear set of expectations should be established well in advance of any redevelopment efforts.*

MARKET NOTES

- Potential size of the overall site accommodates a range of residential products and densities. *Diversity of unit types increases economic sustainability and provides greater consumer choice.*
- The site is the most significant opportunity in the downtown to capture demand generated by proximity to the Metra Station and from good regional access. *New development should market to people who rely on the train for their daily commute.*
- Redevelopment should be carried out in phases to avoid over-saturation of the local residential market. *Pursuing a phased approach to development is advised to allow for flexibility in responding to changing market conditions.*

COMMUNITY INSIGHT

- *"Its a good idea to provide additional housing close to the train station."*
- *"A mix of unit types is preferred, providing housing for people with a wide range of incomes."*
- *"Adding more Metra parking is helpful, especially if the area's population grows."*
- *"The existing businesses are still valued and appreciated by the community. Don't uproot them unless there is an alternative location, and the market can handle the new residential development."*



Lions Park Site – Concept B

Another long-term scenario for the Lions Park site accommodates increased residential density, using a structured parking deck to minimize the space required for Metra parking (Exhibit 8.13). By consolidating Metra parking into a structure, the southeast corner of Prospect Avenue and Maple Street, as well as the southeast corner of Lincoln Street and Maple Street, would open up for redevelopment.

The alternate concept depicts a mixed-use building on the Prospect and Maple corner (Item A), enabling commercial space that could take advantage of high levels of foot traffic provided by Metra riders, as well as the potential influx of new residents to this area. The concept shows approximately 7,500 square feet of commercial space in a 4-story mixed-use building. Approximately 30 residential units would be located in the top three floors of this building.

The Metra parking structure (Item B) would be located mid-block with access points from Maple Street. The parking structure is depicted as a 3-story (4-level) structure, which would ultimately provide approximately 450 parking spaces – an increase of 165 spaces from the current number. If developed, unique facade materials, 'living walls', and other elements should be used to soften the visual impact of the structure.

The remaining block would build upon the previous redevelopment concept (Item C). An additional residential building is shown fronting Maple Street at the corner of Lincoln, which would bring the total number of residential units on this block to 240. With this scenario, the entire block would be fronted with multi-story residential buildings, providing a highly-visible transit-oriented development and active use to the south side of Downtown.



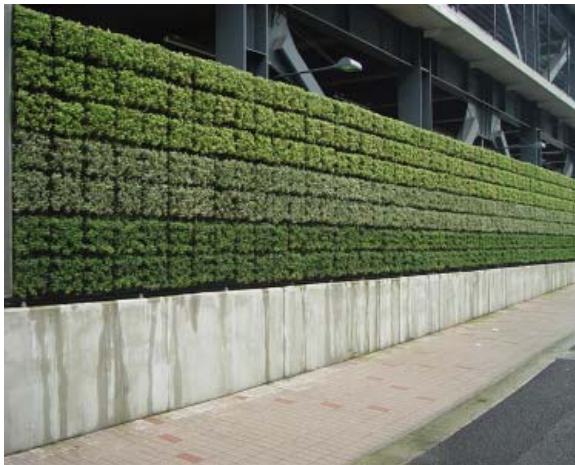
Metra Surface Parking Expansion Concept view looking northwest



Exhibit 8.13: Lions Park Site - Concept B

PARKING GARAGE IMPLEMENTATION

Close coordination between the Village, future developer and Metra will be required to manage the transfer of property, financing of a parking garage, and planning/phasing of development. As Metra does not generally fund the replacement of existing commuter spaces within parking decks, additional funding sources will be required. Additionally, during each step of the redevelopment process, the amount of commuter parking in the station area should remain at its current level, resulting in no net loss of spaces during any of the phases. As noted in the State of the Downtown report, the occupancy rate for this lot is around 90%.



Soften parking structure facades

CHARACTER IMAGES



Architectural features emphasize corner retail entrances.



Provide site amenities in transitional spaces



Include high quality public realm enhancements



Attract young families to downtown

GENERAL IMPLEMENTATION NOTES

- *Priority should be placed on retaining the site's potential for larger scale development.* Land purchases and other direct efforts will likely be required and should be budgeted for in advance.
- The Village should work directly with the site's existing businesses to relocate in an area better suited for industrial use. *These businesses are valued members of the community, retaining them elsewhere in Mount Prospect is critical.*
- Successful development of the site may require densities high enough to encourage multi-family residential similar to the level shown. *A clear emphasis should be placed on encouraging train and transit use at the policy level.*

- For a deck at this location, *pedestrian access with stairs and an elevator should be provided in the northwest corner* of the structure.
- The parking deck should have *longer drive aisles to improve the search pattern within the deck and allow for less steep slopes on ramps*, which is more desirable.
- *Consideration should be given to designing the parking deck to support one to two additional levels, allowing for the possible expansion of the deck in the future if necessary.* This would increase the cost of the original structure only minimally.

MARKET NOTES

- Potential size of the overall site accommodates a range of residential products and densities. *Diversity of unit types increases economic sustainability and provides greater consumer choice.*
- The site is the most significant opportunity in the downtown to capture demand generated by proximity to the Metra Station and from good regional access. *New development should market to people who rely on the train for their daily commute.*
- Redevelopment should be carried out in phases to avoid over-saturation of the local residential market. *Pursuing a phased approach to development is advised to allow for flexibility in responding to changing market conditions.*
- Though a structured parking facility will require significantly greater costs, it will also *allow for more residential development and increased revenue streams.*

EXISTING BUSINESS IMPROVEMENTS

Example: Jake's Pizza

In addition to new development, there are a number of opportunities to improve existing businesses, buildings and properties within Downtown that could have a positive impact on the area's transformation.

One particular example developed as part of this Plan is for Jake's Pizza, located on the northwest corner of the Elmhurst Avenue and Northwest Highway intersection. Currently, an oddly-shaped surface parking lot exists in front of the restaurant, resulting in a poor pedestrian environment. The parking lot's single entrance off of Northwest Highway and lack of curb separation along Elmhurst Avenue further reduces efficiency and creates access issues.

Based on the community's enthusiasm for outdoor dining and the significant parking supply that exists on Elmhurst Avenue, one recommendation is to replace the surface lot with a new dining area. Exhibit 8.14 provides a photosimulation illustrating what the proposed plaza might look like. Pavers, cafe tables, buffer landscaping and improved business signage are just a few of the amenities that could be

employed to create a space of this nature. An added benefit of this concept is the potential synergy that would be created upon the redevelopment of the Tri-State site.

This concept serves as an example of how curb appeal reflects upon a community's character and how relatively simple investments in a

property can result in meaningful spaces. Property owners throughout Downtown can participate in implementing the Plan by improving building facades, signage, parking lots, street frontages and sites. Most of the suggested enhancements listed above are eligible for support through the Village's Facade Improvement Program offered in the TIF District.



Existing condition of Jake's Pizza parking lot - viewed from Elmhurst Avenue



Exhibit 8.14 - Concept visualization showing a transformation of the parking lot in front of Jake's Pizza

PROSPECT AVENUE DISTRICT

Many community members expressed that the Metra Union Pacific Northwest railroad tracks not only form a physical barrier, but also a mental obstacle creating two distinct commercial districts for Downtown Mount Prospect. South of the tracks traditional buildings line Prospect Avenue and contain some of Downtown's most notable and unique businesses. The character of this area is decidedly different than the main commercial core north of the tracks. This is in large part due to Prospect Avenue's ample sidewalks and unique boulevard configuration.

While some community members have long expressed a desire to overcome this physical and mental barrier and unite these two districts, a different strategy emerged out of this planning process. The concept of promoting Prospect Avenue as a unique district was very well received during public input gathering. Public realm improvements such as streetscape enhancements and branding elements for a "Prospect Avenue District" were among some of the most popular concepts overall.

The Prospect Avenue District concept as shown in Exhibit 8.15, seeks to create a unique commercial district that has its own brand and identity, setting it apart from the rest of

Downtown. Reconfiguration of Evergreen Avenue can increase the safety and efficiency of vehicular circulation south of the tracks. It also can provide the opportunity to create a "Prospect Avenue Gateway Plaza" where branding elements can be incorporated into a small "people space" at the intersection of Prospect Avenue and Main Street. Special paving, unique from the north side of the tracks,



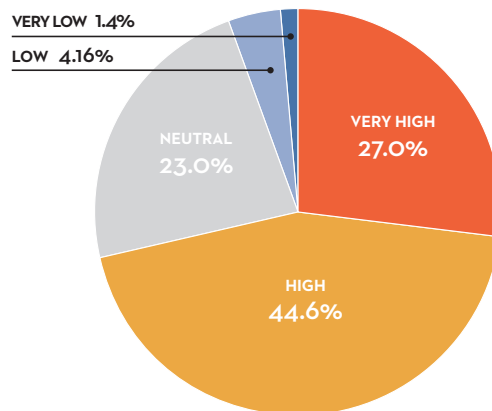
Existing Prospect Avenue



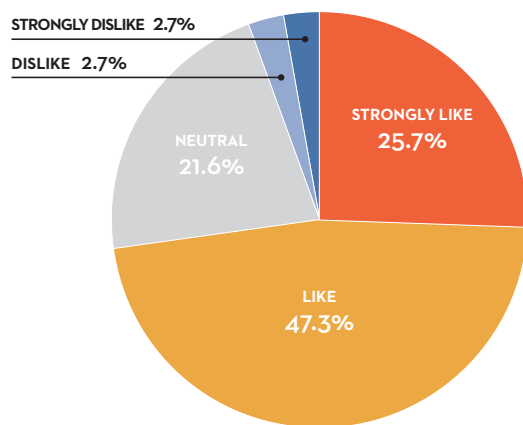
Prospect Avenue District Concept Photosimulation incorporating bike lanes, new brick pavers, curb bump-outs, unique "district" signage and new street furniture.

can be incorporated into parking lots and intersections making the area more inviting to pedestrians by calming traffic and defining pedestrian space. Designated bike lanes and curb bump-outs can also work to slow vehicles and make the district more inviting to other modes of transportation, such as walking and biking. Improved medians with gateway and branding elements incorporated will also help create an identity for this designated district. By fostering a high-quality public environment, the goal of the Plan is to spur private investment in existing buildings and attract new businesses to the area.

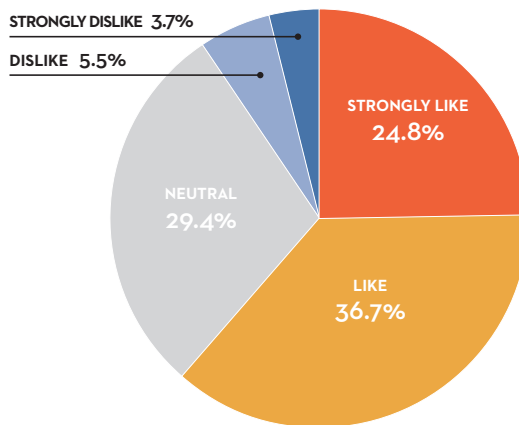
What is your general opinion of the ideas presented for Prospect Avenue?



Do you like the idea of promoting Prospect Avenue as a unique district?



How high a priority is it to provide enhancements similar to those shown?



Results from the survey provided at the second Community Open House and posted online.

IMPLEMENTATION CASE STUDY: MARION STREET, OAK PARK, ILLINOIS

In late 2006, the Village of Oak Park decided to move forward with an aggressive timeline for reopening Marion Street to vehicular traffic by constructing a high quality streetscape design. Historically, Marion Street has been a key north/south roadway in Downtown Oak Park, linking the main east/west shopping street - Lake Street - to the commuter train and elevated train stations. Marion Street was converted into a pedestrian mall in the late 1970s along with Lake Street. Lake Street was reopened to traffic in the late 1990s while Marion Street remained a pedestrian mall. Over the years, the Marion Street Mall suffered from significant vacancies and from limited property maintenance. By Thanksgiving 2007, two blocks of streetscape improvements along Marion Street were completed, including brick streets, historically inspired lighting, stone sidewalks and sustainable design features. The response from the private sector to the improvements was significant with a dramatic increase in private investment in building improvements and new tenants and businesses. Marion Street is now "the place" in Oak Park to locate a business. The Village implemented similar enhancements on two blocks of South Marion in 2011.





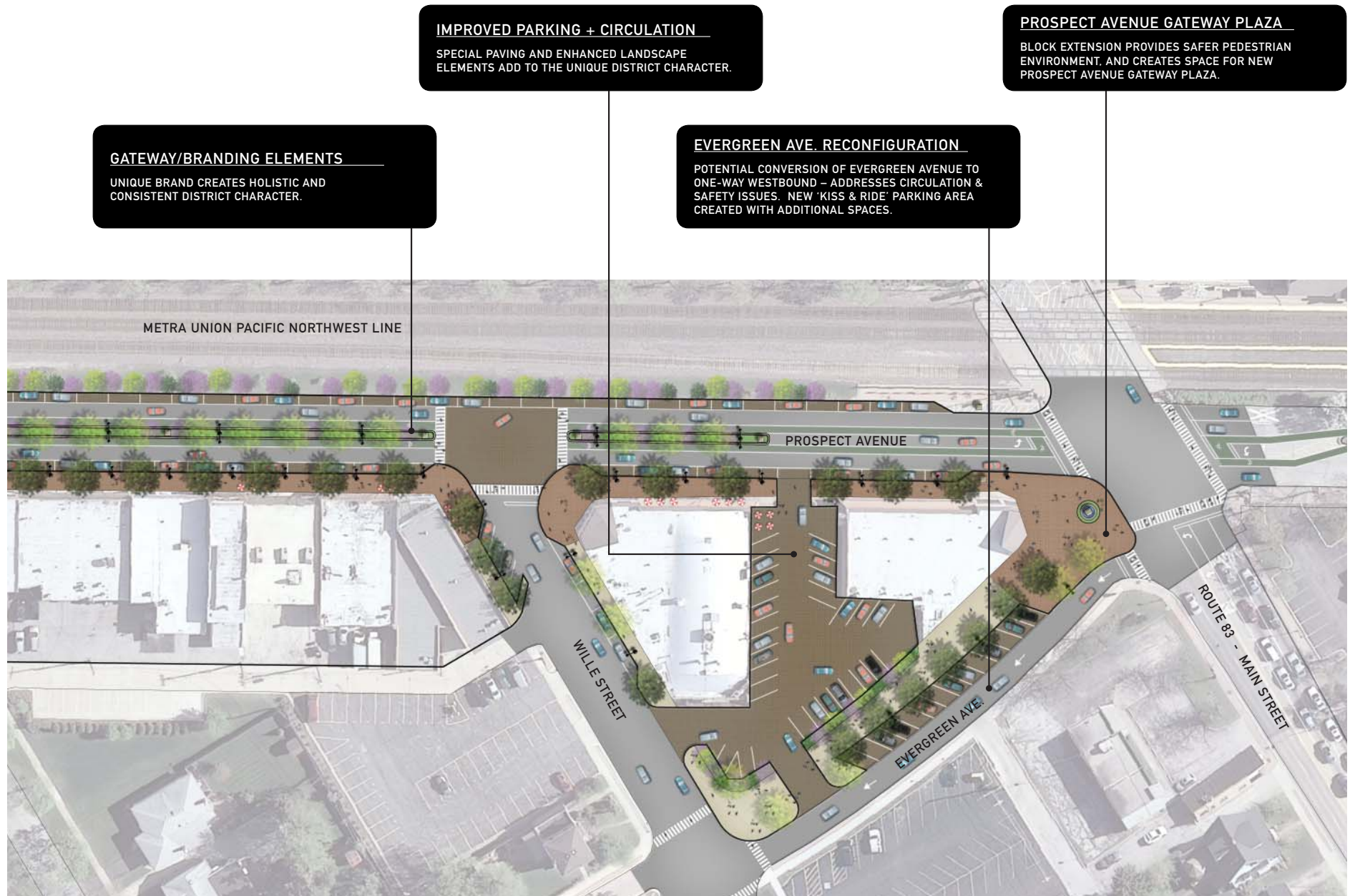


Exhibit 8.15: Prospect Avenue District Concept



Mount Prospect Station along Metra's Union Pacific Northwest commuter rail line

TRANSPORTATION ELEMENTS

OVERVIEW

The dynamics of mobility in a downtown are unique insofar they link multiple purposes and destinations with multiple modes of travel. This is opposed to a typical retail-only shopping destination, whereby people may arrive by car or on foot, visit their destination, and be on their way. In a mixed-use downtown, such as Mount Prospect, there are multiple reasons for arrivals and departures. Included are public transportation such as Metra or Pace, shopping, restaurants, residences, banking, doctors/dentists and institutional amenities. Accordingly, trips to the Downtown hopefully could mean multiple stops using one mode of travel.

With this factor in mind, fostering smooth linkages to land uses, and more specifically parking, is a key design objective for both vehicular and non-vehicular modes of travel. If people arrive by automobile, connections and circulation must be convenient, safe and easy, encouraging one-stop parking for multiple destinations. Likewise, those travelers arriving by mass transit, bicycle or as pedestrians need to know that their stay and travel will be simple, safe and enjoyable.

The assets of this Mount Prospect's Downtown are many. However, challenges do exist, such as the need to link both the north and south areas, which are physically separated by the Union Pacific (UP) Northwest rail line and Northwest Highway - a major arterial roadway. There are numerous *general* strategies that can be done to "connect" the Downtown. A street intercept survey carried out by the project team found that most people either drive to one area (either north or south) and stay there, or make a separate vehicle trip to the other area.

A number of nearby communities - including Highland Park, Wilmette and Glenview - have demonstrated success in dealing with related issues. Building on these examples, the following general strategies are recommended for Downtown Mount Prospect:

- Physical streetscape enhancements that link the connective paths.
- Focused support for mass transit facilities including clearly defined paths to train and bus.

- Traffic/pedestrian signals that allow for adequate crossing times.
- Improved access to major destinations, such as Metra parking.
- Ample parking opportunities on both sides of the tracks including Metra expansion.
- More efficient vehicle circulation that reduces pedestrian/automobile conflicts.
- Integrated designs for bikes and pedestrians.

Throughout this section, a series of detailed recommendations are provided that address the overall objective of the Plan, and relate specifically to the seven general strategies discussed above.

MASS TRANSIT

Downtown Mount Prospect is an ideal mass transit hub. It not only features a conveniently located Metra Station with a frequent schedule of trains, but also two Pace bus routes serving populated areas to the north and east and a. The routes appear to be very well scheduled and integrated with the commuter rail schedule.

Therefore, focus should be on supportive features that provide optimal access (for all modes), circulation and parking, including:

- ADA domes, or tactile warning paving, installed where needed, especially in areas proximate to the station or stops.
- Reconfigured kiss and ride / drop off locations that improve circulation and safety.
- New bike lanes on Prospect Avenue providing an easier ride to the station.
- Preservation of land near pedestrian facilities for future Metra parking.



Mount Prospect Metra Station

“DOWNTOWN
MOUNT PROSPECT
IS AN IDEAL MASS
TRANSIT HUB.”



Pace bus routes connect neighboring communities to Downtown amenities.

PEDESTRIANS AND BIKES

Pedestrian Improvements

A fundamental objective of the Downtown Implementation Plan is to create an environment that is pedestrian and multi-modal friendly, encouraging people to use transit, bike or walk. The existing transportation system and network in Downtown provides multiple transit options including extensive service by Metra and Pace. Additionally, the pedestrian network including sidewalks, marked crossings, and pedestrian traffic controls is generally very good. However, in order to better accommodate users of these systems, some improvements should be implemented. Accordingly, the following system enhancements should be made:

- ADA dome plates, or tactile warning paving, should be added to all required intersections.
- Where needed, crosswalks should be restriped and enhanced as Continental Style.

- Traffic signals with pedestrian countdown signal heads should be added where applicable. It should be noted that this is not possible at intersections next to the rail line.
- Further study is needed at Route 83 and Central Road to determine if further traffic control is required to enhance pedestrian safety. Right turn on red prohibition for some movements may be warranted.

Reconfiguration of certain intersections and crosswalks should be implemented to make pedestrian movements a priority, while not degrading the performance and operations of motorized vehicles. Three intersections are discussed in detail in the *Access and Circulation* section of this report. They include the intersections of Route 83 (Main Street) with Busse Avenue, Northwest Highway (US 14), and Prospect Avenue and the intersection of Central Road and Northwest Highway.



A "Continental Style" crosswalk



Looking southwest on Route 83 at Central Road

Grade Separated Pedestrian Crossing

An issue that was explored as a part of this planning effort was the concept of a grade separated pedestrian crossing, or pedestrian bridge, across Northwest Highway and over the tracks. This issue has been previously discussed at the Village level and was reestablished as an issue by many residents during this planning process. Notwithstanding the benefits of a grade separated crossing, implementation of this idea presents many challenges to the Downtown - not the least of which is cost.

However, the design elements of this feature are generally the greatest obstacle. Due to the structure's potential location with respect to the rail line and Northwest Highway, the height of the bridge would require a significant amount of right-of-way throughout a busy area of the commercial core. The structure must reach a 20 foot minimum vertical elevation before crossing the tracks and a similar height over Northwest Highway. Additionally, the American Disabilities Act has prescribed standards for the design of ramps leading to public facilities including pedestrian bridges. These standards limit the

maximum slope and height of each ramp, thus elongating the approach to a potential bridge. Even with the employment of alternative design methods such as switchbacks, which stagger approaches requiring smaller spaces, the related structure support features still require significant space or the use of an elevator. If a simple approach ramp was constructed, it would require an extension of approximately 480' from the edge of the curb line at the roadway or over the tracks.

These requirements would greatly add to the overall cost of improvements and limit the possibility of it being constructed within the Downtown area right-of-way. However, further west of Downtown, there is an alternative being discussed that would utilize existing public right-of-way to link two parks on either side of US 14, and would also be designed to accommodate bicycle users.

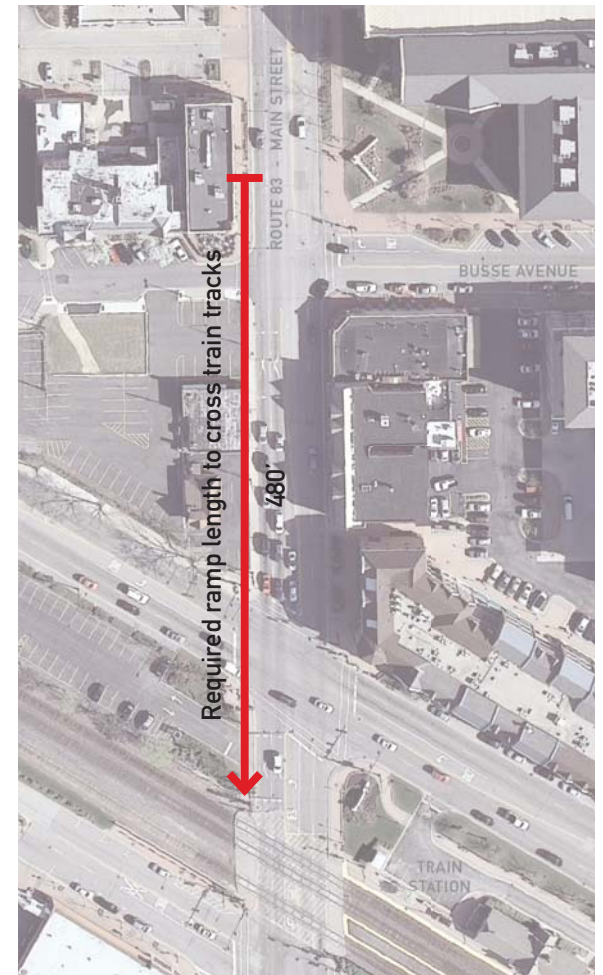


Diagram showing the required length of a simple approach ramp for a grade separated crossing.

Bike Improvements

Bicyclists are important users in a comprehensive transportation system. In order to make Downtown Mount Prospect a more bike friendly place, certain policy and physical changes are needed. Successful downtowns generally prioritize non auto modes. Mount Prospect already approved a Village-wide bike plan, and as a matter of policy, this plan needs to be prioritized and implemented. Specifics of the plan and other recommendations are:

- The existing bike route along Emerson should provide signage through Downtown.
- The proposed bike route extensions in the Downtown area, including along Busse Avenue (east of Emerson); Owen Street (Central to Northwest Highway); Pine Street (north of Central); as well as the Northwest Municipal Conference plan for Central Avenue, should be a priority with a plan for implementation and required roadway and signage.

- As a long range objective, and as part of the Northwest Municipal Conference Northwest Highway Plan, a proposed multi use path would be located along the roadway in the Union Pacific right-of-way. This will require rather detailed discussions with the Union Pacific Railroad. Consequently, the identified interim plan should be implemented, as described further below.
- As previously described as part of the improvements envisioned in the Prospect Avenue District, an interim plan for routing bikes through the Downtown area recommends implementing an exclusive on-street lane or shared lanes on Prospect Avenue, depending on the location. This concept, depicted on the following page, would utilize the existing paving width between the raised center median and sidewalks and simply redistribute this space by clearly defining areas for automobiles, parking and a separate bike lane.



Signage should be provided for bike routes through Downtown.

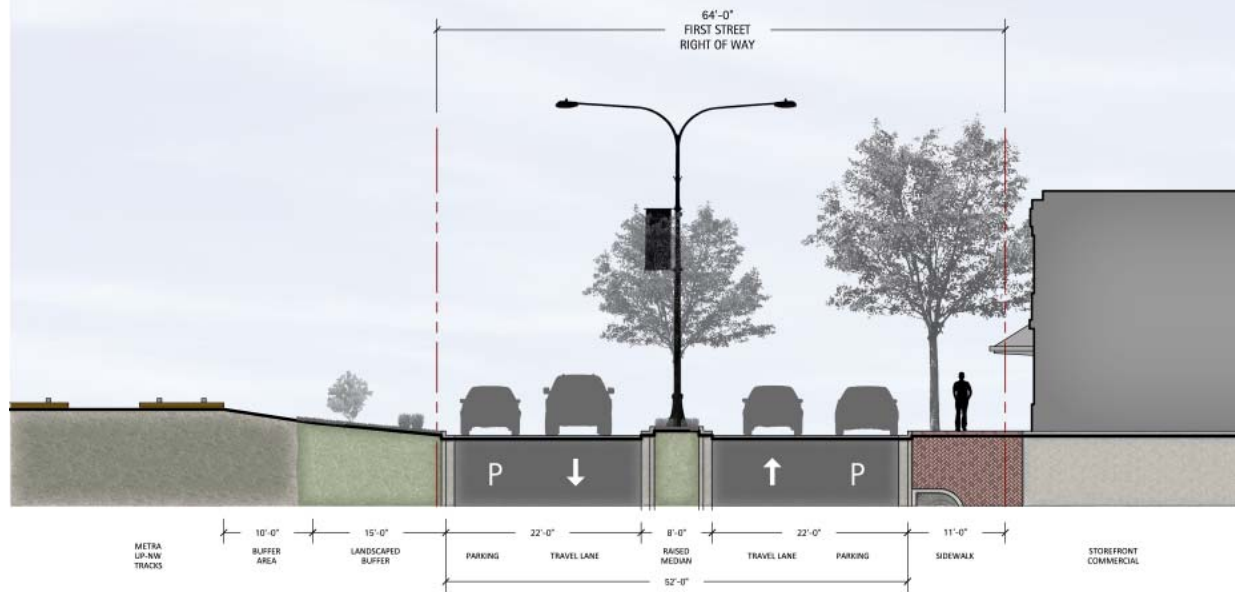


On-street bike lane with flexible plastic bollards

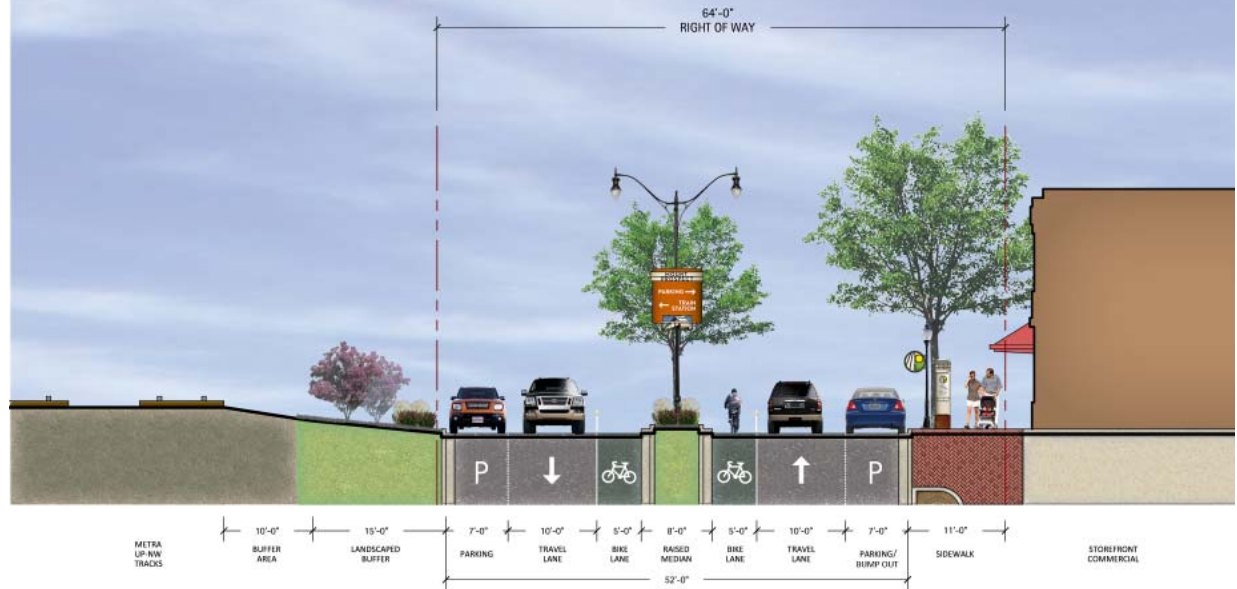
Essentially, instead of having 22 feet for a travel lane and parking, as shown in the Existing Condition cross-section on the top, 10 feet is provided for a vehicle travel lane, 7 feet is given to a parallel parking lane and the remaining 5 feet is striped as a bike lane. Other amenities, such as flexible plastic bollards (which will bend if they are struck by a car) and a completely painted bike lane can be added to this, if desired. This redistribution is depicted in the cross-section on the bottom. Also of note in this scenario is the location of the bike lane adjacent to the median, which places the bicyclist on the driver's side of the automobile, as well as avoids the conflict point of having a bike lane next to a parked car, which often results in car doors being opened into the path of a moving bike.

One strategy for implementing this and other pedestrian/bike improvements that modify curbs or street intersections would be to create a pilot program, or test run, using plastic cones, temporary signage and paint as a relatively inexpensive way to “ease” motorists, bicyclists and pedestrians into the potential reconfiguration. This can be done for a period of time to observe behavior patterns and general success prior to making a more permanent, and costly, change.

EXISTING CONDITION



PROPOSED CONDITION



Bicycle parking is also an important part of creating a bike-friendly community. There are bike racks in the Downtown area, however, they are not conveniently located and provide limited spaces. Adding bike racks within close proximity to the stores in Downtown is recommended. Also, requiring bike parking in the design of all new buildings at redevelopment sites should become part of the review check list. Many Metra commuters ride their bikes to the train station. On warm days, bicycle racks fill up quickly and commuters are forced to lock their bikes on the fence surrounding the station. It is recommended that additional commuter bike parking should be added to the Metra station. Bike parking can take on many forms and can add to the appeal of streetscapes and public spaces.



Functional Sheltered Bike Parking



Artistic Sheltered Bike Parking



Customized Bike Racks



Bike Parking as Art

PARKING

Commercial and Residential

Parking is an important part of the functionality of the Downtown area. As part of the study, parking occupancy counts for on street spaces were completed. Overall, as a district it was determined that the quantity of parking in the Downtown area is adequate. In some prime areas, however, such as the on street spaces along Emerson and also along Northwest Highway, there are fewer available spaces as parkers tend to use these for longer time periods at the expense of customers needing a shorter turnaround time. This can be a critical piece to the economic well-being of smaller merchants. Accordingly, certain regulations and controls are recommended that will improve the parking in the Downtown area. These include:

- Providing short term (30 minute) parking located near store fronts where businesses are quick turnover, such as along Emerson Street, as well as Northwest Highway between Emerson and Main Street.
- The Village shall continue to evaluate and modify its parking policy for the parking garage to maximize use and promote economic development.
- Take steps to further promote the Emerson Municipal Garage's overnight guest parking policy.
- Continue to evaluate the signage in this deck to ensure the parking policy is clear.
- Designated employee parking areas to eliminate employees parking in the most convenient spaces near store fronts.
- Where possible, add additional on street parking for new developments. Many plan concepts previously discussed have depicted new on street parking spaces.



Short term parking should be located near quick turnover businesses.



The Village should promote the Emerson Municipal Garage's overnight guest policy.

Metra Parking

Another important parking recommendation is to add more Metra commuter parking to meet their projected demand of 100 additional spaces. The Metra commuter lots were 92% full during the most recent Metra parking survey in 2010. An expansion of the commuter lot on Maple Street is possible as shown in the Lions Park redevelopment site concept. Its location, directly across from the Metra train platform, is ideal for the creation of an additional 150 spaces, as well as providing a pedestrian path directly to the station.

The second option for expanding Metra parking is to consolidate the parking into a structure. This concept, including the challenges, partnerships and costs, was described previously in this section, as an option that would more efficiently use the land and provide additional opportunity for transit-oriented redevelopment in the area.



A parking deck would provide additional opportunity for transit-oriented redevelopment in the area.



Costs and funding partnerships must be addressed in order to implement a parking structure.



Development concept at the Lions Park Site showing an option for expanding Metra parking by consolidating the parking into a structure

ACCESS AND CIRCULATION

Many intersections are primarily auto-oriented, which may be problematic in a downtown centered around a train station and trying to emphasize non-vehicular travel. Three key areas were analyzed to determine how they could better serve all modes of travel in a safer and more efficient manner. The following exhibits show potential improvements for each of the areas. Each of the ideas shown is conceptual and warrants further study prior to being implemented. A brief description of the improvements shown on the exhibits is discussed below.

Route 83 and Busse Ave

The intersection of Route 83 and Busse Avenue currently has no pedestrian supportive features such as a crosswalk or traffic control. Given the importance of this intersection, which links the east and west sides of the Downtown commercial area, including Village Hall and the Emerson Municipal Garage to the Triangle Site, it was determined that a new geometric

design may be necessary. A pedestrian refuge by means of a median along with a crosswalk and some limited vehicular access through the intersection were major design elements explored.

North Side Pedestrian Refuge Concept

In order to accommodate a pedestrian connection across Route 83, the existing southbound left turn lane on Route 83 would be removed and converted into a landscaped median with a pedestrian refuge and new pedestrian crosswalk. Southbound left-turning movements would be limited and not allowed during the peak hours of 7-9 AM and 4-6 PM. Roadway operations on Busse Ave would remain unchanged.

The pedestrian refuge provides a protected midway point for people to stop if they cannot cross all at once. The addition of a striped crosswalk with appropriate signage gives motorists a visual cue to be aware of pedestrians.



Landscaped median with pedestrian refuge



Landscaped median with pedestrian refuge



Exhibit 8.16: Route 83 and Busse Avenue - North Side Pedestrian Refuge Concept

Central Road and Northwest Highway

The intersection of Central Road and Northwest Highway presents multiple challenges with its skewed angle, the rail crossing, and a fifth leg formed by Prospect Avenue. Accordingly, crosswalks on all approaches should be realigned to shorten the crossing distance in a more perpendicular fashion. Sidewalks should be extended along Northwest Highway to meet the new crosswalk location. The realignment of this crosswalk would decrease the crossing distance from roughly 130 feet to 60 feet, making it easier for pedestrians - primarily senior citizens and children - to safely cross.

Safety medians should be installed along Central Road to provide pedestrian refuges. An additional safety median on the west side of the intersection would eliminate eastbound left turns and the existing sub-standard left turn lane. Prospect Avenue should be realigned to intersect Central Road at an angle closer to 90 degrees.



Pedestrian refuges provide a protected midway point for people to stop if they cannot cross all at once.



Landscaped medians calm traffic and beautify a streetscape.

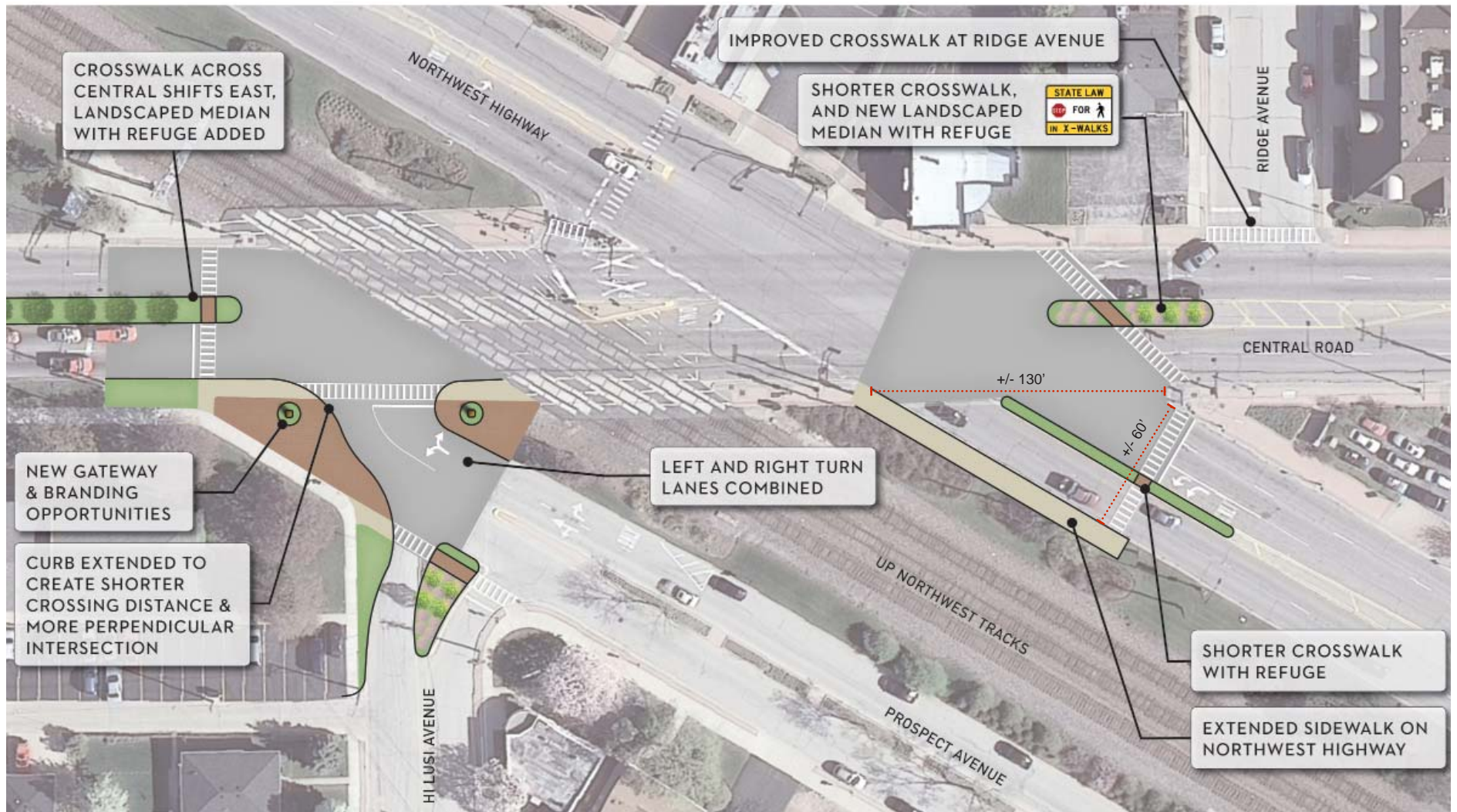


Exhibit 8.17: Central and Northwest Highway - Circulation Enhancement Concept

Route 83 / Prospect Avenue / Evergreen Avenue

Route 83 at Prospect Avenue and Evergreen Avenue is a complicated five leg intersection. The railroad tracks and the skewed intersection angle are obstacles for pedestrians and motorists. A concept that could improve operational efficiency is described below.

Evergreen Avenue One-way Concept

Evergreen Avenue would be narrowed and converted to operate as a one-way, westbound street. Northbound left turns onto Evergreen Avenue from Route 83 would be allowed, however the impact this turning movement would have on traffic flow will deserve additional study. The existing cross section of the Evergreen Avenue roadway is wide enough to accommodate angled parking spaces on the north side which could be used for “kiss and ride” operation. This provides a convenient pick-up/drop-off location for Metra commuters. In order for this operation to be more effective, the crosswalk on Prospect Avenue west of Route 83 should be realigned to provide a shorter crossing distance for train users.



Lockport Street district branding element in Plainfield, Illinois



Conceptual Prospect Avenue district branding element

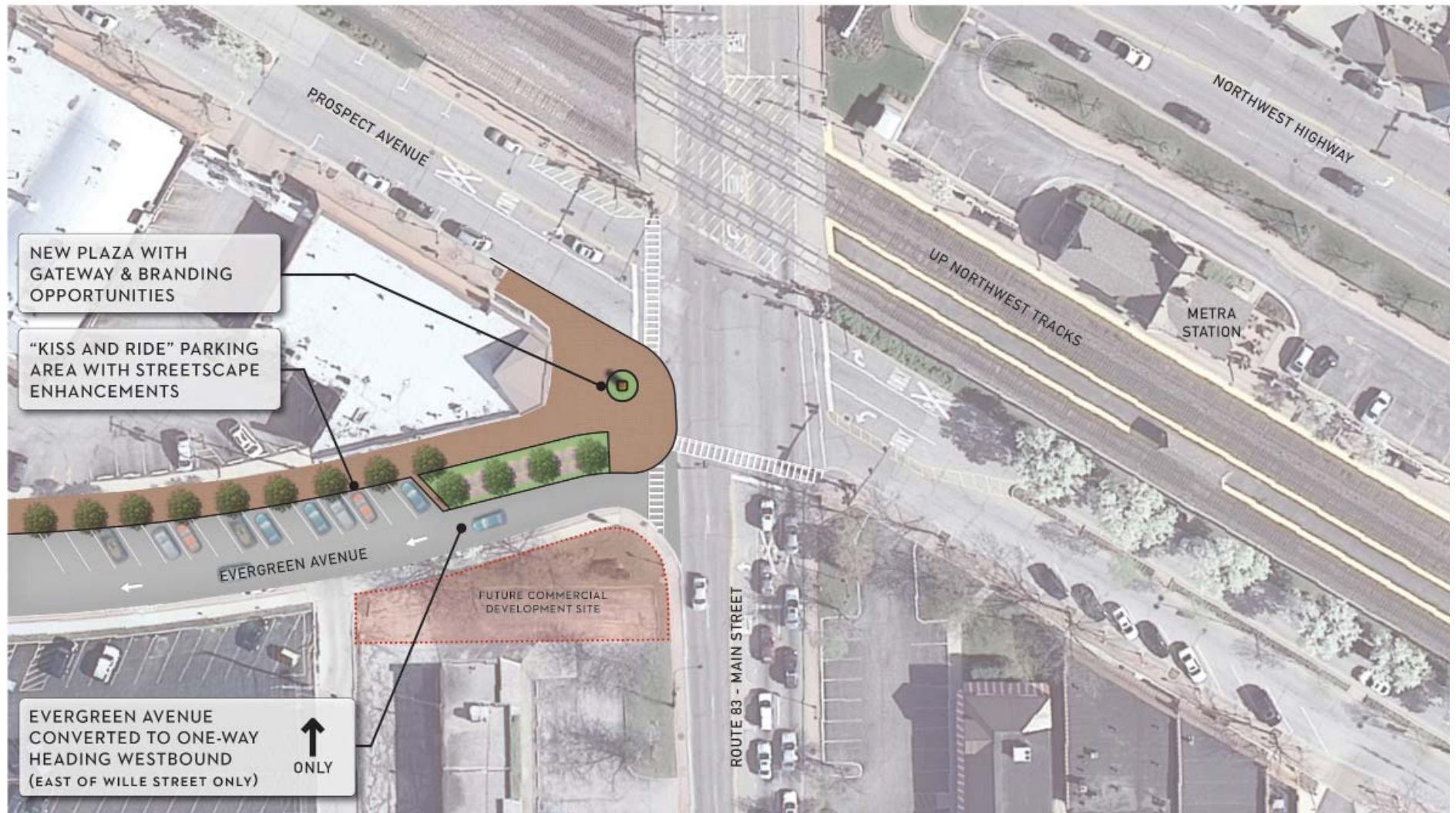


Exhibit 8.18: Route 83/Prospect Avenue/Evergreen Avenue - Evergreen Avenue One-way Concept

WAYFINDING AND SIGNAGE PROGRAM

The enhancement of key gateways into Downtown Mount Prospect should focus on high-impact locations, such as along Route 83, Northwest Highway and Central Road. Gateway projects are smaller, more focused improvements than most other urban design initiatives and can be accomplished relatively quickly and independently of other projects. It can also achieve a significant visual impact relative to its project size. A team of professional design consultants should be engaged to develop the construction bid documents and the entire process from design through construction should be about twelve to eighteen months.

The design process for a new Downtown wayfinding signage system should be a high priority going forward. Following the completion of a Wayfinding Design Master Plan the Village should budget for wayfinding signage installation. Once installation points have been identified, a bid package should be developed for regional and national professional signage fabricators. Including the time to fabricate and install the signs, wayfinding signage for Downtown could be accomplished within a year.

SIGN	TYPE	LOCATION	CONTENT
	Downtown Gateway #1	Henry St. and Route 83 (<i>southwest corner</i>)	DOWNTOWN MT. PROSPECT
	Downtown Gateway #2	Route 83 and Milburn Ave. (<i>northeast corner</i>)	DOWNTOWN MT. PROSPECT
	Downtown Gateway #3	Central Rd. and Maple St. (<i>northwest corner</i>)	DOWNTOWN MT. PROSPECT
	Downtown Gateway #4	Central Rd. and Northwest Hwy. (<i>southwest corner</i>)	DOWNTOWN MT. PROSPECT
	Downtown Gateway #5	Northwest Hwy. and Maple St. (<i>northeast corner</i>)	DOWNTOWN MT. PROSPECT
	Wayfinding #1	Route 83 and Central Rd. (<i>northwest corner</i>)	PARKING. LIBRARY. VILLAGE HALL. SHOPS
	Wayfinding #2	Central Rd. and Emerson St. (<i>southwest corner</i>)	PARKING. LIBRARY. VILLAGE HALL. SHOPS
	Wayfinding #3	Central Rd. and Emerson St. (<i>southeast corner</i>)	PARKING. LIBRARY. VILLAGE HALL. SHOPS
	Wayfinding #4	Emerson St. and Northwest Hwy. (<i>northeast corner</i>)	PARKING. LIBRARY. VILLAGE HALL. SHOPS
	Wayfinding #5	Route 83 and Busse Ave. (<i>southeast corner</i>)	PARKING. LIBRARY. VILLAGE HALL. SHOPS
	Wayfinding #6	Busse Ave. and Emerson St. (<i>southwest corner</i>)	PARKING. LIBRARY. VILLAGE HALL. SHOPS
	Wayfinding #7	Emerson St. and Northwest Hwy. (<i>southwest corner</i>)	PARKING. LIBRARY. VILLAGE HALL. SHOPS
	Wayfinding #8	Central Rd. and Northwest Hwy. (<i>northwest corner</i>)	PROSPECT AVENUE SHOPS
	Wayfinding #9	Prospect Ave. and Route 83 (<i>southeast corner</i>)	PROSPECT AVENUE SHOPS
	Information Kiosk #1	Busse Ave. and Emerson St. (<i>northwest corner</i>)	DOWNTOWN MAP
	Information Kiosk #2	Busse Ave. and Route 83 (<i>southwest corner</i>)	DOWNTOWN MAP
	Information Kiosk #3	Adjacent to the train station in visible location	DOWNTOWN MAP
	Information Kiosk #4	Prospect Ave. and Route 83 (<i>southwest corner</i>)	DOWNTOWN MAP
	Information Kiosk #5	Northwest Highway and Emerson (<i>northwest corner</i>)	DOWNTOWN MAP
	Information Kiosk #6	Midblock on Pine Street (<i>near Campanari's</i>)	DOWNTOWN MAP
	Special District Identifier	Prospect Avenue Corners and Medians	DOWNTOWN BRANDMARK

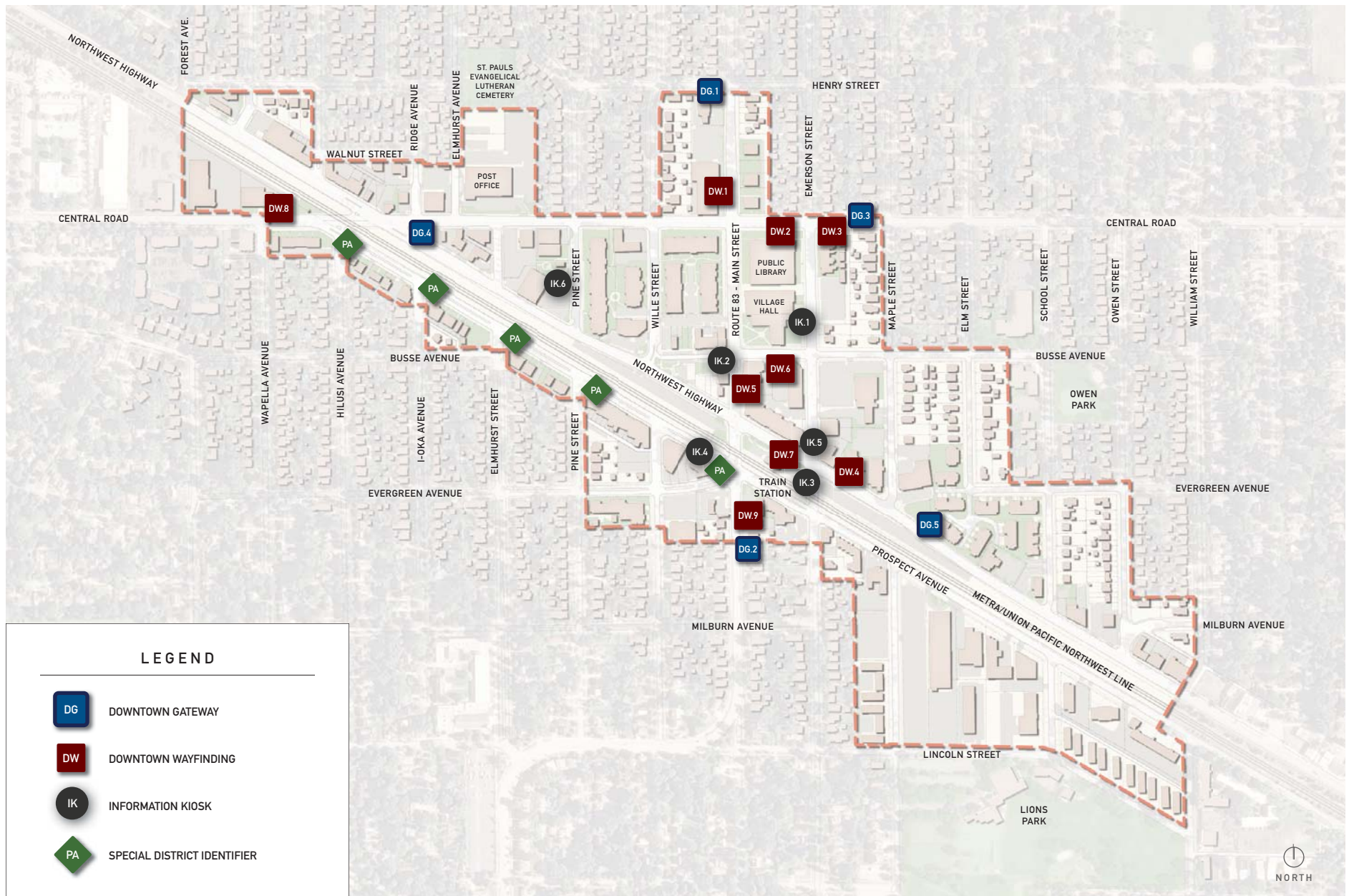


Exhibit 8.19: Wayfinding and Signage Plan

MARKETING STRATEGY

Establishing a unique identity or brand for a downtown area can be a valuable tool for attracting investment. This identity should be based on how a community sees and expresses itself. The message established by a unified brand represents a powerful marketing tool, helping to raise awareness and create broad interest in the area.

As a component of the Downtown Implementation Plan, the consultant team developed a series of ideas for branding Downtown. These included both a variety of concepts about a new landmark—or logo—and a related series of vignettes about Downtown that were formed into a video and played at the second Community Open House. The overall approach was to take a fresh look at Mount Prospect’s identity and meld that identity with the physical Plan to provide a voice, visual impact and positioning - and eventually a new, or refined, Downtown culture and attitude. The characteristics and assets of Downtown Mount Prospect are only as successful as the ability to connect them together both physically and figuratively. The figurative sense involves communicating through branding by touching upon what Mount Prospect has to offer and guiding the audience

to connect the dots. This subtle invitation to participate creates a heightened awareness of what Downtown currently has to offer and what it could potentially become.

BRANDMARK CONCEPTS

Both landmark themes presented represent characteristic architectural, historical and contextual aspects of Mount Prospect. The first family of landmarks (Exhibit 8.20) echoes the historic Tudor style elements prevalent in many of Downtown’s older buildings, some of

which are still part of the urban fabric. Each of the variations within this concept creates the letters “M” and “P” using repeated geometric forms framed within a square or rectangle, as often seen in details of a Tudor façade. No less than 15 of these variations were developed, highlighting the potential to expand this idea into a “community pride” marketing campaign in which these become window stickers for Downtown businesses or bumper stickers for residents to display.

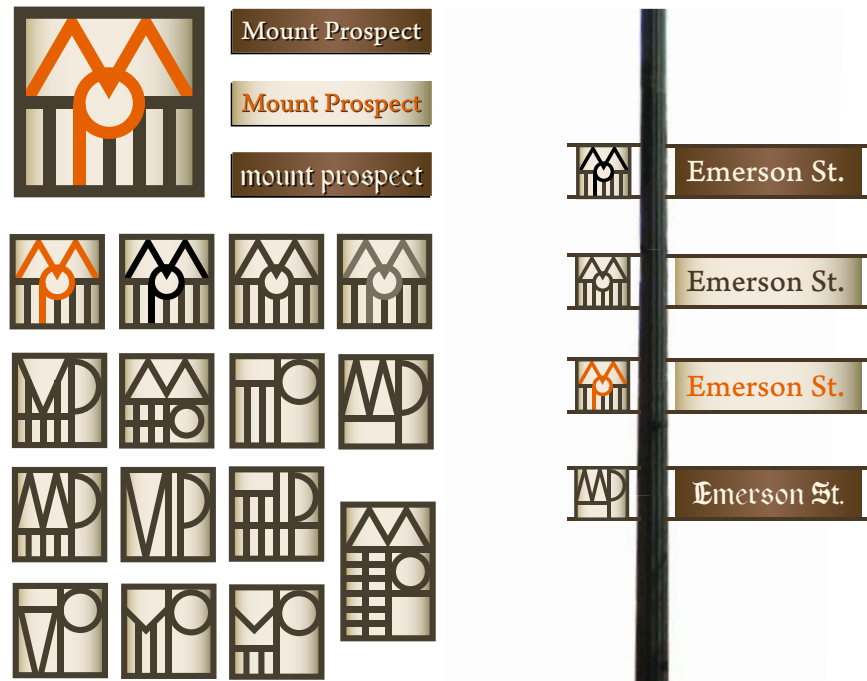


Exhibit 8.20: Tudor Style Brandmark Concept

The second landmark theme (Exhibit 8.21) was built around Mount Prospect's history and context of development—the train line and transportation elements that shaped Downtown over time. The circular logo represents a figurative telescope view of an interconnected series of roadways and their juxtaposition with the railway system. The diagonal lines forming the “M” are symbolic of the orientation

of Northwest Highway as it passes through Downtown and the small circle of the “P” represents the sun rising, as a tribute to Mount Prospect's picturesque qualities. The concept is depicted using a range of materials and colors, showing how the landmark could be displayed as a representative landscape (with grass and a yellow sun) or a more modern black and silver version.

Each of these landmarks equally embrace Mount Prospect's location and context by portraying those unique elements in a positive manner. While both concepts received support, no single idea or identity emerged during the public process. However, clear support and interest was shown for the idea of branding in general, suggesting that further study and community engagement on the matter are warranted. Examples of how either of these landmarks can be implemented are shown below, such as within signage families (gateways, kiosks, directional signs and street signs), in addition to being used in websites, on letterhead, brochures and other Downtown marketing materials.

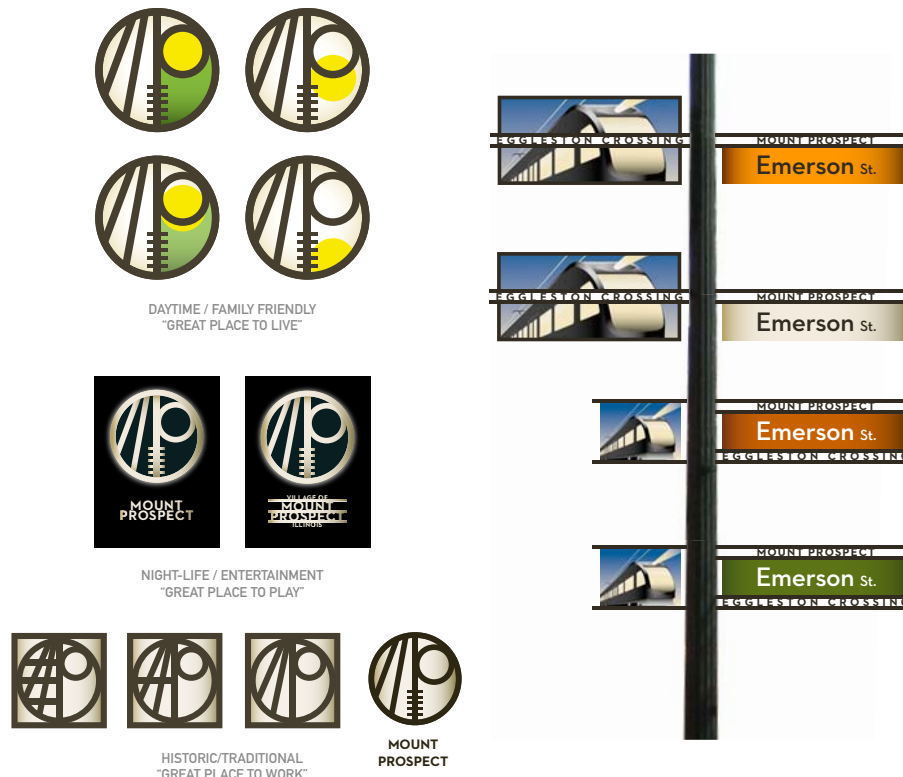
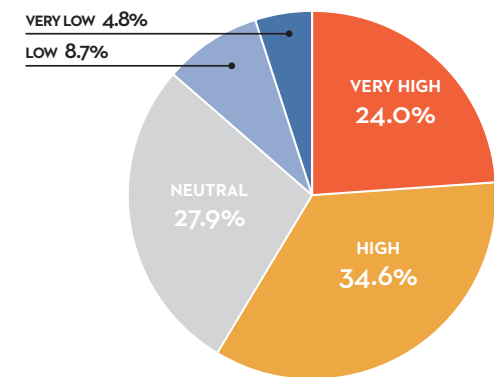


Exhibit 8.21: Art Deco/Railroad Brandmark Concept

How high a priority is it to create unique identity elements for the Downtown?



MARKETING VIDEO

Downtown's positive attributes were further expressed in a short motion graphics video that played at the Community Open House. Within each screen capture (as shown) the viewer finds one or more of Mount Prospect's strengths, characteristics, qualities or success stories and reminds them that these are the elements that make Downtown unique. The intention of the video is to not only highlight these strong points, but also to toe the line between what Downtown *has* and what Downtown *could* become. The video is intended to stir feelings of pride and excitement for Downtown's future.



DAILY PLAZA OUR OWN VILLAGE GREEN? GO THERE. MEET FRIENDS AND SIMPLY SOAK IN OUR TOWN. MOUNT PROSPECT



ARTS & CRAFTS IMAGINE OUR ART FESTIVAL...CREATIVE ARTISANS AND LOCAL ARTISAN CRAFT BEERS! MOUNT PROSPECT



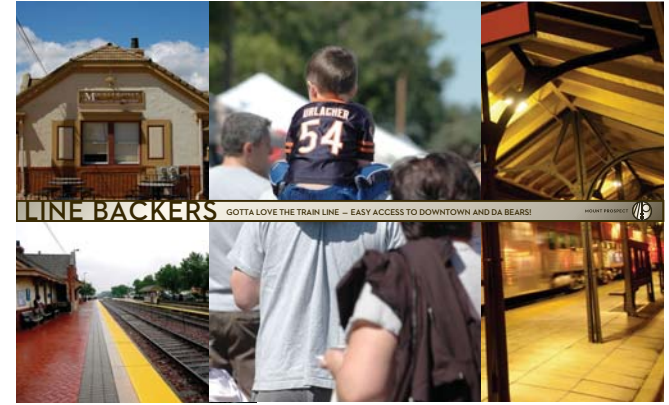
I HEART M.P. WHETHER A LIFER OR NEWBIE, YOUNG OR OLD, EVERYONE LOVES MOUNT PROSPECT! MOUNT PROSPECT



LINE BACKERS GOTTA LOVE THE TRAIN LINE -- EASY ACCESS TO DOWNTOWN AND DA BEARS! MOUNT PROSPECT



STEAK & SKATE OUR EPIC SKATEBOARD SHOP RULES! NOT TO MENTION THE EATS! SHOP LOCAL! MOUNT PROSPECT



BUMPER CROP LET'S PUT GROWING OUR VIBRANT DOWNTOWN SCENE IN OVERDRIVE! ANY IDEAS? MOUNT PROSPECT



EMERSON'S MOUNT PROSPECT



MARKET DAY MOUNT PROSPECT



Exhibit 8.22: Short motion graphics video excerpts



Exhibit 8.22: Short motion graphics video excerpts

MARKETING STRATEGY

The marketing strategy for Downtown is to implement the brandmark and characteristics/assets of Downtown shown in the video with the framework previously identified and described in the preceding Plan narrative. Some of the key elements of a marketing strategy for Downtown include the following:

Urban Design/Public Space Opportunities:

Implement a signage family, including wayfinding signs, street signs, Village gateways, street corner kiosks; large banners or billboards at the train station (for rider exposure) and banners at Village Hall and/or the Library. A preliminary wayfinding plan is included in this report, providing a benchmark and starting point for the implementation of a Downtown signage family.

Multimedia Communications:

Create a micro-site within the Village's Website and dedicated social media campaign to attract stakeholder participation and a concurrent print campaign, including items such as posters, brochures, leave behind postcards for retail placement, brandmark window stickers and other printed literature and event-centric marketing.

IMPLEMENTATION CASE STUDY, EVANSTON, ILLINOIS BRANDING PACKAGE

Downtown Evanston's management entity, EVMark, conducted a detailed branding study in 2009. This study used significant outreach to business owners, the community and visitors to identify key attributes associated with the Downtown. The development of these attributes led to the creation of a new logo and tagline for the Downtown, as well as the renaming of EVMark to Downtown Evanston. This brand was then extended through to websites, signage, banners, advertisements, letterhead, and other materials associated with the Downtown.



District landmark elements and informational signage on Lockport Street in Plainfield, Illinois

SIGNAGE + WAYFINDING



Exhibit 8.23: Tudor Style Signage Family

Promotional Collateral:

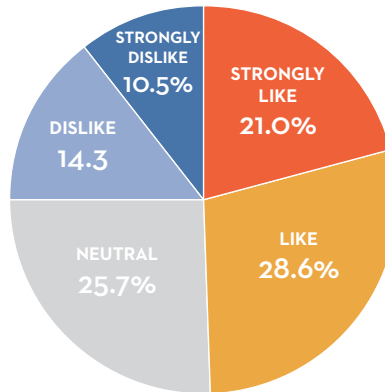
T-shirts, hats and vehicle magnets or bumper stickers could be created, allowing for a very mobile and extremely swift spread of the campaign.

Scripted Messaging:

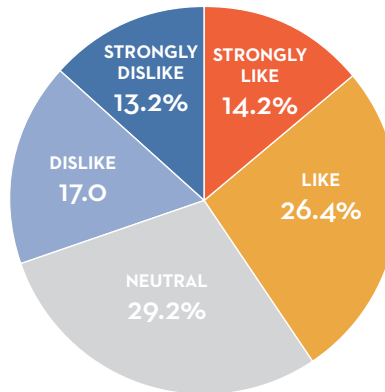
A script for an “elevator speech” could be created to allow a common verbal positioning of the campaign. This script would also free up the speaker to expound on the spirit of the campaign by sharing a personal story or two relating to the campaign. This brings in the human element and touch sometimes missing in public/downtown/city campaigns.

Mount Prospect has strong leaders at the helm - from the Village Board and staff to the Chamber of Commerce and other organizations. During the planning process, these leaders have seen the potential within the proposed Plan elements, which is the first step to carrying this through to success. Additionally, the general support from the community indicates that a more comprehensive branding process be undertaken for Downtown Mount Prospect.

Indicate your general opinion of Signage Concept A: Tudor Style



Indicate your general opinion of Signage Concept B: Art Deco/Railroad Style



IMPLEMENTATION CASE STUDY: ELMHURST, ILLINOIS

Elmhurst, Illinois recognized the need for identity and directional signs to key City Centre locations and destinations. In order to promote a unified downtown, all wayfinding signs incorporate an Elm leaf motif that was custom designed and fabricated from cast iron. The combination of the decorative leaf motif and clear, high contrast lettering, has helped to brand the City and City Centre as well as provide directional wayfinding.



SIGNAGE + WAYFINDING



Exhibit 8.24: Art Deco/Railroad Style Signage Family



9: IMPLEMENTATION

OVERVIEW

This Implementation Strategy outlines and describes key initiatives and catalytic projects, policy changes, public-private partnerships and other important action items necessary for achieving the planning principles and objectives set forth in the Mount Prospect Downtown Implementation Plan. In essence, the Strategy provides the blueprint for community action and involvement in moving fundamental revitalization initiatives forward and in building momentum for more significant reinvestment and positive change in the future. In addition, the Strategy should also serve as the primary reference guide on Plan implementation for the Village and its partner organizations, including the Downtown Merchants Association, the Chamber of Commerce, and other stakeholder groups and interested parties; such as business owners, community organizations, developers and investors and local residents.

Due to the current state of the economy at the time of preparing this Plan vision, redevelopment is anticipated to occur over the next 10 to 20 years. During this time horizon, redevelopment is likely to occur based on one or more of the following approaches:

- Incremental site-specific redevelopment by individual property owners that either redevelop or sell to developers or businesses that then develop the sites.
- Redevelopment initiated by a group of property owners in partnership with a master developer.
- Redevelopment initiated on larger consolidated sites by a master developer that assembles properties.
- Strategic public acquisition of key properties in order to package a land assemblage for solicitation of a master developer to redevelop the properties.

The four options noted reflect various levels of public involvement and investment. Complexities inherent in infill redevelopment typically require higher levels of public involvement, especially associated with land acquisition, bridging of financial gaps and “setting the stage” with public infrastructure and facilities.

The Village could initially limit its involvement in the redevelopment process to active marketing of the Plan to the business and development communities and create the appropriate regulatory framework necessary to spur investment by revising its development codes.

However, it is likely the Village will have to play a more active role to further redevelopment and achieve the Plan vision.

This may involve strategic property acquisition and forming public-private partnerships for catalytic projects that would generate momentum and have more positive financial and fiscal results.

COMMUNICATION AND COORDINATION

Key participants in the implementation of the Downtown Plan must include the following entities:

VILLAGE OF MOUNT PROSPECT

The Village will play an integral leadership role in implementing the Plan. The Village's continued active participation in promoting, coordinating and facilitating public improvements and redevelopment within the Downtown study area will be critical for successful implementation. The Village will also need to provide or identify technical and financial resources. Key roles and responsibilities will include:

- Ensure that ordinances that govern development, including zoning, building codes, infrastructure and design standards support the redevelopment proposed in the Plan.
- Coordinate with other public agencies, property owners and developers to ensure that future development conforms to the Plan.

- Actively engage with local developers and issue Requests For Proposals for potential redevelopment, as necessary.
- Administer technical and other assistance to businesses, property owners and developers.
- Assist with relocation of existing businesses, where appropriate, to other suitable locations within the Village to allow for redevelopment of key sites.
- Assemble sites for new development where necessary.
- Initiate more detailed studies and plans for local transportation, public open space and infrastructure improvements.
- Seek out grants and funding sources for public improvements and property consolidations.
- Open regular communication/ coordination channels with local businesses and property owners.

COMMUNITY ORGANIZATIONS

A number of community organizations, including the Chamber of Commerce, Downtown Merchants Association, Small Business Development Center and the Mount Prospect Library play important roles in business promotion, attraction and retention in Mount Prospect. The Village should maintain regular communication with these organizations to ensure efforts for many Plan initiatives are distributed to the correct organization and are not being duplicated.

NORTHWEST COUNCIL OF MAYORS

The Village will need to continue to coordinate with the Northwest Council of Mayors on regional issues, including implementing bike connections and regional roadway improvements, especially as they relate to the immediate neighbors, Des Plaines, Arlington Heights and Prospect Heights.

TRANSPORTATION AGENCIES

Public transportation agencies that will be involved in implementing the Plan may include:

RTA/Metra/Pace: The Village should *continue to coordinate more detailed development plans and Plan initiatives with transit agencies on the placement, access and configuration of potential transit service amenities and support facilities within Downtown*, such as parking, bus shelters, bike racks and facilities and access.

The RTA currently provides implementation assistance to communities that have completed transit-oriented development plans. They can help identify grant funding sources, assist with coordination with Metra and Pace and also provide funding through their Community Planning program to fund TOD zoning updates and organize developer panels with the Urban Land Institute.

Union Pacific Railroad: The Village should *continue to maintain an on-going dialogue with Union Pacific Railroad* to maintain and improve parking and access near the existing train station site, as well as to evaluate and maintain safe and efficient track crossings at key Village intersections.

Illinois Department of Transportation: The Village should *communicate proposed roadway, streetscape and intersection improvements as shown in the Plan*, such as new bump outs, pedestrian crossing/crosswalk changes, potential median enhancements, parallel parking additions, signalization changes and geometric intersection modifications with IDOT. Northwest Highway, Central Road and Route 83/Main Street are all roadways under IDOT jurisdiction. Preliminary transportation enhancement concepts were sent to IDOT for initial review and were generally well received as potential future improvements. However, any roadway changes will require further detailed study prior to implementation.

PRIVATE SECTOR

Developers, property owners, local businesses and financial institutions will play a key role in the phased implementation of the Plan and redevelopment of Downtown:

Private Developers: The Village should *take an active role in attracting mixed-use, residential and commercial developers to Downtown*, particularly for the key larger target sites following the goals and objectives of the Plan. Village planners and the consultant team have already engaged many local developers regarding many of the opportunity sites as depicted and described in the Plan. This communication and should be on-going.

Local Business and Property Owners: The Village, along with the Downtown Merchants Association, Chamber of Commerce, Small Business Development Center and Mount Prospect Library, established a regular communication forum and outreach program for assisting both existing and potential business and property owners within Downtown to determine their development needs. This program, called *the Entrepreneur's Cafe*, should be maintained and used as a forum to provide updates on the status of the Implementation Plan initiatives.



Financial Institutions: With Village support in achieving the Plan vision, local lenders can assist and facilitate redevelopment by providing preferred financing options for projects within Downtown. The Village should *initiate conversations with local bank lenders to evaluate what options are available for financing assistance* for new and existing property redevelopment or enhancement.

PRIORITY ACTIONS AND PROJECTS

An important early step toward Plan implementation should be the identification of achievable priority actions and catalytic projects. An outline of priority actions and projects has been organized into a framework matrix to serve as a checklist and can be found at the end of this section. Actions such as development code changes and simplification of the development process are extremely valuable, low cost priority items that can be implemented in an early time horizon and set the stage for future redevelopment and reinvestment.

Once this framework has been established, the Village can focus on strategically implementing

priority or catalytic projects. These are projects which include the opportunity sites that are expected to create the most vitality, investment and redevelopment in the area because of their high visibility, strategic locations and large sizes. Additionally, the implementation of these projects would begin to address optimal land use and development opportunities as envisioned in the Plan.

ZONING CODE CHANGES

As identified in the narratives of several opportunity site concepts, achieving a preferred development outcome will likely result in exceeding existing development regulations. In general, *the Village may want to revisit its existing zoning code in relation to height, density, land use and parking requirements to determine if current standards enable implementation of the community's vision* for Downtown. These changes should be examined in conjunction with other tools that exist within the development approval process.

DESIGN GUIDELINES

In conjunction with a change in Downtown zoning, the Village should *consider developing a detailed set of Downtown Design Guidelines*. A Corridor Design Guidelines document was developed for the Village in 2004, but is nearly ten years old. A Downtown Design Guidelines document would focus more on the core of Mount Prospect and would build from the character, materials and aesthetic that has already been established.

Prior to considering development proposals, the Village should *define key elements of the design of the public realm or streetscape to provide a blueprint that articulates standards for development*. The Village should undertake a more thorough, detailed examination of key urban design elements for the guidelines such as street, building, parking, site, landscape, streetscape and signage design. These guidelines would not only encourage higher quality, "context sensitive" projects, but would help facilitate a streamlined, predictable review process for all development and reinvestment within Downtown.

STREETSCAPE DESIGN

As discussed and illustrated earlier in the Plan, *a key goal of the Implementation Plan is the creation of a unique Prospect Avenue District, as well as a focus on higher quality streetscape as part of new development along Busse Avenue.* This unique streetscape design would complement the on-going streetscape character found in the rest of the Downtown area. A comprehensive, detailed streetscape design plan and linked pedestrian open space system and implementation strategy/program should be undertaken that provides a holistic vision for enhancing Downtown's key streets.

Most notably the focus should first be placed on Prospect Avenue as a key local shopping street for the community. As noted, additional focus on Busse Avenue should also be tied into this new system. A streetscape/open space program should include conceptual and detailed design, cost estimates and prioritization of projects based on capital improvement budgets, new infill development and acquisition of funding or grants. *The implementation of one or more*

of these key streetscapes/open space features could be considered a catalytic project that jump starts other Plan initiatives.

DOWNTOWN WAYFINDING + SIGNAGE DESIGN PROGRAM

As part of or a separate task from a Downtown streetscape program, *a visually attractive and clear Downtown wayfinding and signage system incorporating a recognizable landmark or theme should be implemented within the greater Downtown area.* This program, aimed at directing motorists, visitors, pedestrians and bicyclists into and around Downtown destinations, can be easily phased over time.

The program can eventually be expanded to a more regional level directing motorists and bicyclists from community gateway points and landmarks, such as Randhurst Mall, to Downtown. Several ideas for how a unified signage family could look were described previously in the Plan vision section. Ideally, any signage developed will relate to or incorporate

a new landmark or Downtown logo. A strong wayfinding system should address the following signage types:

- Downtown Gateways/Directional Signs
- Key Destination/Public Parking Directional Signs
- Informational Kiosks/Maps
- Regulatory Signage
- Bike Route Directional Signs
- Seasonal Banners
- Street Signs
- Other Downtown Brand Graphics

A preliminary wayfinding and signage plan were provided as part of this report, diagramming where each of the key signage types could be located. This can be used as a starting point to understand how a comprehensive system would work together.

BRANDING AND MARKETING

Going forward, Downtown Mount Prospect is envisioned to be a unique destination within the greater Chicago region and on-going efforts to brand and market its retail, service and recreational offerings and attractions, as well as promote the area's revitalization potential to investors, developers, new businesses and future residents will be especially important. Such activities will be critical to communicating the Downtown's characteristics as well as the goods and services it offers to shoppers, visitors and potential investors. Therefore, as previously described in this report, an overarching branding/marketing strategy for Downtown can be used to develop marketing materials and advertising campaigns, organize targeted promotional/special events, conduct more effective public relations activities and coordinate with any planned Downtown signage and wayfinding system. *Given its mission, the Downtown Merchants Association would be the most appropriate organization to develop and manage an effective branding and marketing program* focused on enhancing

Downtown's overall image and increasing sales for existing businesses and restaurants. Organizations that could play partnership roles in such program include the Village and the Chamber of Commerce.

Implementation action steps in developing the program may include:

Branding Study

It is *recommended that a more detailed branding and marketing strategy for Downtown Mount Prospect be prepared by a professional consultant*, beyond what was conducted as part of this planning process. A graphic design portfolio building upon a new Downtown brandmark, and the different types of marketing and promotion activities that could be undertaken to attract certain customer segments, can be prepared as part of the study. Roles and responsibilities of who will manage and support the Downtown marketing program can also be determined.



Evanston has a coordinated branding and marketing system for downtown businesses and events

Image Building Marketing

Marketing Downtown's commercial, cultural and recreational assets will be a key focus of an effective Downtown branding and marketing program. Just as important is promoting Downtown's progress in the revitalization process and creating a heightened awareness and "buzz"



The City of Berwyn has a marketing campaign that actively targets commuters and residents throughout Chicago

about new business openings, living opportunities, entertainment offerings and special events and festivals. "Image building" advertisements in targeted publications, including those in nearby areas and in the broader Chicago metropolitan area, might be effective in informing those who might not know about Downtown's progress and its assets and attractions.

Business Recruitment/Retention

In conjunction with the Entrepreneur's Cafe, the Village should *insure that a strong, clear marketing and business retention/recruitment strategy is developed.* Cross-fertilization of local Chamber of Commerce and Downtown Merchants Association initiatives, as well as current Village supported downtown marketing should be calibrated into a cohesive plan, *one that focuses on Mount Prospect's unique assets and character with redevelopment and business opportunities and strong local and regional transportation linkages.* Consistency in message is critical to promoting Downtown efforts, so ultimately having one point person for organizing and delegating tasks would be ideal.

Currently, a number of organizations and community leaders are involved in these activities, including community development and planning staff. This downtown business "navigator" role should be provided with the necessary tools and resources to administer these services. Some tasks involved with this role may include:

- Maintain an up-to-date inventory of all businesses and vacant storefronts with data that can easily be communicated to brokers and retailers. Marketing pieces that contain demographic and market data from this study would also be useful.
- Host more special events or activities in the Downtown, or tie in with events hosted by other groups.
- Develop promotional campaigns that encourage residents to shop and dine in the Downtown, as described above.
- Work with existing businesses to upgrade their storefronts and marketing activities, including websites.
- Explore other downtowns with similar conditions and, when the time is right, talk to local business owners about establishing a second location in Downtown Mount Prospect.

PRIORITY OPPORTUNITY SITES

The Village, in partnership with other entities, will need to work to initiate the redevelopment of the key opportunity sites in Downtown. Each site may necessitate a slightly different approach to its redevelopment depending on the site, existing buildings, developer interest, ownership of property and available financial resources and incentives.

Many other variables affect the ability and timing of these projects to move forward. These include, at a minimum, ability to acquire parcels, public-private partnerships and financing and leadership change or turnover. *This Plan, like all plans must be evaluated regularly and updated as necessary to meet the ever-changing dynamics of community character and sentiment, leadership changes and market forces.*

Triangle Site

Most widely discussed and recognized as the key target redevelopment site in Downtown, this is seen as an opportunity to infill a highly-visible portion of the Downtown core on the north. The plan was envisioned as either an entertainment

district or as a larger-scale mixed-use development. Within each scenario, a high value has been placed to including meaningful public space, either in the form of smaller plazas or as a recognizable landmark park. Both concepts envision a pedestrian friendly environment coupled with controlled vehicular access points and limited parking, as well as a place to host a variety of community events, markets and passive recreational opportunities.

Chase Bank Site

The Chase Bank Site - including the Emerson Street and Busse Avenue frontages in particular - is a key gateway location connecting Downtown with the surrounding neighborhoods to the east. Future improvements in this vicinity should emphasize continuity, with a priority placed on creating a successful and seamless pedestrian realm that connects the site to the Downtown



Though centrally located within Downtown, the Triangle Site remains largely vacant.

core. Public and private investment should be coordinated to preserve and enhance the location's capacity for civic festivals.

While current market conditions suggest that substantial redevelopment of the site is unlikely at this time, increased economic viability could come in the form of temporary or flexible, small-scale commercial uses along the perimeter of the property. Such proposals should be carefully examined to avoid negatively impacting the objectives stated above.

Central and Main Site

The Central and Main Site is envisioned as a location for either a small market or pharmacy or multi-family residential, depending on the market. The Village has continued to talk to potential developers and commercial real estate brokers to both gauge and generate interest in the site's redevelopment. With its high visibility and currently underutilized condition, this redevelopment opportunity is seen as a high priority.

Tri-State Site

The Tri-State Site is located proximate to the heart of Downtown's core, yet currently fails to add to the activity level and vibrancy of Downtown. With redevelopment as a mixed-use building, additional residents would be brought Downtown—potentially a younger population of people. This site may also capture the interest of a commercial developer, which would activate this portion of Downtown. This site is seen as a medium priority.

Lions Park Site

The Lions Park Site represents Downtown Mount Prospect's best transit-oriented development opportunity. The site has the potential to support a significant population of new residents, which will have ideal access to the Metra Station, as well as all that Downtown has to offer both south and north of the tracks. As a component of this redevelopment, an expansion of Metra's parking has been shown—one by expanding the existing surface parking lot and the second option replacing the lot with a parking structure.

The redevelopment of this overall site would require property acquisition from a number

of different property owners as well as assistance with relocating businesses. In addition, coordination and continued dialog with Metra will be critical. Ultimately, this could be a phased development, although planned and approved at the same time, allowing the absorption of residential units at a pace the market can handle. This is not seen as a high priority redevelopment, but is viewed as a significant development with the potential to change the complexion of Mount Prospect's Downtown. Maintaining parking for Metra commuters remains a major consideration in any strategic land use decisions.

Post Office Site

Of all of the redevelopment sites, the Post Office Site is viewed as the longest term opportunity. Its redevelopment hinges upon the future of the Post Office branch and whether it remains a viable and necessary function. The Plan simply provides a potential scenario in order to guide land use policy and decision making in the event this facility is no longer viable. In keeping with the goal of providing a critical mass of residents Downtown to strengthen businesses and economic development, this site is seen to have the potential for multi-family housing.

POTENTIAL FUNDING SOURCES

As noted, many of the recommended improvements and projects may require financial assistance to be implemented. Where possible, local, state and federal funding sources should be used to leverage private sector dollars. The following are key financing tools, programs, and potential funding sources to be considered:

LOCAL FUNDING SOURCES

Capital Improvement Plan

Probably the most common means the Village can use to tackle public improvements is to fold these projects into the regularly evaluated and updated Capital Improvement Planning and Programming. Capital improvement funding could be used to support various projects outlined in the Plan, including:

- Road and Street Improvements
- Pedestrian Safety Enhancements
- Streetscape Implementation
- Parks and Plazas
- Public Parking Improvements
- Signage and Wayfinding Programs
- Public Building Interior and Exterior Improvements

Recognizing that public budgets are shrinking, and therefore limited in the current economy, the Village should *investigate shared improvements and funding opportunities with other taxing bodies or public/private partnerships.*

General Revenue Bonds

Depending upon the Village's bond rating and current bond/debt load and retirement, the Village may investigate the ability of long-term bonds for specific portions of the Plan in order to jump start redevelopment activities. *Bonding for public infrastructure, open space or streetscape improvements, site acquisition, clearing or remediation are some of the key catalytic components of the Plan that should be considered.* The Village should consult their finance expertise to evaluate these opportunities.

Property Tax Abatement

Another option for the Village to consider to spur redevelopment, particularly for the privately held redevelopment sites, is the use of property tax abatement. In order to entice new retail and commercial development or

redevelopment, the Village could *structure a reasonable property tax abatement program tied to those key development opportunities.* The tax advantage may be justified in the additional redevelopment costs necessary to develop within the Village as opposed to the other "more greenfield" commercial developments in surrounding communities. This structure may provide a competitive advantage to Mount Prospect from competing interests in neighboring downtowns and surrounding regional malls and retail centers.

Tax Increment Financing (TIF)

Tax Increment Financing (TIF) is a program that allocates future increases in property taxes from a designated area to pay for improvements only within that area. The Village has a history of utilizing TIF and has the ability to make public improvements to meet some goals of the Plan. Currently, the TIF boundary is located entirely north of Northwest Highway and covers a portion of the Downtown study area.

Under TIF, the increases in taxes from new development and redevelopment of existing structures, or increases in taxes due to equalization

or rate changes are all allocated to the Village. The other districts continue to share the taxes that were being paid prior to creation of the district. All properties in the district are assessed in the same manner as all other properties and are taxed at the same rate. TIF is not an increase in taxes; it is only a re-allocation of how they are used. Increases in property taxes are due to reassessment and rate increases, not TIF.

There are three general categories of activities that may be supported by tax increment funds:

- Public Improvements
- Development/Redevelopment/Rehabilitation
- Administrative Support and Financing

TIF is one of the few funding mechanisms available to local governments and has proven to be very effective in spurring redevelopment and public improvements within communities.

Special Service Areas (SSA)

An SSA is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements within a designated geographic boundary. Funding is obtained through an additional property tax levied on properties within the designated boundary. An SSA can provide support services (i.e., maintenance of public improvements), infrastructure upgrades and/or land and building improvements (generally exterior).

To establish an SSA, a majority of the property owners and registered voters within the proposed boundary must not object to the additional taxation required to fund programs and services. An SSA may be particularly suited to maintaining infrastructure improvements and providing additional marketing and other special services in Downtown. An SSA can provide a tailored set of services and/or infrastructure upgrades that provide concrete benefits to its property owners.

The common services and activities provided by SSAs are:

- Infrastructure Improvements
- Land and Building Improvements
- Support Services

TRANSPORTATION FUNDING SOURCES

Under restructuring of the new federal transportation bill, MAP-21, a new program was created called Transportation Alternatives that encompasses both the Transportation Enhancement and Safe Routes to School. Any program listed is subject to change or elimination.

Illinois Transportation Enhancement Program (ITEP)

The goal of ITEP is to allocate resources to well-planned projects that provide and support alternate modes of transportation, enhance the transportation system through preservation of visual and cultural resources and improve the quality of life for members of the communities. ITEP requires communities to coordinate efforts to develop and build safe, valuable and functional projects in a timely manner.

Under ITEP, the Illinois Department of Transportation (IDOT) works jointly with other state agencies, local governments, interest groups and citizens in enhancing the transportation system and building more livable communities. The enhancement program allows the opportunity for the public to become directly involved in

transportation projects. Public participation is encouraged throughout the entire program planning, development and implementation process.

For more information:

<http://www.dot.state.il.us/opp/pdf/2013%20New%20Guidelines-May%2017.pdf>

Transportation Alternatives Program (TAP)

The Transportation Alternatives Program was created by consolidating the Transportation Enhancements, Safe Routes to School and Recreational Trails programs. The TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.

The Chicago Metropolitan Agency for Planning (CMAP) administers the TAP program for the Chicago region.

For more information:

<http://www.fhwa.dot.gov/map21/guidance/guidetap.cfm>

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The Congestion Mitigation and Air Quality Improvement Program finances projects that will contribute to improving air quality and reducing congestion in regions that do not meet federal air quality standards. It is apportioned to states on a formula basis. The Chicago Metropolitan Agency for Planning (CMAP) CMAQ Project Selection Committee recommends a proposed program to be implemented from among the submitted proposals. The committee retains the prerogative to select the best projects in each year. The CMAP MPO Policy Committee programs the region's CMAQ funds. The four criteria for ranking projects are: reduction in nitrogen oxides; reduction in vehicle miles of travel; trips eliminated; and reduction in volatile organic compounds.

The RTA is currently seeking FY 2014-2018 CMAQ funding for a pilot program that would allow communities to implement small scale access to transit capital improvements stemming from RTA Community Planning projects. If successful during this current CMAQ cycle, the RTA may continue and expand the program and seek additional projects in late 2014/early 2015.

For more information:

<http://www.fhwa.dot.gov/environment/airquality/cmaq/>

KEY DOWNTOWN PLAN INITIATIVES

OPEN SPACE FUNDING SOURCES

Open Space and Land Acquisition and Development Program (OSLAD)

The Open Space and Land Acquisition and Development Program (OSLAD) provides grants to local municipalities for the acquisition and development of land for open space, parks and bike paths. Funding assistance is awarded on a 50 percent matching basis with grant awards up to \$750,000 for land acquisition and \$400,000 for development and renovation initiatives. The Illinois Department of Natural Resources administers the program.

For more information:

<http://www.dnr.state.il.us/ocd/newoslad1.htm>

Land & Water Conservation Fund (LWCF)

The Land and Water Conservation Fund is a federally funded program which also supports a 50% matching basis. Both grants look at park and open space initiatives that provide for a variety of community open space and recreation needs with an eye towards Best Management Practices and sustainability.

For more information: <http://www.nps.gov/lwcf/>

Once the Plan is approved, key implementation strategies and actions have been outlined in the following charts, including:

- Initiative/Project/Programs
- Priority
- Responsible Parties
- Implementation Tools/Funding Sources
- Actions/Key Tasks
- Cost Level
- General Timeline

PRIORITY PROJECT TIMELINE

0–2 YEARS: IMMEDIATE EFFORTS

- Land / Property Acquisition Feasibility
- Land Acquisition & Assemblage
- Chase Bank Building Parking Improvements
- Comprehensive Wayfinding & Signage Program
- Key Intersection Improvements
- At Grade Crossing Initiatives
- Facade and Site Improvements

2–5 YEARS: NEAR-TERM EFFORTS

- Triangle Site Redevelopment
- Prospect Avenue District Streetscape
- Central & Main Site Redevelopment
- Tri-State Site Redevelopment

5–10 YEARS: MID-TERM EFFORTS

- Lions Park Site Redevelopment
- Downtown Master Plan Update & Evaluation

10–15 YEARS: LONG-TERM EFFORTS

- Post Office Site Redevelopment

MOUNT PROSPECT DOWNTOWN IMPLEMENTATION PLAN PRIORITY ACTION TASKS		LEGEND:	TIF: Tax Increment Financing TAP: Transportation Alternatives Program ITEP: Illinois Transportation Enhancement	SSA: Special Service Area OSLAD: Open Space + Land Acquis. Dev. CMAQ: Congestion Mitigation Grant
Initiative / Project / Program	Priority	Responsible Parties		Implementation Tools / Funding Sources
Identify and Pursue Grants/Funding Sources for all priority action plans and initiatives	HIGH	<ul style="list-style-type: none"> • Village Planning Staff • Village Engineering Staff • Village Board 		<ul style="list-style-type: none"> • Village Funds
Downtown Zoning Code Changes	HIGH	<ul style="list-style-type: none"> • Village Staff • Planning/Zoning Commission • Village Board • Planning/Zoning Consultant 		<ul style="list-style-type: none"> • Village Funds • TIF • RTA
Explore options for establishing a Special Service Area(s) for all or portions of Downtown	HIGH	<ul style="list-style-type: none"> • Village Staff • Village Board • Business/Property Owners • Chamber/Downtown Association 		<ul style="list-style-type: none"> • Village Funds
Develop Downtown Branding and Marketing Program	HIGH	<ul style="list-style-type: none"> • Village Staff • Steering Committee (Chamber / Downtown Association / Business Owners) 		<ul style="list-style-type: none"> • Village Funds • SSA • Other Grants
Develop Business Development/Recruitment and Retention Strategy	HIGH	<ul style="list-style-type: none"> • Village Staff • Chamber of Commerce • Downtown Association • Steering Committee • Business/Property Owners 		<ul style="list-style-type: none"> • Village Funds • Chamber / Downtown Association Funds • SSA • Other Grants
Develop Downtown Design Guidelines	Medium	<ul style="list-style-type: none"> • Village Staff • Planning/Zoning Commission 		<ul style="list-style-type: none"> • Village Funds • TIF • SSA • Other Grants
Coordinate and Implement Redevelopment Opportunities with Yearly Capital Improvement Program	Medium	<ul style="list-style-type: none"> • Village Staff • Village Board • Planning/Zoning Commission 		<ul style="list-style-type: none"> • Village Funds
Comprehensive Downtown Streetscape Design (extension of existing projects)	Medium	<ul style="list-style-type: none"> • Village Staff • Village Board • Steering Committee 		<ul style="list-style-type: none"> • Village Funds • ITEP • SSA • Other Grants

			LEGEND:
			\$\$\$ > \$500,000
			\$\$ \$100,000 - \$500,000
			\$ < \$100,000
Initiative / Project / Program	Actions/Key Tasks	Cost Level	General Timeline
Identify and Pursue Grants/Funding Sources for all priority action plans and initiatives	<ul style="list-style-type: none"> • Compile list of potential sources and due dates • Identify requirements for each submission • Identify responsible groups/parties for preparing the submission 	\$	0-1 year Ongoing
Downtown Zoning Code Changes	<ul style="list-style-type: none"> • Redefine downtown districts (if necessary) • Amend standards for heights, parking, densities shown in plan. • Revise downtown within village comprehensive plan • Define goals and opportunities for economic development 	\$\$	0-1 year
Explore options for establishing a Special Service Area(s) for all or portions of Downtown	<ul style="list-style-type: none"> • Begin discussions with business/property owners • Establish potential SSA boundary • Determine feasibility of program 	\$	0-1 year
Develop Downtown Branding and Marketing Program	<ul style="list-style-type: none"> • Engage in open community/business/merchant process • Identify theme, develop concepts and strategies • Create branding/marketing implementation plan 	\$	0-2 year
Develop Business Development/Recruitment and Retention Strategy	<ul style="list-style-type: none"> • Establish village-supported entity and steering committee • Collaborate with other organizations • Create staff support structure or hire part time director • Undertake proactive retention and attraction activities • Monitor/manage activities 	\$\$	0-2 years Ongoing
Develop Downtown Design Guidelines	<ul style="list-style-type: none"> • Develop detailed building, site, public realm, landscape standards • Coordinate with zoning amendment efforts • Create a working committee 	\$\$	0-2 years
Coordinate and Implement Redevelopment Opportunities with Yearly Capital Improvement Program	<ul style="list-style-type: none"> • Establish priorities based on plan • Create budget estimates for priority public projects • Define brand, events and promotions • Develop phased approach to brand implementation 	\$	0-1 years Ongoing
Comprehensive Downtown Streetscape Design (extension of existing projects)	<ul style="list-style-type: none"> • Establish priorities based on Plan • Create budget estimates for priority public projects 	\$\$	0-2 years

MOUNT PROSPECT DOWNTOWN IMPLEMENTATION PLAN PRIORITY PROJECTS		LEGEND:	TIF: Tax Increment Financing TAP: Transportation Alternatives Program ITEP: Illinois Transportation Enhancement	SSA: Special Service Area OSLAD: Open Space + Land Acquis. Dev. CMAQ: Congestion Mitigation Grant
Initiative / Project / Program	Priority	Responsible Parties		Implementation Tools / Funding Sources
Land / Property Acquisition Feasibility	HIGH	<ul style="list-style-type: none"> • Village Staff • Village Board 		<ul style="list-style-type: none"> • Village Funds • TIF • General Revenue Bonds
Chase Bank Building Parking Improvements (page 20)	HIGH	<ul style="list-style-type: none"> • Village Staff • Chase Bank Building Property Owners 		<ul style="list-style-type: none"> • Private Financing • Village Funds • TIF
Comprehensive Wayfinding and Signage Program (page 86)	HIGH	<ul style="list-style-type: none"> • Village Staff • Village Board 		<ul style="list-style-type: none"> • Village Funds • ITEP and other Grants • SSA • TAP • TIF
Key Intersection Improvements (page 80)	HIGH	<ul style="list-style-type: none"> • Village Staff • Village Engineers • Village Board • IDOT 		<ul style="list-style-type: none"> • Village Funds • ITEP and other Grants • SSA • TAP • TIF
Land Acquisition and Assemblage	Medium	<ul style="list-style-type: none"> • Village Staff • Planning/Zoning Commission • Village Board 		<ul style="list-style-type: none"> • Village Funds • ITEP Grant • TIF
Triangle Site Redevelopment (page 8)	Medium	<ul style="list-style-type: none"> • Village Staff / Village Board • Developer • Property Owners 		<ul style="list-style-type: none"> • Private Funds • TIF • General Revenue Bonds • Village Funds
Prospect Avenue District Streetscape (page 66)	Medium	<ul style="list-style-type: none"> • Village Staff • Village Board • Steering Committee 		<ul style="list-style-type: none"> • Village Funds • ITEP Grant • SSA • TAP • Other Grants
Central and Main Site Redevelopment (page 26)	Medium	<ul style="list-style-type: none"> • Village Staff • Village Board • Developer 		<ul style="list-style-type: none"> • Private Funds • TIF • General Revenue Bonds • Village Funds

			LEGEND:	\$\$\$ > \$500,000
				\$\$ \$100,000 - \$500,000
				\$ < \$100,000
Initiative / Project / Program	Actions/Key Tasks	Cost Level	General Timeline	
Land / Property Acquisition Feasibility	<ul style="list-style-type: none"> • Develop target area acquisition list • Negotiation/discussion of property ownership • Develop appraisals for acquisitions • Negotiate offers and/or public/private partnership opportunities 	\$\$\$	0-3 years Ongoing	
Chase Bank Building Parking Improvements (page 20)	<ul style="list-style-type: none"> • Initiate discussions with Chase owners • Acquire property on the northeast corner of Busse/Emerson to create park space • Identify funding structure/sharing • Construction management 	\$\$	0-1 year	
Comprehensive Wayfinding and Signage Program (page 86)	<ul style="list-style-type: none"> • Identify funding for design assistance • Conceptual detailed design • Coordinate with any new Prospect Avenue streetscape design 	\$\$	0-2 years	
Key Intersection Improvements (page 80)	<ul style="list-style-type: none"> • Identify issues, establish priority projects • Create a timeline and budget for improvements • Continue dialogue with IDOT • Design and construction 	\$\$\$	0-2 years	
Land Acquisition and Assemblage	<ul style="list-style-type: none"> • Develop public/private partnership agreements • Create RFP/developer recruitment strategy • Project structuring and finance sources 	\$\$	0-1 year Ongoing	
Triangle Site Redevelopment (page 8)	<ul style="list-style-type: none"> • Negotiate property/development agreements • Determine revenue sharing scenarios • Finalize building plans/permits • Construction management 	\$\$\$	0-5 years	
Prospect Avenue District Streetscape (page 66)	<ul style="list-style-type: none"> • Identify funding for design assistance • Conceptual detailed design • Create overall budget and phasing for implementation 	\$\$\$	0-5 year	
Central and Main Site Redevelopment (page 26)	<ul style="list-style-type: none"> • Conduct necessary site remediation • Negotiate property/development agreement • Finalize building plans/permits • Construction management 	\$\$\$	0-5 years	

MOUNT PROSPECT DOWNTOWN IMPLEMENTATION PLAN PRIORITY PROJECTS		LEGEND:	TIF: Tax Increment Financing TAP: Transportation Alternatives Program ITEP: Illinois Transportation Enhancement	SSA: Special Service Area OSLAD: Open Space + Land Acquis. Dev. CMAQ: Congestion Mitigation Grant
Initiative / Project / Program	Priority	Responsible Parties		Implementation Tools / Funding Sources
Tri-State Site Redevelopment (page 36)	Medium	<ul style="list-style-type: none"> • Village Staff • Village Board • Developer • Property Owner 		<ul style="list-style-type: none"> • Private Funds • TIF • General Revenue Bonds • Village Funds
At Grade Crossing Initiatives (page 80)	Medium	<ul style="list-style-type: none"> • Village Staff • Village Board • Union Pacific • Metra 		<ul style="list-style-type: none"> • Village Funds • ITEP Grant • CMAQ • TAP • TIF
Facade and Site Improvements (page 64)	Medium	<ul style="list-style-type: none"> • Property Owners • Village Staff 		<ul style="list-style-type: none"> • Village Funds • TIF
Downtown Master Plan Update and Evaluation	Medium	<ul style="list-style-type: none"> • Village Staff • Planning Zoning Commission • Village Board 		<ul style="list-style-type: none"> • Village Funds • ITEP Grant • TIF
Lions Park Site Redevelopment (page 54)	low	<ul style="list-style-type: none"> • Village Staff • Village Board • Developer • Property Owners 		<ul style="list-style-type: none"> • Private Funds • General Revenue Bonds • Village Funds • TIF
Post Office Site Redevelopment (page 48)	low	<ul style="list-style-type: none"> • Village Staff • Post Office Facilities Staff • Village Board • Developer 		<ul style="list-style-type: none"> • Private Funds • General Revenue Bonds • Village Funds

LEGEND:			
\$\$\$ > \$500,000			
\$\$ \$100,000 - \$500,000			
\$ < \$100,000			
Initiative / Project / Program	Actions/Key Tasks	Cost Level	General Timeline
Tri-State Site Redevelopment (page 36)	<ul style="list-style-type: none"> • Negotiate property/development agreements • Determine revenue sharing scenarios • Finalize building plans/permits • Construction management 	\$\$\$	0-5 years
At Grade Crossing Initiatives (page 80)	<ul style="list-style-type: none"> • Continue on-going dialogue with Union Pacific/Metra • Identify issues, establish priority projects • Create a timeline and budget for improvements 	\$	0-2 years Ongoing
Facade and Site Improvements (page 64)	<ul style="list-style-type: none"> • Engage and educate property owners on improvement program resources • Provide design and technical assistance • Permitting • Construction management 	\$	0-2 years Ongoing
Downtown Master Plan Update and Evaluation	<ul style="list-style-type: none"> • Evaluate/update goals • Revisit Plan in context of market conditions and new development that has occurred 	\$	5-10 years (3-5 year increments)
Lions Park Site Redevelopment (page 54)	<ul style="list-style-type: none"> • Engage in discussions with property owners • Relocate businesses in Mount Prospect • Solicit developers through RFP process • Finalize building plans/permits • Construction management 	\$\$\$	3-10 years
Post Office Site Redevelopment (page 48)	<ul style="list-style-type: none"> • Maintain discussions with Post Office • Demolition and site clearing • Design and permitting • Construction management 	\$\$\$	10-15 years

10: GLOSSARY

American with Disabilities Act (ADA)

Federal civil rights law signed in 1990 providing comprehensive oversight and protections for people with disabilities. The law also identifies a series of accessibility standards for the built environment, including, but not limited to, curb and access ramps, sidewalk and door entry widths, etc.

Average Daily Traffic Count (ADT)

The daily total volume of traffic for a particular roadway, indicating the intensity of its use.

Bollard

Low post, typically made of metal or concrete, primarily used to block automobile access.

Branding Element

A physical object that employs various aesthetic qualities distinct to a specific area. Streetscape elements - including lights, signs, benches, planters and other furnishings - can be used in concert to reflect and promote the identity of a place.

Brandmark

An identifying symbol or logo that conveys a theme or identity, which can be used in a variety of applications.

Bump Out

A physical extension of a street curb, typically extending the width of a parking lane and located at the end of a block. Bump outs can help to reduce crosswalk distances, reduce traffic speeds and create additional space for streetscape amenities. The physical application of bump outs (size, placement and design) should be context sensitive.

Business Inventory

A description of the mix of specific business types within an area.

Capital Improvements

An investment in the public realm by way of infrastructure improvements, such as construction or repairs, that is intended to enhance the value of surrounding property.

Chicago Metropolitan Agency for Planning (CMAP)

The official regional planning organization for northeastern Illinois (Cook, DuPage, Kane, Kendall, Lake, McHenry and Will counties), overseeing the comprehensive planning efforts of the greater Chicago Metropolitan area.

Context Sensitive

Implies consideration of the surrounding natural and built environment in the design process in order to achieve a development outcome that is beneficial to an area in whole.

Continental Style Crosswalk

Continental or 'zebra' crosswalks use a series of highly-visible, wide, white stripes placed perpendicular to the direction of travel in a roadway.

Development Standards

A set of predetermined regulations meant to control the performance and design aspects of development within a parcel or property. Typical factors include building location and size, density, parking ratios, architectural materials and land use, among others.

Dome Plate

See *Tactile Warning Paving*.

Facade Fenestration

The pattern of openings in a building envelope, such as windows, doors, skylights, curtain walls, etc., designed to permit the passage of air, light, vehicles or people.*

Grade Separated Crossing

An intersection of travel ways (auto, train or pedestrian) at different heights. Typical examples include pedestrian bridges and highway underpasses.

Greenfield Development

New construction on land that had been previously undeveloped, such as wilderness or farmland.

Living Wall

Also commonly known as a 'green wall', it is the vertical use of vegetation on a building's facade.

Median

A physical element separating travel lanes.

Mixed Use

A development that includes two or more physically integrated land uses on one site or within one structure.*

Multi-modal

The coexistence and synergistic relationship of multiple modes of public transportation within a specific location or area.

Northwest Municipal Conference (NWMC)

A regional council of governments located in the Chicago region that works to organize, promote and establish various planning policy initiatives and programs.

Parking Ratio

The relationship between physical parking spaces to the size and nature of a business or development, typically measured by spaces per unit (residential) or spaces per 1,000 square feet of floor space (commercial/office). In Mount Prospect, parking ratios are based on land use and size, and requirements can vary widely within an individual property.

Note: An * indicates definition source is "The Language of Towns & Cities", by Dhru A. Thadani

Pedestrian Countdown Signal Head

A timer, located at a crosswalk, providing a pedestrian with a clear indication of the time left to cross the street.

Pedestrian Promenade

A space, passage way or corridor, usually containing urban design and streetscape elements that is designed and intended primarily for use by people.

Permeable Surface

A paved area that accommodates the direct infiltration of water and runoff into the ground.

Planned Unit Development (PUD)

A process and application of zoning in which land being developed is unique in its size and/or nature, and has the potential for greater common good than 'by-right' development; thereby being a candidate for an independent review and approval process. *See the Village of Mount Prospect's Village Code for specific definitions and supporting information.*

Primary Frontage

Indicates the main property or right-of-way line of a parcel. Typically abutting an important street or civic space, a building's main facade and entrance should first and foremost address the primary frontage.

Property Tax Abatement

A planned, temporary reduction in the amount of tax a property owner must pay. Can be used as a tool to attract new development.

Public-Private Partnership

Combined efforts of governing bodies, business leaders individual citizens to achieve a shared vision or goal.

Revenue Bond

A loan issued by a municipality to finance a project, from which the increased income will be used for repayment.

Regional Transportation Authority (RTA)

The Chicago RTA is specialized unit of local government that assists transit agencies in the management, funding, and operation of public transportation in the greater Chicago region.

Signage Family

A group of wayfinding and identity elements that share a common and unified aesthetic.

Stakeholder

Person or group of people involved in a governing agency, or a business/property owner, with a direct involvement in Downtown decision making.

Stepback

Term describing a consistent wall recession at certain heights of a building, often accompanied by a change in architectural style, form or building use. Stepbacks occurring after the first few stories of a building can provide an added benefit of reducing the visual bulk of a structure from the street level.

Stormwater

The water from rain and snow that flows over the land surface and is not absorbed into the ground. *

Strip Shopping Center

Also commonly known as a 'strip mall', it is a grouping of one to two-story retail spaces arranged side by side, and accompanied by a predominant parking lot. Strip shopping centers are typically auto-oriented in nature and generally detract from a high quality pedestrian environment.

Tactile Warning Paving

Raised or textured paving material, typically used at a street corner or driveway entrance to indicate the interruption of a sidewalk or pedestrian area.

Transit-Oriented Development (TOD)

The process of planning and developing real estate centered around, and largely dependent on, various modes of public transportation. Transit-oriented development is generally meant to be compact, walkable, mixed-use and at a high enough density to support transportation alternatives.

Tudor Style

An architectural style from medieval England, commonly known for its use of geometric wood framing and a simple color palette.

Urban Design

The study and practice of designing buildings, groups of buildings, spaces, and landscapes within villages, towns, and cities to create successful development. *

Wayfinding Signage

Street signs, placards, kiosks, billboards or other visual information sources that provide directions or guide people to amenities and landmarks.

Zoning

The division of land by legislative statutes, codes, ordinances, or regulations into areas known as zones. The uses and densities allowable within each zone are specified, together with many rules for the nature of buildings, signage, parking and other elements of use. *

Note: An * indicates definition source is "The Language of Towns & Cities", by Dhuru A. Thadani

