

Village of Long Grove

Downtown Master Plan

Prepared by ESI Consultants, Ltd.
in association with
Hitchcock Design Group and
Business District, Inc.

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On the Cover

Birds eye perspective looking east of the proposed improvements in Downtown

Executive Summary

Introduction

This Master Plan concludes a thorough and collaborative planning process. During this process the consultant team evaluated existing resources, analyzed the marketplace, gathered stakeholder input, prepared and presented alternative concepts, refined the preferred alternative, prepared an implementation plan, and documented the final recommendations in this Master Plan report. The project was guided by a diverse group of stakeholders, including the Downtown Task Force, Village staff, elected and appointed officials, property owners, business owners, representatives of other local taxing bodies, State and County officials, and Long Grove residents.

Based on our analysis, we believe Downtown Long Grove has remarkable potential. It has a unique legacy as a special place, a solid base of existing business, attractive but under utilized natural features, and the room to selectively expand its offerings. Most importantly, it has a substantial and wealthy nearby market. In order to take advantage of this highly desirable demographic, the Village should pursue a new comprehensive strategy that fundamentally repositions Downtown in the local marketplace.

New Comprehensive Strategy

Recently, modern and centrally managed shopping centers in nearby communities have targeted the wealthy local market that has developed over the past two decades. At the same time, Downtown Long Grove's sales tax revenues have declined. Downtown also faces the challenge of capturing higher sales from a declining day trip market.

We recommend a strategy in which public and private interests partner to broaden Downtown's overall appeal so that more people are inspired to visit more frequently – especially those who live nearby. The focus of this strategy is to improve the quality, mix, and type of destinations available and to dramatically improve visitor hospitality. A marketing program that clearly communicates Downtown's new image is also needed to elevate awareness and strengthen investor confidence in Downtown's future prospects.

Recommendations

Long-term Vision

Downtown improvements will be led by key public sector projects such as new local streets to improve circulation, reconfigured parking lots to improve appearance and provide locations for new businesses that meet contemporary marketplace requirements, streetscape and wayfinding improvements, and new trails and pedestrian connections designed to make Buffalo Creek a signature destination. Another important feature is a new rich public space in the Triangle Sub-district immediately adjacent to Downtown. This public space, which fronts directly onto Old McHenry Road and connects to recreational facilities along Buffalo Creek, will strengthen Downtown's new image and identity as a desirable destination for children, families, and local residents.

New development and improvements to private properties are also vitally important. New shops and restaurants in the Triangle, Illinois Route 83, and Illinois Route 53 Sub-districts will broaden Downtown's marketplace appeal. Development / redevelopment of highly visible properties within the Historic Core Sub-district will expand the amount of contemporary commercial space and enhance Downtown's image. The most important improvements are those that enhance pedestrian comfort, safety, and hospitality. Safe and comfortable pathways, increased lighting, better signage, and higher quality street furnishings will allow visitors to more easily access and enjoy Downtown attractions for longer hours each day. Long-term improvements should be implemented within the next 3-15 years.

Short-term Opportunities

A number of the public improvements described in the short-term opportunities can be implemented within the next 0-3 years. Short-term opportunities include:

- Review municipal codes and policies – including Planned Unit Development ordinances – and modify as necessary to align with the Master Plan.
- Reconfigure Archer Parking Lot to create new commercial / restaurant space that fronts onto a new local road connecting Old McHenry Road and Robert Parker Coffin Road.
- Determine the appropriate water system improvements for Downtown and create a plan to implement the improvements.
- Implement a signage and wayfinding system that includes Downtown gateway enhancements.
- Create a marketing program that repositions Downtown to align with the recommendations of the Master Plan.
- Develop a phasing plan for streetscape improvements that include paving, lighting, coordinated furnishings, on-street parking, and landscaping.
- Improve the Stempel Parking Lot entrance by the covered bridge.
- Sell or lease newly developed retail lots along new Archer Parking Lot Road.

All those who care about and have contributed to Downtown Long Grove's past successes should be excited about its remarkable potential. It is important understand that despite the exceptional efforts made by project stakeholders to identify and reach consensus on opportunities and improvements for Downtown Long Grove, redevelopment cannot and should not happen all at once. The availability of funding sources such as revenue from the TIF, land sales, developer assistance, or grants will play a critical role in implementation timing. However, with patience, perseverance, and a focus on continuous and incremental improvement, the goals and objectives of the Master Plan can be achieved. Downtown Long Grove will indeed remain the community's centerpiece for generations to come.

Respectfully submitted,

ESI Consultants, Ltd. / Hitchcock Design Group / Business Districts, Inc. Consulting Team

Introduction

The Downtown Long Grove Master Plan was developed in response to the Village of Long Grove’s need to organize, develop, and implement improvement strategies for the Downtown Business District and Tax Increment Financing (TIF) District. The Master Plan has been created as a conceptual set of design strategies to lay the foundation for future development within Downtown Long Grove. The Master Plan has been created to unify previous plans, market analysis, and available resources to address current and future commerce challenges facing Downtown Long Grove.

Approach

In the fall of 2007, the Village of Long Grove engaged the consultant team to develop a Master Plan for Downtown Long Grove. A Master Plan Task Force was established to guide and direct the consultant team for the duration of the project. Task Force members included Village Staff, Downtown business owners, and Village Board and Planning Commission members. To successfully develop and establish the Master Plan as a standard document, the consultant team and Task Force worked throughout the fall, meeting every other week, working together to develop master plan strategies for Downtown Long Grove. In addition to the bi-monthly meetings, the consultant team interviewed over 20 stakeholders to retain feedback from residents, business and property owners, jurisdictional interests, and public officials. Several presentations were given to the Village Board, Planning Commission, and Architectural Board throughout the master planning process and comments and concerns were addressed at those meetings and within the master plan document.

Project Area

The project area encompasses approximately 121 acres and includes Village Hall, Kildeer-Countryside School, Historic Downtown Long Grove, selected properties between Old McHenry Road and IL Route 53, Fremont Way property, Midwest Bank property, and the Mid America / Executive House / Bluebird Site.

Process

The Downtown Long Grove Master Plan included three distinct phases:

1. An **Opportunity Analysis** was conducted to examine resources, stakeholder interest, and market place conditions.
2. Several **Alternative Strategies** were developed based on a conceptual framework created from the findings of the Opportunity Analysis. The strategies were reviewed by the Task Force and a preferred strategy was selected for further refinement.
3. Based on the direction given by the Task Force, the preferred strategy underwent a series of refinements and was presented to the Planning Commission, Architectural Board, and Village Board. Upon approval, findings and recommendations were documented in a **Master Plan** report that was presented to the Village Board for final approval.

Project Goal and Objectives

One project goal and six objectives were established for the Master Plan. This goal and these objectives created a foundation from which the preferred concept plan was cultivated.

Project Goal

Strengthen and enhance Downtown’s unique qualities to ensure that it remains the centerpiece of Long Grove’s image and identity, continues to be a high quality destination for visitors, and an engaging live / work / play / shop environment for community residents and their families.

Project Objectives

Retain Existing Successful Businesses

Retaining successful businesses will attract and encourage new businesses to Downtown. An existing strong consumer base will strengthen the confidence of potential commercial investors to develop in the business district.

Broaden Downtown’s Appeal

By enhancing downtown’s appeal, more residents will want to utilize Downtown and will not travel to neighboring communities for their daily commerce needs.

Strengthen Downtown’s Identity, Safety, and Hospitality

Developing marketing, identity, safety, and hospitality strategies for Downtown will strongly distinguish it’s attributes from the surrounding commercial choices and will ensure that Long Grove remains a high quality commercial destination within the region.

Increase Tax Revenues

Investing in Downtown will attract new businesses, which will increase the tax base and ultimately the tax revenue for the Village.

Enhance Open Spaces

Enhancing open space not only benefits residents by creating improved open spaces and adding public amenities but also benefits the environment.

Provide Policy and Resource Guidelines

The Village should communicate the high quality standards that are expected from Downtown investors and facilitate the desired the patterns of development.



Project Study Area (in yellow)

Opportunity Analysis Summary

Introduction

An opportunity analysis is a time-tested method of conducting background research and analysis to identify and understand marketplace dynamics, stakeholder interests, and available resources. The best opportunities exist where the three dimensions overlap.

The following is a summary of the opportunity analysis conducted for Downtown Long Grove (the complete analysis is included in Appendix A of this report).

Marketplace

Downtown Long Grove is at the heart of prosperous suburban neighborhoods where residents value their family oriented lifestyles, spacious properties, and a long history of quality development. These community assets have traditionally offered specialty shopping that draws few convenience visits from nearby residents and numerous day trips from residents within a multi-state geography.

At its peak, Downtown Long Grove annually hosted over 400 buses that brought day visitors for lunch and unique shopping. Today, organized tours bring approximately 200 buses annually. At the same time, Long Grove and the surrounding communities have grown from diverse ex-urban villages to wealthy suburban communities. Modern, centrally managed shopping centers have developed ideal store and restaurant space in Deer Park and Buffalo Grove. These market changes have combined to cause Long Grove’s sales tax revenue to decline.

To reverse this decline, Downtown Long Grove faces the challenge of capturing higher sales from a deteriorating traditional, day trip market and a growing but increasingly competitive local market. The Master Plan for Downtown Long Grove must support the existing strong store offering as it adds businesses that take advantage of the nearby market. It is important to recognize that there is existing capacity to increase sales. Although there could be some additional store space, sales volumes can increase without significant new development. The limited addition of consumer services like spas, medical offices, and apparel services should not be at the expense of the existing stores.

Primary Market

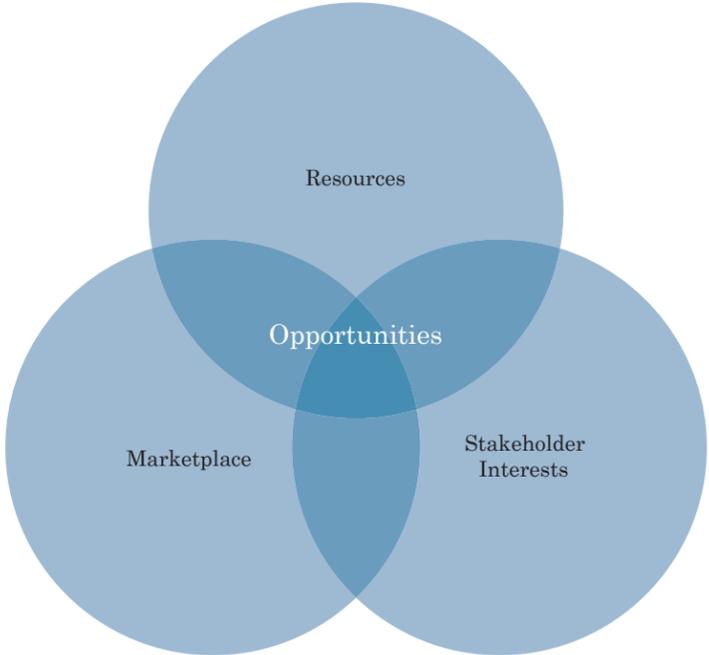
A shopping center’s primary market provides between 50% and 90% of its individual businesses sales. This variation in individual stores helps to expand the overall center sales. Each store has a core market and then benefits from the markets of its co-tenants, the adjacent businesses.

Business owners interviewed for this analysis acknowledged the high quality of Long Grove’s nearby market. To understand the quality of Long Grove’s market (based on a 20-minute drive time), it is important to understand that all 77 Long Grove stores and restaurants could have sales of \$1 million each and even then the Downtown would be capturing only 1.4% of this market’s household spending. A key characteristic of this market is the large population with high income throughout the geography.

Bonus Markets

With the primary market supplying 50% to 90% of the sales in each Long Grove business, other important sales sources must bring at least 10% of each business’ sales. Long Grove’s unique concentration of independent businesses fits with a region-wide niche market of customers seeking relationships with talented merchandise buyers who can offer specialty goods not available at national chains.

Although bus parking may not be as important as it once was, it still should be accommodated. The Master Plan must also support businesses who may focus on internet sales.



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|--|--|--|
| <p>Resources</p> <ul style="list-style-type: none"> • Land • Finances • Infrastructure • Organizations • Culture | <p>Marketplace</p> <ul style="list-style-type: none"> • Demographics • Trade areas • Trends • Similar communities | <p>Stakeholder Interests</p> <ul style="list-style-type: none"> • Jurisdictions • Land use / zoning • Land ownership • Public opinion |
|--|--|--|

Market Conditions Summary

Although there is great concern about the future of Downtown Long Grove, key market conditions suggest an optimistic future:

- There is a substantial and wealthy market available to the owners of Downtown Long Grove businesses.
- The Downtown has a unique image as a special place to visit. The predominance of stores and restaurants exceeds the offering of most suburban downtowns in both number and unique offerings.

Despite conditions that are the goal of many downtowns, Long Grove business and property owners lack the confidence to make the substantial investment necessary to build business inventories, enhance buildings, and undertake interior modernization. Anticipated but unknown road improvements and design guideline changes that may be associated with necessary streetscape improvements cause some uncertainty. There is also uncertainty associated with plans for a substantial convenience development at Illinois Route 83, between Aptakisic Road and Illinois Route 53. The Master Plan must instill confidence in the appropriateness of private and public improvements by providing “certainty” about Downtown Long Grove’s future.

Stakeholder Interests

Understanding stakeholder interests is an integral part of a successful planning process. Without broad consensus regarding key issues, problems, recommended strategies, and implementation procedures, even the most carefully considered plan risks losing community support once it has been formally adopted.

Stakeholder Interviews

The Downtown Long Grove Master Plan solicited input from a variety of project stakeholders, including property owners, merchants, public officials, and residents. In addition, input was solicited from school, park district, Illinois Department of Transportation (IDOT), and Lake County representatives who whose organizations have jurisdictional control over roadways and other institutionally-owned properties. Much of the input was gathered during personal interviews. A summary of the comments provided is as follows:

- Preserve of the unique appearance and feel of Downtown Long Grove.
- Sidewalks and paths are uneven and are safety hazards. Paths are not clearly defined and are poorly lit.
- Lighting needs to be added which will allow businesses to remain open during critical evening hours.
- Existing parking is difficult to find, and it is difficult to navigate from the parking areas to the shops. Convenient on-street (teaser) parking is needed. In addition, parking is not distributed evenly, which weakens the desirability of the north and east quadrants of Downtown.

- Key Downtown gateways need to be highlighted and clearly identified. Roadway entrances and connections from parking lots to merchant paths are poorly marked.
- Current Downtown destinations and activities are seen as having a limited appeal outside of the major festivals because there is little to do except eat and shop.
- Buffalo Creek Park is a passive site with limited connectivity to the Downtown area.
- There is a desire to add new destinations, activities, and community gathering places to attract the local residents to the Downtown area. There is also a desire to have a focus on cultural activities such as music and the arts. Examples might include a band shell / concert area or playground / children’s area. New destinations and activities should be connected to shopping areas and to each other.
- There is a need for a higher quality, more manageable water system with expanded capacity.
- There is a need to relocate or bury the low hanging overhead utility and electric lines in order to improve emergency access to existing buildings.
- Businesses should capitalize on attractive local demographics, and increase activities and destinations for community residents, with tourism remaining as a bonus market.
- The public sector should make needed infrastructure investments in order to restore investor confidence in Downtown’s long-term economic viability.

Other Jurisdictional Interests

- The Archer and Stempel Parking Lots are under Village jurisdiction. A portion of Stempel Lot is privately owned.
- There are a small amount of on-street parking spaces on Robert Parker Coffin Road, adjacent to the covered bridge. All other parking in the study area is privately owned.
- The area southeast of Robert Parker Coffin Road, adjacent to Buffalo Creek, is owned and maintained by the Long Grove Park District. The area southwest of the Stempel Parking Lot is owned by the Village of Long Grove. The Long Grove Park District also owns the park site north of Robert Parker Coffin Road west of Buffalo Creek and the site east of Buffalo Creek (running to Old McHenry Road).
- Army Corps of Engineers, Illinois Department of Natural Resources, Environmental Protection Agency and the Stormwater Management Commission all have jurisdiction over Buffalo Creek and its associated floodplain and wetlands.
- Kildeer-Countryside School, District 96, is located north of Old McHenry Road on approximately 9 acres immediately west of the core retail area.
- Long Grove Business and Community Partners, the local marking and coordination organization, serves as a liaison between businesses and the Village.

Resources

Past Plans, Reports, and Studies in Progress

A number of previously prepared plans and reports were reviewed as part of the Opportunity Analysis planning process. These include:

- Long Grove Historic District Approved Streetscape Plan (1999)
- Downtown Long Grove: Market Review and Action Plan (2000)
- Commercial Site Review (2003)
- Studio Restaurant Development (2005)
- Special Use Process Review (2005)
- Red Oaks PUD Development Proposal (2005)
- Long Grove Park District – Restoration Update (2006)
- Long Grove Partners – Design Guidelines Priorities (2007)

In addition, the *Long Grove Comprehensive Plan* (2000) included policies that have particular relevance for the Downtown:

- Maintain the 19th century character of the Village Historic Business District as a unique commercial environment and as a regional specialty center.
- Safeguard and supervise the general appearance of the Village.
- Protect areas of significant natural value and promote the re-establishment of native vegetation of all types, with particular attention to the groves that gave Long Grove its name and historic character.
- Reduce traffic circulation and congestion and provide solutions to transportation requirements in a sensitive fashion to ensure limited adverse impacts on the existing environment.
- Ensure the future availability of parks, passive recreation land, and other open space dedicated as such perpetuity.

More recently, ESI Consultants, Ltd. (formerly K+ Engineering) has performed several technical studies for the Village that include evaluations of Downtown traffic, parking, and infrastructure resources:

- Village Wide Traffic Study (2007)
- Pedestrian Study of Downtown Long Grove (2007)
- Parking Study of Downtown Long Grove (2007)
- Truck Route Study for Downtown Long Grove (2007)

Highlights from these studies include level of service evaluations for key intersections:

- Old McHenry Road at Robert Parker Coffin Road – Level of Service = F
- Old McHenry Road at Illinois Route 53 – Under Capacity
- Illinois Route 83 at Robert Parker Coffin Road – Level of Service = F
- Illinois Route 83 at Aptakisic Road – Level of Service = F
- Illinois Route 83 at Illinois Route 53 – Level of Service = F

Other findings that had a bearing on the Downtown Master Planning process included:

- Introducing mid-block crossings in the Downtown area to enhance pedestrian safety.
- Curb extensions at proposed mid-block crossings to slow down traffic speeds.
- A buffer zone of four to six feet is recommended to separate pedestrians from the street.
- Both Downtown public parking lots – in conjunction with other parking on private properties – have ample capacity to accommodate the everyday needs of Downtown businesses. In addition, the Village may consider reconfiguring portions of the lots to accommodate new public improvements and / or private market redevelopment that enhances overall Downtown marketplace performance.
- Adjustments should be made to the public lots and associated driveways to facilitate truck deliveries to Downtown shops.

ESI Consultants, Ltd. is now in the process of preparing the *Downtown Area Improvements – Feasibility Study*, which will address the following:

- Drainage within the Downtown Long Grove Business District B-1, its public rights of way, the four quadrants surrounding the major public roadways, and Buffalo Creek.
- Recommendations for utility corridor locations within the right-of-way.
- Intersection design and the feasibility of a modern round-about at the intersection of Old McHenry Road and Robert Parker Coffin Road.

Current Development Projects

- Red Oaks Redevelopment
Red Oaks Furniture is currently considering an expansion and redevelopment of their facilities. Plans include removing an existing building and creating a courtyard between remaining buildings. Additional on-site parking will also be provided and new sidewalks will enhance pedestrian circulation. Additional work will include a new façade for two of the existing buildings. The project is currently in schematic design.
- Mid America Development / Sunset Foods
Mid America Development, in partnership with Sunset Foods, is proposing to develop the area southeast of the intersection of Illinois Route 83 and Aptakisic Road. The development is proposed to contain six buildings totaling approximately 109,000 square feet of retail space. Proposed large tenants who will be located within the development include Sunset Foods, Walgreens, Starbucks, and Fifth Third Bank. The project is currently in design development.

Pedestrian Pathways Conditions

The sidewalk / pedestrian pathway system in the core retail area does not meet American Disabilities Act (ADA) standards. Existing pedestrian paths have been developed by property owners over time using a variety of paving materials, pathway widths, and techniques for accommodating grade changes. Settling, particularly in the eastern quadrant, has resulted in uneven surfaces that are extremely difficult to navigate. The uneven surfaces are especially difficult for senior citizen to use, as observed during the site visit. Sidewalks adjacent to Old McHenry Road and Robert Parker Coffin Road and the two major parking lots are similarly substandard, and in some cases are nonexistent.

Roadway Conditions

The surfaces of Old McHenry Road and Robert Parker Coffin Road are in poor condition. In locations where the surface conditions are poor, such as the curb cuts along Robert Parker Coffin Road west of Old McHenry Road, pedestrian mobility is especially impaired.

Drainage / Storm water

The drainage patterns in the region are divided into two main watersheds. The divide is roughly down the center of the Historic Downtown with some areas flowing westerly and southerly to Buffalo Creek and other areas flowing easterly and northerly to Kildeer Creek. In the Historic Downtown, the drainage systems are a combination of overlapping public and private systems that have developed in an erratic manner and do not meet current storm water standards. Localized flooding occurs and can be a determinant to commerce. Improvements to drainage will need to accompany future roadway improvements.

Street Furnishings / Lighting

There are many sizes and styles of street furnishings in use throughout the core retail area. These variations create inconsistent experiences for visitors and weaken Downtown's overall image and identity. The insufficient lighting throughout Downtown and the parking lots, in combination with the uneven paving surfaces, creates an especially hazardous pedestrian environment at night.

Overhead and Underground Utilities

All Downtown properties are currently serviced by private wells. Discussions are underway to determine the feasibility of creating a public water system for Downtown. The sanitary sewer that runs along both Old McHenry Road and Robert Parker Coffin Road is owned by Lake County. There are various storm inlets with different jurisdictions throughout Downtown Long Grove, majority of which are private sewers installed by the property owners in order to minimize flooding problems. The Village has investigated the possibility of having Commonwealth Edison bury their overhead utility lines. The other utilities currently located on the overhead poles will have to be contracted separately for their relocation cost, and the service lines into the businesses will have to be retrofitted to accommodate the change from overhead lines to an underground utility.



Pathways with uneven surfaces (above and above right) throughout the Downtown are dangerous to navigate, especially in low light conditions.



Different paving materials and uneven surfaces at curb cuts along Robert Parker Coffin Road and Old McHenry Road compromise pedestrian comfort and safety.



The lack of lighting in public areas creates a hazardous environment for pedestrians at night.



The sizes and styles of benches, trash receptacles, and light fixtures vary throughout the core retail area.



Overhead utility lines have a strong visual presence along Robert Parker Coffin Road.

Topography and Natural Features

Buffalo Creek is the most compelling natural feature within the study area. The creek, its floodplain, and its floodway form a green belt along the southwestern edge of Downtown that extends south of Illinois Route 53. Covered Bridge Trail follows the southern edge to the Stempel Parking Lot and includes a pedestrian bridge that crosses Buffalo Creek. However, the existing trail is not well marked, hidden from view, and is not used by visitors on a regular basis. While the Downtown area is relatively flat, there are areas in which small grade changes are emphasized by uneven pavement and stairs made of railroad ties. Any new improvements must meet the Americans with Disabilities Act (ADA) requirements related to slopes, ramps, and grading.

Many properties throughout the core retail area feature well kept landscaping and a variety of trees. However, there is a lack of vegetation and trees within the public right-of-way and public parking lots. Buffalo Creek and its associated floodplain support an abundance of vegetation that screen the creek from the Downtown. Buffalo Creek Park also contains a variety of trees and wetland / floodplain vegetation.

Architecture

The buildings located in Downtown Long Grove are generally a blend of two architectural styles, Greek Revival and Victorian. The Village of Long Grove has developed an architectural style in which all buildings must be developed. Building architecture must comply with six criteria listed in the Village Code to ensure a consistently high quality character and image is maintained.

Vehicular Circulation / Parking

Old McHenry Road is a two lane, two way roadway that is under the jurisdiction of Lake County. Robert Parker Coffin Road is a two lane, two way roadway maintained by the Village of Long Grove. The intersection of the two roadways is currently controlled by a four way stop. The bridge over Buffalo Creek is one lane, two-way covered bridge.

Downtown Long Grove does not have a local street network to provide alternative routes around the Robert Parker Coffin Road / Old McHenry Road intersection. While average daily traffic (ADT) volumes along Old McHenry Road and Robert Parker Coffin Road are well below 20,000, traffic back-ups on Old McHenry Road at school time rush hours are an inconvenience cited by many project stakeholders. Illinois Routes 53 and 83 each have higher ADTs (21,100 and 44,000, respectively) that are attractive to retailers and restaurants.

The parking needs for the Downtown businesses and restaurants are served by several small private lots and two large public parking lots, Archer and Stempel. There are approximately 753 on- and off-street public and private parking spaces in Downtown's historic core. With approximately 85,000 square feet of commercial space, this quantity provides nearly 7.7 parking spaces per 1,000 square feet of existing commercial space.



Covered Bridge Trail (above) along Buffalo Creek (above right) is overgrown and hidden from view, and is not used by visitors on a regular basis.



The two primary public parking lots lack trees and / or other landscaping features.



The public right-of-way along Old McHenry Road also lacks trees and landscaping features.



Downtown buildings (above and above right) are generally a blend of Greek Revival and Victorian styles.

General Land Use Information and Zoning

Properties within the core retail area are zoned Business (B1). Properties adjacent to the business districts are zoned single family residential (R1 and R2 PUD). The area between Illinois Route 53 and Old McHenry Road is zoned single family residential (R3). There is a small area south of Illinois Route 53 that is zoned Office and Research (O & R). Properties located along Illinois Route 83 are zoned single family residential, residential PUD, residential with declaratory judgment overlay. (R2, R2 PUD, DJ)

The properties within the study area are in working condition although not all are up to current commercial property standards. There are no vacant properties in the core retail area as land has been utilized for commercial, parking, or open space uses.

The houses within the triangle site north of Illinois Route 53 and south of Old McHenry Road are older, single family homes. Properties surrounding the project area are a consistent mix of single family homes on one or more acres of land. Municipal / institutional uses located within project boundary include the Village Hall, Fire Station, Kildeer-Countryside School, and Buffalo Creek Park.



Conceptual Strategy

Conclusions were organized into six clusters, as follows:

Scale

- Build on Downtown’s existing charm, character, image, and identity.
- Analysis suggests there may be a marketplace for up to approximately 40,000 s.f. additional retail / restaurant / commercial and up to 30,000 s.f. of office space.
- New sites are needed that can accommodate the business needs of contemporary retailers and restaurants.

Capacity

- Roadways and key intersections are near or over capacities during peak times.
- The Fire Department is concerned about the water system and overhead utilities.
- These conditions will limit Downtown’s development potential.

Business Mix and Activities

- Build on Downtown’s positive existing business mix.
- There is a substantial, wealthy, and family oriented market available.
- The new businesses recruited to downtown Long Grove should complement Downtown’s unique identity.
- Expand the existing business mix to provide for the daily needs of local residents.

Image and Identity

- Downtown has a unique image as a special place to visit.
- Leverage Downtown’s best features and reposition its brand image to become a high quality destination for the daily needs of local residents.
- Make sure the building facades reflect the high quality of the merchandise being sold inside the stores.
- Strengthen the gateways to the historic core to heighten awareness of Downtown’s proximity and location.

Hospitality

- Expanding Downtown’s customer base will be sustainable only if a wide variety of visitors (moms, kids, families, etc.) are enticed to return again and again.
- The public sector should assume a leadership role in ensuring that Downtown has:
 - improved motorist and pedestrian access to and barrier free circulation within Downtown.
 - conveniently located and accessible on- and off-street parking facilities.
 - new activities and destinations, such as a children’s park or garden, that appeal to parents and children.
 - improved sidewalks, streetscapes, landscaping, and community gathering places.
 - enhanced signage and wayfinding.

Confidence

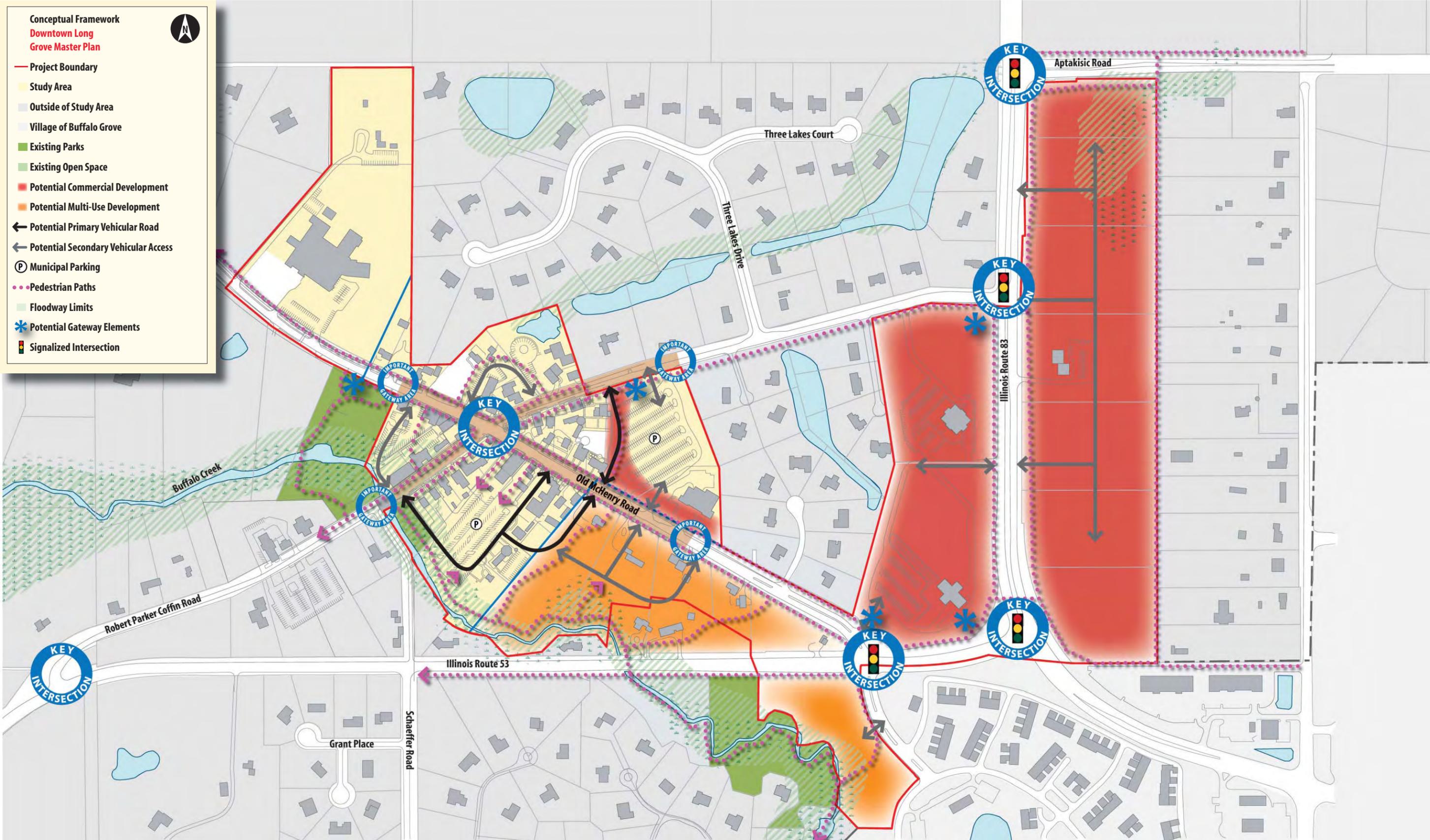
- Despite conditions that are the envy of many downtowns, Long Grove business and property owners lack the confidence to make the substantial investments necessary to build business inventories, enhance buildings, and undertake interior modernization because of uncertainties about:
 - future road improvements.
 - the potential impacts of new design guidelines.
 - the status of possible new convenience developments at Illinois Route 83.
- The Master Plan can instill confidence in the appropriateness of private as well as public improvements by providing certainty about Downtown Long Grove’s future. This is a unique opportunity to set standards and review plans at a moment in time when there are not significant pending changes to Downtown’s historic core.
- The public sector should lead by example through a program of ongoing and systematic reinvestment in infrastructure and improved public amenities such as parks, festival spaces, natural areas, and pedestrian pathways and trails.

Conceptual Framework

The Opportunity Analysis conclusions summarized above created the basis for the conceptual framework shown on the following page. This conceptual framework provided structure and criteria for the alternative strategies created in the second phase of the master planning process. These alternative strategies were presented to the Task Force and public officials and refined into the Long-term Vision detailed in the next section.

Conceptual Strategy Key Features

- **Improve vehicular connections**
- **Add convenient parking**
- **Improve pedestrian circulation, comfort, and safety**
- **Improve gateways and wayfinding**
- **Add a children’s park or open space**
- **Facilitate development of new shops and restaurants that meet contemporary business requirements**
- **Support mixed use development outside of the historic core**
- **Create an integrated well system along Illinois Route 83 redevelopment sites**



Recommendations

Recommendations: Implementation

Implementation

The Master Plan provides an exciting and ambitious vision for Downtown Long Grove. While the revitalization strategies can appear daunting when viewed collectively, it is important to understand that not all recommended improvements can happen immediately. Understanding and communicating this reality is increasingly necessary as time passes in order to sustain revitalization momentum, fulfill stakeholders' expectations, and maintain public support for Downtown improvements. To do so, Village leadership will have to work closely with Downtown stakeholders and keep the general public well informed about revitalization objectives, goals, strategies, and implementation progress.

Process

The Downtown Master Plan recommends a number of revitalization strategies for both public and private improvements. Public improvements to utilities, vehicular and pedestrian access / circulation / safety, visitor wayfinding, and public parking will play an especially vital role in stimulating investor interest and creating confidence in Downtown's long-term economic prospects. The Village should maintain a strong leadership role in ensuring these improvements are advanced in a timely manner and meet community quality standards. As a principle investor, the Village should also have a strong voice in marketing, management, business recruitment, and other operations that are critical to achieving the goals and objectives of the Master Plan.

Implementation Action Plan

Listed below are actions that should be taken to support the Downtown Master Plan goals, objectives, and recommended revitalization actions.

Public Policy

1. Adopt this Master Plan as public policy in Spring 2008.
2. Review municipal codes and policies – including Planned Unit Development Ordinances - and modify as necessary to align with the Master Plan goals, objectives, and recommended revitalization strategies. Continue to modify as necessary to ensure alignment with future design guidelines.
3. Adopt related Design Guidelines to support the intent of the Master Plan.
4. Review properties such as Towner Green, Fountain Square, and Stempel Parking Lot and decided on appropriate action, such as zoning change or Village purchase.
5. Create Maintenance Ordinance to aid in the enforcement of maintenance requirements for Downtown businesses.
6. Confirm Village's role in the implementation process, including:
 - Planning / design / engineering
 - Facilitation of public and private sector development
 - Ownership / infrastructure construction / management
 - Property assembly
 - Developer recruitment / assistance
 - Business development
7. Confirm Lake County's plans and schedule for Old McHenry Road improvements.
8. Confirm the role and structure of Long Grove Partners and the Long Grove Task Force in master plan implementation.
9. Confirm and prioritize public improvement projects.
10. Explore alternative strategies for developer participation in designing, financing, and constructing public improvements.
11. Evaluate plan review, zoning review, and public meeting procedures to ensure that consensus can be reached on desirable new projects in the timeliest manner possible.
12. Confirm entitlement and development procedures for priority revitalization opportunities to promote confidence about Village commitment and timing.
13. Finalize the process for the development parcels along the Archer Parking Lot.

Organization

1. Maintain the Long Grove Task Force as the Master Plan Implementation Team.
2. Consider adding individuals to the Task Force with experience in development, finance, recreation and other skills not currently represented. Consider adding school district and park district representatives to the Task Force.
3. Create and update prioritized annual Task Force work plans.

Public Improvements

1. Identify the type, character, construction costs of public infrastructure and amenities that will inspire investor confidence and help to stimulate private market investment in Long Grove. Focus on the public improvements that will provide the greatest benefits to Downtown investors, visitors, and community residents.
2. Confirm the public improvements that the Village might assume a leadership role in facilitating include:
 - Improving street and streetscapes
 - Expanding on- and off-street parking in sufficient quantities and in the right locations to support existing and proposed levels of development
 - Retaining access to commercial areas throughout construction periods
 - Improving water service
 - Expanding storm water management facilities
 - Creating new public gathering spaces and open spaces
 - Improving wayfinding and sign graphics
 - Coordinate with the Park District to continue to develop the trail network within and around Downtown Long Grove. Develop a partnership for maintenance responsibilities.

Business Retention and Recruitment

1. Work with Long Grove Partners to improve the quality of existing businesses.
 - Develop best practice standards that address cleanliness, inventory turn over, customer-friendly hours, business plan updates, marking and advertising, technologies, and other relevant business practices.
 - Create a certification program to identify stores using best practices.
 - Create a mentoring program through which certified business owners provide assistance for new or improving businesses.
2. Meet with property owners on an ongoing basis to determine:
 - Future plans for their property
 - Ability to implement recommended improvements to private sidewalks, pathways, and public spaces
 - Utility capacity and concerns (water system, etc.)
 - Tenanting options (ability to accommodate new restaurants, stores, etc.)
 - Potential alignments between building improvement needs and existing municipal programs
 - Property owners who could benefit from an architectural improvement program and other incentives.
3. Reach out to prospective businesses interested in locating their business within Downtown. Targeted employers may include retailers and professional / personal services (a neighborhood pharmacy, dry cleaners, doctors, dentists, attorneys, accountants, etc.) and other small businesses that provide for the daily needs of Long Grove residents.

New Development / Redevelopment

1. Facilitate land acquisition, parcel assembly, and development projects that are partially or wholly owned by the Village.
2. Identify existing property owners who are interested in undertaking new developments identified in the Master Plan.
3. Attract new stores and restaurants and identify prospective tenants' site requirements for locating in Downtown Long Grove.
4. Coordinate with developers to ensure that the quality and character of proposed projects meets the Village's standards and the community expectations, and also fit into Downtown's historic fabric.

Financing

1. Finalize the development of a Tax Increment Financing (TIF) District in Downtown Long Grove.
2. Create a five year capital improvement plan that includes costs for priority public improvement and / or other projects related to business development.
3. Create an annual maintenance budget for public spaces.
4. Identify and utilize previous lenders and / or grant programs for façade and property improvements for existing businesses.
5. Identify additional funding sources which might be available include land sale or lease, private gifts, existing or proposed Special Service Area (SSA), Federal / State funds, and / or Lake County Department of Transportation funding.
6. Develop criteria for developer assistance (gap financing).
7. Develop a five year macro financing plan that balances sources and uses of funds.

Promotion

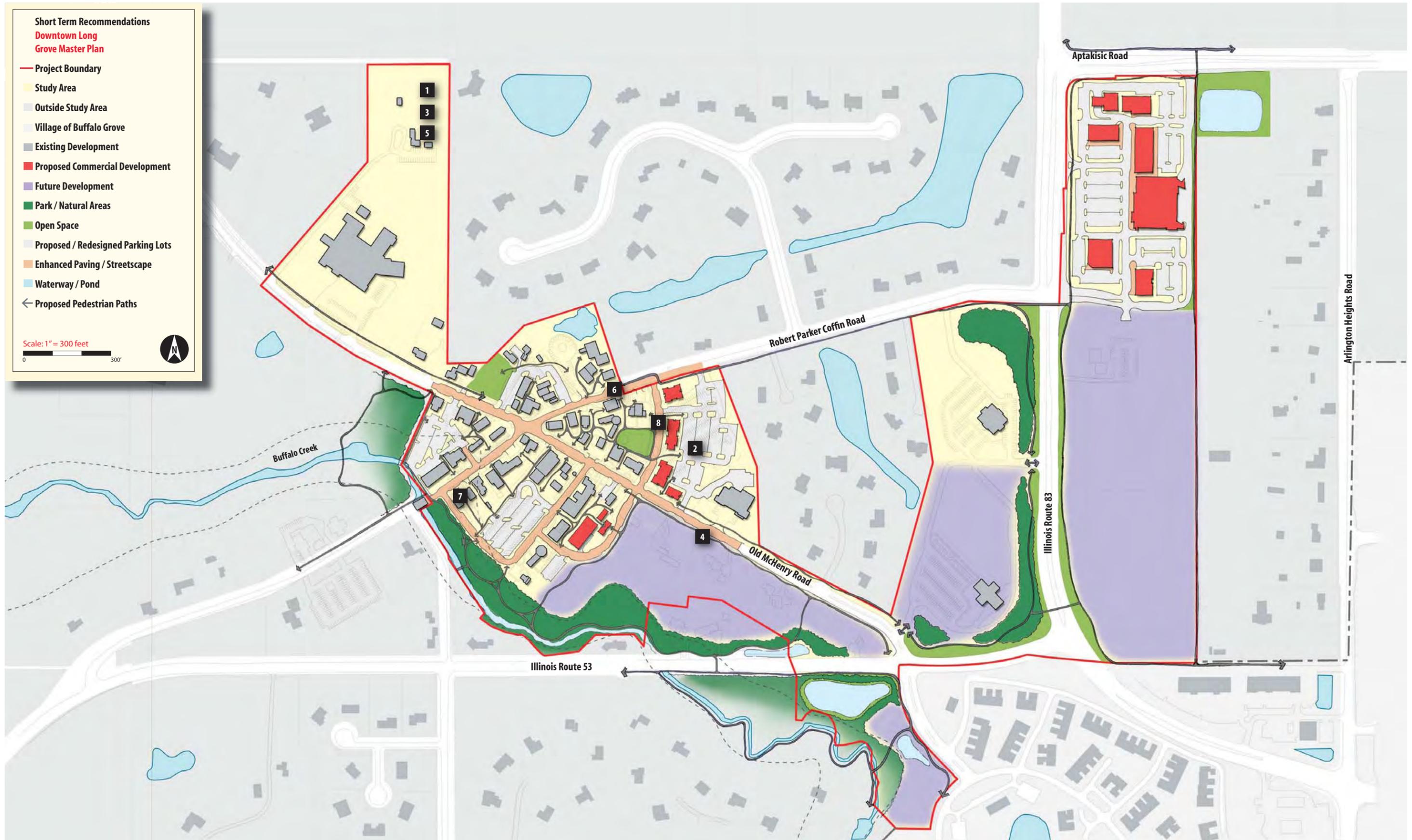
1. Develop a new logo / brand for the Downtown.
2. Work with Long Grove Partners to create and refine marketing strategies in order to clearly identify and promote the Downtown's brand and image.
3. Evaluate the schedule of special events with the Long Grove Partners to determine how revitalization strategies can be showcased and promoted to attract new visitors and business prospects.
4. Create an integrated marketing strategy that clearly identifies and consistently promotes the Downtown brand promise.
5. Regularly and frequently communicate the master plan and related implementation strategies to public officials, Long Grove Partners, property owners, business owners, prospective investors, and the general public.

Management

1. Develop a maintenance plan for public streets, parking lots, and open space.
2. Partner with the Long Grove Park District to develop a maintenance strategy for Buffalo Creek and its associated trails.
3. Create a management strategy for on- and off-street parking that includes evaluation of supply / demand, user satisfaction, operations, and maintenance.
4. Annually evaluate and update the implementation plan and report to appropriate constituents.

Recommendations: Short-term Opportunities

- 1** Review municipal codes and policies – including Planned Unit Development Ordinances – and modify as necessary to align with the Master Plan
- 2** Reconfigure Archer Parking Lot to create new commercial / restaurant space that fronts onto a new local road connecting Old McHenry Road and Robert Parker Coffin Road - **Parking lots are conceptual, actual layout to be determined*
- 3** Determine the appropriate water system improvements for Downtown and create a plan to implement the improvements
- 4** Implement a signage and wayfinding system that includes Downtown gateway enhancements
- 5** Create a marketing program that repositions Downtown to align with the recommendations of the Master Plan
- 6** Develop a phasing plan for streetscape improvements that include paving, lighting, coordinated furnishings, on-street parking, and landscaping
- 7** Improve the Stempel Parking Lot entrance by the covered bridge
- 8** Sell or lease newly developed retail lots along new Archer Parking Lot road



Long Grove Downtown Master Plan - Short Term Opportunities

Recommendations: Long-term Vision

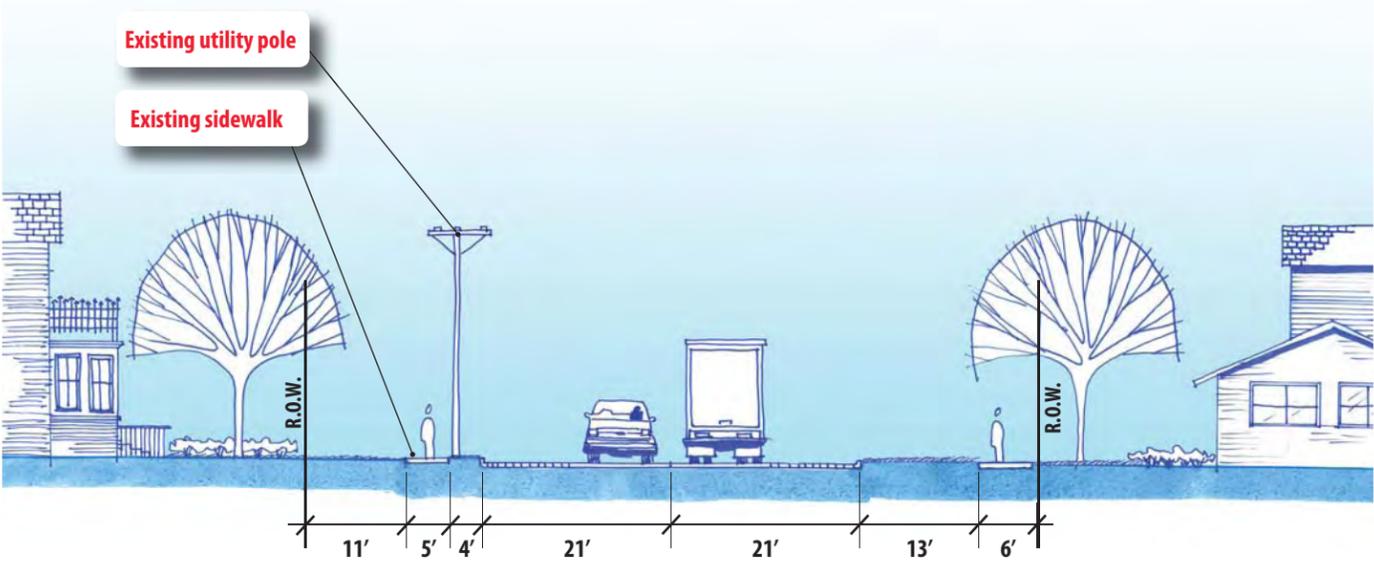
- 1** Improve pedestrian connections between Downtown and the Buffalo Creek Trail
- 2** Expand trails along Buffalo Creek to strengthen connections to Downtown and regional trail systems
- 3** Relocate fire station to accommodate new commercial development
- 4** Install additional plantings within the medians on Old McHenry Road
- 5** Make premium landscaping enhancements at the Illinois Route 53 / Illinois Route 83 intersection to emphasize Downtown gateway location
- 6** Create a new signature public open space in the Triangle Sub-district that fronts onto Old McHenry Road
- 7** Preserve existing natural areas south of Illinois Route 53 and improve pedestrian connections to them
- 8** Create new multi-modal pathways along Illinois Route 83
- 9** Create new stormwater management facility south of Downtown
- 10** Improve and reconstruct road and streetscape on Old McHenry Road and Robert Parker Coffin Road - See page 18 for existing and proposed sections
- 11** Install additional plantings within the medians on Illinois Route 83 north of the Illinois Route 53 intersection
- 12** Reorganize Stempel Parking Lot and merge properties to make entire lot public property
**Parking lots are conceptual, actual layout to be determined*
- 13** Reorganize privately-owned parking to expand capacity and improve access and circulation
**Parking lots are conceptual, actual layout to be determined*
- 14** Redevelop property at the western corner of the Old McHenry Road / Robert Parker Coffin Road intersection
- 15** Create a new green space in privately owned parking lot
- 16** Preserve Towner Green as open space
- 17** Redevelop gas station property to new retail / commercial service use
- 18** Improve amenities at Fountain Square
- 19** Redevelop Triangle Sub-district around signature public open space with various commercial and retail businesses and / or community center
- 20** Create a new local street network in the Triangle Sub-district that aligns with existing streets and includes on-street parking
- 21** Build gateway commercial development at the intersection of Old McHenry Road and Illinois Route 53
- 22** Redevelop the Illinois Route 53 Sub-district
- 23** Develop parcels south of Illinois Route 53
- 24** Retain natural areas along Illinois Route 83
- 25** Redevelop the Illinois Route 83 Sub-district with commercial, retail, hospitality, residential, and office uses
- 26** Redevelop Triangle Sub-district
- 27** Relocate or bury overhead utility / electric lines



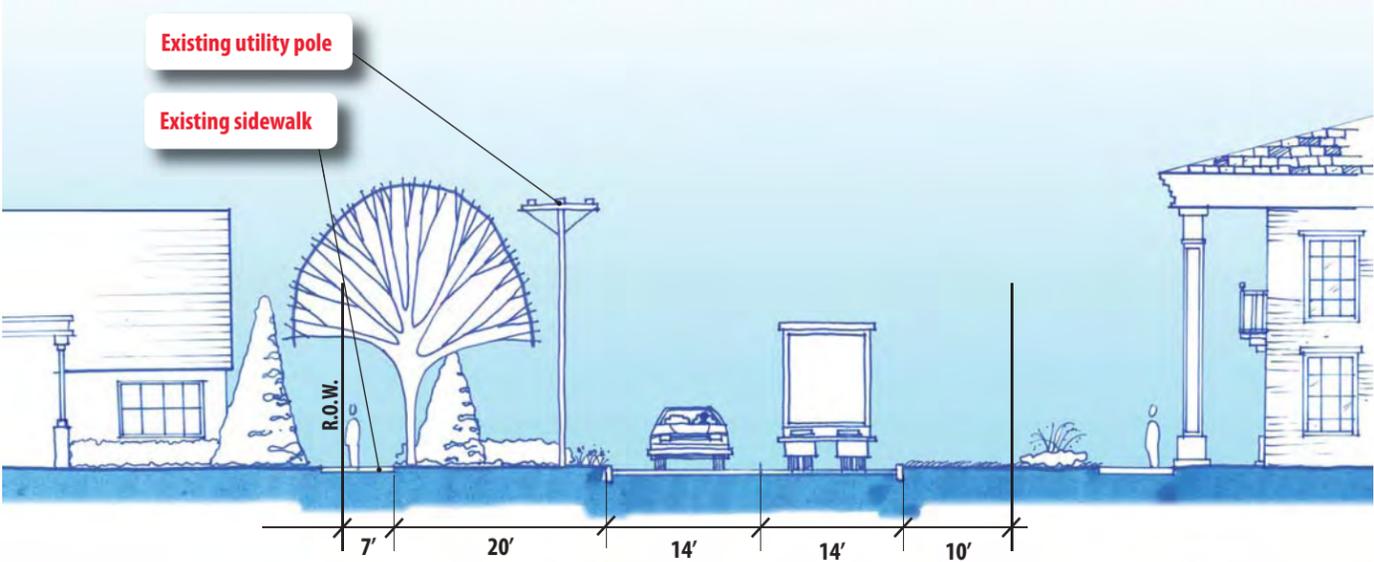
Long Grove Downtown Master Plan - Long Term Vision

Recommendations: Roadway Sections

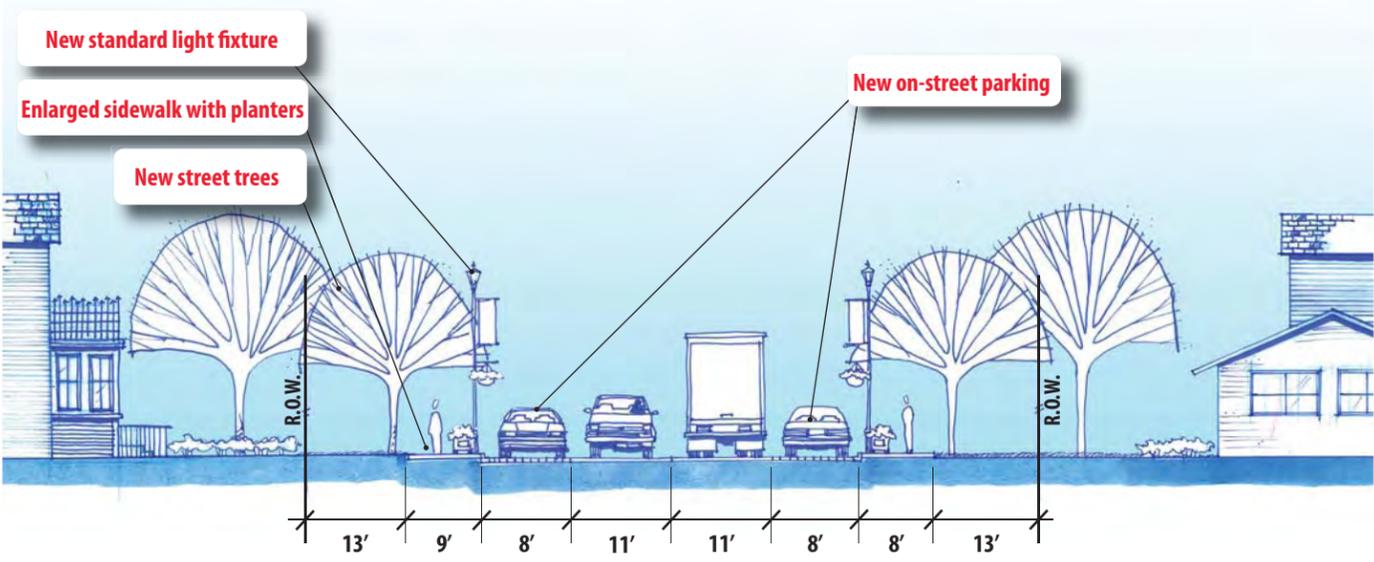
Existing Section - Old McHenry Road



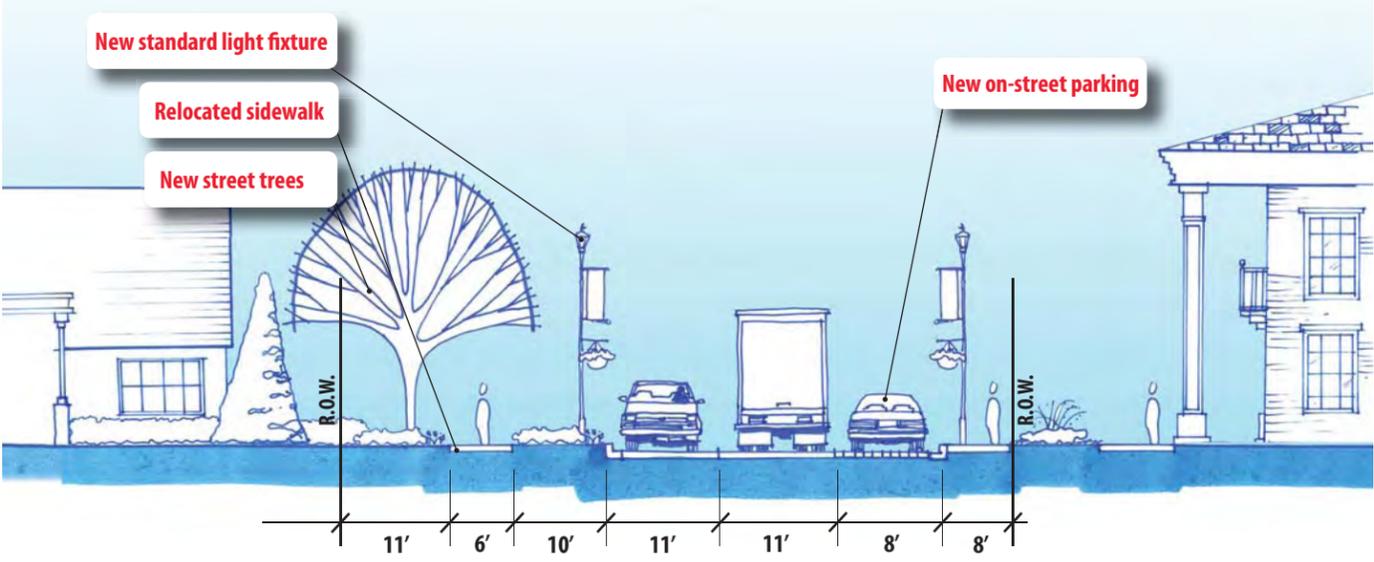
Existing Section - Robert Parker Coffin Road



Proposed Section - Old McHenry Road

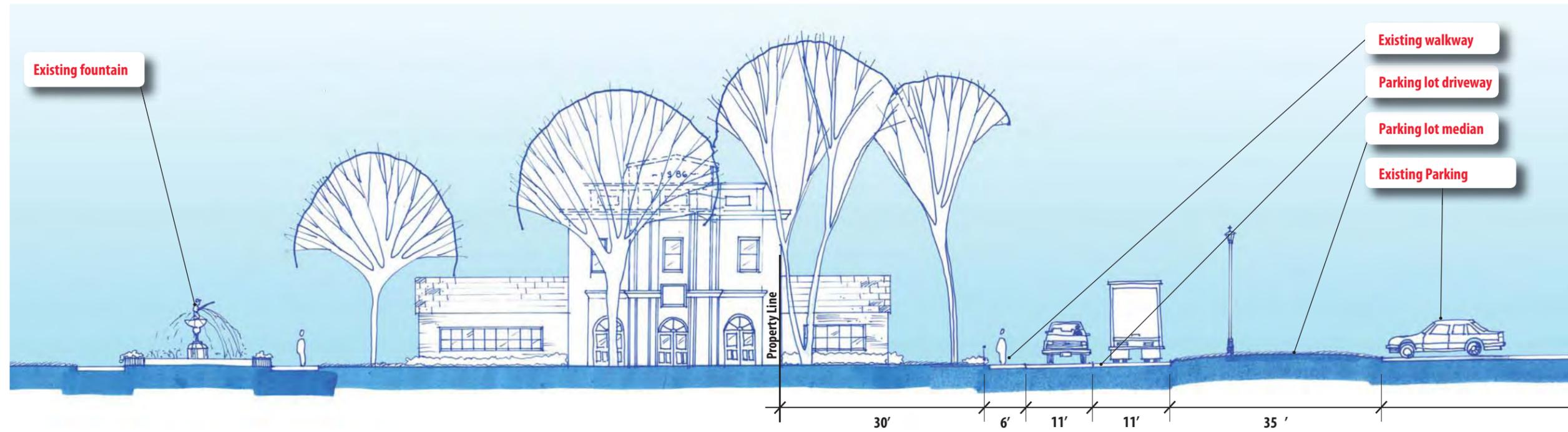


Proposed Section - Robert Parker Coffin Road

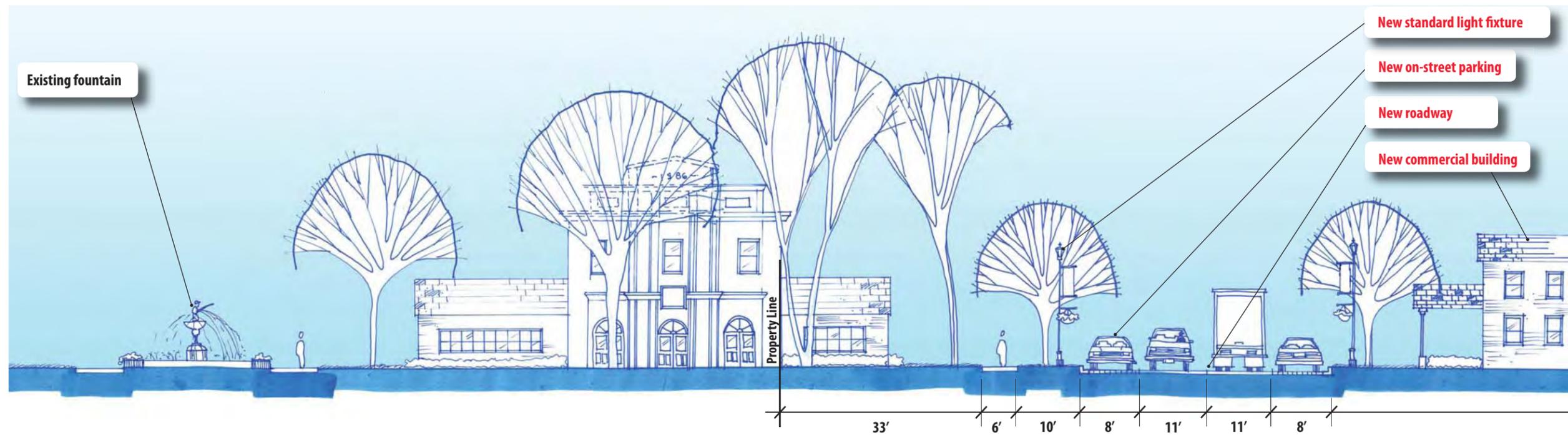


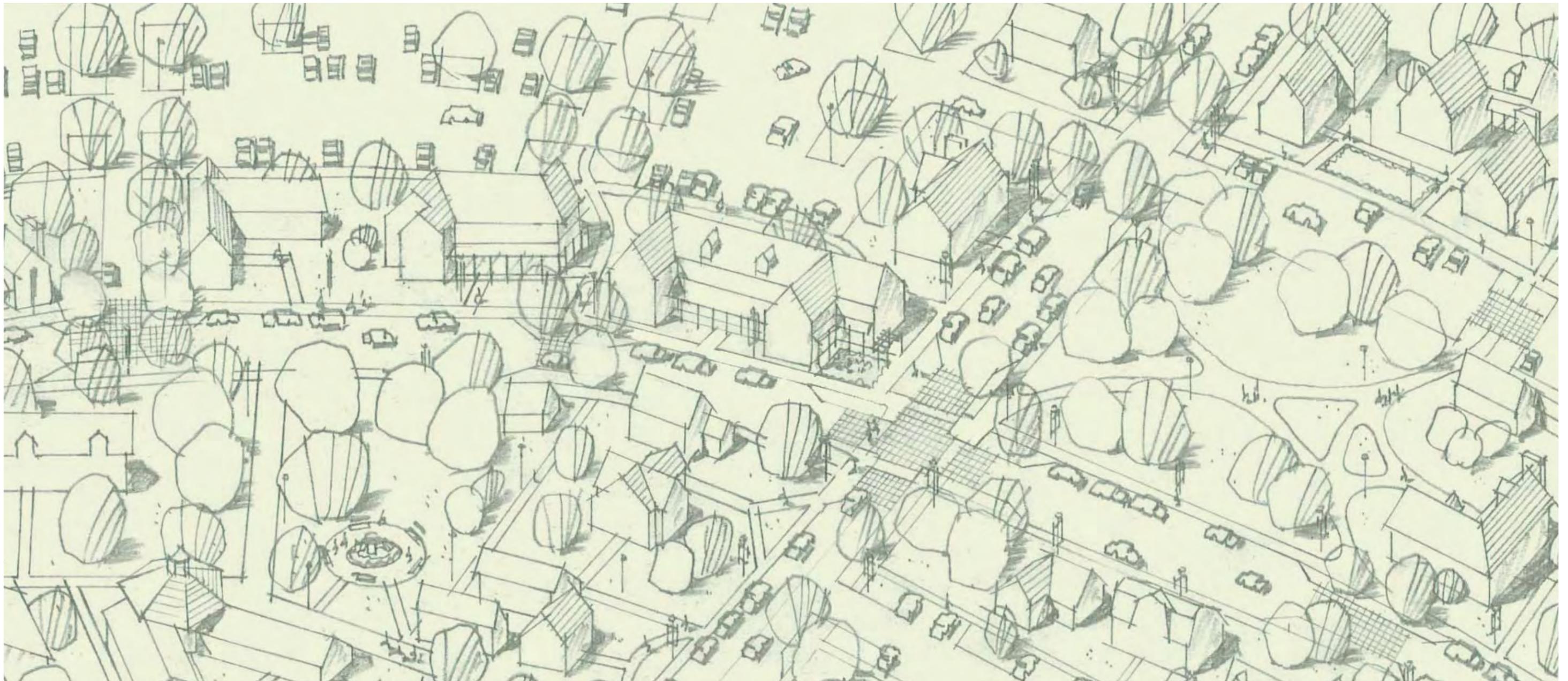
Recommendations: Fountain Square and Archer Parking Lot

Existing Section - Fountain Square and Archer Parking Lot



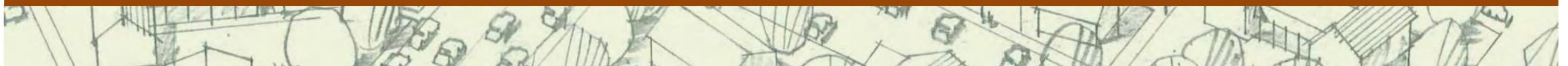
Proposed Section - Fountain Square and Archer Parking Lot





Village of Long Grove Master Plan

Appendix A



Appendix A - Opportunity Analysis

The following is a summary of the research and opportunity analysis conducted for the Long Grove Historic Downtown Master Plan. This information forms the basis for development of conceptual design alternatives and ultimately the final recommendations.

Approach

With the desire to strengthen and enhance the economic vitality of its historic core retail district, the Village of Long Grove has launched a master planning initiative for Downtown Long Grove. The Master Plan will include analysis of current and potential future land uses, potential urban design enhancements, infrastructure / transportation / parking improvements, and marketplace conditions. The plan will also identify implementation strategies, priority projects, and provide preliminary cost estimates for recommended improvements. In addition, development guidelines will be established to provide standards for future redevelopment within the Downtown study area.

Goal and Objectives

Goal
Strengthen and enhance Downtown’s unique qualities to ensure that it remains the centerpiece of Long Grove’s image and identity, continues to be a high quality destination for visitors, and an engaging live / work / play / shop environment for community residents and their families.

Objectives

- Retain existing successful businesses.
- Broaden Downtown’s appeal.
- Strengthen Downtown’s identity, safety, and hospitality.
- Increase tax revenues.
- Enhance open space.
- Provide policy and resource guidelines.

Geographic Limits

For the purpose of this planning study, the geographic limits of the project area include the entire Historic Downtown Long Grove, the Village Hall, Kildeer Countryside School and the proposed TIF (Tax Increment Financing) area. The project area is approximately 110 acres and encompasses the entire Downtown area, parcels along Old McHenry Road just northwest of the intersection on Old McHenry Road and Illinois Route 53, and parcels along Illinois Route 83 east of the Downtown core. The area is generally comprised of B1 and B1-A zoning areas.



Appendix A - Opportunity Analysis

Study Area
Long Grove
Master Plan

Project Boundary

Downtown Historic Business District Boundary

Village of Long Grove Boundary

Study Area

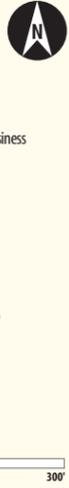
Outside Study Area

Village of Buffalo Grove

Parks

Open Space

Scale: 1" = 300 feet



Study Area
The study area for the Downtown Long Grove Master Plan project is shown in yellow.

Appendix A - Opportunity Analysis

Market Place

Long Grove's Downtown is at the heart of prosperous suburban neighborhoods where residents value their family oriented lifestyles, spacious properties, and a long history of quality development. These community assets have traditionally offered specialty shopping that draws few convenience visits from these nearby residents and numerous day trips from residents within a multi-state geography. At its peak, Downtown Long Grove annually hosted over 400 buses that brought day visitors for lunch and unique shopping. Today, organized tours bring less than 80 buses annually. At the same time, Long Grove and the surrounding communities have grown from diverse ex-urban villages to wealthy suburban communities (Figure 1). Modern, centrally managed shopping centers have developed ideal store and restaurant space in Deer Park and Buffalo Grove. These market changes have combined to cause Long Grove's sales tax revenue to decline (Figure 2).

To reverse this decline, Downtown Long Grove faces the challenge of capturing higher sales from a deteriorating traditional, day trip market and a growing but increasingly competitive local market. Ironically, Long Grove's past success establishing itself as a delightful place people visit once or twice a year for its charm, makes it necessary to change the surrounding area's perception rather than just create an image. Using marketing tools like advertising and events to change someone's perception is much more difficult and expensive when there is an existing "brand image" built over many years. Meeting that challenge requires careful balancing of marketing and physical improvements.

To determine a retail cluster's target market, one must recognize that consumers expect to visit different shopping clusters for different types of purchases. For example, when consumers seek groceries, a convenience good, they expect to park where they can conveniently load, purchase, and return home before frozen food defrosts. Consumers seeking apparel or other a shopping goods like a gift, expect the opportunity to visit several stores of similar type to compare their offerings before choosing. These underlying expectations support multiple shopping clusters targeted to the same market. Sophisticated tenants reach their customers by locating in the center that fits their operating and merchandising policies. For example, a successful convenience oriented restaurant needs to offer carry-out while a regional destination's restaurant needs to offer an unusual menu to be most successful. While the neighborhood restaurant can offer the unusual menu and the regional center offer carry-out, those approaches are not the keys to their success. Long Grove has a long history as a destination draw that grew from a few antique shops into a unique cluster of independent purveyors.

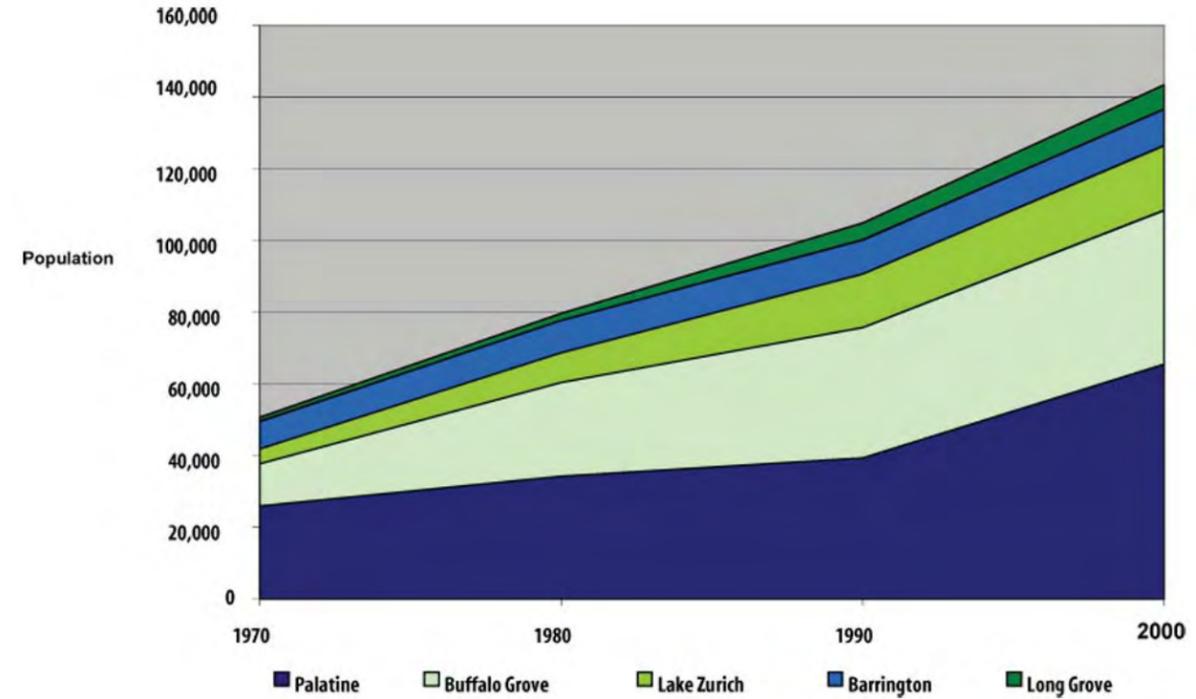


Figure 1
Population growth



Figure 2
Village sales tax revenue

Appendix A - Opportunity Analysis

Market Place

Master Plan Implications

The Master Plan will create guidelines for the physical design of future business space. It also will recommend infrastructure and streetscape improvements to enhance the customer experience. Long Grove Partners, the local marketing and coordinating organization, will guide efforts to use those changes to attract additional customers. Business owners must continue to create compelling reasons for customers to purchase at their businesses. As new businesses compete for regional customers, it is important to support businesses that continue to attract Long Grove's valuable day trip market. Both are destination draws that can expand co-tenants' sales.

Business Mix

The study area currently contains 77 businesses in approximately 85,000 square feet of buildings. Figures 3 and 4 illustrate the existing business mix by square feet and business unit mix:

The unit and square foot dominance of stores is not typical of traditional downtowns, where personal and financial services generally occupy 25% to 35% of available space. Although food and beverage is also lower than the typical downtown's 33%, that variation is largely the result of the vacant Studio Restaurant. If that project can be completed and occupied, the square foot mix would be closer to a typical food and beverage offering (Figure 5).

The absence of services reduces the connection of Long Grove's Downtown to the surrounding residents. No one is stopping to pick-up dry cleaning or visiting their dentist. The absence of these services weakens the relationship that this district has with its surrounding neighborhoods. This atypical mix resulted from Long Grove's focus on tourism that led to village ordinances prohibiting services and restricting the size of businesses. Although those laws have changed, the business mix has been slow to follow.

Master Plan Implications

The Master Plan for Downtown Long Grove must support the existing strong store offering as it adds businesses that take advantage of the nearby market. It is important to recognize that there is existing capacity to increase sales as demonstrated by the previous volume documented in Figure 2. Although there could be some additional store space, sales volumes can increase without significant new development. The limited addition of consumer services like spas, medical office, and apparel services should not be at the expense of stores.

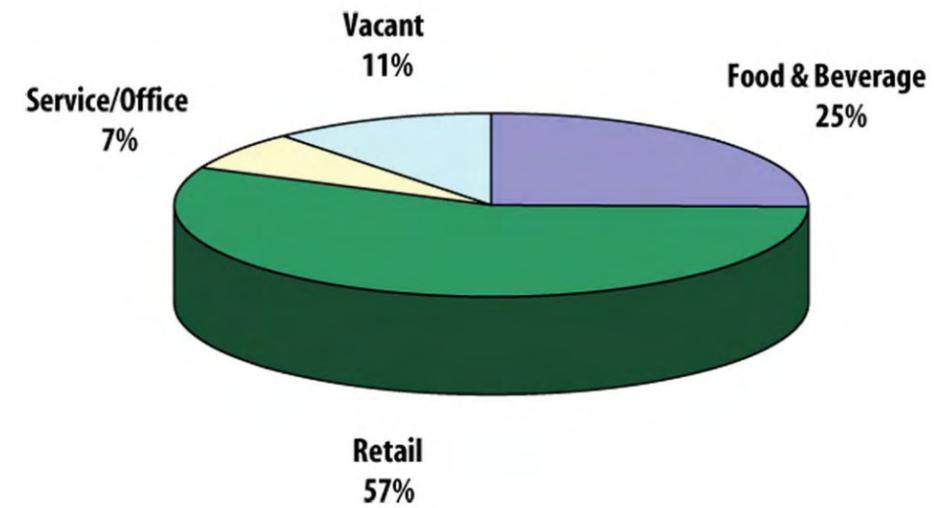


Figure 3
Square foot business mix

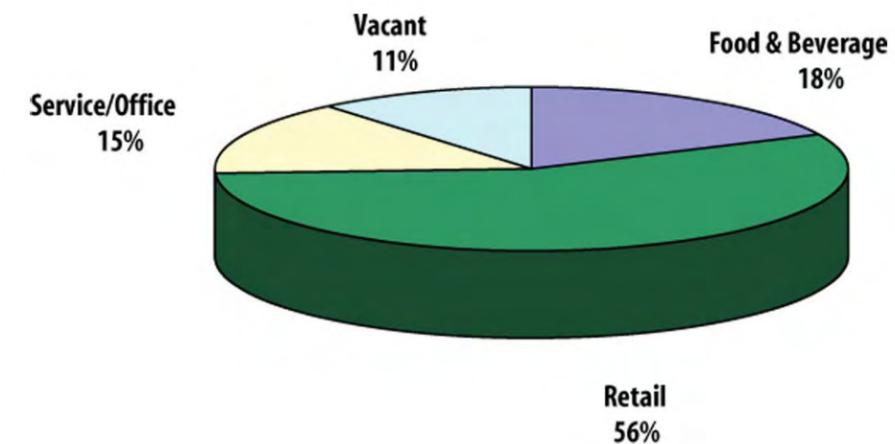


Figure 4
Unit business mix

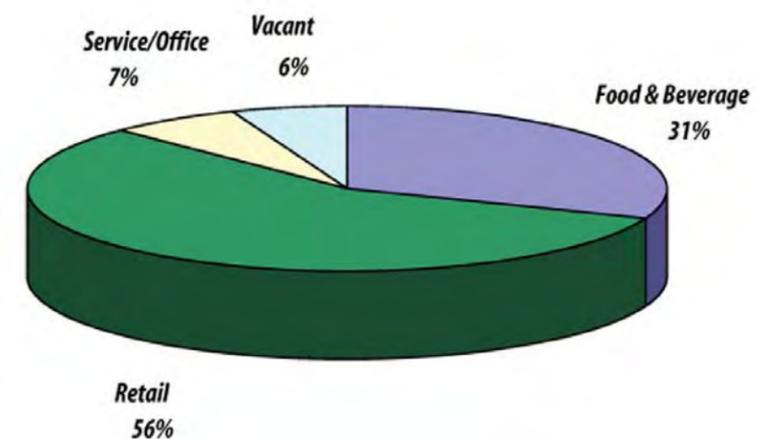


Figure 5
Square foot business mix with the Studio Restaurant

Appendix A - Opportunity Analysis

Market Place

Primary Market

A shopping center’s primary market provides between 50% and 90% of its individual businesses sales. This variation in individual stores helps to expand the overall center sales. Each store has a core market and then benefits from the markets of its co-tenants, the adjacent businesses. Business owners interviewed for this analysis acknowledged the high quality of Long Grove’s nearby market. Table 1 below captures key demographic characteristics of the 20-minute drive-time market and Figure 6 on the facing page illustrates the boundaries of that market.

To understand the quality of this market, it is helpful to realize that all 77 Long Grove stores and restaurants could have sales of \$1 million each and even then the Downtown would be capturing only 1.4% of this market’s household spending. Although that market share appears to be reasonable, it is more than double the sales implied by Long Grove’s existing sales tax revenue (Figure 2). A key characteristic of this market is the large population with high income throughout the geography. Other high-income communities in the Chicago region reach smaller markets because Lake Michigan replaces their eastern geography.

Table 1
Primary market key demographic characteristics (20-minute drive time)

Population	451,653
Average Household Size	2.7
Total Population Median Age	38.0
Percent College Educated	74.4%
Household Average Income	\$111,774
Median Household Income	\$83,693
Percent in Current Residence 5-plus Years	39.1%
Total Retail Expenditure	\$5,467,109,248
Food and Beverage Expenditure	\$645,376,924

Demographic data © 2006 by Applied Geographic

Bonus Markets

With the primary market supplying 50% to 90% of the sales in each Long Grove business, other important sales sources must bring at least 10% of each business’ sales. Individual business may have internet sales or other locations that enhance their Long Grove revenue. With nearly 7,500 employees working within a 7-minute drive, there is also an employee lunch opportunity. Long Grove’s unique concentration of independent businesses fits with a region-wide niche market of customers seeking relationships with talented merchandise buyers who can offer specialty goods not available at national chains.

Master Plan Implications

Although bus parking may not be as important as it once was, it still should be accommodated. The master plan must also support businesses who may focus on internet sales.

Market Conditions Summary

Although there is great concern about the future of Downtown Long Grove, key market conditions suggest an optimistic future:

- There is a substantial and wealthy market available to the owners of Downtown Long Grove businesses.
- The Downtown has a unique image as a special place to visit. The predominance of stores and restaurants exceeds the offering of most suburban downtowns in both number and unique offerings.

Despite conditions that are the goal of many downtowns, Long Grove business and property owners lack the confidence to make the substantial investment necessary to build business inventories, enhance buildings, and undertake interior modernization. Anticipated but unknown road improvements and design guideline changes that may be associated with necessary streetscape improvements cause some uncertainty. There is also uncertainty associated with plans for a substantial convenience development at Illinois Route 83, between Aptakisic Road and Illinois Route 53. The Master Plan must instill confidence in the appropriateness of private and public improvements by providing “certainty” about Downtown Long Grove’s future. This is a unique opportunity to set standards and review plans while preserving Long Grove’s traditional downtown.

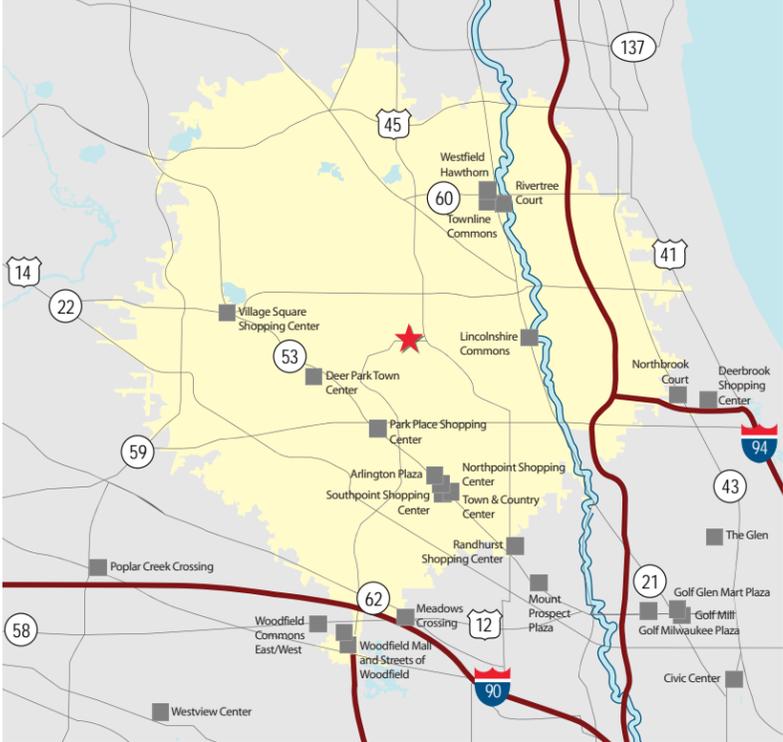


Figure 6: 20-minute drive time market
A key characteristic of downtown’s primary market is the large population with high income throughout the area

Appendix A - Opportunity Analysis

Stakeholders

Stakeholders Interview Summary

A series of stakeholder interviews were held on October 9 and 16, 2007. Over the span of the two interview days, there were approximately 23 interviews with Village leaders, business owners, and residents. There were several common themes that resonated throughout all of the interviews. The major concerns related to the Downtown area included:

- Preservation of the unique appearance and feel of Downtown Long Grove.
- Sidewalks and paths are uneven and are safety hazards. Paths are not clearly defined and are poorly lit.
- Lighting needs to be added which will allow businesses to remain open during critical evening hours.
- Existing parking is difficult to find and it is difficult to navigate from the parking areas to the shops. On street “teaser” parking is desired. In addition, parking is not distributed evenly, which weakens the desirability of the northeast and northwest quadrants of Downtown.
- Key Downtown gateways need to be highlighted and clearly identified. Roadway entrances and parking lots to merchant paths are poorly marked.
- The current Downtown was seen as having a limited activities appeal (unless there is a festival) because there is little to do except eat and shop.
- Buffalo Creek Park is a passive site with limited connectivity to the Downtown area.
- There is a desire to add social activities and community gathering places to attract the community to the Downtown area. There is also a desire to have a focus on music and the arts. Examples might include a band shell / concert area or playground / children’s area. Activities should be interconnected with each other and shopping areas.
- The need for a higher quality, more manageable water system with expanded capacity.
- Businesses should capitalize on attractive local demographics and increase activities and destinations for community residents, with tourism as a bonus market.
- Village needs to address the confidence issue in regards to making the infrastructure investment in Downtown Long Grove.
- The development along Illinois Route 83, which may contain a grocery store, is a needed amenity for the residents.
- There is a desire for high quality multi-family residential / mixed-use development for the triangle site.
- Highlight the Historical Society building by making it more accessible and open more frequently.
- The redevelopment of the gas station may be a long term opportunity.
- The relocation of the fire station was discussed. The fire department is reviewing the long range plan for where the best locations are for them.



Stakeholders identified sidewalks and pathways as safety hazards because they are not clearly defined, the paving surfaces are uneven, and they are poorly lit.



Existing parking is difficult to find and it is difficult to navigate from parking areas to shops.

Appendix A - Opportunity Analysis

Ownership and Jurisdiction

Ownership and Jurisdiction

Roadways

Old McHenry and Aptakisic Roads are under the jurisdiction of Lake County while Illinois Route 53 and Illinois Route 83 are under the jurisdiction of the Illinois Department of Transportation. Robert Parker Coffin Road is under Village jurisdiction.

Parking

The Archer Parking Lot is under Village jurisdiction. The Stempel Parking Lot is also under village jurisdiction. A portion of what appears to be the Stempel Lot is actually privately owned. There are a small amount of on-street parking spaces on Robert Parker Coffin Road, adjacent to the covered bridge. All other parking in the study area is privately owned. The transportation analysis illustrates the limits of the parking lots.

Recreational Areas

The area southeast of Robert Parker Coffin Road, adjacent to Buffalo Creek, is owned and maintained by the Long Grove Park District. The area southwest of the Stempel Parking Lot is owned by the Village of Long Grove. The Long Grove Park District also owns the park site north of Robert Parker Coffin Road west of Buffalo Creek and the site east of Buffalo Creek (running to Old McHenry Road).

Environmentally Sensitive Areas

Army Corps of Engineers, Illinois Department of Natural Resources, Environmental Protection Agency and the Stormwater Management Commission all have jurisdiction over Buffalo Creek and its associated floodplain and wetlands.

Schools

Kildeer Countryside School District 96 is located north of Old McHenry Road on approximately 9 acres immediately west of the core retail area.

Business Associations

Long Grove Partners, the local marketing and coordination organization, serves as a liaison between businesses and the village.

Appendix A - Opportunity Analysis Resources

Past Plans and Reports, and Studies in Progress

Long Grove Historic Business District Approved Streetscape Plan (August 1999)

The approved plan outlined basic criteria which are intended to improve road safety, increase bicycle and pedestrian access, and better relate road and pedestrian areas to storefronts in the Long Grove Historic Business District. Recommendations included:

- Utilize granite curbs to clearly define the road.
- Place all overhead utilities underground.
- Remove parking that backs into the road and parking in undesignated areas of the right-of-way.
- Create a unified sidewalk plan which addresses pedestrian safety and access. Plan would include widening and connecting of sidewalks where necessary and adding safety and lighting bollards.
- Develop a pedestrian safe, visually unified storefront area through common street right-of-way design utilizing consistent hedge and perennial plantings.
- Improve crosswalk visibility and short-term parking through use of imprinted and / or painted asphalt.
- Create directory signs and clearly designated pedestrian crossings and pathways.
- Add street tree plantings and enhance wetland area along Robert Parker Coffin Road.

Long Grove Comprehensive Plan (April 2000)

The Long Grove Comprehensive Plan includes studies of Long Grove's history, environment, community character, residential neighborhoods and housing, recreation and open space, water and drainage, community facilities, transportation, commercial areas, and Village finances. Goals of the comprehensive plan which apply to this master planning process include:

- Maintain the 19th century character of the Village Historic Business District as a unique commercial environment and as a regional specialty center.
- Safeguard and supervise the general appearance of the Village.
- Protect areas of significant natural value and promote the re-establishment of native vegetation of all types, with particular attention to the groves that gave Long Grove its name and historic character.
- Reduce traffic circulation and congestion and provide solutions to transportation requirements in a sensitive fashion to ensure no adverse impacts on the existing environment.
- Ensure the future availability of parks, passive recreation land, and other open space dedicated as such perpetuity.

Downtown Long Grove: Market Review and Action Plan (BDI, October 2000)

Downtown Long Grove's Community Development Corporation and the Village jointly funded this study. It proposed a market development action plan, provided a common base of knowledge, and recommended development activities. The creation of Long Grove Partners and the decision to seek Special Service Area funding resulted from recommendations in this report.



The 1999 Long Grove Historic Business District Approved Streetscape Plan recommended placing all overhead utilities underground.



Long Grove's 2000 Comprehensive Plan recommended maintaining the 19th century character of the Historic Business District as a unique commercial environment and as a regional specialty center.

Appendix A - Opportunity Analysis Resources

Commercial Sites Review (BDI, October 2003)

In this document BDI expressed the conclusion that a “do nothing” strategy which merely reacts to proposals to guide development is not as desirable as a strategy that seeks to approach owners of key parcels and share the responsibility for maximizing the quality of development. Key parcel recommendations were:

- The site at Lake Cook Road and Hicks Road / Illinois Route 53 represents the best opportunity for the Village to greatly increase its sales tax revenue.
- The B1-A sites need a coordinated master plan to set development policies and procedures that are mutually beneficial to all sites.
- The Village should continue to deliberate carefully as it considers proposals for development at Old McHenry and Illinois Route 22 and Illinois Routes 83 and 45 because the failure will increase in these areas.

Studio Restaurant Development (BDI, September 2005)

This document reviewed the Studio Phase I development proposal as represented by the July 5, 2005 submittal and August 31, 2005 response to staff questions and determined that it appears to meet industry standards for the size and projected volume of full service restaurants. The 15-minute drive time \$322 million full service restaurant spending power offers a large enough market to support a well executed fine dining concept at this site.

Special Use Process Review (BDI, September 2005)

This document reviewed the Village commercial development process and made recommendations concerning timeliness, communication, and Village procedures. Appropriate changes were implemented.

Red Oaks PUD Development Proposal (BDI, December 2005)

This document concluded that the key to a viable investment in new space at Red Oaks Subdivision is the ability to capture land value. In the retail development process, tenants must be determined prior to project design so that premium rents can be obtained. If that is possible for this project, it does not appear that a village subsidy for the building construction will be necessary. Since the project profit is so thin after land costs are considered, the public assistance may be sought for enhanced public open space created as part of the project. If there is additional parking, that too may require public partnership.

Long Grove Park District – Restoration Update 2006

The Long Grove Park District, Restoration Update 2006 contains a summary of the history of the oak savanna / woodland system that was originally known as the “Long Grove.” This system is slowly disappearing due to continuing development in the area. The park district is encouraging residents to become educated and help preserve / restore the woodlands and remaining open spaces.

Recently, the Long Grove Park District has restored more than six acres of stream corridor and wetland near the southeast corner of Illinois Routes 83 and 22. The park district also restored the wet meadow and stream corridor in 2005 at Buffalo Creek Park and the Covered Bridge Trail.

Village Wide Traffic Study (K+ Engineering, January 2007)

This report summarizes the alternatives and evaluations of the traffic patterns and congestion in the Village of Long Grove. Specific goals of the study include:

- Identify and prioritize traffic corridors for improvement including community wide collector and arterial traffic issues as they relate to traffic capacity deficiencies and roadway safety.
- Aid in prioritizing improvements on state and county system routes for the purposes of working with the respective agencies.
- Propose alternative solutions that will address the issues.
- Provide preliminary opinions on the construction costs.
- Identify funding options for each improvement.

In addition to an evaluation of Village-wide traffic issues, these evaluations also included traffic studies of specific areas including the intersection of Old McHenry Road at Robert Parker Coffin Road in Historic Downtown Long Grove.

The data used in this report is a compilation of historic Village data, data from various agencies including the Illinois Department of Transportation (IDOT), Lake County Division of Transportation (LCDOT), and Chicago Area Transportation Study (CATS) and data from recent development related Traffic Impact Studies as well as supplemental traffic counts and field reconnaissance specific to this study. Similarly, the conceptual level technical evaluations relied upon similar sources where available.

The current levels of service for intersections within the study area are as follows:

- Old McHenry Road at Robert Parker Coffin Road - Level of Service = F

Old McHenry Road at Illinois 53 - Under Capacity

- Illinois 83 at Robert Parker Coffin Road - Level of Service = F
- Illinois 83 at Aptakisic Road - Level of Service = F
- Illinois 83 at Illinois 53 - Level of Service = F

Appendix A - Opportunity Analysis Resources

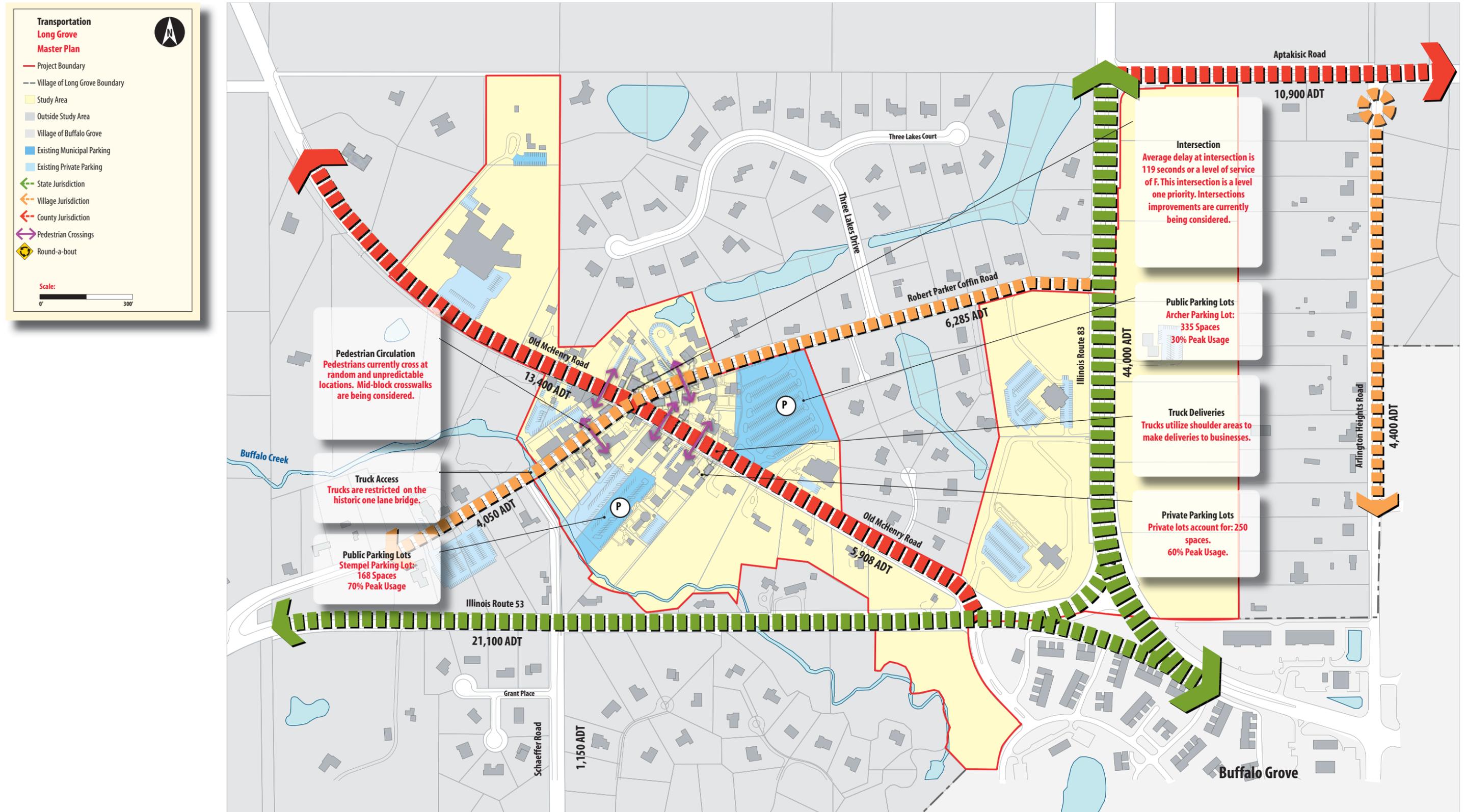


Figure 7
Transportation Analysis

Appendix A - Opportunity Analysis Resources

Long Grove Partners – Design Committee Priorities (Long Grove Partners, August 2007)

Long Grove Partners has compiled a list of design priorities for Downtown Long Grove. Priorities include design guidelines, wayfinding sign program, streetscape and road improvements, and a land use master plan.

Pedestrian Study for Downtown Long Grove (K+ Engineering, September 2007)

This study evaluated the existing pedestrian travel patterns throughout the day for a typical weekday and a typical weekend day and provided recommendations to minimize conflicts between pedestrians and vehicular traffic. The available options presented included:

- Mid-Block Crossings - When convenient and manageable crossing points are not identified, most pedestrians cross at random, unpredictable locations which create confusion and add risk to themselves and drivers. Introducing well-designed mid-block crossings in the Downtown area can provide many safety benefits to pedestrians.
- Crosswalk Materials - Crosswalk markings should be visible to motorists, particularly at night. Available options for marking the crosswalks range from plastic or epoxy material embedded with reflective glass beads to special pavement materials such as brick pavers or stamped concrete.
- Separation of Pedestrian and Vehicular Traffic - A buffer zone of 4 to 6 feet is desirable to separate pedestrians from the street. Decorative fencing may be placed along the walkways to discourage pedestrians from crossing at undesirable locations and channel them towards designated crosswalks.
- Signs - The introduction of signs to inform vehicular traffic and direct pedestrians to the mid-block crossings is recommended.
- Traffic Calming - Curb extensions at the proposed mid-block crossings may be considered where the existing shoulders extend the roadway width. These would also serve to slow down traffic in advance of the intersection and maintain reduced speeds as they exit the Downtown intersection.

Parking Study for Downtown Long Grove (K+ Engineering, September 2007)

The purpose of the parking study was to evaluate existing parking conditions and to determine the surplus and / or shortage of parking spaces throughout the day for a typical weekday and weekend day. The current non-special event peak usage for the public parking lots is as follows:

- Archer Lot – Midweek peak usage = 23% (76 of 335 spaces were occupied)
- Archer Lot – Weekend peak usage = 29% (98 of 335 space were occupied)
- Stempel Lot – Midweek peak usage = 32% (53 of 168 spaces were occupied)
- Stempel Lot – Weekend peak usage = 61% (102 of 168 spaces were occupied)

It was concluded that both public parking lots within the Downtown area have ample spaces to accommodate the needs of the Downtown businesses in conjunction with the private parking lots. Reconfiguring the parking lots to accommodate truck routes and utilizing portions of the parking lots for public and private redevelopment were the recommendations given to the Village as part of this study.

Truck Route Study for Downtown Long Grove (K+ Engineering, September 2007)

The function of the truck route study was to evaluate the existing trucking patterns and determine the feasibility of routing trucks differently through the Village in order to ensure safe driving conditions for all on a typical weekday and weekend day. The study found that trucks utilize both parking lots to make deliveries to the shops and restaurants. The study also identified several movements within the Downtown area that are difficult for trucks to maneuver through due to geometric constraints of the roadways. Recommendations were made to reconfigure the Stempel and Archer municipal parking lots and associated driveways to facilitate truck deliveries to the Downtown shops.

Downtown Area Improvements – Feasibility Study (ESI Consultants, Ltd., Target Completion Spring 2008)

A study of potential Downtown improvements is currently being prepared that will report on the following:

- Location Drainage Study - The study area includes the Downtown Long Grove Business District B-1 area including the public rights of way, the four quadrants surrounding the public roads, and Buffalo Creek which runs along the westerly border of the study area. This study will include existing and proposed drainage and utility plan and profile drawings.
- Downtown Utility Study - Recommendations will be provided for locations of Utility Corridors within ROW.
- Intersection Design Study – Evaluation of the feasibility of a modern round-about.
- Street Lighting - Lighting standards and a concept plan will be prepared for the Downtown area

Current Development Projects

Red Oaks Redevelopment

Red Oaks Furniture is currently considering an expansion and redevelopment of their facilities. Plans include removing an existing building and creating a courtyard between existing buildings. Additional on-site parking will also be provided and new sidewalks will enhance pedestrian circulation. Additional work will include a new façade for two of the existing buildings. The project is currently in schematic design.

Mid America Development / Sunset Grove

Mid America Development, in partnership with Sunset Foods, is proposing to develop the area southwest of the intersection of Illinois Route 83 and Aptakisic Road. The development is proposed to contain six buildings totaling approximately 109,000 square feet of retail space. Proposed large tenants who will be located within the development include Sunset Foods, Walgreens, Starbucks, and Fifth Third Bank. The project is currently in design development.

Appendix A - Opportunity Analysis Resources

Pending Improvements

Drainage Study for Downtown Long Grove (ESI Consultants, Ltd., Currently Underway)

Currently the Village of Long Grove has authorized a drainage study for the Downtown business district. This study will include existing and proposed drainage and utility plan and profile drawings. This study will be prepared in accordance with the checklist for Location Drainage Studies as prepared by the Illinois Department of Transportation District One and as detailed and described in the IDOT Drainage Manual. The study area will include the Downtown business district B1 area including the public rights-of-way and the four quadrants surrounding the public roads.

Pedestrian Path (ESI Consultants, Ltd., Currently Underway)

The Village of Long Grove has entered into an agreement with ESI Consultants to design a multi-use path that will extend from near the Historic Downtown Business to Herron-Creek Forest Preserve that is currently being constructed at the Southwest corner of Illinois Route 22 and Old McHenry Road. This path is an integral part of the Village of Long Grove Walking Trails plan, and will provide a path connecting numerous points of interest within the Village of Long Grove. Areas of interest along the path include, the Historic Business District, Kildeer Countryside School, the Historic one-room Schoolhouse, Ruth Barn, Reed-Turner Nature Preserve, Village Hall, and the Buffalo Creek Park site.

An agreement is also pending for the design of a path extension from the southerly limits of the historic Downtown business district (B1 area) along Old McHenry Road to travel easterly along Illinois 53, cross Illinois 83 and extend further east to Arlington Heights Road.

Appendix A - Opportunity Analysis

Existing Conditions

Pedestrian Pathways

The sidewalk / pedestrian pathway system in the core retail area does not meet American Disabilities Act (ADA) standards. Existing pedestrian paths have been developed by property owners over time using a variety of paving materials, pathway widths, and techniques for accommodating grade changes. Settling, particularly in the eastern quadrant, has resulted in uneven surfaces that are extremely difficult to navigate. This was especially true for the senior citizens observed during site visits. Sidewalks adjacent to Old McHenry Road and Robert Parker Coffin Road and the two major parking lots are similarly substandard, and in some cases are nonexistent.

Roadway Conditions

The surfaces of Old McHenry Road and Robert Parker Coffin Road are in poor condition. However, the quality of private roads and driveways throughout the core retail area varies considerably.

In locations where the surface conditions are poor, such as the curb cuts along Robert Parker Coffin Road west of Old McHenry Road, pedestrian mobility is especially impaired.

Street Furnishings / Lighting

While some consistency was established with benches, trash receptacles and light fixtures as a result of the approved 1999 Streetscape Plan, there are many other sizes and styles still in use by businesses throughout the core retail area. These variations create inconsistent experiences for visitors and weaken Downtown's overall image and identity.

In addition, the lack of sufficient lighting throughout Downtown and the parking lots, a concern expressed by many of the stakeholders interviewed, combined with uneven paving surfaces create an especially hazardous pedestrian environment at night.



Pathways within the core retail area feature a variety of paving surfaces and do not conform to ADA standards.



Settling, especially in the eastern quadrant, has resulted in uneven surfaces that difficult to navigate.



Different paving materials and uneven surfaces at curb cuts along Robert Parker Coffin Road west of Old McHenry Road compromise pedestrian comfort and safety.



The lack of lighting in public areas creates a hazardous environment for pedestrians at night.



The sizes and styles of benches, trash receptacles, and light fixtures vary throughout the core retail area.

Appendix A - Opportunity Analysis

Existing Conditions

Overhead and Underground Utilities

All Downtown properties are currently serviced by private wells. These wells are at or near their serviceable capacities. Discussions are underway to determine the feasibility of creating a public water system for Downtown.

The sanitary sewer that runs along both Old McHenry Road and Robert Parker Coffin Road is County owned. There are various storm inlets with different jurisdictions throughout Downtown Long Grove. The majority of these lines are private sewers which were installed by the property owners in order to minimize flooding problems.

Currently, the Village of Long Grove does not have any Village owned utility lines. The Village has investigated the possibility having ComEd bury their overhead utility lines. The other utilities currently located on the overhead poles will have to be contracted separately for their relocation cost, and the service lines into the businesses will have to be retrofitted to accommodate the change from overhead lines to an underground utility.



View of overhead utility lines along Robert Parker Coffin Road.

Appendix A - Opportunity Analysis

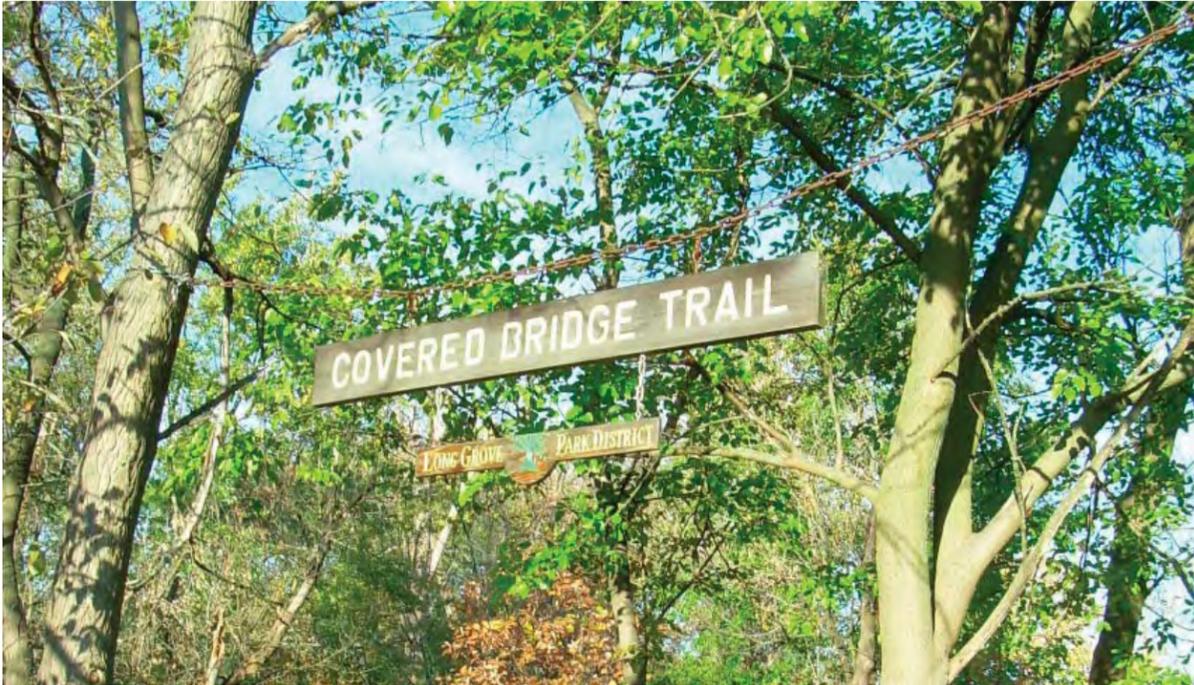
Existing Conditions

Topography and Natural Features

Buffalo Creek is the most compelling natural feature within the study area. The creek, its floodplain, and its floodway form a green belt along the southwestern edge of Downtown that extends south of Illinois Route 83. Covered Bridge Trail follows the southern edge to the Stempel parking lot and includes a pedestrian bridge that crosses Buffalo Creek. However, the existing trail is not well marked and hidden from view, and is not used by visitors on a regular basis.

While the Downtown area is relatively flat, there are areas in which small grade changes are emphasized by uneven pavement and stairs made of railroad ties. Any new improvements must meet the Americans with Disabilities Act (ADA) requirements related to slopes, ramps, and grading.

Many properties throughout the core retail area feature well kept landscaping and a variety of trees. However, there is a lack of vegetation and trees within the public right-of-way and public parking lots. Buffalo Creek and its associated floodplain support an abundance of vegetation that screen the creek from the Downtown. Buffalo Creek Park also contains a variety of trees and wetland / floodplain vegetation.



Covered Bridge Trail, located near the southern edge of the Stempel parking lot, is overgrown and hidden from view, and is not used by visitors on a regular basis.



The public right-of-way and the two primary public parking lots lack trees and/or other landscaping features.

Appendix A - Opportunity Analysis

Existing Conditions

Natural Features
Long Grove
Master Plan



-  Project Boundary
-  Village of Long Grove Boundary
-  Study Area
-  Outside Study Area
-  Village of Buffalo Grove
-  Waterway
-  Wetland
-  Floodway
-  Park
-  Open Space
-  Drainage Flow

Scale:




Appendix A - Opportunity Analysis

Existing Conditions

Architecture

The buildings located in Downtown Long Grove are generally a blend of two architectural styles, Greek Revival and Victorian. The Village of Long Grove has developed a style in which all architecture building must be developed. As stated in the Village Code, Section 7-2-4 - Long Grove Style, building architecture must comply with six criteria to ensure a consistent feel within the Downtown core.

Vehicular Circulation / Parking

Old McHenry Road is a two lane, two way road that is under the jurisdiction of Lake County. Robert Parker Coffin Road is a two lane, two way road maintained by the Village of Long Grove, which runs southeast by northwest. The intersection of the two roads is currently controlled four way stop. The Robert Parker Coffin Road Bridge over Buffalo Creek is one lane, two-way covered bridge along the westerly limits of the study area.

Downtown Long Grove does not have a local street network to provide alternative routes around the Robert Parker Coffin / Old McHenry intersection. While average daily traffic (ADT) volumes along Old McHenry Road and Robert Parker Coffin Road are well below 20,000, traffic back-ups on Old McHenry at school times are an annoyance cited by many project stakeholders. Illinois Routes 53 and 83 each have higher ADTs (21,100 and 44,000, respectively) that are attractive to retailers and restaurants.

The parking needs for the Downtown businesses and restaurants are served by many small private lots and two large public parking lots, Archer and Stempel. There are approximately 500 on-and off-street public and private parking spaces in Downtown Long Grove. With approximately 85,000 square feet of commercial space, this quantity provides nearly 6 parking spaces per 1,000 square feet of commercial space.



Downtown buildings are generally a blend of Greek Revival and Victorian styles.

Appendix A - Opportunity Analysis
Existing Conditions



Typical architectural styles in Downtown Long Grove.

Appendix A - Opportunity Analysis

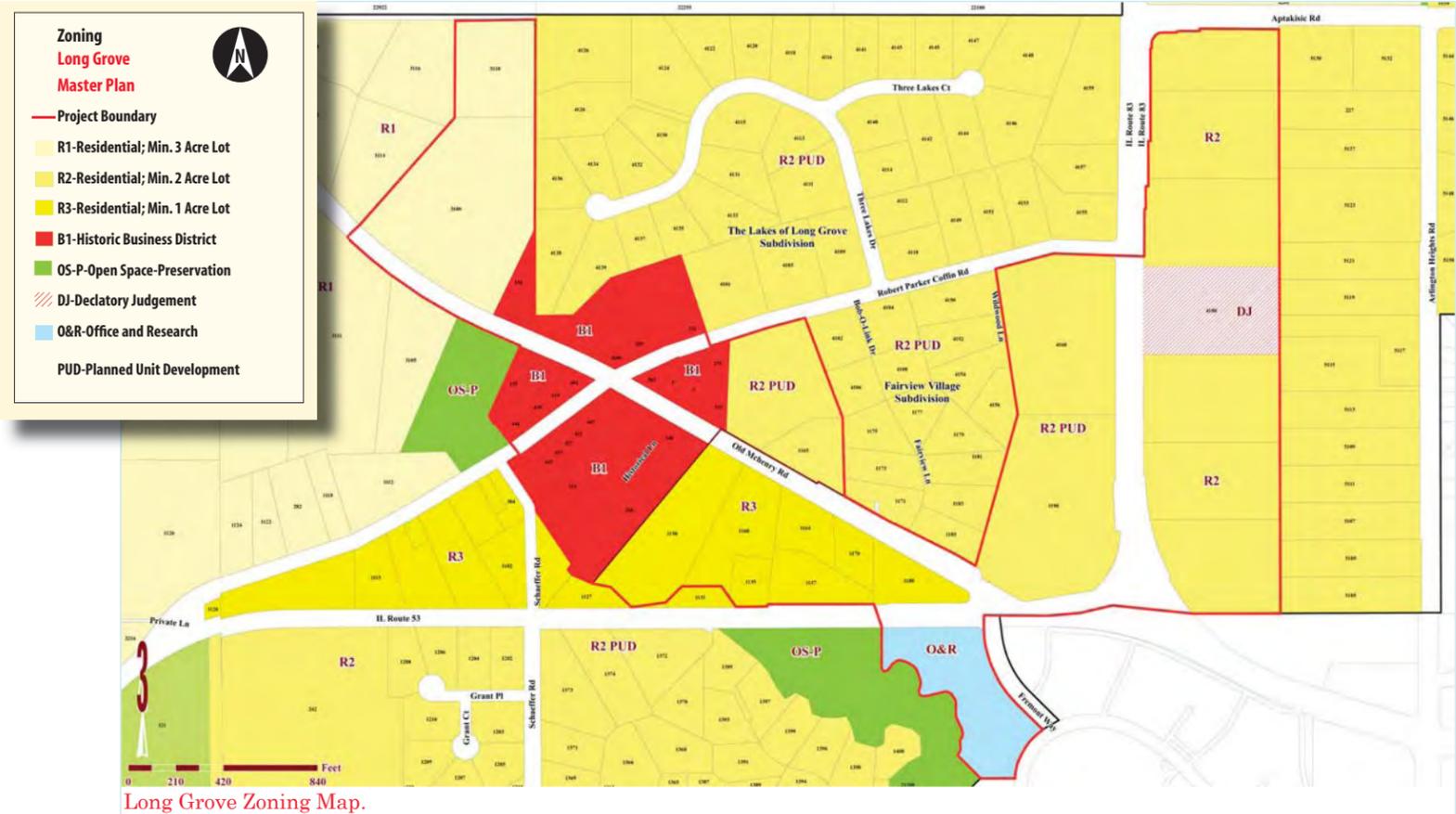
Existing Conditions

General Land Use Information and Zoning

Properties within the core retail area are zoned Business (B1). Properties adjacent to the business districts are zoned single family residential (R1 and R2 PUD). The area between Illinois Route 53 and Old McHenry Road is zoned single family residential (R3). There is a small area south of Illinois Route 53 that is zoned Office and Research (O & R). Properties located along Illinois Route 83 are a zoned single family residential, residential PUD, residential with declaratory judgment overlay. (R2, R2 PUD, DJ)

The properties within the study area are in working condition although not all are up to current commercial property standards. There are no vacant properties in the core retail area as land has been utilized for commercial, parking, or open space uses.

The single family homes within the triangle site north of Illinois Route 53 and south of Old McHenry Road are older, single family detached houses. Properties surrounding the project area are a consistent mix of single family detached homes on one or more acres of land. Municipal / institutional uses located within project boundary include the Village Hall, Fire Station, Kildeer Countryside School, and Buffalo Creek Park.



Appendix A - Opportunity Analysis

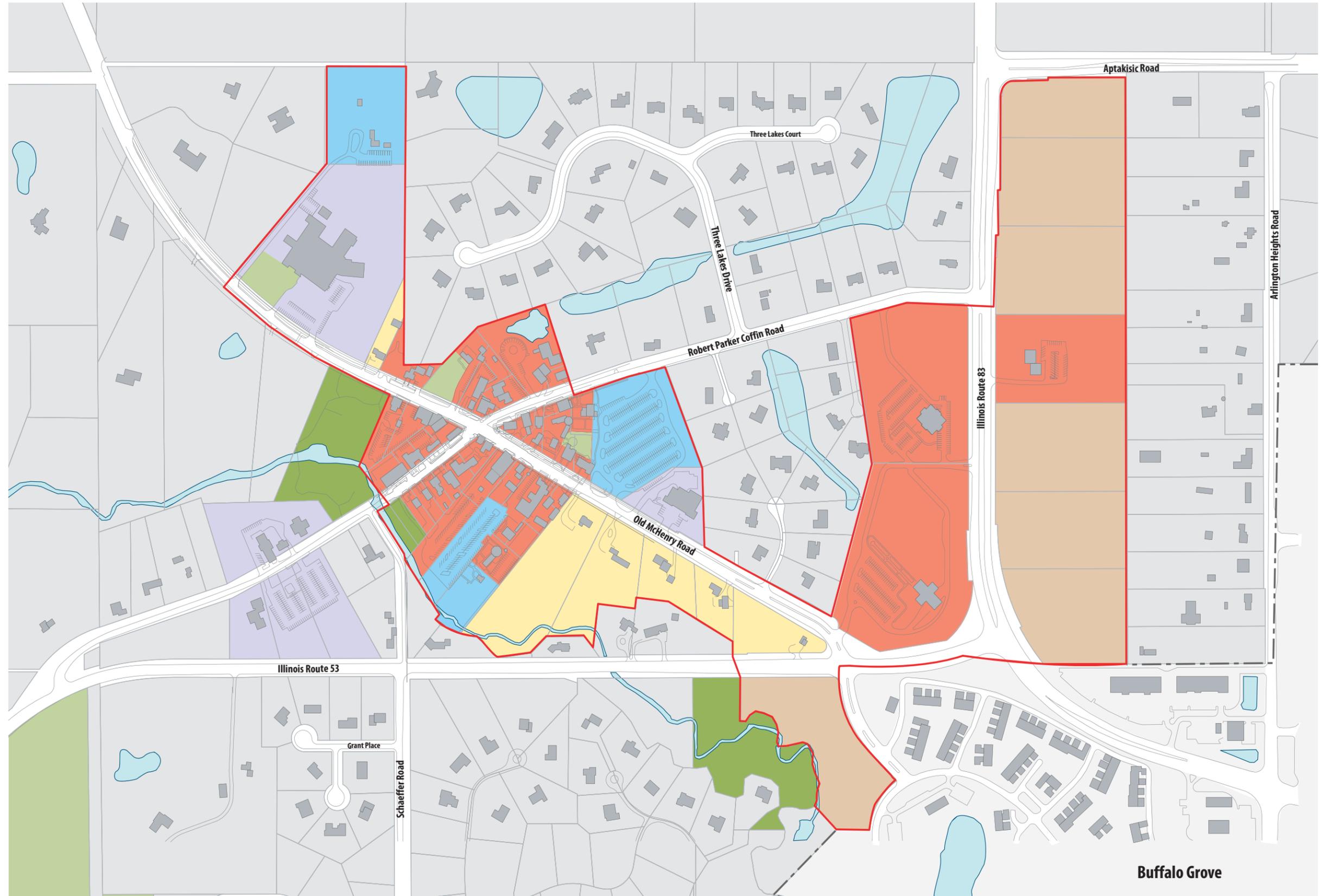
Existing Conditions

Land Use
Long Grove
Master Plan



- Project Boundary
- Village of Long Grove Boundary
- Existing Residential
- Existing Institutional
- Existing Municipal
- Existing Natural / Vacant / Agricultural
- Existing Commercial
- Park
- Open Space

Scale: 1" = 300 feet





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