CITY OF HIGHWOOD

DOWNTOWN PROJECTS GUIDEBOOK

Adopted by the Highwood City Council on September 2, 2014

SUBMITTED BY:
Teska Associates, Inc. | Fish Transportation Group | Business Districts, Inc. | wohltgroup

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Community Participants
Thank you to all Highwood community members who participated in focus groups and workshop activities throughout the planning process. The feedback and contributions of all participants played important parts in the creation of the concepts and recommendations established in this plan.

TABLE OF CONTENTS

Highwood is most prominently known for its food culture and community festivals and events in the downtown area. The myriad restaurants have made Downtown Highwood a dining destination on the North Shore. Events like Pumpkin Fest, Bloody Mary Fest, Highwood Days, and the weekly Evening Market make Downtown Highwood a place to seek for lively entertainment and culinary offerings. Even the variety of transportation choices for residents and visitors to reach Downtown Highwood is diverse, ranging from Metra commuter rail, Pace bus, car, bike, or on foot.

Downtown Highwood is bordered by neighborhoods of varying character that provides a local population base to support local businesses. The civic presence in and around downtown is strong as well, with City Hall located at the southern end and other uses like the library, Everts Park, post office, fire station, and community center anchoring the west side of the railroad tracks.

The combination of mixed uses and amenities in Downtown Highwood is one that many other communities envy. Taken altogether, Downtown Highwood has the building blocks in place to support a vibrant destination for residents and visitors alike.

SECTION 1

EXECUTIVE SUMMARY

While Downtown Highwood is positioned as a destination brimming with vitality centered around distinct features, community character, and the drawing power of its restaurants and special events, the Highwood Downtown Projects Guidebook explores ways for the City and its partners to further leverage these pieces to enhance the downtown experience. From maximizing the use of key development opportunity sites and facilitating greater transit connectivity, to enhancing the streetscape and establishing a brand identity for downtown, this document provides strategies that the City can implement to make Downtown Highwood an even more memorable place than it already is.

All of the strategies outlined herein support the brand promise that was established for Downtown Highwoood (see right). The planning process that led to the strategies were also guided by a set of twelve major themes and an overarching theme, as illustrated below.

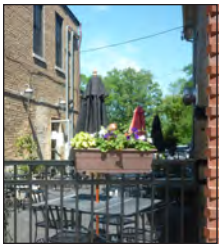
Downtown Highwood will leverage its existing image as a premier Chicago North Shore destination for dining and entertainment to become a top-tier, transit oriented district known for its high quality living and working options, and renowned as a regional center for the culinary arts.

BRAND PROMISE

MAJOR THEMES
GUIDING THE HIGHWOOD DOWNTOWN TOD PLAN

OVERARCHING THEME

Build and expand on Highwood's excellent reputation as an entertainment destination through expanding and improving local businesses, making it a desirable residential destination, especially for younger people, strengthening its image, and improving its neighborhoods.



Ensure decisions about downtown expansion and redevelopment are tied to market support and financial feasibility

1

Create zoning that allows more by-right uses (rather than variances or special uses)

2

Support the future of downtown by its ability to cater to and attract Gen Y/Millennials (ages 20-36)

3

Continue to expand Downtown Highwood's brand as a food destination – 'everything food'

4

Expand events during off-peak times by exploring 'flexible' event spaces, like open air or temporary structures

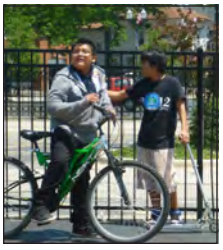
5

Build on local resources to expand marketing and brand image

6

Explore ways to differentiate downtown's identity as a special district within the city

7



Improve the pedestrian and bicyclist experience, regarding them as the primary user of downtown

8

Ensure better integration of the Metra station with the downtown core area

9

Provide a coordinated parking management plan to maximize existing resources (both public and private)

10

Maintain the presence of civic uses in the downtown area (e.g., City hall, library, community center, etc)

11

Seek regional cooperation to further enhance Highwood's identity and ability to expand market opportunities

12

The Framework Plan outlines a general land use development plan for Downtown Highwood to establish guiding principles relating to land use organization, development potential, multimodal transportation, parking capacity, accessibility, streetscape/urban design, and branding and identity. The primary elements of the overall Framework Plan include a Land Use Development Framework and an Urban Design Framework, each of which are described in greater detail in this section. These elements ensure that Downtown Highwood:

- ❑ Is supportive of transit;
- ❑ Provides an appropriate mix of land uses;
- ❑ Responds to market realities and supports fiscally responsible use of City resources through financially feasible development;
- ❑ Enhances safe and efficient multimodal access and circulation; and
- ❑ Creates a distinct aesthetic that forms a brand and identity for the area.

SECTION 2

FRAMEWORK PLAN

Many of the opportunity sites identified in this Plan have been previously recommended in the City's Comprehensive Plan and in the Assessment Report. These sites are recommended as areas where the reuse or improvement to existing properties should be explored in greater detail. The following Plan recommendations and financial analysis provide the additional information necessary to evaluate the practical reuse potential and actions the City should take to improve the Downtown. All opportunity sites are classified as either 'short term' or 'long term' recommendations:

Short Term Opportunity Sites

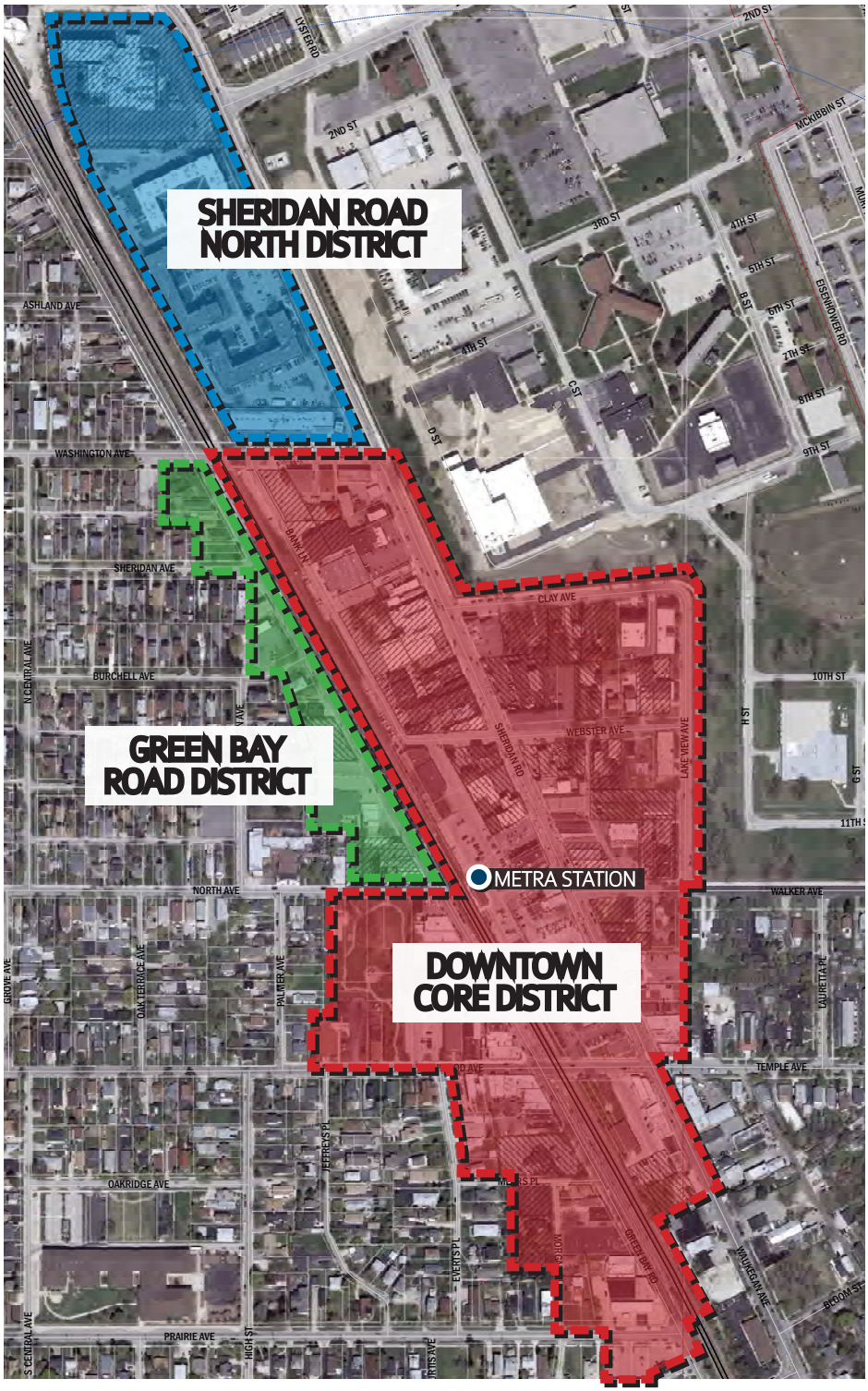
The redevelopment or improvement of short term sites are those areas that exhibit some or all of the following characteristics: (a) anticipated to experience the greatest change; (b) completelely or partially vacant; (c) owned by the City; (d) currently for sale; (e) large enough to support redevelopment; (f) potentially capable of serving as catalyst projects for improvement of a larger area; (g) financially viable; and (h) hold the most potential to benefit most from City intervention within the next five years.

Long Term Opportunity Sites

Sites identified as long term redevelopment and improvement opportunities are characterized by the following attributes: (a) have a greater chance of developing without significant City assistance; or (b) have site size, parking requirements, or cost of displacement of current tenants that represent significant challenges and may not be financially viable on their own. Over time sites identified as having long term development potential may become short term sites as property owners or tenant conditions change or more investment activity is generated from an improving economy or other new projects in Downtown Highwood.

FIGURE 2.1

LAND USE FRAMEWORK PLAN - DOWNTOWN DISTRICTS



The identification of a site in the Framework Plan does not represent a commitment of the City to acquire or condemn property. Changes as envisioned in the Plan will only occur upon the interest and willingness of owners to sell under normal market conditions.

The City's 2012 Comprehensive Plan identifies four "key focus areas" that include recommendations for improvements within Highwood's downtown commercial areas. The Comprehensive Plan divides the Downtown into four separate districts as a means to communicate the various issues and opportunities associated with each sub-area. Using the districts identified in the Comprehensive Plan as a guide, the Downtown Highwood TOD Plan recommends a land use and development structure that best reflects both the functional characteristics of each subarea, as well as the relationship of each subarea to the principles of transit-oriented development (TOD) accessibility and mobility (areas that are walkable within a ½-mile radius of a transit center, such as the Metra Station).

The Land Use Framework Plan - Downtown Districts in Figure 2.1 establishes a new subarea or district functional classification, based on accessibility and both the historic presence and market strength of existing business and residential clusters or thematic areas. Specific development opportunities and related transportation issues for these common land use or thematic areas are discussed in more detail in the following section. The three functional Downtown Districts are described below.

DOWNTOWN CORE DISTRICT

This district is essentially consistent with the Downtown Core area identified in the Comprehensive Plan, with the significant difference being the addition of the Downtown-North subarea. The Downtown Core District includes all properties currently zoned and planned for commercial or mixed-use development. This area has a well established, historic character and traditional built form, and mix of uses that define this primary activity zone for retail and entertainment. As stated in the Comprehensive Plan, this area should be strengthened by building on its reputation as a dining and retail destination. The addition of the area that extends from Webster Avenue north to Washington Avenue recognizes the important contribution this area will make to the expansion of commercial and entertainment uses to the Downtown Core, while providing for higher intensity residential housing options as part of mixed-use developments. The area north of Webster Avenue extended is also well within a ¼-mile radius (5 minute walk) to the Metra Station, and other shopping and dining destinations within the Downtown.

SHERIDAN ROAD NORTH DISTRICT

This district, not previously identified as part of the Downtown area, provides a significant supporting role to the success of the Downtown. Existing uses, which consists of limited retail and a large, high density residential development, provide opportunities for residential living and convenience retail uses in close proximity to the Downtown Core District, thereby enhancing the walk-in market for local businesses. The area north of Washington Avenue is also well within a ½-mile radius (10 minute walk) to the Metra Station, and other shopping and dining destinations within the Downtown, that define the extent of traditional transit-oriented business districts.

GREEN BAY ROAD DISTRICT

Defined as the western edge of Highwood's Downtown area in the Comprehensive Plan, the location of the Green Bay Road District outside of the Downtown Core District positions this area as providing a supporting role to the commercial uses in the Downtown Core. The most significant uses in this area consist of civic and municipal services, such as the Community Center and Fire Station, which should be enhanced or expanded as necessary. Well established and successful existing business should remain, but other uses, such as office and residential buildings, should be considered for the identified redevelopment opportunities.

LAND USE DEVELOPMENT FRAMEWORK

As illustrated on the Opportunity Sites map in Figure 2.2, a set of 22 opportunity sites were identified to explore their potential to help enhance the vitality, accessibility, and identity of Downtown Highwood. The proposed land use and development concepts for each site consider market potential, land use compatibility, and varying levels of intensity that the City may consider to further enhance the vitality of Downtown Highwood.

In some cases, alternative options were explored for certain opportunity sites, particularly a conservative option for more short term improvements and a more transformative option that considers more substantial redevelopment. For example, the group of parcels on Site 7 at the northwest corner of Sheridan Road and Webster Avenue explores two options: (1) Option A recommends improvements to existing buildings that would result in current businesses generating additional sales taxes and enhancing the appearance of downtown; or (2) Option B proposes complete site redevelopment to accommodate a mix of retail and residential uses.

COMMON THEMATIC AREAS

Each of the 22 opportunity sites is evaluated separately, as provided by the site, financial feasibilty, and parking analyses provided in the Appendix. However, the Land Use Development Framework map in Figure 2.6 also groups the opportunity sites into common thematic areas to illustrate how the smaller pieces assemble to form a greater, more cohesive whole to define Downtown Highwood. These common thematic districts are summarized on the left and on the map in Figure 2.6.

NORTHERN GATEWAY INTO DOWNTOWN HIGHWOOD

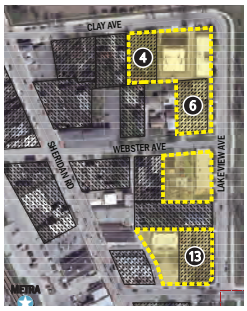
OPPORTUNITY SITE(S): 1

Located at the northern entry point into Downtown Highwood, the vacant Hotel Moraine site does not presently provide an attractive welcome to the City's core. Any redevelopment of this site will require site design that relates well to Sheridan Road and creates an image that notifies visitors that they are about to enter into a special place.

DOWNTOWN OFFICE DISTRICT

OPPORTUNITY SITE(S): 2, 5, 9, 10

Anchored by the Viti office building and the Bank of Highwood Fort Sheridan, the northeast section of the core downtown area has the makings for a downtown office district. While new office buildings are proposed for Sites 2, 5, 9, and 10, the offices on Sites 9 and 10 would provide a strong presence along Sheridan Road. In addition to providing a boost to the employment base, the new offices would also generate additional daytime population to support the myriad restaurants and businesses in Downtown Highwood. This potential office district would also be in close walking distance of the Metra station for commuters.



APARTMENT ENCLAVE

OPPORTUNITY SITE(S): 4, 6, 13

Along Clay Avenue and Lakeview Avenue, the far northeast corner of the core downtown area has built up into an enclave of apartments. The addition of new apartment buildings on Sites 4, 6, and 13 will add to the stock of rental units. The growth of the Apartment Enclave could entice office employees that either work in Highwood or commute into Chicago or to major employers in the region, such as Baxter and Abbott. The apartments may also attract young adults and empty nesters transitioning to/from homeownership.

MIXED USE DEVELOPMENT

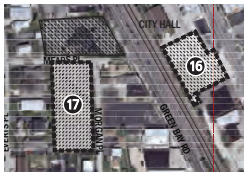
OPPORTUNITY SITE(S): 7, 15, 18, 19, 20, 21, 22

Mixed use development is one of the core characteristics of a place like Downtown Highwood. Sites 7, 15, 18, 19, 20, 21, and 22 would provide opportunities for vertical mixed use, primarily with office or retail on the ground floor and apartments above. Site 1 is also a mixed use opportunity site, which is an example of mixed use in a different sense, with separate uses sharing the same lot.

IMPROVEMENTS TO EXISTING BUILDINGS

OPPORTUNITY SITE(S): 8, 14

Sites 8 and 14 include existing buildings that could be improved to enhance current businesses to generate additional sales taxes and enhance the appearance of Downtown Highwood. This approach has the potential to have just as great an effect as redevelopment to enhance the vitality of Downtown Highwood. This approach could also be applied to some of the other opportunity sites, particularly if the market for redevelopment takes more time to materialize.



PARKING

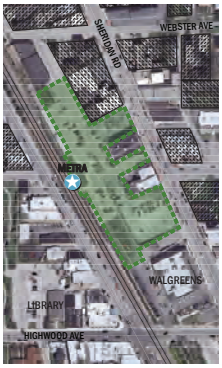
OPPORTUNITY SITE(S): 3, 11, 12, 16, 17

As redevelopment adds new offices, businesses, and residences to Downtown Highwood, the amount of parking will need to adjust accordingly to ensure all users have adequate parking facilities. Sites 3, 11, 12, 16, and 17 are identified as potential areas to add new parking facilities, particularly on both sides of the railroad tracks.

METRA STATION AREA

OPPORTUNITY SITE(S): None

One of the issues with the Metra station is that its location is often perceived as being hidden or out of the way from motorists, pedestrians, and bicyclists, even though it can be seen from Sheridan Road. There is an opportunity to create a more prominent presence for the station. The Urban Design Framework on page 14 introduces potential improvements that would help open up the Metra station area and make it a more inviting place in Downtown Highwood. For example, creating open plazas that orient well to Sheridan Road and filter into the Metra area towards the station would help bring pedestrians, bicyclists, and other passers-by into the area. Reconfiguring the general parking area around the Metra station would also help clarify the delineation between commuter parking, general public parking, and private business parking. This effort would involve collaboration with Metra and private property owners. The detailed concept in Figure 4.3 on page 46 describes a potential approach to parking reconfiguration.



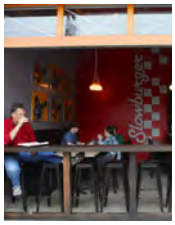
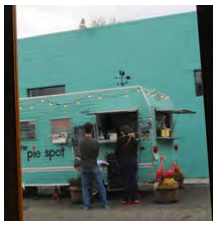
FOOD INCUBATOR FOR MICRO RESTAURANTS

OPPORTUNITY SITE(S): 6, Metra Station

To temporarily fill spaces that may be redeveloped in the long term, the City may consider establishing a food incubator for micro restaurants. Often taking the form of a food truck, food cart, or small stationary space, micro restaurants enable local chefs or food entrepreneurs to test food concepts in the market before establishing a full- fledged restaurant or food brand. Micro restaurants typically have loyal followings via Twitter and other social media, allowing them to set up shop almost anywhere -- even in places with low visibility -- and let their customers come to them. Potential locations for a food incubator are the former Shrimp Walk on Site 6 and space within the Metra station.

The growth of very small restaurants, shared kitchens, and temporary businesses such as food trucks and carts may offer an opportunity. William P. Macht, a professor of urban planning and development at the Center for Real Estate at Portland State University in Oregon, recently documented this new business format. He describes a successful Portland Oregon micro-restaurant cluster program:




"... the realities of operating a food cart during winter rains -- with little or no outdoor seating, sporadic patronage, steep seasonal declines in business, and only a port-a-potty available to customers -- can present a challenge. Driven to tap the benefits of low barriers to entry, small payrolls, and the energy created by carts grouped in a pod, Portland architect-turned-developer Kevin Cavenaugh figured he could **create a permanent place where food cart operators could upgrade their status without taking on the challenges of opening a full-fledged restaurant**. The PSU study found that **more than half the vendors surveyed planned to move into a storefront someday**.

The **rising popularity of food carts and micro-restaurants** -- very small, full-time operations with limited seating and a limited menu -- raises interesting questions about whether the economic model of these two food-service formats might **generate a profitable method to regenerate flagging, bypassed commercial areas, create jobs and businesses, and generate commercial activity**.

Cavenaugh calculated that he could overcome some barriers to entry facing food cart operators wanting to expand to more amenable surroundings. He surmised that **by acquiring an existing one-story building at a low cost basis and dividing it into multiple small spaces, he could lease them at rates affordable to food cart operators**. They would obtain a fixed location with reliable utilities and small seating areas that can be expanded by being opened to a set-back plaza along the street.

Today, the micro-restaurant concept may be too new to term a trend, but all the spaces are leased and the model is being tested and refined by the operators. The economic model of an experimental micro-restaurant attracted other restaurateurs with larger existing venues. One concept, 24th & Meatballs, is modeled after the Meatball Shop in New York City; its owner also owns a much larger and higher-end Mediterranean restaurant called Tabla less than a half mile (0.8 km) away. **Relatively low startup costs, affordable rents, and the proximity of another restaurant base to facilitate management proves attractive to those for whom operation of a restaurant and access to capital is not a new endeavor**. That attraction is also true for restaurateur Oswaldo Bibiano's taqueria, Uno Mas Taquiza. He operates Autentica, a larger restaurant three miles (4.8 km) away in the now trendy Alberta area, and Mextiza, five miles (8 km) away in the growing Interstate area.

Ocean may also be generating a new way to finance both the restaurants and the developer. While he arranged a 77 percent loan for the project and investors for 70 percent of the equity in the project -- clustering a mixture of compatible tenants with both better credit ratings and incipient ones -- Cavenaugh says local private equity pools may be interested in financing future ventures. **Thinking small may generate new opportunities for local investors, especially those inclined to deploy capital for local economic development without the participation of local government entities that are dealing with sharply reduced municipal budgets**. And for Cavenaugh, this is also a personal venture: he created a loft space in the project for himself and his family."

SHORT & LONG TERM OPPORTUNITY SITES

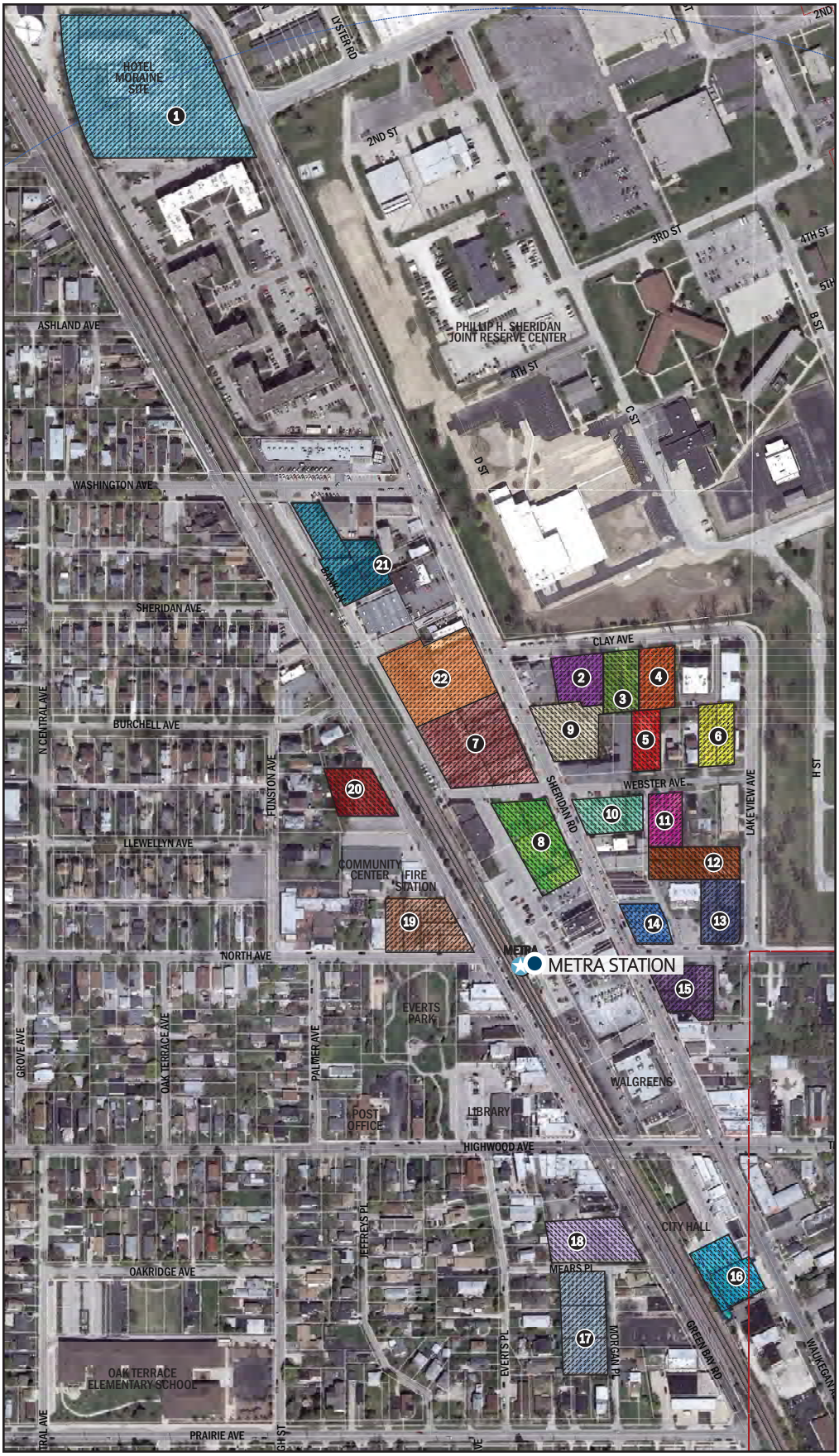


FIGURE 2.2

SHORT TERM OPPORTUNITY SITES

Short term opportunity sites are listed below and illustrated on the Short Term Opportunity Sites Map in Figure 2.7 on page 12. This figure also outlines the characteristics that may prompt redevelopment or improvement of sites in the short term.

- 1: Hotel Moraine Site
- 6: Shrimp Walk Site
- 7: Sheridan & Webster Northwest
- 8: Sheridan & Webster Southwest
- 14: Sheridan & Walker Northeast
- 15: Sheridan & Walker Southeast
- 18: Bertucci's Site
- 19: Green Bay Southwest
- 20: Green Bay Southeast
- 21: Public Works Site

LONG TERM OPPORTUNITY SITES

Long term opportunity sites are listed below and illustrated on the Long Term Opportunity Sites Map in Figure 2.8 on page 13. This figure also outlines the characteristics that may encourage redevelopment or improvement of sites in the long term.

- 2: 37,39,43 Clay Ave
- 3: 33,35 Clay Ave
- 4: 25 Clay Ave
- 5: 20 Webster Ave
- 9: LaUnion Super Market Retail Ctr
- 10: Sheridan & Webster Southeast
- 11: 17 Webster Ave
- 12: 418 Lake View Ave
- 13: Lake View & Webster Northwest
- 16: City Hall South Lot
- 17: Morgan Place West Lots
- 22: Skokie Valley Laundry Site

CONCEPTUAL PLAN DEVELOPMENT ECONOMICS

Businesses and developers investing in Downtown Highwood face a variety of markets and opportunities. Downtown Highwood's reputation as a regional restaurant destination with Metra accessibility is attractive for development in today's recovering market. Lake County, as the home of the nationally significant medical tech businesses Abbott and Baxter, offers employment to the type of workers who may want to live nearby in urban style environments. The Fort Sheridan redevelopment brought young families to attractive new development that set high standards for landscaping and materials in attractive single family homes. There is a demand for medical office uses that respond to increased visits stimulated by insurance coverage provided by the affordable care act. The TOD development plan considered these market conditions when creating redevelopment concepts for Downtown Highwood. Although the study area is generally pedestrian friendly, many of the opportunities rely on customers who arrive by automobile. This situation makes parking a key need of the economic development framework. With Highwood's apartment stock aging, the new residential development proposed in these concepts adds the option of modern luxury rental units.

SITE FEASIBILITY

This feasibility summary of the preferred conceptual development plans respects this economic framework, as it examines the public and private investment necessary to support each concept. However, the high costs associated with redeveloping occupied properties and construction on tight infill sites requires a market strong enough to support rents that exceed those currently charged for vintage properties that are more affordable. The proposed extensive redevelopment mandates new tenants capable of paying rents double the rents charged for existing vintage properties. Successful development under these tight fiscal constraints, requires Highwood to be flexible and target economically viable users such as ground floor medical offices and financial services. The goal is to create complete economies where there are customers throughout the day and the uses share profitable customers.

METHODOLOGY

With limited information on building materials and specific tenants' needs, any analysis of site concept financial feasibility is a gross estimate of potential market response. Essentially, these feasibility analyses screen each of the development concepts to determine what developers building the uses identified in the concept could pay for land ready to develop. Development will happen when a combination of the concept's contribution to land value and partnering incentives offered by the City is sufficient for property owners to consider selling. The sensitivity analysis considers private market changes and public investment to determine how both sectors can benefit from improving the concept's return to an amount sufficient to pay for the property, the point where a concept becomes feasible. The assumptions listed in the table in Figure 2.3 underlie this initial investigation.

FIGURE 2.3
DEVELOPMENT ASSUMPTIONS

DEVELOPMENT		
1	Cap Rate Applied to Going Concerns	7.5%
2	New Retail Development Hurdle Rate	11.0%
3	Rental Apartment Cap Rate	8.0%
4	Vintage Inline NOI (Net Operating Income)	$18.00
5	New Construction NOI	$27.00
6	Monthly Luxury Apartment Rent/SF	$1.75
7	Medical Net Rent	$30.00
8	Supermarket Net Rent	$12.00
9	Surface Parking Space	$6,000.00
10	Covered Parking	$13,000.00
11	Garage Parking Space	$23,000.00
12	Condo/Apartment Square Feet	900
13	Retail Sales per Square Foot	$300.00
14	SF per Parking Space	300
PROPERTY ACQUISITION		
15	Commercial Acre	750,000
16	Residential Acre	200,000
17	Add for House	150,000
18	Demolition per Square Foot	$10.00
19	Add per Apartment Unit	90,000
20	Add per Commercial Square Foot	$120.00

For successful development under tight fiscal constraints, Highwood must remain flexible and re-examine the value of economically viable users such as ground floor medical office and financial services. The goal is to create complete economies where there are customers throughout the day and uses share profitable customers.

FIGURE 2.4
SAMPLE CALCULATION TO SOLVE FOR LAND VALUE

Value	$245,000
Construction Costs	$182,700
Subtotal Before Parking	$62,300

Each site feasibility analysis that follows uses assumptions to calculate project economics by comparing project costs to the value of recommended development. The income method was used to estimate the value of development. For example, a 1,000 square foot space where the property owner has net operating income of $27 per square foot (line 5) has a value of $245,000, as the annual income is $27,000 and that is an 11% return (line 2) on an investment of $245,000. For each concept, a construction cost estimator provides a preliminary construction cost. Although these costs vary depending on how fixed costs are spread over the project's total square feet, a typical retail space costs approximately $182.70 per square foot so a 1,000 square foot store costs $182,700 to construct. The table in Figure 2.4 is a sample calculation that solves for land value by deducting construction cost from project value.

Costs pertaining to requiring dedicated parking are added to the construction costs. If this use requires four spaces per 1,000 square feet, surface spaces costing $6,000 per space (line 9) would cost another $24,000. If this project relied on Garage parking at $23,000 per space (line11), there would be an additional $92,000 in costs. The table in Figure 2.5 shows the resulting contribution to land costs from this 1,000 square foot example.

Besides purchasing the required acreage, the land payment must often buy out an existing use, relocate tenants, demolish structures, and remediate brownfields. Those costs are noted in a comment about each concept but not calculated because each situation is unique.

The financial following feasibility summary uses this method to identify the investment economics associated with the Downtown Highwood sites. The feasibility analysis also examines how the project financial feasibility could be changed by community and market decisions. The possibility of higher rent for uniquely desirable sites and shared parking adjustments are examples of potential development changes. The possibility of tax increment financing is examined by calculating the potential annual property tax associated with the recommended development.

FIGURE 2.5
CONTRIBUTION TO LAND COSTS

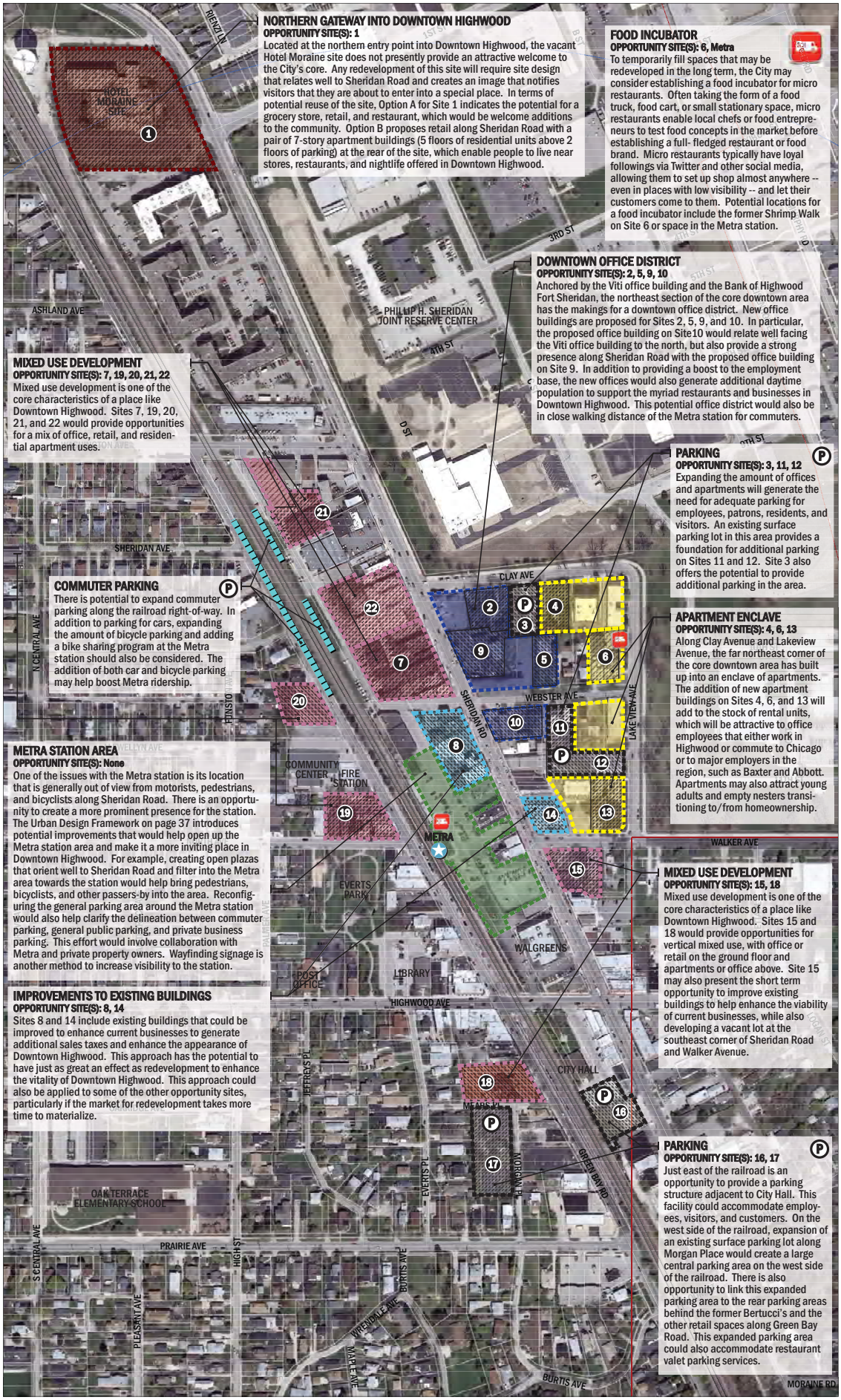
	SURFACE PARKING	GARAGE PARKING
Value	$245,000	$245,000
Construction Costs	$182,700	$182,700
Subtotal Before Parking	$62,300	$62,300
Parking	$24,000	$92,000
Contribution to Land Costs	$38,300	($29,700)

HIGHWOOD HISTORICAL SOCIETY | FINDING NEW SPACE ALL ITS OWN

The Highwood Historical Society has documented the City's past since the town's first plat map was filed in 1868 and named after the "High Woods" that marked the highest ground between Chicago and Milwaukee. The Historical Society presently meets at City Hall but seeks its own space. In the short term, the Historical Society is pursuing meeting and storage space. Over time, they desire a visible, easily accessible, safe, and secure space that is "separate and distinict from other organizations in a building that is attractive enough to invite visitors and modern enough to be up to code, including fire codes and handicapped access, to ensure the preservation of our valuable materials," as stated by the Historical Society. Their preferred site is located on the west side of Everts Park along Palmer Avenue, with land donated from the City or provided on a 99-year lease for an annual $1 lease fee. Alternatively, the Historical Society would explore the potential for another entity or individual -- such as the City, Public Library, American Legion, Modenese Society, Prosperity Club, or Nuestro Center of Family Service -- to donate space at a discounted rate on a long term basis.

LAND USE DEVELOPMENT FRAMEWORK

FIGURE 2.6



SHORT TERM OPPORTUNITY SITES

FIGURE 2.7

The redevelopment or improvement of short term sites are those areas that exhibit some or all of the following characteristics: (a) anticipated to experience the greatest change; (b) completelely or partially vacant; (c) owned by the City; (d) currently for sale; (e) large enough to support redevelopment; (f) potentially capable of serving as catalyst projects for improvement of a larger area; (g) financially viable; and (h) hold the most potential to benefit most from City intervention within the next five years.

SHORT TERM OPPORTUNITY SITES

1: Hotel Moraine Site
CONCEPTUAL SITE PLAN: PAGE 20
FRAMEWORK PLAN: PAGE A2-3

6: Shrimp Walk Site
CONCEPTUAL SITE PLAN: PAGE 21
FRAMEWORK PLAN: PAGE A8

7: Sheridan & Webster Northwest
CONCEPTUAL SITE PLAN: PAGE 22
FRAMEWORK PLAN: PAGE A9

8: Sheridan & Webster Southwest
FRAMEWORK PLAN: PAGE A10

14: Sheridan & Walker Northeast
FRAMEWORK PLAN: PAGE A16

15: Sheridan & Walker Southeast
CONCEPTUAL SITE PLAN: PAGE 23
FRAMEWORK PLAN: PAGE A17-18

18: Bertucci's Site
CONCEPTUAL SITE PLAN: PAGE 24
FRAMEWORK PLAN: PAGE A21

19: Green Bay Southwest
CONCEPTUAL SITE PLAN: PAGE 25
FRAMEWORK PLAN: PAGE A22

20: Green Bay Southeast
CONCEPTUAL SITE PLAN: PAGE 26
FRAMEWORK PLAN: PAGE A23

21: Public Works Site
CONCEPTUAL SITE PLAN: PAGE 27
FRAMEWORK PLAN: PAGE A24

LONG TERM OPPORTUNITY SITES

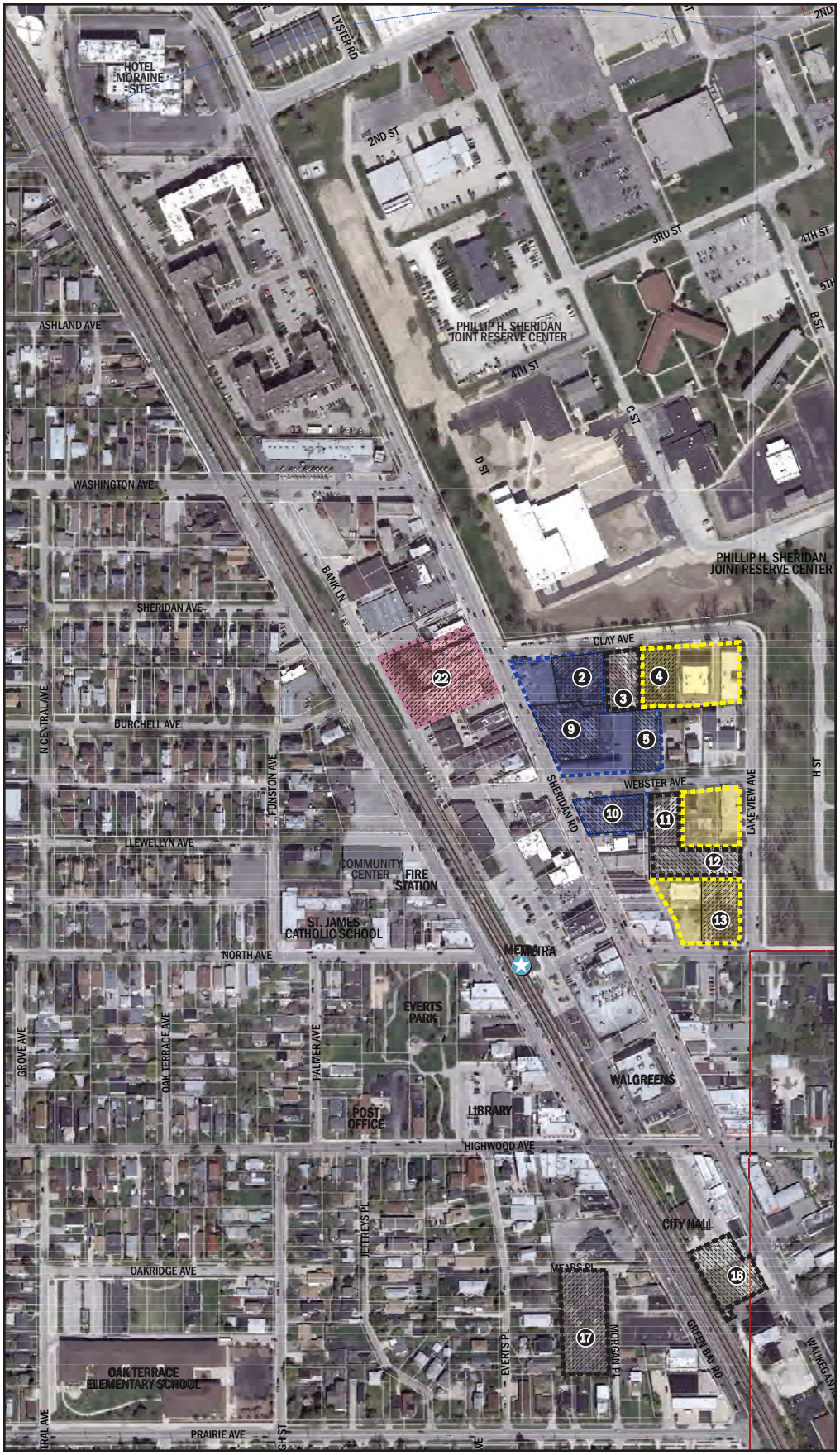


FIGURE 2.8

Sites identified as long term redevelopment and improvement opportunities are characterized by the following attributes: (a) have a greater chance of developing without significant City assistance; or (b) have site size, parking requirements, or cost of displacement of current tenants that represent significant challenges and may not be financially viable on their own. Over time sites identified as having long term development potential may become short term sites as property owners or tenant conditions change or more investment activity is generated from an improving economy or other new projects in Downtown Highwood.

LONG TERM OPPORTUNITY SITES

2: 37,39,43 Clay Ave
FRAMEWORK PLAN: PAGE A4

3: 33,35 Clay Ave
FRAMEWORK PLAN: PAGE A5

4: 25 Clay Ave
FRAMEWORK PLAN: PAGE A6

5: 20 Webster Ave
FRAMEWORK PLAN: PAGE A7

9: LaUnion Super Market Retail Ctr
FRAMEWORK PLAN: PAGE A11

10: Sheridan & Webster Southeast
FRAMEWORK PLAN: PAGE A12

11: 17 Webster Ave
FRAMEWORK PLAN: PAGE A13

12: 418 Lake View Ave
FRAMEWORK PLAN: PAGE A14

13: Lake View & Webster Northwest
FRAMEWORK PLAN: PAGE A15

16: City Hall South Lot
FRAMEWORK PLAN: PAGE A19

17: Morgan Place West Lots
FRAMEWORK PLAN: PAGE A20

22: Skokie Valley Laundry Site
FRAMEWORK PLAN: PAGE A25

URBAN DESIGN FRAMEWORK

The City has made significant streetscape investments in the past and continues to maintain them at a high level. The physical environment of Downtown Highwood conveys the community's vibrant image. The Urban Design Framework builds on the opportunities identified in the the Downtown Assessment Report to establish the basic roadmap to enhance Downtown's image, improve recognition and accessibility, and create better connections between transit centers, commercial uses, open spaces, and neighborhoods. A special focus of the Urban Design Framework is to support Downtown Highwood's festival atmosphere.

The Urban Design Framework Plan is separated into two diagrams:

(1) Figure 2.9 illustrates general streetscape characteristics such as intensity of use, critical views, and potential enhancements to buildings and parking areas; and

(2) Figure 2.10 illustrates the key downtown intersections and wayfinding opportunities.

Taken altogether, these urban design elements all contribute to the viability, improvement and use of the Downtown. Those elements are described on the maps that follow, and summarized to the right and the next page. Figure 2.11 provides additional examples of urban design elements that should be considered for Downtown Highwood.

A special focus of the Urban Design Framework is to support Downtown Highwood's festival atmosphere.

STREETSCAPE ENHANCEMENTS & IMPROVEMENTS

Highwood's streetscape is well established in some locations, with opportunities to enhance and expand that image to other streets. Each street with the Downtown area is recommended for one of three levels or intensity of streetscape improvements. At the lowest level, streetscape improvements may consist of simple and lighting and street tree improvements, to streets such as Sheridan Road that exhibit a high level of treatment including pavers, decorative lighting, planters, benches, and banners. In all cases, streetscape materials shall reference the existing established City standards towards a unified streetscape design.

The graphics in Figure 6.3 and 6.4 in Section 6 (Design Guidelines & Strategies) illustrate low intensity and high intensity streetscape treatments that can be applied in Downtown Highwood.

GATEWAY & WAYFINDING SIGNAGE

Gateway and wayfinding signs can be inter-related, but often have separate functions. Gateway signs and associated landscape improvements are intended to announce arrival and entry to significant destinations. These should be celebratory in design and communicate the unique character of Highwood. Wayfinding signs provide directional information for motorists and pedestrians towards community destinations. Locations such as the City Hall, Community Center, Everts Park, Metra Station, and other civic locations are highlighted, along with directions to designated public or private parking lots, or festival destinations. All signs should maintain an overall design theme to portray a unified, high quality image. Special focus is on municipal parking lot signage, including directions to and regulations surrounding parking areas.

The graphics in Section 5 (Branding, Image, Signage Strategies) illustrate potential gateway and wayfinding signage that can be integrated into the Downtown Highwood streetscape.

DOWNTOWN URBAN FORM

Highwood possesses a well recognized, historic character that derives from its traditional built form. This form is exhibited in the City's grid-system of streets, orientation around a commuter rail facility, and pedestrian friendly businesses. In contrast to typical suburban centers, Highwood's architectural tradition is expressed in buildings that are oriented to the street, adjacent to the sidewalk so as to invite visitors to stroll between uses (referred to as a 'street wall'). Parking is located on-street or consolidated in public and private parking lots, either immediately accessible from the main roads, or in remote lots. The Urban Design Plan identifies where the existing street wall is well established and should remain, and where new development should be required to recreate or continue the building form by locating new buildings up to the front property line. Parking lots which abut the street should be treated with perimeter landscaping to also reinforce the urban edge condition. Since east and west portions of downtown are divided by the railroad, urban design elements should be employed to visually unify east and west. These features may incorporate lighted elements that reinforce the City's festival atmostphere.

GREEN SPACE & CIVIC SPACE

Downtown Highwood is fortunate to have Everts Park as a major public open air community gathering space, including a staging location for the City's famous farmers markets and special events. There is potential to explore the use of Everts Park for all season indoor events, as well as maintaining and potentially expanding the park at City Hall. The City's use of the Metra parking lot and private lots for community events, such as Pumpkin Fest, provides an opportunity for the improvement of this location as a central civic gathering space that can be a multi-purpose area to provide parking when events do not occur. Streetscape amenities such as lighting and sound systems would further support festival activities.

The graphics in Figure 6.5 in Section 6 (Design Guidelines & Strategies) illustrate a potential approach to creating a vibrant civic space using the Shared Street concept.

URBAN DESIGN FRAMEWORK

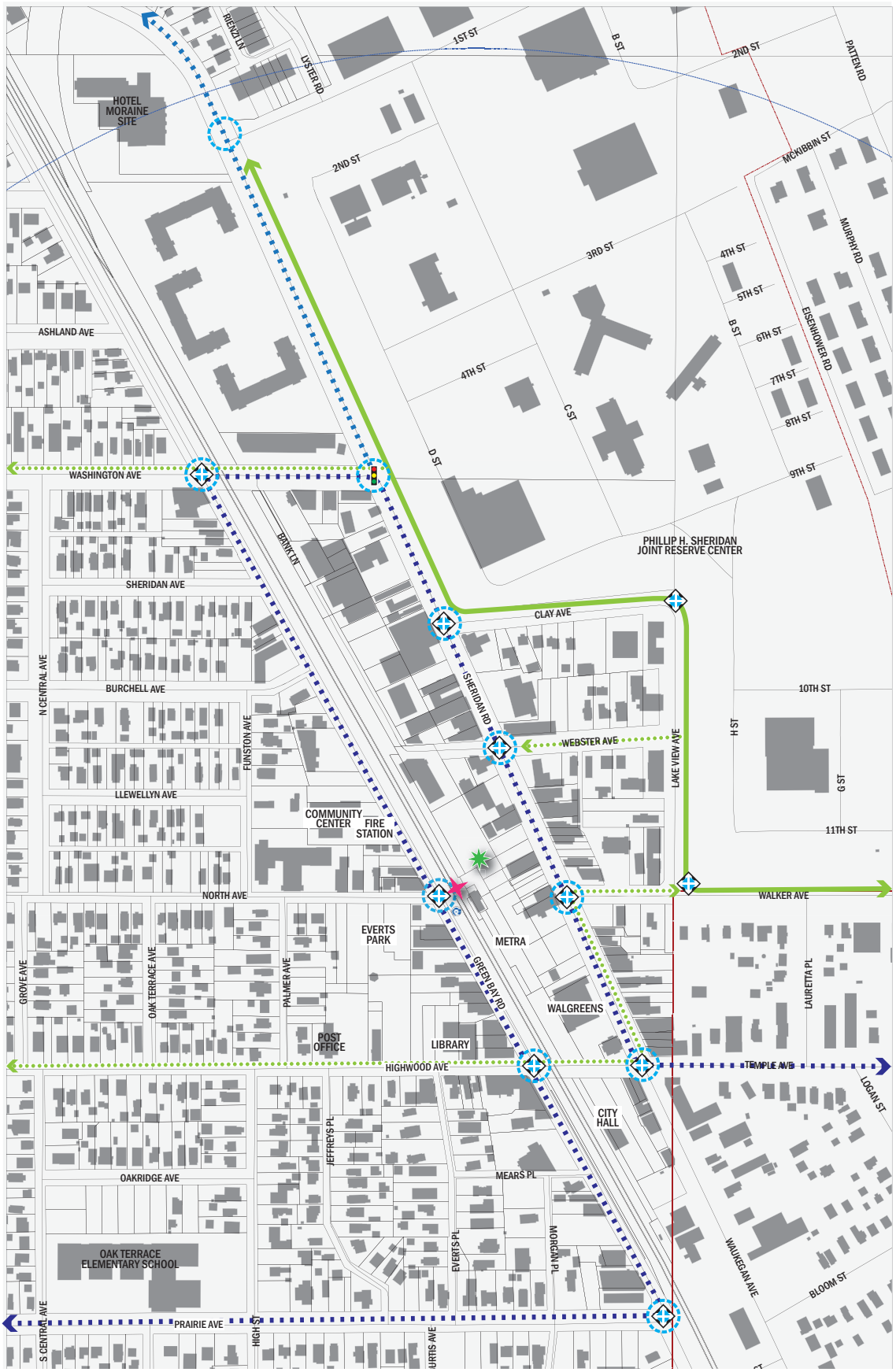
Streetscape

FIGURE 2.9

URBAN DESIGN FRAMEWORK

Intersections & Wayfinding

FIGURE 2.10



URBAN DESIGN FRAMEWORK

Design Elements

FIGURE 2.11

❶ Downtown Highwood's existing streetscape improvements along Sheridan Rd./ Waukegan Ave. feature wide sidewalks, decorative street lights with seasonal banners and flag poles, decorative paving and cafe seating sidewalk bump outs with an edge definition provided by pedestrian bollards –which match the downtown's street lights. Streetscape enhancements are also found at the intersection of Highwood Ave and Green Bay Rd.

To extend the boundary of downtown Highwood it is recommended to continue the existing downtown streetscape elements along Green Bay Rd (between Washington Ave and Prairie Ave) as well as Highwood Ave and North Ave to include Evert's Park into the scope of the downtown environment.

❷ Downtown Highwood will be further defined with gateway and wayfinding features. Visual elements such as business directories and maps should reinforce Downtown Highwood's branding and marketing goals.

❸ The downtown environment can assert itself using monumental and sculptural elements such as columns, vertical piers and/or special lighting elements at gateways, prominent street insections and inline with critical views.

❹ The area of parking lots between the Metra station and Sheridan Rd. provides a great opportunity to create a municipal multi-use parking lot/event space for the downtown envrionment for year round events. The downtown DeKalb, IL municipal lot is a great example of a parking area constructed of decorative unit pavers which also features electrical hook ups for food trucks and market vehicles and in-ground anchors for special event tents.

❺ The downtown enivoronment can be further enhanced by improvements to private parking lots. To maintain downtown Highwood's streetwall parking lots should be buffered along the sidewalk with street trees and plantings, as well as pedestrian-scale decorative fencing with masonry piers.

❻ To improve the impression of Downtown Highwood for Metra commuters the visual corridor from the railroad should be enhanced. Streetscape elements should expand to include Bank Lane and the alleyway/parking between the railroad and Sheridan Rd. The rear façades of buildings should be enhanced with lighting, signage and landscaping. This helps promote these businesses to the Metra ridership and also visually connects both sides of downtown Highwood from across the rail road.

❼ A "shared street" concept can enhance community character and is designed to accommodate vehicles, pedestrians, and bicycles.


Wayfinding Signage


Interior-Lit Column


Sculptural Identifier


Streetscape Monuments at prominent intersections


Multi-Use Parking / Flexible Event Plaza


Multi-Use Parking / Flexible Event Plaza


Parking Lot Street Wall


Rear Façade Enhancements


Shared Streets


Existing Sidewalk Cafe Seating


Existing Street Lights


Existing Sidewalk Enhancements

Downtown Highwood holds immense potential to strengthen its vitality and character through development and other site improvements in both the short term and long term. Coupled with strategies to enhance the transportation network, branding and image, and overall design of the downtown area, the development concept plans outlined in this section are intended to make Downtown Highwood a memorable place that visitors seek, enjoy, and come back again, and residents are proud to call their own.

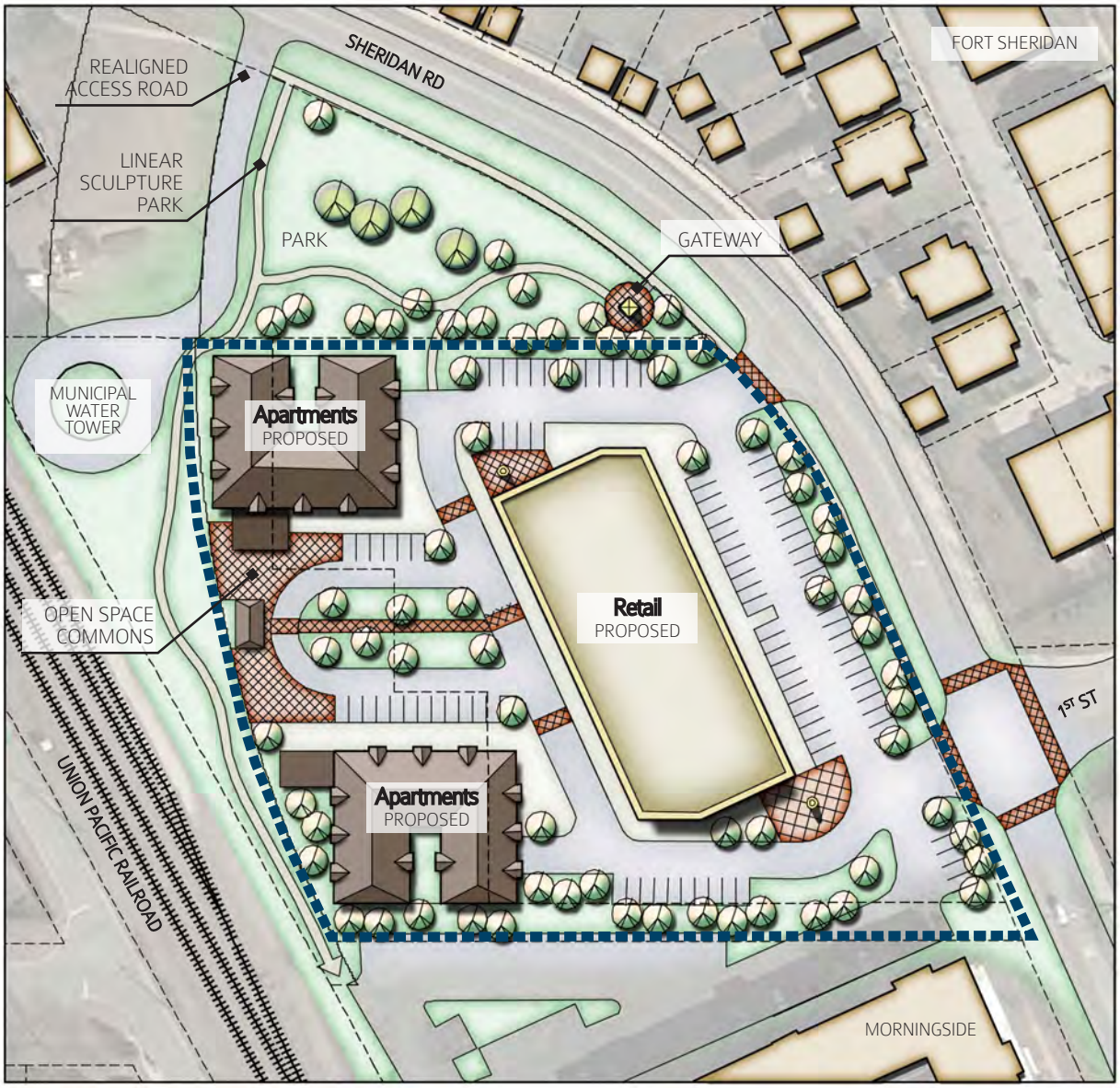
Development concept plans were prepared for the short term opportunity sites outlined in the Framework Plan in Section 2. These sites have the capacity to have the greatest impact on revitalizing the downtown area and serve as catalyst projects for other developments and improvements over the longer term. Several of the sites are ready to go, creating opportunities to strike while the iron is hot, negotiate development deals, and break ground within the next few years. These short term opportunity sites also set the stage for longer term development.

The process to reinvigorate Downtown Highwood is supported by the development concept plans detailed in this section.

SECTION 3

DEVELOPMENT CONCEPT PLANS

SITE 1 | HOTEL MORAINE SITE



PROPOSED DEVELOPMENT

102 apartment units
Distributed between two 7-story buildings (5 stories of residential above 2 stories of parking)

25,000 sq ft of retail
Located within a 1-story building with frontage along Sheridan Rd

SITE DATA

SITE AREA
167,294 sq ft (3.84 ac)

 # OF PARCELS
2 parcels

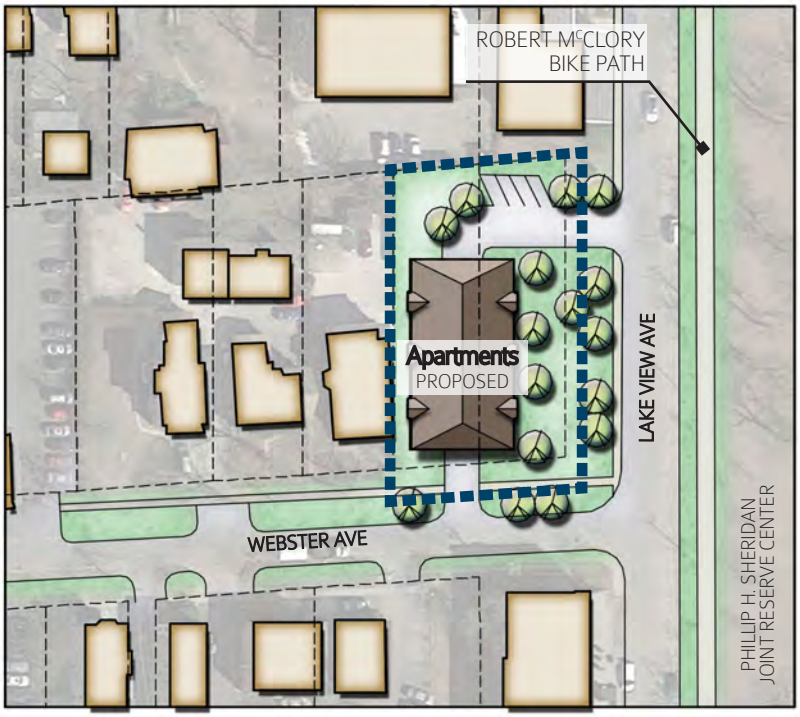
ZONING
PUD | EXISTING
PUD | PROPOSED

EXISTING USE(S)
Hotel Moraine (vacant)

PARKING ANALYSIS

	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Retail	3/1000 sq ft	75	75	0
Apartments	1.30/unit	133	150	+17
Shared Parking Reduction	10% of parking demand	-21	-	+21
TOTAL		187	225	+38

SITE 6 | SHRIMP WALK SITE



PROPOSED DEVELOPMENT

18 apartment units

Located within a 4-story building (3 stories of residential above 1 story of parking)

SITE DATA

SITE AREA
17,352 sq ft (0.40 ac)

 # OF PARCELS
2 parcels

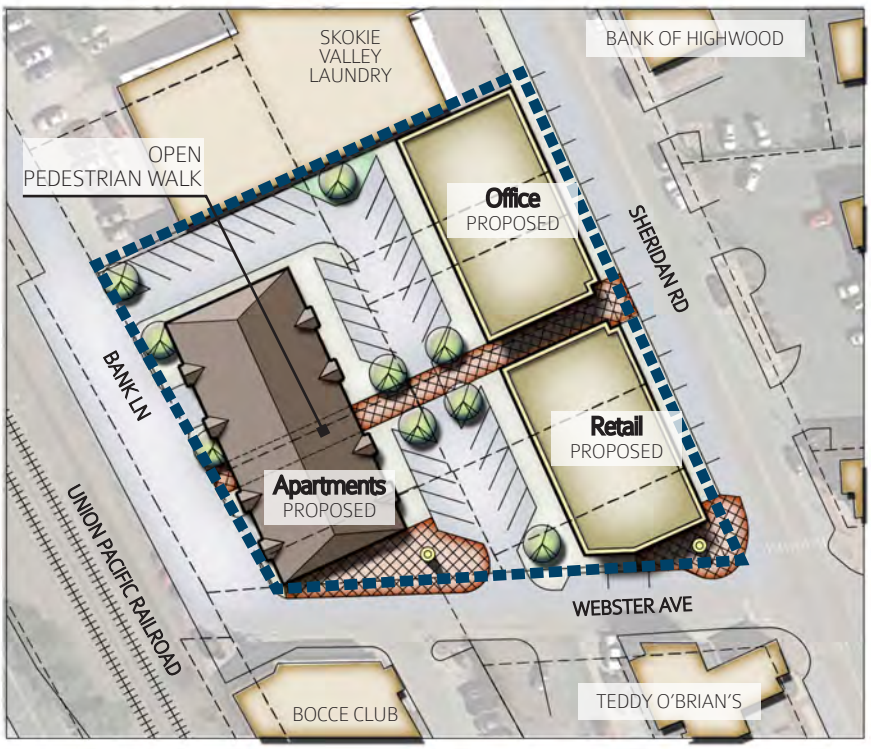
ZONING
B-1 | EXISTING
B-1 | PROPOSED

EXISTING USE(S)
Shrimp Walk (vacant)

PARKING ANALYSIS

	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Apartments	1.30/unit	24	24	0
TOTAL		24	24	0

SITE 7 | SHERIDAN & WEBSTER NORTHWEST



PROPOSED DEVELOPMENT

31 apartment units
Located within a 4-story building (3 stories of residential above 1 story of parking)

8,000 sq ft of retail
Located within a 1-story building with frontage along Sheridan Rd

8,000 sq ft of office
Located within a 1-story building with frontage along Sheridan Rd

SITE DATA

SITE AREA
108,098 sq ft (2.48 ac)

 # OF PARCELS
13 parcels

ZONING
B-1; B-2; R-2 | EXISTING
B-1 | PROPOSED

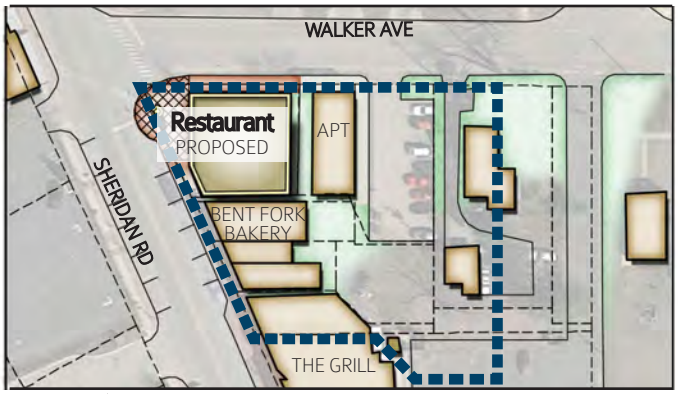
EXISTING USE(S)
Skokie Valley Laundry; multiple businesses, including former motel, offices, Dori's Bridal, and Traycee Services; Carpets of Highwood; laundromat; apartments

PARKING ANALYSIS

	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Retail	3/1000 sq ft	24	16	-8
Office	3/1000 sq ft	24	17	-7
Apartments	1.00/unit	31	28	-3
Shared Parking Reduction	15% of parking demand	-14	-	+14
TOTAL		74	61	[A] -4

[A] Proposed concept assumes the parking deficit will be handled by off-site parking, such as shared parking within the Metra station area to the south or on-street parking along Sheridan Rd, Webster Ave, and Bank Ln

SITE 15 | SHERIDAN & WALKER SOUTHEAST

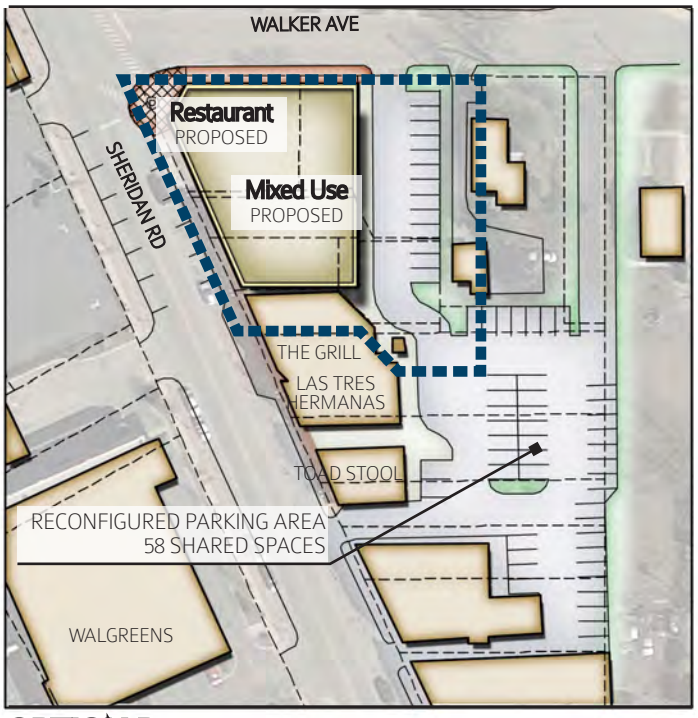


OPTION A

PROPOSED DEVELOPMENT: OPTION A

4,000 sq ft of restaurant
Located within a 1-story building on the vacant lot at the corner of Sheridan Rd and Walker Ave

Improvements to existing buildings
Retention of existing business or potential reuse of existing tenant spaces



OPTION B

PROPOSED DEVELOPMENT: OPTION B

4,000 sq ft of restaurant
Located within a 1-story building on the vacant lot at the corner of Sheridan Rd and Walker Ave

8,000 sq ft of retail
Located on ground floor of a 2-story mixed use building along Sheridan Rd

8,000 sq ft of office
Located on second story of a 2-story mixed use building along Sheridan Rd

SITE DATA

SITE AREA
31,902 sq ft (0.73 ac)

 # OF PARCELS
8 parcels

ZONING
B-1 | EXISTING
B-1 | PROPOSED

EXISTING USE(S)
Apartments; corner vacant lot; retail; Bent Fork Bakery

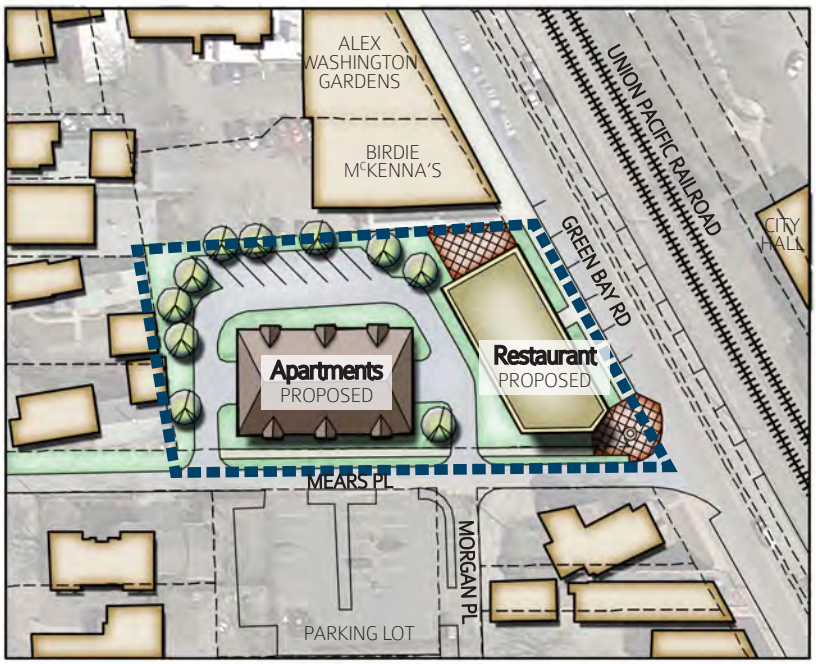
PARKING ANALYSIS

OPTION A	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Restaurant	5/1000 sq ft	20	0	-20
TOTAL		20	0	[B] -20
OPTION B				
Restaurant	5/1000 sq ft	20	0	-
Retail	3/1000 sq ft	24	0	-
Office	3/1000 sq ft	24	0	-
Shared Parking Reduction	15% of parking demand	-11	-	-
TOTAL		57	[C] 58	[C] +1

[B] Proposed concept (Option A) assumes the parking deficit will be handled by off-site parking, such as shared parking within the Metra station area to the west, on-street parking along Sheridan Rd and Walker Ave, or a reconfigured parking area at the rear shared by businesses along Sheridan Rd

[C] Proposed concept (Option B) assumes the parking for the proposed uses will be handled by a proposed reconfiguration of the parking area at the rear shared by businesses along Sheridan Rd

SITE 18 | BERTUCCI'S SITE



PROPOSED DEVELOPMENT

17 apartment units
Located within a 4-story building (3 stories of residential above 1 story of parking)

5,000 sq ft of restaurant
Located within a 1-story building with frontage along Green Bay Rd

SITE DATA

SITE AREA
28,451 sq ft (0.65 ac)

 # OF PARCELS
1 parcel

ZONING
B-1 | EXISTING
B-1 | PROPOSED

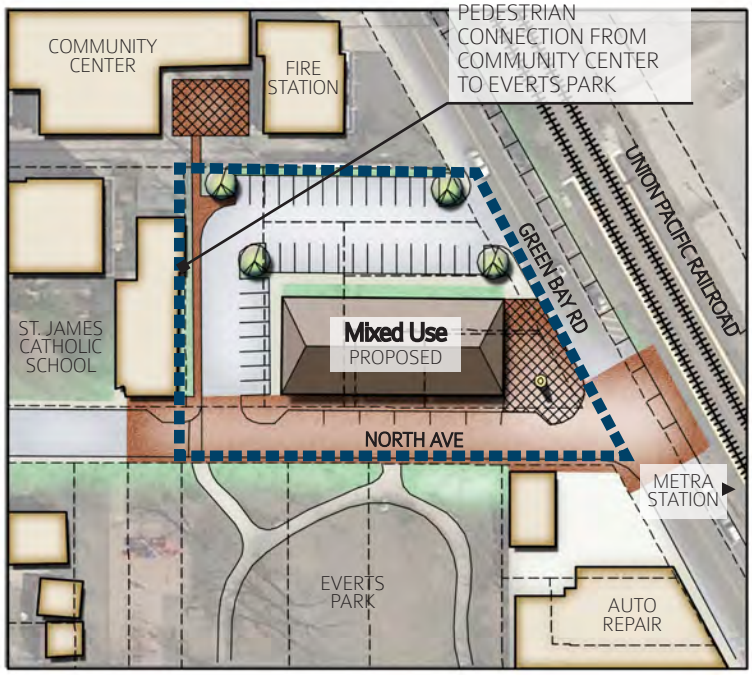
EXISTING USE(S)
Bertucci's (vacant)

PARKING ANALYSIS

	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Restaurant	5/1000 sq ft	25	8	-17
Apartments	1.30/unit	22	20	-2
Shared Parking Reduction	10% of parking demand	-5	-	+5
TOTAL		42	28	[D] -14

[A] Proposed concept assumes the parking deficit will be handled by off-site parking, such as the proposed parking lot expansion on Site 17 (long term opportunity site) to the south or on-street parking along Green Bay Rd

SITE 19 | GREEN BAY SOUTHWEST



PROPOSED DEVELOPMENT

17 apartment units
Located on the second and third stories of a 3-story mixed use building along North Ave

7,000 sq ft of office
Located on ground floor of a 3-story mixed use building along North Ave

SITE DATA

SITE AREA
30,264 sq ft (0.69 ac)

 # OF PARCELS
8 parcels

ZONING
B-1 | EXISTING
B-1 | PROPOSED

EXISTING USE(S)
Apartments; offices; multiple commercial uses; dentist office; hair salon

PARKING ANALYSIS

	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Office	3/1000 sq ft	21	21	0
Apartments	1.00/unit	15	16	+1
TOTAL		36	37	+1

SITE 20 | GREEN BAY SOUTHEAST

PROPOSED DEVELOPMENT

11 apartment units
Located on the second and third stories of a 3-story mixed use building along Green Bay Rd

6,000 sq ft of office
Located on ground floor of a 3-story mixed use building along Green Bay Rd

SITE DATA

SITE AREA
20,124 sq ft (0.46 ac)

 # OF PARCELS
1 parcel

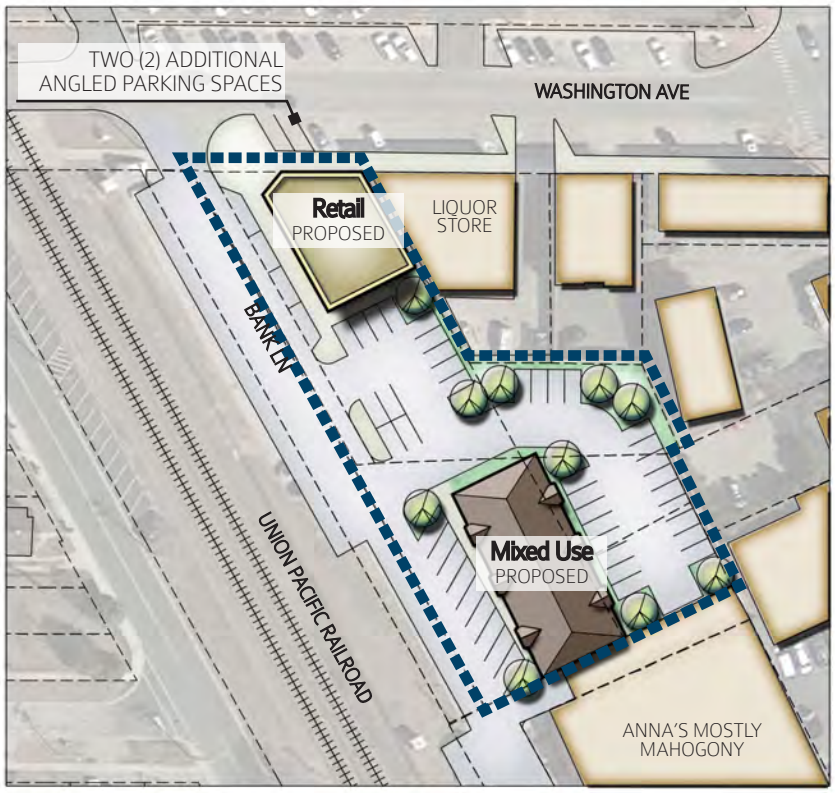
ZONING
B-1 | EXISTING
B-1 | PROPOSED

EXISTING USE(S)
Commercial use

PARKING ANALYSIS

	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Office	3/1000 sq ft	18	18	0
Apartments	1.00/unit	11	15	+4
TOTAL		29	33	+4

SITE 21 | PUBLIC WORKS SITE



PROPOSED DEVELOPMENT

10 apartment units
Located on the second and third stories of a 3-story mixed use building set back from Bank Ln and Washington Ave

5,500 sq ft of office
Located on ground floor of a 3-story mixed use building set back from Bank Ln and Washington Ave

3,500 sq ft of office
Located on ground floor of a 3-story mixed use building set back from Bank Ln and Washington Ave

SITE DATA

SITE AREA
21,832 sq ft (0.50 ac)

 # OF PARCELS
4 parcels

ZONING
B-2 | EXISTING
B-2 | PROPOSED

EXISTING USE(S)
Public works site; former commercial site

PARKING ANALYSIS

	PARKING RATIO	PARKING DEMAND	PARKING PROPOSED	SURPLUS/ DEFICIT
Retail	3/1000 sq ft	11	15	+4
Office	3/1000 sq ft	17	20	+3
Apartments	1.00/unit	10	13	+3
TOTAL		38	48	+10

METRA STATION
OPEN SPACE CONCEPT | OPTION A

VISION:
OPTION A |
IMPROVE VISUAL & FUNCTIONAL ACCESS BETWEEN THE METRA STATION & DOWNTOWN AREA

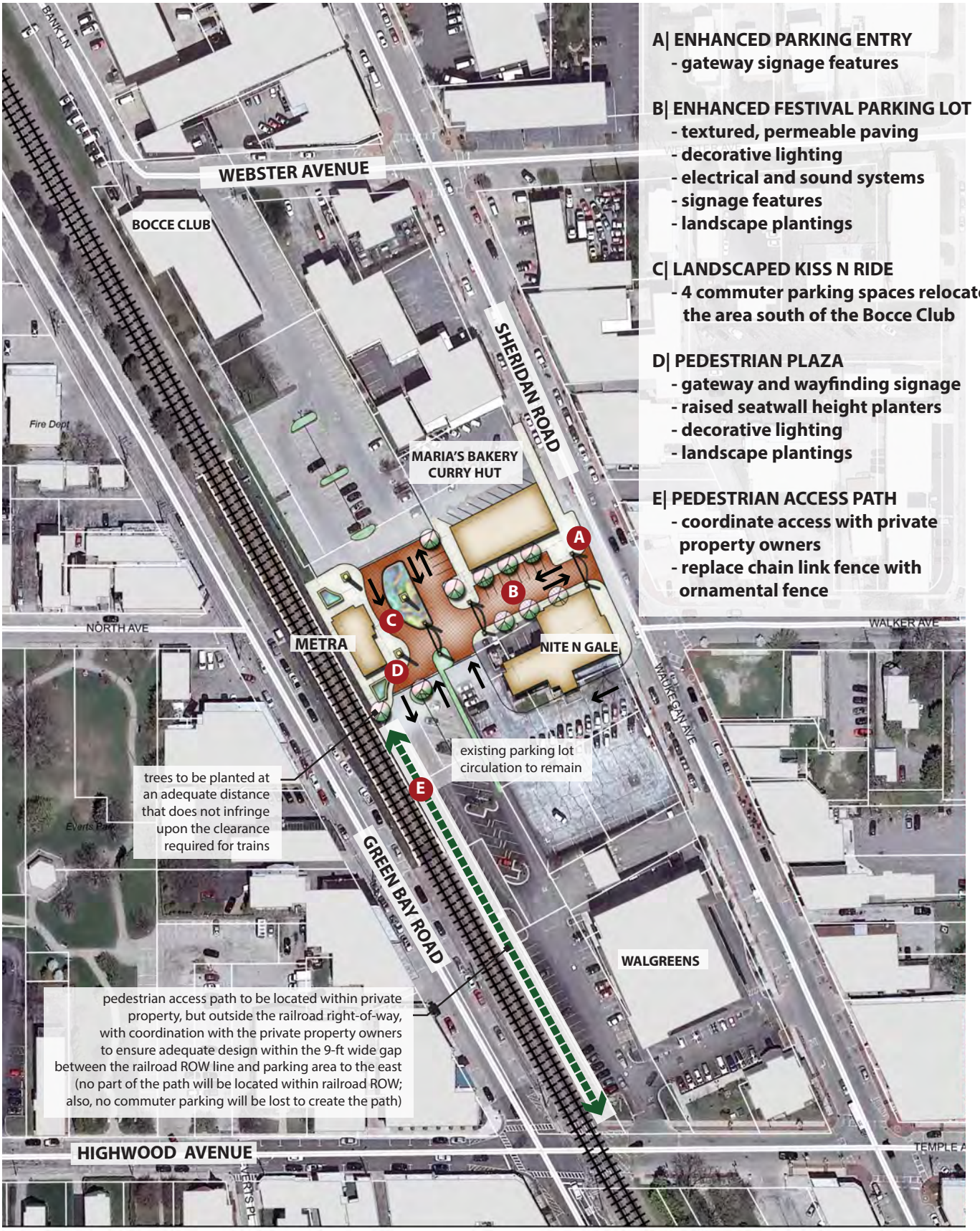
A| ENHANCED PARKING ENTRY
- gateway signage features

B| ENHANCED FESTIVAL PARKING LOT
- textured, permeable paving
- decorative lighting
- electrical and sound systems
- signage features
- landscape plantings

C| LANDSCAPED KISS N RIDE
- 4 commuter parking spaces relocated to the area south of the Bocce Club

D| PEDESTRIAN PLAZA
- gateway and wayfinding signage
- raised seatwall height planters
- decorative lighting
- landscape plantings

E| PEDESTRIAN ACCESS PATH
- coordinate access with private property owners
- replace chain link fence with ornamental fence



METRA STATION
OPEN SPACE CONCEPT – OPTION B

VISION:
OPTION B |
IMPROVE VISUAL & FUNCTIONAL ACCESS BETWEEN THE METRA STATION & DOWNTOWN AREA (Relocation of Maria's Bakery & Curry Hut)

A| ENHANCED PARKING ENTRY
- gateway signage features

B| ENHANCED FESTIVAL PARKING LOT
- textured, permeable paving
- decorative lighting
- electrical and sound systems
- signage features
- landscape plantings

C| LANDSCAPED KISS N RIDE
- 4 parking spaces relocated to the area south of the Bocce Club

D| PEDESTRIAN PLAZA
- gateway and wayfinding signage
- raised seatwall height planters
- decorative lighting
- landscape plantings

E| PEDESTRIAN ACCESS PATH
- coordinate access with private property owners
- replace chain link fence with ornamental fence

CITY HALL
OPEN SPACE CONCEPT

VISION:
DEVELOP CITY HALL PARKING & GREEN SPACE AREAS FOR DAY-TO-DAY AND FESTIVAL USES

A| REAR FACADE ENHANCEMENTS
- rear entryways
- outdoor seating areas
- mural art
- decorative lighting
- landscape plantings & trelliage

B| FESTIVAL PARKING
- textured, permeable paving
- landscaped bump outs
- decorative lighting

C| PLAZA AREA
- textured, permeable paving
- seatwall with landscape plantings
- decorative lighting
- bench seating
- existing monument to remain

D| VEHICULAR ACCESS
- coordinate with adjacent property owner to provide shared vehicular access to Waukegan Ave

EVERTS PARK
OPEN SPACE CONCEPT

VISION:
IMPROVE VISUAL & FUNCTIONAL ACCESS BETWEEN EVERTS PARK & THE DOWNTOWN AREA

A| ENHANCED PARK ENTRIES
- gateway signage features
- textured, permeable paving
- decorative lighting
- landscape plantings
- bench seating

B| PEDESTRIAN ACCESS TO GREEN BAY ROAD
- coordinate pedestrian access with private property owners
- textured or striped pavement crossings

C| EVENTS SHELTER
- 3 OR 4 season building expands fest offerings
- shared parking with Library
- plaza area includes textured, permeable paving, lighting and landscape plantings
- opportunity for catering by nearby restaurants

D| INTERCONNECTED PATHWAYS
- additional pathways link existing gazebo with proposed events shelter and plaza area

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Downtown Highwood is accessible by way of a variety of means. While most people arrive via car by accessing major thoroughfares such as Sheridan Road, Green Bay Road, and Highwood Avenue, Downtown Highwood also offers access for transit riders, bicyclists, and pedestrians. Sidewalk connectivity is fairly strong, linking the downtown area to adjacent neighborhoods. Although Robert McClory Bike Path is the primary bikeway to Downtown, there is room to expand the local bikeway network and make biking a more attractive option for residents and visitors. In addition, the presence of a railroad that bisects the downtown area emphasizes the importance of rail crossings for pedestrians, bicyclists, and motorists alike.

This section explores ways to encourage greater transit usage on both Metra commuter rail and Pace bus. Strategies to improve the walkability and bikeability of Downtown Highwood are also evaluated.

Overall, the intent is to not only provide safe and convenient means of accessing Downtown Highwood, but also enhance the downtown experience for residents and visitors, regardless of whether they arrive by train, bus, bike, or on foot.

SECTION 4

TRANSPORTATION STRATEGIES

MULTIMODAL
CIRCULATION, ACCESS & PARKING PLAN

The Highwood Downtown TOD study area has been organized into five subareas as a means for evaluating transportation impacts of the redevelopment opportunity sites, as identified on the Land Use Development Framework Plan. Given the number of opportunity sites, along with the relatively small size in terms of land area (except for Site 1), assembling the sites into subareas allowed for a more comprehensive review. The subareas were determined based on physical boundaries of the downtown area, such as the railroad, major east-west and north-south roadways, and pedestrian accessibility generally based on a reasonable walking distance. As Figure 4.1 illustrates, five subareas are identified as described in more detail in the following pages.

The traffic assessment was based on the development characteristics including size and character of the land uses. Incremental growth in traffic from each opportunity site, presented as projected AM and PM traffic volumes, were developed based on trip generation rates published by the Institute of Transportation Engineers (ITE). Land use categories were selected to most closely match the proposed land use to provide an estimate of traffic impacts. Any differences were noted as part of the discussion of each land use. Based on the trip generation rates applied to the land uses, the peak hour traffic estimated to be generated by each development concept was calculated. As noted in each table, traffic estimates in the downtown area could have a 10-20% reduction due to factors such as pass-by traffic, internal capture based on the mix of land uses, and proximity to transit service. Each opportunity site is discussed below along with proposed access strategies.

FIGURE 4.1
SUBAREAS FOR TRANSPORTATION ASSESSMENT

Future parking needs have also been estimated for each of the opportunity sites based on the proposed land uses. Using parking generation rates reflective of a transit oriented area, total parking demand for each opportunity site was prepared. For each subarea, preliminary recommendations were generated for the overall transportation network -- including roadways/intersections, transit service (Pace and Metra), bicycles, and pedestrians. A discussion of each mode presents the rationale, future estimates, and recommendations.

TRANSPORTATION FACILITIES & RECOMMENDATIONS

The assessment for each of the five subareas includes references to common transportation facilities, including the Metra station, Pace Bus Route 472, and Robert McClory Bike Path. Railroad crossings and parking are also key transportation elements. Some of the transportation recommendations relate to all five subareas, as summarized on pages 35 through 38. These recommendations, as well as site-specific recommendations, are identified in the Transportation Impacts Assessment for each of the five subareas on pages 39 through 50.

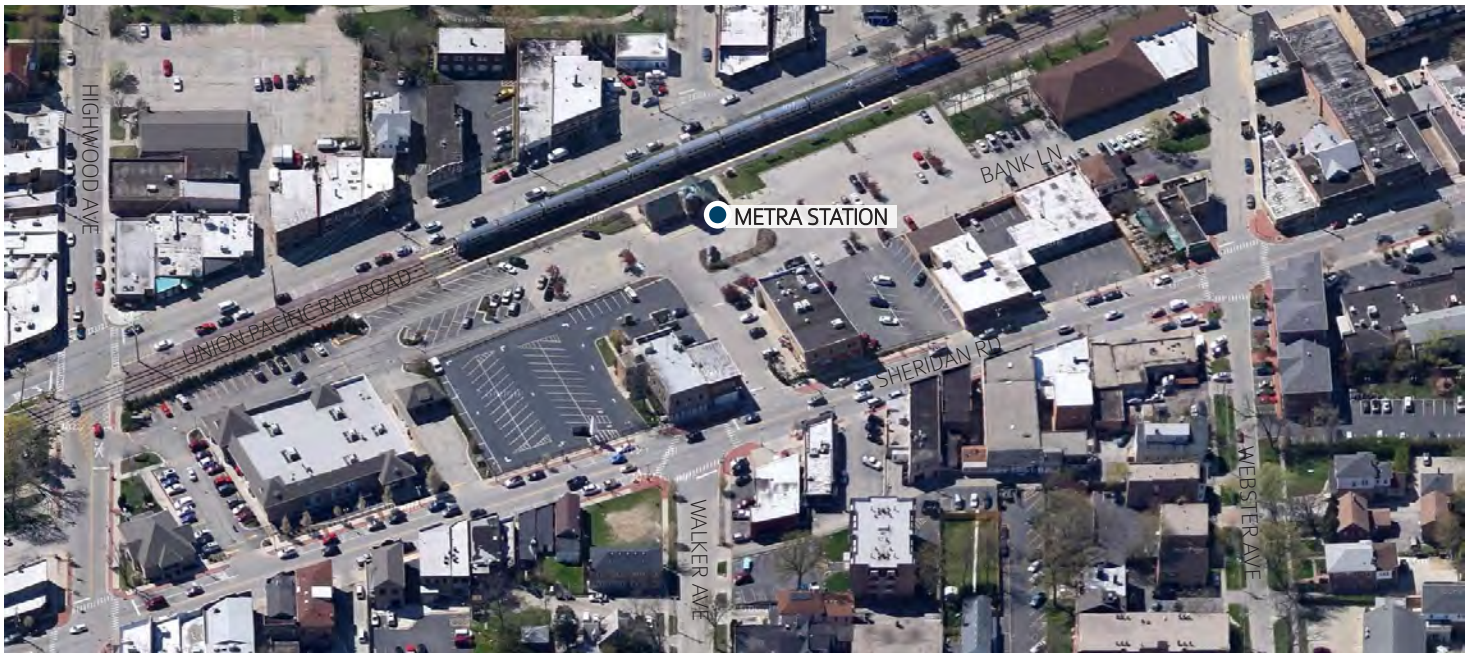
METRA STATION

Highwood is served by the Metra Union Pacific-North Line (UP-N). The Highwood station is the last station in the "E" fare zone. Highwood has a much higher walk access to the station and much lower number of riders who drive alone and park compared to both the UP-N line and the Metra system as a whole. There are a total of 70 trains that run on the UP-N line, of which 44 stop at the Highwood station. This level of service is comparable to the Fort Sheridan station, but less than the service to Highland Park. There are a several gaps in peak period service, including one gap in the AM peak of 1 hour 22 minutes between trains, and one gap in the PM peak of 43 minutes between trains. While Highwood does not have the employment density of Highland Park within ½ mile around the train station, the City does have a higher population density in the same area.

Consider adding one additional stop at the Highwood Metra Station in the peak direction at the morning and evening peaks.

For the AM inbound peak, an additional stop should be between 8:10 am and 9:32 am, since this is the longest gap between trains. For the PM outbound peak, an additional stop should be between 5:22 pm and 6:05 pm. However, Metra is conducting new boarding/alighting counts in the spring of 2014. Once this data is available (probably Fall 2014), the gaps in service should be reconsidered.

RECOMMENDATION



PACE BUS ROUTE 472

Pace Bus Route 472 provides connections between Downtown Highland Park, Highwood, and Fort Sheridan, and connections to the Metra stations in those communities. However, the limited schedule -- which runs throughout the day but stops in the early evening on weekdays and Saturdays -- does not adequately serve either the restaurant employees or restaurant patrons, which would require additional evening/night service. Bus service is also inconsistent on the north side of downtown around Subarea 1. Relative to Metra, the closest designated bus shelter to the Metra station is located along Green Bay Road at North Avenue, but is situated on the west side of the railroad tracks.

RECOMMENDATIONS

Extend Pace Route 472 to Site 1 on full-time basis.

Route 472 does not provide consistent service to Opportunity Site 1. Currently, not all trips travel north of Washington Avenue on Sheridan Road. A turnaround location could possibly be internal to the site or an extension of Bank Lane. Bus stops should be located northbound at a near-side pull-off and southbound at the far-side of the intersection. Bus shelters should be placed at this intersection.

Modify Pace Route 472 to travel east/west along Highwood Avenue rather than Walker Avenue.

A bus route modification would enable Pace Route 472 to travel east/west along Highwood Avenue rather than Walker Avenue, then continue north/south on Sheridan Road. By aligning with Highwood Avenue, this modified bus route would cross the railroad at-grade and extend service along Sheridan Road, which is the spine of the downtown core.

Add posted Pace bus stops/shelters at select locations along Sheridan Road.

An overall streetscape improvement program could integrate the addition of posted Pace bus stops/shelters at certain locations along Sheridan Road. This would not only help enhnace the pedestrian friendliness of the downtown area, but also encourage restaurant goers, shoppers, and visitors to utilize transit to visit Downtown Highwood.

Offer consistent frequency of Pace Route 472 at 30 minute peak / 45 minute off-peak headway, as well as extending bus service to 11:15 pm to connect with late Metra trains.

Potential exists to increase transit ridership not only by the development of the opportunity site, but also by capturing a greater percentage of restaurant patrons and workers. Current bus service is operated at frequencies ranging between about 30 and 50 minutes during peak periods and 60 to 70 minutes during the off-peak to attract new riders. Additionally, service hours should be extended to 11:15 pm on weekdays and Saturdays to connect to later Metra trains stopping at the Highwood Metra station at 11:01 pm. Given the uniqueness of Highwood and that Pace service traditionally does not operate this late in the evening, two potential opportunities exist for pilot projects, as illustrated in the graphic on the right.

TWO POTENTIAL PILOT PROJECTS TO EXTEND TRANSIT TO SERVE HIGHWOOD NIGHTLIFE

1 The first would be an extension of Pace service to provide more late night service in an entertainment area, such as the restaurants in Highwood.

2 The second could be a municipal vehicle operated by the City of Highwood as part of the Pace Community Vehicle Program. Under this program Pace provides vehicles to municipalities so that they may implement their own community-based transportation programs. Pace divides the program into two options:

The Locally- Based Program offers a Champion bus, with maintenance costs borne by the municipality.

The Municipal Vehicle Program provides a conversion van, with Pace covering maintenance costs.

PEDESTRIAN & BICYCLE ACCESS

The downtown area is served by a fairly well connected sidewalk system and the Robert McClory Bike Path. The McClory Path traverses the community, traveling adjacent to Sheridan Road and along the eastern border of the City. The presence of this bike path is a great community asset, connecting residents and visitors to Downtown Highwood on foot and by bike. Recently installed streetscaping elements are attractive, although there are numerous curb cuts along Sheridan Road/Waukegan Road, which create conflicts between pedestrians, bicyclists, and motor vehicles. Railroad crossings are also a concern for pedestrians and bicyclists, with safety being of utmost importance. There is potential to provide a pedestrian tunnel, which would ensure the fencing remains in place for safety but enables pedestrians to traverse east-west more conveniently.

RECOMMENDATIONS

Signalize the Sheridan Road/First Street intersection to create a safe, protected crossing at the Hotel Moraine site.

Bike/ped access to the Hotel Moraine site (Site 1) would be at the intersection of Sheridan Road and First Street. Given the amount of estimated PM peak hour traffic (especially under Option A), the intersection of Sheridan Road and First Street may warrant a traffic signal to create a safe crossing for pedestrians and bicyclists accessing the site via the McClory Path.

Integrate a high level of pedestrian safety amenities at key downtown intersections.

Potential improvements should focus on reducing conflicts between pedestrians, bicyclists, and motorists. Certain downtown intersections should include a high level of pedestrian amenities, such as curb bump outs, crosswalks, and signage indicated pedestrians/bicycles crossing. Specific pedestrian safety amenities are described in the individual Transportation Impacts Assessment on pages 39-50.

Eliminate or reduce the number of curb cuts.

Recently installed streetscaping elements are attractive, although there are numerous curb cuts along Sheridan/Waukegan Road which create conflicts between pedestrians, bicyclists, and motor vehicles. Where possible these curb cuts should be reduced in size or eliminated.

Identify designated bike routes.

Since the subareas are within biking distance to the Metra station, designated bike routes should be identified, including along Webster and Highwood Avenues. Additional bike racks should be provided at the station, as space permits.

Assess the potential for bike and car sharing.

Bike and car sharing should be considered for the Metra station as a means of connection to Site 1 and other nearby destinations that should be linked to the station.

Evaluate the feasibility of a pedestrian tunnel near Metra.

East-west pedestrian circulation is limited, due to the lack of railroad crossings. At-grade railroad crossings presently exist at Washington Avenue and Highwood Avenue. The UP railroad recently added decorative fencing along the platforms and vicinity to deter access across the railroad as a safety measure. This limits pedestrian crossings to Washington Avenue and Highwood Avenue. The Comprehensive Plan suggests that the City coordinate with UP, Metra, and the Illinois Commerce Commission to assess a pedestrian crossing. New rail crossings are generally limited to pedestrian tunnels, which can cost $5 to $8 million, and require adequate space for ADA ramping. Further, the City would like to coordinate with the UP to potentially remove a small portion of the fencing on the east side of the railroad at the south end of the platform for better access to commuter parking.

SHARED STREET CONCEPT

Typically built as a single landscaped street corridor shared by all people and transportation modes, the "shared street" concept enables pedestrian activity to flow onto the street. A shared street should generally be applied to a street that carries moderately low traffic to ensure movement of vehicular traffic is not impeded in the downtown area. Common features of a shared street include the following:

- ❑ Curb lines are flush with the roadway, "blurring" the line between sidewalks and roadway
- ❑ Distinctive area characterized by materials, textures, and street furnishings
- ❑ Supports mix of land uses
- ❑ Slower auto traffic with mixed environment
- ❑ Flexible right-of-way during day, weekends, and special events

Assess the potential to enhance certain downtown streets using the "shared street" concept to accommodate cars, pedestrians, and bicycles.

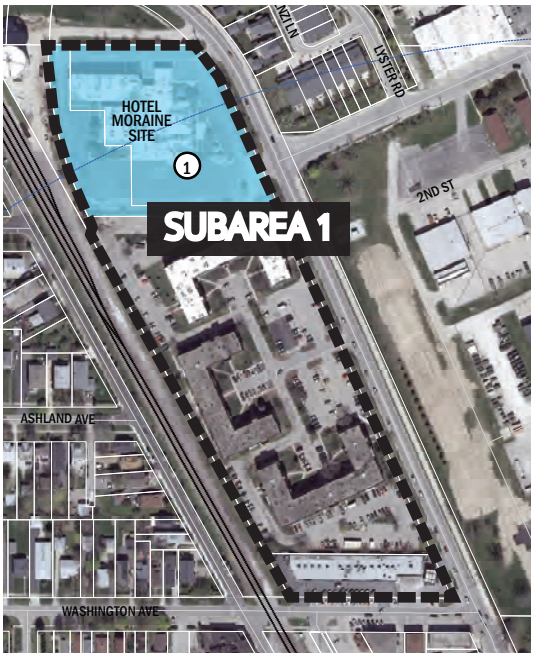
The shared street concept should be explored for Webster Avenue and Clay Avenue on the east side of the railroad, as well as North Avenue on the west side. Creating a shared street along Webster Avenue and Clay Avenues helps connect pedesrians and bicyclists from the McClory Path westward to the core downtown area. They also offer the potential to help activate the far eastern edge of the downtown area, particularly along Lake View Avenue. On the west side of the tracks, creating a shared street concept along North Avenue would have the benefit of traversing past Everts Park and opening up a view corridor eastward towards the Metra station (see page 80 for a concept design for this area)..

RECOMMENDATION

River Street in Batavia, Illinois, is a local example of a shared street (clockwise, from top left): the street closes for special events; bicyclists are welcome; landscaping elements aid in sustainability; the street is alive even at night; branding the street with iconic signage.

SUBAREA 1 | TRANSPORTATION IMPACTS ASSESSMENT

This subarea is located several blocks north of the downtown core and Metra station area, and encompasses Opportunity Site 1. While located just on the edge of the walkable ½-mile radius (10 minute walk) from the Metra station, Option A land uses (grocery store, bank, and restaurant) are more auto-centric. The residential component of Option B would have a stronger connection to transit resources, with residents could easily walk or bike to downtown destinations and use Metra or Pace.



TRAFFIC ASSESSMENT

Reductions to trip generation estimates include:

- ❑ Transit oriented development (TOD): TOD reductions are applicable due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path.
- ❑ Pass-by trips: Pass by trips are intermediate stops on the way from a primary origin to a trip destination. These trips do not add new traffic to the adjacent street system, but were trips already being made. Pass-by trips are closely linked to the size of the development (i.e., larger developments provide an opportunity for a greater percentage of pass-by trips). Based on ITE data, a typical pass-by trip percentage for a grocery store would be about 20 percent.
- ❑ Internal capture trip: Internal capture reflects how complementary land uses are located together or very near each other. For example, residential and retail uses where residents can easily walk to retail uses without driving.

Primary access to the site would be via Sheridan Road at First Street. Given the amount of estimated PM peak hour traffic (especially under Option A), the intersection of Sheridan Road and First Street may warrant a traffic signal. Signalizing this intersection would also create a safe, protected crossing for pedestrians and bicycles accessing the site via the McClory Path. Since the site is located at the Sheridan Road curve, the secondary access drive north of First Street should be a right-in/right-out access.

Traffic Impacts Subarea 1					ITE Land Use Code	Trip Generation - AM			Trip Generation - PM		
						Entering	Exiting	Total	Entering	Exiting	Total
Site	Option	Proposed Use(s)	sq ft	units		"IN"	"OUT"		"IN"	"OUT"	
1	A	Grocery store	30,000	-	850	66	42	108	161	154	315
		Drive-thru bank	3,000	-	912	21	16	37	39	39	77
		Restaurant	5,000	-	931	2	2	4	25	12	37
Subtotal: Site 1 Option A						88	60	149	224	205	430
Reduction: Pass-by (-0.20) + Transit/TOD (-0.05) >>> -25%						-22	-15	-37	-56	-51	-107
TOTAL: Site 1 Option A						**66**	**45**	**112**	**168**	**154**	**322**
1	B	Limited service retail	15,000	-	814[A]	-	-	-	18	23	41
		Apartments	-	133	220	14	54	68	54	29	82
Subtotal: Site 1 Option B						14	54	68	71	52	123
Reduction: Internal Capture (-0.05) + Transit/TOD (-0.15) >>> -20%						-3	-11	-14	-14	-10	-25
TOTAL: Site 1 Option B						**11**	**43**	**54**	**71**	**52**	**98**

[A] The AM peak hour for Specialty retail (ITE #814) does not correspond with the adjacent roadway peak hours (7-9 AM).

SUBAREA 1 | TRANSPORTATION IMPACTS ASSESSMENT

PARKING ASSESSMENT

Reductions to parking generation estimates include:

Shared parking: Shared parking is reflective of the ability of land uses to share parking resources. Due to the mix of land uses, one parking space can be used for multiple trips. For Option B, residents can walk to the attached retail use.

Transit oriented development (TOD): TOD reductions are applicable due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path. While overall, TOD rates were used, an additional TOD reduction was used due to the large number of residential units.

For both options, on-site parking resources would meet parking demand.

Parking Impacts Subarea 1					Proposed Parking Spaces	Parking Rate per Unit	Proposed Parking Demand	Deficit / Overage
Site	Option	Proposed Use(s)	sq ft	units				
1	A	Grocery store	30,000	-	130	4.00	120	
		Drive-thru bank	3,000	-	20	3.00	9	
		Restaurant	5,000	-	9	5.00	25	
Subtotal: Site 1 Option A					159		154	
Shared Parking Reduction					-15%		-23	
TOTAL: Subarea 1 (Site 1) Option A							**131**	**+28**
1	B	Limited service retail	15,000	-	50	3.00	45	
		Apartments	-	133	173	1.30	173	
Subtotal: Site 1 Option B					223		218	
Shared Parking Reduction					-10%		-22	
TOTAL: Subarea 1 (Site 1) Option B							**196**	**+27**

TRANSIT ASSESSMENT

Recommended transit improvements that impact Subarea 1 include:

- ❑ Consider providing an additional stop at the Highwood Metra Station in the morning and evening peaks.
- ❑ Explore the potential to extend Pace Bus Route 472 to Opportunity Site 1 on a full-time basis, particularly as this site develops based on the concepts in Options A or B.
- ❑ Consider offering consistent frequency of service on Route 472 at 30 minute peak / 45 minutes off-peak headway.
- ❑ Extend bus service to 11:15 pm on weekdays and Saturdays to allow visitors taking in Downtown Highwood's nightlife to connect with late Metra trains.
- ❑ Provide additional bus stops/shelter at select locations along the extended bus route.
- ❑ Consider two potential pilot projects to provide late night transit access include: (1) Extended Pace bus service; and (2) Participation in the Pace Community Vehicle Program, utilizing either a Pace paratransit bus or conversion van.

See pages 35 and 36 for detailed transit recommendations, as well as the recommendations map on page 49.

BICYCLE / PEDESTRIAN ASSESSMENT

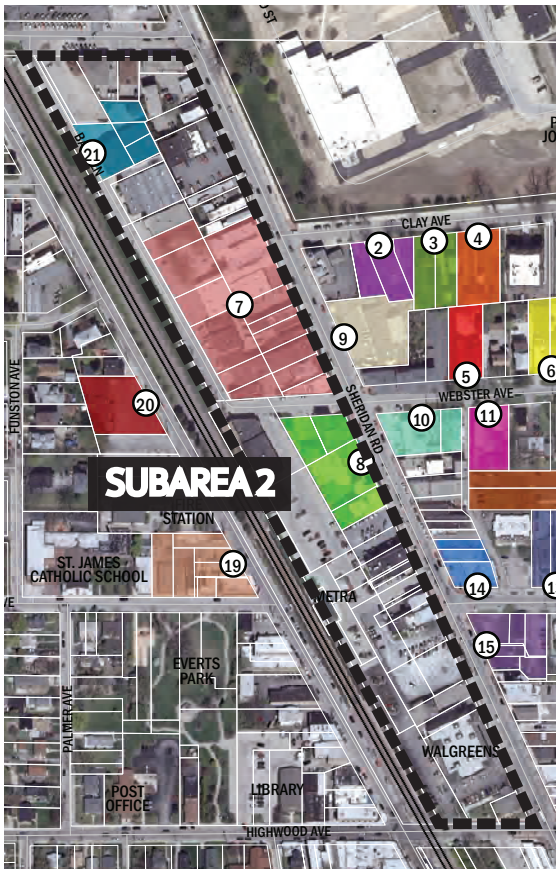
Recommended bicycle/pedestrian improvements that impact Subarea 1 include:

- ❑ Signalize the Sheridan Road/First Street intersection to create a safe, protected crossing for pedestrians and bicycles accessing the site via the McClory Path.
- ❑ Identify designated bike routes and opportunities for additional bike parking at the Metra station.
- ❑ Provide bike and car sharing at the Metra station to help connect Site 1 to commuter rail.
- ❑ Eliminate or reduce the number of curb cuts.
- ❑ Consider improvements along Washington Avenue to minimize vehicular/pedestrian/bike conflicts, such as widened sidewalks where angled parking exists and reduced driveway widths.
- ❑ Enhance key intersections with a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The Washington/Sheridan intersection is currently signalized; however, countdown signals would be appropriate additions.

See pages 37 and 38 for detailed bike/pedestrian recommendations, as well as the recommendations map on page 49.

SUBAREA 2 | TRANSPORTATION IMPACTS ASSESSMENT

This subarea is located in the core of the downtown area, situated between the UP railroad on the west, Sheridan Road on the east, Washington Avenue on the north, and Webster Avenue on the south. The Metra station is within close proximity, along with Pace Route 472 and the McClory Path. This subarea includes Opportunity Sites 7 and 21.



TRAFFIC ASSESSMENT

Reductions to trip generation estimates would include a reduction for transit oriented development (TOD) due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path.

Access to this subarea can come from any of the surrounding roadways. Potential improvements should focus on reducing conflicts between pedestrians, bicycles, and autos. The intersections of Washington Avenue, Clay Avenue, and Webster Avenue should include a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The intersection of Sheridan and Washington is currently signalized. Countdown signals would be appropriate at this intersection. The Sheridan intersections with Clay and Webster are not controlled. Therefore, crosswalks, gateways, signage, and curb bump outs would be important elements. Improvements along Washington to minimize vehicular/pedestrian/bike conflicts should be considered, such as widened sidewalks where angled parking exists, plus the reduction in driveway widths.

Traffic Impacts Subarea 2					ITE Land Use Code	Trip Generation - AM			Trip Generation - PM		
Site	Option	Proposed Use(s)	sq ft	units		Entering "IN"	Exiting "OUT"	Total	Entering "IN"	Exiting "OUT"	Total
21		Office on ground floor	8,000	-	710	11	1	12	2	10	12
		Apartments above office	-	17	220	2	7	9	7	4	11
Subtotal: Site 21						13	8	21	9	14	23
Reduction: Transit/TOD (-0.20) >>> -20%								-4			-4
TOTAL: Site 21						**13**	**8**	**17**	**9**	**14**	**19**
7		Retail on ground floor	12,000	-	814[A]	-	-	-	14	18	33
		Apartments above retail	-	80	220	8	33	41	32	17	50
Subtotal: Site 7						8	33	41	46	35	83
Reduction: Transit/TOD (-0.20) >>> -20%								-8			-16
TOTAL: Site 7						**8**	**43**	**33**	**46**	**35**	**67**
TOTAL: Subarea 2 (Sites 7 and 21)						**21**	**51**	**50**	**55**	**49**	**86**

[A] The AM peak hour for Specialty retail (ITE #814) does not correspond with the adjacent roadway peak hours (7-9 AM).

SUBAREA 2 | TRANSPORTATION IMPACTS ASSESSMENT

PARKING ASSESSMENT

Reductions to parking generation estimates include:

Shared parking: Shared parking is reflective of the ability of land uses to share parking resources. Due to the mix of land uses, one parking space can be used for multiple trips.

Transit oriented development (TOD): TOD reductions are applicable due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path. While overall, TOD rates were used, an additional TOD reduction was used due to the large number of residential units.

Proposed on-site parking resources would meet parking demand. Although Site 21 would have a deficit of 29 spaces, Site 7 would have a slight surplus. Additional parking could be added along the east side of the railroad. Further, the parking area along Bank Lane should better define pedestrian paths, public parking, commuter parking, and private parking. Improved delineation of the parking area might also result in a few more parking spaces.

Parking Impacts Subarea 2					Proposed Parking Spaces	Parking Rate per Unit	Proposed Parking Demand	Deficit / Overage
Site	Option	Proposed Use(s)	sq ft	units				
21		Office on ground floor	8,000	-	10	3.00	24	-14
		Apartments above office	-	17	7	1.00	17	-10
TOTAL: Site 21					**17**		**41**	**-24**
7	B	Retail	12,000	-	36	3.00	36	0
		Apartments	-	40	40	1.00	40	0
TOTAL: Site 7					**76**		**76**	**0**
22		Office	12,000	-	36	3.00	36	0
		Apartments	-	40	40	1.00	40	0
TOTAL: Site 22					**76**		**76**	**0**
Subtotal: Subarea 2					169		193	-24
TOTAL: Subarea 2							**193**	**-24**

TRANSIT ASSESSMENT

Recommended transit improvements that impact Subarea 2 include:

- ❑ Consider providing an additional stop at the Highwood Metra Station in the morning and evening peaks.
- ❑ Consider offering consistent frequency of service on Route 472 at 30 minute peak / 45 minutes off-peak.
- ❑ Extend bus service to 11:15 pm on weekdays and Saturdays to allow visitors taking in Downtown Highwood's nightlife to connect with late Metra trains.
- ❑ Provide additional bus stops/shelter at select locations along the extended bus route.Highwood's nightlife to connect with late Metra trains.
- ❑ Evaluate the feasibility of a pedestrian tunnel near Metra.

See pages 35 and 36 for detailed transit recommendations, as well as the recommendations map on page 49.

BICYCLE / PEDESTRIAN ASSESSMENT

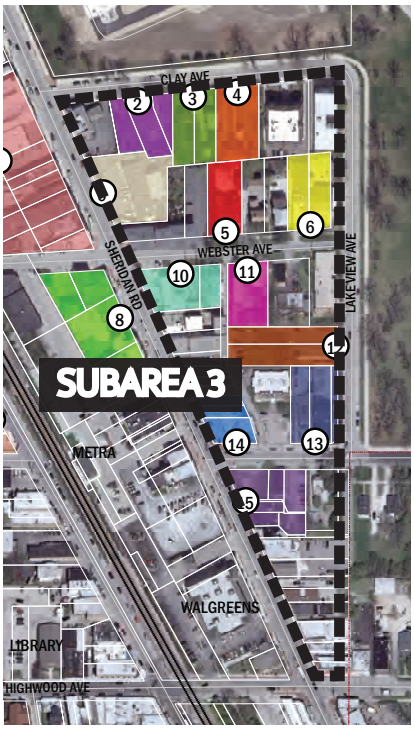
Recommended bicycle/pedestrian improvements that impact Subarea 2 include:

- ❑ Identify designated bike routes, particularly along Webster Avenue, and opportunities for additional bike parking at the Metra station.
- ❑ Provide bike and car sharing at the Metra station.
- ❑ Eliminate or reduce the number of curb cuts.
- ❑ Consider improvements along Washington Avenue to minimize vehicular/pedestrian/bike conflicts, such as widened sidewalks where angled parking exists and reduced driveway widths.
- ❑ Enhance key intersections with a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The Washington/Sheridan intersection is currently signalized; however, countdown signals would be appropriate additions. The Clay/Sheridan and Webster/Sheridan intersections are not currently controlled; therefore, crosswalks, gateways, signage, and curb bump outs would be important elements. The Walker/Sheridan intersection is currently controlled by stop signs; therefore, crosswalks, gateways, signage, and curb bump outs would be important elements.

See pages 37 and 38 for detailed bike/pedestrian recommendations, as well as the recommendations map on page 49.

SUBAREA 3 | TRANSPORTATION IMPACTS ASSESSMENT

This subarea is located in the core of the downtown area, situated between Sheridan Road on the west, Lake View Avenue on the east, Clay Avenue on the north, and Walker Avenue on the south. The Metra station is within close proximity, along with Pace route 472 and the McClory Path. Opportunity Sites 2, 3, 4, 5, 6, 9, 10, 11,12,13, and 15 are included in Subarea 3.



TRAFFIC ASSESSMENT

Reductions to trip generation estimates would include a reduction for transit oriented development (TOD) due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path. Totals for the table below include only the "B" options.

Access to this subarea can come from any of the surrounding roadways. Potential improvements should focus on reducing conflicts between pedestrians, bicycles, and autos. The intersections of Clay Avenue, Webster Avenue, and Walker Avenue should include a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The intersection of Sheridan and Walker is controlled by stop signs, while the other intersections have no traffic control. Crosswalks, gateways, signage, and curb bump outs would be important elements for all of these intersections.

Traffic Impacts Subarea 3					ITE Land Use Code	Trip Generation - AM			Trip Generation - PM		
						Entering	Exiting	Total	Entering	Exiting	Total
Site	Option	Proposed Use(s)	sq ft	units		"IN"	"OUT"		"IN"	"OUT"	
2		Office	20,000	-	710	27	4	31	5	25	30
3		Parking (surface)	-	-	-	-	-	-	-	-	-
4		Apartments	-	20	220	2	8	10	8	4	12
5		Office	20,000	-	710	27	4	31	5	25	30
6	A	Food Incubator[B]	17,352	-	814[A]	-	-	-	21	26	47
6	B	Apartments	-	20	220	2	8	10	8	4	12
9		Office	18,000	-	710	25	3	28	5	22	27
10		Medical office	18,000	-	720	33	9	41	17	45	62
11	A	Parking (surface)	-	-	-	-	-	-	-	-	-
11	B	Parking (structure)	-	-	-	-	-	-	-	-	-
12		Expansion of existing parking (surface)	-	-	-	-	-	-	-	-	-
13		Apartments	-	26	220	3	11	13	10	6	16
15	A	Restaurant	4,000	-	931	2	2	3	20	10	30
15	B	Restaurant	4,000	-	931	2	2	3	20	10	30
15	B	Office	8,000	-	710	11	1	12	2	10	12
15	B	Retail	4,000	-	814[A]	-	-	-	5	6	11
Subtotal: Subarea 3						133	51	184	126	194	319
Reduction: Transit/TOD (-0.20) >>> -20%						-27	-10	-37	-25	-39	-64
TOTAL: Subarea 3 (Sites 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, and 15)						**105**	**39**	**144**	**81**	**145**	**225**

[A] The AM peak hour for Specialty retail (ITE #814) does not correspond with the adjacent roadway peak hours (7-9 AM).
[B] Trip generation rates for quality restaurant (land use code 931) used for this land use.

SUBAREA 3 | TRANSPORTATION IMPACTS ASSESSMENT

PARKING ASSESSMENT

Reductions to parking generation estimates include:

Shared parking: Shared parking is reflective of the ability of land uses to share parking resources. Due to the mix of land uses, one parking space can be used for multiple trips. For Option B, residents can walk to the attached retail use.

Transit oriented development (TOD): TOD reductions are applicable due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path. While overall, TOD rates were used, an additional TOD reduction was used due to the large number of residential units.

For both options, on-site parking resources would meet parking demand.

Parking Impacts Subarea 3					Proposed Parking Spaces	Parking Rate per Unit	Proposed Parking Demand	Deficit / Overage
Site	Option	Proposed Use(s)	sq ft	units				
2		Office	20,000	-	24	3.00	60	-36
3		Parking (surface)	-	-	49	-	-	+49
4		Apartments	-	20	26	1.30	26	0
5		Office	20,000	-	10	3.00	60	-50
6	A	Food Incubator[B]	17,352	-	0	0.50	9	-9
6	B	Apartments	-	20	26	1.30	26	0
9		Office	18,000	-	46	3.00	54	-8
10		Medical office	18,000	-	25	4.00	72	-47
11	A	Parking (surface)	-	-	40	-	-	+40
11	B	Parking (structure)	-	-	76	-	-	+76
12		Expansion of existing parking (surface)	-	-	65	-	-	+65
13		Apartments	-	26	77	1.30	34	+43
15	A	Restaurant	4,000	-	5	5.00	20	-15
15	B	Restaurant	4,000	-	15	5.00	20	-5
15	B	Office	8,000	-	20	3.00	24	-4
15	B	Retail	4,000	-	10	3.00	12	-2
Subtotal: Subarea 3 (using Option B for applicable sites)					469		388	
Shared Parking Reduction					-15%		-58	
TOTAL: Subarea 3 (Sites 2, 3, 4, 5, 6, 9, 10, 11, 12, 13, and 15; using Option B)							**330**	**+139**

TRANSIT ASSESSMENT

Recommended transit improvements that impact Subarea 3 include:

- ❑ Consider providing an additional stop at the Highwood Metra Station in the morning and evening peaks.
- ❑ Consider offering consistent frequency of service on Route 472 at 30 minute peak / 45 minutes off-peak.
- ❑ Extend bus service to 11:15 pm on weekdays and Saturdays to allow visitors taking in Downtown Highwood's nightlife to connect with late Metra trains.
- ❑ Provide additional bus stops/shelter at select locations along the extended bus route.

See pages 35 and 36 for detailed transit recommendations, as well as the recommendations map on page 49.

BICYCLE / PEDESTRIAN ASSESSMENT

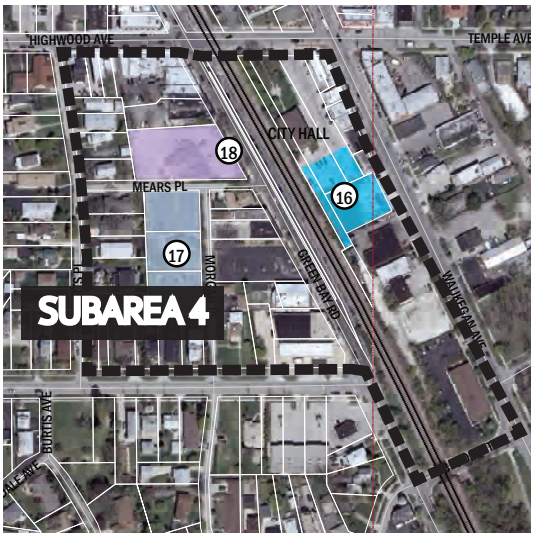
Recommended bicycle/pedestrian improvements that impact Subarea 3 include:

- ❑ Identify designated bike routes, particularly along Webster Avenue, and opportunities for additional bike parking at the Metra station.
- ❑ Eliminate or reduce the number of curb cuts.
- ❑ Assess the potential to enhance Webster Avenue and Clay Avenue using the "shared street" concept to accommodate cars, pedestrians, and bicycles.
- ❑ Enhance key intersections with a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The Clay/Sheridan and Webster/Sheridan intersections are not currently controlled; therefore, crosswalks, gateways, signage, and curb bump outs would be important elements. The Walker/Sheridan intersection is currently controlled by stop signs; therefore, crosswalks, gateways, signage, and curb bump outs would be key elements.

See pages 37 and 38 for detailed bike/pedestrian recommendations, as well as the recommendations map on page 49.

SUBAREA 4 | TRANSPORTATION IMPACTS ASSESSMENT

This subarea is located to the south of the Metra station, with Highwood Avenue to the north, along both sides of the railroad, and Bloom Street to the south. Opportunity Sites 16, 17, and 18 are included in Subarea 4. This subarea includes proposed parking resources (both surface and structure), a restaurant, and apartments.



TRAFFIC ASSESSMENT

Reductions to trip generation estimates would include a reduction for transit oriented development (TOD) due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path. Trip generation estimates are not provided for the proposed parking facilities.

Access to this subarea can come from any of the surrounding roadways. Potential improvements should focus on reducing conflicts between pedestrians, bicycles, and autos. The intersections of Highwood Avenue with Green Bay Road and Sheridan Road should include a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The intersection of Highwood Avenue and Green Bay Road is signalized. Pedestrian countdown signals would be appropriate. The intersection of Highwood Avenue and Sheridan Road is controlled by stop signs, while the other intersections have no traffic control. Crosswalks, gateways, signage, and curb bump outs would be important elements for all of these intersections.

Traffic Impacts Subarea 4					ITE Land Use Code	Trip Generation - AM			Trip Generation - PM		
						Entering	Exiting	Total	Entering	Exiting	Total
Site	Option	Proposed Use(s)	sq ft	units		"IN"	"OUT"		"IN"	"OUT"	
16		Parking (structure)	-	-	-	-	-	-	-	-	-
17		Expansion of existing parking (surface)	-	-	-	-	-	-	-	-	-
18		Restaurant	5,000	-	931	2	2	4	25	12	37
18		Multi-story apartments at rear of parcel	-	20	220	2	8	10	8	4	12
Subtotal: Subarea 4						4	10	14	33	17	50
Reduction: Transit/TOD (-0.15) >>> -15%						-1	-2	-2	-5	-3	-7
TOTAL: Subarea 4 (Sites 16, 17, and 18)						**3**	**9**	**12**	**28**	**14**	**42**

SUBAREA 4 | TRANSPORTATION IMPACTS ASSESSMENT

PARKING ASSESSMENT

No parking reductions are appropriate to this subarea. Since the land uses are primarily focused on additional parking resources, shared or TOD parking reductions would not apply.

Proposed on-site parking resources would meet estimated parking demand. Additional parking proposed for this subarea could be used for overflow restaurant parking, employee parking, and valet parking.

Parking Impacts Subarea 4					Proposed Parking Spaces	Parking Rate per Unit	Proposed Parking Demand	Deficit / Overage
Site	Option	Proposed Use(s)	sq ft	units				
16		Parking (structure)	-	-	199	-	-	-
17		Expansion of existing parking (surface)	-	-	104	-	-	-
18		Restaurant	5,000	-	25	5.00	25	0
18		Multi-story apartments at rear of parcel	-	20	26	1.30	26	0
Subtotal: Subarea 4					354		51	
Shared Parking Reduction					-10%		-5	
TOTAL: Subarea 4 (Sites 16, 17, and 18)							**46**	**+308**

TRANSIT ASSESSMENT

Recommended transit improvements that impact Subarea 4 include:

- ❑ Consider providing an additional stop at the Highwood Metra Station in the morning and evening peaks.
- ❑ Reroute Pace Bus Route 472 to travel along Highwood Avenue rather than Walker Avenue, which would enable the bus to cover one extra block along Sheridan Road.
- ❑ Consider offering consistent frequency of service on Route 472 at 30 minute peak / 45 minutes off-peak.
- ❑ Extend bus service to 11:15 pm on weekdays and Saturdays to allow visitors taking in Downtown Highwood's nightlife to connect with late Metra trains.
- ❑ Provide additional bus stops/shelter at select locations along the extended bus route.

See pages 35 and 36 for detailed transit recommendations, as well as the recommendations map on page 49.

BICYCLE / PEDESTRIAN ASSESSMENT

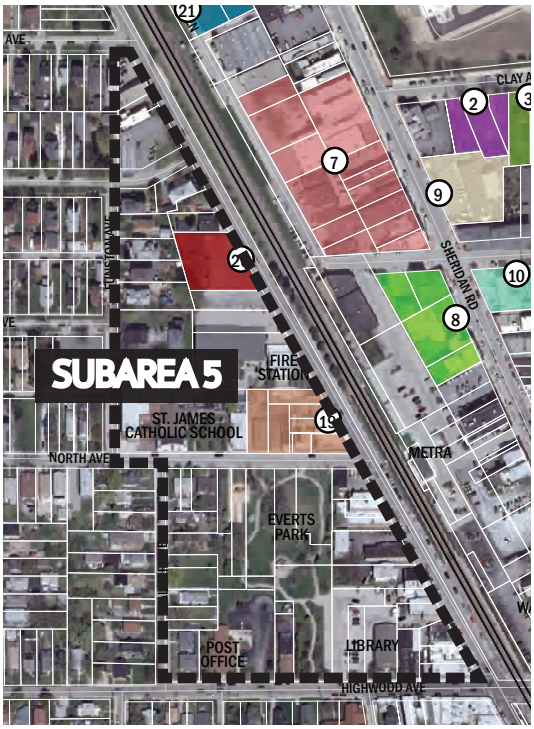
Recommended bicycle/pedestrian improvements that impact Subarea 4 include:

- ❑ Identify designated bike routes, particularly along Highwood Avenue and Green Bay Road, and opportunities for additional bike parking at the Metra station.
- ❑ Eliminate or reduce the number of curb cuts.
- ❑ Enhance key intersections with a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The Sheridan/Highwood intersection is currently controlled by stop signs; the safety amenities listed above would be appropriate additions. The Green Bay/Highwood intersection is currently signalized; however, countdown signals would be appropriate additions.

See pages 37 and 38 for detailed bike/pedestrian recommendations, as well as the recommendations map on page 49.

SUBAREA 5 | TRANSPORTATION IMPACTS ASSESSMENT

This subarea is located on the west side of the downtown, bounded by North Avenue to the south Green Bay Road to the east, Burchell Avenue to the north, and Funston Road to the west. Subarea 5 includes the fire station, community center, and St. James Catholic School. Opportunity Sites 19 and 20 are included in this subarea. Development options include office uses on the ground floor with apartment above.



TRAFFIC ASSESSMENT

Reductions to trip generation estimates would include a reduction for transit oriented development (TOD) due to proximity to transit, including adjacency to Pace Bus Route 472, ½-mile from Metra, and access to the Robert McClory Path.

Access to this subarea would come primarily from Green Bay Road and North Avenue. Potential improvements should focus on reducing conflicts between pedestrians, bicycles, and autos. The intersection of Green Bay Road and North Avenue is important, as both a Pace bus shelter and access to the Metra platforms are located here. This intersection should include a high level of pedestrian safety amenities, such as curb bump outs, high visibility or patterned crosswalks, and signage indicating pedestrians/bicycles crossing.

Traffic Impacts Subarea 5					ITE Land Use Code	Trip Generation - AM			Trip Generation - PM		
						Entering	Exiting	Total	Entering	Exiting	Total
Site	Option	Proposed Use(s)	sq ft	units		"IN"	"OUT"		"IN"	"OUT"	
19		Office on ground floor	6,000	-	710	8	1	9	2	7	9
		Apartments above office	-	13	220	1	5	7	5	3	8
20		Office on ground floor	6,000	-	710	8	1	9	2	7	9
		Apartments above office	-	13	220	1	5	7	5	3	8
Subtotal: Subarea 5						19	13	32	4	20	34
Reduction: Transit/TOD (-0.15) >>> -15%						-3	-2	-5	-1	-3	-5
TOTAL: Subarea 5 (Sites 19 and 20)						**16**	**11**	**27**	**3**	**17**	**29**

SUBAREA 5 | TRANSPORTATION IMPACTS ASSESSMENT

PARKING ASSESSMENT

No parking reductions are appropriate to this subarea. Given the relatively small size of the development parcels, no shared or TOD parking reductions would apply.

Proposed on-site parking resources would meet estimated parking demand. Additional commuter/ public spaces are proposed along the railroad right-of-way.

Parking Impacts Subarea 5					Proposed Parking Spaces	Parking Rate per Unit	Proposed Parking Demand	Deficit / Overage
Site	Option	Proposed Use(s)	sq ft	units				
19		Office on ground floor	6,000	-	20	3.00	18	+2
		Apartments above office	-	13	17	1.00	13	+4
20		Office on ground floor	6,000	-	20	3.00	18	+2
		Apartments above office	-	13	17	1.00	13	+4
Subtotal: Subarea 5					74		62	+12
Shared Parking Reduction					0%		0	
TOTAL: Subarea 5 (Sites 19 and 20)							**62**	**+12**

TRANSIT ASSESSMENT

Recommended transit improvements that impact Subarea 5 include:

- ❑ Consider providing an additional stop at the Highwood Metra Station in the morning and evening peaks.
- ❑ Reroute Pace Bus Route 472 to travel along Highwood Avenue rather than Walker Avenue, which would enable the bus to cover one extra block along Sheridan Road.
- ❑ Consider offering consistent frequency of service on Route 472 at 30 minute peak / 45 minutes off-peak.
- ❑ Extend bus service to 11:15 pm on weekdays and Saturdays to allow visitors taking in Downtown Highwood's nightlife to connect with late Metra trains.
- ❑ Provide additional bus stops/shelter at select locations along the extended bus route.
- ❑ Evaluate the feasibility of a pedestrian tunnel near Metra.

See pages 35 and 36 for detailed transit recommendations, as well as the recommendations map on page 49.

BICYCLE / PEDESTRIAN ASSESSMENT

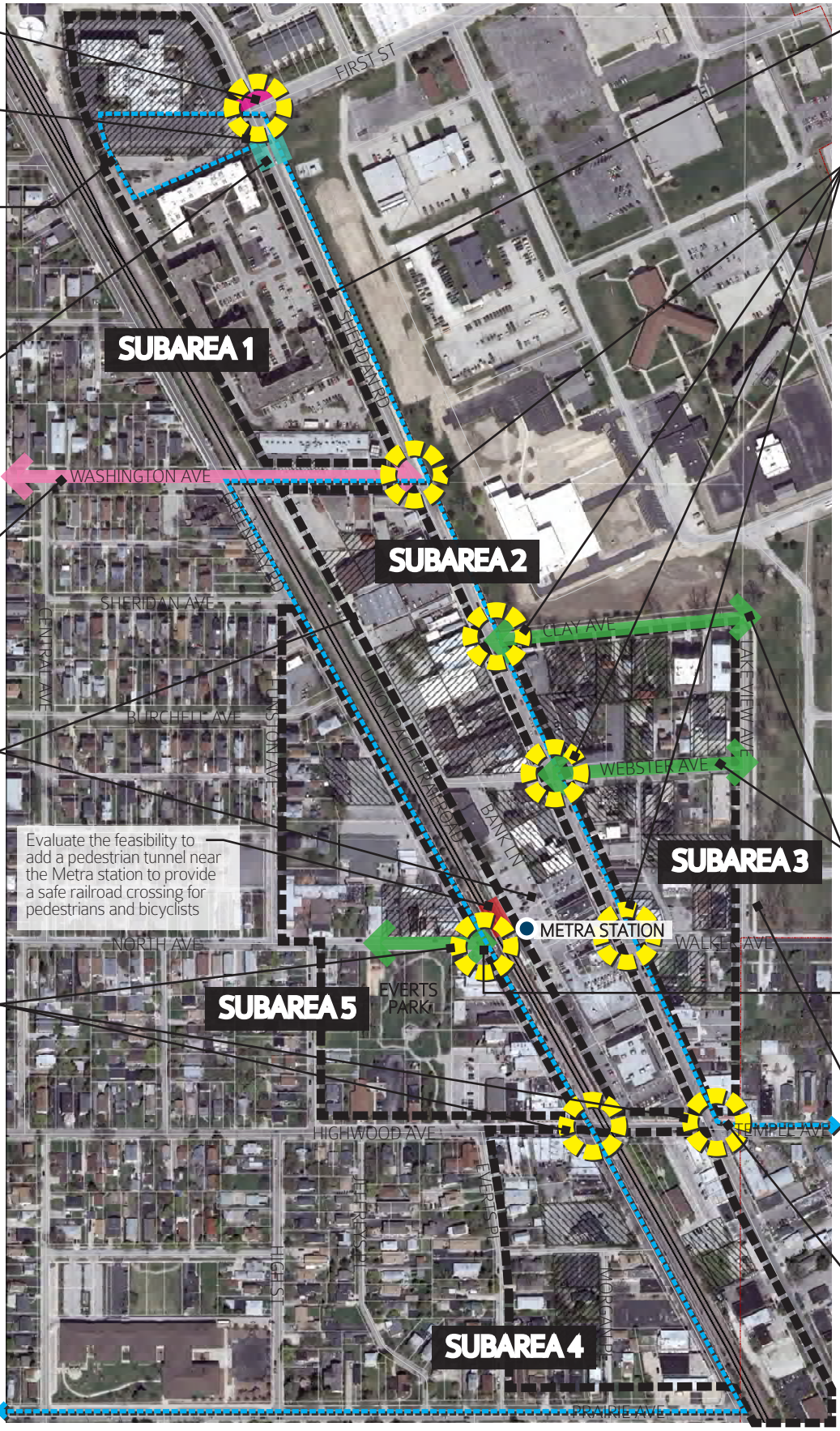
Recommended bicycle/pedestrian improvements that impact Subarea 5 include:

- ❑ Identify designated bike routes, particularly along Highwood Avenue and Green Bay Road, and opportunities for additional bike parking at the Metra station.
- ❑ Eliminate or reduce the number of curb cuts.
- ❑ Enhance key intersections with a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing. The Green Bay/Highwood intersection is currently signalized; however, countdown signals would be appropriate additions.

See pages 37 and 38 for detailed bike/pedestrian recommendations, as well as the recommendations map on page 49.

TRANSPORTATION IMPROVEMENT RECOMMENDATIONS

FIGURE 4.2



Provide safe, protected pedestrian crossing

Assess potential for a traffic signal and right-in/right-out access

Extend Pace Bus Route 472 north to Site 1, with potential for bus turnaround internal to the site

Provide additional bus stops/shelters along Sheridan Rd to accommodate potential extension of Pace Route 472

Consider improvements along Washington Ave to minimize vehicular/pedestrian/bike conflicts, such as widened sidewalks where angled parking exists and reduced driveway widths

Better define the parking areas along Bank Lane and around the Metra station with pedestrian paths and parking for public, private, and commuters; improved parking delineation may result in additional parking spaces (see Figure 4.3 on next page)

Evaluate the feasibility to add a pedestrian tunnel near the Metra station to provide a safe railroad crossing for pedestrians and bicyclists

Enhance key intersections with a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing

SHERIDAN/HIGHWOOD
This intersection is currently controlled by stop signs; the safety amenities listed above would be appropriate additions

GREEN BAY/HIGHWOOD
This intersection is currently signalized; however, countdown signals would be appropriate additions

Reduce number of curb cuts along Sheridan/Waukegan Rd, wherever possible, to minimize ped/bike conflicts with autos

Enhance key intersections with a high level of pedestrian safety amenities, such as curb bump outs, crosswalks, and signage indicating pedestrians/bicycles crossing

WASHINGTON/SHERIDAN
This intersection is currently signalized; however, countdown signals would be appropriate additions

CLAY/SHERIDAN & WEBSTER/SHERIDAN
These intersections are not currently controlled; therefore, crosswalks, gateways, signage, and curb bump outs would be important elements

WALKER/SHERIDAN
This intersection is currently controlled by stop signs; therefore, crosswalks, gateways, signage, and curb bump outs would be important elements

Assess the potential to enhance Webster Ave, Clay Ave, and North Ave using the "shared street" concept to accommodate cars, pedestrians, and bicycles (see pages 40 and 80 for details)

Identify designated bike routes along Walker Ave, Webster Ave, and Washington Ave, with connections to the McClory Bike Path

Reroute Pace Bus Route 472 to travel along Temple Ave rather than Walker Ave, which would enable the bus to cover one additional block along Sheridan Rd

PARKING
POTENTIAL RECONFIGURATIONS

FIGURE 4.3

Without question, Downtown Highwood's legacy and current status as a premier Chicago North Shore dining and entertainment destination defines its existing brand identity.

Perhaps less well understood is Downtown's compact walkability and the close proximity it has to the surrounding residential neighborhoods. These qualities, combined with the presence of Metra service and numerous opportunity sites, make it an ideal location for expanded high quality, transit oriented development (TOD).

It is especially fortuitous that Downtown Highwood already has an established identity as a dining and entertainment destination – a goal that many revitalizing commercial districts struggle to attain – because this provides Downtown with an opportunity to quickly leverage existing strengths to attract new investment that resonates in the marketplace.

SECTION 5

BRANDING, IMAGE & SIGNAGE STRATEGIES

BRAND POSITIONING SUMMARY

"Highwood's specialty restaurants have a well-established regional reputation and history, and the regional draw of such establishments as Froggy's French Restaurant, Del Rio Italian Restaurant, Miramar, and other dining establishments extend the reach of all Highwood businesses."

Downtown Market Assessment

Without question, Downtown Highwood's legacy and current status as a premier Chicago North Shore dining and entertainment destination defines its existing brand identity.

Perhaps less well understood is Downtown's compact walkability and the close proximity it has to the surrounding residential neighborhoods. These qualities, combined with the presence of Metra service and numerous opportunity sites, make it an ideal location for expanded high quality, transit oriented development (TOD).

It is especially fortuitous that Downtown Highwood already has an established identity as a dining and entertainment destination – a goal that many revitalizing commercial districts struggle to attain – because this provides Downtown with an opportunity to quickly leverage existing strengths to attract new investment that resonates in the marketplace.

For example, the Market Assessment that was conducted earlier in the downtown planning process noted that Highwood has a significantly younger Gen Y / Millennial population:

"Recent research by the Urban Land Institute comparing housing choice by age reports that this younger population is an especially good match with the mixed use and multi-family development types most appropriate to TOD."

In summary, Downtown Highwood's existing brand is well established and well positioned to support attractive new transit oriented development that not only strengthens the community's image a highly desirable destination for quality dining and entertainment, but also as a top tier North Shore community in which to live, work, and shop.

BRAND EXTENSION OPPORTUNITIES

High quality TOD districts are frequently characterized as great places to "live, work and play." Of all these qualities, the "play" feature may be the most difficult to attain because of the dependence it has on certain physical qualities that enable high quality shopping, dining and entertainment environments. These qualities include attractive structures, pedestrian friendly access and circulation and a strong overall sense of place (often seen in classic, "two-sided" main street shopping districts). For a variety of reasons, these kinds of environments are very difficult to create or re-establish today. However, a commercial district like Downtown Highwood that has long possessed a distinctive sense of place – along with quality dining and entertainment venues – is well positioned to attract new investment.

Based on the resources and marketplace opportunities identified in the Downtown Assessment Report – combined with community aspirations expressed in interviews – the most logical near- term extensions of the Downtown brand revolve around development that strengthens its identity as quality place to live, work, and shop.

For example, Downtown has a number of opportunity sites that could accommodate new market supported office construction for "micro market" businesses, and in so doing support existing businesses by significantly increasing Downtown's daytime population. These opportunity sites are also potential locations for new multi-use development that includes high quality residential appealing to "younger working households, divorced parents and other small households."

Extending the Downtown brand and image is not just dependent on new construction. Vintage structures provides prospective spaces for specialty shops featuring gourmet food and beverage products that leverage Downtown's identity as a premier dining destination.

Downtown also has a well regarded food-themed festival and event schedule that could be expanded – potentially even into the winter months if weather resistant venues could be established in locations such as Everts Park – to support the culinary arts destination brand extension. Such venues might also be used to support culinary training and education endeavors that attract additional visitors and customers to Downtown.

BRAND PROMISE

Downtown Highwood will leverage its existing image as a premier Chicago North Shore destination for dining and entertainment to become a top-tier, transit oriented district known for its high quality living and working options, and renowned as a regional center for the culinary arts.

Existing Brand Position

Play
Premier North Shore dining and entertainment destination.

Near-term Brand Extensions (Approximately 1–3 years)

Live
Quality multi-family housing option for younger working households, divorced parents, and other small households.

Work
A top tier choices for "micro-market" entrepreneurs and employers who want to minimize their commuting time.

Shop
Premier North Shore culinary arts destination, including gourmet food and beverage shopping, training and education, and food themed special events and festivals.

Long-term Brand Extensions (Approximately 5+ years)

TDB

The Downtown Highwood brand should re-evalued annually and repositioned as necessary based on current marketplace opportunities, available resources and community aspirations.

TDB

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TDB

The Downtown Highwood brand should re-evalued annually and repositioned as necessary based on current marketplace opportunities, available resources and community aspirations.

VISUAL IDENTITY OPPORTUNITIES

EXPAND USE OF THE CELEBRATE HIGHWOOD IDENTIFIER

An opportunity exists to use the existing Celebrate Highwood identifier more broadly as an "endorser" for local civic organizations, festivals and events, commercial businesses, and other highly visible applications such as signage. The Celebrate Highwood identifier would never replaces the formal identities of other entities, but rather is always used as an additional element in a complementary manner.

CREATE VISUAL IDENTITY STANDARDS

It is recommended that standards be established to guide the use of the primary identifier. In addition, color and typography are two other visual system elements that can significantly enhance a brand's image and identity when standardized and used consistently on communications.

Highwood Historical Society

Making History Everyday

celebrate highwood

Fall 2013 Volume 9, Issue 4

Letter from the President

...ber 1st, all the items that were on display at 122 North Avenue will be ...age. The Highwood Historical Society has been seeking a new office ...d something soon. Be assured that all of our materials and artifacts will ...ll be available for exhibit as needed. The HHS Board has been consci... ...rking to find a solution and a new office for our organization. You will be ...v site becomes available.

... to the Pierantoni Family for providing us with office space. Their ...provide meaningful displays of historical photos and items that share the ...od as well as Fort Sheridan. We thank all of you who have made many ...n this year. Everyone has enjoyed seeing these special items. Please ...photo... ...t any...

HIGHWOOD CRAFT BEER FESTIVAL

Saturday, August 17 2013

celebrate highwood

Highwood Chamber of Commerce
PO Box 305
Highwood, Illinois 60040
847 433 2100 tel
847 432 7959
www.highwoodchamberofcommerce.com

Name O. Person
Title of Person
person@highwoodchamberof commerce.com

Evert Park

celebrate highwood

SIGNAGE
IDENTIFICATION & WAYFINDING

SIGNS AS CIVIC ART

Municipal signage and wayfinding is one of the most highly visible expressions of a commercial district's brand and image. By following the examples of other highly regarded Midwest commercial districts, Downtown Highwood can both strengthen its identity as a lively premier dining/entertainment destination and further differentiate itself from marketplace competitors who have adopted more traditional and reserved streetscape strategies.

Among the opportunities identified in Branding and Image Assessment of the Downtown Assessment Report was this observation regarding downtown streetscapes:

> **"Future streetscape improvements might consider strategies to reinforce Highwood's image as a festive entertainment destination."**

In addition, the Framework Plan that followed noted the following:

> **"The downtown environment can assert itself using monumental and sculptural elements such as columns, vertical piers and/or special lighting elements at gateways, prominent street insections and inline with critical views."**

Municipal signage and wayfinding improvements provide Highwood with an opportunity to do both by creating signs that also function as civic art. The photos above from the Power & Light District in Kansas City and the Delmar Loop in St. Louis and University City feature examples of municipal and commercial signs that also function as sculptural objects.

Power & Light District / Kansas City, Missouri
Municipal signs in the Power & Light District feature a lively retro design style that complements the district's new and historic commercial structures. While the signs easily fulfill their utilitarian function in support of wayfinding, their high quality design and production values elevate them into the category of civic art.

Delmar Loop / St. Louis and University City, Missouri
The Delmar Loop commercial corridor features a number of outstanding commercial signs that strengthen its image as one of the areas most appealing dining, entertainment and shopping destinations.

STYLISTIC APPROACH

The existing "Celebrate Highwood" logo suggests a distinctive mid-century modern stylistic approach. Referred to as "Googie" on the West Coast and "Doo Wop" on the East Coast. A Wikipeda entry summarizes the Googie aesthetic:

> **"Googie architecture is a form of modern architecture, a subdivision of futurist architecture influenced by car culture, jets, the Space Age, and the Atomic Age. Originating in Southern California during the late 1940s and continuing approximately into the mid-1960s, Googie-themed architecture was popular among motels, coffee houses and gas stations. The school later became widely known as part of the Mid-Century modern style, elements of which represent the populuxe aesthetic..."**
>
> [http://en.wikipedia.org/wiki/Googie_architecture]

Although Googie was not as prevalent in post World War II Chicago as it was on the coasts, there are a number of surviving examples and efforts are underway to preserve representative structures.

As a stylistic reference for municipal signage and wayfinding, Googie offers a unique overall look that will help to differentiate the Downtown Highwood product and brand from marketplace competitors that have employed more traditional approaches.

The examples on the facing page illustrate how primary/ secondary identification, directional and gateway signs might work as a system using the Googie aesthetic.

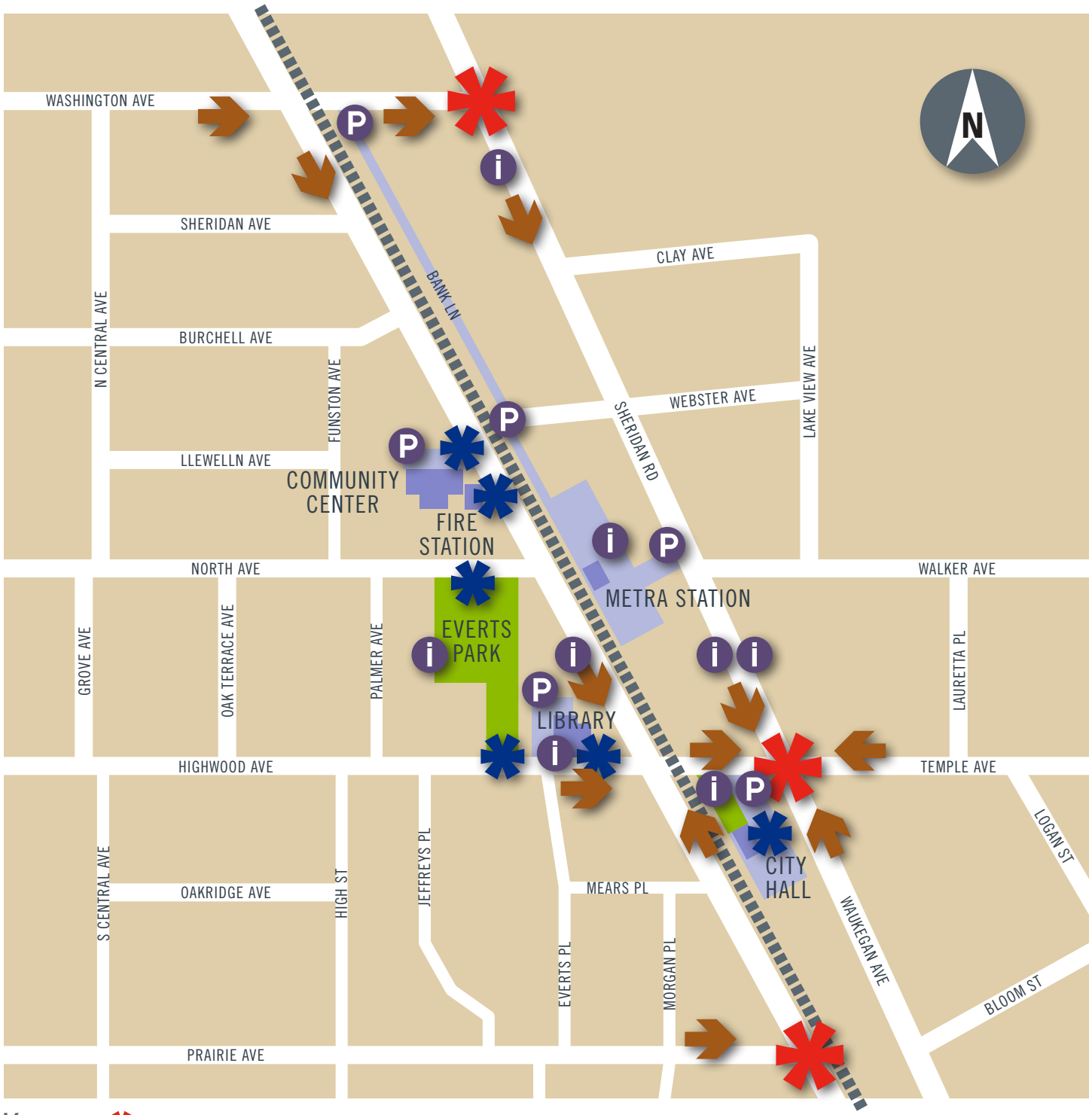
celebrate highwood

Celebrate Highwood
The existing "Celebrate Highwood" logo reflects a "Googie" design aesthetic that can be expanded to other applications such as signage and wayfinding.

Googie in Chicago
A 2009 Newcity article by David Witter noted that while Chicago was not the epicenter of Googie architecture there are a number of notable examples throughout the metropolitan area, and he mentions specifically Chicago's far Northwest Side developed in the 1940s and 1950s.

SIGNAGE CONCEPTS
PRIMARY IDENTIFICATION

City of Highwood
Highwood Downtown TOD Plan
Signage and Wayfinding



Key

- Gateways
- Municipal Facility Identification
- Directional
- Parking Identification
- Information Kiosk

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

The design guidelines established in this section are intended to supplement the City's existing site and streetscape design requirements established in the Appearance Code section of the City Code (Title 10, Chapter 3) and the Zoning Regulations (Title 11).

SECTION 6

DESIGN GUIDELINES & STRATEGIES

Design guidelines are an important means of strengthening the economic prosperity of the downtown area through implementation of a unified vision that will tie all of the elements of Highwood's core area together. As suburban communities experience the spread of retailing and commercial services across various districts from downtown areas to arterial corridors, a place like Downtown Highwood must be able to compete with other commercial areas within driving distance of the City that offer such goods and services.

This can be most effectively done by conserving and creating a high quality environment, including a welcoming and attractive image, that has its own unique sense of place and creates vivid memories for residents and visitors alike. As the downtown branding and image strategies illustrate in Section 5, Downtown Highwood has a well established image as a unique destination and is able to strengthen that asset through branding elements and a new signage program.

The design guidelines outlined in this section also enable Downtown Highwood to build up its distinct sense of place and memorable identity.

ORGANIZATION OF DESIGN GUIDELINES

The design guidelines are separated into five categories, as defined on the right. These five categories accentuate the core elements that contribute to defining the character of Downtown Highwood. A set of design guidelines are provided for each category, including a design intent defined for the category and a series of graphic-oriented guidelines that support that intent.

Architecture
DESIGN GUIDELINES

The architecture design guidelines will enable the City to encourage developments to integrate strong architectural features and design into structures, fostering a high quality physical appearance to opportunity sites and the downtown streetscape.

Site Design
DESIGN GUIDELINES

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

Parking
DESIGN GUIDELINES

The parking design guidelines will ensure the parking areas in Downtown Highwood are designed efficiently, integrate sustainable practices, and create an environment that respectfully considers pedestrians and bicycles, even as parking orient to cars.

Streetscape
DESIGN GUIDELINES

The streetscape design guidelines will enable the City to further enhance the identiy and attraction of the downtown streetscape, which will help strengthen the downtown area as an inviting, memorable place at Highwood's core.

Signage
DESIGN GUIDELINES

The signage design guidelines will enable the City to encourage the design and installation of signs that enhance the downtown streetscape, while achieving their intended purpose to promote businesses and help people navigate downtown.

Architecture

DESIGN GUIDELINES

BUILDING MASSING

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

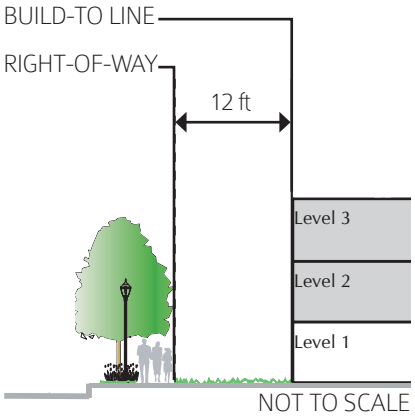
Building Orientation & Setbacks

» Orient main pedestrian access along the public street.

» Orient parking and service areas at the building rear with access from an alleyway or secondary access point.

» Apply the following build-to line standards (see graphic to the right) to new developments:

- Along Sheridan Road/Waukegan Avenue between Washington Avenue and Prairie Avenue: 12 ft min and not to exceed 24 ft max.
- Along Green Bay Road between Washington Avenue and Prairie Avenue: 12 ft min and not to exceed 24 ft max.
- Along Clay Avenue between Sheridan Road and Lake View Avenue: 12 ft min and not to exceed 18 ft max.
- Along Webster Avenue between the railroad and Lake View Avenue: 12 ft min and not to exceed 18 ft max.
- Along Walker Avenue between Palmer Avenue (near Everts Park) and Lake View Avenue: 12 ft min and not to exceed 18 ft max.
- Along Highwood Avenue between Palmer Avenue (near Everts Park) and the City's eastern municipal boundary line: 12 ft min and not to exceed 18 ft max.



BUILD-TO LINE

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

DESIGN INTENT

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

The architecture design guidelines will enable the City to encourage developments to integrate strong architectural features and design into structures, fostering a high quality physical appearance to opportunity sites and the downtown streetscape.

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

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

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

Intermediate Walkways

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

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

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

Building Proportion, Size & Scale

» Encourage greater building heights along Sheridan Road and areas where a certain height has been established by existing structures (for example, the four-story apartment buildings along Lake View Avenue between Clay Avenue and Walker Avenue). In general, building heights should respect heights on adjacent properties to minimize conflicts.

Recommended building heights for the opportunity development sites include:

- **Stand-alone offices buildings** are primarily proposed along Sheridan Road. They should maintain a height of two stories to respect the general height of other office buildings, like the Viti offices and Bank of Highwood.

- **Stand-alone apartment buildings** are primarily proposed along Lake View Avenue. They should maintain a maximum height of four stories to match existing apartment buildings in the same general vicinity. The Hotel Moraine property on Site 1 also recommends a stand-alone apartment buiding on seven stories (five stories of apartment units above two stories of parking).

- **Mixed use buildings**, particularly with residential apartments above ground floor office or retail, are primarily proposed along Sheridan Road and Green Bay Road. Their heights vary from three to four stories, with the former mainly along Green Bay Road and the latter along Sheridan Road. Building design will be important for these buildings to ensure their massing does not overwhelm adajcent properties.

Heights of four to seven stories for apartments are recommended to provide units with lake views and generate viable development economics.

» Design upper stories that are recessed in comparison to lower stories to help minimize the massing of new structures that are taller than existing structures on adjacent properties.

» Maintain ground level pedestrian scale with traditional storefront façade components and proportions, such as large display windows, inviting entrances, and appropriately scaled signage.

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

» Ensure façades are subdivided with horizontal and vertical architectural elements (e.g., variation in building

materials, accent bands, etc) to enhance building articulation and create an upscale aesthetic or, in the case of mixed use development, an environment reminiscent of pedestrian-scaled, mixed-use districts.

» Integrate vertical and horizontal design elements into new buildings, including columns, pilasters, and cornices, which should be defined at both the ground level and upper levels to break up the mass of buildings.

» Match or transition building proportions and architectural elements so that they are consistent on all elevations visible from public streets and open spaces. This includes rear and side elevations facing the Metra rail line to entice passers by with a sense of intrigue to stop by or return on another trip.

EXTERIOR BUILDING TREATMENTS

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

Materials & Treatments

» Utilize masonry materials such as limestone, stone, and brick throughout the façade, and along the exterior walls of the building.

» Ensure the rear and sides of the buildings are consistent with the front façade in terms of design style, building materials, and architectural features. This is particularly applicable for rear and side elevations facing the Metra rail line to entice passers by with a sense of intrigue to stop by or return on another trip.

» Integrate a variety of complimentary materials, colors, and textures on all sides of buildings to add visual interest and to ensure consistency with surrounding buildings.

» Ensure building materials are comprised of neutral colors that are versatile and mix well with other colors and the surrounding building color palette. Brighter colors may be used for accent bands or special building features (this may be more appropriate for mixed use buildings than for residential or office uses).

Entrances

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

» Ensure all buildings comply with the guidelines of the Americans with Disabilities Act (ADA).

» Ensure secondary entrances, particularly for buildings that front on multiple streets, relate to the primary entrance and the building design as a whole.

» Orient primary building entrances such that they do not face the building rear or side parking lots.

» Orient secondary entryways towards the side and rear of the building, providing more direct access to/from off-street parking areas.

» Design building entrances such that they are prominent, accessible, and include elements such as large entry doors, specialty paving, and architectural treatments that are complimentary to the site's overall character (i.e., the application of different materials at the entrance, such as brick, glass, or stone).

Corner Treatments

» Ensure corner treatments for buildings comply with vision triangles, including consideration of integrating small, public corner plazas to enhance these sightlines.

» Design corner buildings such that their primary entrance are set at an angle to face the intersection, or should be oriented to face the street of greater importance.

» Integrate the following elements into buildings located at corners:

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

» Allow corner buildings to be recessed from the front and side property lines on a diagonal; the recessed corner can be just the ground level or upper levels as well.

Façade Transparency

» Design ground floors planned for retail or restaurant to be comprised primarily of large display windows that are clear glass, unless a specific alternate design is approved.

» Discourage tinted and reflective glass for ground floor retail or restaurant uses so as not to interfere with the visual connection between the indoor-outdoor environments.

Backsides of Buildings

» Locate storage, loading, and service areas at the rear of buildings and on the interior of blocks where they are less visible from public view.

» Screen storage, loading, and service areas from public view via landscaping and/or fencing. These elements should be consistent with the overall design of the associated building and surrounding site.

» Design the back and sides of buildings to be consistent with the front façade in terms of design style, building materials, and architectural features.

Blank Walls/Screening

» Avoid use of solid blank walls; elements such as façade modulation, canopies, lighting, windows with shutters, artwork, and/or landscaping trellises can be employed to avoid blank walls.

» Ensure screening of electrical and mechanical equipment are consistent with the overall building design style, building materials, and architectural features.

» Ensure electrical and mechanical equipment placed on the rooftop are screened from view using a parapet or similar screening technique.

» Ensure electrical and mechanical equipment, placed along walls are located on the least visible side(s) of the building to reduce visibility.

Façade Features

» Encourage awning and canopies that are composed of compatible materials, have consistent color and design, and are placed along the public walkway.

» Encourage upper story balconies that are recessed into the building.

» Design upper story windows with proportions that are smaller than the proportions of the ground floor and recessed into the exterior wall.

» Incorporate window elements such as mullions to divide the window glass into multiple divisions.

» Provide a consistent pattern of architectural detailing on buildings, including the use of decorative elements, changes in rooflines and fenestrations, vertical and horizontal articulation, repetitive window placement, and changes in materials and color.

» Utilize limestone, metal, or other appropriate masonry materials to clearly express building cornices, friezes, lintels, sills, and surrounds.

» Incorporate bay windows that maintain the same details as principal façades: sills, lintels, cornices, and expression lines.

Roofing Treatments & Materials

» Design the building roof system to include parapet, pitched, or gable end roofs, which should be oriented toward the public street and consistent with the roof architecture of surrounding structures.

» Encourage varied rooflines and roof heights that are consistent and complementary with surrounding structures; consider including parapets, gables, dormers, and overhangs.

» Vary building rooflines to avoid monotony and uniformity in roof design.

» Utilize limestone, metal, or other appropriate synthetic materials to clearly express upper story cornices, friezes, and gable ends.

» Conceal mechanical units within parapet walls when units are located on the roof of buildings.

Site Design

DESIGN GUIDELINES

PUBLIC GATHERING SPACES

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

CALTRAIN IN DOWNTOWN SAN MATEO, CA

EXPOSURE TO THE METRA RAIL LINE

Ensure buildings with façades facing the Metra rail line are designed to have an attractive and welcoming face that entices passers by to stop by for a visit or make a mental note for a return visit. Elements such as clear, visible signage, murals, and large display windows facing the railroad can generate sufficient exposure to Metra commuters and help local shops and restaurants boost visits and overall business.

BUILDINGS UP TO THE STREET

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

PARKING AT THE REAR OR SIDE

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

DESIGN INTENT

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

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

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

General Site Design

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

Landscaping

- Encourage structures to integrate foundation plantings, emphasizing the use of a mix of deciduous and evergreen materials and native plantings; highly visible areas should incorporate native perennials and ornamental grasses.
- Install parkway trees along the street at a minimum spacing of 35 ft o.c.
- Place plantings in raised planters or tree grates when located along streetscapes with storefronts to help protect the landscaping and enhance the character of the streetscape.
- Utilize native landscaping that are able to tolerate wet/dry conditions and are hearty enough to tolerate urban conditions.

Stormwater Management

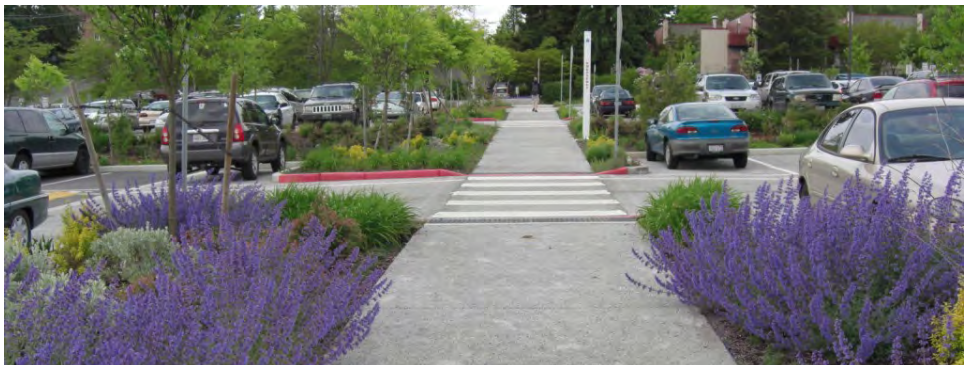
- Decrease impervious surfaces by encouraging shared parking and minimizing curb cuts, which will reduce the amount of paved areas and provide more space for landscaped areas.
- Explore the use of permeable pavers to allow stormwater to infiltrate through the pavement to the soil below.[1]
- Integrate bioswales or rain gardens, where feasible, along site perimeters and parkways to create locations for landscaping designed to help facilitate natural stormwater management functions.[2]
- Encourage site design that integrates existing topography, where feasible, to minimize stormwater runoff and properly filter it towards detention ponds, bioswales, rain gardens, or other stormwater management system.[2]

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

[2] Although the development concepts in Section 3 do not provide the level of detail to illustrate these stormwater management features, construction level site plans and landscape plans should integrate such features, wherever feasible.

Parking
DESIGN GUIDELINES

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



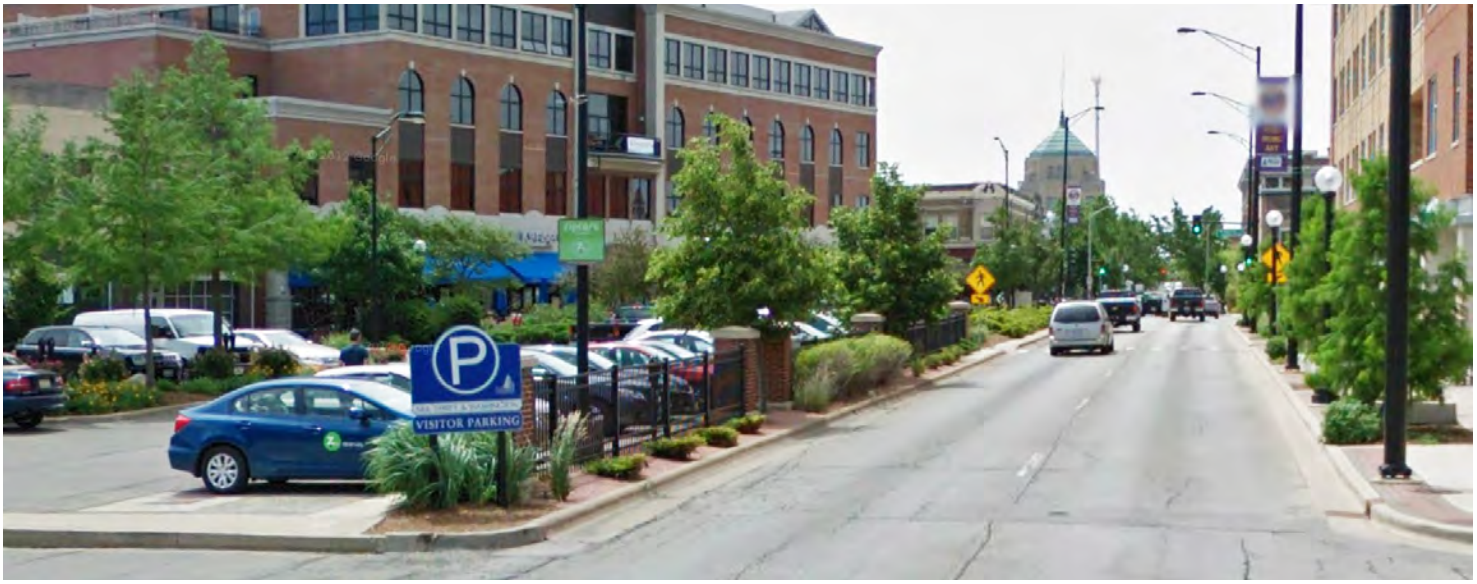
SAFE PEDESTRIAN CONNECTIONS
Provide pedestrian walkways that provide safe paths for shoppers/patrons to access their intended destinations, particularly if parking is provided at the side or rear of buildings away from entrances.

SHARED PARKING
Encourage shared parking between adjacent businesses/uses that may share customer bases or have staggered peak hours; shared parking also helps minimize paved areas/ impervious surfaces and multiple curb cuts for access points. A parking lot may also share its space for community events, such as a farmers market or festival.

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

The parking design guidelines will ensure the parking areas in Downtown Highwood are designed efficiently, integrate sustainable practices, and create an environment that respectfully considers pedestrians and bicycles, even as parking orient to cars.

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



Parking Lot Access Landscape Treatments

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

Perimeter Landscape Treatments

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

Interior Parking Lot Landscape Treatments

- Distribute parking lot islands throughout the parking area, with islands having minimum dimensions of 9 ft width and 18 ft depth.
- Ensure islands consist of a combination of canopy trees and understory shrubs or groundcovers. A standard island (9 ft x 38 ft) shall provide 2 canopy shade trees (minimum 3 inch caliper).
- Install plantings that maintain a visual clear zone between 30 inch and 7 feet height (as measured above grade).
- Install plantings that form a continuous landscape grouping within the planting bed.
- Install landscape plantings that are salt and urban tolerant species.
- Provide proper irrigation and drainage for landscaped islands, which should have an easy-to-manage irrigation method or water access within 100 ft of all parking lot landscaping.

PARKING AT GROUND LEVEL

Design access to parking at ground level that integrates well with the street and pedestrian experience, utilizing similar methods as depicted in the images below. Parking with access at grade level is proposed for many of the development concepts in Section 3, particularly the proposed apartment buildings on Sites 1, 6, 7, and 18 for short term sites and Sites 4, 13, and 22 for long term sites. Each of these proposed apartment buildings has first story parking at ground level, while a few buildings have an additional level of parking on the second story. With a high level of pedestrian activity around the buildings and the overall downtown area, it is imperative to design convenient access to ground level parking that also provides for safe interaction between motorists and pedestrians in an attractive, welcoming environment.

Lake Forest (IL) Example (top): The entrance to this ground level parking structure is set back from the street and sidewalk to provide a queuing area for cars entering or leaving the structure, which helps minimize conflicts with pedestrians. The setback also keeps the relatively large open parking structure entrace away from the immediate streetscape frontage along the sidewalk. Landscaping helps soften up the hardscapes of the longer setback and drive aisles.

Tennessee Example (bottom): The window treatments, including the variation of window sizes, mullions and muntins (i.e., window dividing grids), and awnings, on this parking structure create the appearance of a regular building rather than a garage. This enables the parking structure to relate more seamlessly with other buildings along the sidewalk and maintain a pedestrian-oriented streetscape, despite the auto-oriented nature of the garage.

PARKING AT GROUND LEVEL

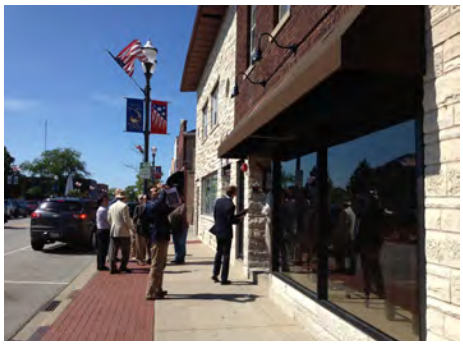
Denver (CO) Example (above): Similar to the Tennessee example, the window treatments on this ground level parking structure ensure it matches is consistent with the rest of the building and relates well to the overall streetscape. The use of large windows, mullions and muntins (i.e., window dividing grids), and awnings create the appearance of a regular building rather than a garage.

Minnesota Example (right): While the entrance to this parking structure has direct frontage along the street and sidewalk, the parking relates well to the overall streetscape by utilizing landscaping, metal window framing, signage, and building materials that relate well to adjacent buildings.

Streetscape
DESIGN GUIDELINES

OPEN SPACES
Create open spaces, such as plazas, parklets, or small open areas, within the streetscape that encourage social interaction and activity, whether planned or impromptu.

PEDESTRIAN FRIENDLY ENVIRONMENT
Create a streetscape with pedestrian-scaled amenities, adequately sized walking zones, and visual interest such as transparent storefront windows and sidewalk displays.



BUILDINGS UP TO THE STREET
Bring buildings to the sidewalk line, adhering to an established build-to line (see Architecture guidelines), to foster more intimate interaction between the buildings and pedestrians on the sidewalk.

PERMEABLE STOREFRONTS
Encourage permeable building fronts to enable storekeepers to provide window displays; open windows also allow interior light to illuminate the building's exterior and sidewalk.

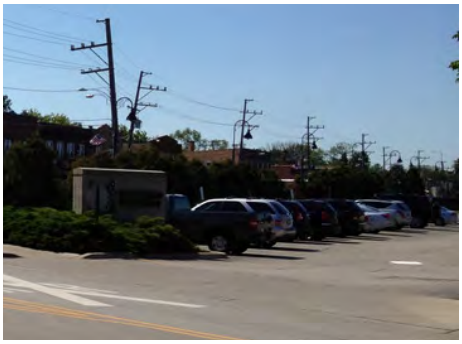
ACTIVITY ON THE SIDEWALK
Continue to support Downtown Highwood's culture of outdoor dining and sidewalk displays to enliven the streetscape with activity and provide spaces for people to share time and conversation.

DESIGN INTENT
The goal for Highwood's downtown streetscape aims to enhance the user experience by creating welcoming and attractive corridors and spaces for shoppers, diners, residents, and visitors. As the central space for events, transit, and commerce, downtown should be a place where people wish to spend time, run multiple errands, take a leisurely stroll, and meet with neighbors and friends, both planned and impromptu. In addition to creating corridors and spaces that are safe, open, and scaled specifically to pedestrians and bicyclists, the downtown streetscape should integrate elements that create a sense of place which Highwood can only claim. Downtown should be a place that Highwood residents are proud to visit, call home, and bring out-of-town friends.

The streetscape design guidelines will enable the City to further enhance the identiy and attraction of the downtown streetscape, which will help strengthen the downtown area as an inviting, memorable place at Highwood's core.

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

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



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

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

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

BIKE LANES
Provide clearly marked bike lanes, including use of sharrows, to ensure safe travel for bicyclists and sharing of the road with motorists.

MULTI-FACETED STREET LIGHTS
Continue to utilize historic street lights as a means to create an intimate streetscape feel, use banners to promote community places and events, and provide opportunities for elevated greenery.

RAILROAD CROSSINGS
Maintain safe railroad crossings for pedestrians and bicyclists with adequate means of warning as trains approach, such as flashing lights, cross bars, and pavement striping.

AMBIANT LIGHTING

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

PUBLIC ART

Explore the potential to integrate public art into the streetscape to enhance spaces with unique visual elements, encourage public appreciation of the arts, and celebrate local artists.

WAYFINDING SIGNAGE

Integrate a wayfinding signage program into the streetscape to assist pedestrians, bicyclists, and motorists with navigating the downtown area (see the Signage design guidelines for details).

TRASH & RECYCLING

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

STREET LANDSCAPING

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

RAIN GARDENS & BIOSWALES

Explore the potential to integrate rain gardens and bioswales into the parkway to manage stormwater, possibly allowing local organizations or school classes to adopt and care for rain gardens.

RAISED PLANTERS

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

LANDSCAPED SIDEWALK CORNERS

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

FAÇADE & SITE ENHANCEMENTS

The first portion of this plan focuses on development concept plans for various opportunity sites in Downtown Highwood (see Section 3). However, in conjunction with or in advance of more significant redevelopment projects, many modest improvements can be made to existing properties and buildings that will contribute to strengthening the character and vitality of Downtown Highwood.

To illustrate the range and types of improvements that can be made to existing properties and buildings in the short term, the two example enhancements provided on the right and next page were prepared for the Teddy O'Brian's site. These potential enhancements can help strengthen the visual appeal of the building, as well as improve how the outdoor seating area relates to the sidewalk.

While these enhancement ideas are specific to the Teddy O'Brian's site, many of the proposed design featuers can be applied to other properties in Downtown Highwood. In fact, improving multiple façades simultaneously could have a dramatic visual impact on the downtown streetscape.

BEFORE
Teddy O'Brian's site, as it exists today

AFTER
Teddy O'Brian's site, with new signs, larger front windows, and transparent wood door

FIGURE 6.1
STREETSCAPE DESIGN STRATEGIES

FAÇADE & SITE ENHANCEMENTS ALONG THE STREETSCAPE
Example: Teddy O'Brian's Site

TESKA

FAÇADE & SITE ENHANCEMENTS

BEFORE

Teddy O'Brian's site, as it exists today

AFTER

Teddy O'Brian's site, with an enhanced outdoor patio that provides a more open air concept, exposed lighting, and closer presence to the sidewalk

FIGURE 6.2

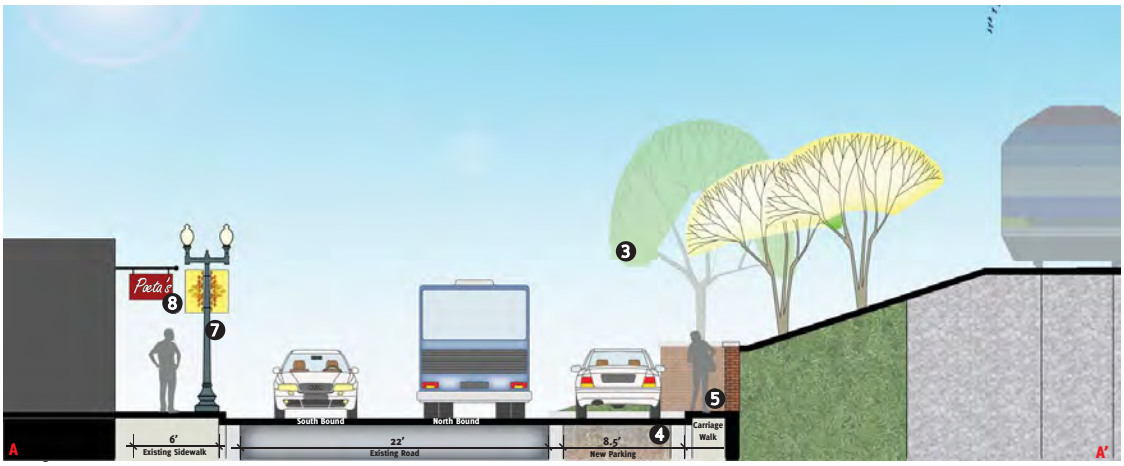
STREETSCAPE DESIGN STRATEGIES

FAÇADE & SITE ENHANCEMENTS ALONG THE STREETSCAPE

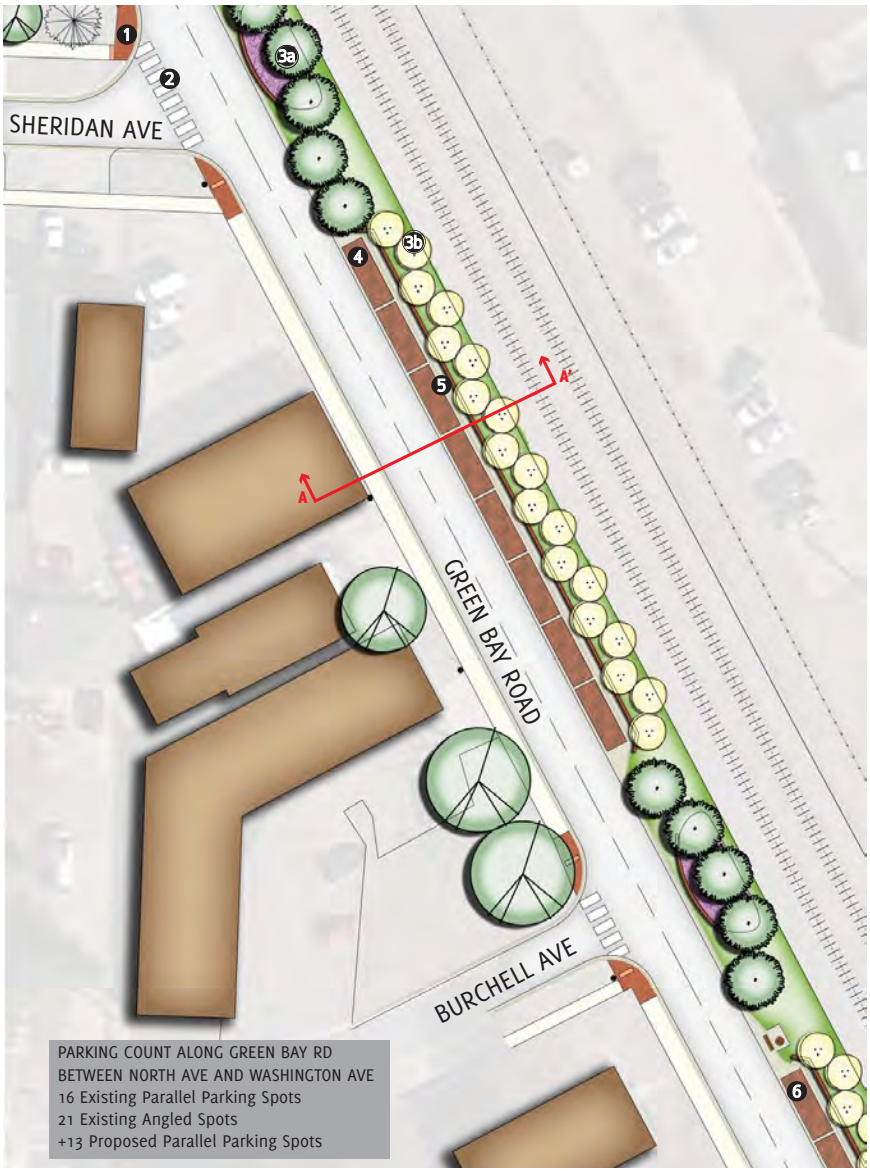
Example: Teddy O'Brian's Site

TESKA

LOW INTENSITY STREETSCAPE ENHANCEMENTS



SECTION VIEW (A)
Green Bay Road Streetscape



STREETSCAPE RECOMMENDATIONS

1. Add decorative paving and ADA truncated domes at intersection
2. Provide pedestrian crossing with painted crosswalk
3. Plant trees on slope
4. Replace two (2) existing parking spaces with eight (8) new parallel parking spaces, with permeable pavers
5. Add new curb, carriage walk, and retaining wall
6. Replace two (2) existing parking spaces with seven (7) new parallel parking spaces, with permeable pavers
7. Bury existing power lines and add new street lighting to match City standard along Sheridan/ Waukegan Rd
8. Suggest new cantilever sign for Poeta's Food Mart

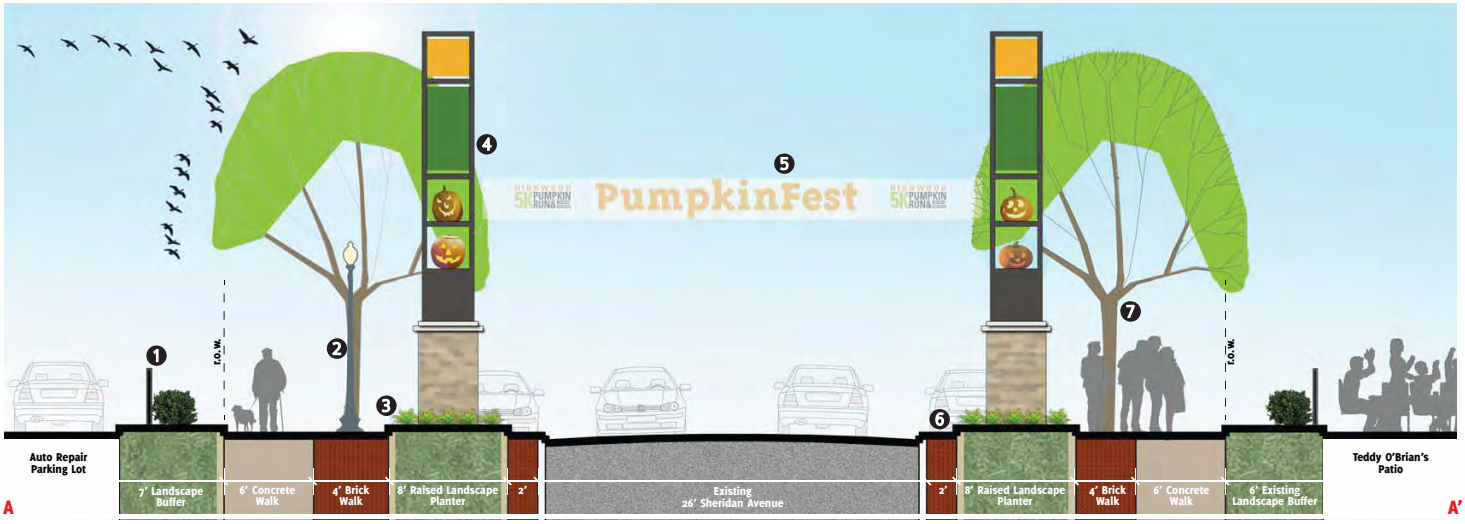
PLAN VIEW
Green Bay Road Streetscape

FIGURE 6.3
STREETSCAPE DESIGN STRATEGIES

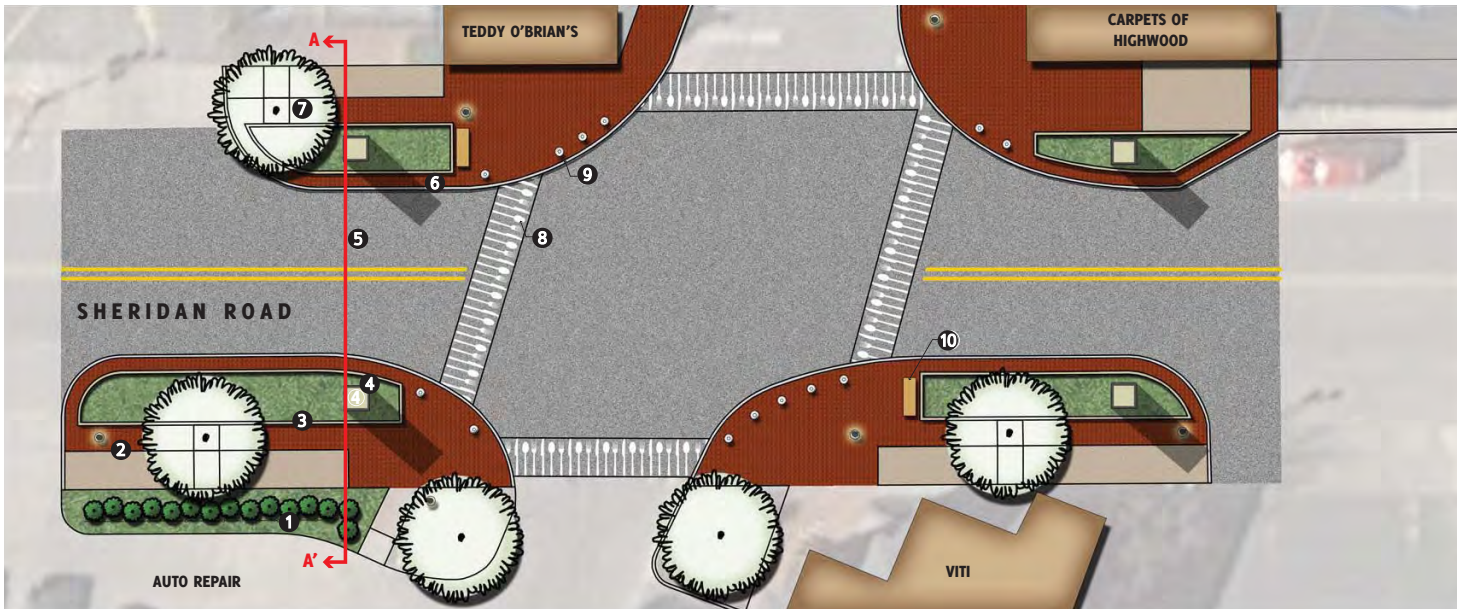
EXAMPLE: GREEN BAY RD BETWEEN SHERIDAN AVE AND BURCHELL AVE
Refer to the Urban Design Framework on pages 16-17 for applications of proposed streetscape treatments

TESKA

HIGH INTENSITY STREETSCAPE ENHANCEMENTS



SECTION VIEW (A)
Sheridan Road / Webster Avenue Streetscape



PLAN VIEW
Sheridan Road / Webster Avenue Streetscape

STREETSCAPE RECOMMENDATIONS

1. 7' landscape buffer setback to screen parking
2. Existing light (typ.)
3. Raised curb landscape planter
4. Gateway element with changeable banner spaces
5. Event banner attached to gateway
6. Brick carriage walk
7. Street tree in metal grate
8. Spoon, fork, and knife decorative crosswalk markings
9. Bollards (typ.)
10. Bench (typ.)

FIGURE 6.4

STREETSCAPE DESIGN STRATEGIES

EXAMPLE: SHERIDAN RD / WEBSTER AVE INTERSECTION

Refer to the Urban Design Framework on pages 16-17 for applications of proposed streetscape treatments

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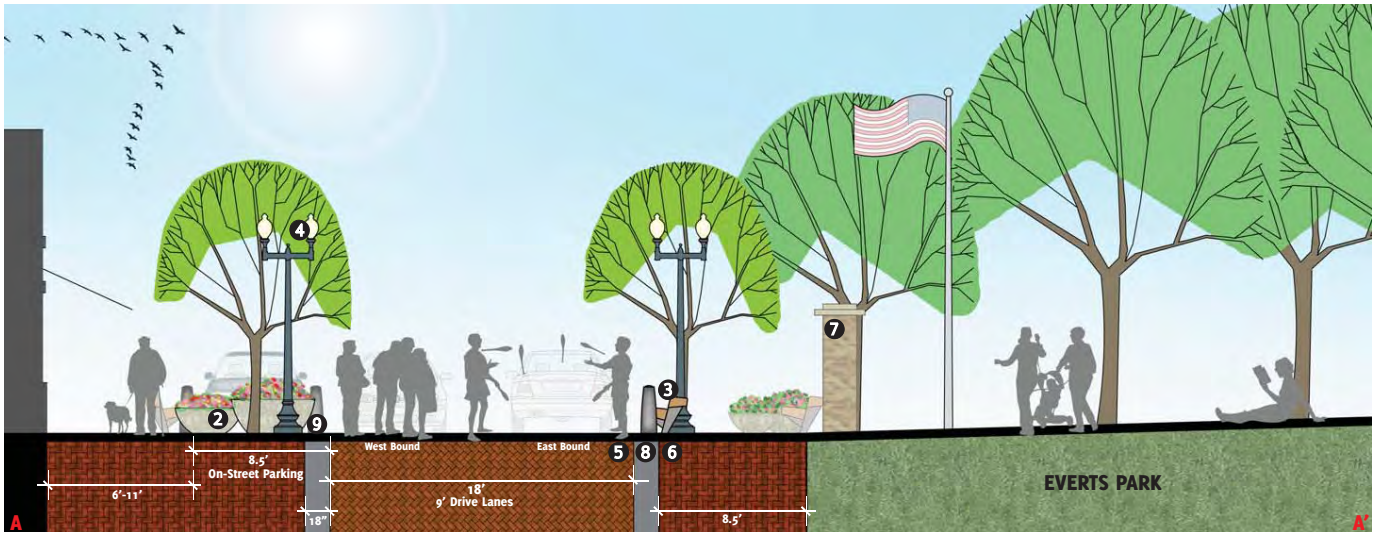
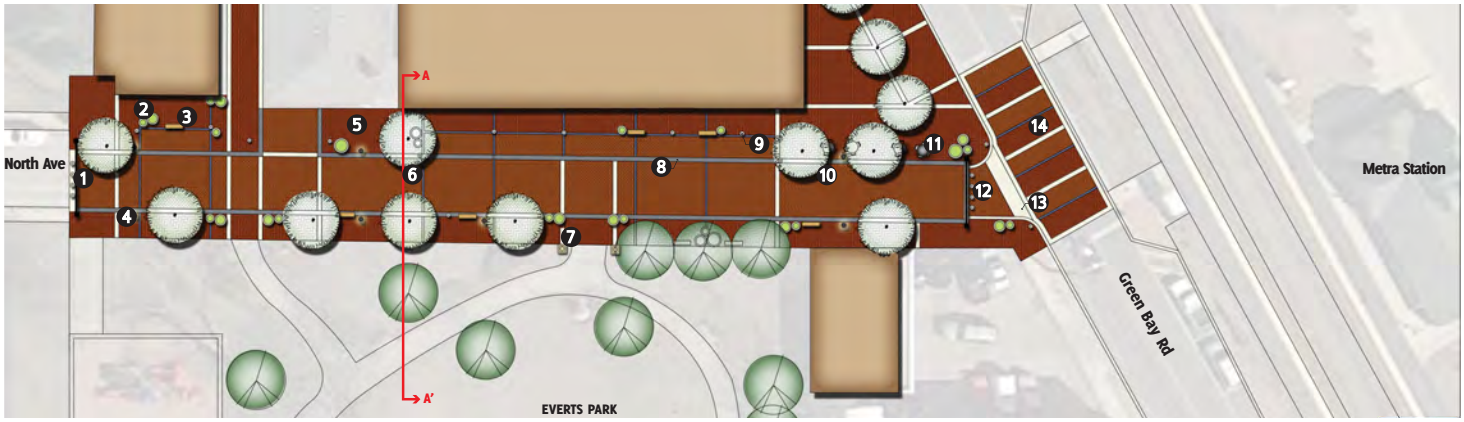
SHARED STREET CONCEPT



SECTION VIEW (A)
North Avenue Shared Street Concept



PLAN VIEW
North Avenue Shared Street Concept

STREETSCAPE RECOMMENDATIONS

1. West gateway feature with removable bollards
2. Planters (typ.)
3. Bench (typ.)
4. Street lighting to match City standard along Sheridan/Waukegan Rd
5. Pedestrian-only paving pattern
6. Vehicle access paving pattern
7. Everts Park gateway features: stone piers to match Highwood St gateway, planters, and paver banding
8. ADA truncated domes to delineate vehicle travel lanes
9. Bollards to delineate vehicle access
10. Street trees
11. Outdoor dining areas
12. East gateway feature with removable bollards
13. Transition to North Ave Woonerf (Shared Street) from Green Bay Rd
14. Paving at intersection

EXAMPLE: RIVER STREET IN BATAVIA, ILLINOIS

FIGURE 6.5
STREETSCAPE DESIGN STRATEGIES

EXAMPLE: NORTH AVE RUNNING WEST OF GREEN BAY RD AND NORTH OF EVERTS PARK
Refer to the Urban Design Framework on pages 16-17 for applications of proposed streetscape treatments

TESKA

Signage
DESIGN GUIDELINES

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

SIGN SCALE & PLACEMENT
Encourage businesses to follow similar sign scale and placement to ensure a level of uniformity without sacrificing originality, particularly for shops and restaurants within a shared building.

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

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

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

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

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

The signage design guidelines will enable the City to encourage the design and installation of signs that enhance the downtown streetscape, while achieving their intended purpose to promote businesses and help people navigate downtown.

These guidelines are also supplemented by the branding, image, and signage strategies in Section 5.

PARKING AREAS
Provide signage that directs motorists to parking lots serving downtown shops, businesses, and other uses, specifically differentiating between public, private, and commuter parking lots.

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

INFORMATION KIOSKS
Provide information kiosks on the sidewalk or within a plaza to provide helpful information or facts to visitors; kiosks can be a core element of a wayfinding signage program (see example below).

EXISTING DESIGN ELEMENTS
Build upon existing design elements -- such as the use of masonry like brick and stone (top), cantilevers (center), and diversity of colors in existing business signs (bottom) -- when designing new signage for Downtown Highwood.

SIGNAGE CONCEPTS
PRIMARY IDENTIFICATION

SEE PAGES 57-60 IN SECTION 5 (BRANDING, IMAGE & SIGNAGE STRATEGIES) FOR MORE DETAILS

Implementation results from strategic decision making that constantly focuses on a consensus goal. In the case of Downtown Highwood, that goal is realization of the brand promise, as defined in Section 5 (Branding, Image & Signage Strategies):

> Downtown Highwood will leverage its existing image as a premier Chicago North Shore destination for dining and entertainment to become a top-tier, transit oriented district known for its high quality living and working options, and renowned as a regional center for the culinary arts.
>
> **BRAND PROMISE**

SECTION 7

IMPLEMENTATION STRATEGIES

STRATEGIC OBJECTIVES

Objectives organize a strategy into manageable steps toward achieving the overall goal. They are designed to facilitate measurable progress and capitalize on the specific downtown opportunities. While some opportunities focus on the improvement of existing businesses and building on the City's core strengths, other opportunities emphasize the potential to redevelop vacant or underutilized properties, enhance the downtown streetscape, and attract new uses that support the brand promise. Other opportunities include building a brand identity, improving parking options, enhancing building façades, and providing a cohesive signage program -- all aimed at enhancing the character, visibility, and viability of Downtown Highwood.

IMPLEMENTATION ACTION PLAN

The detailed implementation action plan that follows assigns responsibilities, provides budget estimates or funding sources, and sets timeframes for tasks that enable Downtown Highwood to meet its strategic objectives and build towards the brand promise. As the City and its partners put these tasks into action, it is important to remember that, like any well planned journey, this effort can encounter detours and serendipitous opportunities; therefore, flexibility is important as long as the strategic focus stays on track.

Many of the recommendations in this action plan require minimal additional funding to complete; however, staff time is a resource that is necessary for a majority of the tasks. It is important to note that much of the work requires one-on-one conversation with property owners, and "feet on the street" business observations.

PHASING: SHORT, MID, AND LONG TERM IMPROVEMENTS

Current market conditions suggest that Downtown Highwood will continue its ongoing redevelopment through a program of continuous and incremental improvements over time. As a result, the implementation action plan provides short term recommendations (projects that can be completed within 1-3 years), as well as mid term (4-6 years) and long term (7+ years) projects that may take longer due to market conditions, property ownership, and available public and private financing.

A set of short term opportunity sites -- which are more or less ready to go in terms of being available to negotiate development deals -- are illustrated in Figure 2.2 in Section 2, with detailed development concept plans for these sites in Section 3. While the long term opportunity sites, which are depicted in Figure 2.3, may take more time to be available for redevelopment, the City can take certain ongoing steps to keep the conversation open and fluid, such as maintaining communication with property owners and building the public/private financial capacity to support new development.

LEVERAGING SHORT TERM PROJECTS

Short term projects generally have the greatest potential to establish and leverage Downtown Highwood's brand promise. However, this does not preclude pursuing other long term redevelopment opportunities that might arise in other locations. The focus on short term projects creates an opportunity to build on previous and current City redevelopment efforts. Short term progress presents new development or improvements that initially establish a clearly defined Downtown product and identity that can be leveraged to support revitalization in other locations throughout the greater downtown area.

PLANNING & ZONING
IMPLEMENTATION ACTION PLAN

One of the most important steps when implementing a plan is ensuring the City's codes, ordinances, and development review process support the development concepts and strategies outlined in the plan. If they are not supportive or provide various hurdles hindering developers and builders, then the process to break ground on new projects slows down or stops altogether. The strategic objectives below are designed to make City regulations and processes as supportive as possible.

> Ensure the City's Zoning and Subdivision Regulations and development review process are supportive of the strategies in the Downtown Projects Guidebook and promote sustainable practices
>
> **PLANNING & ZONING GOAL**

PLANNING & ZONING
OBJECTIVES

PZ1 Provide consistency between the Downtown Projects Guidebook and Highwood's Zoning and Subdivision Regulations

PZ2 Remove barriers to development to encourage new private investment activity

PZ3 Streamline the development review process to facilitate desirable projects

PZ4 Promote adherence to sustainability conservation and renewable energy principles

PZ1 // OBJECTIVE
Provide consistency between the Downtown Projects Guidebook and Highwood's Zoning and Subdivision Regulations

Task		Phasing	Partners	Resources
1	Review and update the City's zoning and subdivision regulations	Short Term	City	TIF; City; RTA; CMAP
2	Promote mixed use development by reviewing zoning bulk and height standards which might restrict desirable projects	Short Term	City	TIF; City; RTA; CMAP
3	Encourage of range of housing options in terms of type, size, and price points	Short Term	City	TIF; City; RTA; CMAP
4	Create a design guidelines manual to specify the criteria from which all new buildings and public improvements must comply, utilizing the Design Guidelines & Strategies in this document as a basis	Short Term	City	TIF; City; RTA; CMAP
5	Consider adopting a downtown form-based coding approach, overlay district, or similar approach to implement plan recommendations	Short Term	City	TIF; City; RTA; CMAP

PZ2 // OBJECTIVE
Remove barriers to development to encourage new private investment activity

Task		Phasing	Partners	Resources
1	Promote increasing residential densities in the downtown primary walkable pedestrian zone	Short Term	Private owners; investors	TIF; City business incentive programs
2	Revise zoning regulations to accommodate a mix of housing types	Short Term	City	TIF; City; RTA; CMAP
3	Adjust the Downtown Projects Guidebook as necessary in response to changing market conditions	Ongoing	City; private owners; investors	City
4	Review zoning and subdivision regulations to insure that the length of time it takes for development approvals does not discourage new projects	Short Term	City	TIF; City; RTA; CMAP

PZ3 // OBJECTIVE

Streamline the development review process to facilitate desirable projects

Task		Phasing	Partners	Resources
1	Make Highwood's development regulations easier to understand and use	Short Term	City; private owners; investors	City
2	Maintain a flexible approach to plan interpertation and redevelopment to respond to changing market conditions	Ongoing	City	City
3	Explore zoning that supports certain uses as 'by-right' or permitted, rather than the need for variances or special use permits	Short Term	City	TIF; City; RTA; CMAP
4	Review development review processes so that clarity is provided about to developers on expectations and requirements, and the review responsibilities of City boards, committees, and commissions	Short Term	City	TIF; City; RTA; CMAP

PZ4 // OBJECTIVE

Promote adherence to sustainability conservation and renewable energy principles

Task		Phasing	Partners	Resources
1	Encourage businesses to incorporate green technology, practice energy conservation, and implement green infrastructure best management practices	Ongoing	City; private owners; investors	TIF; City business incentive programs
2	Utilize LEED building standards for all new public buildings	Ongoing	City	City
3	Remove obstacles and provide incentives to allow and promote the implementation of green and energy efficient elements in private projects	Ongoing	City; private owners; investors	TIF; City business incentive programs
4	Update City codes to require higher efficiency elements, including lighting and insultation	Mid Term	City; private owners; investors	TIF; City business incentive programs
5	Require compliance with certain LEED standards as part of Planned Unit Developments	Ongoing	City	TIF; City business incentive programs
6	Development and encourage the use of solor and wind energy regulations and incentive programs, which include guidelines for setbacks, visability, solar and wind access, noice disturbance	Short Term	City	TIF; City business incentive programs

ECONOMIC DEVELOPMENT
IMPLEMENTATION ACTION PLAN

As the market assessment explained, the community of Highwood has a unique resource in its legendary restaurant and entertainment cluster. Implementing effective economic development requires both a regional perspective that recognizes Downtown Highwood's importance to this larger market area and an approach that addresses processes and programs specific to the Study area's transit oriented development potential. The narrative that follows details objectives and action steps to make the following economic development goal achievable.

> Develop a complete economy that offers local residents, employees, and enterprises an attractive vital setting for housing and profitable businesses
>
> **ECONOMIC DEVELOPMENT GOAL**

ECONOMIC DEVELOPMENT
OBJECTIVES

ED1 Fill existing vacancies

ED2 Seek redevelopment consistent with the plan

ED3 Encourage market supported development of underutilized parcels

ED4 Increase revenue to existing businesses

ED5 Encourage the development of an "Everything Food" experience in Highwood

ED6 Increase the new millenials population in Highwood

ED7 Build regional coalitions to strengthen local shopping

ED1 // OBJECTIVE
Fill existing vacancies

Task		Phasing	Partners	Resources
1	Identify recruitment targets by how they sell not what they sell by using these criteria a. Destination businesses b. Experienced operators c. High quality standards d. Match to size of available properties e. Market familiarity f. Capacity to invest g. Long term commitment	Sep '14	City	Staff time (5 hours)
2	Create recruitment collateral materials a. One page basic market & co-tenancy info (double sided) b. Primary research on unique markets c. Current list of available properties (hard copy and on web) d. Competitive positioning analysis for interested targets	Fall '14	City; consultant	Cost ($2,500); printing
3	Meet with property owners who have available sites to discuss recruitment program	Aug '14	City	1 hour per visit
4	Add Recruitment button to web site a. I was in (Town Name) b. I made a purchase at ____ (Business Name) c. The owner's name is ____ and think that store would be a great addition to Downtown Highwood d. The businesses phone number is ____ e. The businesses address is ____	Aug '14	City	Cost ($500)
5	Contact specific target businesses	Ongoing	City	1 hour per contact

ED2 // OBJECTIVE

Seek redevelopment consistent with the plan

Task		Phasing	Partners	Resources
1	Promote investment in vintage properties that create the current and long-term character of Downtown Highwood: a. Meet one on one with property owners to establish investment plan b. Explore adopting codes that have appropriate guidelines for vintage buildings c. Proactively work with property owners to address code compliance issues d. Encourage use of incentive plans (should primarily focus on helping to attract and retain tenants that maintain successful businesses and work well with the City and community)	Sep '14	City	1 hour per visit
2	Meet one on one with property owners authorized to add infill buildings a. Learn about lease conditions or restrictions on tenants b. Learn whether right approach is subdivision or current owner development c. Promote public private partnership to speed development d. Seek authorization to promote opportunity	Oct '14	City	1 hour per visit
3	Meet one on one with property owners authorized by the plan to tear down and redevelop a. Determine owner objectives for property b. Discourage lease renewals and major property investment c. Encourage opportunity marketing consistent with the economy d. Communicate frequently about tenant interest and available development incentives e. Proactively work with property owners to address code compliance issues	Oct '14	City	1 hour per visit

ED3 // OBJECTIVE

Encourage market supported development of underutilized parcels

Task		Phasing	Partners	Resources
1	Publicize this study's plans in the local trade press	Jul '14	City; PR consultant	
2	Meet with the property owners holding key parcels to determine support for preferred development	Aug '14	City	Staff time (5 hours)
3	Meet with local banks and finance businesses to determine criteria for funding redevelopment projects	Aug '14	City	Staff time (2 hours)
4	Hold a familiarity meeting with local small scale developers to detail City support programs and available financing	Sep '14	City	Cost ($1,000)
5	Provide updates to City Council every six months on property owner interest and financing opportunities	Ongoing	City	3 hours per report

ED4 // OBJECTIVE

Increase revenue to existing businesses

Task		Phasing	Partners	Resources
1	Compile a list of the City policies that could be more business friendly	Jul '14	City	Staff time (3 hours)
2	Ask businesses to identify ideal co-tenants to create a recruitment target list	Aug '14	City	Staff time (3 hours)
3	Communicate about efforts to increase daytime business and seek assistance from businesses	Sep '14	City	
4	Provide reports to city council on changes in sales volume	Annual	City	Staff time (3 hours)

ED5 // OBJECTIVE

Encourage the development of an "Everything Food" experience in Highwood

Task		Phasing	Partners	Resources
1	Discuss opportunity for a restaurant incubator where concepts can be tested under a short-term lease with vacant property owners	Aug '14	City; restaurant owners	Staff time (2 hours)
2	Work with Lake County CVB to increase and expand day trips focused on learning to cook in Highwood	Aug '14	City; Lake County CVB	Staff time (3 hours)
3	Meet with College of Lake County to learn about opportunity for a Highwood culinary school	Aug '14	City; College of Lake County	Staff (2 hours)
4	Discuss with property owners the possibility of a shared commercial kitchen for start-up food wholesaling businesses	Aug '14	City; property owners	Staff (2 hours)
5	Publicize a quarterly report on all of City's food events	Ongoing	City	3 hours each

ED6 // OBJECTIVE

Increase the new millenials population in Highwood

Task		Phasing	Partners	Resources
1	Create a brochure touting the advantages of Highwood as a place for new employees looking to live close to work	Jan '15	City; consultant	Cost ($2,500)
2	Meet with the HR departments in major eastern Lake County businesses to pitch living in Highwood and provide the brochure	Feb '15	City	Staff time (5 hours)
3	Meet with Lake Forest College to discuss off-campus housing policies and opportunities	Feb '15	City; Lake Forest College	Staff time (3 hours)
4	Meet quarterly with landlords and real estate professionals to monitor the program's success	Ongoing	City; landlords; real estate professionals	Staff time (3 hours)
5	Report semi-annually to the City Council on new residents	Ongoing	City	Staff time (3 hours)

ED7 // OBJECTIVE

Build regional coalitions to strengthen local shopping

Task		Phasing	Partners	Resources
1	Encourage Chamber of Commerce cooperation between Highland Park, Highwood and Lake Forest/ Lake Bluff	Ongoing	City (staff and elected officials)	3 hours per meeting
2	Consider a charity event (perhaps a fun run) that utilizes the close connection between Highwood and Highland Park	Late '15	Local Chambers of Commerce	Cost ($5,000 per community)
3	Host semi-annual chamber meetings to coordinate major events	Ongoing	City (staff and elected officials); local Chambers of Commerce	Cost ($500 per community)

STREETSCAPE ENHANCEMENTS
IMPLEMENTATION ACTION PLAN

The physical environment of Downtown Highwood projects the community's image. Thus, it is imperative that the streetscape supports this image, including functional needs and the ability to convey community character and image.

The streetscape supports active downtown uses, such as shops, restaurants, transit centers, open spaces, and homes, which are all interconnected via walks, available parking, well defined roadways, and crossings. Downtown Highwood is unique due to its well-attended community events and festivals. As a result, the streetscape must support the dramatic increase of pedestrians, motorists, and transit riders who are drawn to Highwood from surrounding communities.

While Highwood's streetscape is well-established in some locations, the following objectives aim to enhance and expand that image to other spaces, increasing Downtown's effectiveness as a major North Shore destination for shopping, dining, and seasonal festivals.

Create a welcoming and festive streetscape environment that celebrates the unique attributes of Downtown Highwood, supports local festivals and events, and enables clear navigation through the downtown area

STREETSCAPE ENHANCEMENTS GOAL

STREETSCAPE ENHANCEMENT
OBJECTIVES

SS1 Support Downtown Highwood's festival programming with open space improvements

SS2 Support Downtown Highwood's festival programming with streetscape improvements

SS3 Promote wayfinding and connections throughout Downtown Highwood with gateway and wayfinding signage

SS4 Continue to develop and enhance City beautification initiatives with relatively low cost improvement projects

SS1 // OBJECTIVE
Support Downtown Highwood's festival programming with open space improvements

Task		Phasing	Partners	Resources
1	Prepare and adopt open space enhancement concept plans for Everts Park, City Hall, and the Metra parking area	Mid Term	City; Metra	Staff time; costs TBD
2	Design and construct improvements to Everts Park, including enhanced park entries, pedestrian access to Green Bay Rd, events shelter, landscaped plaza, and interconnected pathways	Mid Term	City	Approximate cost: $1 million
3	Design and construct improvements to the City Hall parking and open space areas	Mid Term	City	Approximate cost: $450,000
4	Design and construct improvements to the Metra parking area	Short Term	City; Metra	Approximate cost: $250,000

SS2 // OBJECTIVE

Support Downtown Highwood's festival programming with streetscape improvements

Task		Phasing	Partners	Resources
1	Prepare and adopt streetscape enhancement concept plans for high intensity streetscapes, low intensity streetscapes, and shared streets	Short Term	City	Staff time
2	Design and construct a pilot high intensity streetscape installation at the intersection of Sheridan Rd and Webster Ave, including accent corner reconstruction, decorative paving, accent crosswalks, planter curbs, benches, gateway sign features, lighted bollards, and plantings	Short Term	City	Approximate cost: $325,000
3	Design and construct a pilot low intensity streetscape installation at the east side of Green Bay Rd between Sheridan Ave and Burchell Ave, including on street parking, reconstructed curbing, retaining wall, and plantings	Long Term	City	Approximate cost: $175,000
4	Design and construct a pilot shared street installation at North Ave between Green Bay Rd and St. James Church, including curb, sidewalk and roadway reconstruction, decorative pavers, gateway signage, planters, benches, street lighting, bollards, and landscape plantings	Short Term	City	Approximate cost: $950,000

SS3 // OBJECTIVE

Promote wayfinding and connections throughout Downtown Highwood with gateway and wayfinding signage

Task		Phasing	Partners	Resources
1	Prepare and adopt signage enhancement concept plans (TBD)	Short Term	City	Staff time
2	Design and construct gateway and wayfinding signs	Short Term	City	Staff time; costs TBD

SS4 // OBJECTIVE

Continue to develop and enhance City beautification initiatives with relatively low cost improvement projects

Task		Phasing	Partners	Resources
1	Develop and construct streetscape enhancements based on City standard streetscapes; expand to include areas along Sheridan Rd and portions of Green Bay Rd	Short Term	City	Staff time; costs TBD
2	Develop rear and side façade enhancements located at blank building walls fronting onto the railroad tracks and public rights of way	Short Term	City	Staff time; costs TBD
3	Develop short term seasonal plantings and/or rotating sculpture installations at existing circular planter curbs	Short Term	City	Staff time; costs TBD
4	Develop custom banner program	Short Term	City	Staff time; costs TBD

TRANSPORTATION IMPLEMENTATION ACTION PLAN

Downtown Highwood is truly a multimodal location, offering a range of transportation choices including walking, bicycling, commuter rail, bus, and automobile. While residents and visitors have various options, there are aspects that can be improved to provide a safe and convenient user experience that ensures people can easily navigate to, from, and around the downtown area. From pedestrian and bicycle access, Metra and Pace transit facilities, roadways, and parking, the transportation objectives are intended to achieve this safe, accessible, and connected multimodal transportation network serving Downtown Highwood.

> Provide a safe, accessible, and connected transportation network serving Downtown Highwood, regardless of whether people arrive via car, train, bus, bike, or on foot
>
> **TRANSPORTATION GOAL**

TRANSPORTATION
OBJECTIVES

TR1 Create a safe environment for pedestrians and bicyclists with convenient access and various points of connection within and beyond the downtown area

TR2 Define safer and more accessible linkages between the Metra station and the core downtown area

TR3 Explore improved Pace bus facilities and service

TR4 Improve the accessibility and circulation of cars through the downtown area with safe interaction with pedestrians and bicyclists

TR5 Improve the downtown parking system with ample supply, clear demarcation of available parking spaces, and better coordination of parking resources

TR1 // OBJECTIVE
Create a safe environment for pedestrians and bicyclists with convenient access and various points of connection within and beyond the downtown area

Task		Phasing	Partners	Resources
1	Integrate high level of pedestrian safety amenities at key downtown intersections to increase safety and comfort, such as curb bump outs, crosswalks, signage, pedestrian signals, etc	Mid Term	City	Staff time; striping ($1,000 to $1,500); ped signal ($3,500); curb bump outs (TBD)
2	Identify bicycle route extensions from the McClory Path west through the downtown area to Everts Park	Short Term	City	Staff time; signs ($150); road paint ($500)
3	Evaluate potential for car and bike sharing at the Metra station	Short Term	City; car/bike sharing groups	Staff time
4	Update ADA ramps at key points and intersections	Mid Term	City	Staff time; material costs (TBD)

TR2 // OBJECTIVE
Define safer and more accessible linkages between the Metra station and the core downtown area

Task		Phasing	Partners	Resources
1	Assess the potential for one AM peak and one PM peak stop at the Metra station in the peak direction	Mid Term	City; Metra	Staff time
2	Evaluate need for a potential pedestrian tunnel near the Metra station	Mid Term	City; Metra; UP	Staff time; approximate cost: $5 to $8 million
3	Continue to work with Metra and the UP regarding pedestrian crossing improvements at Highwood Ave	Short Term	City; Metra; UP	Staff time
4	Add wayfinding and business directory signage at the Metra station	Short Term	City; Metra; businesses	Staff time; signage costs (TBD)

TR3 // OBJECTIVE

Explore improved Pace bus facilities and service

Task		Phasing	Partners	Resources
1	Improve Route 472 service frequency to a consistent 30 minute peak and 45 minute off-peak headway	Mid Term	Pace	Staff time
2	Modify Route 472 to travel east-west along Highwood Ave instead of Walker Ave	Short Term	Pace	Staff time
3	Extend Pace Route 472 to First Str on a full-time basis, as part of the redevelopment of Site 1	Long Term	City; Pace	Staff time
4	Evaluate market potential for evening/late night transit service, either as an extension of Route 472 to 11:15 pm or a special "entertainment" shuttle connecting to restaurants, parking, and the Metra station	Mid Term	City; Pace; downtown restaurants	Staff time; market study by Pace and consultant (approximate cost: $50,000)
5	Add posted stops, bus shelters, and wayfinding signage at key locations along Sheridan Rd	Short Term	City; Pace	Bus pole ($150); shelter ($5,000); bus stop pad ($10,000)

TR4 // OBJECTIVE

Improve the accessibility and circulation of cars through the downtown area with safe interaction with pedestrians and bicyclists

Task		Phasing	Partners	Resources
1	Signalize the intersection of Sheridan Rd and First St, as part of the redevelopment of Site 1	Long Term	City	New traffic signal ($300,000)
2	Eliminate or reduce curb cuts along Sheridan Rd and Green Bay Rd to minimize auto/pedestrian conflicts	Mid Term	City; property owners	Staff time
3	Assess the potential to transform Webster Ave, Clay Ave, and/or North Ave as a "shared street" that enhances pedestrian and bicycle movements	Mid Term	City; property owners	TBD based on scope and scale
4	Evaluate improvements along Washington Ave to minimize conflicts between autos, pedestrians, and bicycles; potential to include reduction in curb cuts and sidewalks widened out to a multi-use path between Sheridan Rd and Green Bay Rd	Mid Term	City; property owners	New sidewalk ($25/LF)

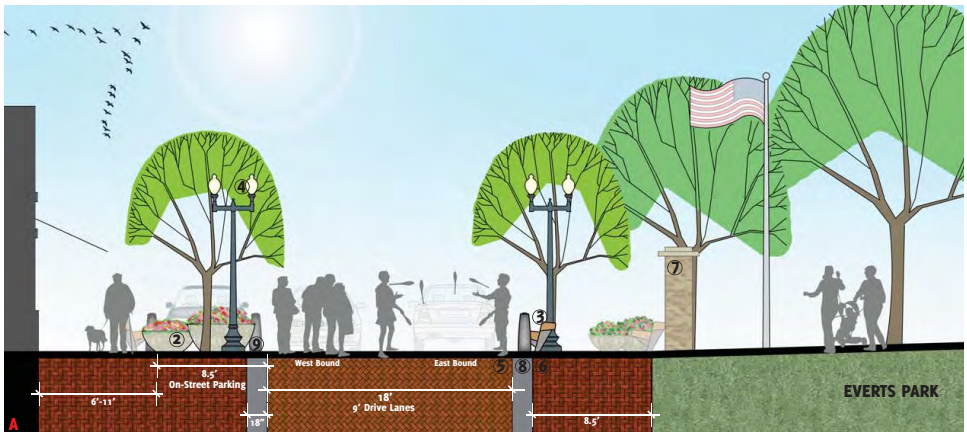
TR5 // OBJECTIVE

Improve the downtown parking system with ample supply, clear demarcation of available parking spaces, and better coordination of parking resources

Task		Phasing	Partners	Resources
1	Increase parking supply as part of redevelopment opportunities	Long Term	City; developers	Staff time
2	Extend angled public parking within the railroad right-of-way on both sides of the tracks between Highwood Ave and Washington Ave	Mid Term	City; UP	Staff time; costs (TBD)
3	Utilize signage and efficient site design to delineate parking spaces, commuter parking, and drive aisles along the east side of the railroad and along Bank Ln	Short Term	City; property owners	Staff time; signage ($150); road paint ($500)
4	Evaluate feasibility for a City-wide shared parking program by which the City takes control of parking areas in downtown and is responsible for parking lot maintenance, enhancements, and management	Short Term	City; property owners	Staff time; consultant parking study (cost: TBD)
5	Redevelop key parking areas to better accommodate festivals/events, such as the Metra and City Hall lots	Mid Term	City; Metra	Staff time

RESOURCES
FUNDING & SUPPORT RESOURCES

Multiple funding opportunities are available to support implementation of the redevelopment and improvement opportunities outlined in this projects guidebook. The following listings are intended to provide a summary of funding and support resources. Any resource listed is subject to change.



IDOT grants via the Illinois Transportation Enhancement Program (ITEP) can help fund streetscape improvement projects, such as creating the shared street concept along downtown roads such as North Avenue (depicted above), Webster Avenue, and Clay Avenue.

LOCAL MUNICIPAL RESOURCES

Municipal funding mechanisms can supplement Highwood's ability to use local revenues for potential redevelopment, TOD, and transportation improvement opportunities. These funding mechanisms can supplement the City's general revenues, capital improvement plans, and other revenue sources, such as Motor Fuel Taxes, that can be partially allocated to TOD implementation over the long term.

- ❑ A Tax Increment Financing (TIF) District is a special area designated by the City to make public improvements within the district that will help generate private-sector development. Taxes derived from increases in assessed property values (i.e. the tax increment) resulting from new development would either go into a special fund created to retire bonds issued to originate the development or leverage future growth in the TIF district.

- ❑ A Special Service Area (SSA) can be used for infrastructure, maintenance, or area management purposes in a geography defined by Highwood. Such revenues can support bonding or generate a revenue stream for specific projects for the defined geography.

- ❑ A Business District (BD) can generate additional sales tax revenue for certain purposes, similar to the eligible uses for TIF. This approach may be appropriate for commercial and mixed use areas that redevelop for retail uses.

- ❑ Public/private partnerships with a private developer can help to facilitate proposed development or extension of municipal utilities. Partnerships could be established through legal negotiations and performance standards.

- ❑ Other tools, such as tax abatements that support capital projects or sales tax rebates could be applicable.

TRANSPORTATION RESOURCES

Funding for transportation related implementation work is available from federal, state, and regional sources.

- ❑ The Illinois Transportation Enhancement Program (ITEP), administered by the Illinois Department of Transportation's (IDOT), is a reimbursement program for local governments applying for federal transportation funding. ITEP provides assistance to support local communities achieve their transportation initiatives and expand travel choices. The program also supports broader aesthetic, cultural, and environmental aspects of transportation infrastructure. ITEP is comprised of 12 categories of eligible funding, including mitigation for roadway run-off and pedestrian and bicycle facilities.

- ❑ Congestion, Mitigation and Air Quality (CMAQ) Improvement funding is available via the Federal Highway Administration (FHA) and IDOT. This program is intended to reduce traffic congestion, improve air quality, improve intersections, and increase and enhance multiple travel options, such as biking and walking. These funds are available locally through the Chicago Metropolitan Agency for Planning (CMAP).

- ❑ The RTA offers a few funding programs to support communities in implementing their TOD plans:

  - » The Community Planning Program provides planning funds including TOD, station area, and corridor planning. Funds are also available to assist the implementation of previously completed plans for things such

as zoning code updates, developer panels, etc.

» Access to Transit assists with small scale infrastructure improvements that improve access to a transit station or stop.

» Innovation, Coordination and Enhancement (ICE) funds assist with enhancing the delivery of transportation and service. This is frequently a technology project but not always.

» The Enhanced Mobility of Seniors and Individuals with Disabilities Program funds projects to remove barriers to transportation.

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

❑ The Active Transportation Alliance provides support services for local governments on bicycle and pedestrian programs and issues.

❑ Surface Transportation Program (STP) provides flexible funding that is used by states and localities on any Federal-aid highway, bridge projects on any public road, transit capital projects, and bus terminals and facilities. The federal share for the program generally is 80%. Each of the region's 11 Councils of Mayors are allocated STP funding on the basis of population. Each Council oversees the planning and programming of these STP funds within their own region, and has developed their own set of project selection guidelines. The Lake County Municipal League is the lead agency for programming STP funds in the region serving Highwood. All selected projects must be submitted to CMAP for inclusion in the region's Transportation Improvement Program (TIP).

TIGER grants are available to assist communities with transit improvement projects, including investing in transportation infrastructure, road realignments, and passenger rail projects. CMAQ, STP, and PBS are a few other funding sources supporting transportation infrastructure.

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

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

COMMUNITY & ECONOMIC DEVELOPMENT RESOURCES

Taking the place of the soon-to-be abolished Department of Commerce and Economic Opportunity (DCEO), the Illinois Economic Development Authority (IEDA) provides multiple grants and loans to local government for economic and community development purposes. Other state agencies and authorities have certain programs that could support project implementation.

- ❑ The Business Development Public Infrastructure Program provides a grant to local governments to improve infrastructure related to projects that directly create jobs.

- ❑ Other DCEO/IEDA programs provide affordable, low interest financing for public infrastructure improvements for economic development purposes.

- ❑ DCEO/IEDA assistance in the form of participation loans is available to community and economic development corporations to serve small businesses within their defined areas.

- ❑ The Illinois Finance Authority (IFA) is a self-financed, state authority with multiple programs for local governments (among other entities). IFA can assist with bond issuance, provide low cost loans, facilitate tax credits, and supply investment capital to encourage economic growth statewide.

- ❑ The Illinois Housing Development Authority (IHDA) offers certain similarly structured programs for multi-family housing development. With different multi-family residential options outlined in the redevelopment concepts for Highwood, IHDA programs could be partnered with private developers.

- ❑ As plan implementation proceeds, DCEO/IEDA, through the Illinois Bureau of Tourism, provides grants to municipal and county governments and local non-profits to market local attractions to increase hotel/motel tax revenues.

- ❑ DCEO/IEDA tourism grants are also available to private sector applicants, working with local government, to attract and host events in Illinois that provide direct and indirect economic impact.

The U.S. Environmental Protection Agency (USEPA) offers funding resources that support redevelopment of sites that may be classified as brownfields or in need of environmental cleanup. While the environmental status of sites in Downtown Highwood are not presently known, the availability of environmental funding is a benefit.

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

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

  - » Assessment grants provide funding for brownfields inventories, planning, environmental assessments, cleanup planning, and community outreach.

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

- ❑ Under the Illinois Green Infrastructure Grant program, grants are available to implement green infrastructure for stormwater management. There are three program categories: combined sewer overflow rehabilitation, stormwater retention and infiltration, and green infrastructure small projects.

- ❑ Through its Local Technical Assistance (LTA) Program, CMAP offers technical assistance to advance the implementation of the GO TO 2040 Plan. The program is primarily focused on assistance with a small amount of grant funding available. Typical projects include local comprehensive plans, zoning ordinance updates, subarea plans, and projects related to sustainability and the natural environment.

SPECIFIC PURPOSE RESOURCES

Two state departments, the Illinois Department of Natural Resources (DNR) and the Illinois Environmental Protection Agency (IEPA), provide multiple programs for specific purposes to local governments.

- ❑ IEPA provides technical assistance and funding support, depending upon the issue. IEPA has programs intended to protect watersheds and water quality near developments and roadways utilizing federal Clean Water funds. Municipal govern-

ments can also apply for revolving low interest loans for new wastewater facilities, collection systems, and sewers. Upgrades are eligible, too.

- ❑ IEPA offers programs to improve energy efficiency.

- ❑ DNR has programs for bike and recreational path development or renovation.

  - » The Illinois Bicycle Path Grant is a reimbursement program for multiple bike path development activities, including land acquisition, path development and renovation, and the development of support facilities.

  - » The Recreational Trails program funds land acquisition, trail construction, and trail renovation for recreational paths/trails that can be used by multiple users.

  - » Open Space Lands Acquisition and Development (OSLAD) assists local government agencies in the acquisition and development of land for public parks and open space. This program has been used to fund bicycle/multi-use trail development.

The Illinois Department of Natural Resources (DNR) provides funding that support the construction or renovation of bike and recreational paths, which will be of great value to the City as it explores expansion of the local pathway network serving Downtown Highwood.

The OSLAD program is state financed and grants of up to 50% may be obtained. Acquisition grants are limited to $750,000 and park development grants are limited to $400,000.

- ❑ DNR has additional programs dedicated to open space preservation and land and water conservation.

PRIVATE & FOUNDATION RESOURCES

Certain regional and community foundations, private sector entities, and individuals may provide grants to support economic development, environmental, and land use activities or study.

- ❑ Potential grantors may be identified through the Donors Forum of Chicago.

- ❑ Local citizens or businesses may also provide a donation or series of donations to fund a specific local public improvement project. These projects can include funding for subsequent studies, or physical improvements and their maintenance. These activities are usually conducted under the auspices of a local public charity and may be subject to written commitment.

APPENDIX

SITE 1 // OPTION A
HOTEL MORAINE SITE

Located at the northern entry point into Downtown Highwood, the vacant Hotel Moraine site does not presently provide an attractive welcome to the City's core. Any redevelopment of this site will require site design that relates well to Sheridan Road and creates an image that notifies visitors that they are about to enter into a special place. In terms of potential reuse of the site, Option A for Site 1 indicates the potential for a grocery store, which would be a welcome addition to the community, as well as a restaurant and bank with a drive thru.

For Option A, grocery store anchors pay lower rents because they bring the customers that cause other shopping center tenants to pay higher rents. This site is too small to offer enough higher rent space to offset the lower anchor rent. Additionally the space constraint limits the anchor to a much smaller store that is being built by new Chicago market entrants such as Mariano's whose new stores are approximately 80,000 sq ft. A larger store also provides significantly more annual City revenue for financial partnerships to share in a manner that significantly improves the contribution to land costs. The cost of demolishing the Hotel Moraine and the purchase price of the land means that the financial incentives necessary to build this concept could exceed $5 million.

As the parking analysis indicates below, the proposed mixed use development will generate a total parking demand of 154 spaces. An opportunity for shared parking yields a reduction of 15% in parking demand, or 23 less spaces needed, reducing the parking demand to 131 spaces. With the concept proposing 159 spaces, there is a overall parking surplus of 28 spaces. The parking surplus indicates that the extra space could be landbanked for future parking needs, reallocated to accommodate additional open space or common areas for the apartments, or constructed for additional on-site detention (Note: Prior to determining parking yield, the site assumes 15% of the total land area will be used for detention).

NORTHERN DOWNTOWN GATEWAY

SITE DATA

Site Area	167,294 sq ft (3.84 acres)
# of Parcels	2 parcels
# of Buildings	1 building
Existing Zoning	PUD
Proposed Zoning	PUD
Existing Use(s)	Hotel Moraine (vacant)
Proposed Use(s)	Option A: Grocery store (30,000 sq ft); drive thru bank (3,000 sq ft); restaurant (5,000 sq ft); all uses are 1-story

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	CONSTRUCTION & PARKING COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%	ANNUAL SALES TAXES
Grocery Store	30,000 sq ft	110	$5,053,000	$3,272,727	($1,780,273)	$65,455	$90,000
Restaurant	5,000 sq ft	9	$1,789,000	$1,227,273	($561,727)	$24,545	$15,000
Bank	3,000 sq ft	20	$1,021,500	$736,364	($285,136)	$14,727	-
Total		139	$7,863,500	$5,236,364	($2,627,136)	$104,727	$105,000

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Grocery Store	4/1000 sq ft	30,000 sq ft	120	130	+10
Restaurant	5/1000 sq ft	5,000 sq ft	25	20	-5
Bank	3/1000 sq ft	3,000 sq ft	9	9	0
Shared Parking Reduction	15% of parking demand		-23	-	+23
Total			131	159	+28

SITE 1 // OPTION B
HOTEL MORAINE SITE

Located at the northern entry point into Downtown Highwood, the vacant Hotel Moraine site does not presently provide an attractive welcome to the City's core. Any redevelopment of this site will require site design that relates well to Sheridan Road and creates an image that notifies visitors that they are about to enter into a special place. In terms of potential reuse of the site, Option B proposes retail space along Sheridan Road with a pair of 7-story apartment buildings at the rear of the site, which enable people to live near stores, restaurants, and nightlife offered in Downtown Highwood. The 7-story apartment buildings would include 2 floors of structured parking with 5 stories of residential units above. The PUD that was previously approved for this site was slated for 7 stories.

If the land costs including the acreage and demolishing the hotel are approximately $3.5 million, this concept fits the market and offers additional funds to cover extraordinary demolition and creation of public spaces that enhance this gateway to the downtown. This return assumes luxury rentals where a 900 sq ft one-bedroom apartment would lease for at least $1,600 per month. The tenant would pay an additional amount for covered indoor parking. If it were determined that the market rate rent were $1,400 per month, there would not be sufficient financial return to cover extraordinary landscaping or demolition costs. Built to this luxury standard, this development could convert to condominiums when that market recovers.

As the parking analysis indicates below, the proposed mixed use development will generate a total parking demand of 218 spaces. An opportunity for shared parking yields a reduction of 10% in parking demand, or 22 less spaces needed, reducing the parking demand to 196 spaces. With the concept proposing 223 spaces, there is a overall parking surplus of 27 spaces. The parking surplus indicates that the extra space could be landbanked for future parking needs, reallocated to accommodate additional open space or common areas for the apartments, or constructed for additional on-site detention (Note: Prior to determining parking yield, the site assumes 15% of the total land area will be used for detention).

NORTHERN DOWNTOWN GATEWAY

SITE DATA

Site Area	167,294 sq ft (3.84 acres)
# of Parcels	2 parcels
# of Buildings	1 building
Existing Zoning	PUD
Proposed Zoning	PUD
Existing Use(s)	Hotel Moraine (vacant)
Proposed Use(s)	Option B: Apartments (133 units distributed on 5 stories above 2 floors of parking); retail (15,000 sq ft on 1-story)

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	GARAGE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%
Retail	15,000 sq ft	45	0	$3,205,000	$3,681,818	$476,818	$73,636
Apartments	119,700 sq ft	22	133	$25,625,000	$31,421,250	$5,796,250	$628,425
Total		67	133	$28,830,000	$35,103,068	$6,273,068	$702,061

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Retail	3/1000 sq ft	15,000 sq ft	45	50	+5
Apartments	1.3/unit	133 units	173	173	0
Shared Parking Reduction	10% of parking demand		-22	-	+22
Total			196	223	+27

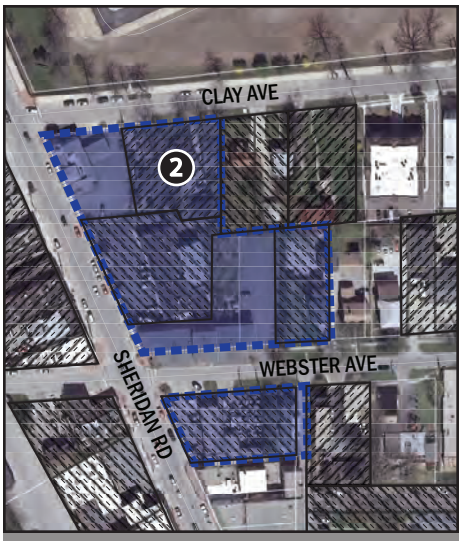
SITE 2
37,39,43 CLAY AVE

Redevelopment of Site 2 for office use would provide additional office space to create a Downtown Office District in the northeast section of Downtown Highwood, which already includes the Viti office building and Bank of Highwood Fort Sheridan. Redevelopment of Sites 5, 9, and 10 would also increase the office density in this area. Each new office building proposed for the Downtown Office District reflects the two-story height that is generally exhibited by the Viti office building and Bank of Highwood Fort Sheridan building.

Although the general office market is quite weak, this concept assumes development by a local business owner who wants to work closer to home or a medical office that capitalizes on the growing need for routine visit medical services. The contribution to land costs of $254,000 is not likely to cover acquisition of property that currently contains three homes. The parking charges to this concept would be off-site where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet.

As the parking analysis indicates below, Site 2 will only be able to accommodate 24 of the required 60 parking spaces on-site for the new office building. The remaining 36 spaces would need to be provided on another site, such as the proposed parking lots on Sites 3, 11, and 12, shared parking with an adjacent business, or on the street. The size of the office building could also be reduced to decrease the required amount of parking and increase the site area devoted to parking. Variation of the parking requirements may also be pursued as an Assessment In Lieu Of Parking Spaces, per Section 11-8-5B of the City's Zoning Code.

Despite the parking deficit for Site 2 as an individual site, Site 2 is served by Parking Subarea 3, as illustrated in Figure 4.1 on page 39, which indicates that multiple sites within this parking subarea may share on- and off-street parking facilities. The parking assessment table for Parking Subarea 3 on page 40 indicates that the subarea has an overall parking surplus of 102 spaces, which is more than adequate to overcome the parking deficit for Site 2.



DOWNTOWN OFFICE DISTRICT

SITE DATA

Site Area	18,377 sq ft (0.42 acres)
# of Parcels	3 parcels
# of Buildings	4 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Single family houses (2); multi-unit house apartment conversion
Proposed Use(s)	Office (20,000 sq ft; 2-story building w/ 10,000 sq ft on each story)

FINANCIAL FEASIBILITY ANALYSIS

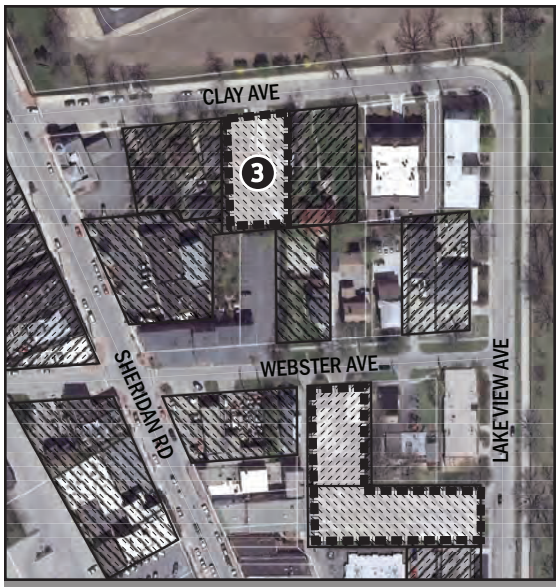
Use: Office	20,000 sq ft
Parking: Surface	60 spaces
Total Cost	$4,655,000
Total Value	$4,909,091
Contribution to Land Cost	$254,091
Annual Property Taxes @ 2%	$98,182

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	20,000 sq ft	60	24	-36
Total			60	24	-36

SITE 3
33,35 CLAY AVE

Site 3 will accommodate new parking opportunities for Downtown Highwood, with 49 spaces on a surface lot. The parking would primarily serve the new office uses proposed for Sites 2, 5, 9, and 10. The proposed residential units on Sites 4, 6, and 13 may also access the new parking lot on Site 3, possibly for visitor parking. Other downtown uses may also utilize the new parking lot.



DOWNTOWN PARKING

SITE DATA

Site Area	16,986 sq ft (0.39 acres)
# of Parcels	2 parcels
# of Buildings	3 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Single family houses (2)
Proposed Use(s)	Surface parking (49 spaces)

FINANCIAL FEASIBILITY ANALYSIS

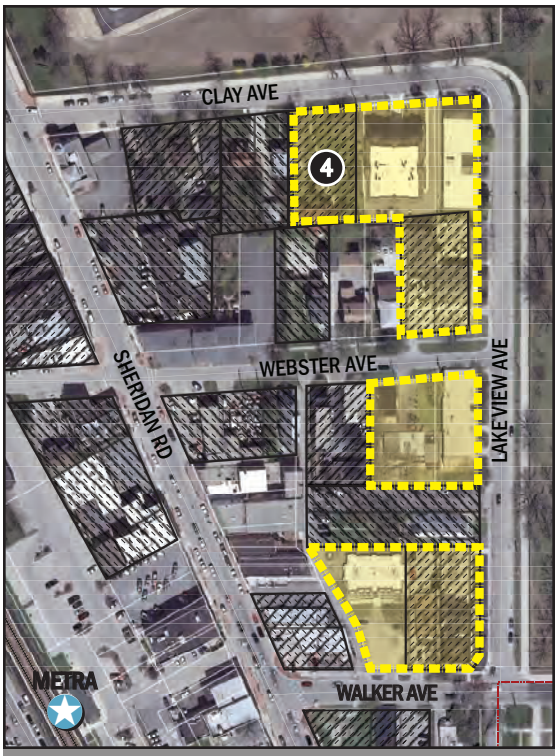
Parking Type	Surface
Number of Parking Spaces	49 spaces
Land Purchase Price	$292,454
Value of Structures to be Demolished	$300,000
Parking Construction Costs	$294,000
Initial Lot Cost	$886,454

SITE 4
25 CLAY AVE

An enclave of apartments has built up along Clay Avenue and Lake View Avenue at the far northeast corner of the core downtown area. A new apartment building is proposed on Site 4, as well as two other apartment buildings proposed on Sites 6 and 13, which will increase the stock of rental units. The financial feasibility analysis below assumes a luxury rental market. The growth of the Apartment Enclave could entice office employees that either work in Highwood or commute into Chicago or to major employers in the region, such as Baxter and Abbott. The apartments may also attract young adults and empty nesters transitioning to/from homeownership.

This concept where one house is replaced by a multi-family provides a market rate return under the luxury rental assumptions associated with this analysis. The $414,000 contribution to land costs would be sufficient to purchase the property if there were a willing seller. This return assumes luxury rentals where a 900 sq ft one-bedroom apartment would lease for at least $1,600 per month.

As the parking analysis for this concept indicates below, the total parking demand of 26 spaces will fit on Site 4, with no off-site parking needed. The apartment building will provide 26 spaces on the first floor.



APARTMENT ENCLAVE

SITE DATA

Site Area	17,120 sq ft (0.39 acres)
# of Parcels	1 parcel
# of Buildings	1 building
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Single family house
Proposed Use(s)	Apartments (20 units distributed on 3 stories above 1 floor of parking)

FINANCIAL FEASIBILITY ANALYSIS

Use: Residential	18,000 sq ft
Parking: Structure (Garage)	26 spaces
Total Cost	$4,311,000
Total Value	$4,725,000
Contribution to Land Cost	$414,000
Annual Property Taxes @ 2%	$94,500

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Apartments	1.3/unit	20 units	26	26	0
Total			26	26	0

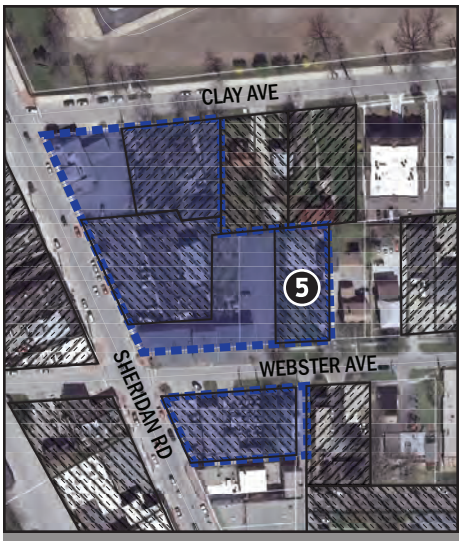
SITE 5
20 WEBSTER AVE

The proposed office building on Site 5 would add to the supply of office space in the Downtown Office District. This new office buidling would sit adjacent to the Viti office building along Webster Avenue but also provide a transition from the residential uses to the east. Redevelopment of Sites 2, 9, and 10 would also increase the office density in this area. Each new office buildings proposed for the Downtown Office District reflects the two-story height that is generally exhibited by the Viti office building and Bank of Highwood Fort Sheridan building.

Although the general office market is quite weak, this concept assumes development by a local business owner who wants to work closer to home or a medical office that capitalizes on the growing need for routine visit medical services. The parking charges to this concept would be off-site where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet. The contribution to land costs of $254,000 could cover acquisition of the single home that is currently on the property.

As the parking analysis indicates below, Site 5 will only be able to accommodate 10 of the required 60 parking spaces on-site for the new office building. The remaining 50 spaces would need to be provided on another site, such as the proposed parking lots on Sites 3, 11, and 12, shared parking with an adjacent business, or on the street. The size of the office building could also be reduced to decrease the required amount of parking and increase the site area devoted to parking. Variation of the parking requirements may also be pursued as an Assessment In Lieu Of Parking Spaces, per Section 11-8-5B of the City's Zoning Code.

Despite the parking deficit for Site 5 as an individual site, Site 5 is served by Parking Subarea 3, as illustrated in Figure 4.1 on page 39, which indicates that multiple sites within this parking subarea may share on- and off-street parking facilities. The parking assessment table for Parking Subarea 3 on page 40 indicates that the subarea has an overall parking surplus of 102 spaces, which is more than adequate to overcome the parking deficit for Site 5.



DOWNTOWN OFFICE DISTRICT

SITE DATA

Site Area	13,451 sq ft (0.31 acres)
# of Parcels	1 parcel
# of Buildings	2 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Single family house
Proposed Use(s)	Office (20,000 sq ft; 2-story building w/ 10,000 sq ft on each story)

FINANCIAL FEASIBILITY ANALYSIS

Use: Office	20,000 sq ft
Parking: Surface	60 spaces
Total Cost	$4,655,000
Total Value	$4,909,091
Contribution to Land Cost	$254,091
Annual Property Taxes @ 2%	$98,182

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	20,000 sq ft	60	10	-50
Total			60	10	-50

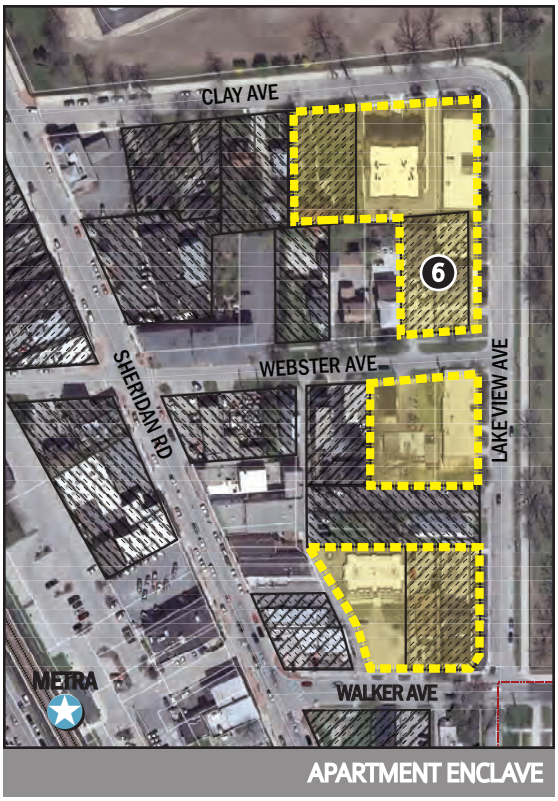
SITE 6
SHRIMP WALK SITE

Option A for Site 6 recommends establishing a food incubator to create spaces for local chefs and food entrepreneurs to test food concepts in the market before setting up a full-fledged restaurant or food brand. A more detailed description of the food incubator concept is provided on page 3. Parking is not too straight forward to determine, since some enterprises that spawn from the incubator are food trucks or food carts, which require little to no parking. Customers often seek out food trucks, so they may be more willing to find off-site parking or even travel via Metra.

Option B proposes an apartment building to add to the Apartment Enclave along Lake View Avenue. This apartment building would be sandwiched between two existing apartments, boosting the rental unit stock with luxury units. The growth of the Apartment Enclave could entice office employees that either work in Highwood or commute into Chicago or to major employers in the region, such as Baxter and Abbott. The apartments may also attract young adults and empty nesters transitioning to/from homeownership.

The contribution to land costs is not sufficient to buy this restaurant located on nearly a half-acre of land and demolish it. The upper story views of the lake from this property may make the residential units more valuable than the assumptions made for this standard analysis dictate. Higher prices would offer more money to purchase the site.

As the parking analysis for Option B indicates below, the total parking demand of 26 spaces will fit on Site 6, with no off-site parking needed. The apartment building will provide 26 spaces on the first floor.



SITE DATA

Site Area	17,352 sq ft (0.40 acres)
# of Parcels	2 parcels
# of Buildings	1 building
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Shrimp Walk (vacant)
Proposed Use(s)	Option A: Potential site for temporary food incubator to accommodate micro restaurant enterprises (see page 3 for more details)
	Option B: Apartments (20 units distributed on 3 stories above 1 floor of parking)

FINANCIAL FEASIBILITY ANALYSIS (OPTION B)

Use: Residential	18,000 sq ft
Parking: Structure (Garage)	26 spaces
Total Cost	$4,311,000
Total Value	$4,725,000
Contribution to Land Cost	$414,000
Annual Property Taxes @ 2%	$94,500

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Apartments	1.3/unit	20 units	26	26	0
Total			26	26	0

SITE 7
SHERIDAN & WEBSTER NORTHWEST

At this site there are operating businesses that must be bought-out and/or relocated to make redevelopment possible. This is a complex problem because there are multiple owners who will all seek the highest value. Assembling this property will be time consuming and involve costs that exceed the market values used in this analysis. Using just the standard assumptions of this analysis property acquisition and preparation is estimated at $6 million.

This return assumes luxury rentals where a 900 square foot one bedroom apartment would lease for at least $1,600 per month. The tenant would pay an additional amount for covered indoor parking.

The surface parking for the retail space provided in this concept would be offsite where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet.

Built to this luxury standard, this development could convert to condominiums when that market recovers.

As the parking analysis for this concept indicates below, the total parking demand of 76 spaces will fit on Site 7, with no off-site parking needed. The apartment building will provide 40 spaces on the first floor, with the office providing its 36 parking spaces on a surface lot.

DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	108,098 sq ft (2.48 acres)
# of Parcels	13 parcels
# of Buildings	5 buildings
Existing Zoning	B-1; B-2; R-2
Proposed Zoning	B-1
Existing Use(s)	Skokie Valley Laundry; multiple businesses, including former motel, offices, Dori's Bridal, and Traycee Services; Carpets of Highwood; laundromat; apartments
Proposed Use(s)	Retail (12,000 sq ft on 1-story); office (12,000 sq ft on 1-story); two apartment buildings (40 units distributed on 3 stories above 1 floor of parking)

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	GARAGE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%
Retail	12,000 sq ft	36	0	$1,756,500	$2,945,455	$1,188,955	$58,909
Apartments	36,000 sq ft	0	40	$7,373,000	$9,450,000	$2,077,000	$189,000
Total		36	40	$9,129,500	$12,395,455	$3,265,955	$247,909

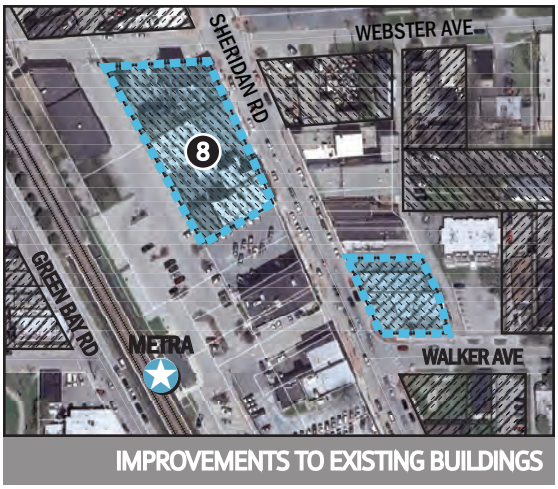
PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	12,000 sq ft	36	36	0
Apartments	1.0/unit	40 units	40	40	0
Total			76	76	0

SITE 8
SHERIDAN & WEBSTER SOUTHWEST

This concept recommends making improvements to the existing properties. Significant improvement could cost between $10 and $50 per square foot. Using a 50% cost sharing grant program, the City contribution to this program could be $200,000. The result would be space that could generate additional sales taxes and enhance the appearance of Downtown Highwood.

Improvements to existing buildings will have no impact on the existing amount of on-site parking available.



IMPROVEMENTS TO EXISTING BUILDINGS

SITE DATA

Site Area	33,981 sq ft (0.78 acres)
# of Parcels	4 parcels
# of Buildings	3 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Teddy O'Brian's pub; multiple businesses, including Joan Barry Hair Designers, William H. Ltd Jewelers, vacant offices, and outdoor plant sales; offices
Proposed Use(s)	Improvements to existing buildings; potential reuse of existing tenant spaces

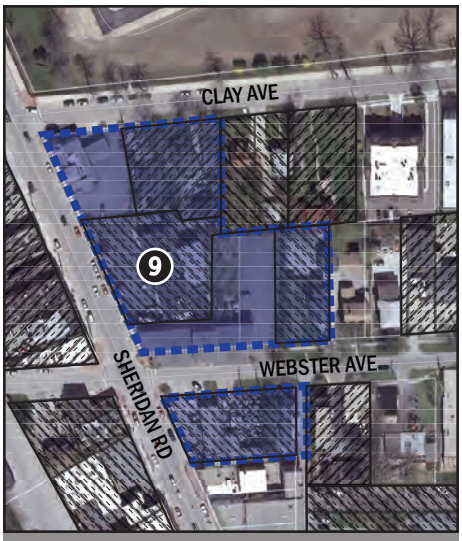
SITE 9
LA UNION SUPER MARKET RETAIL CENTER

Site 9 is proposed for a new office use that would provide additional office space to further enhance the Downtown Office District in the northeast section of Downtown Highwood. Sites 2, 5, and 10 are also proposed for office redevelopment. Each new office building proposed for the Downtown Office District reflects the two-story height that is generally exhibited by the Viti office building and Bank of Highwood Fort Sheridan building.

The contribution to land costs is not sufficient to buy this property that contains operating businesses. The owner's price must replace the income generated by those businesses. Additionally, current tenants have leases of varying lengths that must be bought out before the existing building can be demolished. Each owner will seek the highest value possible. Using just the standard assumptions of this analysis property acquisition and preparation is estimated at $1.5 million. Assembling a property with multiple tenants is time-consuming. Although the general office market is quite weak, this concept assumes development by either a local business owner who wants to work closer to home or a medical office that capitalizes on the growing need for routine visit medical services. The surface parking for this concept would be off-site where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet.

As the parking analysis indicates below, Site 9 will only be able to accommodate 46 of the required 54 parking spaces on-site for the new office building. The remaining 8 spaces would need to be provided on another site, such as the proposed parking lots on Sites 3, 11, and 12, shared parking with an adjacent business, or on the street. The size of the office building could also be reduced to decrease the required amount of parking and increase the site area devoted to parking. Variation of the parking requirements may also be pursued as an Assessment In Lieu Of Parking Spaces, per Section 11-8-5B of the City's Zoning Code.

Despite the parking deficit for Site 9 as an individual site, Site 9 is served by Parking Subarea 3, as illustrated in Figure 4.1 on pages 30 and 39, which indicates that multiple sites within this parking subarea may share on- and off-street parking facilities. The parking assessment table for Parking Subarea 3 on page 40 indicates that the subarea has an overall parking surplus of 102 spaces, which is more than adequate to overcome the parking deficit for Site 9.



DOWNTOWN OFFICE DISTRICT

SITE DATA

Site Area	25,198 sq ft (0.58 acres)
# of Parcels	1 parcel
# of Buildings	1 building
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Retail strip center, including La Union Super Market, Jerry's Liquors, and DS Coffee Shop
Proposed Use(s)	Office (18,000 sq ft; 2-story building w/ 9,000 sq ft on each story)

FINANCIAL FEASIBILITY ANALYSIS

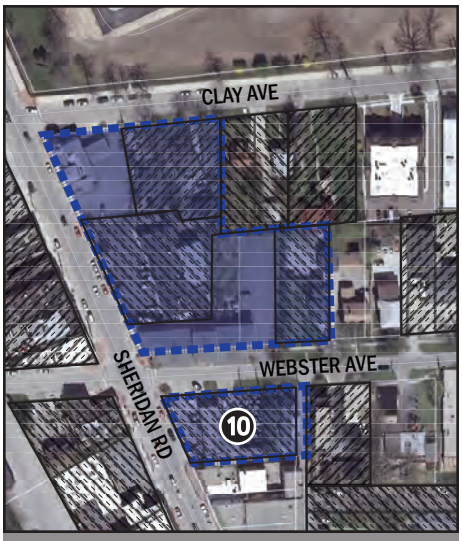
Use: Office	18,000 sq ft
Parking: Surface	54 spaces
Total Cost	$4,213,500
Total Value	$4,418,182
Contribution to Land Cost	$204,682
Annual Property Taxes @ 2%	$88,364

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	18,000 sq ft	54	46	-8
Total			54	46	-8

SITE 10
SHERIDAN & WEBSTER SOUTHEAST

Located across the street from the Viti office building, Site 10 is proposed to include a new medical office that would not only provide additional office space to further enhance the Downtown Office District, but also has the potential to provide a strong office presence at the Sheridan Road/Webster Avenue intersection. Sites 2, 5, and 9 are also proposed for office redevelopment. Each new office building proposed for the Downtown Office District reflects the two-story height that is generally exhibited by the Viti office building and Bank of Highwood Fort Sheridan building.



Although the general office market is quite weak, this concept assumes development by either a local business owner who wants to work closer to home or a medical office that capitalizes on the growing need for routine visit medical services. The contribution to land costs of $97,000 is not likely to cover acquisition of property that currently contains an automotive business and home. The surface parking for this concept would be off-site where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet.

As the parking analysis indicates below, Site 10 will only be able to accommodate 25 of the required 72 parking spaces on-site for the new office building. The remaining 47 spaces would need to be provided on another site, such as the proposed parking lots on Sites 3, 11, and 12, shared parking with an adjacent business, or on the street. The size of the office building could also be reduced to decrease the required amount of parking and increase the site area devoted to parking. Variation of the parking requirements may also be pursued as an Assessment In Lieu Of Parking Spaces, per Section 11-8-5B of the City's Zoning Code.

Despite the parking deficit for Site 10 as an individual site, Site 10 is served by Parking Subarea 3, as illustrated in Figure 4.1 on pages 30 and 39, which indicates that multiple sites within this parking subarea may share on- and off-street parking facilities. The parking assessment table for Parking Subarea 3 on page 40 indicates that the subarea has an overall parking surplus of 102 spaces, which is more than adequate to overcome the parking deficit for Site 10.

SITE DATA

Site Area	17,629 sq ft (0.40 acres)
# of Parcels	2 parcels
# of Buildings	2 buildings
Existing Zoning	B-1; R-4
Proposed Zoning	B-1
Existing Use(s)	Auto shop; single family house
Proposed Use(s)	Office (18,000 sq ft; 2-story building w/ 9,000 sq ft on each story)

FINANCIAL FEASIBILITY ANALYSIS

Use: Office (Medical)	18,000 sq ft
Parking: Surface	72 spaces
Total Cost	$4,321,500
Total Value	$4,418,182
Contribution to Land Cost	$96,682
Annual Property Taxes @ 2%	$88,364

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office (Medical)	4/1000 sq ft	18,000 sq ft	72	25	-47
Total			72	25	-47

SITE 11
17 WEBSTER AVE

Site 11 will accommodate new parking opportunities for Downtown Highwood, particularly with 40 spaces on a surface lot as a near term option (Option A) and then 76 spaces in a two-story parking structure in the more long term (Option B). The parking would serve the new office uses proposed for Sites 2, 5, 9, and 10, as well as the proposed residential units on Sites 4, 6, and 13. Other downtown uses may also utilize the new parking lot. The parking on Site 11 could also be connected with the proposed parking on Site 12 to form a larger area devoted to parking.

DOWNTOWN PARKING

SITE DATA

Site Area	13,841 sq ft (0.32 acres)	
# of Parcels	1 parcel	
# of Buildings	3 buildings	
Existing Zoning	R-4	
Proposed Zoning	R-4	
Existing Use(s)	Apartments	
Proposed Use(s)	Option A: Surface parking (40 spaces)	Option B: Two-story structured parking (76 spaces)

FINANCIAL FEASIBILITY ANALYSIS

	Option A Surface	Option B Structure
Parking Type		
Number of Parking Spaces	40 spaces	76 spaces
Land Purchase Price	$238,309	$238,309
Value of Structures to be Demolished	$810,000	$810,000
Parking Construction Costs	$240,000	$988,000
Initial Lot Cost	$1,288,309	$2,036,309

SITE 12
418 LAKE VIEW AVE

Site 12 will expand an existing surface parking lot, creating additional parking opportunities for Downtown Highwood. The expanded parking lot will provide 65 spaces. The parking would primarily serve the new office uses proposed for Sites 2, 5, 9, and 10, as well as the proposed residential units on Sites 4, 6, and 13. Other downtown uses may also utilize the new parking lot. The parking on Site 12 could also be connected with the proposed parking on Site 11 to form a larger area devoted to parking.

DOWNTOWN PARKING

SITE DATA

Site Area	22,851 sq ft (0.52 acres)
# of Parcels	2 parcels
# of Buildings	2 buildings
Existing Zoning	R-4
Proposed Zoning	R-4
Existing Use(s)	Single family house; surface parking lot
Proposed Use(s)	Expansion of existing surface parking lot (65 spaces)

FINANCIAL FEASIBILITY ANALYSIS

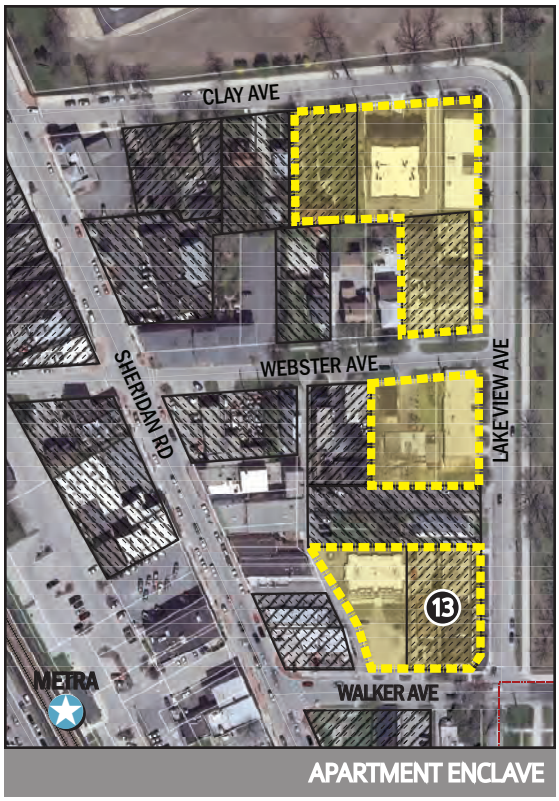
Parking Type	Surface
Number of Parking Spaces	65 spaces
Land Purchase Price	$393,433
Value of Structures to be Demolished	$150,000
Parking Construction Costs	$390,000
Initial Lot Cost	$933,433

SITE 13
LAKE VIEW & WALKER NORTHWEST

The proposed apartment building on Site 13 would help solidify the Apartment Enclave along Lake View Avenue, particularly with the existing apartment complex on the adjacent lot to the west along Walker Avenue. The new apartment building will increase the stock of rental units in the downtown area. The financial feasibility analysis below assumes a luxury rental market. The growth of the Apartment Enclave could entice office employees that either work in Highwood or commute into Chicago or to major employers in the region, such as Baxter and Abbott. The apartments may also attract young adults and empty nesters transitioning to/from homeownership.

This concept where one house is replaced by a multi-family residential building provides a market rate return under the luxury rental assumptions associated with this analysis. The $826,500 contribution to land costs would be sufficient to purchase the property if there were a willing seller.

As the parking analysis for this concept indicates below, the total parking demand of 34 spaces will fit on Site 13, with no off-site parking needed. The apartment building will provide 34 spaces on the first floor. A parking surplus of 43 additional spaces indicates that the extra space could be landbanked for future parking needs or reallocated to accommodate additional open space or common areas for the apartments.



SITE DATA

Site Area	19,500 sq ft (0.45 acres)
# of Parcels	3 parcels
# of Buildings	2 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Zanotti Tile w/ attached apartment units; multi-unit house apartment conversion
Proposed Use(s)	Apartments (26 units distributed on 3 stories above 1 floor of parking)

FINANCIAL FEASIBILITY ANALYSIS

Use: Residential	23,400 sq ft
Parking: Structure	34 spaces
Total Cost	$5,316,000
Total Value	$6,142,500
Contribution to Land Cost	$826,500
Annual Property Taxes @ 2%	$122,850

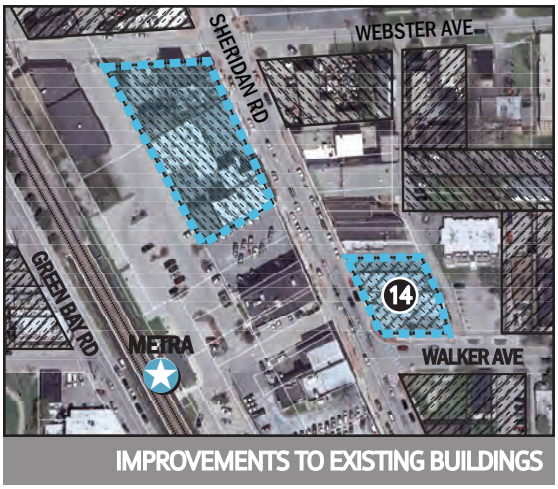
PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Apartments	1.3/unit	26 units	34	77	+43
Total			34	77	+43

SITE 14
SHERIDAN & WALKER NORTHEAST

This concept recommends making improvements to the existing properties. Significant improvement could cost between $10 and $50 per square foot. Using a 50% cost sharing grant program, the City contribution to this program could be $100,000. The result would be space that could generate additional sales taxes and enhance the appearance of Downtown Highwood.

Improvements to existing buildings will have no impact on the existing amount of on-site parking available.



IMPROVEMENTS TO EXISTING BUILDINGS

SITE DATA

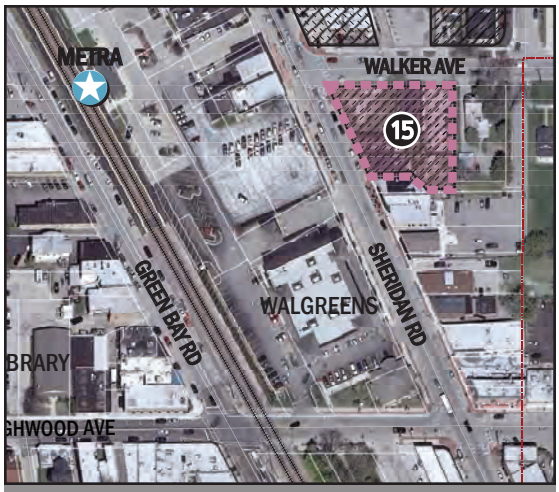
Site Area	11,865 sq ft (0.27 acres)
# of Parcels	3 parcels
# of Buildings	1 building
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	John's Auto Repair; Mi Lin Restaurant
Proposed Use(s)	Improvements to existing buildings; potential reuse of existing tenant spaces

SITE 15 // OPTION A
SHERIDAN & WALKER SOUTHEAST

Option A for Site 15 recommends mostly making improvements to the existing properties. The result would be space that could generate additional sales taxes and enhance the appearance of Downtown Highwood. There is, however, a vacant corner lot that could be developed with a restaurant in a stand-alone one-story building. Being a corner lot, the addition of a new restaurant would help enliven the vibrancy not only along Sheridan Road but also at a key downtown intersection at Walker Avenue.

Investors building restaurants have concepts with sales expectations and therefore rent expectations that exceed the standard assumptions associated with this analysis. A fine dining restaurant would need a larger space. The surface parking for this concept would be off-site where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet.

Improvements to existing buildings will have no impact on the existing amount of on-site parking available. However, as the parking analysis indicates below, the proposed restaurant will generate a total parking demand of 20 spaces. The corner lot will only be able to accommodate 5 of the required 20 parking spaces on-site for the new restaurant. The remaining 15 spaces would need to be provided on another site, such as the proposed parking lots on Sites 3, 11, 12, 16, and 17, shared parking with an adjacent business, or on the street. The size of the restaurant could also be reduced to decrease the required amount of parking and increase the site area devoted to parking. Variation of the parking requirements may also be pursued as an Assessment In Lieu Of Parking Spaces, per Section 11-8-5B of the City's Zoning Code.



DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	31,902 sq ft (0.73 acres)
# of Parcels	8 parcels
# of Buildings	3 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Apartments; corner vacant lot; retail store; Bent Fork Bakery
Proposed Use(s)	Option A: Restaurant (4,000 sq ft on 1-story) on corner vacant lot; improvements to existing buildings; potential reuse of existing tenant spaces

FINANCIAL FEASIBILITY ANALYSIS

Use: Restaurant	4,000 sq ft
Parking: Surface	20 spaces
Total Cost	$1,133,000
Total Value	$981,818
Contribution to Land Cost	($151,182)
Annual Property Taxes @ 2%	$19,636
Annual Sales Taxes	$12,000

PARKING ANALYSIS

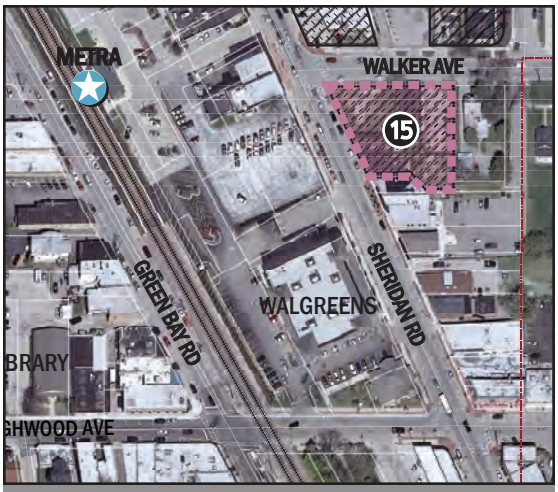
	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Restaurant	5/1000 sq ft	4,000 sq ft	20	5	-15
Total			20	5	-15

SITE 15 // OPTION B
SHERIDAN & WALKER SOUTHEAST

Option B for Site 15 recommends a complete redevelopment of the entire site, including a restaurant, retail space, and office. The result would be space that could generate additional sales taxes and enhance the appearance of Downtown Highwood. Developing the vacant corner lot as a restaurant is key, though, to help enliven the vibrancy not only along Sheridan Road but also at a key downtown intersection at Walker Avenue.

When there is only one upper story, it is very expensive because the fixed cost of elevators and other structural elements cannot be spread over enough square footage. Existing tenants would probably not relocate into a new structure because the rents would double. The contribution to land costs is not sufficient to buy this property that contains operating businesses. The owner's price must replace the income generated by those businesses. Additionally, current tenants have leases of varying lengths that must be bought out before the existing building can be demolished. Each owner will seek the highest value possible. Assembling this property could be time consuming. The surface parking for this concept would be off-site where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet.

As the parking analysis indicates below, the proposed restaurant, retail, and office will generate a total parking demand of 56 spaces. The site will only be able to accommodate 45 of the required 56 parking spaces on-site for the new restaurant, yielding an initial parking deficit of 11 spaces. However, an opportunity for shared parking yields a reduction of 15% in parking demand, or 23 less spaces needed, which eliminates the deficit. As a result, Site 15 generates a parking surplus of 12 spaces, which indicates that the extra space could be landbanked for future parking needs or reallocated to accommodate additional open space or common areas for the apartments.



DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	31,902 sq ft (0.73 acres)
# of Parcels	8 parcels
# of Buildings	3 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Apartments; corner vacant lot; retail; Bent Fork Bakery
Proposed Use(s)	Option B: Restaurant (4,000 sq ft on 1-story) on corner vacant lot; retail (8,000 sq ft) on ground level of 2-story building with office (8,000 sq ft) on second story

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%	ANNUAL SALES TAXES
Restaurant	4,000 sq ft	20	$1,133,000	$981,818	($151,182)	$19,636	$12,000
Retail	8,000 sq ft	24	$1,345,000	$1,963,636	$618,636	$39,273	$24,000
Office	8,000 sq ft	24	$2,433,500	$1,963,636	($469,864)	$39,273	-
Total		68	$4,911,500	$4,909,090	($2,410)	$98,182	$36,000

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Restaurant	5/1000 sq ft	4,000 sq ft	20	15	-5
Retail	3/1000 sq ft	4,000 sq ft	12	10	-2
Office	3/1000 sq ft	8,000 sq ft	24	20	-4
Shared Parking Reduction	15% of parking demand		-23	-	+23
Total			33	45	+12

SITE 16
CITY HALL SOUTH LOT

Site 16 is comprised of the rear (south) section of the parking lot serving City Hall and an adjacent vacant lot to the south. A three-story parking structure is proposed for this site, providing 199 parking spaces to serve downtown businesses, offices, civic uses, and community events.

SITE DATA

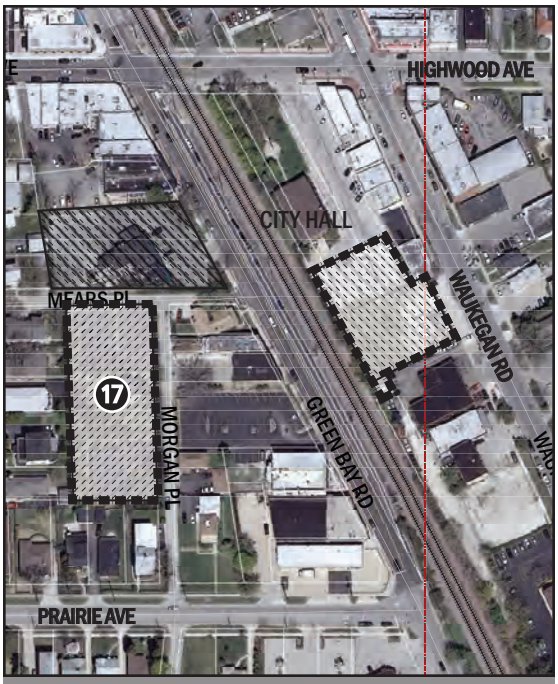
Site Area	24,235 sq ft (0.56 acres)
# of Parcels	4 parcels
# of Buildings	None
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Surface parking lot serving City Hall; vacant lot
Proposed Use(s)	Three-story structured parking (199 spaces)

FINANCIAL FEASIBILITY ANALYSIS

Parking Type	Structure
Number of Parking Spaces	199 spaces
Land Purchase Price	$417,276
Value of Structures to be Demolished	-
Parking Construction Costs	$2,587,000
Initial Lot Cost	$3,004,276

SITE 17
MORGAN PLACE WEST LOTS

An existing surface parking lot is located on the north section of Site 17. The site is also comprised of a vacant lot and a third parcel with an existing apartment building. Expansion of the existing parking lot is proposed to create larger lot that would accommodate 104 parking spaces. Located on the west side of the railroad, the expanded parking lot would serve downtown businesses, offices, civic uses, and community events. This parking lot is also situated interior to the block, with entry points served by two small interior roads: Morgan Place (connecting to Prairie Avenue) and Mears Place (connecting to Green Bay Road).



DOWNTOWN PARKING

SITE DATA

Site Area	36,300 sq ft (0.83 acres)
# of Parcels	3 parcels
# of Buildings	1 building
Existing Zoning	R-2; R-3A
Proposed Zoning	B-1
Existing Use(s)	Surface parking lot; vacant lot; condominium building[A]
Proposed Use(s)	Expansion of existing surface parking lot (104 spaces); potential use for restaurant valet services

FINANCIAL FEASIBILITY ANALYSIS

Parking Type	Surface
Number of Parking Spaces	104 spaces
Land Purchase Price	$624,998
Value of Structures to be Demolished	$417,646
Parking Construction Costs	$624,000
Initial Lot Cost	$1,666,644

[A] Redevelopment of Site 17 for an expanded surface parking lot may not necessarily require the addition of the southern parcel that presently includes a condo building. Based on the preliminary transportation assessment and evaluation of long-term parking needs, Site 17 could be redeveloped using only the two northern parcels (e.g., the existing parking lot and vacant lot). However, the proposed surface parking lot on Site 17 could be further expanded onto the condo parcel, if downtown parking demands warrant to meet the needs of businesses and community festivals.

SITE 18
BERTUCCI'S SITE

The former Bertucci's restaurant presently occupies Site 18. It is possible that the building could attract a new restaurant tenant. Longer term, though, the site holds the potential for redevelopment. In particular, a new 5,000 sq ft restaurant could be built, this time brought up to front Green Bay Road to continue the existing streetwall of other businesses along the street. At the rear of the site, an apartment building is proposed with 20 units distributed over three stories. The apartment units would be constructed over one level of parking.

Although this concept places residential development over a restaurant, that mix is very difficult mix to execute. Condominium owners fear investing in properties that could be negatively impacted by smells from the restaurants, and restaurant hours create noise when residents want quiet. The contribution to land cost is not sufficient to purchase this property and demolish the existing business for redevelopment. Although currently vacant, the price of this property will include the value of rent from an operating business.

As the parking analysis for this concept indicates below, the total parking demand of 51 spaces will fit on Site 18, with no off-site parking needed. The apartment building will provide 26 spaces on the first floor, while the restaurant will provide 25 spaces on a surface lot. An opportunity for shared parking yields a reduction of 10% in parking demand, or 5 less spaces needed. As a result, Site 18 generates a parking surplus of 5 spaces, which indicates that the extra space could be landbanked for future parking needs or reallocated to accommodate additional open space or common areas for the apartments.

DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	28,451 sq ft (0.65 acres)
# of Parcels	1 parcel
# of Buildings	1 building
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Bertucci's (vacant)
Proposed Use(s)	Restaurant along Green Bay Rd (5,000 sq ft on 1-story); apartments at rear of site (20 units distributed on 3 stories above 1 floor of parking)

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	GARAGE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%	ANNUAL SALES TAXES
Restaurant	5,000 sq ft	15	0	$1,296,500	$1,227,273	($69,227)	$24,545	$15,000
Apartments	18,000 sq ft	0	26	$4,311,000	$4,725,000	$414,000	$94,500	0
Total		15	26	$5,607,500	$5,952,273	$344,773	$119,045	$15,000

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Restaurant	5/1000 sq ft	5,000 sq ft	25	25	0
Apartments	1.3/unit	20 units	26	26	0
Shared Parking Reduction	10% of parking demand		-5	-	-
Total			46	51	+5

SITE 19
GREEN BAY SOUTHWEST

Located south of the Highwood Fire Department and Community Center, Site 19 is comprised of a group of parcels at the northwest corner of Green Bay Road and North Avenue presents the potential for redevelopment, including office and apartment uses.

The contribution to land costs is not sufficient to buy this property that contains operating businesses. The owner's price must replace the income generated by those businesses. Additionally, current tenants have leases of varying lengths that must be bought out before the existing building can be demolished. Each owner will seek the highest value possible. Assembling this property could be time consuming.

As the parking analysis for this concept indicates below, the total parking demand of 31 spaces will fit on Site 19, with no off-site parking needed. The apartment building will provide 17 spaces on the first floor, while the office building will provide 20 spaces on a surface lot. A parking surplus of 6 additional spaces indicates that the extra space could be landbanked for future parking needs or reallocated to accommodate additional open space or common areas for the apartments.

DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	30,264 sq ft (0.69 acres)
# of Parcels	8 parcels
# of Buildings	8 buildings
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Apartments; offices; multiple commercial uses; dentist office; hair salon
Proposed Use(s)	Office (6,000 sq ft) on ground level of single 3-story mixed use building; apartment units above (13 units distributed on 2 stories)

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	GARAGE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%
Office	6,000 sq ft	20	0	$1,288,000	$1,472,727	$184,727	$29,455
Apartments	11,700 sq ft	0	17	$3,147,000	$3,071,250	($75,750)	$61,425
Total		20	17	$4,435,000	$4,543,977	$108,977	$90,880

PARKING ANALYSIS

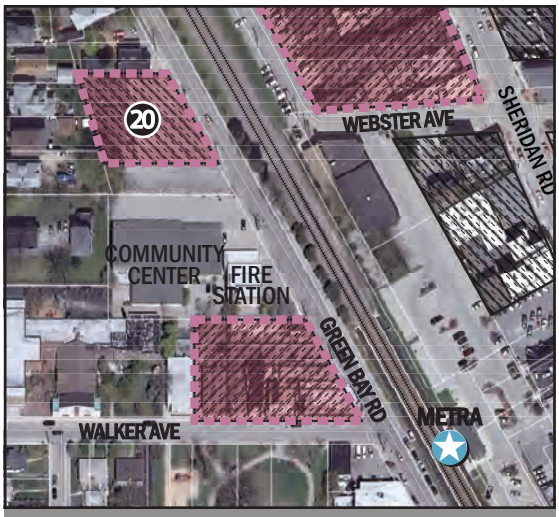
	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	6,000 sq ft	18	20	+2
Apartments	1.0/unit	13 units	13	17	+4
Total			31	37	+6

SITE 20
GREEN BAY SOUTHEAST

Located north of the Highwood Fire Department and Community Center, Site 20 presents the potential for redevelopment, including office and apartment uses.

The contribution to land cost is not sufficient to purchase this property. In essence, the concept replaces an office with upper story residential with a newer only slightly denser version of the same product. Although the newer property would command higher rents and therefore have a higher value, there is not enough added density to overcome the property acquisition and demolition costs.

As the parking analysis for this concept indicates below, the total parking demand of 31 spaces will fit on Site 20, with no off-site parking needed. The apartment building will provide 17 spaces on the first floor, while the office building will provide 20 spaces on a surface lot. A parking surplus of 6 additional spaces indicates that the extra space could be landbanked for future parking needs or reallocated to accommodate additional open space or common areas for the apartments.



DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	20,214 sq ft (0.46 acres)
# of Parcels	1 parcel
# of Buildings	1 building
Existing Zoning	B-1
Proposed Zoning	B-1
Existing Use(s)	Commercial use
Proposed Use(s)	Office (6,000 sq ft) on ground level of single 3-story mixed use building; apartment units above (13 units distributed on 2 stories)

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	GARAGE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%
Office	6,000 sq ft	20	0	$1,288,000	$1,472,727	$184,727	$29,455
Apartments	11,700 sq ft	0	17	$3,147,000	$3,071,250	($75,750)	$61,425
Total		20	17	$4,435,000	$4,543,977	$108,977	$90,880

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	6,000 sq ft	18	20	+2
Apartments	1.0/unit	13 units	13	17	+4
Total			31	37	+6

SITE 21
PUBLIC WORKS SITE

With the potential to relocate the City's present Public Works site, Site 21 could redevelop to include office and apartment uses. The cost for the property essentially is the cost of moving the public works uses and demolishing the structure currently on this site. If those costs are less than the contribution to land cost, this redevelopment can proceed.

As the parking analysis indicates below, the proposed redevelopment will generate a total parking demand of 41 spaces. The site will only be able to accommodate 17 of the required 41 parking spaces on-site for the new restaurant. yielding a parking deficit of 24 spaces.

Site 21 is served by Parking Subarea 2, as illustrated in Figure 4.1 on pages 30 and 37, which indicates that multiple sites within this parking subarea may share on- and off-street parking facilities. Despite the potential for shared parking facilities, the parking assessment table for Parking Subarea 2 on page 38 indicates that the subarea has an overall parking deficit of 24 spaces, which does not resolve the parking deficit for Site 21.

As a result, users of the new office and apartment uses may need to find alternate parking means, such as on-street parking, shared parking with an adjacent business, off-street parking around the Metra station, or the proposed parking on Site 3 (long term concept). In addition, reconfiguration of the parking along the railroad right-of-way and Bank Lane may also yield additional parking spaces. The size of the office or apartment buildings could also be reduced to decrease the required amount of parking and increase the site area devoted to parking. Variation of the parking requirements may also be pursued as an Assessment In Lieu Of Parking Spaces, per Section 11-8-5B of the City's Zoning Code.

DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	34,520 sq ft (0.79 acres)
# of Parcels	5 parcels
# of Buildings	1 building
Existing Zoning	B-2
Proposed Zoning	B-2
Existing Use(s)	Public Works site; vacant lot
Proposed Use(s)	Office (8,000 sq ft) on ground level of single 3-story mixed use building; apartment units above (17 units distributed on 2 stories)

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	GARAGE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%
Office	8,000 sq ft	27	0	$1,627,500	$1,963,636	$336,136	$39,273
Apartments	15,300 sq ft	0	23	$3,830,500	$4,016,250	$185,750	$80,325
Total		27	23	$5,458,000	$5,979,886	$521,886	$119,598

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	8,000 sq ft	24	10	-14
Apartments	1.0/unit	17 units	17	7	-10
Total			41	17	-24

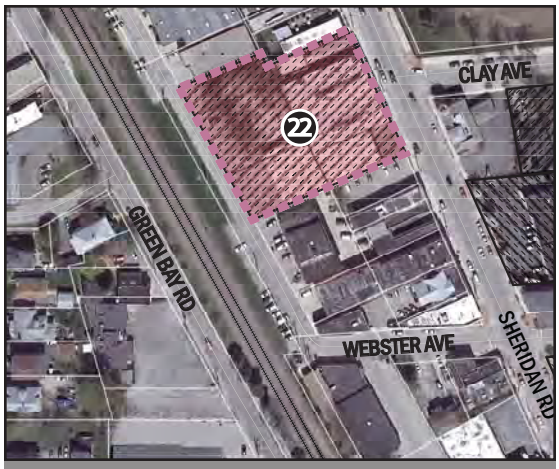
SITE 22
SKOKIE VALLEY LAUNDRY SITE

At this site there are operating businesses that must be bought-out and/or relocated to make redevelopment possible. That relocation and assembling this property will be time consuming and involve costs that exceed the contribution to land costs calculated in this analysis. Although this study was not provided any brownfield analysis for this property, typically the reuse of dry cleaning business sites involves soil remediation that can be costly. Using just the standard assumptions of this analysis property acquisition is estimated at $2.4 million.

This return assumes luxury rentals where a 900 square foot one bedroom apartment would lease for at least $1,600 per month. The tenant would pay an additional amount for covered indoor parking.

The surface parking for the office and retail space provided in this concept would be offsite where the developer pays a fee to construct public spaces in return for the right to build more leasable square feet.

Built to this luxury standard, this development could convert to condominiums when that market recovers.



DOWNTOWN MIXED USE DEVELOPMENT

SITE DATA

Site Area	53,315 sq ft (1.22 acres)
# of Parcels	5 parcels
# of Buildings	2 buildings
Existing Zoning	B-1; B-2; R-2
Proposed Zoning	B-1
Existing Use(s)	Skokie Valley Laundry
Proposed Use(s)	Office (12,000 sq ft on 1-story); apartment building (40 units distributed on 3 stories above 1 floor of parking)

FINANCIAL FEASIBILITY ANALYSIS

	USE AREA	SURFACE PARKING	GARAGE PARKING	TOTAL COST	TOTAL VALUE	CONTRIBUTION TO LAND COSTS	ANNUAL PROPERTY TAX @ 2%
Office	12,000 sq ft	36	0	$2,286,000	$2,945,455	$659,455	$58,909
Apartments	36,000 sq ft	0	40	$7,373,000	$9,450,000	$2,077,000	$189,000
Total		36	40	$9,659,000	$12,395,455	$2,736,455	$247,909

PARKING ANALYSIS

	PARKING RATIO	USE AREA / # OF UNITS	PARKING DEMAND	PARKING PROPOSED BY THE CONCEPT	SURPLUS/ DEFICIT
Office	3/1000 sq ft	12,000 sq ft	36	36	0
Apartments	1.0/unit	40 units	40	40	0
Total			76	76	0