Rand Road Corridor Plan

VILLAGE OF MOUNT PROSPECT

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Prepared for the Village of Mount Prospect

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CHAPTER 1

INTRODUCTION

The Rand Road corridor through Mount Prospect has a significant impact on the community's character, transportation access, and availability of goods and services. While a major transportation corridor, Rand Road includes a variety of business and residential areas that create a variable (as opposed to uniform) pattern of land uses. As a major stakeholder, Mount Prospect has a strong history planning for and investing in the area to support the benefits that accrue from the corridor.

From an **economic development standpoint**, sales and property taxes from commercial sites contribute to the Village's tax base. With the recently renovated Randhurst Village as a focal point and new buildings and businesses going in regularly, the area is an active and vital part of Mount Prospect. Not surprisingly, the Village has a great deal at stake in supporting the success of this corridor so that it continues to attract visitors and serve as a resource to residents.

From a **transportation standpoint**, Rand Road is a major element of the road network in the northwest Chicago region. It carries a significant amount of traffic, including Pace bus service, and brings many shoppers and employees to local businesses. Conversely, the amount of traffic and related congestion can create challenges for traversing the corridor and reaching those businesses. While this is mostly thought of as a vehicular problem, it also relates to those on bike and on foot. Since more emphasis is placed today on non-motorized transportation than when the corridor developed, there is room for enhancement regarding sidewalks and paths along the corridor and the ability to cross Rand Road.

While a majority of users who visit or pass through the Rand Road Corridor are traveling by car, there is opportunity to enhance safe and accessible pedestrian and bicycle facilities, particularly with a greater emphasis on non-motorized transportation today than when the corridor developed.

STUDY PURPOSE

The purpose of this plan is to support the Village's ongoing work to maintain the balance of benefits and challenges that are presented by Rand Road. This document considers land use, zoning, urban design, and market characteristics of the corridor, and makes recommendations to enhance them. However, much of the focus is on transportation elements of the corridor. Consideration goes beyond the automobile to also account for Pace bus riders, pedestrians, and bicyclists. Considering this range of topics will help to find and maintain the balance of corridor issues and opportunities that are facts of life along all high volume roads: More cars creates greater visibility and benefits businesses, but also creates the need to manage related vehicle volumes and speeds.

Rand Road presents an additional degree of challenge in that it passes through the region at an angle – creating unusual intersections and development parcels as it interacts with the grid pattern of roadways in the region and Mount Prospect. This is particularly challenging where the road crosses an intersection with two other roads – creating a six-way (rather than the more common four-way) intersection. These most challenging conditions are found on the corridor at the intersections of Rand Road/Route 83/Kensington Road and Rand Road/Central Road/Mount Prospect Road.

STUDY APPROACH

To take a new look at the issues and opportunities along the Rand Road corridor, the Village, with financial support from the Regional Transportation Agency (RTA), engaged the consultant team of Teska Associates, Inc. (land use, zoning, and urban design), Kimley Horn (transportation), Goodman Williams Associates (market), and Gandhi & Associates (traffic) to evaluate the corridor's existing conditions and potential for the future. The project began with due diligence efforts that collected all relevant data, reviewed past studies, and sought community input through stakeholder meetings, open houses, a project website, and a survey. The process also incorporated the insights of a Steering Committee that included Village staff, regional transportation agencies, and corridor property owners. After those foundational efforts, the work began to develop and evaluate alternative strategies for addressing transportation, land use, market, and urban design issues. Those considerations and related recommendations are the heart of this plan. All diagrams and concepts are for planning purposes only. Any further planning or implementation will IDOT review and approval.

The Rand Road Corridor Plan provides recommendations for enhancing the transportation, land use, zoning, urban design, and market aspects of the corridor. While emphasis is primarily on the transportation network that defines the corridor, this extends beyonds vehicular travel to also cover amenities and facilities for transit riders, pedestrians, and bicyclists.

USING THE PLAN

The implementation chapter of this plan outlines an approach for tackling items large and small along the corridor. These are aimed at continuing to manage the challenges and opportunities presented by the corridor. Implementation recommendations range from supporting options for people to travel by means other than car to engaging partners in regards to economic development opportunities. The most significant issue tackled in the plan is the question of, **"How can we reduce or eliminate congestion and increase safety at the two major intersections of Rand/Route 83/Kensington and Rand/Central/Mount Prospect?"** The issue has vexed the drivers, pedestrians, the Village, and other agencies for decades. While this plan did consider how to address the lengthy waits at those intersections, it must be noted that the answers are presented as a policy choice rather than a specific recommendation for action.

The angle at which Rand Road passes through the region creates unusual intersections and parcels that pose challenges for navigation, accessibility, and development.

To be clear, there is no simple, fast, or convenient answer to congestion questions. That will not be surprising to anyone familiar with the area. As the saying goes, "If it was easy, it would have been done by now." One alternative evaluated some years ago involved a series of off-ramps and partial clover leaf designs. This didn't get traction as it eliminated some businesses and made access to others complex. However, the question has long been asked in Mount Prospect and elsewhere. Roadways like Palatine Road have seen answers to the question through more free flow of traffic, but drivers on those roads have limited on/off access and the intersections require long wait times to get onto or cross the road.

Yet the question is a legitimate one and options are included in this plan. The alternatives are not simple. At the Rand/Route 83/Kensington intersection the approach that provides the greatest benefit in reducing traffic delays is to close Kensington Road to create a four-way intersection with Rand and Route 83. For the Rand/Central/Mount Prospect intersection the approach that provides the greatest benefit in reducing travel delays is to eliminate access from Mount Prospect Plaza at the Rand Road / Mount Prospect Road driveway. Analysis indicates that allocating time for that traffic movement creates delays and contributes to traffic backups in the short leg of Mount Prospect Road north of Central Road. Access to the center would continue at Central Road and be relocated further north along Rand Road.

It is important to remember that finding the balance between convenient access to stores and faster traffic flow is not always a choice between compatible goals. If cars move faster or stop for shorter times, the result is that drivers do not as readily see or stop at businesses. So, should the Village and other agencies pursue these changes? Again, that is not a near or mid-term recommendation of this plan. However, it is the answer to the question, **"What do we have to do to make getting through those intersections quicker?"** Taking less dramatic action will not be sufficient to substantially improve the situation. On the other hand, more disruptive changes[1] were evaluated and do not provide significantly greater benefit. Therefore, this finding is not a recommendation that there is an absolute need to change the road configurations; it is an answer to the question. Should there be a time when congestion and its impact on residents' quality of life and Village's economic development ever reach a point where addressing the congestion is essential, these options should receive strong consideration when something must be done. To shed additional light on this consideration, two findings from the study are noteworthy, as highlighted below.

[1] Examples of these types of changes are illustrated in the schematic concept drawings in Appendix C, including: additional road closures (Rand/Route 83/Kensington: Alternatives 1, 2, and 3); traffic circles (Rand/Route 83/Kensington: Alternative 4); road realignments (Rand/Route 83/Kensington: Alternatives 4 through 9); and variations of the previous change types (Rand/Mount Prospect/Central: Alternatives 1 through 4).

Near- and intermediate-term recommendations to build on the opportunities created by Rand Road are provided throughout this plan, as summarized in the Plan Contents description below.

PLAN CONTENTS

Chapter 2: Existing Conditions summarizes the land use, zoning, urban design, transportation, and market assessments conducted as part of this planning process. Full details of the work are included as appendices to the plan.

Chapter 3: Transportation Improvement Concepts describes short and long term recommendations to enhance transportation systems along the corridor.

Chapter 4: Design Concepts presents suggestions for urban design enhancements to the Rand Road right of way and private sites along the corridor.

Chapter 5: Market Strategy provides suggestions for increasing the profile of Rand Road and Mount Prospect in the region to advance Village economic development goals.

Chapter 6: Implementation presents a structured implementation program to highlight priorities, partnerships, and resources to advance the plan.

Chapter 7: Site & Roadway Design Concepts for Consideration outlines site and roadway design concepts that should be taken into consideration, particularly as they relate to development of key sites or improvements to the corridor's two key intersections. These design concepts are provided for further consideration, not as final plan recommendations.

TWO NOTEWORTHY FINDINGS

Congestion is an inconvenience but motorists have devised their own work-arounds: In nearly every discussion with a local resident or employee, virtually none identified the congestion at the major intersections (particularly Rand/Route 83/Kensington) because they have developed their own alternative routes for avoiding them. In fact, people gladly offered their short cuts in careful detail, with routes depending on where they were coming from, where they were going to, and what was the time of day. While not studied, regional users of the corridor are assumed to consider these intersections no more or less an inconvenience than other challenging Rand Road intersections, such as the Rand/Palatine/Arlington Heights Road area. In short, users did not identify the delay as a significant issue.

Congestion increases visibility for businesses rather than decreases the customer base: Interviews with stakeholders indicated that businesses do not find the congestion at the intersections to be deterrent to current and potential customers. Just the opposite, it was noted that the ability to see businesses from the corridor while driving in traffic or waiting at an intersection increases their visibility.

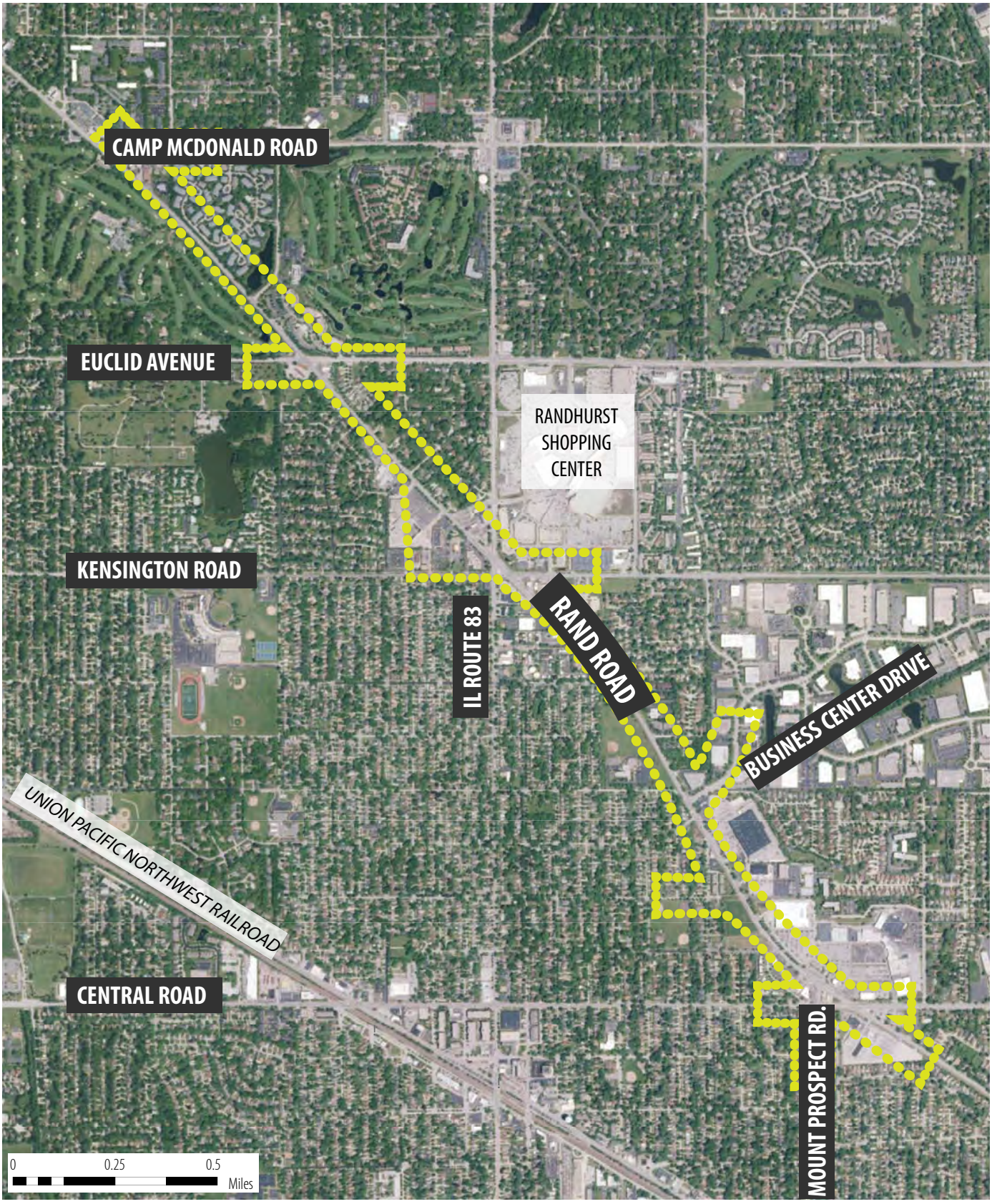


FIGURE 1.1

STUDY AREA MAP

Project Area

CHAPTER 2

EXISTING CONDITIONS

The Rand Road corridor bisects the northern portion of Mount Prospect and includes a variety of highly visible retail, restaurant, service, and residential uses. High traffic counts and easy connection to the northwest suburban area make the corridor well suited for commercial development. Businesses on the corridor serve Mount Prospect residents and visitors from other communities.

The Rand Road Corridor Plan evaluates characteristics of the corridor that underlie proposed improvements related to connectivity, accessibility, and efficiency for all users. It is important that those driving or taking transit have a safe and enjoyable experience, and that they can conveniently access the businesses along the corridor. The plan also seeks to enhance use of the corridor for those who travel on foot or by bicycle. This Existing Conditions chapter identifies the fundamental characteristics of the study area. It is a "snapshot" of the corridor, taken to understand its relative strengths and opportunities for enhancement.

This chapter is a summary of the existing conditions review and addresses: (1) previous local plans and planning efforts related to the corridor; (2) community engagement for this Rand Road Corridor Plan conducted to date; (3) land use and zoning; (4) transportation; (5) urban design; and (6) real estate markets and corridor development potential. The full analysis can be found in Appendix A (Existing Conditions Report) and Appendix B (Market Assessment White Paper).

PREVIOUS PLANS & PLANNING EFFORTS

Collecting and reviewing previous plans, available data, and information regarding programming improvements and traffic studies informed the existing conditions analysis and future planning concepts. The Rand Road Corridor Plan starts from where previous efforts have left off. The following section summarizes relevant Village of Mount Prospect documents and efforts.

COMPREHENSIVE PLAN UPDATE, 2007

The most recent revision to the Village of Mount Prospect's Comprehensive Plan was completed in 2007, which was an update to the original 1965 Plan. The Plan included ongoing, short and long term land use, transportation and community facilities recommendations through various implementation programs. Specific objectives relating to the Rand Road Corridor include improving pedestrian and automobile traffic throughout the Randhurst Shopping Center, providing for safe bicycle movement throughout the Village, and promoting and encouraging safe and convenient public transportation.

MOUNT PROSPECT STRATEGIC PLAN FOR 2020

The Village's most recent Strategic Plan outlines the vision, governance, cultural climate, infrastructure, business, commercial business districts, and development opportunities throughout Mount Prospect. Its commercial business districts and development sections note that business districts should create a unique and vibrant sense of place and embody a family-friendly, contemporary feel. Connectivity is a priority to help make businesses stronger destinations. Traffic signals and pedestrian circulation movements should stimulate commercial activity.

RAND ROAD CORRIDOR PLAN, 1998

The Rand Road Corridor Plan was adopted as an element of the Comprehensive Plan in 1998. This plan took proactive planning measures so that when redevelopment opportunities presented themselves, the Village could be prepared with concepts and visions. Development has occurred along the corridor since this plan was completed, most significantly Randhurst Village (including the Costco). Other development includes the Menard's, medical offices northwest of Route 83, and the townhomes at Thayer Street.

PUBLIC TRANSPORTATION PLAN, 2009

The Mount Prospect Public Transportation System Plan was initiated under the Regional Transportation Authority's Community Planning Program. Key issues identified in this report that overlap with the Rand Road Corridor Plan include improving connectivity to Northwest Community Hospital, the Kensington Business Center, and Randhurst Village. Multimodal access to bus services with enhanced pedestrian and bikeway connections via enhancing sidewalk connections and bus stop amenities were noted as a need. Finally, marketing and outreach efforts to promote transit services was considered essential.

COMMUNITY PERSPECTIVES

Community engagement for the Rand Road Corridor Plan included a community survey, comment section on a project website, open houses, stakeholder interviews, and input from a project Steering Committee. As outlined below, general community perspectives on the corridor are summarized from viewpoints drawn primarily from stakeholder interviews.

OVERALL STRENGTHS

- Businesses along the corridor enjoy high visibility due in part to the setbacks that allow businesses and signage to be close to the Rand Road right-of-way.
- High traffic counts throughout the day benefit businesses and contribute to a high demand for retail space along the corridor.
- Most interviewees typically shop and eat along the corridor on a regular basis.
- The Village of Mount Prospect's active role in support of the corridor was lauded by stakeholders. In particular, participants were appreciative of the Villages' strong communication campaigns with residents, particularly for public works and construction projects along Rand Road.
- The variety of businesses, including stores and restaurants, along the corridor is considered an asset.

CORRIDOR OPPORTUNITIES

- Creating safe and pleasant pedestrian crossings of Rand Road were noted as desired improvements to the corridor.
- Building additional transportation infrastructure to accommodate pedestrians and cyclists was considered desirable.
- Providing bus service from the downtown Metra station to the Kensington Business Center (KBC) was identified as a need; it was noted that some commuters are seen biking from the train and thought to be heading to the KBC.

CHALLENGES TO RAND ROAD

- The primary concern about Rand Road was safety of pedestrians and cyclists. The corridor was not initially built for these users.
- Several residents report using side streets to avoid driving along Rand Road, especially through some of its more congested intersections. Many noted that their familiarity with side streets and parking lots allows them to create self-designed shortcuts.
- Cars stacking to exit the Walmart create a congestion point along Rand Road, especially because it does not have a signalized light.
- Frequent congestion along Mount Prospect Road is dangerous and frustrating for motorists.
- The entire corridor lacks a brand; some commercial centers are branded but the entire study area lacks a cohesive image.

LAND USE & ZONING

The Rand Road corridor extends three miles through Mount Prospect from Camp McDonald Road on the north to Central Road on the south. The corridor serves the community and region with a mix of retail, restaurant, office, residential, and institutional/public uses facing Rand Road. Businesses include a mix of national brands and local retailers and restaurants, attracted in part by high daily traffic counts. A number of the commercial centers are recognized as providing a manageable scale as outlots or small centers with direct access to Rand Road. Single story buildings relatively close to the street contribute to the ambiance of a user friendly feel for much of the corridor; motorists have ample time to see businesses along the road rather than struggling to find storefronts in large shopping malls behind a sea of parking. Kensington Business Center, located in the center of the project area, contributes to the area's daytime population. Residential neighborhoods extend to the east and west of Rand Road generating daily users of these stores, services, and restaurants. A land use map of the study area is provided in Figure 2.1.

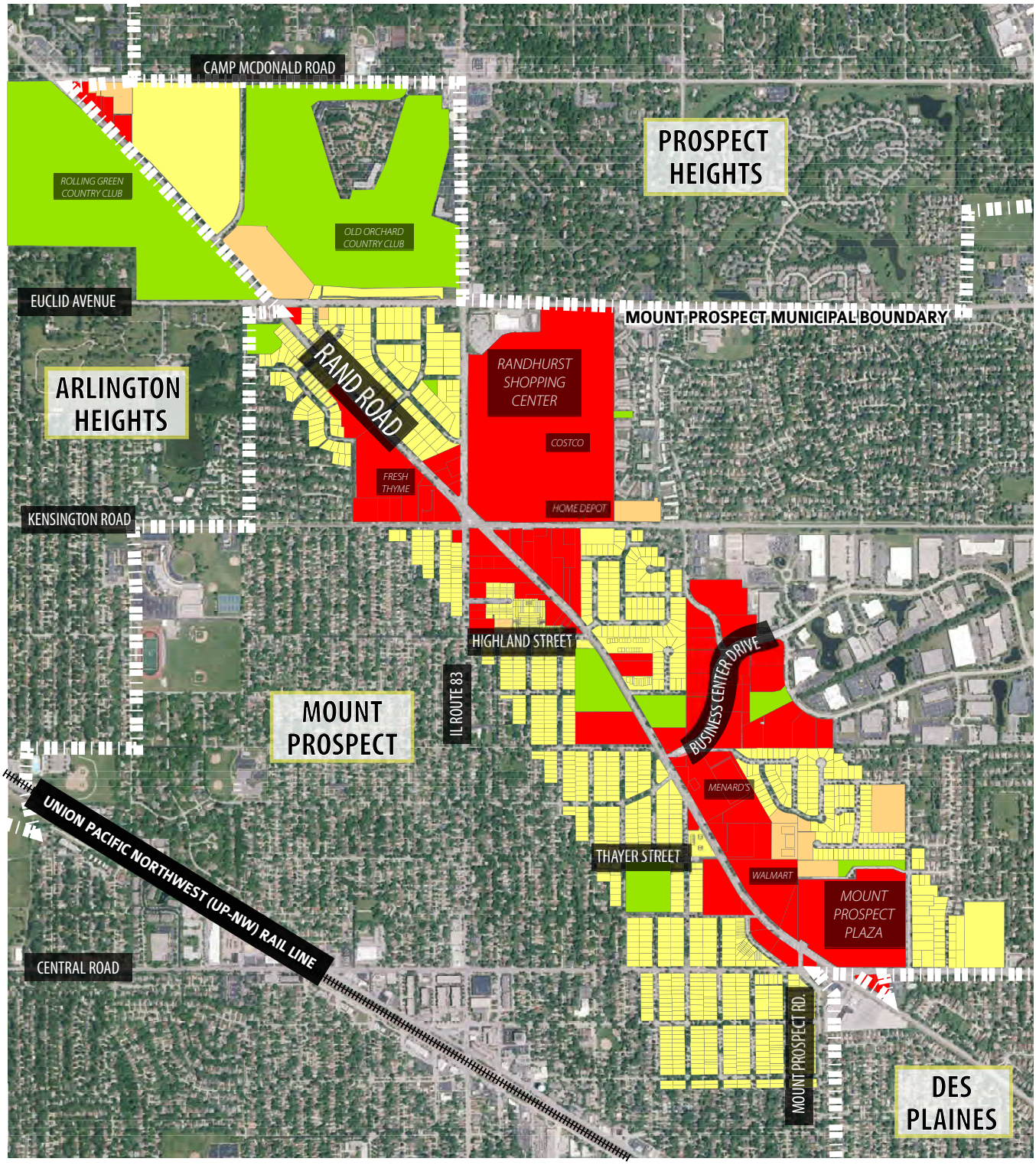
LAND USE CHARACTER

The commercial corridor along Rand Road is a destination for residents and visitors due to its wide variety of retailers and restaurants. The corridor has low vacancies and vibrant commercial nodes at several key intersections and shopping centers. Commercial uses are a mix of large box retailers, smaller footprint retailers, and restaurants occupying one floor. Office uses are typically detached multi-story buildings and are concentrated in the Kensington Business Center. Customer and employee parking is available in dedicated surface lots surrounding the businesses.

BACKGROUND ON ZONING

Development along the Rand Road corridor is regulated by a range of zoning districts, generally consistent with the variety of land uses found there. A zoning map for the study area is shown in Figure 2.2. As relates to commercial development, the predominant zoning category in the corridor is the B-3 Community Shopping District, with limited areas zoned B-4 Commercial Corridor and B-1 Office. For residential uses, found either directly along Rand Road or behind businesses that front the road, the R-1 and R-A Single Family Residential Districts are most common – small areas of R-4 Multi-Family zoning are located in the study area. The zoning regulation on the corridor are the manner in which land uses are regulated and define the character, appearance, and overall feeling of the study area.

	Strengths	Opportunities	Challenges
COMMERCIAL	The corridor is functional by serving local residents and regional visitors via a variety of retail and restaurants. Businesses benefit from small setbacks; many are located with just one row of parking rather than in a typical shopping mall with less visibility. The Kensington Business Park generates a strong employment center and a significant daytime population for corridor store and restaurants. Corridor businesses experience high visibility, due to traffic counts and narrow setbacks. Zoning regulations allow wide range of permitted and conditional uses.	Directional signage could help guide regional visitors unfamiliar with the local businesses. Connecting sidewalks throughout the corridor may encourage more active pedestrian users and will facilitate access to transit. Continue using Planned Unit Development (PUD) standards to facilitate quality commercial development.	Businesses are challenged by accessibility because of interrupted parking lots and expansive intersections. Commercial uses on the north side of the study area do not form a cohesive commercial area. Impacts of corridor commercial uses on adjacent residential areas exist.
RESIDENTIAL	Mature street trees and privacy walls help serve as buffers between commercial and residential uses. A variety of housing options are available throughout the corridor, including single family homes, townhomes, apartments and condominiums. Zoning standards include provisions to mitigate potential adverse impacts of corridor uses on residential areas.	Future multi-family developments would provide more housing options. Sidewalks connecting residential neighborhoods with corridor amenities, such as parks or commercial nodes, and transit would encourage pedestrian activity.	Single family residential homes facing Rand Road experience high traffic and noise that is not typically desirable.
OTHER USES	Local parks, including Gregory Park, provide recreation space for area residents.	Parks could become activity centers providing more entertainment and recreation options for residents.	Parks are visible but not accessible to Rand Road, which may discourage potential users.



Legend

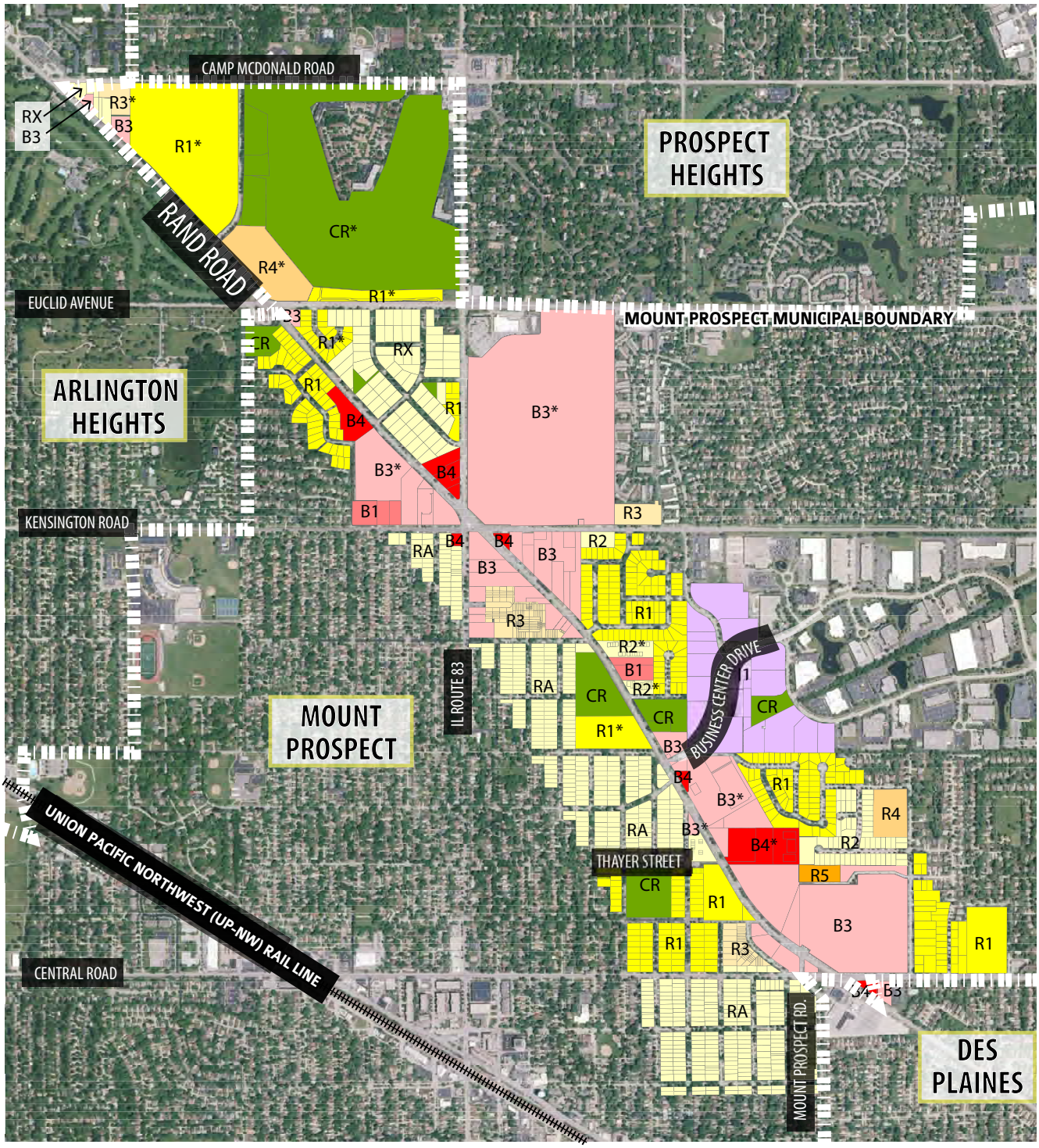
- Commercial / Office
- Multi-Family Residential
- Park / Open Space
- Single Family Residential

FIGURE 2.1

EXISTING LAND USE

0 0.25 0.5 Miles

NORTH



LEGEND

- B1 - Office
- B3 - Community Shopping
- B4 - Commercial Corridor
- CR - Conservation Recreation
- I1 - Limited Industrial
- R1 -Single Family Residential
- R2 - Attached Single Family Residential
- R3 - Low Density Residential
- R4 - Multi-Family Development
- R5 - Senior Citizen Residence
- RA - Single Family Residential
- RX - Single Family Residential

* Planned Unit Development

FIGURE 2.2

EXISTING ZONING

0 0.25 0.5 Miles

NORTH

TRANSPORTATION

An inventory of the multimodal transportation infrastructure (including vehicle access/circulation and traffic control, and transit, bicycle, and pedestrian access and amenities) provides insight into the state of transportation facilities along the corridor. Evaluation of these operational characteristics provides the framework to explore and identify future opportunities to enhance mobility and accessibility along the corridor.

EXISTING TRANSPORTATION INFRASTRUCTURE

A major thoroughfare in the Village of Mount Prospect, Rand Road (US Route 12) provides access to local destinations and the City of Prospect Heights on the north and the City of Des Plaines on the south. Rand Road is an automobile-focused corridor with traffic volumes of approximately 25,500 vehicles per day on the segment north of Kensington Road. The traffic volume is one of Rand Road's key advantages, as the number of vehicles has contributed to the commercial development along the corridor.

Rand Road is classified as a Strategic Regional Arterial (SRA) by the Illinois Department of Transportation (IDOT). IDOT's SRA system is designed to promote mobility on key routes through the use of strategies such as access control and limited signalization. There are several key intersections along the corridor. In the study area, the signalized intersections are limited to Camp McDonald Road, Euclid Avenue, Elmhurst Road, Kensington Road, Business Center Drive, Mount Prospect Road, and Central Road. Two key groupings of tightly spaced intersections define key intersections along the corridor. The northern group of intersections include the triangle created by Rand Road, Elmhurst Road (Illinois Route 83), and Kensington Road. The southern group of intersections include Rand Road, Mount Prospect Road, and Central Road.

The northern group of intersections at Rand Road/Elmhurst Road/Kensington Road are highly visible, are adjacent to Randhurst Village and several other commercial properties, and play a major role in serving key routes through and within the community. One of the primary access points for Randhurst Village is located approximately 700 feet north of the Rand Road along Elmhurst Road. An additional signalized access point is located on Kensington Road, less than 500 feet east of Rand Road.

At the southern end of the study corridor is the group of intersections at Rand Road/Mount Prospect Road/Central Road, which serves as a key gateway to the Village of Mount Prospect. A Village monument sign is located at the northwest corner of Rand Road/Central Road. These intersections also provide access to the Mount Prospect Plaza shopping center on the east side of Rand Road, north of Central Road.

Transit Access & Amenities

Pace Suburban Bus operates four routes in the vicinity of the Rand Road Corridor. The routes operate on weekdays only, with service generally limited to the peak morning and afternoon commute periods, with the exception of Routes 234 and 696 which also operate midday service. In the study area, Routes 234 and 694 are the only routes that offer connectivity to the Mount Prospect Metra Station. Routes 221 and 696 travel on Rand Road. It should be noted that each of the four routes serving the study area provides designated time-point stops. In addition, flag service is available, where upon a passenger signals to the driver from the curb and the bus will stop at any intersection along the route where it is safe to do so. In the study area, bus stop amenities (e.g., landing pads, benches, shelters, trash receptacles, bicycle racks) are generally not provided; passengers utilize the sidewalk and parkway to access transit. Two shelters with benches and trash receptacles are provided along Route 694; the shelters are located on private property at the employment center located at the northeast corner of Central Road/Arthur Avenue (i.e., Rauland-Borg and Bosch Tool Corporation).

Pedestrian & Bicycle Access & Amenities

The Rand Road Corridor is an automobile-focused roadway with limited pedestrian and bicycle activity. A combination of characteristics including the scale of development, volume of traffic, driveway conflicts, limited connectivity to adjacent destinations along the

corridor, and occurrences of sizable gaps in the sidewalk create an environment that can be challenging for pedestrians and bicyclists to navigate comfortably and safely. In addition, limited buffering between the sidewalk and roadway creates an intimidating environment for pedestrians and bicyclists. Pedestrian and bicycle access to the corridor is further complicated by inconsistent intersection crossing treatments as previously discussed.

Rand Road is presently an automobile-focused roadway with sidewalk gaps and limited pedestrian connectivity, which impacts the safety, convenience, usability and comfort of transit along the corridor. Most transit users are pedestrians or bicyclists during the first and last components of their trip. Even though actual travel distances may vary by transit user, this is referred to the "first last mile". Characteristics such as the volume of traffic, driveway conflicts, and limited connectivity to adjacent destinations influence the first last mile and are critical components of an effective transit service.

EXISTING TRANSPORTATION OPERATIONS

The functionality of the corridor from a traffic and transit perspective, including its multimodal accessibility and mobility, is critical to the economic vitality of existing and future commercial uses. Further, a well functioning roadway can positively contribute to the quality of life for those who live, work, and visit the community. Operational characteristics of Rand Road contribute to a user's decision to travel the corridor or use an alternate route.

Key Intersections

Based on the traffic count data and field observations, the highest level of delay along the corridor is experienced at the key triangle intersections of Rand Road/Elmhurst Road Kensington Road and Rand Road/Mount Prospect Road/Central Road. The level of delay results in driver frustration and vehicle queues that routinely extend beyond the adjacent intersections for multiple approaches during the peak commute periods. Key contributing factors at both groups of intersections include the closely spaced layout of individual intersections and long traffic signal cycle lengths (up to 220 seconds). In addition to driver frustration, driver confusion is also is evident at these key intersections. During field observations, multiple drivers were observed making or attempting to make the prohibited left-turn movements during the morning and afternoon peak periods.

Between the key intersection groupings along Rand Road, traffic congestion is limited. Although traffic flow through the middle of the corridor is satisfactory, the frequency of turn movements at several access opportunities creates an unpredictable environment, thereby creating driver discomfort and a perceived lack of safety along the corridor. The frequency of commercial site driveways and the presence of a bi-directional center turn lane result in a high level of vehicle conflict points along the corridor.

Pedestrian/Bicycle Access & Amenities

The frequency of potential vehicle conflict points contributes to pedestrian and bicyclist discomfort on Rand Road. Limited pedestrian and bicycle activity was noted during field observations. The automobile-focused environment is intimidating to pedestrians and bicyclists. Beyond the transportation network, the typical scale of adjacent development is not one that generally promotes or encourages pedestrian or bicyclist activity. Parking lots with limited or no setbacks from the sidewalk create an unfriendly pedestrian environment along the street. Limited connectivity between the public sidewalk along Rand Road and adjacent destinations often force pedestrians and bicyclists to use the parking lots as cut-through routes. In many cases, these parking lots are large and do not represent a desirable route that would attract pedestrians walking along the street or using transit.

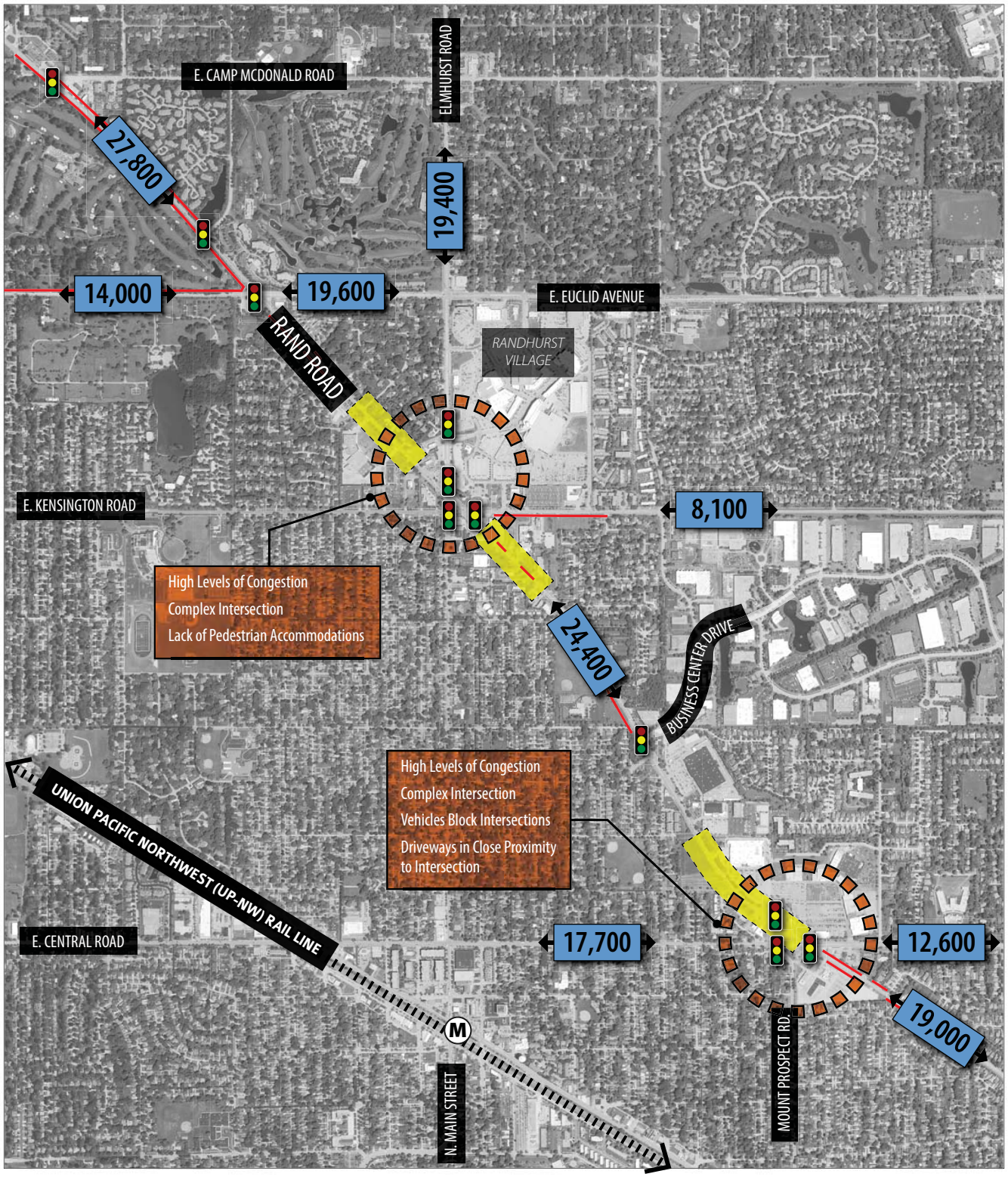
Rand Road has a notable absence of pedestrian amenities, which makes it difficult to navigate for pedestrians and bicyclists. Sidewalk gaps and inconsistent crossing treatments at signalized intersections are two primary factors contributing to an environment that feels unsafe and inconvenient. A lack of other amenities, such as pedestrian-scaled lighting and streetscape elements that can create a perceived barrier between the roadway and sidewalk, further contribute to an unsafe or uncomfortable feeling for pedestrians and bicyclists. Pace's Transit Supportive Guidelines address safe access and connectivity for pedestrians, bicyclists, and transit users, as well as illustrate how these issues are addressed in the region.

TRANSPORTATION STRENGTHS, CHALLENGES & OPPORTUNITIES

Based on an assessment of existing vehicle, transit, bicycle, and pedestrian infrastructure and operational characteristics along the Rand Road Corridor, the following challenges and opportunities were identified. They provide the framework for exploration and development of strategies to enhance the transportation network in support of each travel mode and the economic vitality and quality of life along the corridor.

It is important to reiterate that the findings from this study and suggested intersection alteration improvements for consideration are not intended to serve as final road configurations to be made in the near term. Rather, the conceptual intersection alternatives outlined in this plan underscore the importance of evaluating the issues posed by the two main intersections along the corridor, as well as stress that the alternatives should receive consideration when significant resolutions need to be made.

	Strengths	Opportunities	Challenges
VEHICLE	Traffic volumes support visibility for commercial development	Improve operations at key intersections Simplify the layout and lane configurations of key intersections: Rand/Elmhurst/Kensington and Rand/Central/Mount Prospect Consolidate site driveways where feasible to reduce vehicle conflicts with pedestrians and bicyclists Develop cross-access connections between adjacent properties	High levels of delay experienced at key intersections Complex triangle intersection geometrics/ configurations with long traffic signal cycles Bidirectional center turn lane creates unrestricted turning movements and vehicle conflicts Lack of connectivity between commercial sites Multiple driveways spaced in close proximity
PEDESTRIAN & BICYCLE	Corridor is in close proximity to Kensington Business Center off-street path Bicycle planning policies and improvements identified through adopted Mount Prospect Bicycle Plan Proximity of residential and variety of commercial uses support potential for pedestrian activity	Integrate more pedestrian-scaled design and amenities into future development projects along the corridor Provide pedestrian accommodations at key intersections (e.g., crosswalks, pedestrian push buttons, refuge island) Install new sidewalk in gap locations to provide for continuous off-street routes Identify opportunities to reduce large-scale parking lots where feasible Provide pedestrian and bicycle connections between public sidewalk and commercial sites Improve pedestrian and bicycle connectivity to transit stops	Design of the roadway and adjacent properties are primarily auto-oriented and not scaled for pedestrian and bicycle use Sidewalk gaps that limit continuous walking and biking routes along the corridor Rand Road serves as a barrier between the east and west sides of the street due to a lack of consistent pedestrian and bicycle crossing treatments Lack of crosswalks and pedestrian signals at Rand/Elmhurst/Kensington Limited buffer between sidewalk and the street creates an intimidating environment for pedestrians and bicyclists Large parking lots inhibit connections between the street and corridor destinations
TRANSIT	Three Pace Suburban Bus routes currently serve segments of the Corridor Potential to leverage commercial and workplace ridership generators	Coordinate targeted marketing for existing routes to key employers Enhance transit awareness through public outreach campaign Consider benefits of existing transit access Overcome barriers to transit	Limited passenger boarding/alighting on Rand Road Low presence of transit availability along the corridor



Legend / Notes:

- Key Intersection
- Signalized Intersection
- Access Management Area
- Sidewalk Gap
- X,XXX — AVERAGE DAILY TRAFFIC (ADT) ADT Volumes (**Source:** IDOT)
- M — Metra Station

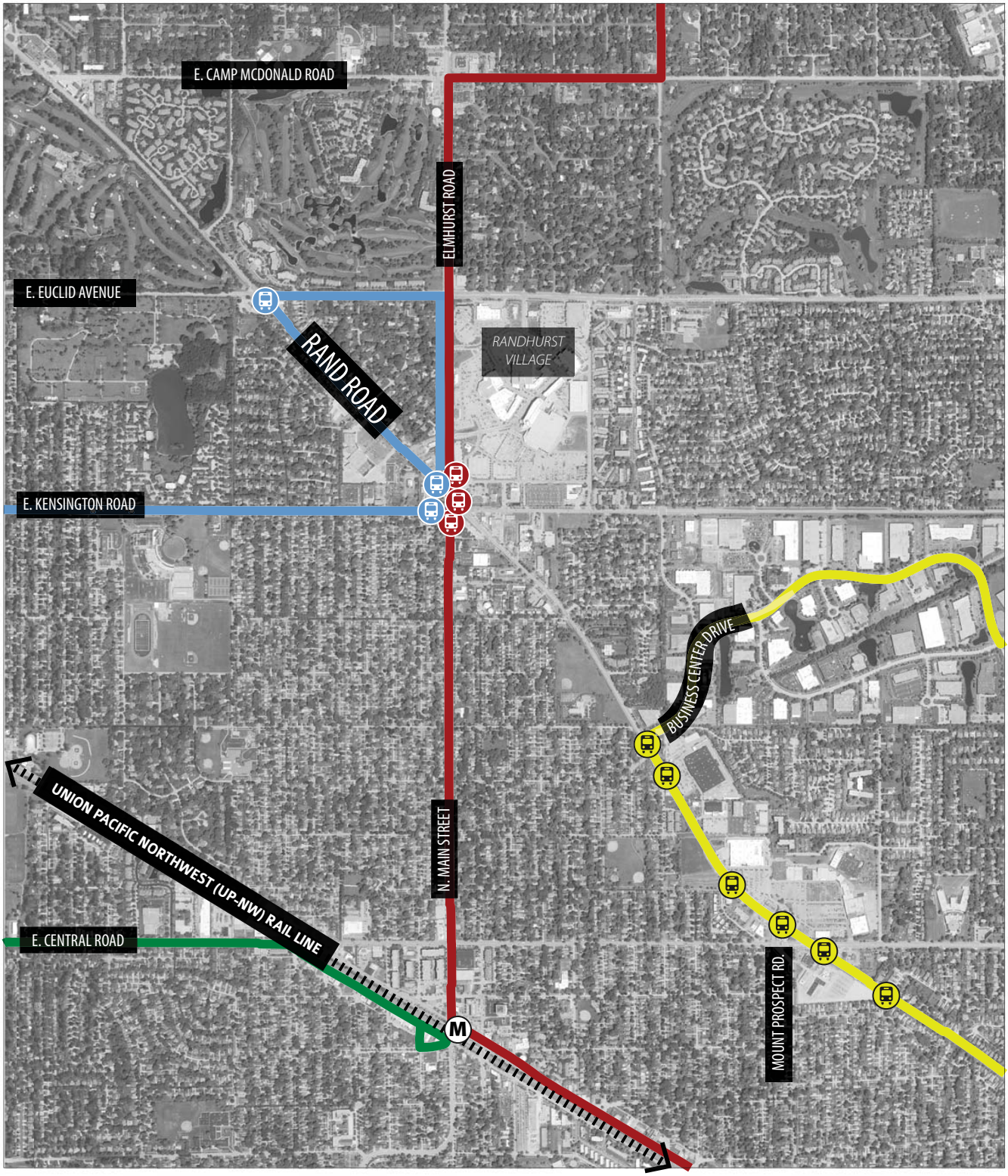
Kimley»Horn

FIGURE 2.3

TRANSPORTATION | EXISTING CONDITIONS

0 0.25 0.5 Miles

NORTH



Legend / Notes:

- Route 221
- Route 234
- Route 694
- Route 696
- Bus Stop (Time Point) along Rand Road
- Metra Station

Kimley»Horn

FIGURE 2.4

TRANSIT ROUTES

0 0.25 0.5 Miles

NORTH

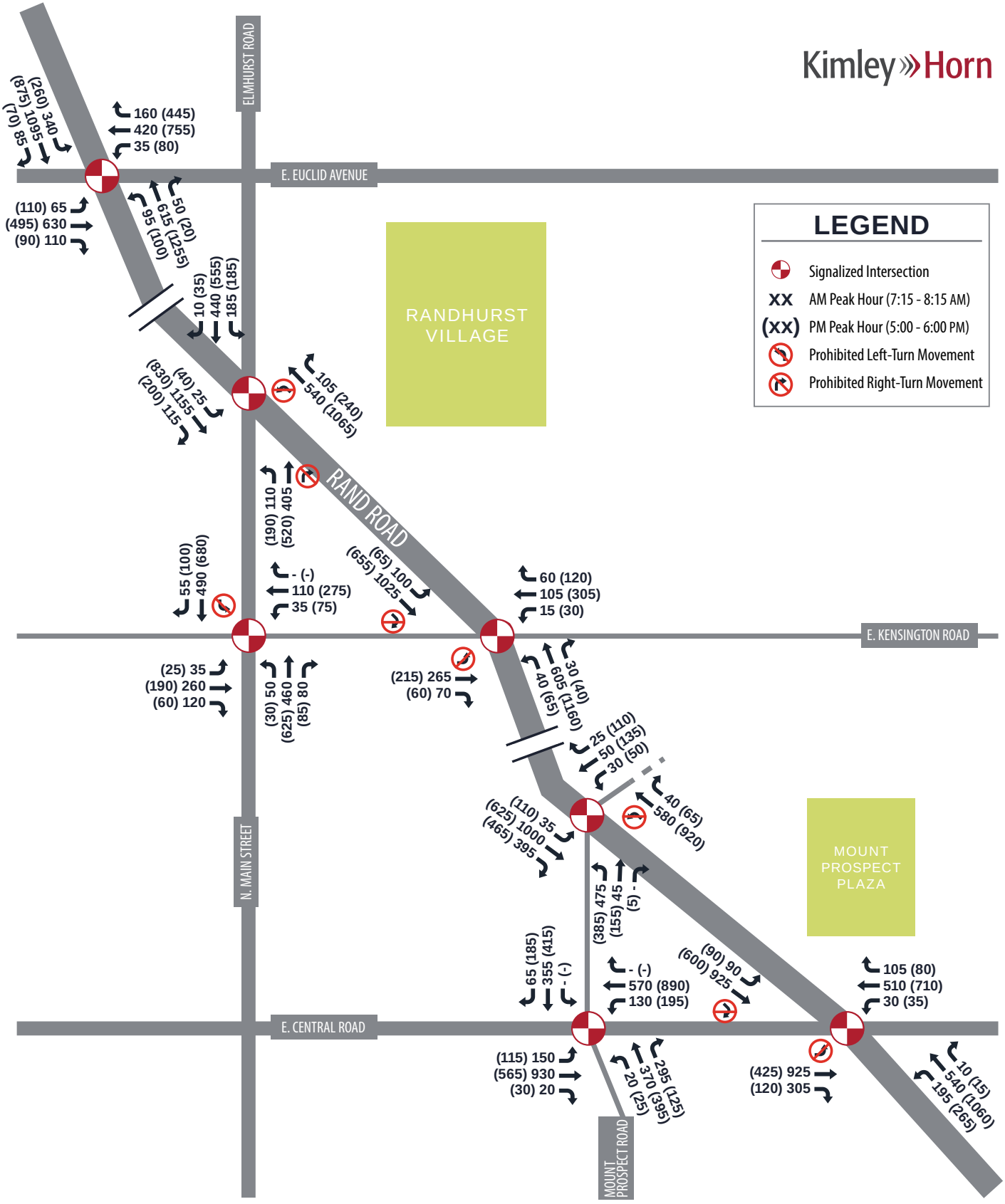
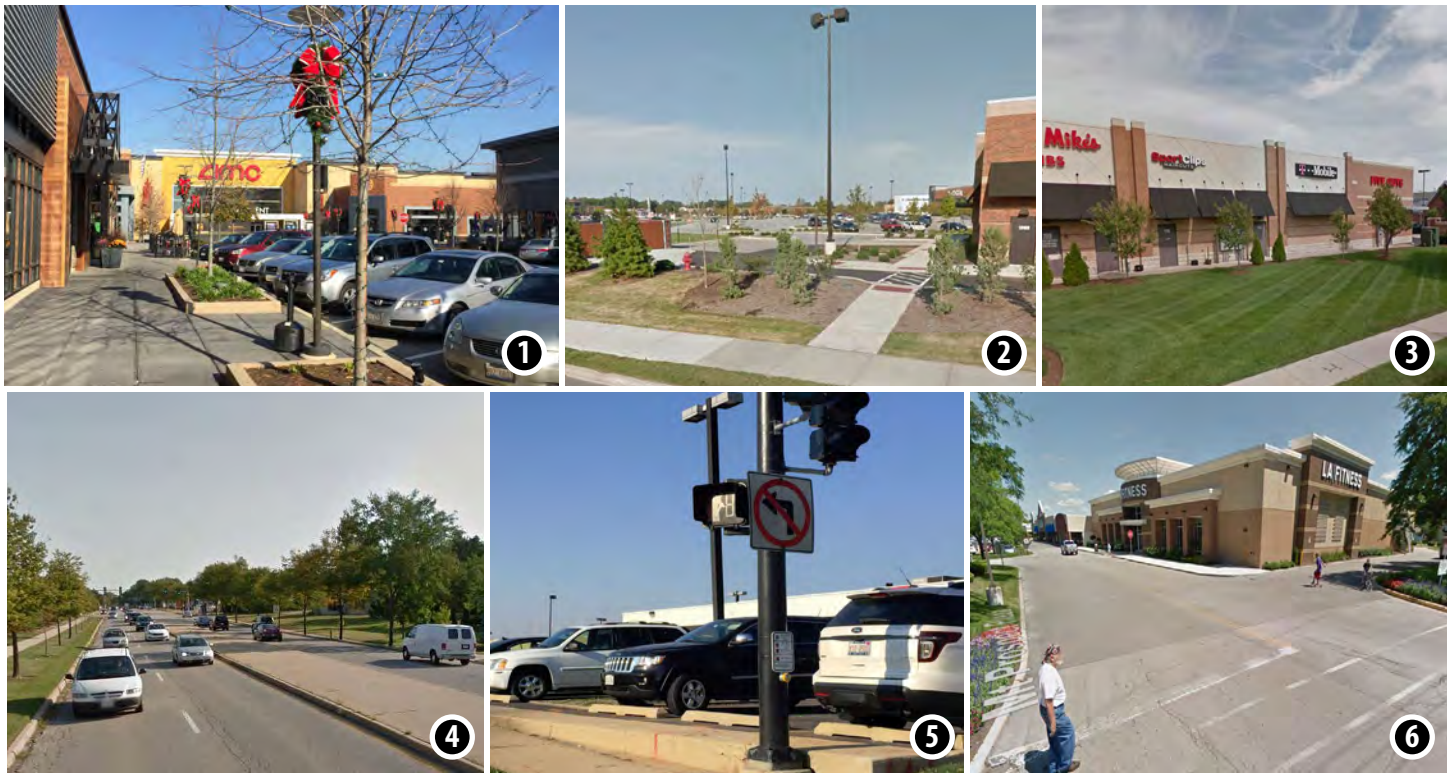


FIGURE 2.5

TRAFFIC VOLUMES | 2015

URBAN DESIGN

Urban design characteristics such as building patterns, landscape treatments, streetscape elements, pedestrian amenities and roadway quality contribute to the overall image any corridor conveys of the community and its transportation system. The aesthetic environment of Rand Road varies along the corridor's length. It is influenced by several land use and roadway features that not separated into distinct areas consistent with land or zoning patterns. The corridor's urban design framework is best understood through four unique characteristics as depicted in the Corridor Character map in Figure 2.6. All diagrams and concepts are for planning purposes only. Any further planning or implementation will IDOT review and approval.



LARGE FORMAT DEVELOPMENT

Areas characterized by large scale, unified centers that serve the community and regional customers.

Located primarily at Randhurst Village and Mt Prospect Plaza, large format development areas impact corridor aesthetics, in part due simply to their size. As a result of that scale, their character also is largely defined by outlot developments – stores located at the edge of the site and not connected to the main buildings. Based on their proximity to the road, landscaping and architecture, these outlots can impact corridor character as much (or more) than the balance of the sites.

Randhurst Village includes a pedestrian friendly shopping experience with outdoor dining and streetscape amenities, developments that include high quality landscaping, and rear facades oriented to the corridor with awnings, signage and high quality architectural finishes. The center presents an attractive and inviting character, despite traffic challenges at the Rand/Kensington/Route 83 intersection. Having been recently and significantly renovated, Randhurst Village sets a desirable standard for character of the area. Other centers in large format development areas also are generally positive aspects of corridor character. Centers are, by appearance, well maintained and appealing.

(1) Internally, Randhurst Village includes a pedestrian friendly shopping experience with outdoor dining and high quality streetscape amenities.

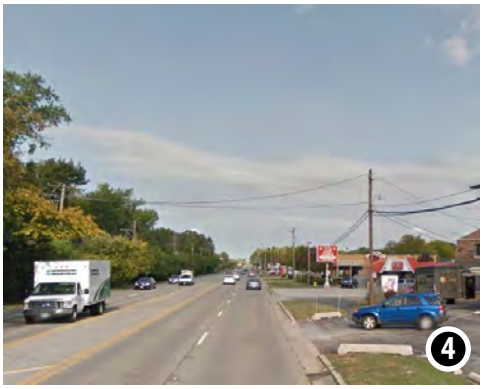
(2) Development includes pedestrian connections from street and perimeter landscape screening.

(3) Rear facades are oriented to the street with awnings, signage and use of high quality architectural finishes.

(4) There is opportunity for a landscaped median along Elmhurst Road between Oxford Place and Meadow Lane.

(5) Parking lots and perimeters lack landscape treatments such as parking screening, perimeter street trees and landscape parking islands.

(6) Opportunities to improve pedestrian and transit user connections into Mount Prospect Plaza from Rand Road.



INDIVIDUALLY SERVICED LOTS

Commercial areas defined by small, shallow centers that often abut residential uses.

These areas consist primarily of shallow depth commercial properties facing the corridor. They are located at the north of the study area at Camp McDonald and centered around the intersection of Rand/Elmhurst/Kensington. In some cases, they abut residential neighborhoods on the rear or side. Some developments include well landscaped and screened parking areas and connected sidewalks.

(1) Commercial parking lots are screened with shrubs and perimeter trees.

(2) Parkway trees add to a positive visual character along the corridor.

(3) An opportunity for Mount Prospect gateway sign at the north entrance into the community exists.

(4) Development lacks sidewalks and perimeter landscape buffer with multiple curb cuts.

(5) Consolidation and shared development access would minimize pedestrian-auto conflicts and promote an improved corridor appearance.

(6) The corridor area lacks streetscape elements such as roadway lighting and wayfinding signage.

NEIGHBORHOOD CONNECTOR

Areas that include residential uses directly along Rand Road or accessing the corridor by local streets.

These areas are defined by primarily residential and park uses that either connect to or front on Rand Road. They include established interconnected neighborhood streets with sidewalks and large parkway with mature street trees. These districts are located along Rand Road from Euclid Avenue to Elmhurst Road and Highland Avenue to Henry Street.

(1) Interconnected neighborhood streets have sidewalks, large parkways, and mature street trees.

(2) Landscape screening residential uses along Rand Road provide an opportunity for landscaped median between Business Center Drive to Hill Street.

(3) Neighborhood lacks sidewalks and connection to Rand Road, including the area along the west side of Rand Road at Gregory Park.

GREENWAY CORRIDOR

An open space portion of the corridor that creates a unique character along the corridor.

The area between Camp McDonald Road and Euclid Avenue is primarily multi-family and open space uses, but creates a unique character at the northern gateway in the corridor. A natural greenway character along the Rand Road Corridor is provided by Rolling Green County Club along the south in neighboring Arlington Heights. A multi-family development on the north within Mount Prospect's municipal limits, includes dense vegetation and few curb cuts.

(1) Dense vegetation and few curb cuts provides a natural greenway character along the north Rand Road corridor.

(2) Multi-family development provides well landscaped frontage with sidewalks and high quality gateway elements. The corridor area between Camp McDonald and Euclid lacks sidewalks and cycling infrastructure.

(3) The corridor area between Camp McDonald and Euclid lacks sidewalks and cycling infrastructure.

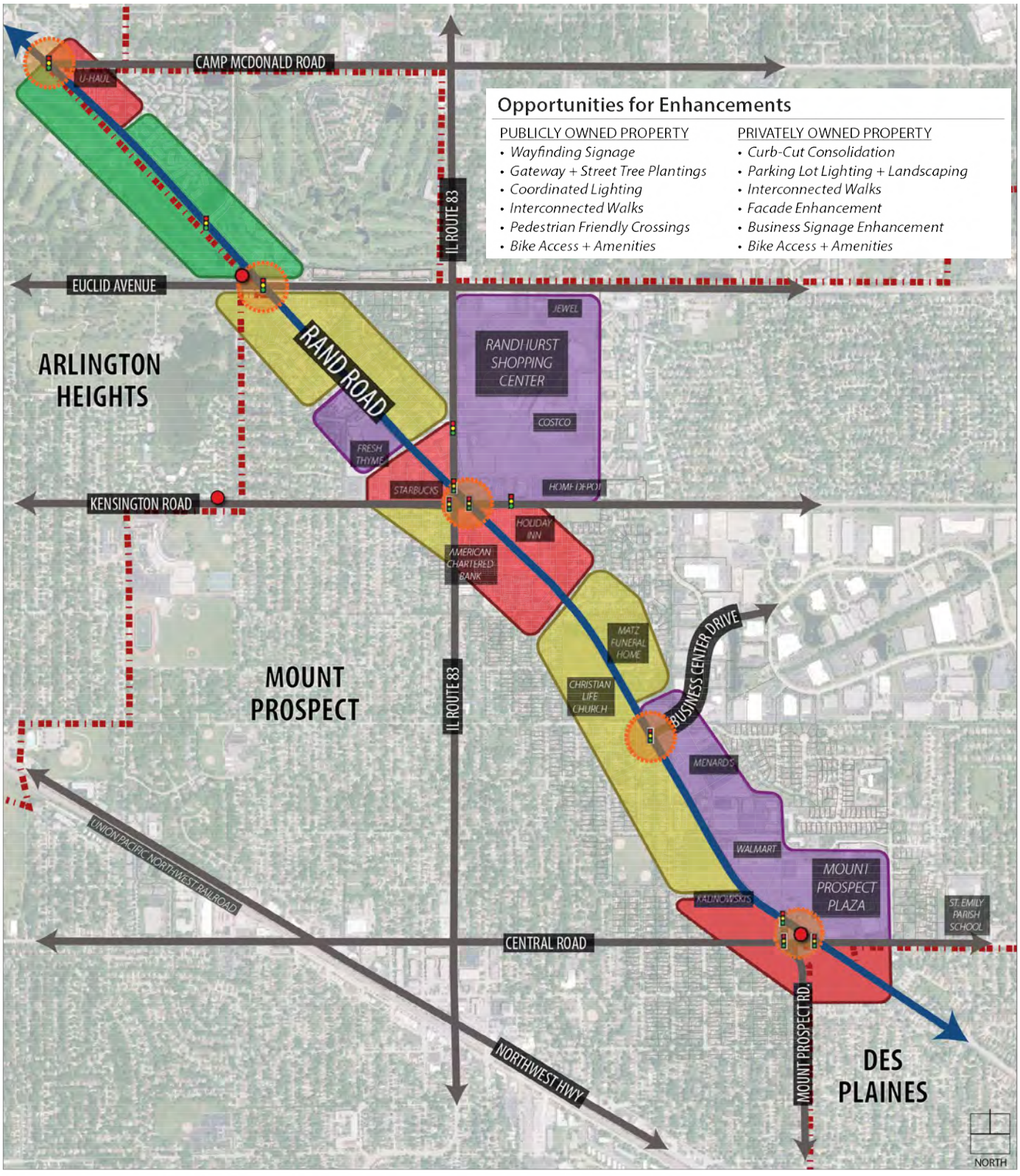


FIGURE 2.6
CORRIDOR CHARACTER

URBAN DESIGN: STRENGTHS, OPPORTUNITIES & CHALLENGES

	Strengths	Opportunities	Challenges
LARGE FORMAT LOTS	Development includes pedestrian connections from street and perimeter landscape screening. Internal Randhurst Village includes a pedestrian friendly shopping experience with outdoor dining and high quality streetscape amenities. Rear facades are oriented to the street with awnings, signage and use of high quality architectural finishes.	Opportunity for landscape median along Elmhurst Road between Oxford Place and Meadow Lane. Opportunity to improve pedestrian connections into Mount Prospect Plaza from Rand Road.	Difficult to retrofit existing parking lot and perimeter, which lack landscape treatments such as parking screening, perimeter street trees and landscape parking islands.
INDIVIDUALLY SERVICED LOTS	Parkway trees add to a positive visual character along the corridor. Commercial parking lot is screened with shrubs and perimeter trees.	Opportunity for Mount Prospect gateway sign at the north entrance into the community. Consolidation and shared development access would minimize pedestrian-auto conflicts and promote an improved corridor appearance.	Development lacks sidewalks and perimeter landscape buffer with multiple curb cuts. Corridor area lacks streetscape elements such as a roadway lighting and wayfinding signage.
NEIGHBORHOOD CONNECTOR	Landscaped screening residential uses along Rand Road. Interconnected neighborhood streets with sidewalks, large parkways and mature street trees.	Retail/mixed-use development opportunity across from Mount Prospect Plaza. Opportunity for landscape median between Business Center Drive to Hill Street.	Lack of sidewalks along the west side of Rand Road at Gregory Park. Neighborhood lacks sidewalks and connection to Rand Road.
GREENWAY CORRIDOR	Dense vegetation and few curb cuts provides a natural greenway character along the north Rand Road corridor. Multi-family development provides well landscaped frontage with sidewalks and high quality gateway elements.	Corridor area would be enhanced with streetscape elements such as roadway lighting and wayfinding signage.	Lack of sidewalks for pedestrians/bicyclists.

OVERVIEW OF MARKET FINDINGS

Assessing current real estate and development markets is fundamental to anticipating future trends, evaluating the current mix of land uses, considering the appropriateness of land use regulations, and recommending actions for enhancing the Rand Road corridor.

RETAIL

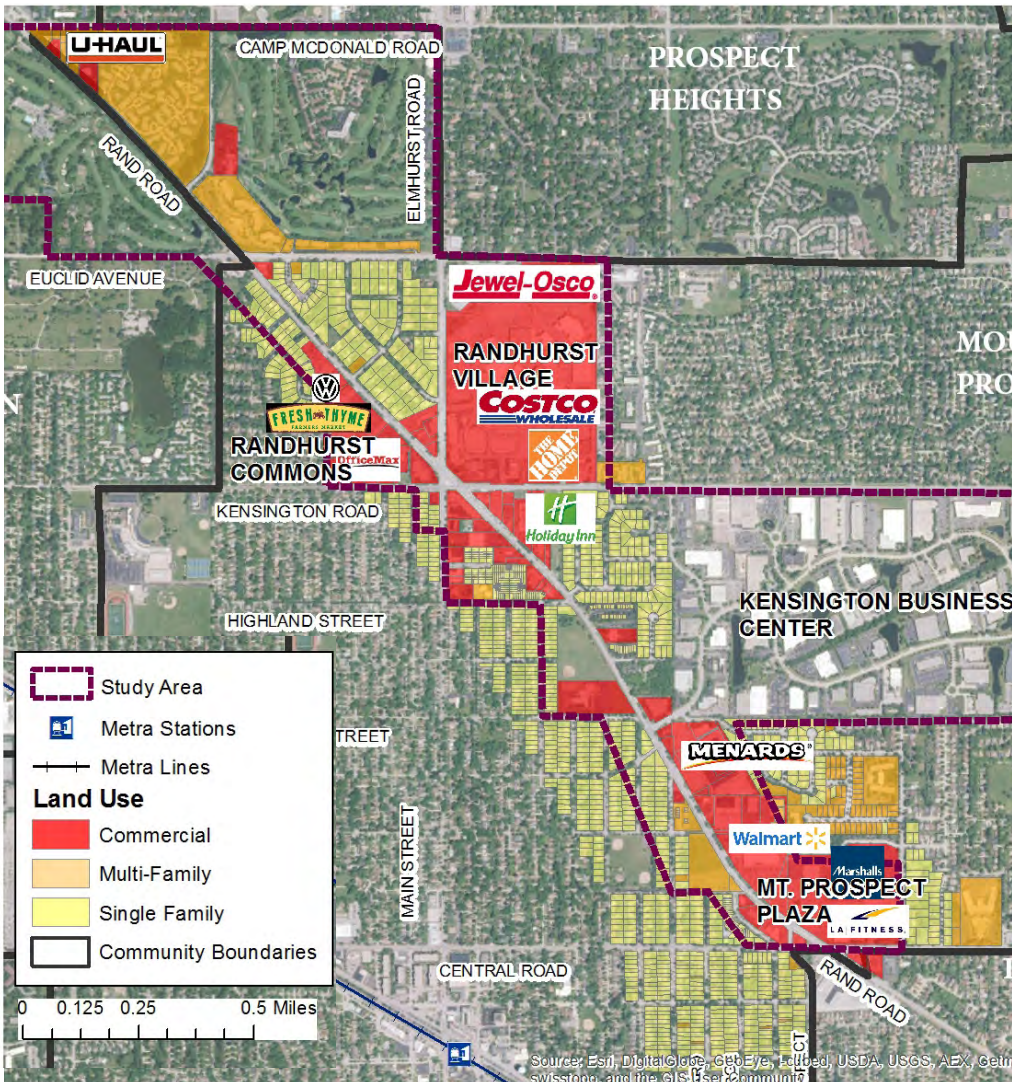
The retail market in the Northwest suburbs has recovered from the Great Recession and continues to strengthen. Randhurst Village, the one million square foot regional shopping center located at Rand Road and Elmhurst Road, has undergone a $200 million redevelopment, and was subsequently purchased by DLC Management in 2015. Three future development sites within Randhurst Village have been identified, which could add an additional 133,000 square feet of space and possibly a residential component.

The former Buick dealership at Henry Street and Rand Road, across the street from Walmart, is expected to be redeveloped as a planned unit development. In particular, the five acre parcel is anticipated to be developed in two phases, with the first phase expecting completion by early 2017. The expected retailers for phase one include a quick-service restaurant and an auto-oriented business.

Other vacant storefronts along this stretch of Rand Road could attract additional retailers, including spaces in Randhurst Commons and Mount Prospect Plaza. Commercially-zoned sites not located in shopping centers could also be a target for future development or redevelopment activity.

OFFICE & INDUSTRIAL

Kensington Business Center (KBC) is the other major commercial anchor along Rand Road in Mount Prospect. The park contains 3.25 million square feet of office, industrial, and flex space on 300 acres and an estimated 3,000 employees. While numerous spaces are being marketed, the current overall vacancy rate is estimated to be 10%. In recent years, Mount Prospect has approved a number of conditional uses in KBC, primarily for recreation and educational users. Recent landscaping and ongoing improvements have enhanced the physical environment of this business park.



RESIDENTIAL

While the market may support development of new housing, few appropriate residential sites are located within this portion of the Rand Road Corridor. The corridor is essentially built out, and opportunities for redevelopment are scarce, given the prevalence of established neighborhoods and major commercial facilities. Thus, new residential construction along the corridor will primarily occur through the redevelopment of single family lots.

Could land be found, however, current supply and demand fundamentals demonstrate significant support for the development of new market rate rental apartments. In the for sale sector, new townhomes could be supported in various infill locations, provided that adequate buffering from major traffic routes is incorporated.

SOCIOECONOMIC OVERVIEW

An understanding of demographic characteristics in Mount Prospect and the study area is seen in context of comparison to nearby communities, including Arlington Heights, Des Plaines, and Prospect Heights. Key market / demographic findings note that:

- With an estimated population of 54,000 Mount Prospect is smaller than Arlington Heights, but has a comparable population and household count to Des Plaines.
- The estimated median income of $66,000 is second highest after Arlington Heights ($76,000). It is also higher than that of Metropolitan Chicago as a whole, at $60,085. Mount Prospect collected the most retail sales tax revenue of the four communities with $13.3 million. In 2014 it brought in almost $1.5 million more in retail sales tax than Arlington Heights, the next highest community.
- Between 2012 and 2014 Mount Prospect issued the most multi-family building permits, largely due to the 92-unit Mount Prospect Horizon Senior Living Center built in 2013. Comparatively, Mount Prospect issued fewer single family permits during the same time period than surrounding suburbs.
- The 2015 median income in Mount Prospect (as estimated by Esri Business Analyst) is $66,353, higher than both Des Plaines and Prospect Heights. The Rand Road Corridor is surrounded mostly by census block groups with an average household income of $50,000 dollars or less. As Rand Road passes through Arlington Heights, the median household income increases.

OPPORTUNITIES & CHALLENGES

The study area along Rand Road is likely to continue to grow and attract shoppers, employees, visitors, and residents. This growth can be supported through efforts that ensure people using multiple modes of transit can safely and conveniently access and traverse the corridor.

The Village of Mount Prospect has been supportive of new development in the Rand Road Corridor, and continues to help with marketing, infrastructure investment, and various financial subsidies. The Village's efficient and effective development review process helps new developments move forward.

The following table summarizes existing market related strengths, opportunities, and challenges facing the Rand Road corridor.

	Strengths	Opportunities	Challenges
RETAIL MARKET	- Strong retail market - Low vacancy rate - High sales tax revenue - Randhurst Village redevelopment	- Development sites in Randhurst Village - Former Mitchell Buick site - Other infill / soft sites	- Access to retail centers along Rand Road - Circulation within Randhurst Village
OFFICE/ FLEX MARKET	- Increased occupancy at Kensington Business Center (KBC) - Attractive streetscape	- Conditional uses at KBC - Additional marketing to attract diverse businesses	- No single ownership / management entity at KBC - Competitive flex / office space in Schaumburg and nearby communities
RESIDENTIAL MARKET	- Wide variety of housing types - Market support for more housing	- Multifamily rental on Randhurst Village development parcel - Infill townhomes - Rehabilitation of older units	- Lack of developable sites

Comparative Metrics on Mount Prospect and Surrounding Communities

COMMUNITY	2015 POPULATION ESTIMATE	2015 HOUSEHOLD ESTIMATE	2015 MEDIAN AGE ESTIMATE	2015 HH INCOME	2014 ANNUAL RETAIL SALES TAX	SF UNITS PERMITTED (2012 - 2014)	MF UNITS PERMITTED (2012 - 2014)
Arlington Heights	*75,311*	*31,248*	*43.8*	*$76,386*	*$11,934,596*	*187*	*4*
Des Plaines	*59,136*	*23,171*	*43.1*	*$60,057*	*$11,214,007*	*53*	*3*
Mount Prospect	*54,307*	*20,746*	*40.9*	*$66,353*	*$13,285,441*	*15*	*143*
Prospect Heights	*17,033*	*6,470*	*38.1*	*$54,234*	*$970,118*	*35*	*0*

Sources: Esri Business Analyst (2015 estimates), IL Dept of Revenue, Censtats, Goodman Williams Group

CHAPTER 3

TRANSPORTATION IMPROVEMENT CONCEPTS

This chapter addresses multimodal transportation infrastructure, including vehicle access/circulation and traffic control, and transit, bicycle, and pedestrian access and amenities. In addition, comfort, safety and operational characteristics are evaluated for each mode of transportation.

The primary goal of the Rand Road Corridor Plan is to identify potential improvements related to connectivity, accessibility, and efficiency for all users. Based on the challenges and opportunities identified in the Existing Conditions chapter, and with guidance from the Rand Road Corridor Steering Committee and input obtained throughout the planning process, recommendations for multimodal transportation improvements are outlined in this chapter. Near- and long-term recommendations are identified in order to provide a phased strategy for successful implementation. The recommended improvements are expected to positively contribute to the current economic vitality of the corridor, and support and encourage future economic development opportunities. All diagrams and concepts are for planning purposes only. Any further planning or implementation will be subject to IDOT's review and approval, with particular reference to IDOT's Strategic Regional Arterial (SRA) study.

ROADWAY CONCEPTS FOR CONSIDERATION

The transportation improvement concepts described in this chapter address site access, circulation, transit, and facilities for pedestrians and bicyclists. Detailed and extensive intersection improvement concepts are provided in Chapter 7; those concepts are included for consideration but not meant to be viewed as final recommendations of this plan.

STUDY AREA CONTEXT

Rand Road (US Route 12) is an automobile-focused corridor. Limited pedestrian, bicyclist, and transit infrastructure currently is available, but the corridor clearly is auto-oriented in terms of how a large majority of people travel along Rand Road and how much of the adjacent development is configured. Between Central Road and Camp McDonald Road, Rand Road generally provides two travel lanes in each direction with a striped center median or two-way center turn lane. Left-turn lanes are provided at key locations along the corridor. The Rand Road corridor is generally a 100-foot right-of-way (ROW) with a minimum pavement width of approximately 55 or 66 feet in most locations. Within the study area, between Camp McDonald Road and Euclid Avenue the posted speed limit on Rand Road is 45 miles per hour (MPH). South of Euclid Avenue to the study limits south of Central Road, the posted speed limit on Rand Road is 40 MPH.

SITE ACCESS FOR ADJACENT PROPERTIES

A primary intent of addressing roadway improvements along the Rand Road corridor is to make recommendations that reduce congestion associated with unanticipated turning movements and minimize conflicts between vehicles and pedestrians/bicyclists. As redevelopment occurs along the corridor, the Village should pursue opportunities to consolidate driveways and create cross-access between properties. At a minimum, it is recommended property owners dedicate the necessary cross-access easements. Where feasible, integrated cross-access connectivity should be required. These cross-access connections would help reduce the number of vehicle movements turning on and off Rand Road and provide a pedestrian link that helps facilitate parking once and walking between properties. Opportunities for implementation of this recommendation outside redevelopment activity are limited; however, the Village could consider development of a grant program to encourage private investment in site improvements that result in driveway consolidation and/or cross-access.

As the Village considers development and redevelopment proposals for property along the corridor, technical review of the proposed site design should include the recommendations outlined in this study. In the near-term, the Village has an opportunity to implement the recommendations for site access (e.g., driveway consolidation, cross-access) and corridor amenities (e.g., pedestrian connections, bicycle and transit amenities) through development and redevelopment activity along the corridor.

As the corridor develops, Village review of site development or redevelopment plans should incorporate the following multimodal access and amenity considerations, particularly relative to their impact on adjacent properties and the corridor-wide goals and objectives:

- ❑ Site design should aim to protect, preserve and stabilize adjacent residential neighborhoods. Opportunities to minimize potential cut-through traffic or neighborhood parking impacts should be identified through site design.
- ❑ Traffic signals need to meet warrants and be properly spaced. Spacing between new and existing traffic signals should be maximized and, if possible, placed at locations to benefit multiple destinations, such as adjacent neighborhoods or properties that don't otherwise have alternative access options.
- ❑ To the extent possible through driveway consolidation and cross-access with adjacent properties, full-access driveways should be limited and utilize appropriate spacing. Where appropriate based on the site location and proposed land use, full-access driveways should be located at existing or planned signalized intersections. Where multiple access driveways are requested for a development or redevelopment site, right-in/right-out driveways should be considered in order to minimize conflicts attributable to left-turn movements.
- ❑ Right-of-way should be preserved or dedicated to accommodate a shared-use path and an appropriate parkway along the west side of the Rand Road corridor.
- ❑ Site layout should be of a pedestrian scale and aim to separate vehicular and pedestrian/bicycle traffic to the extent possible. Often, this can be done by offsetting the building to one side of the parcel, allowing the sidewalk connections to be made from the public sidewalk directly to the front door without crossing a vehicular drive aisle. Alternatively, crosswalks on private property should be considered to facilitate on-site pedestrian circulation.
- ❑ Where viable, shared parking should be considered in order to minimize the development of large parking lots that inhibit pedestrian and bicycle connectivity between the sidewalk or shared-use path and the site.

TRANSIT ACCESS & AMENITIES

Existing access and amenities described in the Existing Conditions chapter were reviewed with Pace Suburban Bus and the Regional Transportation Authority (RTA) in order to identify future opportunities. Based on a review of current boarding and alighting data for the existing routes within the study area, and through discussions with the Steering Committee, additional service is not recommended at this time. Future enhancements to Pace routes may be considered with future redevelopment activity along the Rand Road corridor.

Although boarding and alighting activity in the study area is limited, transit passengers regularly travel through the corridor. The ridership levels suggest these are important routes in the Pace Suburban Bus network, and highlight an opportunity to encourage additional boarding and alighting activity in the study area. It is recommended the Village coordinate with Pace Suburban Bus to identify key employers and other destinations along the corridor that may benefit from transit service, including Pace's Rideshare and Vanpool programs. A targeted marketing campaign is recommended in order to increase transit awareness in the study area and community-at-large. These intercity routes and rideshare/vanpool programs may also benefit from partnerships with adjacent communities. As boarding and alighting activity along the corridor increases, opportunities to enhance bus stop locations may be identified. Bus stop locations should be coordinated with the Pace Suburban Bus Posted Stops Program. Once stop locations are identified, improvements should be implemented as feasible. At a minimum, each bus stop should have a concrete pad for waiting.

In addition, as redevelopment activity occurs along the corridor there may be new opportunities for increased ridership. The Village should continue to work with Pace Suburban Bus to identify target markets, complete outreach campaigns, assess barriers to transit in the study area, and incorporate transit-supportive design elements into redevelopment opportunities. Further, as Rand Road is a Transit Signal Priority Corridor and has been identified by Pace as a future corridor for implementation of their rapid transit network known as Pulse (see information graphic below), transit supportive land use, pedestrian-scale development, and pedestrian infrastructure are key to achieving quality transit service. Transit elements should be reviewed as part of the Village's capital programming efforts for future projects along the corridor. In addition, as development and redevelopment occurs along the corridor, the Village should consider integrating the Pace Suburban Bus Design Review Assistance for Transit (DRAFT) program, which would allow Pace to review site development plans as part of the Village's development review process. Through this program, Pace identifies opportunities to incorporate public transportation features in the development plan. The provision of transit service may also be considered during the plan review process.

Further, the recommended pedestrian and bicycle access and amenities outlined below are expected to enhance transit access and potentially encourage new ridership. Future planning should include coordination with IDOT.

pace PULSE

Pace is currently building up its rapid transit network, Pulse, which will provide express bus service enhanced with start-of-the-art technology and streamlined route design. Designed to offer fast, frequent, and reliable bus service along high traffic corridors in the Chicago region, the first Pulse line is slated to open in 2017 on Milwaukee Avenue, between Golf Mill Shopping Center in Niles and the Jefferson Park Transit Center in Chicago. Connectivity with other Pace, CTA, and Metra transit routes will broaden travel options for transit riders.

Pulse differentiates itself from regular fixed route bus service by offering amenities like limited-stop express service, Wi-Fi enabled vehicles, easy-to-find Pulse-branded stations with weather protection, and real-time bus arrival signage.

At the time of this publication, Pace's Pulse program has only been allowed along Milwaukee Avenue as a pilot project by IDOT. Consideration on future routes such as Rand Road will be considered by IDOT after the Milwaukee Avenue line has been implemented and operational for five years. Following these five years, a study period of a couple years will be conducted to determine the operational and safety impacts of the Pulse line on a State Route in order to determine its viability on other State Routes in the Chicagoland area.

For more information: www.pacebus/pulse

PEDESTRIAN AND BICYCLE ACCESS & AMENITIES

Although the Rand Road corridor is primarily an automobile-focused roadway, opportunities to enhance pedestrian and bicycle access and amenities were identified based on the existing conditions inventory and input received throughout the planning process. While the recommendations for site access and the intersection improvements will enhance pedestrian and bicycle access, connectivity along the corridor is also needed.

Installation of new sidewalk in the gap segments along the northeast side of Rand Road from Central Road to Camp McDonald Road would provide for a continuous pedestrian route throughout the corridor. In addition, sidewalk connectivity would enhance access to the existing transit routes in the study area. While sidewalk is recommended for the northeast side of the street, installation of a 10-foot wide shared-use path is recommended along the southwest side of the street from Central Road to Camp McDonald Road. Throughout the planning process, comments regarding the lack of bicycle facilities were received. The recommended 10-foot shared-use path is intended to support both pedestrian and bicycle access and mobility along the corridor that provides comfort and safety on a facility separated from the vehicular traffic. With installation of new sidewalk in gap locations on the northeast side of the street and a 10-foot wide shared-use path on the southwest side of the street, continuous pedestrian and bicyclist access would be provided along the entire length of the study corridor. The existing crosswalks at Business Center Drive, in combination with the recommended crosswalks and pedestrian signals at the intersections of Rand Road, IL 83/Elmhurst Road and Kensington Road; and Rand Road, Mount Prospect Road and Central Road would provide connectivity between commercial uses, adjacent residences, and the institutional and park facilities in the study area.

Beyond the transportation network, opportunities to promote or encourage pedestrian or bicyclist activity through site and architectural design should be considered. Pedestrian-scaled buildings and connections between the public sidewalk and adjacent sites should be required as properties redevelop along the corridor. In addition, the Village should continue to require bicycle parking as part of the site development review process. Consideration should also be given to other amenities, such as pedestrian-scaled lighting and streetscape elements that can create a perceived barrier between the roadway and sidewalk, and contribute to a more pedestrian- and bicyclist-oriented environment.

MULTIMODAL TRANSPORTATION RECOMMENDATIONS

A comprehensive list of the recommended multimodal transportation improvements is summarized in Chapter 6: Implementation. The improvements are organized by mode of transportation and presented as near- and long-term recommendations. Ongoing actions and policies that support the goals and objectives of the Rand Road Corridor Plan are also included. The recommended priority level or implementation timeframe is based on a number of factors, including the level of effort required for implementation. Level of effort considers the coordination required by Village staff, landowners, and other jurisdictions or agencies (such as IDOT or Pace). Other factors in the priority level/implementation timeframe include safety factors, general order of magnitude cost considerations, and the ability for an improvement to act as a catalyst for positive change along the corridor.

CHAPTER 4

DESIGN CONCEPTS
FOR PUBLIC & PRIVATE PROPERTIES

The following section provides images that illustrate approaches to express specific design concepts for public and private properties along the Rand Road Corridor. These design concepts are summarized through annotated graphics on the following pages.

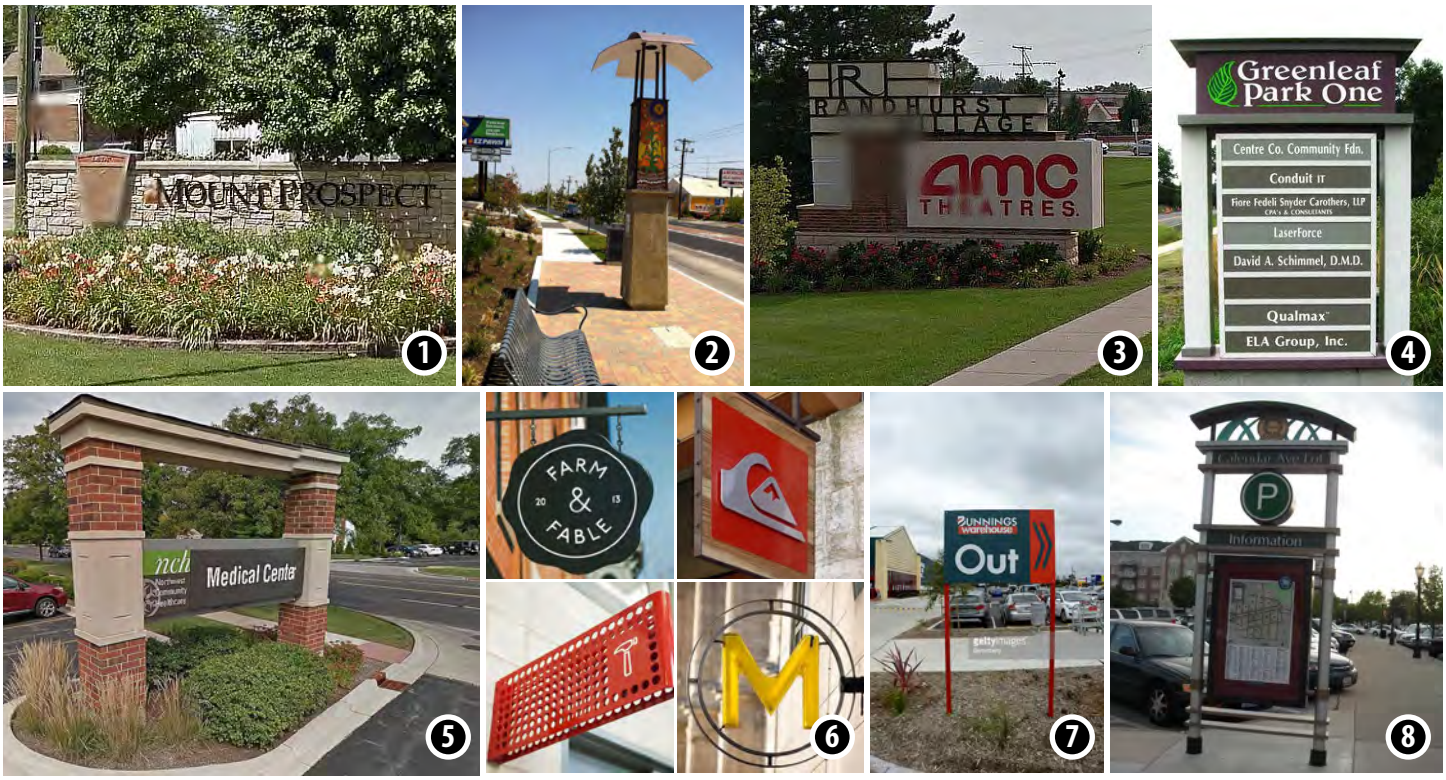
These design concepts are illustrative of ideas intended to enhance the Rand Road Corridor in a manner that: builds up a distinct character for the corridor; provides amenities and a scale appropriate for motorists, bicyclists, and pedestrians; boosts the vitality of businesses, property values for property owners, and tax revenue for the Village; encourages greater transit ridership; and advances a safe, accessible, and welcoming multimodal environment for all users. For the purpose of the design concepts, public properties generally encompass areas within the roadway right-of-way and properties owned by a public entity. In the case of Rand Road, which is a State-controlled road, design enhancements would require coordination with the Department of Transportation. Pedestrian and bicyclist related ideas would have to be considered in light of safety and efficiency recommendations in the transportation element of the corridor plan. In addition, some of the concepts may be more appropriate for other local and collector roads leading to the corridor.

Regarding private properties, the design concepts shown are suggested for owners along Rand Road and are meant to complement the development and design standards already established in the Village's Zoning Ordinance. These concepts also might be recommended by the Village, where appropriate, as part of future development approvals. For existing properties, the Village may choose to evaluate a façade improvement program. This type of program could be modeled after the one in the downtown, but would require identification of an independent funding source.

As the Village updates the zoning code and considers including these and other design items, they should be considered to ensure appropriateness for modern practices and not create internal conflicts. All diagrams and concepts are for planning purposes only. Any further planning or implementation will be subject to IDOT's review and approval.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

GATEWAY & SIGNAGE



(1) The Village presently has one welcome monument sign along the corridor at the northwest corner of Rand Road and Central Road. The Village may consider constructing similar welcome monument signs at two other key Rand Road intersections, Euclid Avenue and Camp McDonald Road (as noted in the 2000 Corridor Improvement Plan), which both mark entry into Mount Prospect from neighboring communities.

(2) Vertical signage can provide greater visibility along a high traffic corridor like Rand Road, particularly signs that have distinct features that catch the eyes of passersby and emphasize the identity of Mount Prospect. Vertical signs, which could be designed to reflect the current model, are typically placed at key entry points into a corridor or community for maximum impact, but they can also be placed at key intersections or midpoints along the corridor.

(3) (4) Randhurst Village is a good example of a major development with multiple businesses and tenants using signage to help brand itself along Rand Road. Even a multi-tenant strip retail center or office complex can take a similar approach to brand its image.

(5) Landscaping can help enhance the vibrancy of a monument sign. Landscaping can also screen ancillary features like light fixtures and utility boxes related to the sign.

(6) Businesses should be provided with a certain level of flexibility to provide creative signs that highlight their logos and colors using different construction materials and designs.

(7) Interior directional signage is encouraged within large parking lots to help navigate drivers to the entrance and exit points of the lot. This is even more important for existing sites that may experience a reorientation of their parking lot or site access points due to new development or site consolidation.

(8) Directory signs have greater visibility and user-friendliness when constructed in a vertical manner such that the map and information is visible from a distance and at eye level.

NOTE: All signs provided in the public right-of-way are subject to review per IDOT's policies and roadside safety.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

PEDESTRIAN CONNECTIVITY

(1) (2) Pedestrian crossings should provide a safe and visible access. Where necessary, they may include refuge for pedestrians at the midpoint of the roadway. Low-level landscaping, curbs, and decorative pavers can be installed to help accentuate the crossing to motorists, pedestrians, and bicyclists. All roadway crossings should comply with ADA standards to ensure safe access for all abilities and ages. Raised crosswalks are not appropriate for Rand Road or permitted by IDOT along State Routes.

(3) (4) Decorative pavers, road stamping, and striping are effective ways to accentuate a crosswalk, providing visual cues to motorists, pedestrians, and bicyclists.

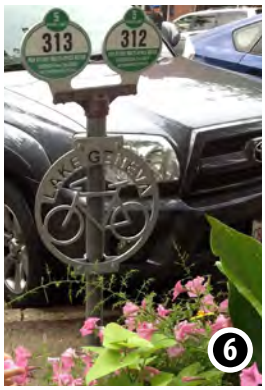
(5) Sidewalks along the street should connect to nearby businesses, particularly if such businesses integrate sidewalks and crosswalks within their sites. One notable example along the Rand Road Corridor is this sidewalk connection to the Dunkin Donuts/Baskin Robbins store located south of Menards, which provides a sidewalk leading from Rand Road to a crosswalk and the front entrance of the store. Other notable examples are located along Elmhurst Road for restaurant outlots on the west side of Randhurst Village.

(6) Landscaping in parking lots can help create a more inviting pedestrian experience by softening the hardscapes, creating green buffers along sidewalks, and providing shade relief. Landscaping also reduces the amount of impervious surfaces in a parking lot.

(7) For businesses that provide parking at the sides or rear of the building, pedestrian walkways should be provided so that patrons can safely walk from their cars to the building's main entrance. These walkways can be constructed of pervious materials rather than concrete to help reduce impervious surfaces and add variation in the materials and textures on the site.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

BICYCLE AMENITIES



(1) Standard bike racks are relatively easy to install. Bike racks installed in highly visible areas provide visual cues that a street corridor or district is accessible for bicyclists. All bike racks highlighted in this section should be installed in well-lit areas and in close proximity to building entrances.

(2) Bike racks can be set up on the street within the right-of-way, particularly in area that can sacrifice one or two on-street parking spaces to accommodate the racks. While not feasible along Rand Road, curbside bike racks may be more feasible on side streets that feed onto Rand Road or internal roadways such as those serving Randhurst Village.

(3) Vertical bike racks take up less space on the ground and can help dress up a blank wall.

(4) Bike storage cages or bins provide protection from the elements.

(5) Bike rack areas can utilize pervious materials to promote sustainable practices.

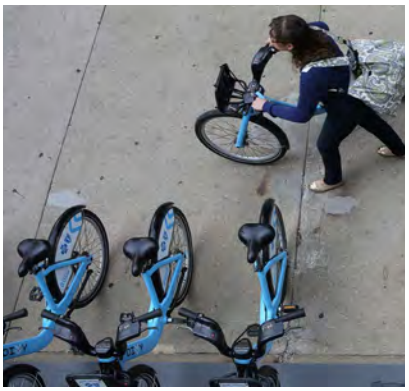
(6) Communities can brand bike racks, such as this street-side rack in Lake Geneva. The Village could explore options to brand racks specifically for the Rand Road Corridor or Mount Prospect as a whole.

(7) Bike racks paired with bus stops can help promote transit ridership. This may be particularly appealing to a resident who may wish to take one of the four bus routes serving Rand Road but can only (or prefers to) access the bus stop by bike.

(8) Bike racks can be fun with creative and whimsical designs like this tomato-shaped children's bike rack. Local symbols like Prospect High School's Knight mascot, Hersey High School's Huskies mascot, or the Village logo may lend inspiration to a unique bike rack design for Mount Prospect.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

BICYCLE AMENITIES



(9) On-street bike paths can utilize different paving materials or colors to differentiate from the auto travel lanes, which helps to increase safety for bicyclists and motorist. While not feasible along Rand Road, on-street bike paths may be more feasible on side streets that feed onto Rand Road or internal roadways such as those serving Randhurst Village.

(10) Vertical signage, which is visible at eye level or slightly above, can help distinguish the appropriate lanes for bikes and pedestrians on shared used paths.

(11) Sharrows are a common way to signify an on-street space for bike travel that is shared with auto travel. Bikes and cars share the same travel lane, with the sharrow indicating the general space intended for bikes. While not feasible along Rand Road, sharrows may be more feasible on side streets that feed onto Rand Road or internal roadways such as those serving Randhurst Village.

(12) Similar to vertical signage, on-street markers can help differentiate the appropriate lanes for bikes and pedestrians on shared used paths. These go a step further than sharrows in that they can also provide lines and other markings on the pavement to further delineate the designated spaces for bikes and pedestrians.

(13) The community can work with private enterprises or institutions to set up a bike share program, such as the Divvy program in the City of Chicago. Divvy recently expanded into suburban communities, including Oak Park and Evanston. There are instances where a private entity has purchased a set of Divvy bikes and dock for use by its patrons; for example, AMLI real estate developer paid for the installation of Divvy stations outside of two of its apartment buildings for use by their residents. Businesses at Randhurst Village or Kensington Business Center may explore the potential to pool their resources to provide bike share options for their customers and employees.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

TRANSIT AMENITIES

(1) As space permits in the right-of-way, all bus stops should be outfitted with a shelter that includes a roof, bench, Pace bus schedule, and sign indicating the Pace bus routes that make stops at each location. For those bus routes serving a nearby Metra commuter rail station, a map of the bus service route would be helpful, particularly for transit riders who may be unfamiliar with the route. These amenities provide transit riders with a safe place to wait for a bus, including protection from inclement weather and a schedule to know when to expect the next bus. If resources and right-of-way allow, bus shelters with electronic real-time bus trackers are encouraged so that transit riders have a more exact indication as to when to expect the next bus. Mount Prospect presently has a contract with ICSC to provide shelters, which specifies design characteristics of a standard shelter. As a result, certain design elements noted above would need to be discussed with ICSC.

(2) At minimum, each bus stop should have a concrete waiting pad and sign posting the Pace bus routes that make stops at each location and a general daily schedule of each bus route. The signs should be highly visible for pedestrians, bus drivers, and other motorists. Bus stop locations must also be coordinated with Pace's posted stops program, with stop improvements being implemented as feasible.

(3) Bus shelters should have an appropriate level of lighting to ensure safety for transit riders awaiting a bus during the dark hours of night and early morning. [Note: Pace and IDOT are not responsible for lighting along the corridor.]

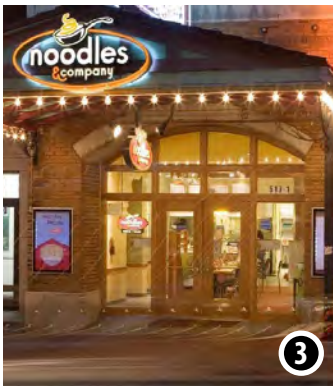
(4) Sidewalks and other pedestrian connections should be integrated with all bus shelters to ensure riders can safely access nearby businesses and intersections. This example shows an appropriate pedestrian connection from a bus shelter to restaurants and retail uses along Elmhurst Road on the west side of Randhurst Village.

(5) Bus shelters provide opportunities for public art to help dress up the streetscape and provide visual interest for transit riders waiting for the bus. Art pieces, however, should provide appropriate scale and intensity to avoid conflicts with pedestrian safety, access, and visibility, particularly from the bus driver's perspective.

NOTE: Coordination with Pace and other vendors or providers is necessary to determine which party is responsible for the installation and maintenance of transit amenities, as well as ensure that these amenities align with transit supportive land uses, help create a sense of place, and advance safe pedestrian access. Pace's Transit Supportive Guidelines and DRAFT Program are useful resources.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

LIGHTING



(1) Wall mounted lights should ensure light is directed downward to minimize glare. Whether mounted on a wall or affixed to a pole, LED lights are encouraged due to their energy efficiency, durability, minimal UV/radiated heat emissions, temperature adaptability, flexible light dispersement, and environmental friendliness.

(2) (3) Buildings should include a lighting scheme that combines exterior lighting with ambient lighting from the interior through permeable building fronts to help illuminate the sidewalk and outdoor spaces at night or on overcast days. This type of lighting scheme also helps to accentuate exterior building features.

(4) Tall light poles are appropriate for parking lots to provide greater light coverage, as long as light spillover is minimized at the property line. The maximum height of light poles should adhere to the 30 ft maximum, per the Village's Zoning Code.

(5) Light poles set at a lower height create a more intimate and pedestrian-oriented environment along a street or within a plaza. Ornamental or historic style light fixtures are also appropriate in this context to add to the distinct quality of the environment. To further enhance the pedestrian experience, shorter light poles provide opportunities for elevated plantings and banners that promote community events.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

LANDSCAPING

(1) (2) Landscaping within parking lot islands, parkways, and other open areas helps to reduce impervious surfaces, provide shade relief, screen utility features, and soften the hardscapes of the parking lot.

(3) Monument signs for businesses along the corridor should be enhanced with landscaping, particularly integrating native plantings where possible to reduce maintenance costs. Landscaping can also screen ancillary features like light fixtures and utility boxes relating to or located around the monument sign.

(4) Native plantings should be integrated into detention ponds, rain gardens, and bioswales to promote natural filtration and irrigation to conserve water, reduce maintenance costs, eliminate the need for pesticides and other chemicals, and support biodiversity.

(5) Hedgerows should be installed along rows of parking that face the street to help shield car headlights shining onto the street. The hedgerow can integrate a variety of plant types set at a minimum height to encourage diversity in landscaping.

(6) Utility wires above ground should be buried, where feasible, to remove visual clutter along the corridor. Given the expense and significant physical alterations associated with the burial of utility lines, this type of project may best be combined with other infrastructure improvement projects along the corridor.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

PLACEMAKING & CORRIDOR IDENTITY

(1) Improvements to Randhurst Village – from bringing buildings closer to the street, creating a more pedestrian-oriented environment, and providing a unique open air experience – serve as an exemplary local model for place-making along the Rand Road Corridor. While these steps were completed at a large scale for Randhurst Village, they can be adapted for smaller sites, a single development, or a group of developments.

(2) Open plazas provide flexibility for a variety of activities and amenities, such as community events, sidewalk sales, benches, outdoor seating and dining, bicycle racks, etc. While plazas work well in a large center like Randhurst Village, a plaza can be successful on a smaller site if designed properly. Possible designs include bringing the building close to the sidewalk and street, providing connectivity between the plaza and sidewalks, and attracting businesses that would utilize the plaza for its own activities (e.g., outdoor dining, displays, seating, etc.).

(3) Public art is a creative means to build up a corridor's identity. The Village could work with local artists or arts students and commission a public art project via permanent or temporary art pieces like sculptures. The butterfly public art pieces that were positioned at various spots around Downtown Mount Prospect are an example of this idea.

(4) Banners are commonly hoisted on light poles along a corridor, but other elements like welcome monument signs and vertical gateway markers that share a common design and materials palette can help define the Rand Road Corridor as a distinct place within Mount Prospect. Signs placed within IDOT right-of-way will require adherence to IDOT's monument policy.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

BUILDINGS & ARCHITECTURE

(1) Masonry construction is a strong design element in Mount Prospect and should be encouraged as new buildings are proposed and constructed in the Rand Road Corridor. Visual appeal of the building construction, materials, and massing should be maintained on sides of the building to encourage consistency through 360° architecture, and discourage completely blank or monotonous rear and side façades.

(2) Large glass windows and doors are encouraged to enable ambient light to filter into buildings and provide visibility to interior spaces. Paired with metal or fabric awnings, the integration of large glass windows and doors also helps to break up the monotony of masonry façades.

(3) While masonry construction is highly encouraged, other materials like metal and glass may also be used as complimentary materials.

(4) The architectural styles seen in Downtown Mount Prospect may provide design cues for buildings along the Rand Road Corridor.

(5) Rear and side façades that face the public right-of-way should maintain visual appeal with 360° architecture and integrate signage for businesses that desire visibility on these secondary or tertiary frontages. This is of particular importance for developments located at street intersections or within a larger site, like Randhurst Village, that has its own interior road system.

(6) Utilizing the same materials in the primary building and signage can create a more cohesive development with a shared design palette.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

SITE DESIGN

(1) Outdoor seating areas for restaurants and cafés bring life to plazas and the street-scape. While they are more commonly seen in compact districts like Downtown Mount Prospect, there are examples of outdoor seating areas in the Rand Road Corridor, including Randhurst Village. Additional outdoor seating areas should be integrated where feasible.

(2) Parking areas should integrate landscaping within the parkway and interior islands to reduce the amount of impervious surfaces, promote on-site stormwater management, and provide shade relief via ornamental trees.

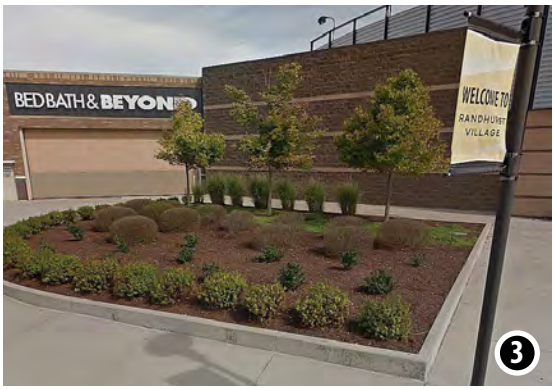
(3) Plazas, such as the ones in Randhurst Village, provide open areas for outdoor seating, sidewalk sales, events, and informal social gatherings and interaction. They also help break up the massing of buildings.

(4) Where feasible, parking should be located to the sides and/or rear of a building to help bring the building closer to the street. Even if side or rear parking is built into a site, one or two rows of "teaser" parking at the front of the building can still be provided to ensure a certain amount of parking is visible from the road.

(5) Underutilized spaces can make ideal locations for bike racks. For example, this image indicates a set of bike racks on the side of a trash enclosure that has visibility from one of the entrances into Randhurst Village. Since some underutilized spaces don't have strong visibility, wayfinding signage may be needed to point patrons towards these areas. Amenities such as bike racks should be placed close to building entrances and in well-lit areas to provide safe spaces for users.

DESIGN CONCEPTS FOR PUBLIC & PRIVATE PROPERTIES

SUSTAINABILITY



(1) Permeable materials should be considered for sidewalks, bikeways, and other paths, where feasible, to reduce the amount of impervious surfaces on a site and soften the hardscapes of paved areas.

(2) Vertical landscaping, such as ivy on walls or trellises, can help cover or break up the monotony of blank façades, particularly on the sides or rear of a building. This method can also help cool the building in a natural manner.

(3) Integration of planting beds and other landscaped areas helps break up large impervious areas to increase permeability and soften the hardscapes of paved areas.

(4) Native plantings should be integrated into detention ponds, rain gardens, and bioswales to promote natural filtration and irrigation to conserve water, reduce maintenance costs, eliminate the need for pesticides and other chemicals, and support biodiversity.

(5) Integration of rain gardens or bioswales in road parkways, medians, or other open spaces help to manage stormwater using natural plantings and filtration into the ground. The Village may consider collaborating with local organizations or schools to adopt and care for a rain garden or bioswale, which promotes community stewardship and distributes the responsibility of maintenance.

(6) Permeable pavers or other sustainable paving materials should be considered where feasible for parking lots, plazas, sidewalks, and bike paths to help promote stormwater management and add different textures to the streetscape.

ZONING CONCEPTS

The permitted use lists, bulk standards, and development approval process spelled out in the existing Village of Mount Prospect Zoning Ordinance and other development related codes have facilitated development on the Rand Road Corridor. The market overview conducted as part of this plan indicates the benefit of the current standards, in that they include broad use lists that provide flexibility to those leasing property and permit the corridor to be responsive to changes in the market. In addition, the Village revised the zoning ordinance to address already identified items in need of refinement. Therefore, substantial changes to development regulations are not a recommendation of this plan. However, certain items relevant to the corridor should be considered as the Village undertakes its zoning revisions.

SHARED PARKING

Required number of parking spaces for commercial uses in the corridor, and the rest of the Village, are addressed in Section 14.2207: Off Street Parking Requirements. That table of parking standards covers most off street parking along the corridor by addressing overall "shopping centers" rather than specific uses (though some uses are noted). In general, this approach has worked well. However, additional flexibility might be considered in regard to section 14.2202J: Collective Provisions. This standard requires that:

> "Off street parking facilities for separate uses on the same lot may be provided collectively if the total number of spaces provided collectively is not less than the sum of the separate requirements for each such use and provided that all regulations governing location of accessory parking spaces in relation to the use served are adhered to."

This standard can limit flexibility for some shopping centers to share parking. The ability to share parking without the total number of spaces equaling the sum of individual parking requirements could be considered in instances where the applicant can evidence that uses in the center (or those sharing parking) have different peak parking demand times, such as breakfast or dinner oriented restaurants. The relief could be granted under either the Village's administrative or commission based procedures.

UNIQUE USES

Section 14.604: Land Use Tables provide an extensive list of uses that can be located in the various zoning districts throughout the Village. The list of uses has served the Village well from an economic development perspective in that it facilitates a broad number of permitted businesses along Rand Road (and other commercial areas). The list is extensive and anticipates many different types of businesses, designating them as either permitted, conditional, or not permitted. Conditional uses are those that may cause specific impacts on the property or to nearby sites, and require an additional level of commission review to ensure they meet established zoning standards. Given changes to the national economy in recent years, businesses may present themselves to the Village as "one-offs" that do not fit the types of common businesses noted in the use list. To be in a position to address potential impacts from such "Unique Uses," the Village added this type of use to the use table as part of the 2016 zoning ordinance revisions.

LANDSCAPE REQUIREMENTS

Current zoning standards in the Village require an effective mix of landscape types for new development. These include standards for:

- ❑ Interior and perimeters of parking lots,
- ❑ Building foundation plantings,
- ❑ Landscaping around the site perimeter,
- ❑ Adjacent rights of way,
- ❑ Tree preservation, and
- ❑ Enhanced requirements for commercial development adjacent to residential uses.

The overall character of the Rand Road Corridor is addressed for this plan in the preceding section on urban design. However, some specific changes to the zoning ordinance landscape section might be considered as the Village reviews the code.

Plantings as Screening: Section 14.2306: Parking Lot Landscaping for Front and Corner Side Yards requires 50% of landscaping at a height of three feet within perimeters that abut or are adjacent to a non-single family residential use, while 100% continuous landscaping is required when abutting or adjacent to a single-family residential use. This landscape requirement is effective in softening the view of parking lots along corridors like Rand Road. The three-foot height limit is intended to not block the view businesses, but to screen the view of cars and car grills from the road.

Shade Trees: Similarly, this section requires that a shade tree be planted the equivalent of every 50 feet along a front property line across from residential uses. When the residential property abuts a rear or side yard, the requirement is for a tree to be planted every 50 feet (reflective of the fact that buildings will be closer to this lot lines). To enhance the aesthetic character of the corridor, the Village may consider requiring shade trees every 50 feet along the corridor from all uses.

Sustainable Infrastructure: Rain gardens, bio swales, and native landscapes are increasingly being used to meet both landscape and stormwater management needs. These elements, described further in the urban design section, can be set as requirements, options, or used as incentives in the Village landscape regulations.

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CHAPTER 5

MARKETING STRATEGY

This Marketing Strategy defines and prioritizes steps the Village of Mount Prospect and its partners can take to achieve the marketing objectives of the community. The concepts are aimed at supporting not just the Rand Road corridor, but all of Mount Prospect.

To that end, the Marketing Strategy for the Rand Road Corridor is presented in four parts:

PURPOSE & OBJECTIVES

Before establishing and launching a marketing strategy, it is necessary to identify its purpose, and answer the question of what objectives the Village seeks to achieve. What makes Mount Prospect distinct? What makes the corridor a business-friendly environment? How can a business thrive and grow? What type of experience can a person find here that they would be hard-pressed to find elsewhere? Answering these questions helps to establish the purpose for the Marketing Strategy for the corridor.

CORRIDOR IDENTITY & BRAND

In addition to the purpose and objectives, a successful Marketing Strategy will hinge upon identifying aspects of the Rand Road Corridor and Mount Prospect that set them apart from any other corridor or district in the region. By identifying the strengths and distinct characteristics, an identity takes shape. In addition, the Village can explore a brand for the Rand Road Corridor and overall community.

PARTNERS

Given the various stakeholders that comprise and serve the Rand Road Corridor, coordination of resources and partnerships will be critical to effectively promote all that the corridor offers to residents, visitors, property owners, business owners, employees, entrepreneurs, and investors. Identification of the Village's partners will create understanding the various organizations that play a key role in shaping the Rand Road Corridor and Mount Prospect.

INITIATIVES

In addition to identifying partners, it is important to take stock of the resources, programs, and initiatives that each partner already provides. Existing programs and initiatives enhance viability of the business community and encourage residents and visitors alike to "Experience Mount Prospect" through its shops, restaurants, and events. More can be done, though, as this Marketing Strategy describes.

PURPOSE & OBJECTIVES

Marketing goes beyond just promoting the Rand Road Corridor as a place to set up a business, shop for goods, and seek services. While these aspects are important, marketing also entails differentiating the corridor and Village from the larger marketplace. The strengths and unique characteristics of the Rand Road Corridor form a solid foundation upon which to build the Marketing Strategy.

PURPOSE

To accentuate Mount Prospect's name in the marketplace and differentiate the Village's segment of the Rand Road Corridor from other mixed use corridors and districts in the region.

OBJECTIVES:

The Marketing Strategy for the Rand Road Corridor is guided by the following primary objectives:

- ❑ Strengthen Mount Prospect's position in the regional marketplace.
- ❑ Provide a business-friendly environment that enables businesses to thrive and grow.
- ❑ Support entrepreneurs who aspire to set up businesses in Mount Prospect.
- ❑ Offer a unique experience that can only be found in Mount Prospect – particularly the Downtown and Randhurst Village.

CORRIDOR IDENTITY & BRAND

With the purpose and objectives in mind, this section identifies the strengths and characteristics of the Rand Road Corridor that form a strong basis for the Marketing Strategy. By forming an identity for the corridor, these aspects help set the Rand Road Corridor apart in the marketplace and lay the groundwork for exploring a brand that can further differentiate the corridor (and by extension the Village) from both a business and customer perspective.

CORRIDOR STRENGTHS & CHARACTERISTICS

The strengths and characteristics of the Rand Road Corridor play a crucial role in creating a distinct place in Mount Prospect and the Chicago metropolitan area in which to set up a business, explore an entrepreneurial venture, seek employment, meet a diversity of shopping needs, and gain exposure along one of the busiest arterials in the region. As summarized in the Existing Conditions chapter, the Rand Road Corridor is distinguished by the following strengths and characteristics:

- ❑ Northern end of corridor serves as gateway into Mount Prospect
- ❑ Diversity of shops that meet daily and specific needs
- ❑ Restaurants attract the local and daytime work populations
- ❑ Medical and general offices interspersed among the predominantly retail uses
- ❑ Access to Kensington Business Center, which serves as a major employment center and generates significant daytime population
- ❑ Direct access to three Pace bus routes, with connectivity to the Village's Metra station
- ❑ Proximity to residential neighborhoods that provide a nearby customer base
- ❑ High traffic volumes support visibility for retailers and other commercial uses
- ❑ Increased visibility created by short building setbacks and less parking up front
- ❑ Favorable zoning regulations that support and facilitate development
- ❑ Broad permitted use lists that offer flexibility to property owners seeking to lease or rent out spaces in a manner that is responsive to a changing market
- ❑ Praise for the Village's strong communication campaigns for residents, particularly regarding public works and construction projects
- ❑ Randhurst Village is a unique shopping district to be highlighted among others areas on the corridor.

In one sense, these characteristics create a strong identity for the Rand Road Corridor, at least from the perspective of people and businesses who already visit, live near, or work in the corridor. The results from the community survey administered at the onset of this planning process prove just as much. It may not take much to persuade this segment of the population that the Rand Road Corridor is an exemplary place to shop, dine, work, or explore. However, the Marketing Strategy is not targeted at this segment, as it is primarily aimed at potential customers, businesses, entrepreneurs, and people who drive by but don't stop to check out all the corridor offers.

DETERMINING MOUNT PROSPECT'S BRAND

From a business perspective, the strengths and characteristics outlined above must be communicated clearly so that there is a strong and persuasive indication that the Rand Road Corridor is a business-friendly environment and a great place to set up shop. It's a competitive marketplace, particularly given that Rand Road stretches beyond Mount Prospect, so a Marketing Strategy must not only highlight its strengths but also create little room in the minds of business owners, entrepreneurs, and investors to choose the Rand Road Corridor and Mount Prospect for their next business ventures.

From a customer perspective, many people are often looking for a unique or memorable experience that will not only attract them to check out the corridor's offerings, but also motivate them to keep coming back. It is almost not enough to just offer discounts and sales, particularly when there are so many options in the region to go shopping both in-person and online. It's that "experience" that can often put a customer over the top in terms of choosing a place to spend his/her money and time. If the experience is unique, memorable, and engaging enough, discounts and sales may not even be a deciding factor for some customers to visit and hopefully come back again. The opportunity for additional return shopping and dining visits can be expanded by adding the assets of Downtown Mount Prospect into the strategy. This transit oriented area offers its own options for shopping and dining, as well as Metra rail, living options and other characteristics that define a well-established, desirable place to be.

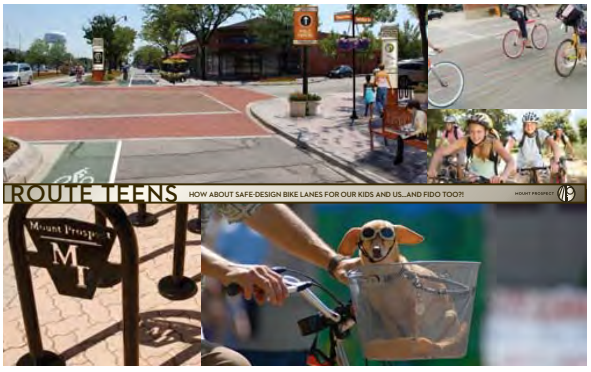
This is where determining Mount Prospect's brand comes in. Many places can – and often do – promote themselves as a great place to shop, dine, live, work, and play. And, for the most part, such statements are true. However, many places have something to which they can exclusively lay claim. For example, the Village of Lombard is known as the Lilac Village due to its long-time association with lilacs, particularly Lilacia Park and its annual Lilac Festival. Further downstate in the City of Chester, the community is affectionately known as the Home of Popeye, namely the cartoon's creator Elzie Crisler Segar. Lilacs and Popeye are brands to which Lombard and Chester, respectively, can entirely claim as their own.

A community like Mount Prospect can find its brand in the culture it cultivates for its residents and business community, particularly in a distinct setting like the Rand Road Corridor. Signage and wayfinding concepts, which were created for the downtown area as part of the 2013 Downtown Implementation Plan, provide a strong foundation for building Mount Prospect's brand.

A brand does not always have to be exclusive to a community. For example, the City of Highwood is often described as the Restaurant Capital of the North Shore, due to its array of dining options located throughout its downtown. Among certain circles, the City of Evanston has the same nickname, due to its own diverse collection of restaurants. While such claims are not always verified or official by any means, a brand in an unofficial capacity can gain traction in the minds of consumers, businesses, entrepreneurs, and investors.

A community's brand does not necessarily need to fit into an object or character. Rather, a community like Mount Prospect can find its brand in the culture it cultivates for its residents and business community, particularly in a distinct setting like the Rand Road Corridor that provides access to a major business park, generates jobs in various industries, offers a diversity of commercial goods and services, supports entrepreneurs in their ventures to establish themselves, and continues to transform a former indoor mall into a modernized retail, restaurant, and entertainment district.

While determining a brand for Mount Prospect is not the intent of the Rand Road Corridor Plan, one of the recommendations for the plan – and the Marketing Strategy in particular – is for the Village to collaborate with a branding consultant to more deeply explore the aspects that make the community truly unique and build a brand promise from those findings. As highlighted below, the signage and wayfinding concepts, which were established for Downtown Mount Prospect as part of its 2013 Downtown Implementation Plan, provide a strong foundation for building the Village's brand. Signs placed within IDOT right-of-way will require adherence to IDOT's monument policy.



PARTNERS

Various organizations and groups provide resources and support to businesses, property owners, employees, and entrepreneurs in the Rand Road Corridor. From a marketing and branding perspective, it is important to coordinate the efforts, initiatives, and resources of partners to effectively promote the assets, benefits, and distinct experiences offered on the Rand Road Corridor and throughout the Village. Highlighting strong opportunities and a supportive environment for business can also be elements of Mount Prospect's brand. This Marketing Strategy for the corridor and Village overall is sustained by the following: Mount Prospect Chamber of Commerce, Randhurst Village, Kensington Business Center, Mount Prospect Economic Development Commission (EDC), Mount Prospect Entrepreneurs Initiative, and general marketing conducted by Village staff. Each component is described below.

MOUNT PROSPECT CHAMBER OF COMMERCE

The mission of the Mount Prospect Chamber of Commerce is "to promote, support, and enrich the local business community through the delivery of quality services, effective communication and through the establishment of partnerships with individuals, community organizations, fellow chamber members, and governmental bodies." By maintaining ongoing communications with its membership, the Chamber has a strong sense of the pulse of the business community. The Chamber and Village also have a strong relationship with each other, with the former operating as a de facto public relations arm for the latter. Chamber activities and initiatives include:

- ❑ Networking
- ❑ Job listings
- ❑ Advertising
- ❑ Publicity events (e.g., ribbon cuttings)
- ❑ Website
- ❑ Skills training and education
- ❑ Expos and consumer-oriented shows
- ❑ Legislative advocacy
- ❑ Member discount programs
- ❑ Harper College Small Business Counseling
- ❑ SCORE Business Counseling
- ❑ Membership in U.S. Chamber Federation of Small Businesses

The Chamber also provides outreach and marketing to residents and community organizations, including: publishing a Community Guide and Relocations Directory; providing information on local businesses; holding special events like Downtown Block Party, Irish Fest, Business Expo, etc.; posting items like Hot Deals, job listings, and restaurants on its website; supporting development that benefit the community; advocating for issues that impact the Village; supporting local schools; and collaborating with community partners.

RANDHURST VILLAGE

Originally built as an indoor mall in 1962, Randhurst Village stands today as a re-imagined open air mixed use center, with restaurants, shops, offices, and entertainment. The transformation of Randhurst Village began in 2007 and reopened in 2011 via collaboration between the Village, mall ownership, and the redesign/redevelopment team. Initially a standard mall with shops and a few restaurants, Randhurst Village has evolved into a lifestyle center, including a hotel, movie theater, upscale and family dining, shops, and office space. The Village and Randhurst Village management have a good relationship, with each promoting the other. Coordinating events and operational activities should continue to be a point of emphasis. While the physical design of the inner Main Street area is oriented towards a pedestrian environment, there are currently several vacancies in this space and limited reason for visitors to stroll there, aside from catching dinner and a movie. The strength currently is with restaurants and retail out lots; however, apparel and other retail goods that attract casual shoppers are in the development and additional stores will help enhance pedestrian activity. Non-retail users like office or healthcare in the upper levels will also help boost patronage of businesses.

KENSINGTON BUSINESS CENTER

Built in the 1980s, covering over 300 acres, and having direct access onto Rand Road, Kensington Business Center is home to multiple national and international companies. Businesses in the center have diversified in recent years, including an education/healthcare facility, NeuroRestorative Academy, which is aimed at students ages 14-22 who have experienced traumatic brain injury or neurologic impairment. The business center has generally done well over its 30+ years and there is a relatively low vacancy rate. Overall, there is no formal association or management group for Kensington Business Center – making it difficult for the Village to engage with the development as a single entity. The Village supports the center in tangible ways to help enhance its appeal to existing businesses, employees, and prospective enterprises. The Village has invested over $1 million in improvements to construct a jogging path and improve lighting around Kensington Business Center. Projects and achievements like this can help build support and momentum for Kensington Business Center as it continues to promote leasable spaces to new enterprises and create a campus that offers beneficial amenities to employees and residents, such as recreational facilities and access to transit.

ECONOMIC DEVELOPMENT COMMISSION (EDC)

The purpose of the Mount Prospect Economic Development Commission (EDC) is "to encourage and facilitate economic growth throughout the Village and to advise the Mayor and Board of Trustees on economic development goals and objectives. The [EDC]'s main functions include business retention, business attraction, and marketing of the Village." Chaired by a Village resident, the other six commission members hold executive or managerial positions at businesses in Mount Prospect. The EDC helps to administer business incentives, including a façade and interior build out grant program, Cook County Class 6b designation for industrial development, and technical and financial assistance through the State of Illinois Department of Commerce and Economic Opportunity (DCEO). The EDC is also a partner in the Mount Prospect Entrepreneurs Initiative (see below). EDC members are valuable ambassadors for the Village. For example, they provided outreach to owners of recently annexed properties on the Village's far south side.

MOUNT PROSPECT ENTREPRENEURS INITIATIVE

Providing innovative economic development resources to entrepreneurs looking to establish businesses in the Village, the Mount Prospect Entrepreneurs Initiative was formed out of a partnership between the Chamber of Commerce, the Village of Mount Prospect, Harper College's Small Business Development Center, Mount Prospect Downtown Merchants Association, and the Mount Prospect Public Library. From education and mentoring to marketing and networking, entrepreneurs who participate in this initiative have a leg up in terms of advancing their businesses and learning invaluable skills to improve their business intelligence. The initiative assists entrepreneurs develop the capacity to move into one of the Village's available commercial spaces, but also helps those seeking to establish a home business. Mia's Cantina is one of the most successful participants in the Mount Prospect Entrepreneurs Initiative, building up its presence in Downtown Mount Prospect near the Metra station and eventually opening up a second location in Downers Grove. Success stories like Mia's Cantina illustrate the effectiveness of the Mount Prospect Entrepreneurs Initiative in assisting entrepreneurs set up businesses, gain traction in the marketplace, and expand.

GENERAL MARKETING ACTIVITIES

The Village does its own part in marketing Mount Prospect, from attending the ICSC trade show and allotting budget to marketing to launching the "Experience Mount Prospect" campaign and utilizing the Village website as a marketing tool. These efforts add up to more than the sum of the parts and the Village, along with its partners, is putting forth the effort and resources to help market Mount Prospect, the Rand Road Corridor and other commercial districts. As indicated by the success of the Mount Prospect Entrepreneurs Initiative, the Village's efforts are not solely aimed to attracting businesses and investment from outside; they support and provide resources for local entrepreneurs to advance economic development in the community.

INITIATIVES

The Village and its partners have existing resources, programs, and initiatives in place that are intended to enhance the vitality of the business community and promote the Village to new businesses, entrepreneurs, customers, employees, and investors. While the overall goal of these efforts is to advance economic development in Mount Prospect, and the Rand Road Corridor, they work together to build a cohesive Marketing Strategy that conveys a two-pronged message (depicted in the graphic to the right).

Establishing a brand promise for Mount Prospect will support each component of the two-pronged message. Once a brand is formed, the resources, programs, and initiatives offered by the Village and its partners will bring that brand to life. The table below summarizes the existing resources, programs, and initiatives offered by the Village and its partners, particularly in regards to the Rand Road Corridor, as well as identifying new approaches that may be considered as part of an overall Village Marketing Strategy.

TWO-PART MARKETING MESSAGE

Mount Prospect is business friendly: The Village and its partners should clearly and persuasively communicate that the Rand Road Corridor and the Village overall is a business-friendly environment and an ideal place to set up shop. With a highly competitive marketplace both in the region and online, a Marketing Strategy that focuses and harnesses these efforts will highlight the strengths and characteristics that make Rand Road Corridor and Mount Prospect a noteworthy location.

Mount Prospect is a unique place for shopping and commerce: Primarily focusing on the customer experience, the Village and its partners should focus their resources, programs, and initiatives towards building up a distinct experience that attracts people to check out offerings of the Rand Road Corridor and motivate them to return to the Village.

Resource, Program, or Initiative	Organization(s)	Objective
Existing Resources, Programs & Initiatives		
Current set of Chamber business support activities	Chamber of Commerce	Promote, support, and enrich the local business community [per the Chamber's mission statement]
Chamber outreach and marketing	Chamber of Commerce	Promote businesses to the community
Current EDC business support activities	EDC	Encourage and facilitate economic growth throughout the Village
MP Entrepreneurs Initiative	Village, Harper College's Small Business Development Center, Mount Prospect Downtown Merchants Association, Library	Provide innovative economic development resources to entrepreneurs
"Experience Mount Prospect" campaign	Village, EDC	Integrate recommendations from a brand strategy
Potential Resources, Programs & Initiatives		
Brand strategy	Village, EDC, Chamber of Commerce	Establish a brand promise to promote Mount Prospect and the Rand Road Corridor, setting them apart
Marketing materials	Village, EDC, Chamber of Commerce	Promote local success stories, integrate recommendations from brand promise (above), and focus on entrepreneurship
Improved transit facilities	Village, Pace, local businesses, third party service providers	Provide facilities such as shuttle services, bike sharing, trails, etc. that enable transit riders to make connections within the corridor
Strengthen Randhurst Village's Main Street	Village, Randhurst Village	Attract shops, food establishments, and pedestrian-amenities to encourage "strolling" through Main Street.
Office attraction to Randhurst Village	Village, Randhurst Village	Boost daytime population within Randhurst Village to shop at businesses and enliven the area
Office park amenities and management	Village, Kensington Business Center, businesses	Create an office park association to add amenities that benefit employees and residents, including recreational facilities and access to transit

CHAPTER 6

IMPLEMENTATION

Successful implementation of the concepts and recommendations outlined in this plan is dependent on moving forward with various implementation actions to be undertaken by the Village, State and County transportation departments, transit agencies, property owners, and other community partners.

IMPLEMENTATION PLAN COMPONENTS

The Implementation Plan is organized in a matrix format listing the implementation actions by category that closely mirror the section topics of the overall Rand Road Corridor Plan: Transportation (Transit, Pedestrian/Bicycle, and Vehicles); Marketing; Development; and Design Concepts for Public and Private Properties. The matrix outlines phasing, partner(s), resources/estimated costs, and potential funding sources to each implementation action.

As the Village and its partners undertake this Implementation Plan, it is important to remember that, like any well-planned journey, this effort can encounter delays, detours, alterations, and unexpected opportunities. Therefore, flexibility is essential, as long as the strategic intent of the plan is maintained. While resources and estimated costs are identified for many of the actions in the Implementation Plan, staff time must be devoted to each of the listed tactics. It is important to note that much of the work requires one-on-one conversation with property owners, collaboration with partners, and "feet on the street" observations of and interactions with the business community.

LEVERAGING NEAR TERM PROJECTS

Implementation tasks performed in the near term will set the tone for future implementation steps, particularly for those steps that await favorable market conditions or require resources that may be forthcoming or need further collaboration. As discussed in the Marketing Strategy section, near term projects generally have the greatest potential to establish and leverage a brand identity for Mount Prospect and the Rand Road Corridor. However, this does not preclude pursuing intermediate or long term opportunities that may arise. The focus on near term projects creates an opportunity to build on previous and current Village development projects, infrastructure improvements, and programs that support the business community. In addition, accomplishing near term implementation actions have the added value of building momentum for subsequent actions and support from partners, investors, and the community.

Action	Phasing[A]	Partner(s)[B]	Resources/ Estimated Cost(s)[C]	Potential Funding Sources[D]
Transportation: Transit				
Identify key employers in the study area. In partnership with Pace Suburban Bus, develop a targeted outreach campaign to encourage ridership on existing routes and use of the existing rideshare and vanpool programs	Ongoing	Village, Pace, Metra, EDC, Chamber of Commerce, Kensington Business Center, other existing and future key employers	Staff time	CMAQ
Prioritize new sidewalk installation in gap locations in order to improve access to existing transit routes in the study area	Ongoing	Village, IDOT (if located within the ROW), property owners (if located within an easement on private property), Pace	Construction: $80,000 for one-half mile gap segment on northeast side of Rand Rd ($6.00 / SF; assumes no ROW acquisition)	ITEP; TAP; CMAQ
Support Pace Transit Supportive Guidelines and incorporate the DRAFT program, which provides assistance in planning for transit supportive land use and pedestrian improvements	Ongoing	Village, Pace	Staff time	-
Partner with Pace Suburban Bus and other stakeholders (e.g., neighbor communities, key employers and other activity centers) to develop a comprehensive public outreach campaign to enhance awareness of current transit routes. Consider opportunities to encourage "first ride" incentives for potential transit commuters in order to promote familiarity and overcome potential transit information or comfort barrier	Intermediate Term	Village, Pace, communications/ outreach firm (particularly those that specialize in transportation)	Costs will vary (depends on outreach approach)	-
Coordinate with Pace review stop locations, bus stop improvements and shelter locations for compliance with Pace Suburban Bus Design Guidelines and policies	Intermediate Term	Village, Pace	Staff time	-
Coordinate with Pace Suburban Bus to evaluate the potential for development of reverse commute programs such as a transit benefit fare program and guaranteed ride home program	Long Term	Village, Pace	Costs will vary (depends on transit benefit offered)	CMAQ
Evaluate boarding and alighting activity in the study area as properties redevelopment	Long Term	Village, Pace, RTA	Staff time	-
Continue to implement transit corridor improvements and consider the Pace Suburban Bus long-term plan for a Pulse line along Rand Road	Long Term	Village, Pace, RTA	Staff time	STP (transit capital projects)
Provide improved transit facilities such as shuttle services, bike sharing, trails, etc. that enable transit riders to make connections within the corridor	Long Term	Village, Pace, local businesses, third party service providers	Costs will vary	Village general funds; TIF; CMAQ; STP; TAP; PBS; IDNR grants; ITEP; TIGER grants; RTA; Pace; local business support

NOTES

[A] Phasing: Ongoing; Near Term (Years 1-2); Intermediate Term (Years 3-5); Long Term (Years 6+)
[B] Partners: The list of partners is not static and may change over time
[C] Resources/Estimate Cost(s): These elements are estimated and will vary depending on different variables
[D] Potential Funding Sources: See descriptions at the end of this chapter

Action	Phasing[A]	Partner(s)[B]	Resources/ Estimated Cost(s)[C]	Potential Funding Sources[D]
Transportation: Pedestrian & Bicycle				
Provide pedestrian accommodations at key intersections (e.g., crosswalks, pedestrian push buttons, refuge island)	Ongoing	Village, IDOT	Construction: $5,000 - $20,000 / pedestrian signal and crosswalk	ITEP; TAP; ATA
Continue to implement the Mount Prospect Bicycle Plan in order to increase connectivity, encourage multimodal activity, and enhance motorist awareness of bicyclists throughout the community	Ongoing	Village, IDOT	Costs will vary (see the Implementation Plan provided in the Mount Prospect Bicycle Plan, approved 2/7/2012)	CMAQ; TAP; ATA; ITEP; PBS; IDNR-BPP
As properties redevelop along the corridor, establish pedestrian and bicycle connectivity between the public sidewalk and site development	Intermediate Term	Village, developers, property owners	Private investment	-
Enhance walkability along the corridor through installation of new sidewalk in the gap segments totaling approximately one-half of a mile along the northeast side of the street (between Central Road and Camp McDonald Road). Consider creating an annual priority program for new sidewalk installation	Intermediate Term	Village, IDOT (if located within the ROW), property owners (if located within an easement on private property)	Construction: $80,000 for one-half mile gap segment on northeast side of Rand Rd ($6.00 / SF; assumes no ROW acquisition)	CMAQ; TAP; ATA; ITEP
With redevelopment activity, reconsider large parking lots which inhibit connections between the street and corridor destinations. Integrate more pedestrian-scaled design and amenities into future development projects along the corridor	Intermediate Term	Village, developers, property owners	Private investment	-
Design and install a shared-use path along the southwest side of Rand Road from Central Road to Euclid Avenue	Long Term	Village, IDOT, property owners	Construction: $315,000 for 10-foot wide shared-use path extending from Camp McDonald Rd to Central Road ($20.00 / SY for asphalt path)	CMAQ; TAP; ATA; ITEP; PBS; IDNR-BPP; STBG
Install crosswalks and pedestrian signals as part of any intersection improvements at Rand Road/Elmhurst Road/Kensington Road	Long Term	Village, IDOT	Construction: $5,000 - $20,000 / pedestrian signal and crosswalk	CMAQ; TAP; MFT
Consider installation of crosswalks and pedestrian signals at the intersection of Rand Road/Euclid Avenue	Long Term	Village, IDOT	Construction: $5,000 - $20,000 / pedestrian signal and crosswalk	CMAQ; TAP; MFT
Consider opportunities to enhance the buffer between the sidewalk and the street in order to encourage pedestrian and bicyclist activity. Enhanced buffer treatments may include an increased setback from the roadway or landscaping (where feasible)	Long Term	Village, IDOT, property owners	Costs will vary; potential cost to install new landscaping or incorporate into development or redevelopment plans	-

NOTES

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[B] Partners: The list of partners is not static and may change over time
[C] Resources/Estimate Cost(s): These elements are estimated and will vary depending on different variables
[D] Potential Funding Sources: See descriptions at the end of this chapter

Action	Phasing[A]	Partner(s)[B]	Resources/ Estimated Cost(s)[C]	Potential Funding Sources[D]
Transportation: Vehicles				
Improve Mount Prospect Road from the plaza to south of Central Road with changing lane designations and road widening	Near Term	Village, IDOT, property owners	Costs will vary (depends on proposed modifications)	MFT; STBG
As properties redevelop, encourage consolidation of site driveways where feasible to reduce vehicle conflicts with pedestrians and bicyclists	Intermediate Term	Village, IDOT, developers, property owners	Private investment	-
Through redevelopment or other site improvements, develop cross-access connections between adjacent properties in order to reduce traffic and turning movements along Rand Road	Intermediate Term	Village, developers, property owners	Private investment	-
Study the efficiency of existing intersections to determine if modifications are warranted	Long Term	Village, IDOT	Costs will vary, depending on intersection improvements	MFT; STBG
Consider additional roadway network modifications east of Rand Road at Elmhurst Road, including the potential for establishing a public street connection between Kensington Road and Elmhurst Road through Randhurst Village	Long Term	Village, property owners	Costs will vary (depends on proposed modifications)	MFT; STBG
Evaluate wayfinding near the intersection of Rand Road/Elmhurst Road/Kensington Road in order to direct motorists to key destinations and alternate routes	Long Term	Village, IDOT, EDC, Chamber of Commerce, Randhurst Village	$500 / sign	ITEP; Public-Private Partnerships
Consider developing a direct pedestrian connection between the northeast corner of Rand Road/Elmhurst Road and Randhurst Village through existing parking lot	Long Term	Village, IDOT, Randhurst Village, property owners	Costs will vary (depends on design, ROW conveyance, and maintenance agreement)	ITEP; TAP; Public-Private Partnerships
Marketing Strategy				
Establish a brand strategy to help promote Mount Prospect and the Rand Road Corridor and set it apart from other places	Near Term	Village, EDC, Chamber	Branding consultant fees: $30,000 to $40,000	Village general funds; TIF; SSA
Produce marketing materials to promote local success stories, integrate recommendations from the potential brand strategy, and focus on entrepreneurship	Near Term	Village, EDC, Chamber	Marketing materials design and production costs: $5,000 to $10,000	Village general funds; TIF; SSA
Attract new shops, food establishments, and pedestrian-oriented amenities along Randhurst Village's Main Street that encourage customers to stroll, rather than shop and leave	Intermediate Term	Village, Randhurst Village	Costs will vary	Funding sources from Randhurst Village and associated businesses/ partners
Attract office uses to Randhurst Village to boost the daytime population that can frequent businesses and enliven the area	Intermediate Term	Village, Randhurst Village	General cost of marketing sites	Marketing funds from Randhurst Village, EDC, Chamber, and Village
Create an office park campus with amenities that benefit employees and residents, including recreational facilities and access to transit	Long Term	Village, Kensington Business Center (Opus), businesses	Costs will vary	Funding sources from Opus and associated businesses/ partners

Action	Phasing[A]	Partner(s)[B]	Resources/ Estimated Cost(s)[C]	Potential Funding Sources[D]
Design Concepts for Public & Private Properties				
Codify certain design concepts into the Village's Zoning Ordinance, where appropriate	Near Term	Village	-	-
Integrate design concepts into the site plan review process, where appropriate, for future development approvals	Near Term	Village	-	-
Consider revisions to the Zoning Ordinance regarding the following aspects: - Shared parking - Landscape requirements - Unique uses	Near Term	Village	-	-
Coordinate design concepts with the Marketing Strategy: - Gateway & Signage - Pedestrian Connectivity - Bicycle Amenities - Transit Amenities - Placemaking & Corridor Identity	Intermediate to Long Term	Village, EDC, Chamber	Costs will vary	Village general funds; TIF; SSA; CMAQ; STP; TAP; Illinois PBS Program grant; IDNR grants; IDOT ITEP grants; TIGER grants; RTA funding and planning programs
Work with private property owners to encourage design concepts that enhance their respective properties and relation to roadways, public rights-of-way, and adjacent properties	Intermediate to Long Term	Village, EDC, Chamber	Costs will vary	Private property owners; potential support or incentives from Village

NOTES

[A] Phasing: Ongoing; Near Term (Years 1-2); Intermediate Term (Years 3-5); Long Term (Years 6+)
[B] Partners: The list of partners is not static and may change over time
[C] Resources/Estimate Cost(s): These elements are estimated and will vary depending on different variables
[D] Potential Funding Sources: See descriptions at the end of this chapter

POTENTIAL FUNDING SOURCES

The transportation, land use, development, and site design improvements outlined in the Implementation Plan matrices will need funding support, whether they are provided by public or private agencies, grant programs, or some other source. The funding sources listed below are the most common resources that communities can access for these improvements. This is not meant to be an exhaustive list of all available funding sources, as additional research or inquiry may be needed to find other resources that are or become available over time.

SPECIAL SERVICE AREA (SSA)

A SSA is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements in a defined geographic area within a municipality or jurisdiction. This type of district allows local governments to establish such areas without incurring debt or levying a tax on the entire municipality. An SSA can be used to issue bonds in order to pay for services or improvements. The bonds are not a general obligation of the municipality. Under SSA bonds, only the property owners that benefit from the improvements are assessed an additional tax that is used to pay debt service and administrative expenses on the bonds. The SSA tax is collected through the property tax system, and is calculated on the basis of benefit.

TAX INCREMENT FINANCING (TIF)

TIF districts are used to improve a stagnant area requiring significant public infrastructure improvements to attract private investment. Once implemented, a TIF allows public improvement costs to be repaid by the increased property tax revenue generated by private development. State law allows TIF funds to be used for planning studies, land acquisition, demolition and site preparation, and public infrastructure.

INTEGRATATION OF PEDESTRIAN & SITE IMPROVEMENTS INTO PLANNED DEVELOPMENTS

A community may require a developer to integrate pedestrian and site improvements into planned developments as part of the approval process. This facilitates a better development that fits well with the community's intent to create a more pedestrian, bicycle, and transit friendly corridor, while also sharing the responsibility of proper site design with the developer and potentially enabling the community to achieve cost savings.

In addition to funding this plan, the RTA Community Planning Program provided funds for the Village's 2013 Downtown Implementation Plan.

CMAP LOCAL TECHNICAL ASSISTANCE (LTA)

Chicago Metropolitan Agency for Planning (CMAP) provides technical assistance for a variety of planning and transportation needs, including financial resource information related to transportation planning.

RTA ACCESS TO TRANSIT IMPROVEMENT PROGRAM

The Access to Transit Improvement Program provides capital funding for small-scale projects that increase pedestrian and bicycle access to the transit system. The program is intended to leverage RTA and local funds with federal CMAQ funding to help implement recommendations contained in studies completed through the RTA's Community Planning program or CMAP'S LTA program. Projects selected as part of the RTA's Access to Transit Improvement Program will be assisted by RTA staff in developing information required for a CMAQ application. Projects are bundled into one application submitted to the CMAQ program.

RTA COMMUNITY PLANNING PROGRAM

The Community Planning program provides funding and planning assistance to applicants for implementation and planning projects that benefit the community and the regional transit system. Eligible implementation projects include zoning code updates, TOD developer discussion panels, pedestrian access improvement plans, and other innovative implementation approaches. Eligible planning projects include TOD plans, and corridor, subregional, or local access improvement plans.

CONGESTION, MITIGATION & AIR QUALITY (CMAQ)

CMAQ improvement funding is available via the Federal Highway Administration (FHWA) and the Illinois Department of Transportation (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). A local matching source is typically required.

SURFACE TRANSPORTATION PROGRAM (STP)

STP provides flexible funding that is used by states and localities on transit capital projects. 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. The Northwest Municipal Conference (NWMC) is the lead agency for programming STP funds for projects in Mount Prospect.

POTENTIAL FUNDING SOURCES (CONTINUED)

SURFACE TRANSPORTATION BLOCK GRANT (STBG)

The Surface Transportation Block Grant (STBG) Program is one of the most flexible Federal-aid highway programs offered by the U.S. Department of Transportation. STBG promotes flexibility in the transportation decisions made by State and local bodies to meet the varying transportation needs of communities. All STP eligible activities are also deemed eligible for STBG funds, along with certain additional activities.

ILLINOIS TRANSPORTATION ENHANCEMENT PROGRAM (ITEP)

ITEP, administered by IDOT, is a reimbursement program for local governments applying for federal transportation funding. ITEP provides assistance to help local communities achieve their transportation goals and expand travel choices. The program also supports broader aesthetic, cultural, and environmental aspects of transportation infrastructure.

Construction of new sidewalks in gap locations, particularly to improve access to existing transit routes, is an eligible activity for ITEP funding.

TRANSPORTATION ALTERNATIVES PROGRAM (TAP)

As part of the Moving Ahead for Progress in the 21st Century Act (MAP-21) from the Federal Highway Administration, TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways. Each state has its own TAP funding, with a portion of funds programmed by CMAP.

TRANSPORTATION, COMMUNITY AND SYSTEM PRESERVATION PILOT PROGRAM (TCSP)

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

TIGER GRANTS

TIGER (Transportation Investment Generating Economic Recovery) 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. In urban areas, awards must be between $10 million and $200 million. No more than 25% of total funds may be awarded to projects in a single state. Grants are available for up to 80% of project cost with higher priority given to those projects with greater local funding share. The U.S. Department of Transportation has administered over $4.1 billion in TIGER planning grants over six rounds of funding since 2009.

ILLINOIS PEDESTRIAN & BICYCLE SAFETY (PBS) PROGRAM GRANT

This grant is designed to aid public agencies in funding cost effective projects that will improve pedestrian and bicycle safety through education and enforcement. Applicants for this grant can apply for one or more of three 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.

POTENTIAL FUNDING SOURCES (CONTINUED)

ILLINOIS GREEN INFRASTRUCTURE GRANT

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

ILLINOIS DEPARTMENT OF NATURAL RESOURCES (DNR)

Illinois DNR offers multiple programs relating to recreation:

(1) The **Illinois Bicycle Path Grant (IDNR-BPP)** is a reimbursement program for multiple bike path development activities, including land acquisition, path development/renovation, and the development of support facilities for the path.

The Illinois Department of Natural Resources offers a variety of grant programs that support the construction of safe and accessible pedestrian and bicycle facilities.

(2) The **Recreational Trails Program (IDNR-RTP)** funds land acquisition, trail construction, and trail renovation for recreational paths/trails that can be used by multiple users.

(3) Open Space Lands Acquisition and Development (OSLAD) Program assists local government agencies in the acquisition and development of land for public parks and open space. This program has been used to fund bicycle/multi-use trail development. The OSLAD program is state financed and grants of up to 50% may be obtained. Acquisition grants are limited to $750,000 and park development grants are limited to $400,000.

ILLINOIS DEPARTMENT OF COMMERCE & ECONOMIC OPPORTUNITY (DCEO)

DCEO provides multiple grants and loans to local government for economic and community development purposes, including: affordable, low interest financing for public infrastructure improvements for economic development purposes; participation loans for community and economic development corporations to serve small businesses; and Illinois Bureau of Tourism grants to market local attractions to increase hotel/motel tax revenues.

MOTOR FUEL TAX (MFT)

Motor fuel tax is a common taxing mechanism utilized by communities. According to the Illinois Department of Revenue, MFT is "imposed on the privilege of operating motor vehicles on public highways... in Illinois. It is paid by distributors and suppliers, who collect the tax from their customers." In general terms, MFT is an excise tax imposed on the sale of motor fuel, with the revenue allocated to transportation projects.

USEPA BROWNFIELDS PROGRAM

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

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

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

(3) Cleanup grants provide direct funding for cleanup activities at specific brownfield sites. Grants are limited to $200,000 per site with 20% local match.

CHAPTER 7

SITE & ROADWAY DESIGN CONCEPTS FOR CONSIDERATION

This chapter outlines site and roadway design concepts related to development of key sites or improvements to key intersections of Rand Road/IL Route 83/Kensington Road and Rand Road/Mount Prospect Road/Central Road. These design concepts are complex and impactful, and can only be occur with substantial coordination and consensus. Therefore, they are provided for further consideration, not as final plan recommendations, as warranted by possible future traffic or development conditions.

SITE DESIGN CONCEPTS

Land use enhancements for the Rand Road Corridor include exploring concepts for potential development sites in order to determine how they fit within the overall corridor, particularly in relation to some of the transportation improvements described in Chapter 3. The design concepts for public and private properties, as well as zoning concepts, described in Chapter 4 would be incorporated into the site design concepts outlined in this chapter.

While much of the Rand Road Corridor is built out, a limited number of areas for development / redevelopment exist. The intent of reviewing them is to focus on how they can best be coordinated with the overall corridor. One of the sites considered is currently vacant with development pending – the Mitchell Buick Site. A second area is the triangle at Rand and Kensington Roads (southeast quadrant). Ideas for that area are presented for consideration should these properties be assembled for redevelopment. A third site considered is at Rand and Camp McDonald Roads. Again, development there is not pending. However, the mix and age of uses in that area make future redevelopment there a possibility.

ROADWAY DESIGN CONCEPTS

As detailed in Chapter 3, the transportation component of this plan outlines recommended improvements for the multimodal transportation infrastructure along Rand Road, including vehicle access/circulation and traffic control, and transit, bicycle, and pedestrian access and amenities. These improvements are intended to enhance connectivity, accessibility, and efficiency for all users of the corridor.

While those recommended improvements apply to the entire Rand Road Corridor, the planning process included an in-depth evaluation of the existing conditions and potential improvements of the future geometric and signal timing at two main intersections: (1) Rand Road, IL 83/Elmhurst Road, and Kensington Road; and (2) Rand Road, Mount Prospect Road, and Central Road. These two intersections reflect the greatest need for improvements in terms of reducing congestion, enhancing access and circulation, and eliminating conflicts between different transportation modes. This chapter provides detailed roadway design concepts to consider for these two intersections. A number of the suggestions can be applied in the near term. However, the modifications lend themselves for consideration should traffic congestion and delays in the future become significant and require major changes.

SITE DESIGN CONCEPTS

Three primary development opportunity sites are noted for the Rand Road Corridor: (1) Mitchell Buick Site; (2) Kensington Triangle Site; and (3) Camp McDonald Site. General site details and potential development concepts for each site are summarized below. Based on discussions with Village officials, input from the community, and the market assessment report, these three sites hold the most potential to generate transformative change to the Rand Road Corridor in terms of activating a vacant site (Mitchell Buick Site), increasing the economic vitality of Randhurst Village by modifying Kensington Road (Kensington Triangle Site), and enhancing the northern entry into the corridor (Camp McDonald Site). Any development concepts that involve the Rand Road right-of-way require review and approval by IDOT.

As the Mitchell Buick site is actively being pursued for development, concepts noted here may be incorporated into the site as it continues through the development approval process. However, other sites are far from pending in terms of seeking or accommodating new developments. There are too many variables to their potential redevelopment to design a best approach at this point in time. For example, each present property acquisition challenges to development. The scenarios are shown here to provide understanding of each site's development potential, challenges, and initial thoughts for redevelopment, should the Village be approached with plans by a developer.

OTHER SITES

While three development opportunity sites are specifically identified for this plan, other sites throughout the Rand Road Corridor will present potential for future redevelopment as market conditions change and property owners seek alternative uses for their sites. Other sites may not necessarily need to be redeveloped or overhauled to a significant extent. They may benefit from site improvements that can:

- ❑ Enhance building façades
- ❑ Create more inviting spaces through landscaping and urban design
- ❑ Improve site access and circulation
- ❑ Rehab or remove deteriorated site conditions; and
- ❑ Modernize aging infrastructure.

Described in the Design Concepts for Public and Private Properties in Chapter 4, these types of site improvements are intended to be general in form and widely applicable, which provides flexibility to property owners and the Village in adapting the design concepts for a variety of sites along the Rand Road Corridor.

KEY DEVELOPMENT SITE #1

MITCHELL BUICK SITE

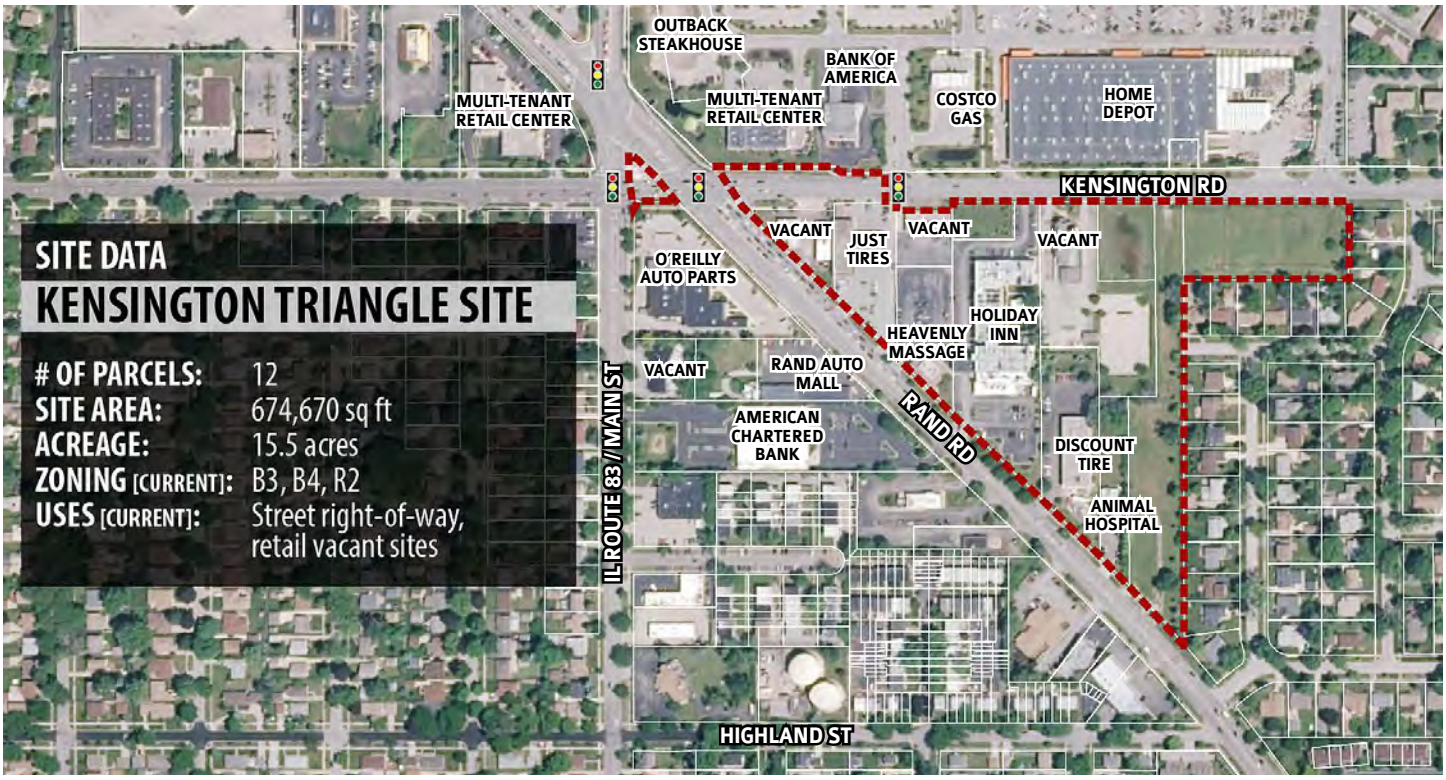
The Mitchell Buick site is located on the west side of Rand Road between Thayer Street and Henry Street. Vacated in 2008, the site creates an approximate 5.8-acre property that has garnered development interest in varying forms. Located across Rand Road from Walmart, there is opportunity to introduce commercial uses to the Mitchell Buick site and the west side of Rand Road. Context sensitive design will be imperative, as residential uses surround the site to the north, west, and south. Additionally, visibility from and safe access to Rand Road will be important characteristics for future site development. Context sensitive element may include:

- ❑ Landscape screening adjacent to residential uses;
- ❑ Attractive landscaping along Rand Road that includes screening of parking lots;
- ❑ Orientation of buildings, driveways, and any drive-throughs to limit sound and light impacts on adjacent properties;
- ❑ Access to and integration of shared use paths into site design;
- ❑ Limited ingress and egress to minimize traffic impacts on residents; and
- ❑ Safe access between the site and transportation network for all forms of travel.

In order to best support new commercial development, the site will need to be rezoned from R1 (Single Family Residential). The B3 zoning classification would be consistent with adjacent commercial uses.

KEY DEVELOPMENT SITE #2

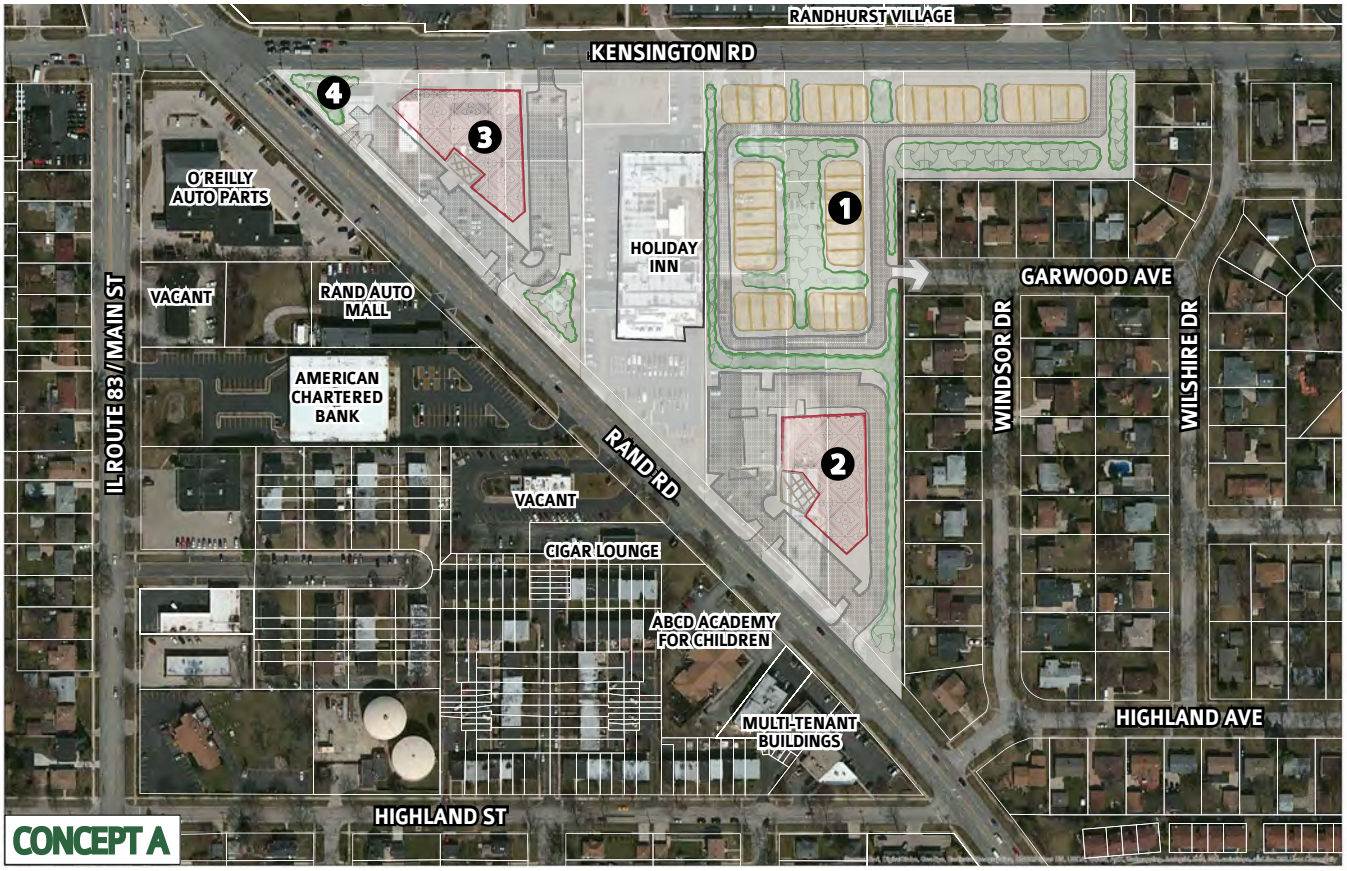
KENSINGTON TRIANGLE SITE



The parcels south of Kensington Road hold potential for redevelopment, particularly given that certain parcels are vacant or underutilized. While there are existing businesses on some parcels, including them in a new development provides the opportunity that these parcels – many of which were developed on a piecemeal basis – to be part of a larger development site. A bigger property allows for a more substantial building and for the resulting development to be better integrated with the overall corridor and, perhaps, Randhurst Village. For example, the existing Holiday Inn could be included as part of the larger development site and share the type of synergy that the Hampton Inn experiences as a result of its relationship to retail shops and restaurants in the revamped Randhurst Village.

KEY DEVELOPMENT SITE #2

KENSINGTON TRIANGLE SITE



KENSINGTON ROAD REMAINS WITH RETAIL AND TOWNHOUSES

55,000 sq ft
229 cars (4.1 cars per 1,000 sq ft)

1 TOWNHOUSES
Rear loaded townhouses w/ integrated garages, 24 ft wide x 60 ft long

2 COMMERCIAL
25,000 sq ft

3 COMMERCIAL
30,000 sq ft

4 MOUNT PROSPECT GATEWAY

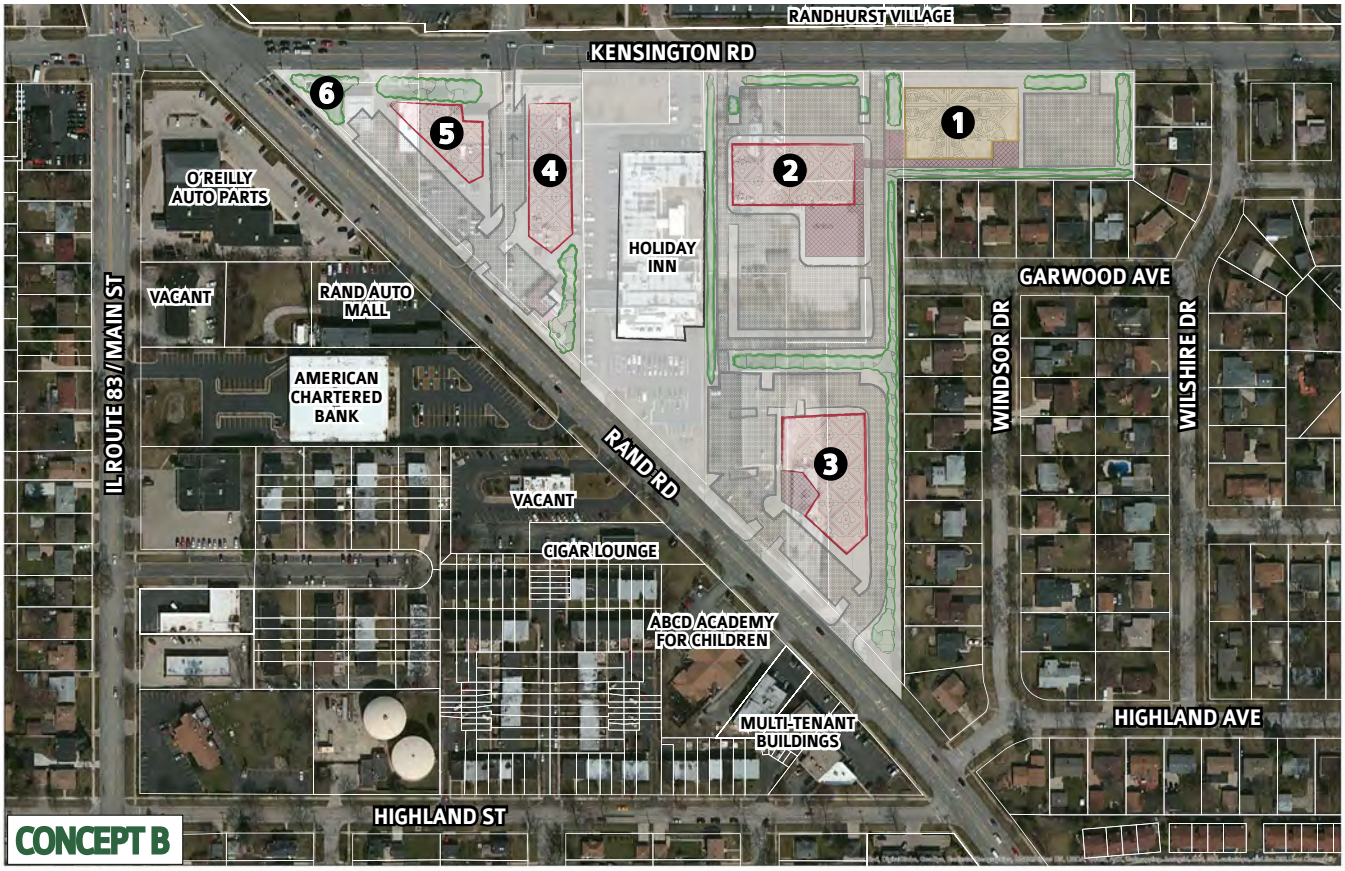
The Kensington & Rand Concept A (above) shows a redevelopment scenario in which the Holiday Inn remains and new development sites to its east and west are created. This sketch reflects one option of what could occur in this area.

On the east portion of the site, the area fronting Rand Road presents commercial development opportunities similar to others on the corridor. However, short of a significant reuse of the property, the site is too deep (running all the way back to Kensington Road) to be one commercial building. Therefore, this scenario shows the northeast portion with new townhouses along Kensington Road. This scenario would keep with the current residential zoning, and be consistent with indications from the market analysis that potential exists along the corridor for additional multifamily development. The townhouses could also have an internal roadway linkage to Garwood Avenue, which serves the existing single family homes on the east.

The properties west of the Holiday Inn are shown as commercial uses. This site creates an opportunity for new commercial development clearly oriented toward the high visibility of Rand Road. Such development can be challenging, as the property would be triangular in shape. However, there are examples along Rand Road of such sites developing, perhaps with a single user rather than a multi-tenant building. As the sketch shows, the site is large enough to provide parking along Rand Road to encourage patronage, while also creating a parking field on the side of the building.

KEY DEVELOPMENT SITE #2

KENSINGTON TRIANGLE SITE



KENSINGTON ROAD REMAINS WITH RETAIL AND SENIOR LIVING FACILITY

107,000 sq ft
450 cars (4.2 cars per 1,000 sq ft)

1 SENIOR LIVING FACILITY
30,000 sq ft
Community areas w/ 60 total units @ 400 sq ft per unit

2 COMMERCIAL
25,000 sq ft

3 COMMERCIAL
25,000 sq ft

4 COMMERCIAL
15,000 sq ft

5 COMMERCIAL
12,000 sq ft

6 MOUNT PROSPECT GATEWAY

The Kensington & Rand Concept B (above) takes a different approach to redevelopment. While keeping the Holiday Inn as is, this alternative scenario expands the retail footprint and provides a senior living facility in place of townhouses.

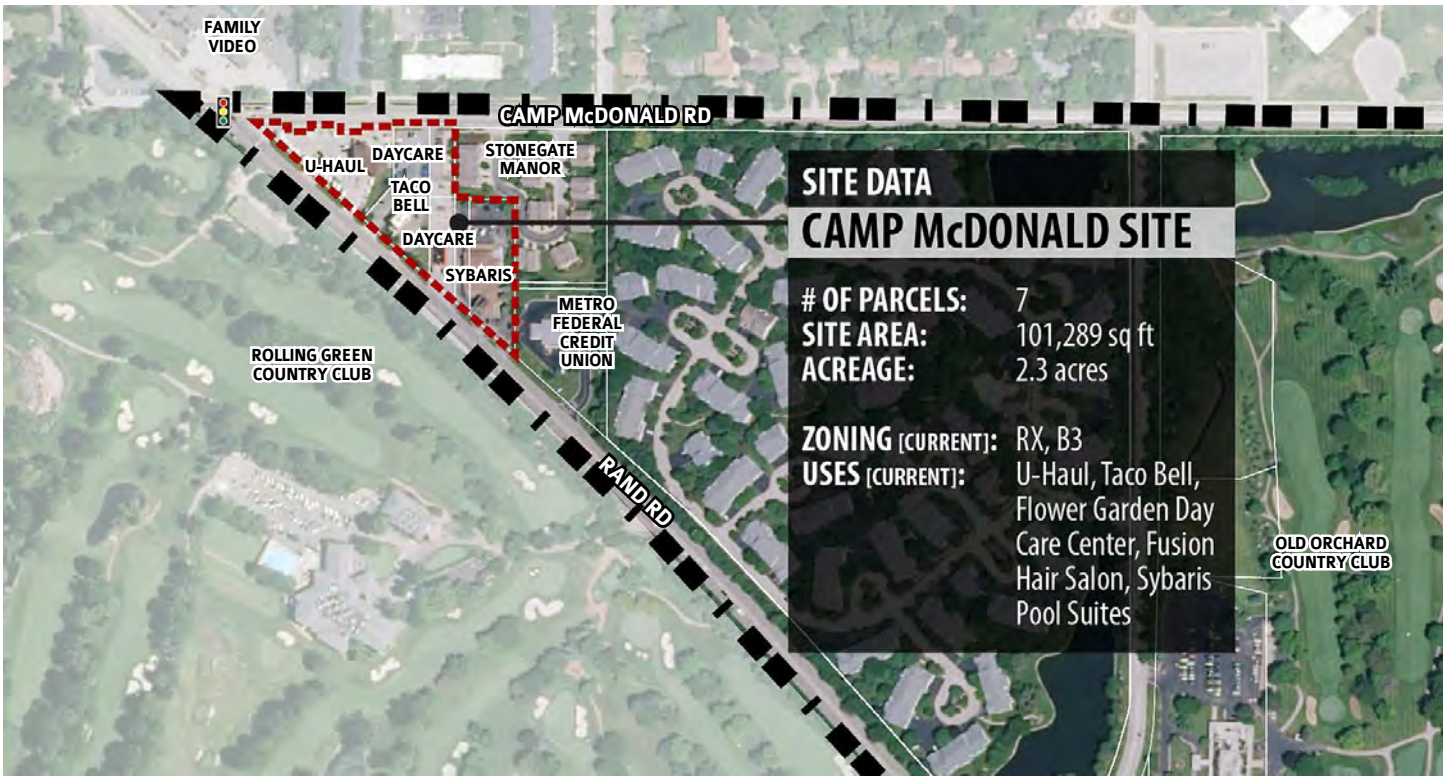
The portions of the site fronting Rand Road provide opportunities for commercial development similar to others on the corridor. While the site is too deep (running all the way back to Kensington Road) to offer a single commercial building east of the Holiday Inn to front both Rand Road and Kensington Road, a separate commercial development is possible northeast of Holiday Inn. This separate commercial development has frontage along Kensington Road and is served by its own parking system with cross access opportunities to the commercial site to the south.

The remaining two acres at the far northeast can provide space for a two-story senior living facility. At 400 square feet per living unit, the senior living facility would accommodate approximately 60 total units with community areas. There would also be opportunities to link outdoor spaces between the senior living facility and the commercial use to the west. Neither the senior living facility nor the adjacent commercial site would link to the existing single family homes to the southeast (Garwood Avenue will maintain its current road stub to prevent auto cross access).

Similar to Concept A, the properties west of the Holiday Inn are shown as commercial uses to take advantage of the high visibility along Rand Road. Again, while the triangular shape of this area can be challenging, there are examples along Rand Road of such sites developing, perhaps with a single user rather than a multi-tenant building. As they sketch shows, the site is large enough to provide parking along Rand Road to encourage patronage, while also creating a parking field on the side of the building.

KEY DEVELOPMENT SITE #3

CAMP McDONALD SITE



Situated at the southeast corner of Rand Road and Camp McDonald Road, this site is unique in that it is located at the northern entry point into the Rand Road Corridor. As a result, the site serves as the northern gateway into not only the corridor but the entire Village of Mount Prospect. With such a prominent position as an entry into the Village, this site holds potential to serve as a gateway and set the tone for the character of Mount Prospect. While complete redevelopment is impractical at this time because of the existing commercial uses, improvements to the existing site could have a comparable impact on enhancing the visual appearance of the site.

Site improvements to the Camp McDonald Site will need to be context sensitive to form adequate buffering and transition to the adjacent Stonegate Manor residences to the east. With Rand Road traversing at a diagonal, its crossing with Camp McDonald Road creates a three-way intersection that forms a unique triangular site and vantage points for people entering and leaving Mount Prospect. In addition to the commercial uses on this site, the north side of Camp McDonald Road is comprised of commercial uses, including the Brandenberry Park retail strip center and Family Video on the east side of Rand Road and the Keyes Motel on the west side. Rolling Green Country Club is located on the west side of Rand Road. All adjacent uses north of Camp McDonald Road and west of Rand Road are located in the neighboring Arlington Heights and Prospect Heights.

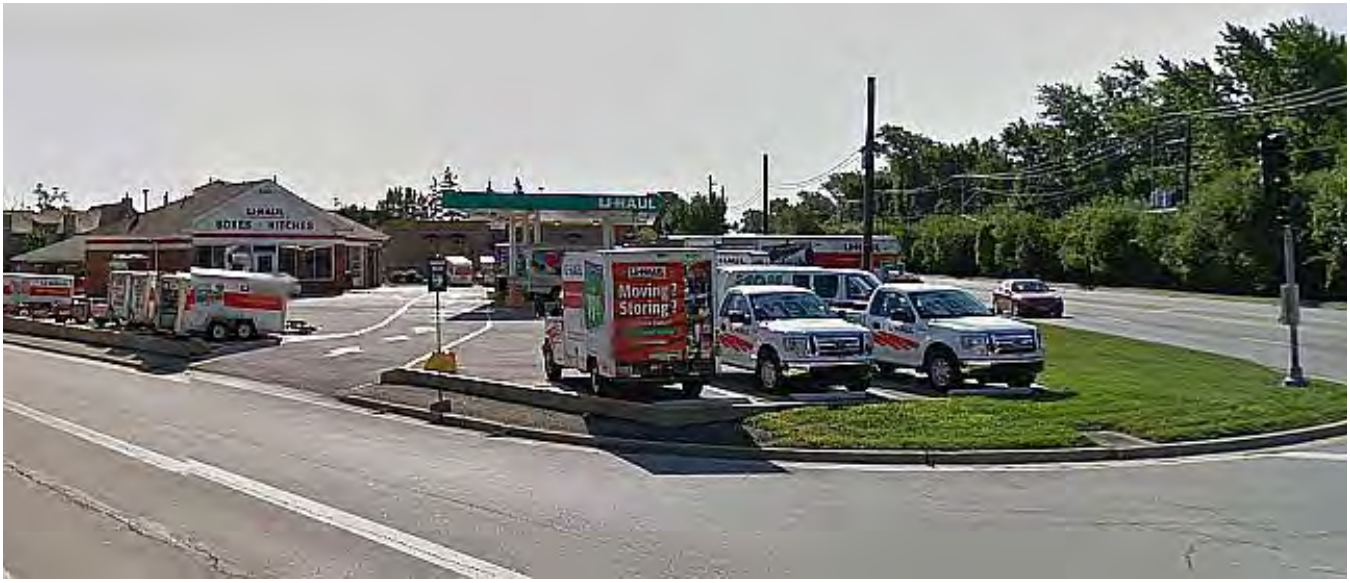
KEY DEVELOPMENT SITE #3

CAMP McDONALD SITE

In terms of zoning, most of the parcels are zoned RX (Single Family Residential), except the Taco Bell parcel that is zoned B3 (Community Shopping). Since the existing commercial character is anticipated to remain in the development concept shown below, all seven parcels that comprise the Camp McDonald U-Haul site could be rezoned to maintain a uniform B3 zoning consistent with the Taco Bell parcel and the adjacent Metro Federal Credit Union further south along Rand Road.

Understanding impacts and opportunities from potential redevelopment of the area is considered in two scenarios, reflective of the complexities of property acquisition and other development challenges. The first, shown as Camp McDonald & Rand Concept A assumes that the Taco Bell and Day Care remain and redevelopment occurs on either side of those businesses. Concept B assumes that the Day Care is included in the redevelopment and shows improved parking and circulation that is possible with a larger development property. Key opportunities to be noted for either redevelopment scheme include a Village gateway sign to be installed at the corner and that any new commercial developments be oriented toward Rand Road.

The development scenarios are designed to address the site access issues that characterize the Camp McDonald Site. In particular, the site is served by three curb cuts within a span of 400 feet along Camp McDonald Road and seven curb cuts within a span of 700 feet along Rand Road. Improving site access will not only provide for more efficient circulation but also create a more integrated site design that effectively utilizes land and provides access points in a compact area. When consolidating curb cuts, there is often the added benefit of freeing up valuable space to accommodate elements like landscaping and signage in a more orderly manner.

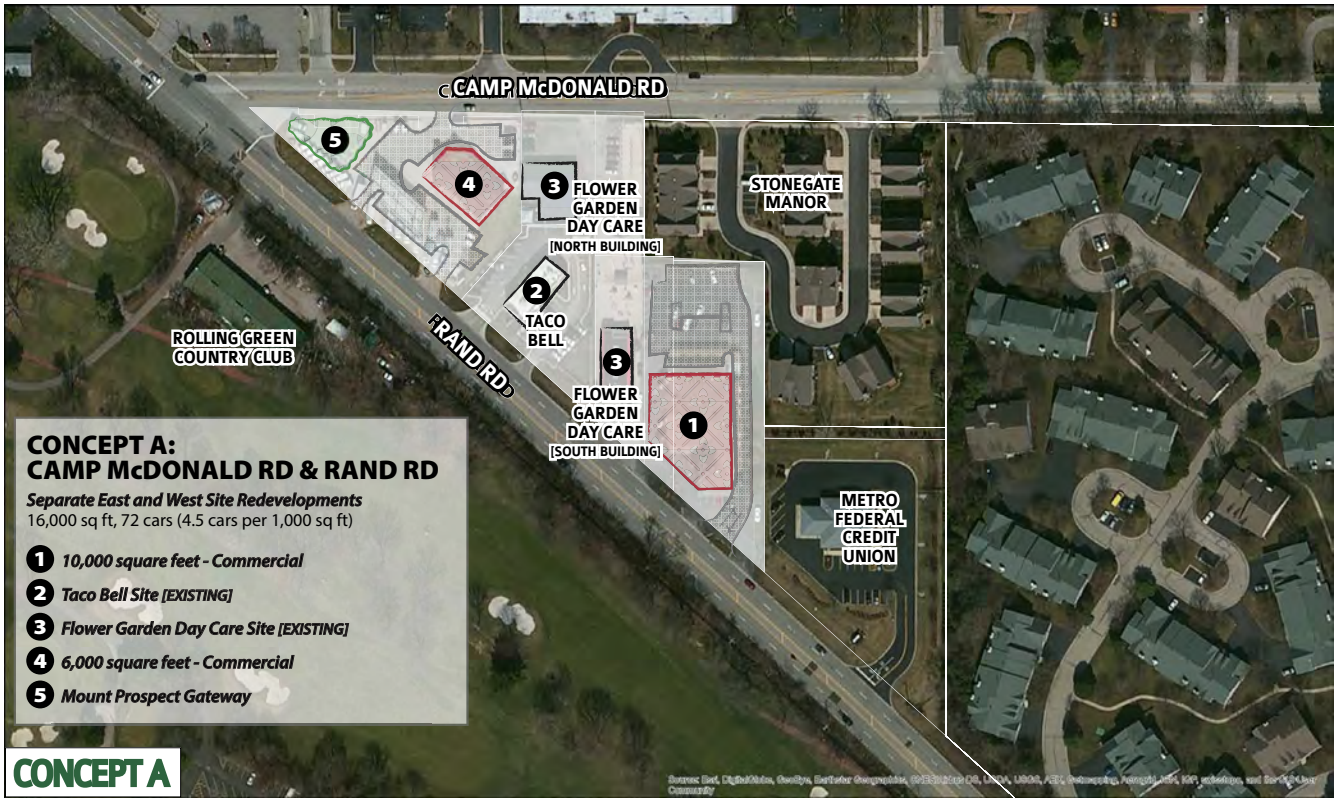


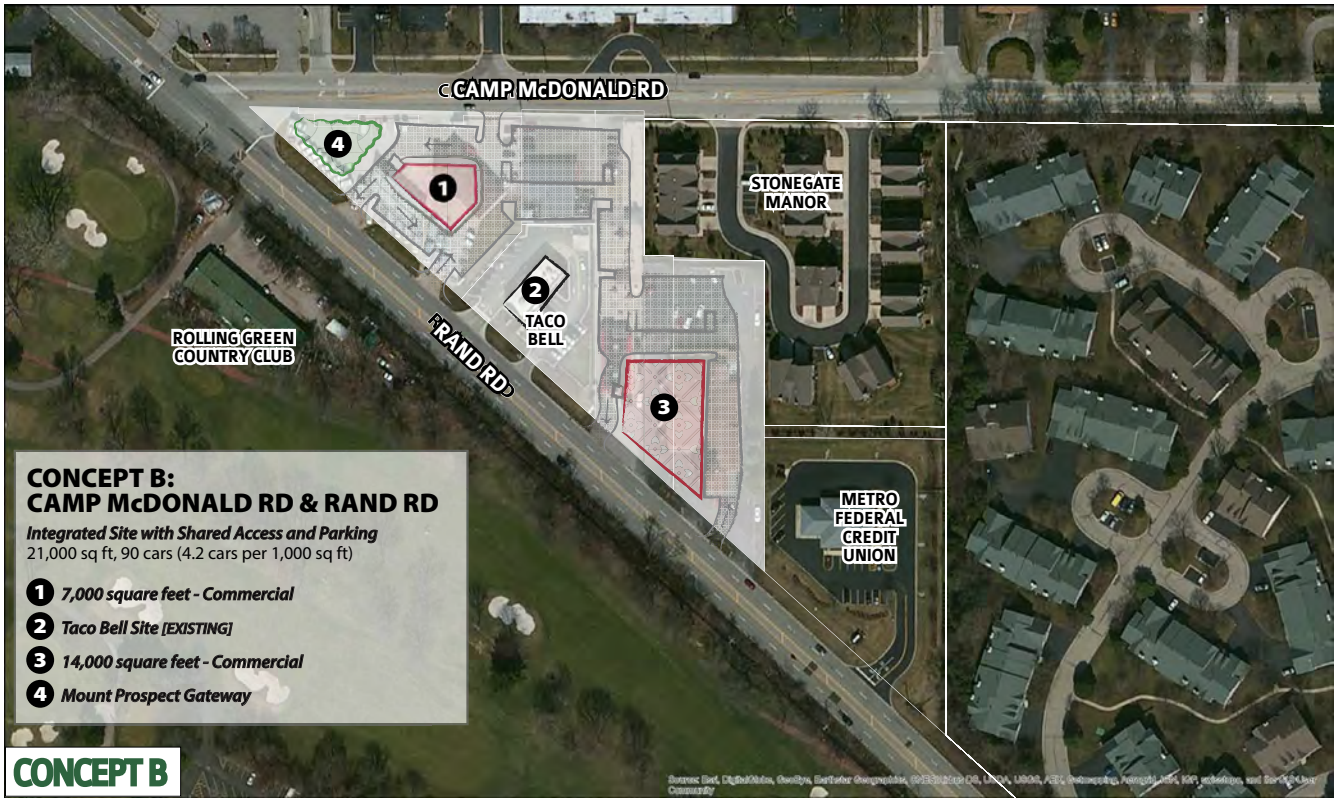
ADDITIONAL DEVELOPMENT CONSIDERATIONS

While not considered a primary development opportunity on the corridor, the group of properties located at 200, 204, and 208 Rand Road are occasionally raised as potential for expansion of the commercial node at Rand Road and Route 83 (the properties are located directly west of the Chick-Fil-A site). The sites combined are approximately one and a half acres in size, and could be developed consistent with other sites to the east. Redevelopment of these properties would entail consolidation into a single site, rezoning to commercial to be consistent with adjacent sites, and developing under a site plan that adequately buffers the adjacent residential properties and mitigates potential adverse impacts.

KEY DEVELOPMENT SITE #3

CAMP McDONALD SITE





ROADWAY DESIGN CONCEPTS

APPROACH & METHODOLOGY

Concepts for multimodal improvements along the Rand Road corridor are presented here as options for future consideration should the Village determine that traffic conditions require significant alternations. To develop these concepts, an inventory of existing conditions was completed and is summarized in the Rand Road Corridor Existing Conditions Report. Based on the existing conditions assessment and the input received during the public planning process, a series of most effective or impactful alternatives for the near- and long-terms were developed, evaluated, and refined through an iterative process, and ultimately referenced to identify recommendations for vehicle, transit, and pedestrian/bicyclist conditions, access, and amenities along the corridor. A summary of the approach and methodology used to develop the alternatives identified for each mode of travel is described on the pages that follow. **All diagrams and concepts are for planning purposes only. Any further planning or implementation will IDOT review and approval.**

VEHICLE ACCESS AND MOBILITY

Field observations and peak hour traffic volume data were used to evaluate potential future geometric and signal timing improvements at the following two intersections (which are depicted in the aerial maps below): (1) Rand Road, IL 83/Elmhurst Road, and Kensington Road; and (2) Rand Road, Central Road, and Mount Prospect Road.

INTERSECTION: RAND RD, IL ROUTE 83/ELMHURST RD & KENSINGTON RD

INTERSECTION: RAND RD, CENTRAL RD & MOUNT PROSPECT RD

The review of potential improvements was completed through an iterative process. Concept alternatives were initially identified and evaluated for each intersection. The concept alternatives were aimed at considering a wide range of potential configurations and modifications without significant constraints. They were developed based on a number of factors, including: traffic volumes, regional access and connectivity, and local site access with a goal of achieving operational efficiencies while balancing other corridor objectives to support multimodal options.

These initial alternatives were very conceptual and intended to explore a variety of options and design considerations before refining in more detail. Illustrations of these initial alternatives are provided in Appendix C. Based on input received from the Steering Committee, the initial set of alternatives was reduced to a smaller subset of eight (8) refined concepts for select alternatives, which were selected for further analysis, including four alternative concepts for each of the key intersections. These alternatives, depicted in Figures 7.1b and 7.2b, were more defined concepts in terms of layout, alignment, traffic control, and relationships with adjacent properties.

For reference, the existing configuration is provided for each of the key triangle intersections prior to the refined alternatives. A description of the existing conditions, including existing traffic volumes, is provided in the Rand Road Corridor Existing Conditions Report.

ALTERNATIVES ANALYSIS

Capacity analyses were conducted for existing conditions and the refined alternatives. The analyses were completed for the weekday morning and afternoon peak periods using the traffic count data highlighted in Rand Road Corridor Existing Conditions Report and signal timing data obtained from IDOT.

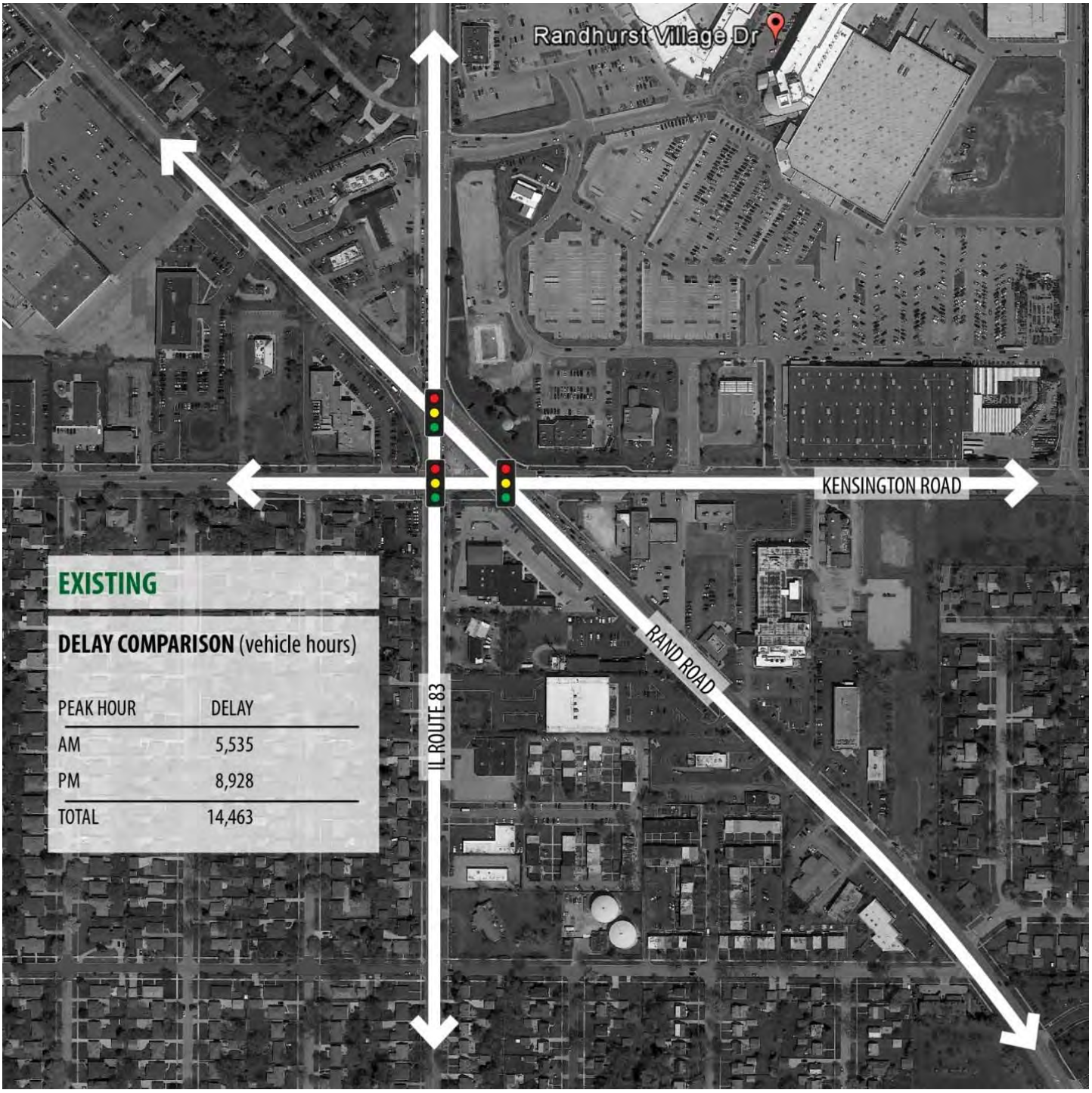
The capacity of an intersection quantifies its ability to accommodate traffic volumes and is expressed in terms of level of service (LOS), measured in average delay per vehicle. Additional information regarding the capacity analysis is provided in Appendix D. While the average delay per vehicle and level of service was calculated for each approach at the study intersections, total vehicle-hours of delay was used as the metric for comparison of existing conditions and the refined alternatives. Due to the variability in the lane configurations across the range of refined alternatives, total vehicle-hours of delay was used as an appropriate method for comparison along alternatives and to evaluate overall operational conditions, including potential benefits and challenges. Figures 7.1b and 7.2b provide a summary of the total vehicle-hours of delay for each refined alternative, including the change in delay relative to current operational conditions. A summary of the benefits and challenges associated with each refined alternative is provided in Figures 7.3 and 7.5. Capacity analysis results, including the average delay per vehicle and LOS for each intersection, as well as the vehicle-hours of delay, is presented in Appendix D.

Based on input received from the Steering Committee and considering each alternative's associated benefits and challenges, the refined alternatives were further revised to maximize their effectiveness and impact as potential long-term intersection improvements, as described below and depicted in Figures 7.4 and 7.6. It should be noted that the recommended improvements reflect modifications since the development of the refined alternatives shown in Figures 7.1b and 7.2b; the key elements of the refined alternatives were combined to develop the recommended improvements.

FIGURE 7.1a

EXISTING INTERSECTION CONFIGURATION

RAND ROAD / IL ROUTE 83 (ELMHURST ROAD) / KENSINGTON ROAD

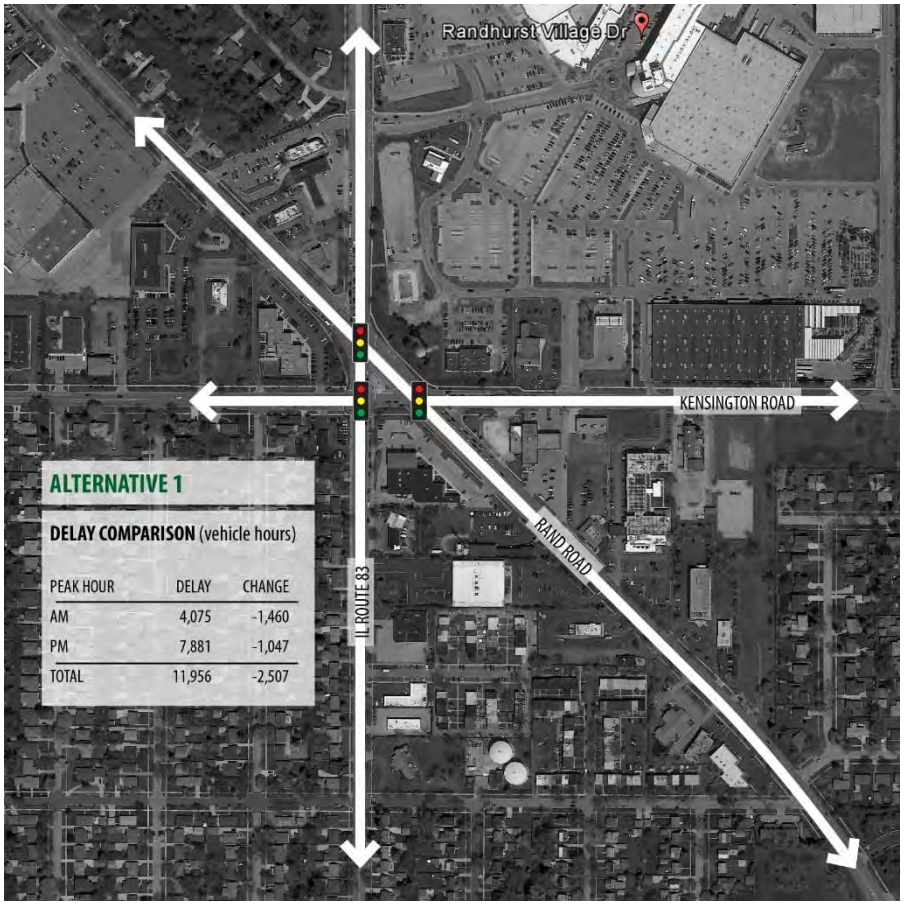


*Delay is calculated for the weekday AM peak hour (7:15-8:15 AM) and PM peak hour (5:00-6:00 PM) as determined by the traffic count data collection conducted on November 17 and 18, 2015. A summary of the existing traffic volumes is provided in the *Rand Road Corridor Existing Conditions Report.*

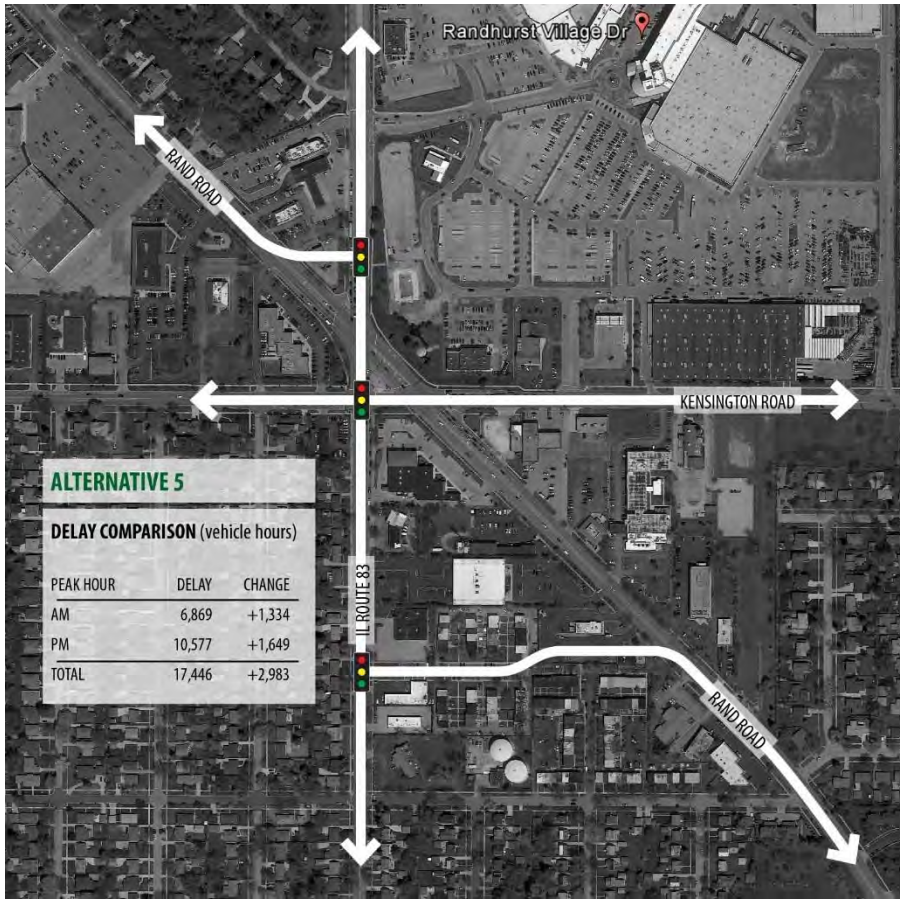
FIGURE 7.1b

REFINED CONCEPTS FOR SELECT INTERSECTION ALTERNATIVES | ALTERNATIVES 1 & 5

RAND ROAD / IL ROUTE 83 (ELMHURST ROAD) / KENSINGTON ROAD



Alternative 1 reflects a simplified intersection with removal of the segment of Kensington Road between Elmhurst Road and Rand Road.



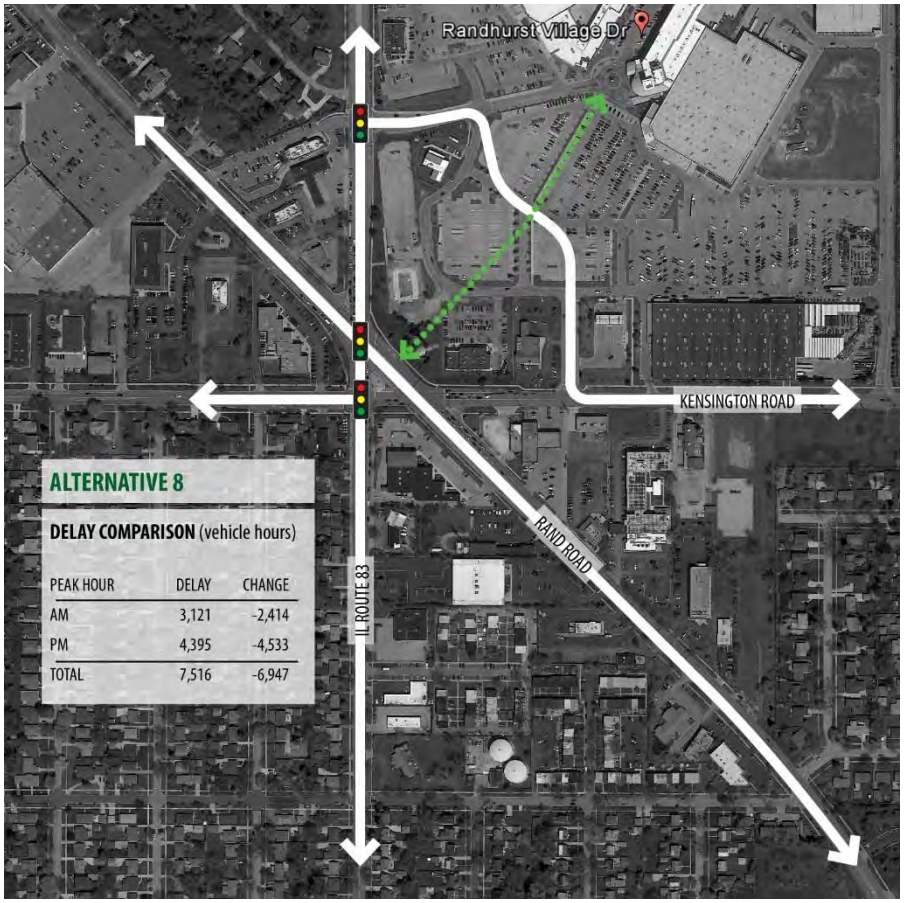
Alternative 5 reflects a simplified intersection with removal of the segment of Rand Road from Judith Ann Drive to north of Kensington Road. With this alternative, Judith Ann Drive would be extended from IL Route 83 to Rand Road. A new traffic signal is shown at the intersection of IL Route 83/Judith Ann Drive.

*Delay is calculated for the weekday AM peak hour (7:15-8:15 AM) and PM peak hour (5:00-6:00 PM) as determined by the traffic count data collection conducted on November 17 and 18, 2015. A summary of the existing traffic volumes is provided in the *Rand Road Corridor Existing Conditions Report.*

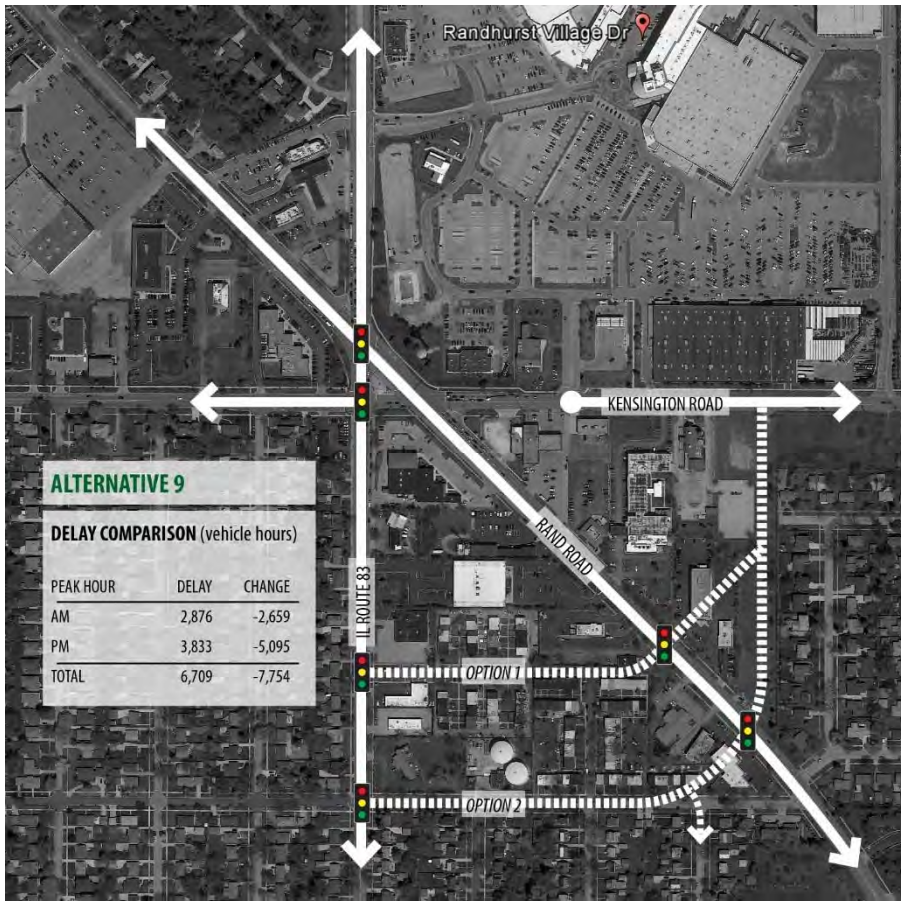
FIGURE 7.1b

REFINED CONCEPTS FOR SELECT INTERSECTION ALTERNATIVES | ALTERNATIVES 8 & 9

RAND ROAD / IL ROUTE 83 (ELMHURST ROAD) / KENSINGTON ROAD



Alternative 8 reflects a simplified intersection with removal of the segment of Kensington Road between Elmhurst Road and the signalized access for Randhurst Village. A new public street is introduced providing connectivity through Randhurst Village, from Kensington Road to IL Route 83. In addition, the potential for a pedestrian connection between Rand Road and Randhurst Village is shown (depicted as green arrow).



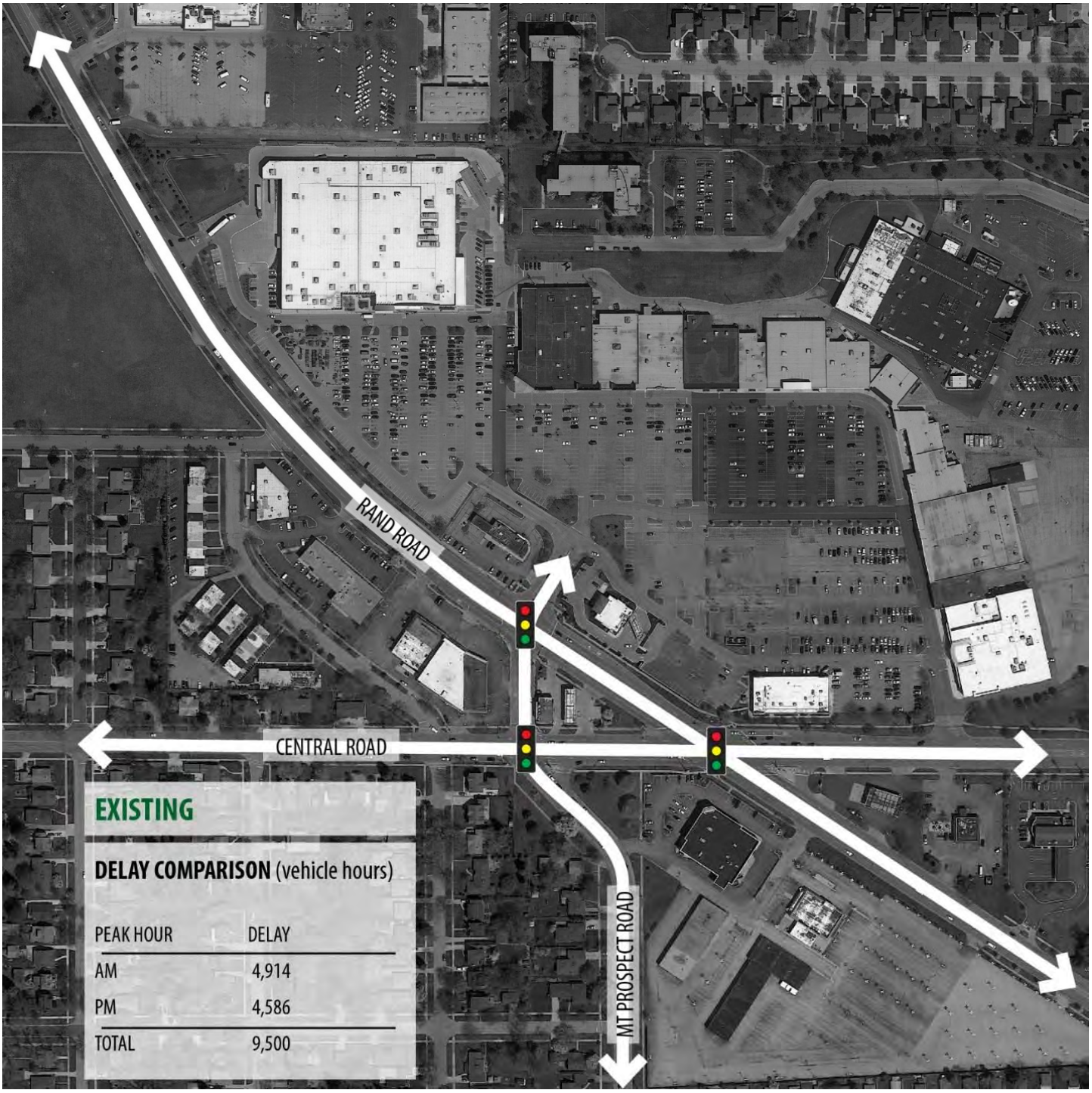
Alternative 9 also includes removal of the segment of Kensington Road from IL Route 83 to the signalized access for Randhurst Village. In addition, this alternative depicts the potential for extension of Judith Ann Drive with signalized access along both IL Route 83 and Rand Road (Option 1). Alternatively, Option 2 depicts the potential for signalized access at Highland Street

*Delay is calculated for the weekday AM peak hour (7:15-8:15 AM) and PM peak hour (5:00-6:00 PM) as determined by the traffic count data collection conducted on November 17 and 18, 2015. A summary of the existing traffic volumes is provided in the *Rand Road Corridor Existing Conditions Report.*

FIGURE 7.2a

EXISTING INTERSECTION CONFIGURATION

RAND ROAD / CENTRAL ROAD / MOUNT PROSPECT ROAD

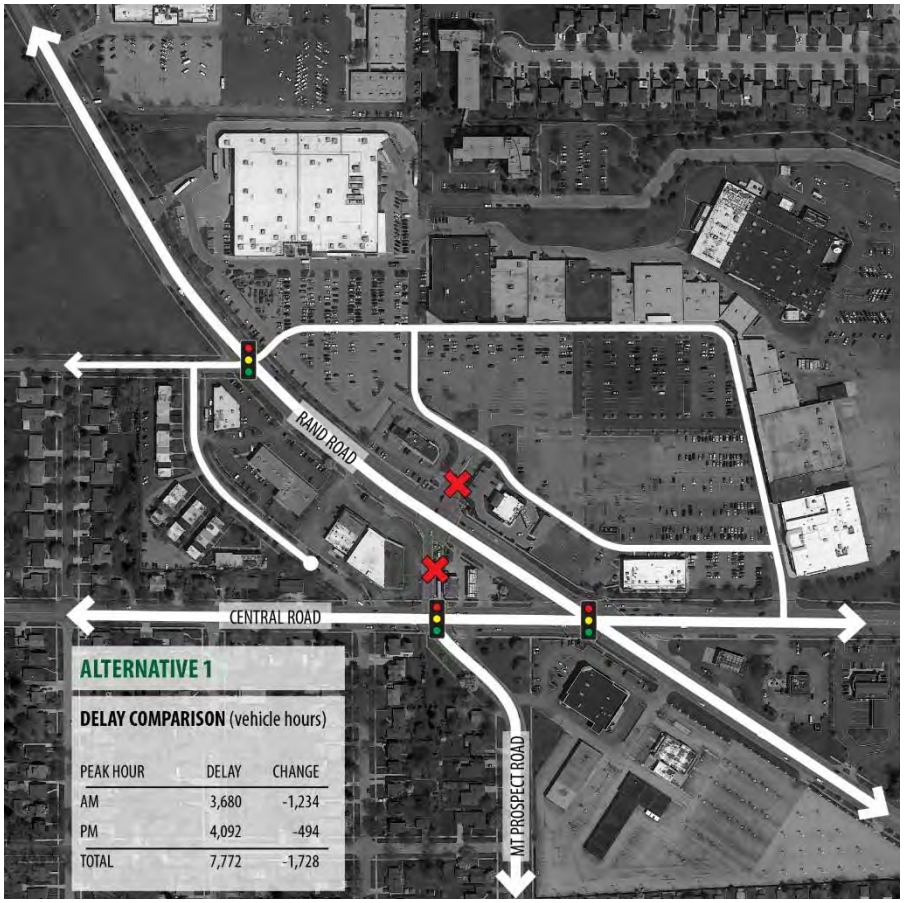


*Delay is calculated for the weekday AM peak hour (7:15-8:15 AM) and PM peak hour (5:00-6:00 PM) as determined by the traffic count data collection conducted on November 17 and 18, 2015. A summary of the existing traffic volumes is provided in the *Rand Road Corridor Existing Conditions Report.*

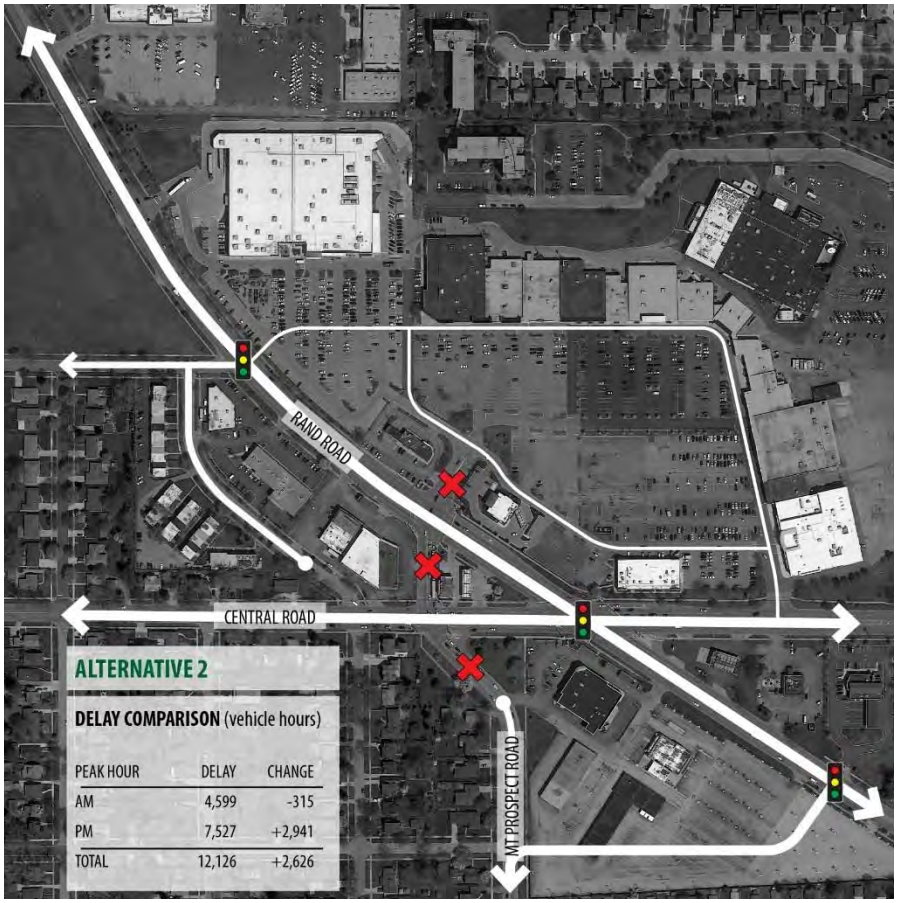
FIGURE 7.2b

REFINED CONCEPTS FOR SELECT INTERSECTION ALTERNATIVES | ALTERNATIVES 1 & 2

RAND ROAD / CENTRAL ROAD / MOUNT PROSPECT ROAD



Alternative 1 reflects a simplified intersection with removal of the segment of Mount Prospect Road between Central Road and Rand Road. The existing driveway for Mount Prospect Plaza would be relocated to a new signalized full-access driveway opposite Henry Street. Alternate locations for the new signalized full-access driveway to Rand Road may be considered based on redevelopment opportunity, site access and internal connectivity or other factors as deemed appropriate by the Village.



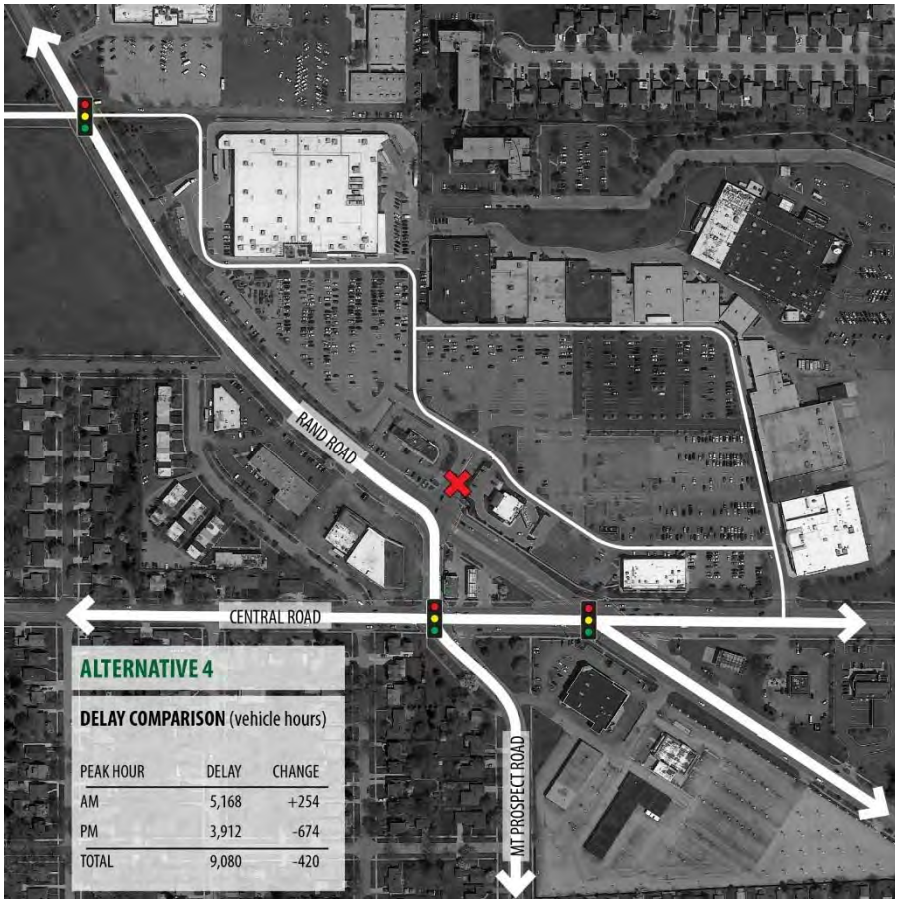
Alternative 2 also reflects a simplified intersection with removal of the segment of Mount Prospect Road between Rand Road and south of Central Road. Again, the existing driveway for Mount Prospect Plaza would be relocated to a new signalized full-access driveway opposite Henry Street. North-south connectivity would be provided via the extension of Busse Avenue which would provide access to a new signalized intersection on Rand Road. Alternate locations for the new signalized full-access driveway to Rand Road may be considered based on redevelopment opportunity, site access and internal connectivity or other factors as deemed appropriate by the Village.

*Delay is calculated for the weekday AM peak hour (7:15-8:15 AM) and PM peak hour (5:00-6:00 PM) as determined by the traffic count data collection conducted on November 17 and 18, 2015. A summary of the existing traffic volumes is provided in the *Rand Road Corridor Existing Conditions Report.*

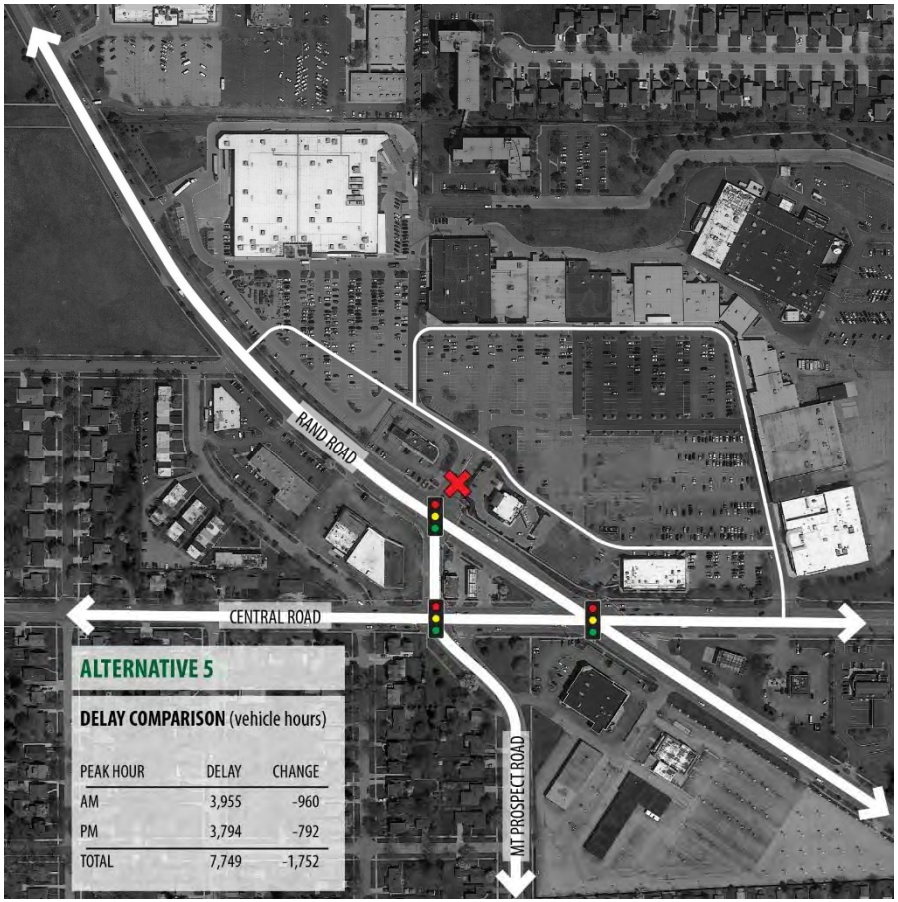
FIGURE 7.2b

REFINED CONCEPTS FOR SELECT INTERSECTION ALTERNATIVES | ALTERNATIVES 4 & 5

RAND ROAD / CENTRAL ROAD / MOUNT PROSPECT ROAD



Alternative 4 reflects a simplified intersection with removal of the segment of Rand Road between Central Road and Mount Prospect Road. The existing driveway for Mount Prospect Plaza would be relocated to a new signalized full-access driveway opposite Thayer Street. Alternate locations for the new signalized full-access driveway to Rand Road may be considered based on redevelopment opportunity, site access and internal connectivity or other factors as deemed appropriate by the Village.



Alternative 5 maintains the current roadway network; however, the intersection is simplified with removal of the Mount Prospect Plaza driveway. Options for a new signalized full-access on Rand Road are depicted in Alternatives 1, 2 and 4. Alternate locations for a new signalized full-access on Rand Road may be determined by the Village in cooperation with IDOT.

*Delay is calculated for the weekday AM peak hour (7:15-8:15 AM) and PM peak hour (5:00-6:00 PM) as determined by the traffic count data collection conducted on November 17 and 18, 2015. A summary of the existing traffic volumes is provided in the *Rand Road Corridor Existing Conditions Report.*

RAND ROAD / ELMHURST ROAD / KENSINGTON ROAD

The most effective or impactful long-term improvement for the intersection of Rand Road, IL 83/Elmhurst Road, and Kensington Road would simplify the intersection with removal of the segment of Kensington Road between Elmhurst Road and Rand Road. As depicted in Figure 7.4, a southbound right-turn lane is shown on Elmhurst Road at Kensington Road; additional right-of-way is needed to accommodate the turn lane. To the east, Kensington Road would terminate east of Rand Road. Access to the existing commercial properties on the south side of Kensington Road would be maintained. However, with future redevelopment activity, opportunities to consolidate driveways and provide cross-access between properties should be considered south of Kensington Road.

Improvements would alter current east-west traffic patterns. Motorists currently traveling east-west on Kensington Road may identify alternate east-west routes across Rand Road such as Euclid Avenue to the north. Additional analysis of potential neighborhood traffic calming measures to mitigate potential cut-through traffic is needed prior to implementation of the improvement at the intersection of Rand Road, IL 83/Elmhurst Road, and Kensington Road. Key metrics along neighborhood streets, such as traffic volume and vehicle speeds, should be measured prior to implementation and used to evaluate normalized traffic conditions after implementation. The existing roadway along the eastern boundary of Randhurst Village may also be considered as a key connection between Euclid Avenue and the eastern segment of Kensington Road. Wayfinding signage should be considered to direct motorists to key destinations or alternate routes.

With the improvements identified for Rand Road, IL 83/Elmhurst Road, and Kensington Road, the Village may consider additional modifications to the roadway network on the east side of Rand Road. These modifications may be implemented as part of the intersection improvement or as a later phase to further enhance vehicle mobility and access near Randhurst Village. These potential additional improvements include a new public roadway through Randhurst Village. The roadway could extend from the existing signalized intersection on Elmhurst Road through Randhurst Village to the existing signalized intersection on Kensington Road, similar to Alternative 8. Alternatively, a pedestrian and bicycle promenade from Rand Road to Randhurst Village may be considered. A connection between Rand Road and Randhurst Village is expected to create a multimodal environment and activate the southwest corner of the commercial site. In addition to potential connectivity to Randhurst Village, a new

FIGURE 7.3
SUMMARY OF BENEFITS & CHALLENGES
RAND ROAD / IL ROUTE 83 / KENSINGTON ROAD

Preferred Alternative	Decreases delay	Enhances access to key destinations	Maintains or enhances existing Pace routes	Encourages pedestrian/bicycle connectivity	Limits impact to adjacent property	Creates redevelopment opportunitiy
Benefits: Rand Road / IL Route 83 / Kensington Road						
1	×	×	×	×	×	
5						×
8	×	×	×	×		×
9	×	×	×			

Preferred Alternative	Increases delay	Limits access to key destinations	Impacts existing Pace routes	Impacts adjacent property	Requires new roadway or roadway widening	Involves stakeholder coordination
Challenges: Rand Road / IL Route 83 / Kensington Road						
1					×	×
5	×	×	×	×		
8				×	×	×
9				×	×	×

north-south connection between Kensington Road and Rand Road should be evaluated as redevelopment occurs along the south side of Kensington Road (east of Rand Road).

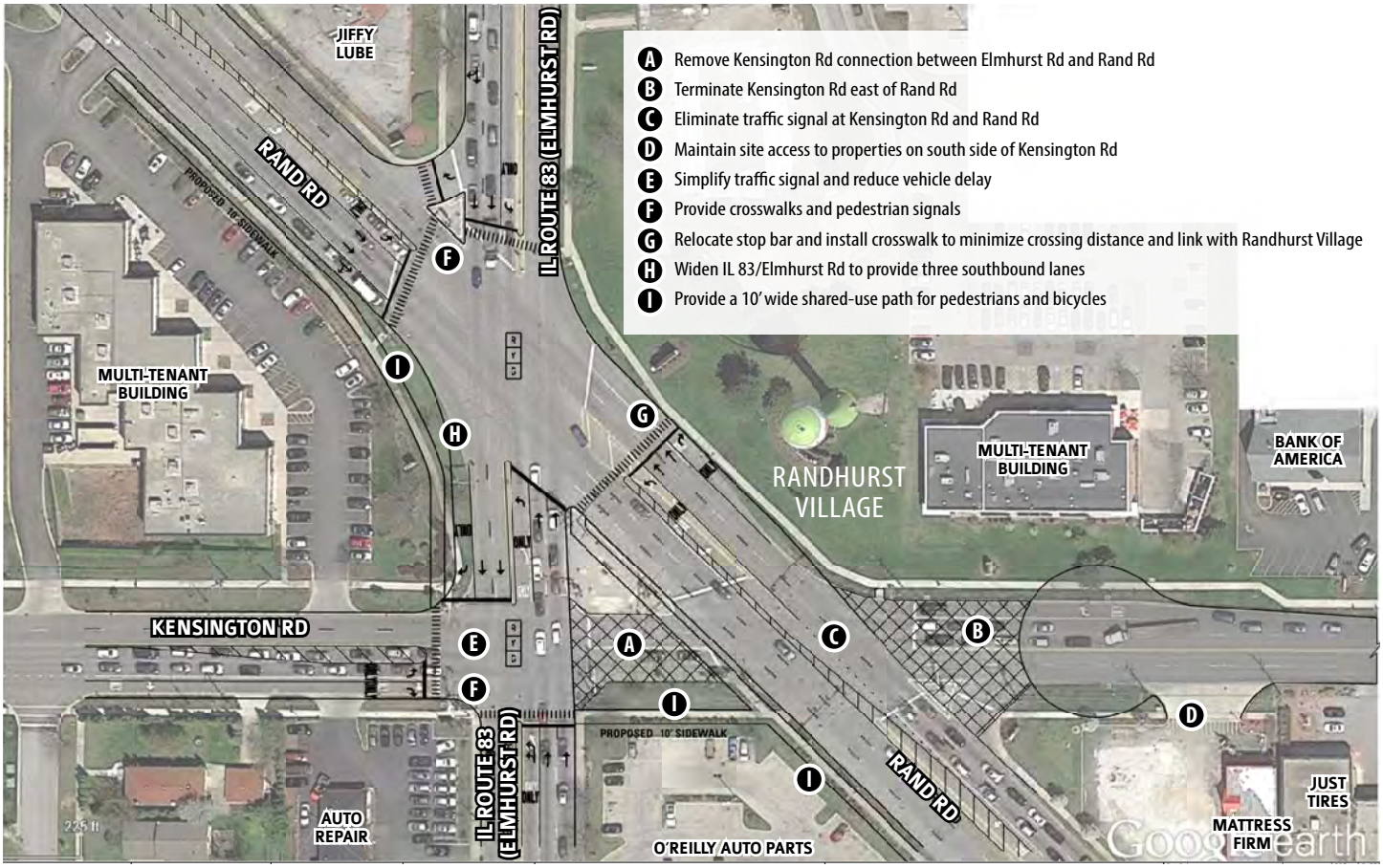
In addition to simplifying the intersection and reducing vehicle delay, improvements at the intersection of Rand Road, IL 83/Elmhurst Road, and Kensington Road would provide opportunities for pedestrian and bicycle access and amenities. As shown in Figure 7.4, a 10-foot wide shared-use path is recommended along the southwest side of Rand Road. In addition, crosswalks and pedestrian push-buttons are recommended for key crossings at the intersections of Rand Road/Elmhurst Road and Kensington Road/Elmhurst Road. It should be noted that the crosswalk recommended for the southeast leg of Rand Road/Elmhurst Road should be perpendicular to the edge of pavement in order to reduce pedestrian crossing distance and increase motorist awareness of pedestrians in this location. This crosswalk could ultimately connect to a pedestrian promenade at Randhurst Village, thereby enhancing pedestrian and bicyclist access to/from Rand Road.

In the near-term, options to significantly improve the intersection through minor modifications is limited. However, installation of pedestrian crosswalks, pedestrian signals, and incorporation of pedestrian phases into the traffic signal controller are recommended. Ongoing study with Sam Schwartz Engineering regarding traffic signal timing adjustments should incorporate these improvements and may require new signal infrastructure, such as a new controller to accommodate the collective number of vehicular and pedestrian signal phases. Signal timing modifications or equipment upgrades would require coordination with IDOT. An Intersection Design Study in partnership with IDOT is recommended to determine the impact on this potential near-term improvement. In addition, an intermediate-term strategy may entail performing a comprehensive Phase I Study in partnership with IDOT.

FIGURE 7.4

TRAFFIC PLAN: NORTH CLUSTER

RAND ROAD / IL ROUTE 83 (ELMHURST ROAD) / KENSINGTON ROAD



Map graphics prepared by Gandhi & Associates, Ltd., Kimley-Horn, and Teska Associates, Inc.
Last Revised: August 26, 2016

RAND ROAD / CENTRAL ROAD / MOUNT PROSPECT ROAD

The most effective or impactful long-term improvement for the intersection of Rand Road, Mount Prospect Road and Central Road is focused on simplifying the intersection and signal phasing with removal of the commercial access driveway on the northeast side of Rand Road. As depicted in Figure 7.6, a southbound right-turn lane would be added on Mount Prospect Road between Rand Road and Central Road. The need for additional right-of-way is anticipated in order to accommodate the turn lane.

With the improvement for the intersection of Rand Road, Mount Prospect Road and Central Road, the potential for a northbound entrance driveway on Rand Road serving Mount Prospect Plaza should be evaluated. The driveway could facilitate inbound right-turns only or allow both right turns from Rand Road and northbound through movements from Mount Prospect Road. Westbound left turns from Rand Road should not be allowed in order to fully benefit from the signal modifications.

In lieu of the full access driveway on Rand Road at Mount Prospect Road, a new right-in/right-out driveway on Rand Road is feasible north of Mount Prospect Road. Additionally, a new signalized full-access intersection could be considered along Rand Road between Mount Prospect Road and Business Center Drive should this be warranted through development or redevelopment activity. The new traffic signal should be located at the Walmart access drive or Thayer Street. In addition, the location of the new traffic signal should take into consideration IDOT's warrant and spacing distance requirements between traffic signals, pedestrian crossing locations, and long-term opportunities to provide consolidated site access for existing and future developments along Rand Road.

In addition to simplifying the intersection and reducing vehicle delay, the recommended improvements at the intersection of Rand Road, Mount Prospect Road and Central Road are expected to provide opportunities for pedestrian and bicycle access and amenities. As shown in Figure 7.6, the 10-foot wide shared-use path would be provided along the southwest side of Rand Road. Existing crosswalks and pedestrian signals are recommended to be maintained for key crossings, including all four legs of the intersections of Mount Prospect Road and Central Road and Rand Road and Central Road. At the intersection of Rand Road and Mount Prospect Road, the crosswalk on the northwest leg of Rand Road would be removed in order to reduce vehicle and pedestrian/bicyclist conflicts and to facilitate uninterrupted left-turn movements from Mount Prospect Road. Crosswalks and pedestrian pushbuttons would be provided on Mount Prospect Road and the southeast leg of Rand Road. An alternate design option may consider maintaining the existing crosswalk on the northwest leg of Rand Road and providing a pedestrian refuge island; this alternate may require roadway widening depending on the proposed lane configuration. In order to enhance motorist awareness of pedestrians and bicyclists, implementation of consistent crossing treatments is recommended along the corridor.

Regarding the concept depicted in Figure 7.6, IDOT has indicated a preference that any modifications include: (1) a right-in / right-out only for the commercial driveway opposite Mount Prospect Road to physically restrict left turn maneuvers from Rand Road into the Mount Prospect Plaza driveway; (2) addition of an eastbound left turn lane on Central Road; and (3) striping on northbound Mount Prospect Road at Rand Road as a left turn lane and a shared left and right turn lane. As Rand Road is a State route, any right-of-way

FIGURE 7.5

SUMMARY OF BENEFITS & CHALLENGES

RAND ROAD / CENTRAL ROAD / MOUNT PROSPECT ROAD

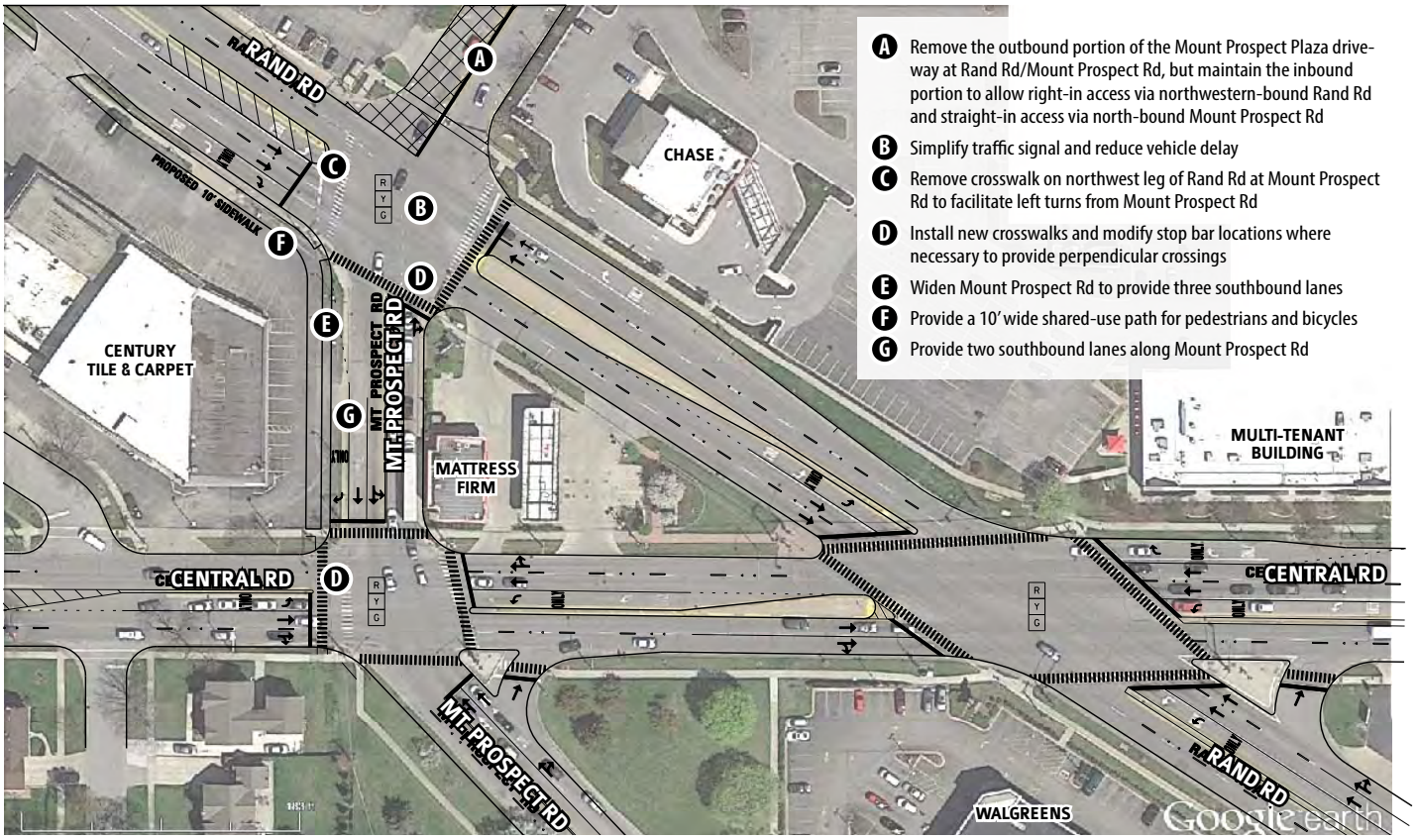
Preferred Alternative	Decreases delay	Enhances access to key destinations	Maintains or enhances existing Pace routes	Encourages pedestrian/bicycle connectivity	Limits impact to adjacent property	Creates redevelopment opportunitiy
Benefits: Rand Road / Central Road / Mount Prospect Road						
1	×	×	×		×	
2			×			
4						×
5	×	×	×	×		×

Preferred Alternative	Increases delay	Limits access to key destinations	Impacts existing Pace routes	Impacts adjacent property	Requires new roadway or roadway widening	Involves stakeholder coordination
Challenges: Rand Road / Central Road / Mount Prospect Road						
1						×
2	×	×		×		×
4	×	×	×			×
5				×	×	×

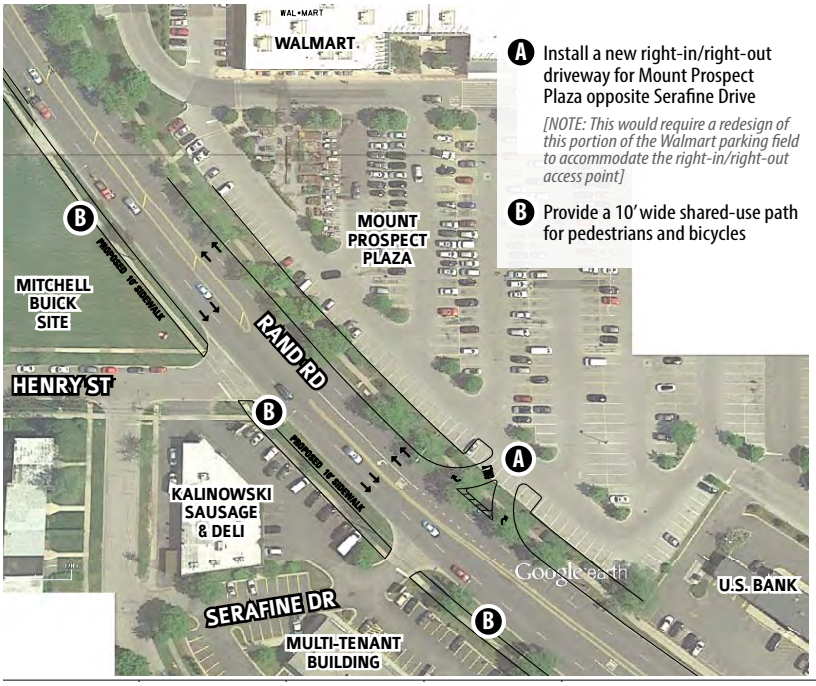
FIGURE 7.6

TRAFFIC PLAN: SOUTH CLUSTER

RAND ROAD / CENTRAL ROAD / MOUNT PROSPECT ROAD



RAND ROAD & HENRY STREET



Map graphics prepared by Gandhi & Associates, Ltd., Kimley-Horn, and Teska Associates, Inc.
Last Revised: August 26, 2016

improvements that may occur in the future will require review and approval by IDOT.

In the near-term, the Mount Prospect Plaza driveway may be modified to provide a shared through/left-turn lane and a shared through/right-turn lane. In addition, the curb lane on Mount Prospect Road between Rand Road and Central Road may be modified to provide one through lane and one shared through/right-turn lane on the southbound approach, with left-turns to be prohibited. Conversion of the existing right-turn-only lane to a shared through/right-turn lane would provide additional capacity for southbound traffic. South of Central Road, Mount Prospect Road could be widened to provide two through travel lanes to approximately Busse Avenue where it would transition to a single southbound travel lane. In addition, an intermediate-term strategy may entail performing a comprehensive Phase I Study in partnership with IDOT.

POTENTIAL MODIFICATIONS TO ALTERNATIVES

It should be noted that implementation of any long-term improvements in the refined alternatives could be phased over time as properties redevelop or funding sources are identified. In addition, the improvements may include alternate options that are not depicted in Figures 7.4 and 7.6. Alternate options may address factors such as site access, right-of-way constraints, or other design considerations. Potential modifications may include, but are not limited to the following:

- ❑ As part of the improvements to the intersection of Rand Road, IL 83/Elmhurst Road, and Kensington Road, incorporate an appropriate corner radius to accommodate right-turn movements from northbound approach of IL Route 83 and Rand Road.
- ❑ With removal of the segment of Kensington Road between IL Route 83 and Rand Road, provide right-in/right-out driveways for existing commercial sites. As properties redevelop, consider driveway consolidation.
- ❑ Provide two southbound through travel lanes on Mount Prospect Road between Rand Road and south of Central Road; transition to a single travel lane south of Central Road.
- ❑ Consider options to reduce pedestrian crossing distance or provide a pedestrian refuge island on the north leg of Rand Road at Mount Prospect Road.

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APPENDICES

A1: Existing Conditions Report
A2: Market Assessment White Paper
A3: Initial Concept Road Alignment Alternatives
A4: Road Capacity Analysis
A5: Community Survey Results