
VILLAGE OF MORTON GROVE

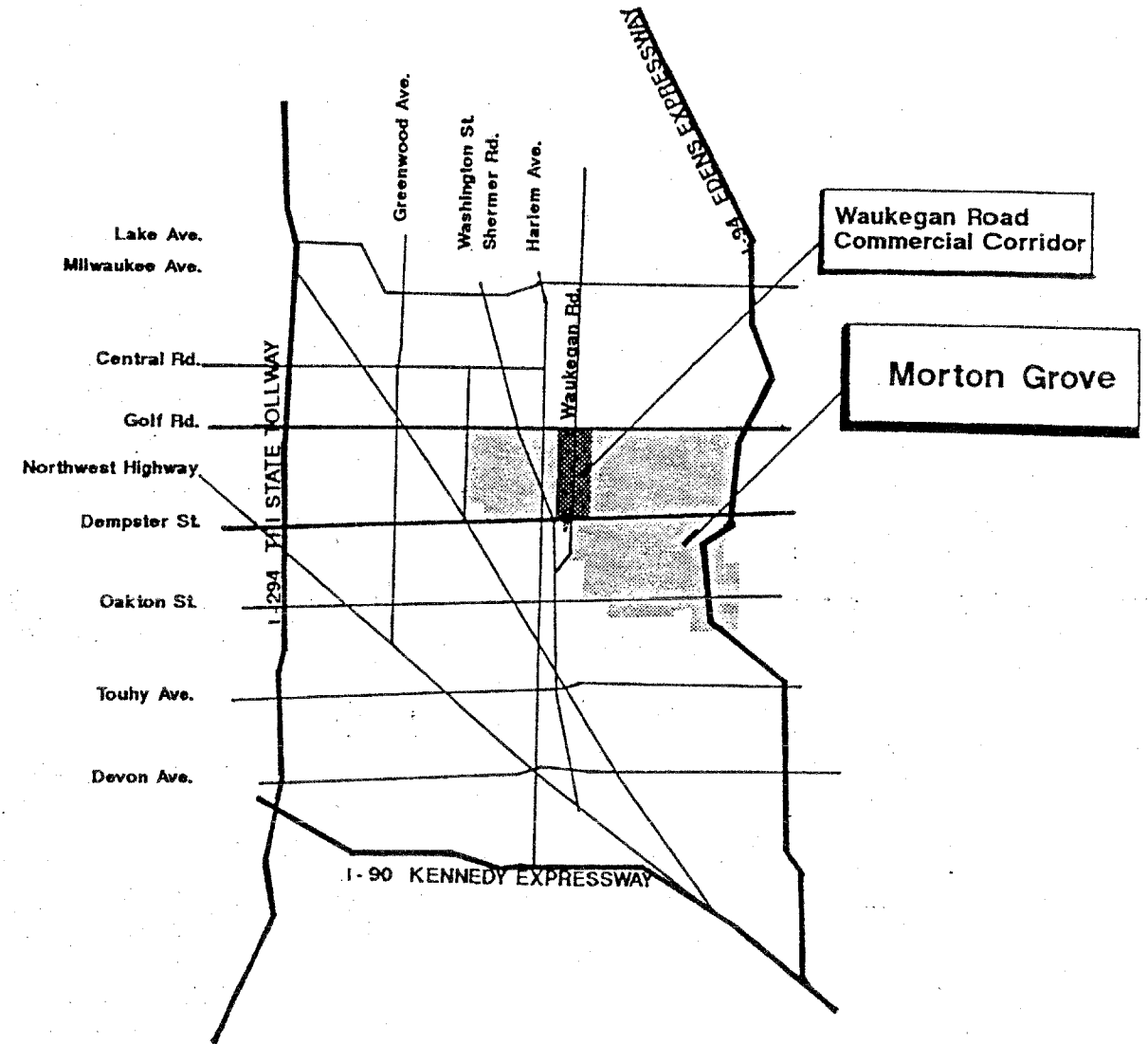
WAUKEGAN ROAD COMMERCIAL CORRIDOR

MASTER PLAN

November, 1997

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Waukegan Road Commercial Corridor

INTRODUCTION

INTRODUCTION

This document is a Master Plan for the revitalization and redevelopment of the Waukegan Road Commercial Corridor between Dempster Street and Golf Road, in the Village of Morton Grove. The Master Plan's land use strategy, redevelopment recommendations, and urban design concepts are intended to highlight opportunities for changing the Corridor's land uses and physical conditions.

The Plan was prepared for the Village by the following team:

- **The Lakota Group** (Team Leaders)
(Planners, Urban Designers, Landscape Architects)
- **S.B. Friedman & Company**
(Real Estate Analysts/Development Managers)
- **McDonough Associates**
(Civil & Traffic Engineers)

PLANNING MISSION

Historically, Waukegan Road and Dempster Street (between the Edens Expressway and Milwaukee Avenue) have been the Village's most active and successful shopping districts. Without a traditional downtown, these streets have provided the Village's residents as well as regional shoppers with a wide variety of goods and services.

However, limited parking, difficult access, deteriorating physical conditions, unattractive and poorly maintained streetscape, sub-optimal land uses, and increasing competition from north suburban shopping centers are affecting the Waukegan Road Corridor's long-term viability.

To begin to address these problems, the Village established a Tax Increment Financing District in the Corridor in 1995. This designation created special tools to strengthen the area's commercial potential through redevelopment of key sites and conservation of the remaining Corridor parcels.

To take a broader approach toward planning for the Corridor, the Village commissioned the Lakota team in early 1997 to comprehensively assess its land use, real estate market, parking, traffic, streetscape conditions and overall redevelopment potential.

PLANNING PROCESS

The master planning process was based on the following goals:

- Establish a dynamic community planning process, which involves a cross-section of community and business representatives.
- Generate a shared comprehensive vision for the future of the Corridor.
- Consolidate diverse land use and development needs into a unified, cohesive plan.
- Establish streetscape/landscape elements and traffic patterns that enhance the commercial viability of the Corridor.
- Establish a unified design framework and theme to guide future public and private improvements.
- Maintain the Corridor as a viable, attractive, and convenient community level shopping area or "Village Main Street" that continues to attract shoppers from the community and surrounding region.

The master planning process involved the following steps:

- a bus tour with Village leaders, staff, and consultant team to review and identify Corridor planning issues;
- a focus group meeting with local businesses, property owners, local brokers/lenders, Village staff, and local officials to further discuss the strengths and weaknesses of the Corridor;
- an "Open House" tour at the Village Hall for residents to review a Corridor planning exhibit;
- a workshop meeting with businesses, property owners, Village staff, and local officials to review a range of design concepts and redevelopment strategies;
- a developers workshop to review and refine the design concepts and redevelopment strategies;
- a public meeting with businesses, property owners, Village officials, and interested citizens to review the Preliminary Master Plan; and
- submittal of the Final Plan to Village staff, boards, and commissions for formal review and approval.

Waukegan Road Commercial Corridor

STATE OF THE CORRIDOR

CORRIDOR CONTEXT

The "Waukegan Road Commercial Corridor" is a 1 mile stretch of prime commercial frontage providing a variety of retail, office, restaurant, institutional, and lodging uses. It is a community level shopping district that includes several businesses that attract customers from the greater north suburban and Chicago metropolitan area.

Residential uses surround most of the Corridor with the exception of the area located east of Waukegan Road between Dempster and the ComEd utility right-of-way where Prairie View Park is located. A 190 foot wide ComEd utility right-of-way divides the north and south portions of the Corridor.

The Corridor is a long, indistinct, four-lane arterial roadway that widens to six lanes at the intersections of Golf and Dempster. The roadway moves large amounts of traffic through the area on a daily basis (30,000 vehicles per day).

The Corridor's major activity generators include:

- *Abt Electronics*
- *Avon Office/Research/Assembly Facility*
- *Best Western Motel*
- *Castle Oldsmobile/Honda*
- *Champ's Sports Bar & Grill*
- *Golf Junior High School*
- *Post Office*
- *Produce World*
- *Rusty's Tavern*
- *Seven Brothers Restaurant*
- *St. Paul Federal Bank*

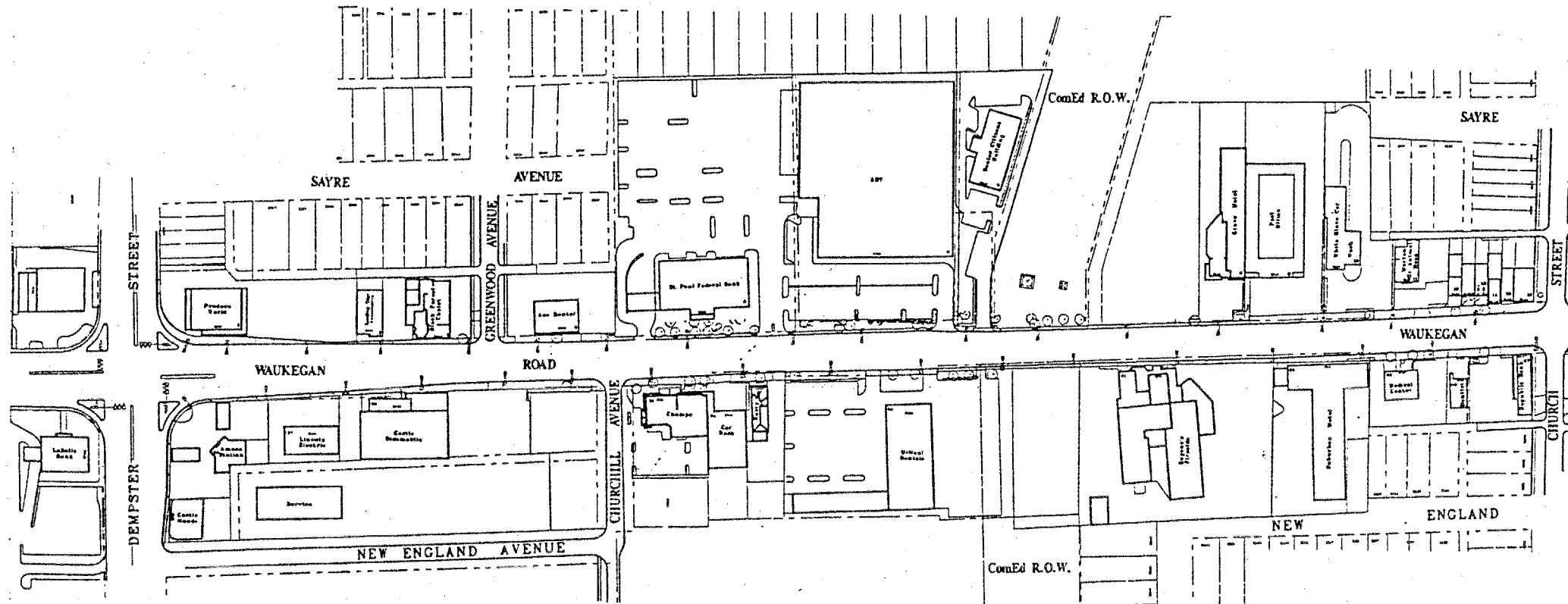
LAND USE OVERVIEW

The Corridor has approximately 2,406,514 square feet (55 acres) of land within 11 blocks.

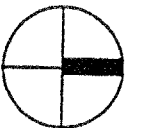
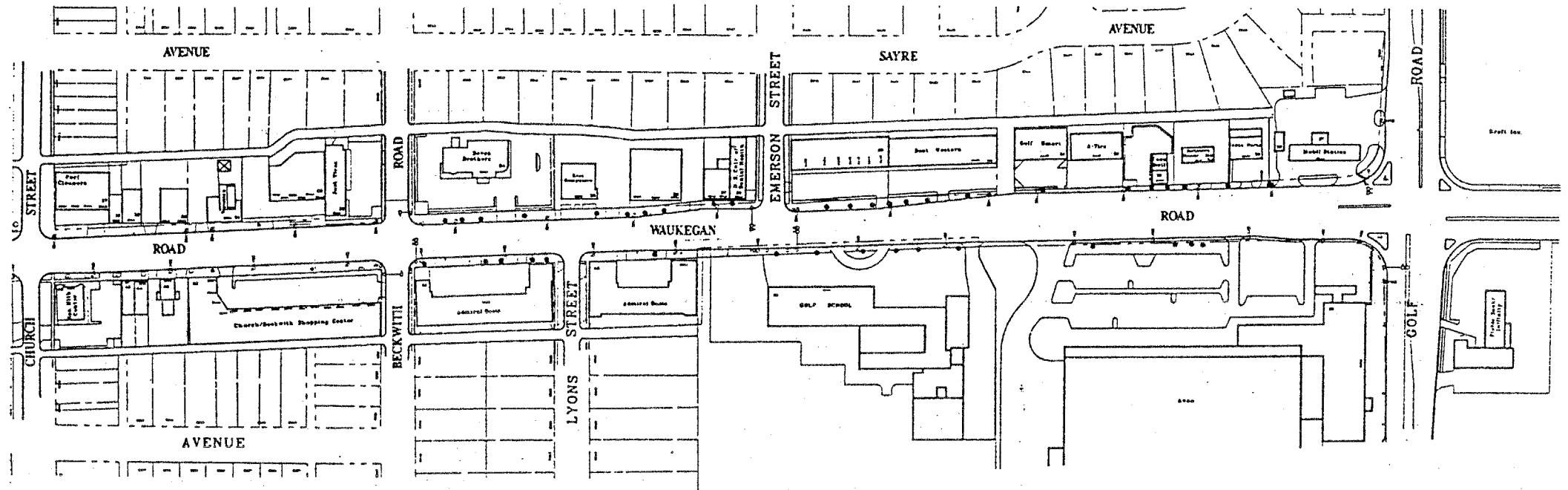
There are 59 buildings in the Corridor containing approximately 475,339 square feet of space. Hotels/motels and retail establishments comprise the principal land uses (55%), with the remaining space being comprised of restaurant, institutional, and office facilities. Only 2% of the overall building space is vacant.

Land Use	Total Space
Retail	148,717 square feet
Lodging (small hotels/motels)	116,230 square feet
Commercial/Service	101,261 square feet
Office	69,706 square feet
Institutional (Public/Semi-Public)	30,585 square feet
Vacant	8,900 square feet
Total Building Space	475,339 square feet

Corridor Context:



Waukegan Road Commercial Corridor
STATE OF THE CORRIDOR



Corridor North (Golf to Beckwith):

The north end of the Corridor contains numerous small retail businesses, a motel, and a strip shopping center. This area is densely developed and contains several uses that do not meet the Village's modern parking requirements.

These sites have limited parking, contain numerous curb cuts, and provide limited opportunities for traffic circulation between properties.

Other land uses in the north portion of the Corridor include:

- The Avon Corporate site located at the southeast corner of Golf and Waukegan, which includes office, research, and production activities. The site's frontage on Waukegan is well landscaped, creating an attractive north entrance into the Corridor.
- The Golf Junior High School campus located approximately 810 feet south of Golf Road on the east side of Waukegan Road. The school is in good condition and along with Avon provides the north end of the Corridor with an attractive green edge.

The pedestrian crossing at Emerson needs to be improved to facilitate movement of children across Waukegan Road between the school and neighborhood to the west.

- The two blocks located between Golf School and Beckwith are slated for a new 14,000 square foot Walgreens and possibly a condominium development.

The deteriorated Admiral Oasis Motel will be cleared as part of this redevelopment.

- The alleys behind many structures along the west side of Waukegan are deteriorated and/or do not provide a continuous connections between adjacent commercial properties.

Corridor Central (Beckwith to ComEd Right-of-way):

This area contains a diversity of small retail and lodging establishments as well as the Post Office and Morton Grove Animal Hospital. Parking, circulation, and landscaping present the greatest challenges for this area.

- The Suburban Motel and Eugene's Fireside Restaurant/Banquet Hall on the east side of Waukegan are deteriorating and have limited parking. This 3.25-acre site has a lot depth of 285 feet and represents a major redevelopment opportunity.
- ComEd maintains a utility line right-of-way through the center of the Corridor, which is used by some businesses for overflow parking. The potential exists for expanding use of the right-of-way for additional parking and a bike path to connect with the Forest Preserve paths to the east as well as adjacent neighborhoods and parks.
- Abt currently parks its delivery/service trucks on its lot immediately north of the ComEd right-of-way, which is highly visible from Waukegan. There is potential to relocate the trucks to alternative sites which would create a larger redevelopment opportunity for the Post Office site.

- The Post Office, Grove Motel, and White Glove Car Wash are especially crowded on a 4.4 acre site with a 410 foot depth. The Post Office's front parking lot is isolated from surrounding lots and turning movements are especially difficult.

The combined Post Office, Grove Motel, Car Wash, and Abt parking lot sites represent a significant redevelopment opportunity with or without the Post Office Building.

- The Northwest Water Commission Pumping Station, located immediately west of the Grove Motel, has an access drive through the lot currently used by Abt to park its service/delivery trucks.
- The small shops and businesses in this area are crowded onto four blocks with limited parking, landscaping, or traffic circulation opportunities.
- The alleys behind many structures along the west side of Waukegan are deteriorated and/or do not provide a continuous connections between adjacent commercial properties.

Corridor South (ComEd Right-of-way to Dempster):

This area contains some of the largest and most active uses in the Corridor. Several businesses located there are interested in expanding. A unified redevelopment plan to institute large-scale change is especially needed in this area to optimize the Corridor's development potential.

- The 88,000 square foot Abt Electronics is located between the ComEd right-of-way and Churchill. This store is the major Corridor anchor and one of the region's top appliance and electronics stores.

Abt needs additional parking and plans to clear the primarily vacant, multi-story building located on the southeast corner of its site. The building is home to St. Paul Federal Bank and a few small office uses.

St. Paul is a viable business and will need to be relocated in the Corridor.

- A large senior citizen apartment is located on a crowded triangular shaped lot between Abt and the ComEd right-of-way. The building, located 250 feet from Waukegan Road, is difficult to see.

- The U-Haul property located immediately east of Abt is a service-oriented business that uses a large amount of land for vehicle parking. This site has potential to be combined with adjacent parcels to create a large retail development site.
- Champ's Sports Bar, Supreme Car Wash, and Rusty's Tavern are located between Churchill and the U-Haul site. The Car Wash is hidden between the restaurants and all three businesses are in need of additional parking. Champ's has an off-site parking lot on the south side of Churchill, which it uses for overflow parking.
- Castle Oldsmobile/Honda, located at the northeast corner of Dempster and Waukegan needs to increase its customer parking, improve the visibility of its showrooms, and relocate its service facility.
- Lincoln Electric is located in between the Castle buildings and is in poor condition. Its relocation could create opportunities for improved parking and visibility for the auto dealer.

- Prairie View Park, while not located in the Corridor, is located immediately east of Castle Oldsmobile and Champs. It attracts a large number of people to the area daily and provides ball fields, tennis courts, a gym and health center, as well as other active and passive recreational facilities.

Prairie View's parking lot is regularly used by patrons of Champ's and Castle Oldsmobile as overflow parking during peak hours. As the Park District expands its programs and activities it will require the full use of its parking lot during those peak times.

The possibility exists for perpendicular parking along the east side of New England Avenue. Churchill Avenue, located between the Park and Waukegan Road, is also a wide street, and has potential for diagonal parking to help ease parking shortages in the area.

Churchill Avenue is also a western access point for the Park and two-way traffic circulation needs to be maintained.

The opportunity also exists to create improved views and pedestrian links between the Park and restaurants.

- Produce World, Leading Edge Automotive, and Black Forest restaurant are located on a large block at the northwest corner of Dempster and Waukegan. Improved service vehicle access and additional parking are needed by these businesses.

Produce World has expressed a need to expand its facility and Black Forest has expressed an interest in improving its site and building.

REAL ESTATE MARKET

A real estate market analysis of the Waukegan Road Corridor was conducted to address two key questions about its future development potential:

1. What new businesses might be feasible based on existing market demand?
2. How much building space can be reasonably absorbed in the Corridor?

These questions needed to be addressed in regards to the Corridor's competing commercial areas as well as complementary uses that could operate in close proximity to Abt Electronics.

The market study involved:

- examination of the competitive retail market in the north suburbs and Morton Grove;
- identification of gaps in retailing and suitable store types that would complement the Corridor's existing retail base;
- definition of the Corridor's competitive market area including demographic characteristics and consumer expenditure patterns;
- analysis of market saturation (over-stored) or deficit (under-stored) in identified retail categories;
- analysis of market capture for hypothetical store types in retail categories with known market deficits; and
- reconciliation of the market saturation/deficit and market capture analysis to arrive at viable store concepts.

The results of the analysis revealed viable categories of stores that could be located in the Waukegan Road Corridor. The analysis also generally estimated the supportable square footage by store type.

Business Inventory:

The Corridor has many small retail operations located within small to medium sized strip centers. These smaller retailers are balanced by the location of prominent retailers such as Abt and Castle Oldsmobile/Honda, and office and service providers such as St. Paul Federal Bank, Avon, and the Morton Grove Animal Hospital. This variety of retailers and service providers generates customer traffic that could be captured by new retail opportunities.

The types of businesses found along the Corridor by storefront include:

Business Category	Number of Storefronts	Square Feet	% of Total
Grocery/Convenience/Bakery	7	13,085	3%
General Retail	17	135,632	29%
General Office	8	55,808	12%
Medical Office	6	13,898	3%
Auto Service	7	26,438	5%
Restaurants	12	38,021	8%
Lodging	5	116,230	24%
Institutional/Government	2	30,585	6%
Personal Service	19	36,802	8%
Vacant	6	8,900	2%
TOTAL	89	475,339	100%

Source: Village of Morton Grove

The Corridor's retail businesses are consolidated mostly within the general retail category, including Abt Electronics. Approximately 29% of the Corridor's total square footage is occupied by retailing operations and is the most of any category identified.

This category is followed in total space by lodging businesses, general office activity and restaurants. In terms of total storefronts, personal service providers (salons, printers, repair shops, etc.) occupy the second most storefronts after general retail operations, but only 8% of the total square footage found in the Corridor. Typically, these are very small operations which occupy minimal space on a per store basis. The exception to this is the U-Haul facility, which is one of the largest businesses in terms of space and also a national business operation.

Competitive Market Area:

The Corridor's competitive market area is the geographical area that a store on Waukegan Road could expect to attract most of its customers from. Such areas can be defined by several methods:

- competitive store and retail concentrations ("next-ring" analysis);
- physical boundaries and constraints;
- travel patterns and habits; and
- assumptions about customer preferences.

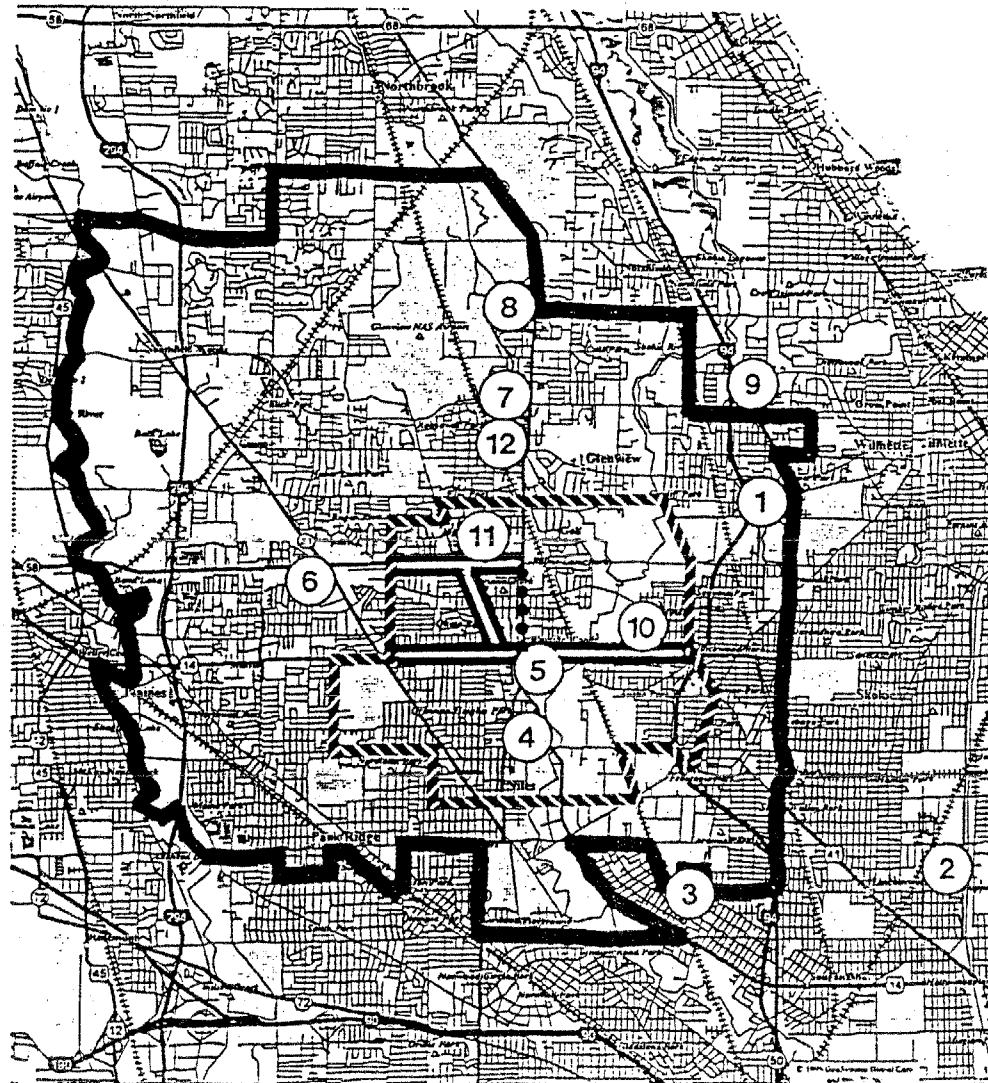
Each of these methods was used to define the competitive market area by the "next ring" of retail stores surrounding the Corridor. The process of identifying the "next ring" was done by highlighting "intercepting" and competing retail opportunities, which exist in the near north suburban market. An approximately 5 mile ring was drawn around the Corridor to help define the primary and secondary markets.

Intercepting retail opportunities are specified retailers and retail concentrations that divert customers who travel toward the Corridor along established travel routes where these "intercepting businesses" or "intercepting retail concentrations" are located. The theory is that customers will be attracted to the closest retail opportunity that meets their specific needs and shopping preferences on any given purchasing trip. Additionally, customers are more likely to be attracted to concentrations of retail where they encounter both price and product variety.

Competitive retailers were plotted in the categories identified as potential retail opportunities for the Waukegan Road Corridor.

The competing market area analysis revealed that Morton Grove is ringed by strong retail competition, particularly Old Orchard Mall (Church to Glenview along Skokie Boulevard) and Edens Plaza Mall to the east, Village Crossing to the south and east, and Golf Mill Mall to the west. The prominence of the Old Orchard Mall and surrounding national retailers helped shape the boundaries of the competitive market area, which encompasses a larger area west and north.

Competing Retail Map:



	Retail	Type	Square Feet	No. of Stores	Anchors
1	Old Orchard Mall	Super Regional	1,837,000	80	Saks Fifth Avenue, Nordstroms, Marshall Fields, Lord & Taylor, Bloomingdales
2	Lincolnwood Town Center	Regional	425,062	68	Carson, Pirie Scott, JC Penny
3	Village Crossing	Community	274,138	31	Jewel/Osco, Montgomery Wards, OfficeMax, Trak Auto
4	Niles	Community	225,000	25	Omni, Home Depot, PetsMart
5	Prairie View Plaza	Community	343,922	25	Dominicks, Ballys, Walgreens, Marshalls, Frank's Nursery
6	Golf Mill	Super Regional	1,176,304	130	JC Penny, Kohls, Sears, MC Sporting Goods
7	Lake/Waukegan	Community			Jewel/Osco
8	Waukegan/Willow	Community			Jewel
9	Edens Plaza	Regional	339,259	25	Bed, Bath & Beyond, Borders, Carson, Pirie, Scott, Carson's Furniture, United Audio
10	Dempster Street (not incl. Prairie View)	Community	967,129	154	
11	Morton Grove (Golf & Lincoln Concentrations)	Neighborhood/Community	280,259	35	
12	Downtown Glenview	Community	NA	NA	Dominicks

Study Area:

Primary Market Area:

Secondary Market Area:

Competing Retail Centers: ○

Competing Retail Corridors:

Market Position:

Based upon the types of businesses found along Waukegan Road, the presence of the Prairie View Shopping Center immediately to the south, and the area's overall retail competition, the Corridor competes as a community level shopping district. Community level shopping districts offer a variety of goods including apparel, furniture, hardware, personal services, banks, and recreational facilities. In addition, they typically include a full service grocery store of at least 40,000 square feet.

Demographic Analysis:

Demographic data was collected for a two tiered market area defined by the "next ring" of regional retail. Generally, the Corridor's Primary Market Area extends up to a mile and a half from the Corridor and the Secondary Market Area extends three miles to the east and south and five miles to the north and west.

The unusual shape of the Primary and Secondary Market Areas is due to dense competing retail along the Skokie Boulevard/Edens Expressway Corridor and Touhy Avenue. Patrons to the south and east are intercepted by retailers in these areas and are less likely to shop in the Waukegan Road Corridor.

The Corridor's demographics are typical of mature inner ring suburbs. The population in the Primary Market Area which encompasses most of Morton Grove declined by 8% between 1980 and 1990, but increased 0.8% between 1990 and 1996. The Secondary Market Area showed stronger population growth during this time period, which led to a 3% population increase between 1990 and 1996 for the Composite Market. The populations of the Primary Market and Secondary Market areas in 1996 were 43,838 and 137,353 respectively, for a Composite Market total of 183,261.

Strong increases were shown for both the Primary and Secondary Market areas in median household and per capita income. Between 1990 and 1996, median household income increased from \$45,596 to \$54,987 in the Primary Market area (20.6% increase). Comparable data for the Secondary Market area showed an increase from \$44,378 to \$54,621 (23.1% increase). The median age is in excess of 40 years old for both the Primary and Secondary Market areas and correlates to the peak earning years.

The population in the Composite Market was fairly well educated, with 74% of all persons having obtained a college level degree. Employment in the Composite Market was heavily concentrated in managerial, technical, sales, and administrative support professions. Approximately, 71% of all people aged 16 or older in the Primary Market area were employed in these professions. Similarly, 76% of all people aged 16 or older were employed in these professions in the Secondary Market area.

Market Demographics:

	Primary Market Area		Secondary Market Area		Composite Market	
Population						
2001	44,048		139,213		183,261	
1996	43,838		137,353		181,191	
1990	43,509		134,398		177,907	
1980	47,307		130,817		178,124	
% Change 90-96	0.8%		2.2%		1.8%	
% Change 80-90	-8.0%		2.7%		-0.1%	
Households						
2001	16,846		53,836		70,682	
1996	16,672		53,105		69,777	
1990	16,327		51,875		68,202	
1980	16,009		47,474		63,483	
% Change 90-96	2.1%		2.4%		2.3%	
% Change 80-90	2.0%		9.3%		7.4%	
Median Household Income						
1996	\$54,987		\$54,621		N/A	
1990	\$45,596		\$44,378		N/A	
% Change	20.6		23.1%		N/A	
Per Capita Income						
1996	\$26,365		\$30,313		\$29,358	
1990	\$20,371		\$23,116		\$22,445	
% Change	29.4%		31.1%		30.8%	
Population by Age						
Under 5 Years	2,047	4.7%	7,171	5.2%	9,218	5.1%
5-9 Years	2,230	5.1%	7,572	5.5%	9,802	5.4%
10-19 Years	3,868	8.8%	13,617	9.9%	17,485	9.7%
20-29 Years	4,639	10.5%	17,077	12.5%	21,716	12.0%
30-39 Years	5,759	13.2%	19,639	14.3%	25,398	14.0%
40-54 Years	9,601	21.9%	30,375	22.1%	39,976	22.1%
55-64 Years	6,450	14.7%	15,400	11.2%	21,850	12.1%
65-74 Years	5,674	12.9%	13,786	10.0%	19,460	10.7%
75 Years & Over	3,570	8.1%	12,716	9.3%	16,286	9.0%
Total	43,838	100.0%	137,353	100.0%	181,191	100.0%

	Primary Market Area		Secondary Market Area		Composite Market	
Median Age	45.3		41.7		N/A	
Educational Attainment						
Graduate/Professional	2,914	9.1%	12,000	12.5%	14,914	11.9%
Bachelors	5,895	18.5%	21,316	22.3%	27,211	21.7%
Associate	1,958	6.1%	5,308	5.5%	7,266	5.8%
Some College	6,757	21.2%	20,311	21.2%	27,068	21.6%
High School Diploma	8,808	27.6%	23,355	24.4%	32,163	25.7%
No High School Diploma	3,081	17.5%	13,419	14.0%	16,500	13.2%
Total	29,413	100%	95,709	100%	125,122	100%
Employment by Occupation						
Managerial & Professional	7,626	32.6%	25,706	36.1%	33,332	35.3%
Executive, Administration, and Managerial	3,997	17.1%	13,101	18.4%	17,098	18.1%
Professional Specialty	3,629	15.5%	12,605	17.7%	16,234	17.2%
Technical, Sale, Administration Support	8,948	38.3%	28,345	39.8%	37,293	39.5%
Technical	900	3.8%	2,666	3.7%	3,566	3.8%
Sales	3,620	15.5%	12,435	17.5%	16,055	17.0%
Administration Support	4,428	18.9%	13,244	18.6%	17,672	18.7%
Service	2,094	9.0%	6,230	8.8%	8,324	8.8%
Private Household	46	0.2%	137	0.2%	183	0.2%
Protective Service	462	2.0%	928	1.3%	1,390	1.5%
Other Service	1,586	6.8%	5,165	7.3%	6,751	7.1%
Farming, Forestry, Fishing	109	0.5%	249	0.3%	358	0.4%
Precision, Products, Craft, Repair	2,334	10.0%	5,158	7.2%	7,492	7.9%
Operators, Fabricators, Laborers	2,270	9.7%	5,462	7.7%	7,732	8.2%
Operators, Assemblers, Inspectors	1,122	4.8%	2,600	3.7%	3,722	3.9%
Transportation	618	2.6%	1,344	1.9%	1,962	2.1%
Handlers, Laborers	530	2.3%	1,518	2.1%	2,048	2.2%
Total	23,381	100%	71,150	100%	94,531	100%

Potential Store Types:

The analysis evaluated the locational advantages of the Corridor, and examined its retail concentrations and anchor businesses found within these concentrations. Gaps in the retail market were identified as a way to arrive at the following select group of businesses that may be attracted to sites along Waukegan Road:

- Apparel
- Books
- Specialty food & beverage
- Hotels
- Housewares
- Jewelry
- Luggage & leather goods
- Music & video
- Restaurants
- Shipping & packaging
- Grocery
- Toys & hobbies
- Video rental & sales

The review of potential businesses included: meetings with Village officials and business interests that had considered the Corridor previously; evaluation of current merchandising concepts and store formats; and analysis of sales potential.

The following categories were then selected for more specific analysis:

- Restaurants with & without liquor.
- Grocery.
- Housewares.
- Movie theaters/multi-entertainment venues.
- Hotels.

Capture & Saturation Analysis:

Sales potential for these store types was estimated using data obtained from Claritas for the Primary and Secondary Market Areas. These data are based on the Consumer Expenditure Survey, population, and income. Competing stores of these types were plotted and distance calculated from the Corridor.

Based upon distance and square footage of competing stores, a percent value was attached to each to reflect the market overlap and resulting competitive square footage of each. A hypothetical new store of each type with average square footage was considered for the Corridor and given a 100% competitive rating. The square footage of the hypothetical new store was divided into the total square feet identified in the market area by that store type. The result was used as the "market share" of the proposed store.

The "market share" was applied to the estimated sales potential to estimate the amount of sales that the store could capture if it achieved its fair share of the market based upon its size.

To estimate the feasibility of a particular store type, a target sales per square foot value derived from Dollars and Cents of Shopping Centers data was then applied. The values were taken from upper sales thresholds—a premium level—for stores of each identified type. In addition, the total square footage supportable at premium sales was derived to test whether the market was saturated. This was a conservative test because a premium sales target was used and not all stores in a category would be expected to enjoy such sales levels.