

The saturation and capture analysis identified certain store types from the list of preferred store types that could be viable additions to the Corridor's existing retail base:

**Restaurants:**

To arrive at conclusions on supportable space for new restaurants, several adjustments had to be made to existing data. The total sales in the composite market area for food eaten away from home was very high and were adjusted downward for food bought on vacation, during work, and on social occasions outside the composite market area. Next, adjustments in total square footage in the market area had to be made upward for those restaurants that were likely missed during field research. These adjustments resulted in the market being able to support an additional 14,761 square feet of space. This supportable square foot value is close to the target value of 15,000 square feet that would be comprised by two additional restaurants. This could support a "restaurant row" concept based on existing Corridor restaurants.

**Grocery:**

While the market area has many large grocery stores, the analysis revealed that the market would be amenable to the introduction of an additional 80,000 square feet of grocery space.

This size is representative of large national grocery stores.

**Housewares:**

The housewares market is well represented, particularly around the Old Orchard Mall. In spite of the strong base of housewares retailers in the Corridor's market area which includes Bed, Bath and Beyond, Linens & Things and Pier 1 Imports, the market shows an ability to absorb an additional 11,500 square feet with potential to support another 15,000 square feet. The location of a housewares retailer on Waukegan Road represents a strong development opportunity and would serve as a good complement to Abt.

The following uses showed market promise but could be constrained by the availability of land for parking.

**Movie Theaters:**

The largest deficit in available space was found within the Movie Theater category. The sales potential of movie theaters was adjusted downward to reasonably anticipate and represent entertainment expenditures by Composite Market Area moviegoers on other forms of entertainment.

The introduction of a 10 screen, 55,000 square foot theater facility still left an additional 54,516 square feet of space available to be captured elsewhere in the Corridor's market area. The opportunity to locate a new movie theater on Waukegan Road appears strong from this analysis.

Preliminary market analysis have revealed that parking needs for theater construction in suburban communities average one parking space per four theater seats. A 55,000 square foot theater facility with 10 screens would require 750 parking spaces. A 750 space parking lot would require a 225,000 square foot parking area.

One potential option would be to construct a parking deck attached to the theater facility. However, construction costs for a parking deck average as much as \$10,000 per parking space, which equates to \$7,500,000 for 750 spaces. Higher costs associated with a parking deck, as well as aesthetic and market acceptance issues make the viability of the theater concept questionable.

Consideration was given to whether a shared parking system with Abt would be feasible. However, opportunities to share parking with Abt are limited because the time of demand by Abt customers and a movie theater are not complementary. Abt is likely to experience peak customer flow between late afternoon and their closing time, and movie theaters enjoy peak flow between 5:00 PM and 9:00 PM.

#### **Multi-Entertainment Facility:**

As an alternative to a movie theater concept, a multi-entertainment facility offering music or other amusements was explored. Multi-entertainment venue operators were contacted. Critical issues include the need for large parking areas, ability to secure a liquor license, and adequate utilities.

In regard to parking needs, a 50,000 square foot multi-entertainment facility requires a minimum of 800 spaces, with an ability to handle substantial overflow. Such a facility typically accommodates 4,000 to 5,000 people on peak evenings (Thursday through Saturday). Shared parking with Abt may be more viable for a multi-entertainment venue than for a movie theater. Peak customer flow at these businesses begins at 10:00 PM, which is after Abt closes.

Discussions with multi-entertainment venue operators indicate that shared parking is not uncommon and is typically operated in conjunction with a valet service. The desire of these businesses to minimize parking overflow into surrounding residential districts is important, therefore parking availability is critical.

The saturation and capture analysis also revealed several store types that would not be expected to generate suitable per square foot sales volumes sufficient to support a new store:

**Hardware:**

The results of the saturation and capture analysis demonstrated that the market could support a comparatively small 22,000 square foot hardware store. Ace Hardware does construct a 22,500 square foot store, but has two stores of that size within proximity of the Corridor. A smaller independent hardware store is also within close proximity.

The presence of these smaller stores is counter to the prevailing trends in the hardware retail sector, which is becoming increasingly dominated by "big box" hardware and home improvement stores. A good example of a "big box" hardware and home improvement store is Home Depot, which is located south of the Corridor, in Niles.

**Bookstores:**

Similar to market dynamics in hardware stores, bookstores are increasingly evolving toward "big box" store concepts. Examples of these book stores include Super Crown, Barnes & Noble, and Borders Books & Music stores.

The analysis of this category revealed that only an 11,000 square foot bookstore could be supported. Little Professor Bookstores is a company that still relies upon smaller store concepts and is examining the Chicago market for new store sites. However, the company is generally looking in underserved rural areas on the periphery of the Chicago region and has no interest in competing with large "big box" stores.

The Waukegan Road Corridor is ringed by four "big box" book stores; Barnes & Noble at Old Orchard Mall, Borders at the Edens Plaza, Crown Books at Golf & Milwaukee, and Super Crown at Skokie and Gross Point Road. Therefore the Corridor is an unattractive location for a company such as Little Professor Bookstores.

A possible exception to this could result if a movie theater or other entertainment venue were developed. Current marketing practices of bookstores such as Barnes & Nobles and Borders are as entertainment venues where people congregate before or after dinner or a movie. These stores encourage people to browse for long periods of time, which interacts well with other entertainment venues. The complementary nature of these uses could improve the Corridor's market position for a bookstore.

**Home Fashions (Furnishings):**

The analysis in this category demonstrated that the home furniture market is saturated. The analysis did reveal that an approximately 7,000 square foot store could be supported by existing consumer expenditures.

However, the majority of prominent national home furniture retailers are opening stores in excess of 12,000 square feet in space. Morton Grove already has a number of smaller independent home furniture retailers along Dempster. One of these stores has indicated a willingness to relocate to the Waukegan Road Corridor.

However, demand for furniture stores is relatively weak and new small furniture stores should not be considered. New entrants in this category could undermine the established smaller businesses.

**Hotel Analysis:**

The hotel market in the north suburbs has been steadily improving from the national hotel industry slump that occurred in the late 1980s and early 1990s. The data suggests that the hotel market has absorbed most of the available rooms built in the 1980s.

Average Daily Room Rates (ADR) in the North Suburban hotel market were \$74.14, with occupancy rates at 79.5%. This rate is well above the 70% threshold that indicates potential for additional rooms.

However, discussions with representatives of Avon and Kraft indicated that both companies have a limited demand for hotel rooms, and both are relying on term contracts with existing hotels in Skokie and Northbrook.

If there was specific corporate demand near-by this would indicate that Waukegan Road may be a strong location for a hotel. In the absence of this demand, however, the Corridor is a 'B' site for a full-service hotel. Its position may be better for a limited service hotel, partly due to the difficulty of finding sites elsewhere. The lack of direct expressway access and corporate commitment are still negatives affecting the location.

Demand may exist for "extended stay" (over five nights) hotel rooms. Discussions with other hotel industry analysts indicated that the location along Waukegan Road may be conducive to this type of facility.

Extended stay hotels cater to business travelers who are "on site" for periods of five days or longer. Typically, such hotels offer weekly rates and include kitchens within each suite. These are not full-service hotels, but they do prefer to be located near mid to high priced full service hotels. Extended stay hotels also require locations near concentrations of national corporate offices (regional office operations). Such hotels also do not require the same visibility that a full-service hotel demands.

It may be possible to locate such an extended stay hotel along the Corridor. Extended stay hotels enjoy locations near residential subdivisions where clients can enjoy quiet surroundings but still be close enough to business and entertainment areas. The type of entertainment uses that complement extended stay operations include shopping malls, theaters, and national chain restaurants. It is also important to have chain grocery stores located near extended stay hotel operations

Based upon the existing supply of retail opportunities within close proximity to the Corridor, its good regional expressway accessibility, relative evening inactivity, and North Suburban corporate locations, an extended stay hotel may be a viable entrant in the Corridor.

### Conclusions:

The comprehensive Master Plan for the Corridor identifies development opportunities that maximize the development potential of Waukegan Road. The market analysis has identified a development option that includes a "restaurant row" concept in close proximity to a large retail cluster and possibly an entertainment complex.

In addition, the market could support a new housewares store to complement the dominant presence of Abt. The viability of such a development mix is dependant upon parking. Shared parking would be difficult to attain between a movie theater and Abt because of similar peak activity times. On the other hand, shared parking with a multi-entertainment facility, which has a later peak activity time than a movie theater, is achievable with Abt.

However, if Abt is not interested in sharing parking with a multi-entertainment facility, the opportunities for surface parking are minimal. A parking deck could accommodate the required parking spaces, however it involves higher construction costs as well as aesthetic and market acceptance issues.

At a minimum, the Corridor appears to be able to support the "restaurant row" concept with a large grocery store and reasonably sized housewares retailer. This option would maximize available landspace and not create parking conflicts with existing Corridor retailers.



## PHYSICAL CONDITIONS

Overall the Corridor is in fair to good physical condition. Abt, Avon, the Mobil Gas Station, and Golf School are well maintained and attractive, while some older buildings are deteriorated, have a "dated" appearance and are unattractive. The sub-optimal condition of some establishments negatively impacts the image of the Corridor as well as adjacent neighborhoods.

### Streetscape:

Waukegan Road is very similar to most suburban commercial corridors located along major arterial roadways. While it is in fair to good overall condition it has an unattractive, indistinct streetscape. Uneven building setbacks, varied sidewalk widths and locations, deteriorated landscaping, and large unlandscaped parking lots visually dominate much of the Corridor.

### Landscaping:

The Corridor lacks consistent landscaping as some sites provided attractive green settings while others are poorly designed and/or maintained. This is especially evident in the older central blocks where narrow setbacks and excessive lot coverage leave limited room for landscaping.

### Corridor/Village Identity:

The Corridor lacks a cohesive image or distinct identity as a special shopping district or "Main Street" for Morton Grove. Its entrances at Golf and Dempster are not identified and don't signal its importance as an active shopping area.

There is also minimal Village identity on the Corridor and it is difficult for motorists to determine which community they are in as they travel through this major north/south roadway.

Waukegan Road, north of Golf, contains several large corporate facilities and auto dealers with large setbacks and extensive landscaping. The area south of Dempster also contains several attractive establishments with deeper setbacks and attractive landscaping.

As motorists travel between Dempster and Golf from these areas, there is a sharp visual contrast with uneven building placement, chaotic signage, and uncoordinated landscaping.

**Signage:**

Most signage along the Corridor is dated in appearance, confusing, and unattractive, making it difficult to identify businesses and storefronts. Signs in the older, more densely developed blocks of the Corridor are often too large for sites and deteriorating.

Business addresses are missing and/or difficult to read on many buildings and signs. In addition, directional signage to key businesses, institutions, side streets, and Prairie View Park are also lacking.

Many signs were constructed prior to the current signage regulations and do not meet modern Village standards. Some of these signs have been removed, while others were granted variations for continued use.

**Pedestrian Circulation:**

As noted earlier, sidewalk width and condition vary along the Corridor. In some locations they are seriously deteriorated.

While the Corridor is not a traditional "walking" type shopping environment, improved sidewalks could facilitate pedestrian movement and safety, especially within the more densely developed blocks.

Champ's, Rusty's and the small clusters of shops between Church and Beckwith generate significant pedestrian activity.

Pedestrian crosswalks and signals need to more clearly identified, especially at Emerson where children cross to and from Golf School.

**Neighborhood Side Streets:**

Churchill, Church, Emerson, Greenwood, Beckwith, and Lyons are east/west streets that intersect Waukegan and provide access to and from the adjacent residential neighborhoods.

Some commercial properties flanking these neighborhood side streets have dumpsters, unimproved driveways/parking lots, deteriorated buildings, and minimal landscaping. These unattractive sites are the first things seen upon entering the adjacent neighborhoods.

**Neighborhood Edges:**

As stated earlier, much of the Corridor is surrounded by residential uses. Landscaping and/or fencing is used to buffer/screen homes from Corridor businesses. However, much of the screening is inconsistent and in several places needs to be improved.

**Lighting:**

The Corridor lacks distinct and/or decorative street and parking lot lighting.

Many parking lots, driveway entrances, and alleys are dark and need lighting improvements to increase safety and security.



## TRANSPORTATION

Waukegan Road was designated as a Suburban "Strategic Regional Arterial" (SRA), in 1995 by the Illinois Department of Transportation (IDOT). An SRA Planning Study outlines recommendations and restrictions for development along the Corridor including allowable number of curb cuts, driveway locations, traffic signals, and on-street parking as well as the number and width of traffic lanes.

The SRA report calls for widening Waukegan Road to three through lanes in each direction with a right-of-way width of between 100 and 120 feet, which includes a raised center median of 4 to 16 feet in width.

Implementation of the SRA recommendations would:

- eliminate all on-street parking;
- provide for left turns only at specified locations (approximately every quarter mile);
- increase traffic speeds; and
- decrease landscaping and parking area to add new lanes.

The Village is working with IDOT to change the Corridor's designation to an "Urban" SRA, which would better accommodate the needs of a developed commercial corridor like Waukegan Road.

### Roads/Streets:

Six local streets intersect with Waukegan Road as well as Dempster and Golf at the ends of the Corridor.

Overall traffic conditions in and around the Corridor are mostly good with approximately 30,000 average trips per day (ADT), which is within the capacity of the existing four-lane roadway. The traffic signals at Golf, Dempster, and Beckwith are operating within their capacity based on peak hour traffic volumes, but are nearing those capacities. Two left turn lanes and a right turn lane are provided at the Golf and Dempster intersections to improve efficiency by moving traffic out of the center through lanes.

Despite the efficiency of the roadway, several problems exist, including the large number of driveway curb cuts, difficult left turns into driveways, and inconsistent on-street parking.

Approximately, 68 curb cuts (1.17 cuts per building) exist along the Corridor. Many of these curb cuts are very close to each other, especially in the more densely developed blocks with small strip shopping centers and sub-optimal building setbacks.

Accident data shows a higher percentage of rear end collisions in these blocks, which result from motorists turning quickly into the many driveways.

A four foot wide, dual-turn, center median is provided along Waukegan to allow access to businesses on both the east and west sides of the street. The narrow width of the median requires turning vehicles to remain partially in the through lanes resulting in congestion and an increased likelihood of rear end collisions. In addition, the narrow median width prohibits cars from waiting in the center of the roadway for traffic openings after exiting driveways.

Limited connections between parking lots forces multiple stop shoppers to repeatedly enter and exit Waukegan to access adjacent businesses. Interconnected parking lots and alleys could facilitate access for multiple stop shoppers and reduce short trips on Waukegan Road.

Driveway and alley links could also improve access to the Corridor for local residents who could use side streets rather than Waukegan Road to access businesses.

#### **Bus Service:**

Pace provides bus service along the Corridor via Route #210 with 19 north bound and 17 southbound trips during the week and 6 north bound and 6 southbound trips on Saturday. Approximately 1,079 weekly riders use the service.

## PARKING

Approximately 2,087 off-street parking spaces exist along the Corridor's 11 blocks. On-street parking, limited to 90 minutes, is located through most of the Corridor except near the Golf and Dempster intersections.

Off-street parking provides the greatest number of spaces but in some locations does not meet the Village regulations by use and/or square footage.

Some businesses have customers overflowing into the lots of adjacent businesses to meet customer needs, especially in densely developed blocks. These blocks were primarily developed prior to the Village's current zoning requirements and typically have limited room for expansion.

Parking is particularly a problem in the following locations:

- The blocks between the ComEd right-of-way and Beckwith.
- The west side of Waukegan between Emerson and Golf.
- Champ's Restaurant.
- Rusty's Tavern.
- Castle Oldsmobile/Honda and Lincoln Electric.

During peak times several businesses use off-site lots, on-street parking, and adjacent properties for overflow parking. This has affected use of the surrounding properties such as the Prairie View Park Community Center, which plans to increase programs and events.

The east side of the ComEd right-of-way is currently used for overflow parking. There is approximately 160 spaces currently located on the east side of the right-of-way and potential for approximately 106 new spaces on the west side of the right-of-way.

## INFRASTRUCTURE

### **Street/Alley/Parking Lot Conditions:**

Street pavement condition along the Corridor is very good with a rating of 8.4 on a scale of 10, according to IDOT.

Pavement drainage is provided via curb and gutter, which empties into the Village's storm sewer system through catch basins in the gutters.

Alleys exist behind most Corridor businesses. They range from good condition to poor condition in a few locations. A specific assessment of pavement or drainage conditions in the alleys was not conducted as part of the Corridor planning process. Such studies may be necessary in later phases based on redevelopment and/or roadway and streetscape design.

As mentioned earlier, the alleys represent an opportunity to interconnect parking areas and provide an alternative access route to the Corridor for adjacent neighborhoods.

### **Drainage:**

A trunk storm sewer line ranging in size from 24 to 60 inches runs along the east side of Waukegan Road between Golf and Dempster and drains toward the north branch of the Chicago River. The line's capacity appears adequate to serve existing building patterns. New development in the Corridor is not expected to cause any significant impacts on the system.

Future development proposals will be more specifically evaluated for their impact on the storm sewer system on a site by site basis.

### **Utilities:**

Overall the location and capacity of the Corridor's existing/planned public and private utilities appear to meet current and future development needs. There appears to be no significant conflicts in regards to the location and massing of new buildings. Individual development projects will require more specific analysis of utility conditions on a site by site basis.

A new water main is planned for Waukegan Road and will be located in the parkway along the west side of the street. The main will require removal of portions of sidewalk and driveway aprons. The existing main will be vacated.

Village sanitary sewer and water lines cross Waukegan at various locations, which may require minor manhole adjustments as part of roadway or driveway changes.

Electricity is generally provided via overhead power lines along the alleys and cross under Waukegan at only a few locations.

Phone lines are located along the east side of the right-of-way and may also require minor manhole adjustments as part of any roadway or driveway changes.

Northern Illinois Gas, U.S. Sprint, and Continental Cable also maintain lines in the Corridor and typically have the capacity to accommodate new development.

## MUNICIPAL CODES

The Village regulates development through its Zoning and Subdivision Ordinances. Overall, the Village's municipal codes appear to be effective in addressing various issues affecting new development in the Corridor.

There have been recent updates of the Subdivision Ordinance and the Village is preparing a Unified Development Code that combines and streamlines its development related regulations.

The majority of the Corridor is zoned as a C-2 Commercial District, except for the Avon Corporate facility which is zoned M-1 Manufacturing, and Golf School which is located in an R-1 Residential District.

Many businesses were developed prior to the current regulations and do not meet modern Village standards.

Key problems with the more densely developed blocks include:

- short building setbacks;
- limited parking;
- limited landscaping in parking lots and parkways;
- poorly located and designed signage.

### Setbacks:

The Village requires no front or side yard building setbacks (zero front/side yards) in the C-2 district. However, a five foot landscape buffer is required between parking lots and sidewalks and/or the right-of-way. Buildings have been setback at different depths. Landscape buffers have also varied in width. This has resulted in inconsistent landscaping and parking between adjacent properties.

Closely placed buildings and signage also impact the Corridor's commercial viability as motorists miss businesses with deeper setbacks. In some locations motorists are forced to turn around in adjacent driveways and back out onto Waukegan to access driveways.

### **Parking Lot Landscaping:**

Interior landscaping is required for all parking lots greater than 2,000 square feet, with 5% landscaping required for lots up to 20,000 square feet and 7% for lots greater than 20,000 square feet. In addition, low shrubs and street trees are required between parking lots and abutting public streets and/or sidewalks to separate pedestrians and vehicles as well as to provide an attractive green edge along the Corridor. These standards apply to all new development.

For existing developed areas, parking lots that were developed prior to the current parking standards are not required to meet the present landscape standards. If exterior modifications to existing structures are made, parking lots are required to be landscaped based on criteria established to balance the need for parking with the need for landscaping.

These criteria include:

- provisions that movement or alteration of the principal structure shall not be required;
- for lots 20,000 square feet or less, not more than 1 space per 20 spaces, or 3% of the parking area, whichever is greater shall be lost to provide landscaping;
- for lots greater than 20,000 square feet, not more than 1½ spaces per 20 spaces, or 5% of the parking area, whichever is greater shall be lost to landscaping.

### **Parking Requirements:**

Generally, four parking spaces per 1,000 square feet of gross building space are required for commercial uses. Restaurants, carry-out food establishments, and taverns must provide one space per 150 square feet, per 100 square feet, and per 50 square feet of space respectively. Hotels/motels must provide one space per lodging room. These ratios are consistent with the requirements of similar commercial corridors.

Shared parking is permitted as a "special use" for businesses located on the same zoning lot and where it can be shown that the peak activity hours are significantly different between businesses and provided that the required parking is not less than 75% of that required for the combined uses.

Off-site "satellite" parking lots are permitted to supplement parking shortages if the lot is under the same ownership as the principal use and located within 300 feet of the building entrance. While this can be beneficial, the limited amount of vacant land in the Corridor makes it difficult for business owners to take advantage of this option.



Variations which may be granted by the Zoning Board of Appeals include:

- a reduction in the amount of off-street parking by 10%;
- an increase in the maximum distance from the parking lot to the building entrance (300 feet) by up to 20%; and
- use of parking spaces by more than one user provided that the peak activity times (days/hours) for each use is different.

Most Corridor businesses are located on separate zoning lots and the Village's parking regulations prohibit sharing spaces with adjacent properties. Linking lots together, along with allowing adjacent properties to share parking under a "special use permit" could increase parking. The Zoning Ordinance will need to be changed to allow shared parking between lots.

Mixed-use (commercial/residential) development is allowed by the Zoning Ordinance in commercial districts. Parking for mixed-use sites may be provided separately or shared between uses under the same conditions applied to other businesses regarding off-peak use.

Peak demand times between commercial and residential uses can overlap during evenings and weekends, which decrease the potential for shared parking.

### On-Site Storm Water Detention:

All new development, subdivisions, planned unit development (PUD), and special-use projects are required to provide on-site detention of storm-water run-off that does not alter off-site drainage patterns. The small size of many Corridor parcels makes on-site detention difficult.

Larger common detention areas can be used to reduce up front costs and coordinate storm water management in the Corridor. Parking lots can be used to store up to 12 inches of water.

Storm-water detention studies will be done as needed on a site by site basis.

## CORRIDOR ISSUES

### Land Use:

- Deteriorated hotels/motels make up 30% of the Corridor's total building space.
- Older portions of Waukegan Road are densely developed and contain sub-optimal uses.
- Small lot sizes and depths limit new development opportunities as well as the growth/expansion of existing businesses.
- The ComEd utility right-of-way bisects the Corridor and is not being fully used as a parking area or open space.

### Physical Condition/Streetscape:

- Inconsistent landscaping, poor quality signage, short building setbacks, large unlandscaped parking lots, and disconnected sidewalks negatively affect the attractiveness of the Corridor.
- Unattractive and dated looking storefronts are located throughout the area and also negatively affect the Corridor's image.
- Waukegan Road's intersections at Golf and Dempster lack special identity as "gateways" for the Corridor and Village;
- The Corridor lacks directional signage to surrounding destinations such as Prairie View Park, Dempster Commercial Corridor, and Village Hall.
- Abt's delivery/service and U-Haul's rental vehicles are parked close to Waukegan and are highly visible to motorists.
- Alleys are dark and deteriorated, and often unsafe for motorists and pedestrians to maneuver through, especially at night.
- Several commercial properties flanking neighborhood side streets have highly visible dumpsters, unimproved driveways/parking lots, deteriorated buildings, and unattractive landscaping.

**Road/Streets:**

- The Corridor has too many curb cuts (68), which make driveway identification and turning difficult for motorists.
- Left turns in and out of driveways are difficult during the morning and afternoon rush hours, especially at Golf, Dempster, and between Churchill and the ComEd right-of-way.
- The lack of interconnected parking lots and alleys forces multiple stop shoppers to use Waukegan Road to access adjacent businesses.
- The four-foot bi-directional turning lane is too narrow for cars to get completely out of the moving lane of traffic.
- New England and Churchill are used by some motorists to avoid the light at Dempster.
- The pedestrian crossing at Emerson is poorly identified.
- The signals at Golf, Dempster, and Beckwith are nearing their capacity to efficiently move traffic through the Corridor.
- The alleys behind Corridor businesses are deteriorated in some locations and are not providing interconnected secondary access between businesses.

**Parking:**

- The older parcels in the Corridor are densely developed and do not meet the Village's current parking regulations. The size of these parcels also limits the possibility of creating new parking areas.
- Many parking lots are unattractive, poorly configured, and lack landscape buffering between adjacent buildings and sidewalks as well as internal landscaping.
- Businesses, such as Abt, Champ's, and Eugene's Fireside Restaurant/Banquet Hall are using off-site lots, on-street spaces, and adjacent properties as overflow parking. This is impacting smaller businesses located nearby.
- The on-street parking spaces on Waukegan Road are inconsistently located and not striped.

**Municipal Codes:**

- A number of properties in the Corridor do not meet the Village's modern zoning requirements.
- Several older developments are too close to the right-of-way and have limited parking and landscaping.
- Shared parking is only permitted on parcels under the same ownership. Shared spaces are not permitted between businesses on separate, yet adjacent lots.

## CORRIDOR POTENTIAL

### Corridor Resources:

- Approximately half of the Corridor is located in a Tax Increment Financing District.
- There is significant new interest in improving and redeveloping the Corridor from property and business owners as well as the Village.

### Land Use/Real Estate Market:

- Abt, Avon, Champ's, Castle Oldsmobile/Honda, and the Post Office are large activity generators for the area.
- Vacant, deteriorated, and sub-optimal uses provide opportunities for new large-scale development.
- The parcels on the east side of Waukegan between Churchill and Greenwood, and between Beckwith and Emerson as well as on the west side between the ComEd right-of-way and Morton Grove Animal Hospital have significant redevelopment potential.
- The market study indicates potential to develop a "restaurant row", retail establishments and a large grocery store in the Corridor's center.
- There are potential sites for relocating Corridor businesses to "free up" blocks for larger development.

### Circulation/Parking:

- The alleys located along the Corridor could be interconnected to create a secondary circulation route and reduce use of Waukegan Road.
- Parking lots on most parcels could be linked and shared by adjacent businesses.
- Many driveway curb cuts could be eliminated and consolidated to make access to businesses easier and safer.

### **Streetscape:**

- The large green setbacks at Avon, Golf School, and LaSalle Bank create attractive entrances to the Corridor from the north and south.
- There is room at the Golf and Dempster intersections to add more landscaping and create Corridor and Village identity gateways.
- The width of Waukegan Road's right-of-way and a number of deeper building setbacks provide opportunities for improving or adding landscaping along portions of the east and west sides of the roadway.
- The ComEd right-of-way is a large east/west linear open space that could be used to link the Village's bike trails with the Forest Preserve and surrounding neighborhoods.

### **Potential Redevelopment Sites:**

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

- U-Haul Rental site (if relocated to other location, possibly adjacent the Post Office).
- Champ's, Supreme Car Wash, and Rusty's block.
- ComEd Right-of-way (for parking and bike path).
- Produce World site (expansion).
- Lincoln Electric site (if relocated).
- Leading Edge Automotive site (if relocated).
- Ace Rental block (if relocated, possibly adjacent to Post Office)

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

- Grove Motel/White Glove Car Wash/Abt Truck Parking sites.
- Eugene's Fireside Restaurant/Banquet Hall site.
- Suburban Motel site.

#### **Corridor North (Beckwith to Dempster):**

- Admiral Oasis Motel (to be cleared for new Walgreens and condominiums).
- Vacant storefronts at 9330-9334 Waukegan Road.



*Waukegan Road Commercial Corridor*

**CORRIDOR MASTER PLAN**

## LAND USE STRATEGY

While several major anchors generate significant activity in the Waukegan Road Corridor there has been limited recent investment or improvement of older, more densely developed and deteriorating properties.

Designation of a Tax Increment Financing district and clearance of the Admiral Oasis Motel for new development are positive first steps toward a larger, more comprehensive redevelopment. Several businesses have also expressed interest in expanding.

Overall, Waukegan Road should be maintained and improved as the principal commercial district of Morton Grove. Deteriorated and obsolete buildings should be cleared for new development and viable businesses relocated within the Corridor or to other Village locations.

Development activity should be focused on businesses that are complementary to viable existing uses, will further diversify the Corridor, and bring new shoppers and restaurant patrons to the area.

The central blocks of the Corridor on the east side of Waukegan could be redeveloped with a large retail user ranging in size from 40,000 to 70,000 square feet. In addition to a big box grocery store, a small multi-screen theater may have potential depending on the availability of additional parking in the ComEd right-of-way. A bike path through the right-of-way could provide access between the Corridor and Village neighborhoods.

There is also potential for a "restaurant row" to be developed from Churchill to the ComEd right-of-way. Champ's could be the nucleus for such a development as the market study indicates that two or three new restaurants could be supported in the Corridor.

Interconnected parking lots, outdoor seating areas, extensive landscaping, and pedestrian links to Prairie View Park should be included as part of a "restaurant row" development. Mixed-use development with smaller retail buildings and apartments above the shops overlooking the park is also a possibility for this location.