

The block immediately north of the ComEd right-of-way on the west side of Waukegan Road could be redeveloped with a 25,000 square foot retail facility. This facility could be used for new retail and/or relocation of other Corridor businesses. Shared parking and connections to adjacent properties to the north and south should be included as part of such a development.

The ComEd right-of-way on the west side of Waukegan Road could be used for overflow parking for the new retail development as well as for the senior citizen apartments and Abt.

An auto campus could be developed on the northeast corner of Dempster and Waukegan around the Amoco Station and Castle Oldsmobile/Honda. The Castle site is crowded by Lincoln Electric. By removing the Lincoln Electric building, Castle's visibility and parking could be improved and a unified "campus" created. Castle is also interested in relocating their aging service building, which would further enhance the site.

Major changes to the Corridor street and parking system recommended in the Master Plan include:

- Maintenance of Waukegan Road's existing two through lanes and left turn lanes at the signalized intersections;
- Establishment of a new signalized intersection near Abt's main entrance on the south edge of ComEd's right-of-way and across from the core development opportunity site;
- Creation of a new 14 foot, bi-directional turn lane in the center of the roadway along the entire length of the Corridor;
- Reduction of the number of curb cuts from 68 to 44 by consolidating driveways to more efficient locations;
- Interconnecting parking lots through internal "frontage" driveways and the alleys behind buildings;
- Maintenance of on-street parking in front of smaller businesses; and
- Reduction of commercial signage and coordination of new sign locations.

These comprehensive and coordinated street and parking changes will:

- separate turning movements;
- significantly improve traffic flow and safety;
- improve internal movement in parking lots through the secondary access/circulation routes; and
- facilitate shopper movements from business to business, especially for local residents that can access the Corridor via side streets instead of Waukegan Road.

The Master Plan also increases the Corridor's parking supply by:

- redesigning parking areas;
- consolidating and linking parking lots;
- creating diagonal and perpendicular parking on side streets;
- encouraging sharing of parking between businesses on adjacent properties; and
- using portions of the Abt service/delivery truck parking lot and the ComEd right-of-way (west side) for new shopper parking.

Parking Counts:

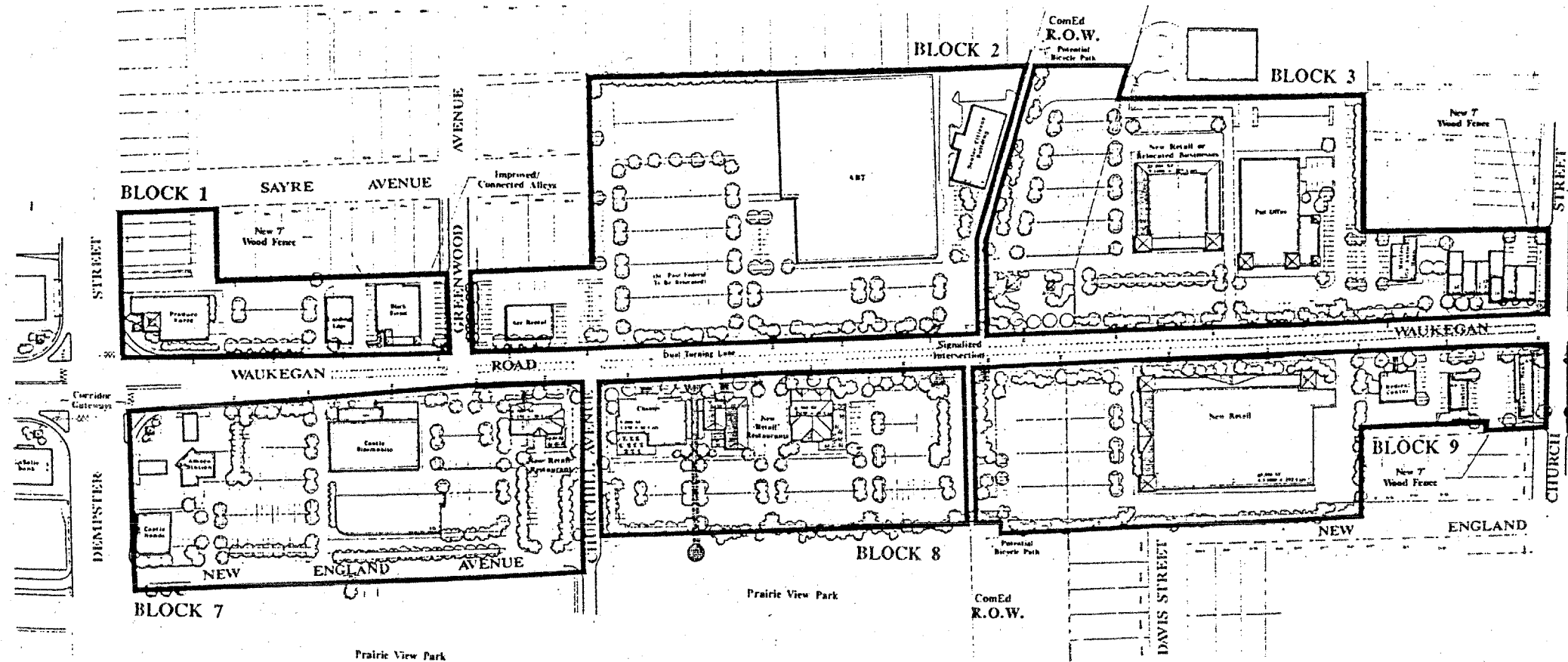
	Existing Parking	Proposed Parking	Change
Block 1 (Greenwood to Dempster: West Side)	102	103	1
Block 2 (ComEd to Dempster: West Side)	257	391	134
Block 3 (Church through ComEd: West Side)	137	376	239
Block 4 (Beckwith to Church: West Side)	87	106	19
Block 5 (Emerson to Beckwith: West Side)	160	163	3
Block 6 (Golf to Emerson: West Side)	159	180	21
Block 7 (Churchill to Dempster: East Side)	225	281	56
Block 8 (ComEd to Churchill: East Side)	243	290	47
Block 9 (Church through ComEd: East Side)	320	257	-63
Block 10 (Beckwith to Church: East Side)	112	115	3
Block 11 (Golf to Beckwith: East Side)	285	332	47
Total	2,087	2,594	507

Another main feature of the Master Plan is a redesigned streetscape that is intended to dramatically enhance the visual quality of the Corridor for shoppers, visitors, and residents.

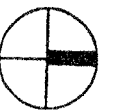
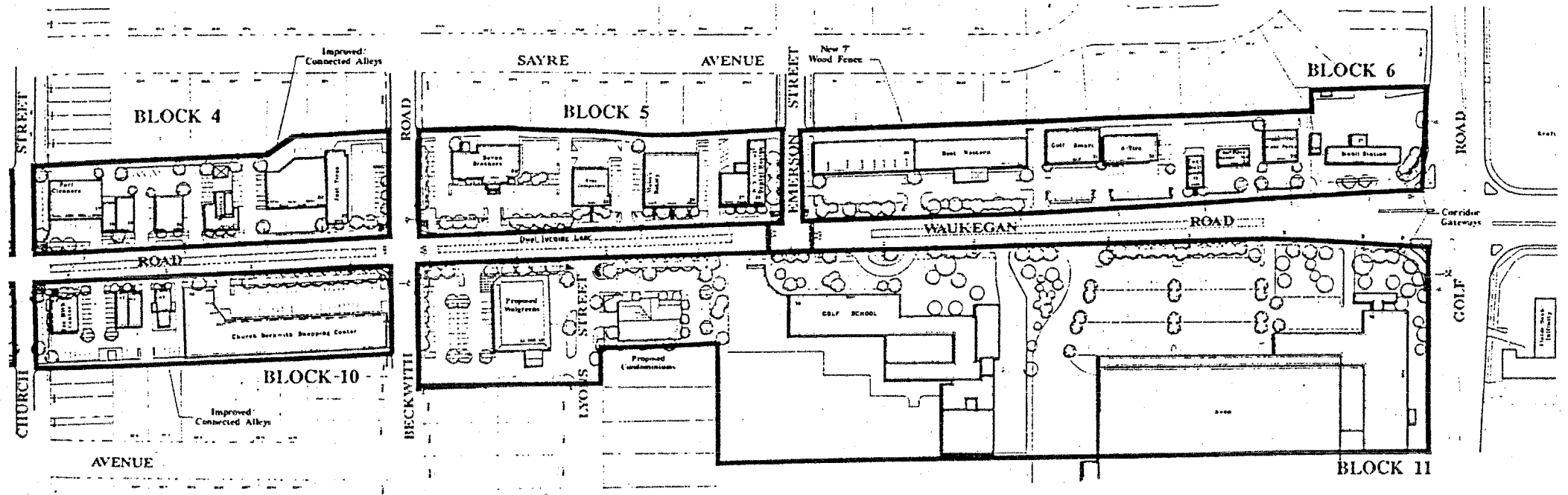
A comprehensive and coordinated approach toward improving the streetscape should include:

- where feasible a continuous landscape buffer/strip between the right-of-way and parking lots, which would include an 8 foot sidewalk along both edges of the roadway;
- where the new landscape buffer/strip cannot be met, a low masonry "theme" wall or decorative metal fence to screen parking areas;
- major gateways at the Corridor's Golf and Dempster entrances that identify Waukegan Road and the Village of Morton Grove. Architectural columns and low walls with special landscaping could be used. The walls would be the same materials used to screen the parking areas;
- minor gateways at the side streets leading into the neighborhoods using smaller versions of the major gateway vertical elements;
- front along with visible side and rear building improvements;
- reductions in commercial signage, with uniform location of new signage, possibly in a ground mounted decorative sign frame that would be consistent with the gateway design;
- establishment of a new continuous seven foot wood fence to screen adjacent homes from the backs of Corridor businesses.

Master Plan:



Waukegan Road Commercial Corridor CORRIDOR MASTER PLAN

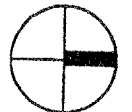
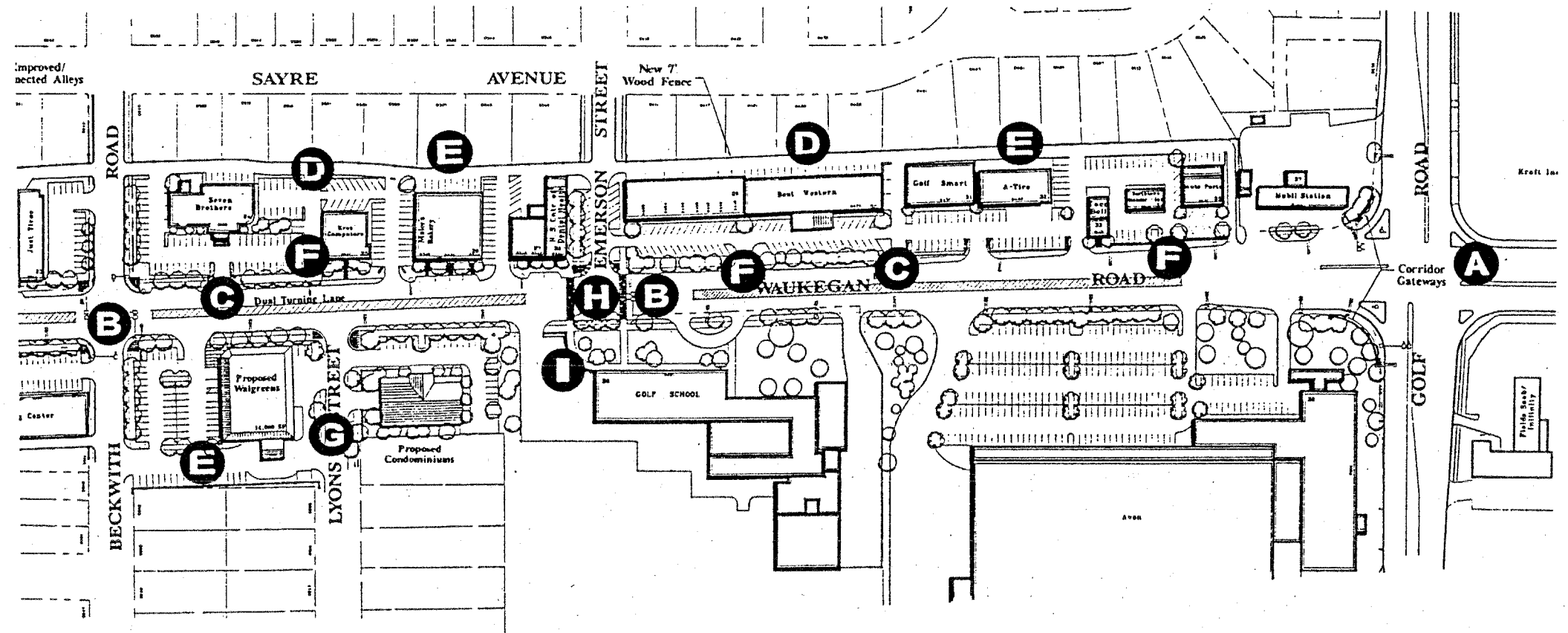


MASTER PLAN RECOMMENDATIONS

Corridor North (Golf to Beckwith):

- A. Create landscaped Corridor gateways at the southwest and southeast corners of Golf and Waukegan that identify both Waukegan Road and the Village of Morton Grove.
- B. Create landscaped neighborhood gateways at the intersections of Emerson and Beckwith with Waukegan Road.
- C. Establish common landscape/streetscape easements along Waukegan Road. Improve the easement with new trees, plantings, decorative walls/fencing, and lighting;
- D. Interconnect Corridor alleys between parcels and improve with new paving and lighting.
- E. Establish a new 7 foot wood fence along the edge of the Corridor's alleys.
- F. Reconfigure Corridor parking lots, consolidate curb cuts, and Interconnect parking lots with shared driveways.
- G. Clear the Admiral Oasis motel for new Walgreens and condominiums.
- H. Improve pedestrian and vehicular circulation at the Emerson and Waukegan intersection, across from Golf School.
- I. Consider new landscaping and a low decorative wall to separate the school's bus drop off area from its front entrance.

Corridor North (Golf to Beckwith):



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

- A. Establish a common landscape/streetscape easement along Waukegan Road. Improve the easement with new trees, plantings, decorative walls/fencing, and lighting;
- B. Interconnect Corridor alleys between parcels and improve with new paving and lighting.
- C. Establish a new 7 foot wood fence along the edge of the Corridor's alleys.
- D. Reconfigure parking lots and consolidate curb cuts.
- E. Add diagonal parking along Church Street.
- F. Clear Eugene's Fireside Restaurant/Banquet Hall and Suburban Motel for a major new retail development ranging in size from 40,000 to 70,000 square feet. As an alternative consider mixed-use development or new banquet center facility.
- G. Demolish the east 20 feet of the Post Office building and relocate the customer area to the north side of the building.

- H. Clear the Grove Motel and White Glove Car Wash, and ABT truck parking lot to facilitate access around the Post Office and development of a new 25,000 square foot retail facility. Attract retail/service businesses to the site and/or relocate existing Corridor service businesses such as U-haul and Ace Rental.

Locate the new building in the center of the site to increase visibility of the tenant businesses and balance parking in front with a large service area in the back.

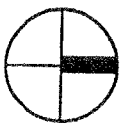
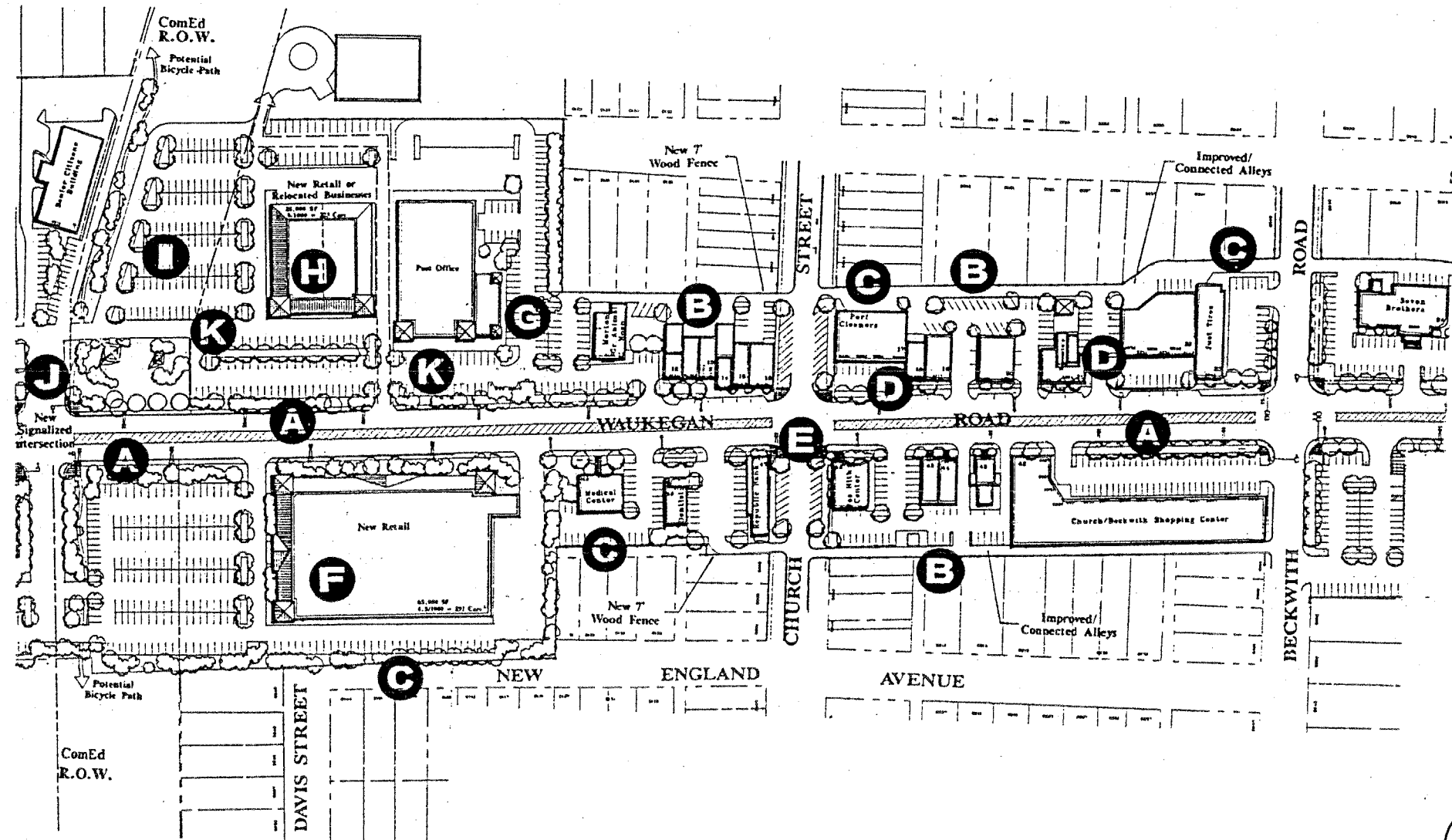
- I. Create an overflow parking lot in the ComEd right-of-way for Abt, senior citizen apartments, and new 25,000 square foot retail facility, and accommodate a realigned Northwest Water Commission access drive.

Work with the Northwest Water Commission to secure an access agreement for a shared curb cut and internal lot circulation.

- J. Realign the main Abt entrance adjacent the ComEd right-of-way and install a new traffic signal.
- K. Establish a new frontage driveway that connects Abt, the overflow parking, new retail facility, Post Office, and Animal Hospital.

CORRIDOR MASTER PLAN

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

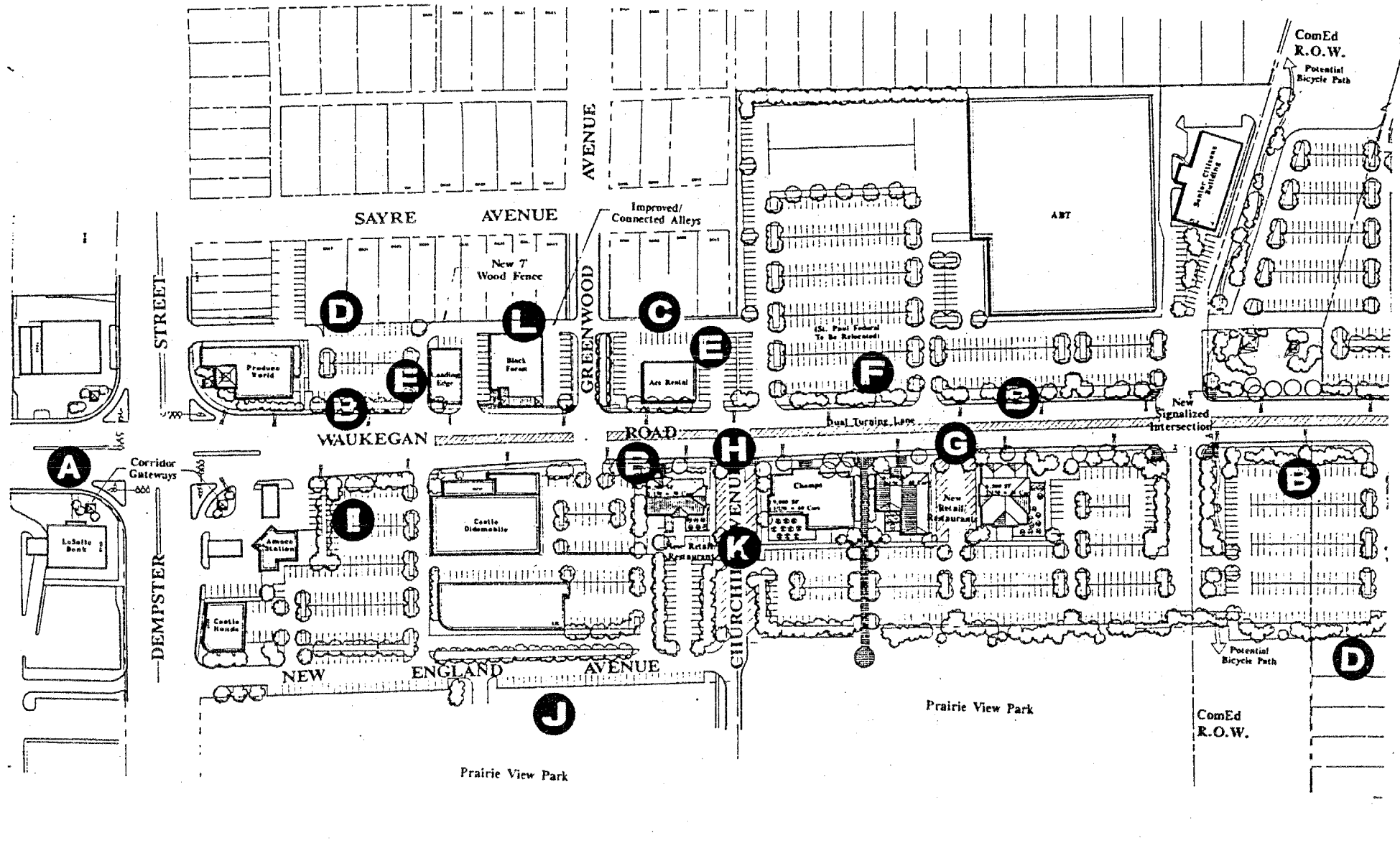


Corridor South (ComEd Right-of-way to Dempster):

- A. Install identity gateways at all four corners of Dempster and Waukegan.
- B. Establish common landscape/streetscape easements along Waukegan Road. Improve the easement with new trees, plantings, decorative walls/fencing, and lighting;
- C. Interconnect Corridor alleys between parcels and improve with new paving and lighting.
- D. Establish a new 7 foot wood fence along the edge of the Corridor's alleys.
- E. Reconfigure parking lots and consolidate curb cuts.
- F. Clear the St. Paul Bank building for additional Abt parking. Consider relocating St. Paul Bank to the Ace Rental Site. Consider relocating Ace Rental to a new retail building south of the Post Office.
- G. Clear U-Haul, Supreme Car Wash, and adjacent homes for development of "restaurant row" with shared parking and pedestrian links to Prairie View Park. Also consider mixed-use development of this block.
- H. Install Prairie View Park and "restaurant row" gateway elements at the southeast and northeast corners of Churchill and Waukegan.
- I. Clear the Lincoln Electric building and expand Castle's parking as well as relocate its service building to create a new "auto campus".
- J. Create on-street, perpendicular parking along New England (east side) between Dempster and Churchill.
- K. Create diagonal parking along Churchill between Waukegan and New England.
- L. Expand Produce World and improve the overall block. Produce World block. Consider renovation and/or relocation of the Black Forest restaurant & deli. Consider relocation of Leading Edge Automotive.

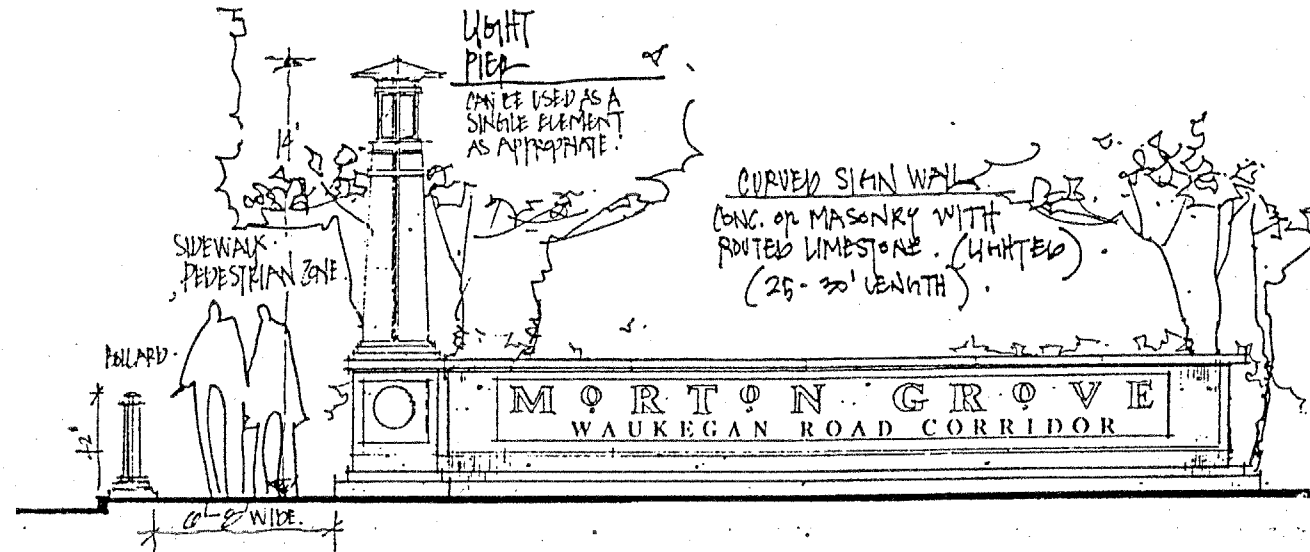
Waukegan Road Commercial Corridor CORRIDOR MASTER PLAN

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

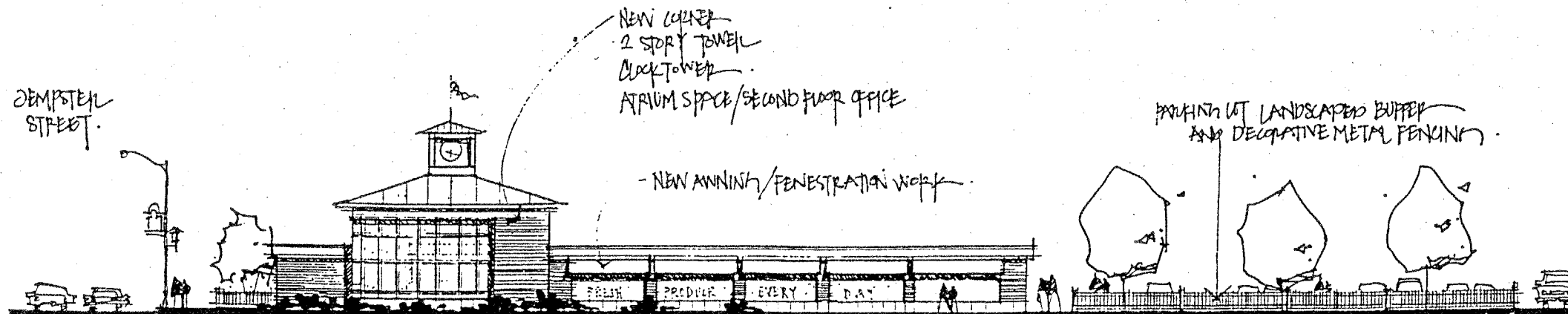


DESIGN CONCEPTS

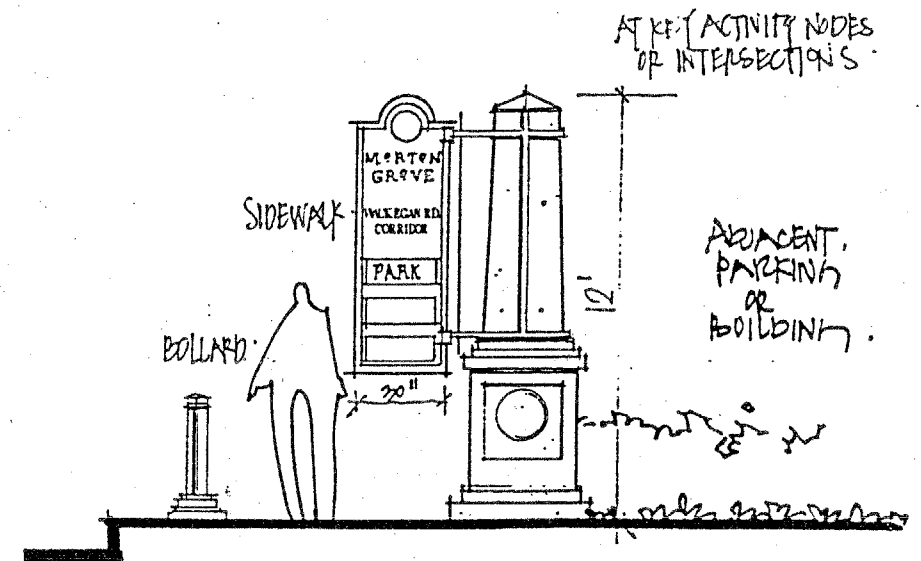
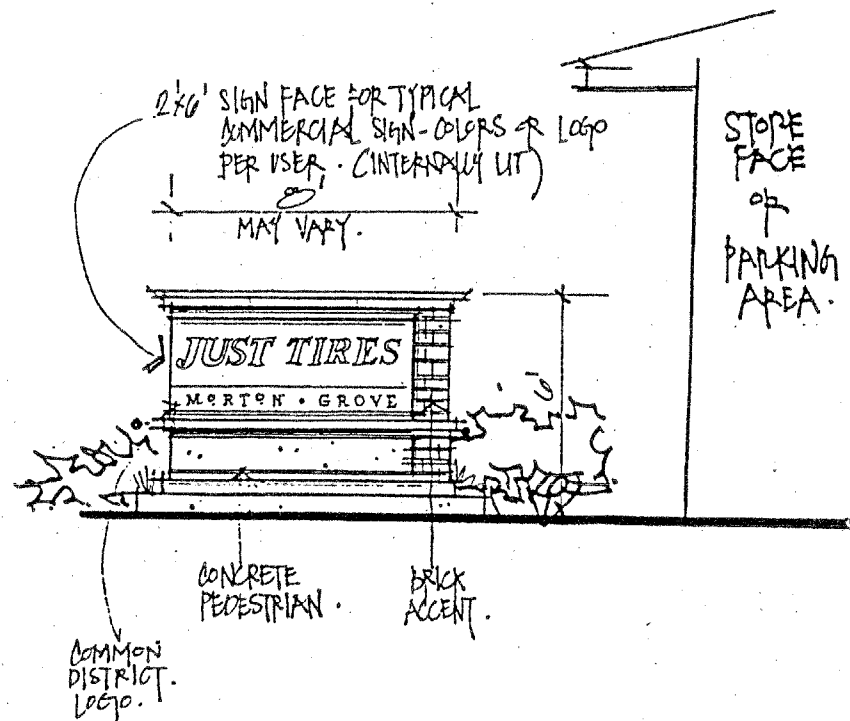
Golf Road Gateway Concept: Elevation View



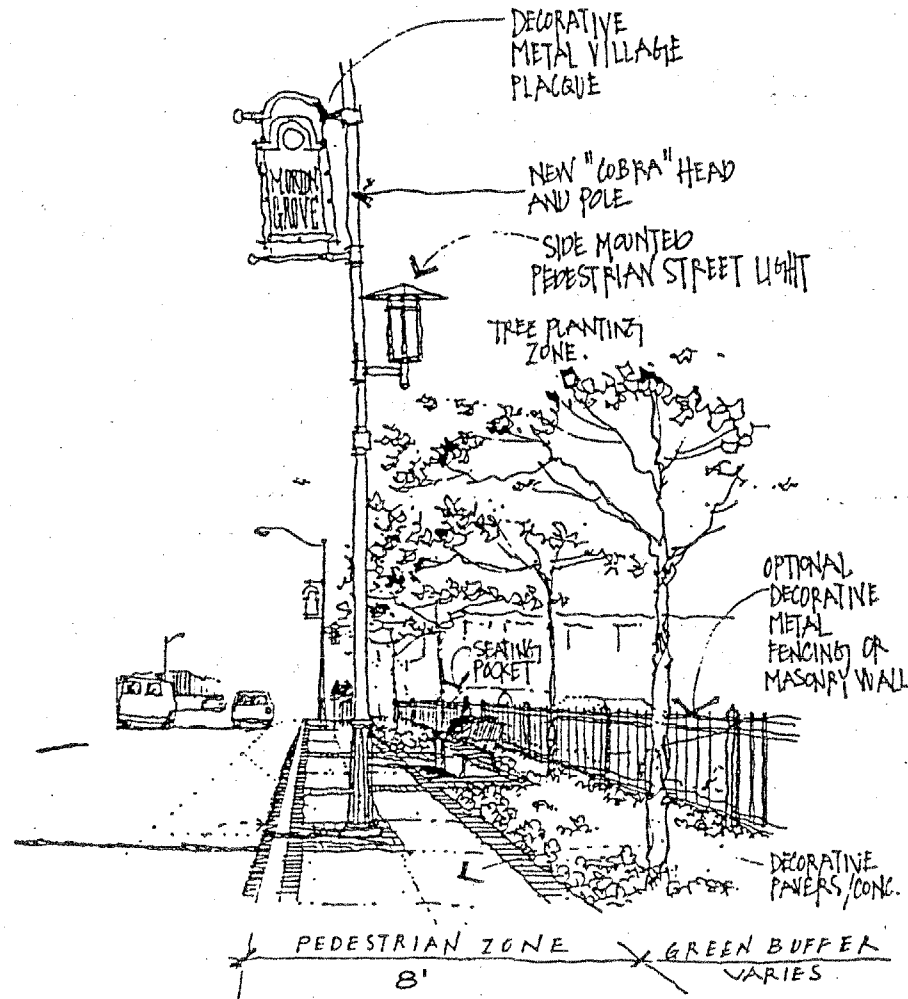
Dempster Street Gateway Concept: Elevation View



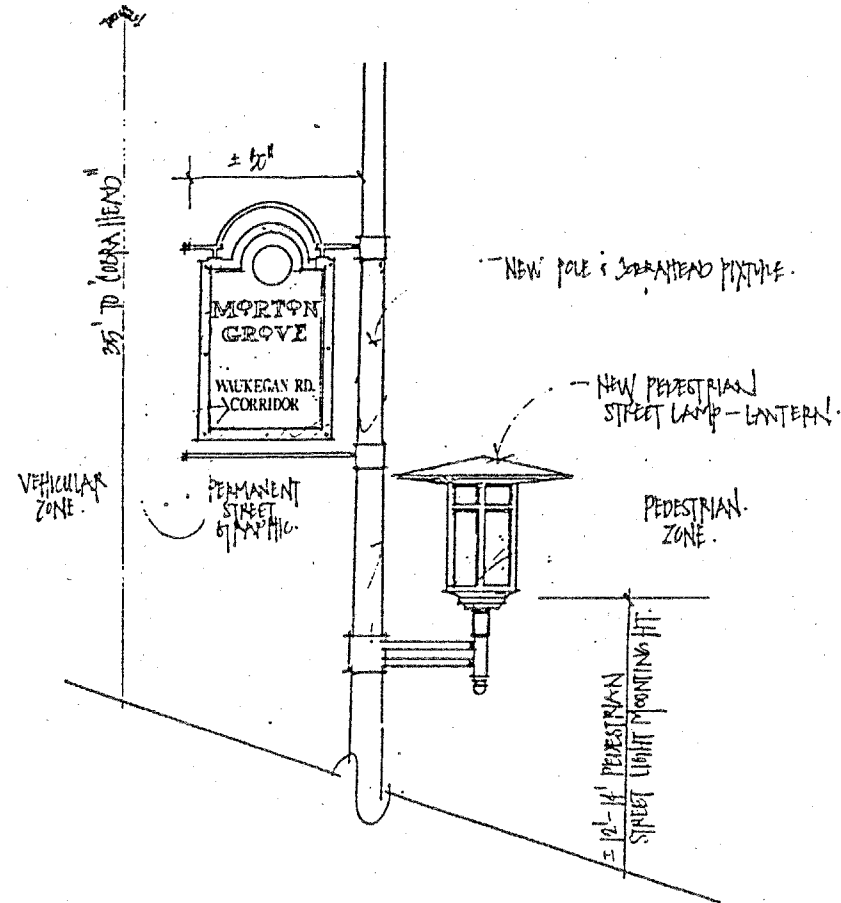
District Identity Signage Concept:



Streetscape Concept:

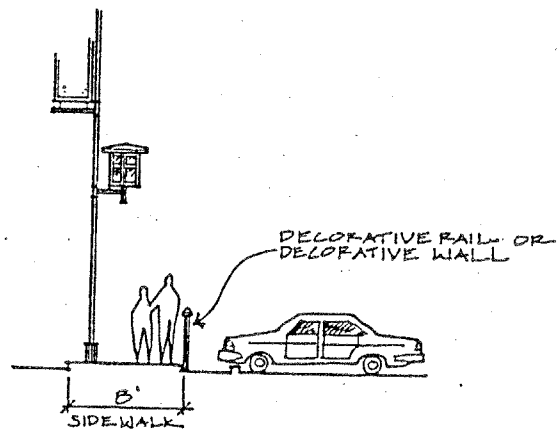


Decorative Streetlight/Signage Concept:

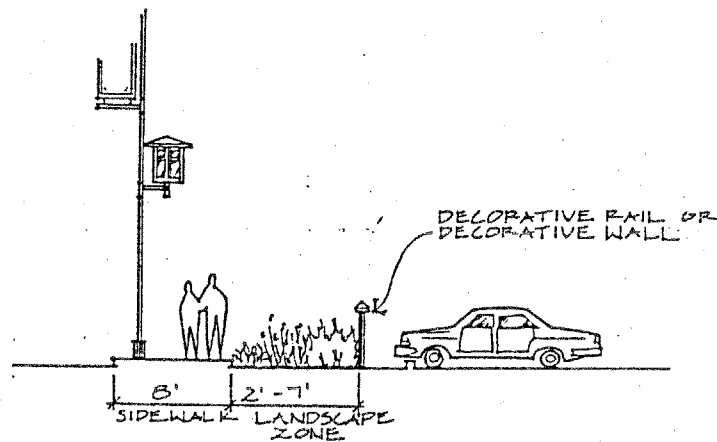


Landscape Easement Options:

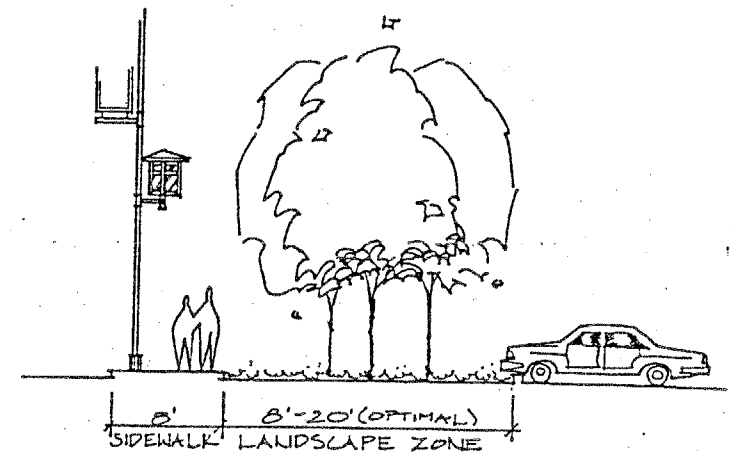
Concept 1:



Concept 2:



Concept 3:



Waukegan Road Commercial Corridor
IMPLEMENTATION

IMPLEMENTATION

A major commitment will be needed by the Village and Corridor property and business owners to change Waukegan Road into a premier commercial corridor for the Village.

An implementation strategy for the Master Plan should consider the following components:

- Developer Recruitment.
- TIF Packaging.
- Consideration of a Common Streetscape Easement.
- Consideration of a Common Parking Easement.
- Consideration of a Special Service Area (SSA).
- Consideration of a Business Improvement District (BID).
- Streetscape Design/Engineering.

Developer Recruitment:

To implement the Corridor improvement program, several initiatives should be taken to attract developers to Waukegan Road and retain business and shopping activities.

The Village could market the area to developers through briefing meetings, developer workshops, and tours to inform companies about investment opportunities in the Corridor based on the new Master Plan. Developers experienced in commercial and mixed-use development should be targeted.

The following initiatives should be considered:

Marketing Kit:

A marketing kit could be prepared which contains Village demographic and market information. The Master Plan as well as Corridor success stories should be featured.

Direct Marketing:

Direct mail marketing with follow-up briefings might be undertaken to attract developers to the Corridor.

Representation/Organizational Involvement:

The Village could increase its visibility through participation in the International Council of Shopping Centers (ICSC), Illinois and International Downtown Association (IDA), and Illinois Restaurant Association to make contacts with retailers and restaurateurs looking for new locations.

Marketing Theme:

The established design character for the Corridor could be expanded into an overall marketing theme. This could be reinforced through banners, signage, streetscape elements and marketing materials.

An overall name could be established for the Corridor and used when referring to the area. This could help create a sense that the Corridor is a special place for shopping and give people something to identify with.

Tax Increment Finance Packaging:

Tax Increment Financing (TIF) is a state authorized program administered by the Village that provides targeted financial resources for a specific redevelopment area. A TIF district with three "Targeted Redevelopment Sites" is designated in the Corridor, representing approximately 50% of all the property.

A TIF district is structured as follows:

1. Property values in the designated district are established at a base point in time (base value).
2. All governments with property taxing authority in the district continue to receive tax revenue generated at the "base value" tax rates.
3. The additional value, also known as incremental value, created by new development, is taxed at the overall rate levied by the governments.
4. The tax revenue generated from the incremental property value is distributed to the Village to pay for eligible redevelopment costs, financed through bonds or other funding vehicles.

Eligible costs include TIF studies, property acquisition, demolition, and rehabilitation, infrastructure improvements, certain financing costs, job training, and environmental remediation.

The versatility of TIF makes it a popular device to finance clearance and redevelopment activities and its use should be encouraged in the Corridor.

Common Parking Easement:

The Corridor's overall commercial viability is negatively affected by the shortage of parking in its more densely developed blocks and overall lack of interconnected parking lots. The limited amount of available land on these blocks requires innovative solutions to the parking and circulation problems. Common parking easements may be a way to address the need to link and share parking areas.

An easement is a recorded agreement whereby the use of air, land, or mineral rights are granted by the property owner for a specific purpose.

A parking easement would increase parking supply, improve traffic circulation for multiple stop shoppers, enhance physical conditions and safety through regular maintenance by a single supervising entity, and reduce parking lot ownership costs via economies of scale in maintaining the lots.

A common parking easement could be structured as follows:

1. Business owners would allow common use of private parking lots and interconnected driveways.
2. The lots would then be reconfigured and connected with lots on adjacent properties to increase the number of parking spaces as well as provide an interconnected circulation system.
3. The Village, private company, or some property owners would assume responsibility for maintaining the easements (parking lots), including reconstruction, cleaning, painting, repairing.
4. Property owners would pay a proportional fee for those services based on lot size.

The Village should research the feasibility of establishing a common parking easement for all existing and future parking areas in the Corridor.

Common Streetscape Easement:

To begin to enhance the appearance and marketability of the Corridor to shoppers and developers, a coordinated approach to providing and maintaining landscaping in the Corridor needs to be developed.

An easement is a recorded agreement whereby the use of air, land, or mineral rights are granted by the property owner for a specific purpose.

A streetscape easement should be considered along both sides of Waukegan Road to provide a consistent green edge for the Corridor. Such as easement may be an effective way to comprehensively beautify and maintain the Corridor.

A streetscape easement could be structured as follows:

1. Where feasible, Corridor property owners would provide the Village with up to a 20 foot wide easement along Waukegan Road for new interconnected sidewalks, common planting areas, and coordinated signage.
2. The Village would construct streetscape improvements. The Village and/or a private company would then maintain the streetscaping on a continuing basis, including planting, watering, pruning, and other maintenance tasks.
3. Property owners would pay a proportional fee for those services based on lot size.

The Village should study the possibility of establishing a streetscape easement along the Waukegan Road Corridor.

Special Service Area:

A Special Service Area (SSA) is a state authorized financing program administered by municipalities that provides financing resources for a specific area. It is funded through a separate property tax levy paid by property owners in a designated area.

An SSA can be initiated by a municipality and/or property owners wanting certain services above those already available to all property owners and residents, such as advertising/marketing, parking, loan programs, capital improvements, and maintenance.

An SSA consists of all contiguous properties that will benefit from the special services. After approval by the Village Board, the tax would be levied and distributed to the SSA on an annual basis.

A Special Service Area Commission is formed with representatives of businesses, property owners, and the Village to administer the services.

An SSA is a useful implementation tool for improving, managing, and maintaining commercial districts and should be considered for Waukegan Road.

Business Improvement Districts:

A Business Improvement District is a state authorized development program that municipalities can establish for improving designated areas. The benefits of such districts include:

- The ability to create a commission to act as an agent for the municipality for business district development/redevelopment.
- The right to review all development and redevelopment proposals in the district.
- Use of eminent domain for acquiring real or personal property for a development/redevelopment project.
- Acquisition, management, conveyance, and/or disposition of real property and/or personal property according to an adopted development/redevelopment plan.
- Acceptance of grants and/or loans from the Federal or State government.
- The right to borrow funds and issue bonds as deemed necessary.
- The right to enter into contracts with any public or private agency or person.
- The right to sell, lease, trade, or improve real property acquired in connection with the development/redevelopment plan.

- The ability to employ all persons necessary for the planning, administration, and implementation of business district plans.
- The ability to expend public funds as necessary for the planning, administration, and implementation of business district plans.
- The ability to establish by ordinance or resolution, procedures for planning, execution, and implementation of a businesses district plan.

The advantage of a BID district is its versatility in funding a wider range of initiatives and activities than is available under an SSA designation. However, unlike an SSA, a BID can't be used to levy additional taxes.

A BID district may be an effective tool for the Corridor. However, the Village already has a TIF district in place for the core redevelopment sites.

Additional research is needed to identify the advantages for the Corridor over the benefits currently received through the existing TIF.

Streetscape Design:

The next steps in the streetscape improvement process include:

1. Complete a Streetscape Design Plan for each Corridor block based on the approved final Master Plan.
2. Conduct meetings with Village staff to review comments and approve the Streetscape Design Plan for each block.
3. Redesignate Waukegan Road from a Suburban to an Urban SRA through Illinois Department of Transportation (IDOT) and Chicago Area Transportation Study (CATS).
4. Prepare Design Documents and Construction Drawings for the streetscape frontage along Waukegan Road including:
 - landscaping;
 - benches;
 - waste cans;
 - lighting;
 - walls/fencing;
 - paved areas (curb, gutter, driveways, streets);
 - special paved areas;
 - signage.

This work could be done for all or parts of the Corridor. It could include parking lots, alleyways, and buffer fencing between homes and businesses.

The Design Documents and Construction Drawings would take approximately 6 to 8 months.