

ROLLING MEADOWS

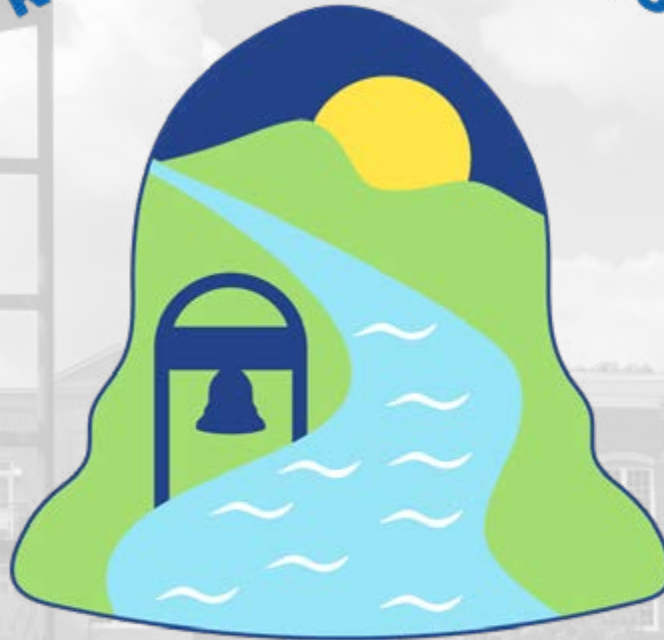


**KIRCHOFF ROAD
CORRIDOR STUDY**

EXISTING CONDITIONS REPORT

JULY 2024

ROLLING MEADOWS



**KIRCHOFF ROAD
CORRIDOR STUDY**

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The City of Rolling Meadows embarked on a planning study for the Kirchoff Road Corridor in the Spring of 2024. The goal of the project is to create a plan establishing the corridor district as a town center and a “downtown for everyone.” This has long been a vision for the community with strategies and ideas appearing in comprehensive plans for nearly twenty years. Before charting a path forward, a plan for the corridor begins with a shared understanding of where things stand now. This Existing Conditions Report summarizes information in key subject areas that will shape the future of the Kirchoff Road Corridor:

- The zoning and regulatory framework that shapes the built environment
- The market forces that drive commerce and development within it
- Transportation and mobility aspects that impact how residents navigate through and experience the corridor
- Rolling Meadows residents’ views and visions for Kirchoff Road and the role this “town center” area can play in the community

There are existing opportunities and assets in the district that can be leveraged to create impactful changes in the near term. These include two City-owned properties where future development can be carefully curated and a privately-owned development site with frontage directly on Kirchoff Road. This report examines these sites and the potential they have to shape a town center.

The Kirchoff Road Corridor Study Existing Conditions Report closes with observations gleaned from research, field work, and public engagement conducted in the community in May and June of 2024. The observations are followed by initial recommendations that will inform goals and strategies in a final corridor plan. These include creating activity-based gathering spaces that provide a meaningful destination downtown, as well as ideas on zoning, traffic safety, and economic development.





INTRODUCTION

PROJECT OVERVIEW

The Kirchoff Road Corridor represents a unique opportunity for the City of Rolling Meadows. It has a wide variety of commercial land uses in a small area, including restaurants, a shopping center anchored by a grocery store, banks, professional offices, and a medical facility. Hundreds of residential units surround the corridor in multifamily apartment buildings, condominiums, townhomes, and detached single family houses. Salt Creek runs through the Corridor and is part of Kimball Hill Park and Salk Park, expansive open spaces stretching to the north and south of Kirchoff Road. With all these assets, the City's Comprehensive Plan appropriately identifies a goal of making the Kirchoff Road Corridor District a center of town, a central gathering place for the whole city.

Significant changes have accelerated the need for progressive planning on Kirchoff Road. Development pressures on key properties require a regulatory framework that will guide land uses and the built form to reflect the community's vision for how their "center of town" should look and feel. The changing nature of retail and commuting patterns have impacted

how residents shop and what they want to see in a downtown commercial district. In response to these changes, the City of Rolling Meadows committed to a detailed planning study of the Kirchoff Road Corridor District to clarify the community's vision for this shared central area, establish a body of regulations that will facilitate it, and develop concepts for the development on three key opportunity sites in the corridor.



THE EXISTING CONDITIONS REPORT

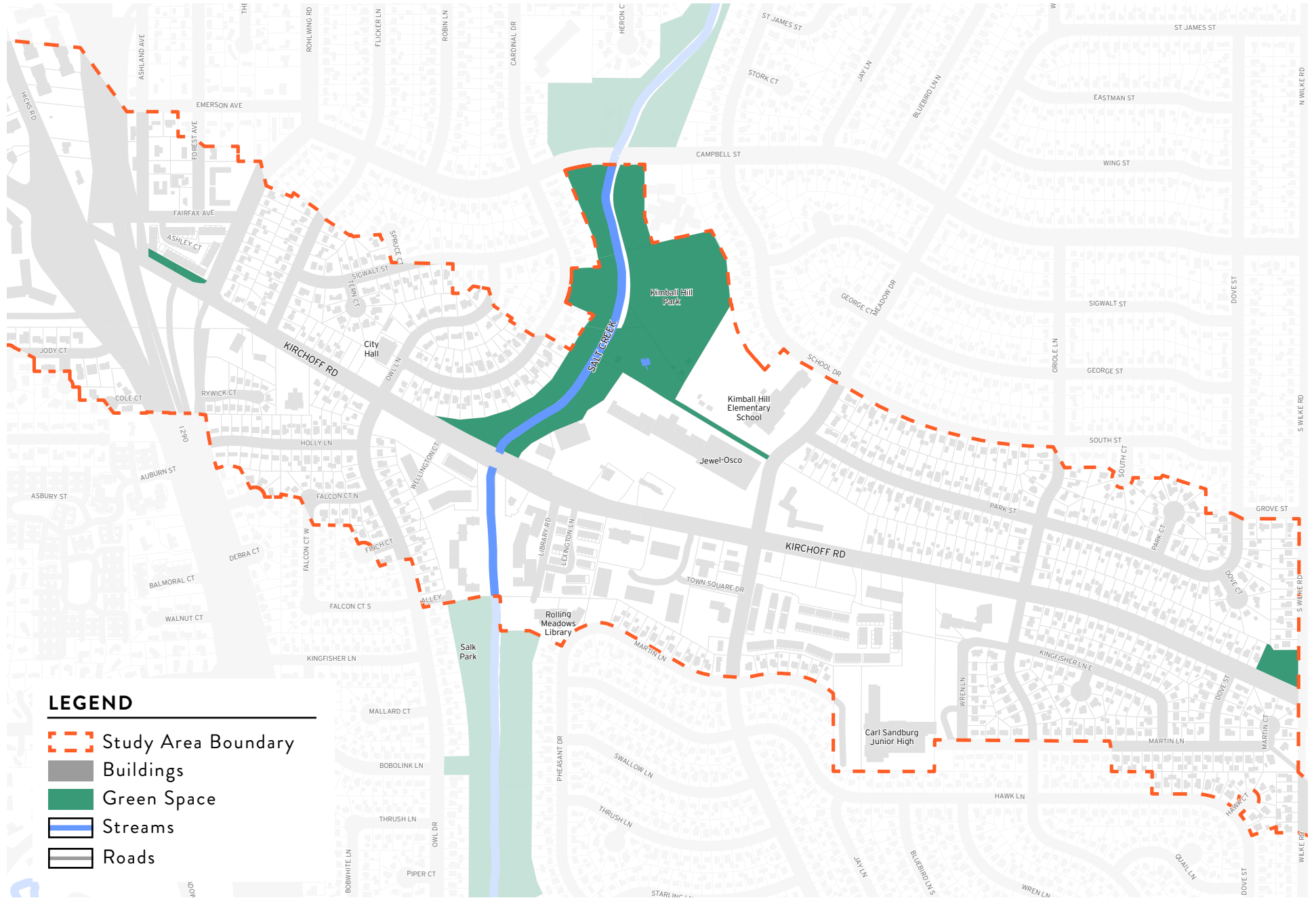
The first step in developing a plan for the future is establishing a shared idea of how things exist currently. This report summarizes existing conditions as they relate to Rolling Meadow's Zoning Code, land use patterns along the Kirchoff Road Corridor, the economic context of the community, and the transportation and mobility framework in the area. This information was gained from fieldwork and a variety of data sources that are referenced throughout the report, as well as input from residents and business owners in Rolling Meadows. Rolling Meadows stakeholders also shared their visions for a central downtown area on Kirchoff Road.

This report also summarizes input from residents and business owners in Rolling Meadows about their vision for a central downtown area on Kirchoff Road. Residents are eager for a reason to visit, shop, walk, and eat in a fun and inviting atmosphere with open space and things to do for the whole family. Businesses want more customers and adequate parking. Nearby schools have concerns about traffic safety and after-school activities. These issues and more are explored in this summary report.






KIRCHOFF ROAD MULTIUSE PATH

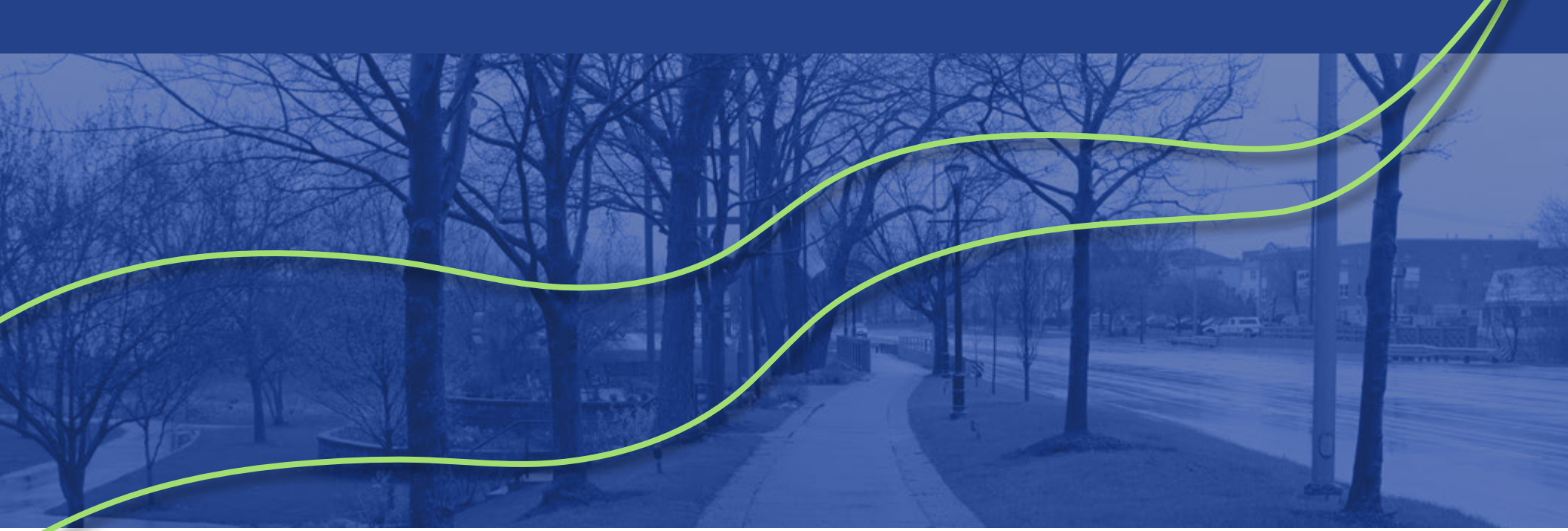


FIGURE 1. KIRCHOFF ROAD STUDY AREA



LEGEND

-  Study Area Boundary
-  Buildings
-  Green Space
-  Streams
-  Roads

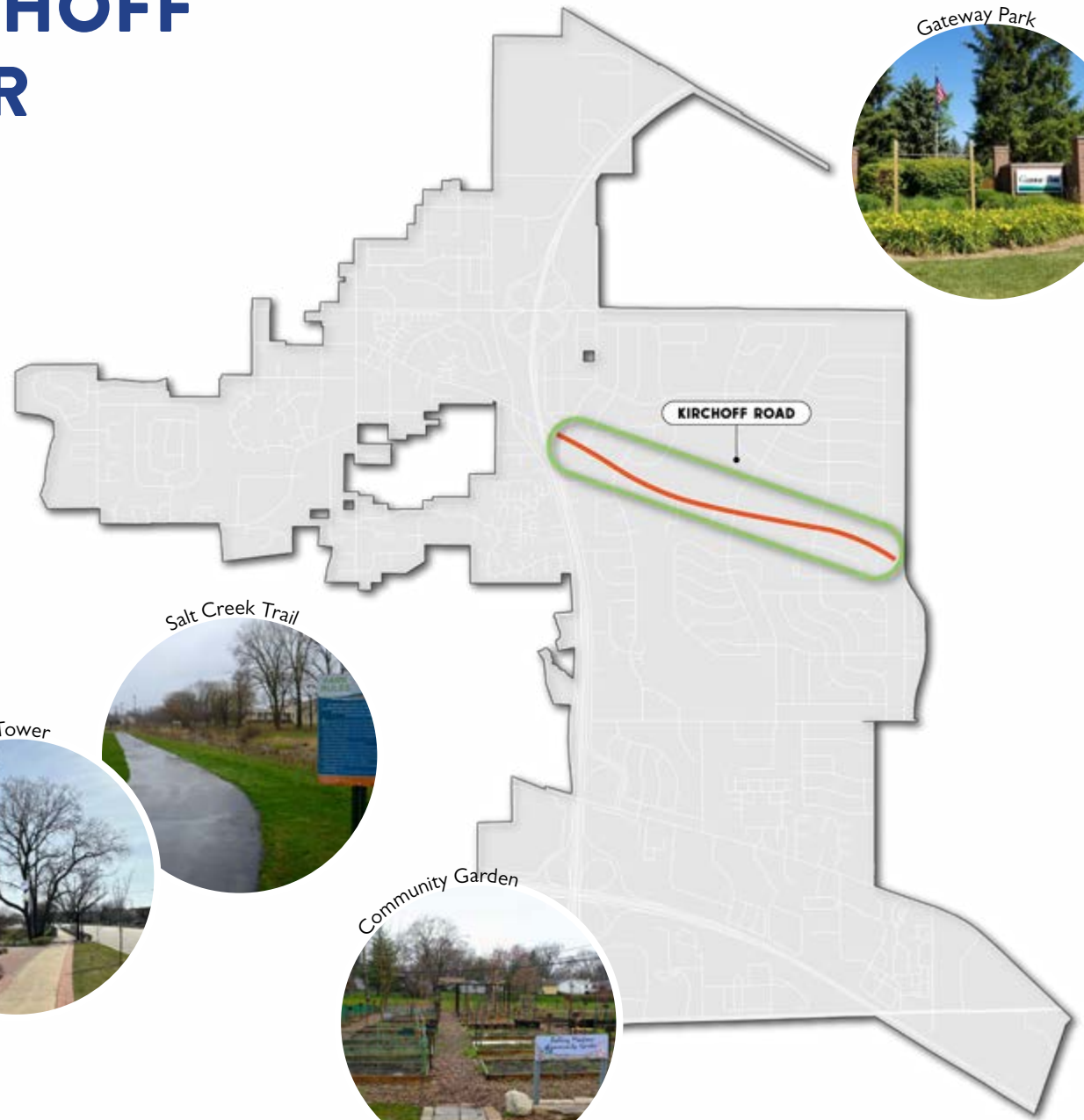


THE KIRCHOFF ROAD CORRIDOR

ABOUT THE KIRCHOFF ROAD CORRIDOR

The Kirchoff Road Corridor extends from Wilke Road on the east to Rohlwing Road on the west. Gateway Park, located at the corner of Kirchoff and Wilke Roads, identifies the beginning of the corridor and the border between Rolling meadows and Arlington Heights and is followed by two long blocks of single-family detached houses lining Kirchoff Road.

The heart of the corridor and the area most susceptible to change begins at Oriole Lane and extends west to Owl Lane, the intersection with Kirchoff Road where Rolling Meadows City Hall is located.



PREVIOUS PLANNING EFFORTS

This part of Rolling Meadows has long been recognized as having potential to transform into a central “downtown” for the community. Both the 2006 and the 2019 Comprehensive Plans referenced the value and importance of the Kirchoff Road corridor.

2006 COMPREHENSIVE PLAN

This plan identified the Kirchoff Road Corridor as Rolling Meadows’ “Downtown.” A subarea plan was prepared for it with the following goal:

“A more inviting, pedestrian-oriented Downtown that includes increased commercial and residential uses and a stronger connection to Kimball Hill Park.”

Two concept drawings were prepared for the subarea showing an enhanced streetscape, improved pedestrian connections, a mix of land uses and housing types, and a major gateway into Kimball Hill Park. Overall they define a more “Main Street” character for the corridor with small shared parking areas and shops on both sides of the street.

The Downtown Subarea Plan identified several constraints in the district. These included poor access to Kimball Hill Park, noting the Jewel Shopping Center blocks the southern end of the park from Kirchoff Road, and a mix of retail and commercial development that was missing desired land uses.

Importantly, the Subarea Plan noted the downtown is the “civic heart or soul” of the City with parks, the public library, schools, and City Hall in close proximity. The Salt Creek greenway and Kimball Hill Park provide significant open space and recreational amenities adjacent to Kirchoff Road. These strengths, together with opportunities to increase pedestrian connectivity to surrounding neighborhoods, give the Kirchoff Road Corridor tremendous potential as a downtown for the whole community.

FUTURE LAND USE

Rolling Meadows’ 2006 Comprehensive Plan included a Future Land Use Map that designated many portions of the Kirchoff Road Corridor as Mixed Use Commercial. The design concept on the following page portrays a previous downtown development strategy consistent with the Plan’s land use goals. The concept incorporates mixed use buildings, enhanced access to Salt Creek, public open spaces, and improved connectivity.

FIGURE 2. KIRCHOFF ROAD CONCEPT FROM 2006 COMPREHENSIVE PLAN



2019 COMPREHENSIVE PLAN

Rolling Meadows' most recent Comprehensive Plan also identifies the Kirchoff Road Corridor District as a subarea, noting it is “noteworthy as the ‘Center of Town’” and, while the large shopping center is over sixty years old, its site plan offers opportunities for outlots and economic growth.

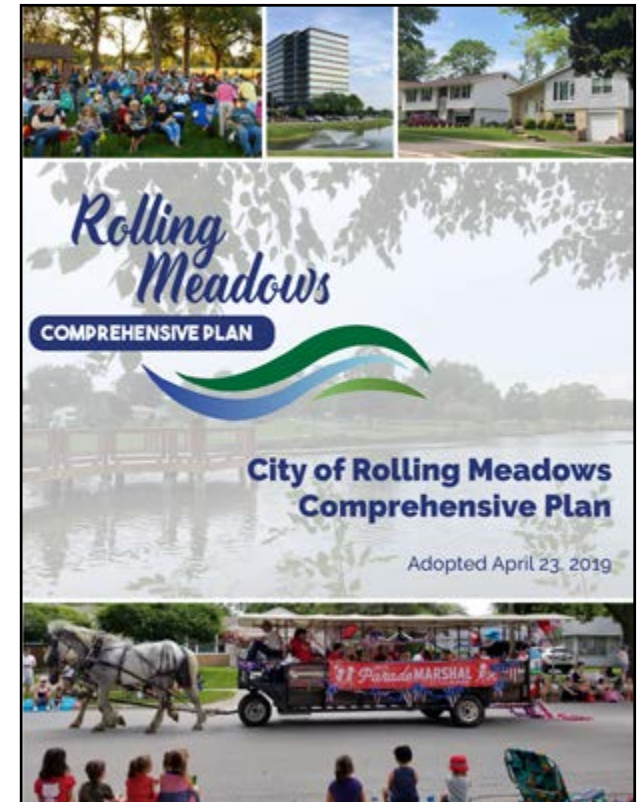
Kirchoff Road is not a traditional downtown; however, it is the center of town and serves an important function as such. Home to significant community places like City Hall, the Library, Kimball Hill Park, and several key businesses, this area should be celebrated as a unified district. Continued efforts to beautify the street and define an identity for the Kirchoff Road Corridor District can provide a more cohesive character.

As a strategy for creating a sense of place in the community, the 2019 Comprehensive Plan identifies the following: *“Enhance community character in the Kirchoff Road Corridor District with streetscape improvements that communicate its role as the center of town and home to assets like Kimball Hill Park and the Rolling Meadows Library.”*

Key recommendations for improving the corridor include the following:

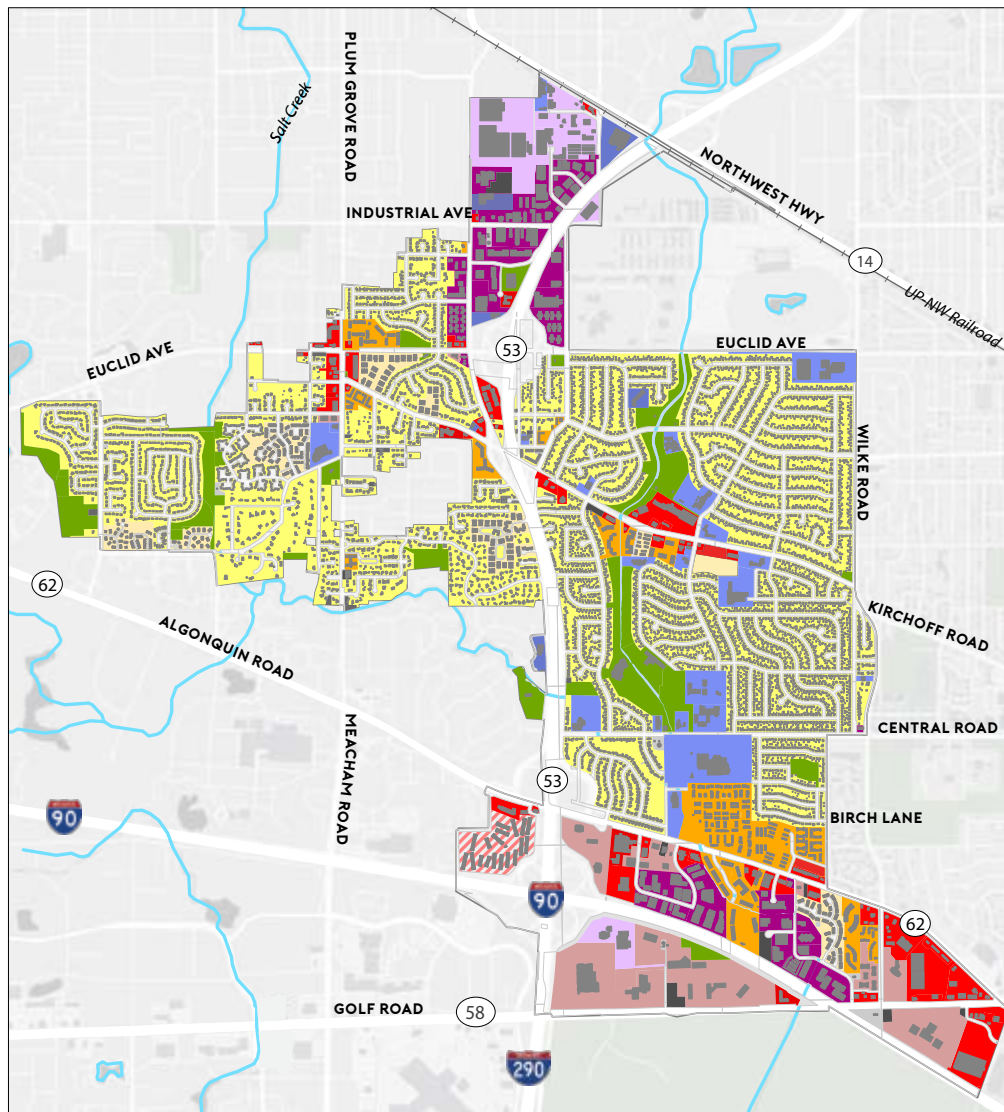
- Improve access to and awareness of Kimball Hill Park and the Library through wayfinding signage
- Implement streetscape improvements and design concepts to provide an enhanced identity and character for the Kirchoff Road Corridor
- Establish development standards for the City’s key sub-areas that can be incorporated into zoning and site plan review processes.

The Plan includes only limited recommendations about the direction of development within the Corridor. This Study will extend and implement the Comprehensive Plan by expanding upon the Plan to provide actionable policies within the Corridor.



2019 COMPREHENSIVE PLAN

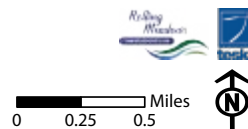
FIGURE 3. FUTURE LAND USE MAP, 2019 COMPREHENSIVE PLAN



FUTURE LAND USE MAP

City of Rolling Meadows Comprehensive Plan

- | | | | |
|---------------|---------------|---------------------------|---------------------|
| Single-family | Commercial | Institutional | Vacant |
| Townhomes | Office | Recreation and Open Space | Utilities |
| Multi-family | Business Park | Industrial | Intensive Mixed-Use |



COMMUNITY TAKEAWAYS

The 2019 Comprehensive Plan surveyed stakeholders and collected community feedback to guide Plan goals and recommendations. A survey conducted among residents indicated that there is a desire for more shopping and restaurants.

When asked about the greatest challenges facing Rolling Meadows, the majority of respondents stated that a lack of restaurants and shopping opportunities was a challenge for the community. Respondents also stated that they shop in Rolling Meadows more frequently than any other surrounding communities, indicating that there is an opportunity for more commercial development in the City, particularly along Kirchoff Road.

According to the 2019 Plan, stakeholders “...commented often during the Comprehensive Plan process that having more...shops, restaurants, and related amenities in town, especially in the Kirchoff Road Corridor District, would be beneficial”.

LAND USE ANALYSIS

FUTURE LAND USE

While the 2006 Comprehensive Plan envisioned a mixed-use framework for the corridor, the 2019 Plan designates properties in distinct single-use categories for Commercial, Multifamily, and Institutional. A single-use zoning framework makes it difficult to add the residential units that are necessary to create the customers that support retail, restaurant, and other desirable uses in a downtown district.

Data collected by the Chicago Metropolitan Agency for Planning (CMAP) represents the most accurate snapshot of existing land uses in Rolling Meadows and along the Kirchoff Road Corridor. Shown opposite, the map largely reflects the Future Land Use Map developed for the 2019 Comprehensive Plan.

There are limited examples of mixed-use buildings in the corridor with retail and services land uses on the ground floor and residential units on upper stories. For the most part, however, the land use framework is comprised of exclusive categories:

- Single Family Residential
- Multifamily Residential
- Commercial
- Industrial
- Institutional

PARKS AND OPEN SPACE

Parks and green spaces are defining features of the Kirchoff Road Corridor providing opportunities for recreation, civic events, and leisure.

Salt Creek

Salt Creek is not a park, but it is a defining natural feature and recreational resource within the corridor and the broader community. The trail that runs along Salt Creek connects Kimball Hill Park and North Salk Park, serving as an important active transportation asset.

Kimball Hill Park

This large community park has facilities for a range of sports, as well as a pond surrounded by fishing piers, a walking path, and benches. A

dedicated play area / pavilion abuts the Kimball Hill Elementary School and a path along the Salt Creek leads south under Kirchoff Road to North Salk Park. Kimball Hill Park is a key asset in the Kirchoff Road Corridor and contributes to creating a sense of place in the district.

North Salk Park

Easily accessible from Kirchoff Road, North Salk Park is a narrow 17-acre park along Salt Creek. It features a sledding hill, a bike path, and a 12-hole disc golf course. The Rolling Meadows Public Library is adjacent to the park and connected by a pathway with interactive features related to books and reading.

NOTABLE PROPERTIES AND LAND USES

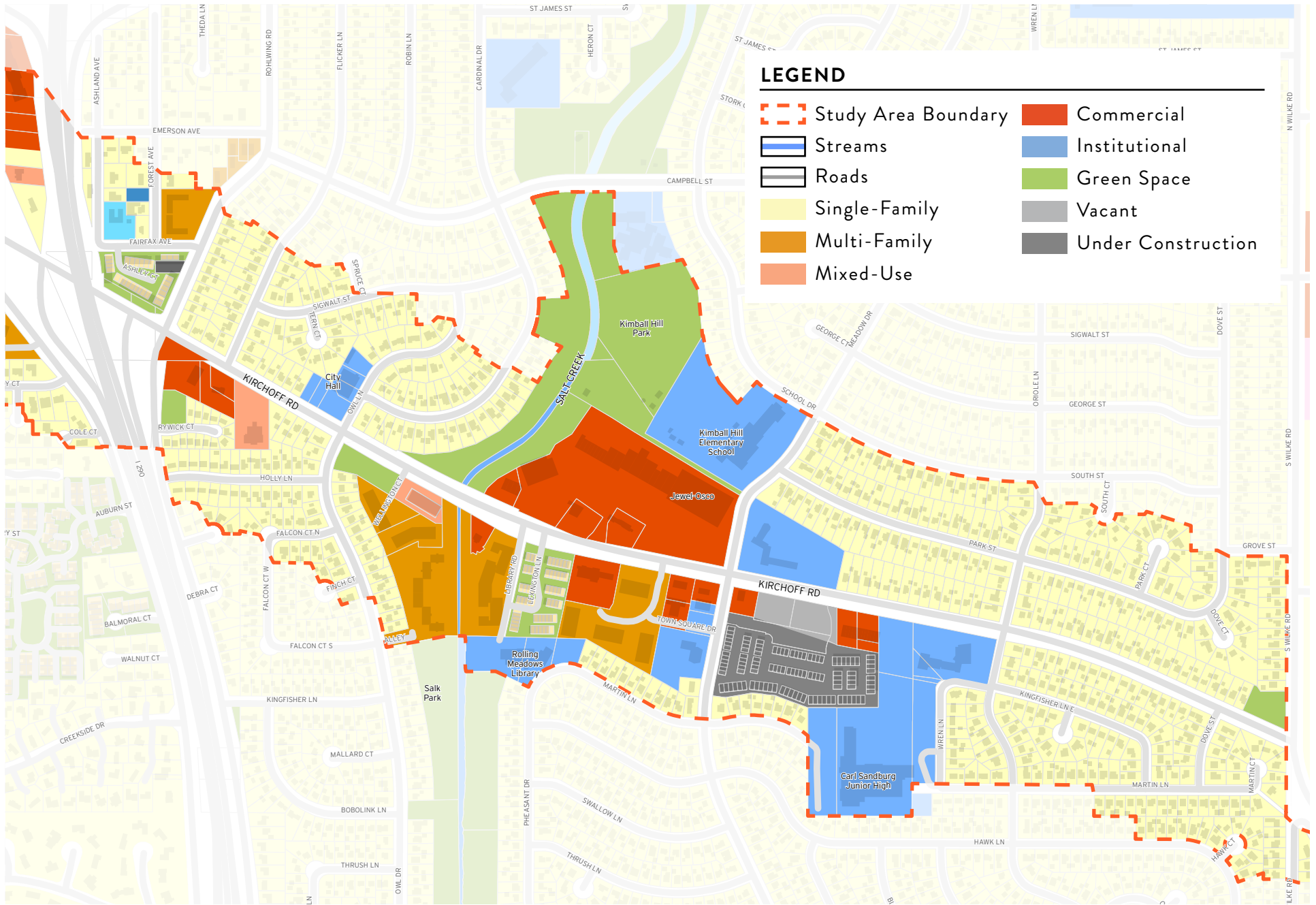
There are several properties and land uses that have notable impacts on the Kirchoff Road Corridor District.

Houses of Worship

Three churches are located in the district:

- Meadows Christian Fellowship Church

FIGURE 4. KIRCHOFF ROAD LAND USE 2020 - CMAP



- Community Church of Rolling Meadows
- Trinity Lutheran Church

Allowed as special uses, these houses of worship are in the R-2 Single-Family Residential District along Kirchoff Road. Residential zoning with single-purpose properties along Kirchoff Road is consistent with the surrounding residential neighborhoods, but is not compatible with a vision for mixed-use development. These religious institutions are an important part of the local fabric of the community, but can present challenges to creating a vibrant downtown core. These churches use a large amount of land, primarily for parking, but are usually active for only a few hours during weekly worship services.

Multifamily Development

There are several notable residential developments in this corridor district:

- Kirchoff Meadows Condominiums
- Lexington Crossing townhome development
- Meadow Square townhome development

With the current traffic of the corridor, increased residential development may be important to create demand for nearby

restaurant, retail, and services. Mixed use properties with residential units above are a common strategy. For single-use development sites, different forms such as multiplexes, courtyard buildings, cottage courts, and townhouses may create a more effective transition between the Corridor’s commercial areas and the single-family homes located behind and along the Corridor.

Rolling Meadows Shopping Center

The shopping center has been in place for decades and its design reflects a suburban retail strip center style of development that is now less commonly built and may be difficult to sustain with the decreasing level of traffic on Kirchoff Road. Both the 2006 and 2019 Comprehensive Plans envision opportunities for change in this area, with the 2006 Plan recommending a greater degree of redevelopment and the 2019 Plan recommending outlot development in the parking field. While outlot development may be more easily achieved, it is unlikely to lead to the creation of an accessible and vibrant downtown core as envisioned by the community.

The siting of the building creates a visual block from Kirchoff Road to Kimball Hill Park and acts

as a barrier to this valuable open space. Further, the back of the shopping center with its loading bays, outdoor storage, and refuse containers dominates the south end of the Kimball Hill Park Pavilion and adjacent elementary school playground. These are all challenges to establishing a sense of place and continuity within the Kirchoff Road Corridor District.

PUBLIC INSTITUTIONS

Public institutions play an important role in this corridor, facilitating regular traffic to and from the area. Future plans will consider key users of these institutions, including students and families.

Schools

Two public schools are in proximity to Kirchoff Road:

- Kimball Hill Elementary School
- Carl Sandburg Junior High School

They impact the corridor in important ways: pedestrian traffic with children walking to and from school, vehicular traffic associated with pick-up and drop-off activities, and young people gathering in the corridor after school hours. A bowling alley operated in the District for many years and provided a gathering place

for younger residents. After its demolition, however, there are few destinations with activities in the area. This has directly impacted some local businesses, both in their preferred hours of operation and ability to accommodate after-school rushes of young customers.

Rolling Meadows Public Library

Though not directly on Kirchoff Road, the Public Library is within the corridor study area and is easily accessible from a paved pathway along Salt Creek, as well as Library Drive that intersects with Kirchoff Road. The library is a community asset and represents a potential partner in programming and family-oriented activities in the downtown area. Programming could include cultural festivals, book fairs, resource fairs, and more.



CLOCKWISE FROM TOP-LEFT: ROLLING MEADOWS LIBRARY, KIMBALL HILL PARK, ROLLING MEADOWS SHOPPING CENTER, COMMUNITY CHURCH OF ROLLING MEADOWS



ZONING & REGULATORY FRAMEWORK

ZONING ASSESSMENT

Rolling Meadows' Zoning Code has a significant impact on the Kirchoff Road Corridor. Its impacts include the land use mix, built form, site planning, and parking. An analysis of the existing Code will establish a framework for making changes and improvements to shape the Corridor in a manner that reflects the community's vision for a town center.

The zoning summary focuses on the existing zoning standards for the Kirchoff Road study area and presents regulations for land use, bulk, and setbacks on a district-by-district basis. The City of Rolling Meadows performed a comprehensive update to its Zoning Ordinance, which was adopted in 2020. The previous ordinance was approximately 45 years old and, in many ways, functionally obsolete. The zoning update ensured that the new ordinance would be user-friendly, legally sound, and supportive of the City's economic development objectives.

Five zoning districts established in the Ordinance are within the Kirchoff Road study area. Four are residential and one commercial: R-2 Single-Family, R-3 Single-Family, R-4 Townhome, R-5 Multi-Family, and C-2 Corridor Commercial. In general, the Zoning Ordinance includes ample use and bulk controls, but does not include design standards that would impact the overall look and feel of the study area.

The Comprehensive Plan envisions the study area as the "Center of Town". Strategic modifications regarding use, bulk, and design requirements for the R-4, R-5, and C-2 Districts will help facilitate this vision for the Kirchoff Road Corridor.

R-2 AND R-3 SINGLE-FAMILY DISTRICTS

Most of the land north and south of Kirchoff Road between Route 53 and Wilke Road is zoned R-2 or R-3. This zoning designation allows land to be used primarily for single-family dwellings, as well as parks, schools, religious institutions, and other uses that are compatible with residential neighborhoods. Major land uses in this area include Kimball Hill Park, Community Church of Rolling Meadows, Trinity Lutheran Church, Meadows Christian Fellowship, North Salk Park, Rolling Meadows Library, and Carl Sandburg Junior High School. The bulk and setback requirements for the R-2 and R-3 Districts are very similar, with the R-2 requiring slightly larger lots as shown in the summary table on the following page.

TABLE 1. R-2 AND R-3 ZONING REQUIREMENTS

DISTRICT	MINIMUM LOT AREA	MINIMUM LOT WIDTH	MINIMUM SETBACK				MAX BUILDING COVERAGE	MAX BUILDING HEIGHT	FLOOR AREA RATIO BY LOT SIZE
			FRONT YARD	SIDE YARD	REAR YARD	CORNER YARD			
R-2	10,000 sf	60 ft	30 ft	10 ft	25% of lot depth, not less than 30 ft	20 ft	20 ft	35 ft	5,000-8,400 sf: 0.45 8,400-10,000 sf: 0.40 10,000 - 20,000 sf: 0.35 Above 20,000 sf: 0.30
R-3	7,800 sf	60 ft	30 ft	10 ft	25% of lot depth, not less than 30 ft	20 ft	30%	35 ft	5,000-8,400 sf: 0.45 8,400-10,000 sf: 0.40 10,000 - 20,000 sf: 0.35 Above 20,000 sf: 0.30

SOURCE: CITY OF ROLLING MEADOWS

R-4 TOWNHOME DISTRICT

One area north of Kirchoff Road and two areas south of Kirchoff Road are zoned R-4 between Route 53 and Wilke Road. This zoning designation allows land to be used primarily for townhome dwellings, but also allows parks, schools, religious institutions, and other uses that are compatible with residential neighborhoods. The R-4 district allows townhomes as permitted uses and duplexes as special uses. Multi-family dwellings are not allowed in the R-4 District.

In the R-4 District, lots must be a minimum of 13,400 square feet in area, 80 feet in width, and buildings can be a maximum of 30 feet in height. A density standard ensures that the permitted gross density is 12 units per acre

for townhomes. Building bulk is controlled by minimum setback and maximum building coverage requirements. Maximum floor area ratio requirements also control bulk for townhome development.

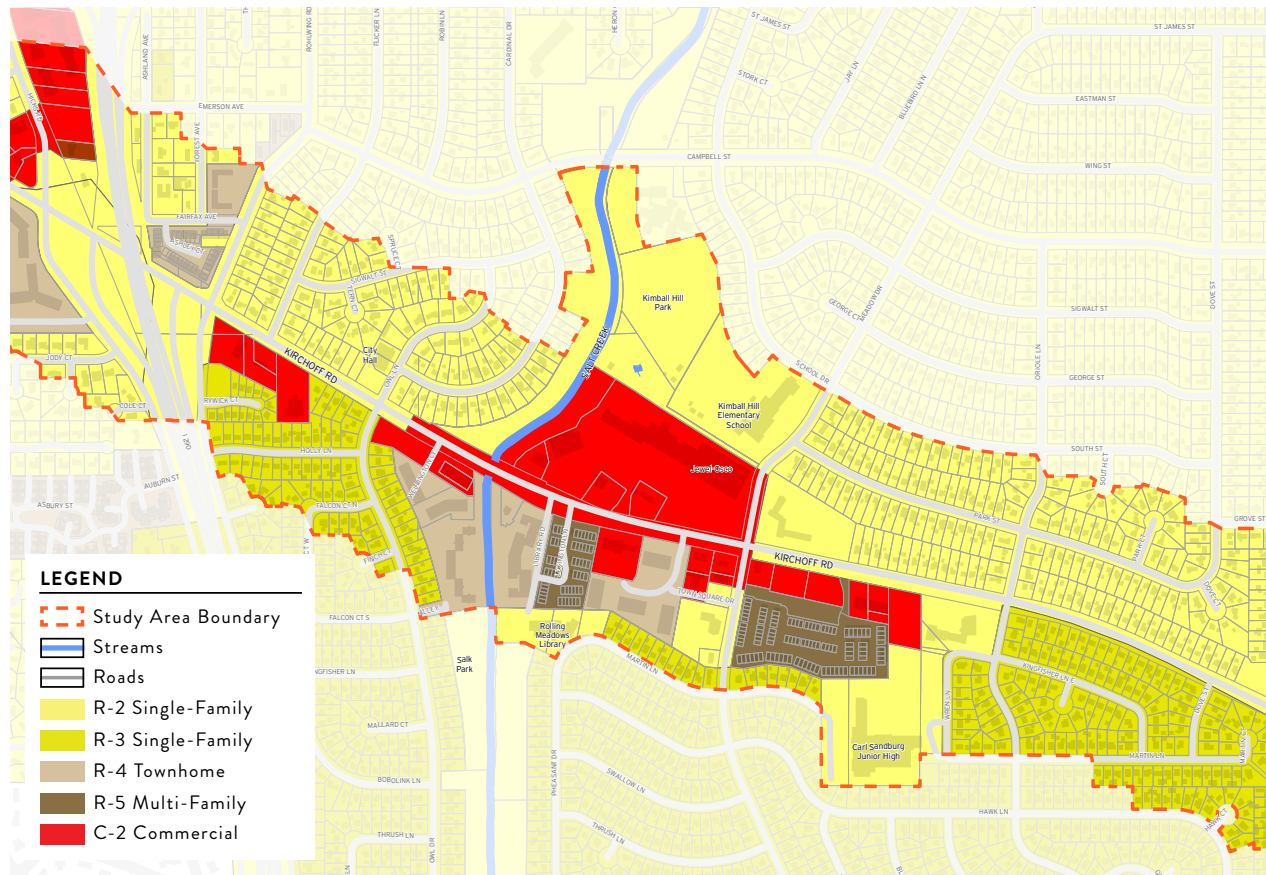
The R-4 districts north of Kirchoff Road include the multi-family developments along Rohlwing Road between Emerson Avenue and Fairfax Avenue and the Townhomes at Westminster. The R-4 Districts south of Kirchoff Road include a number of large multi-family developments, including 3401-3501 Wellington Court, 3305-3355 Kirchoff Road, Kirchoff Meadows (3255-3275 Kirchoff Road), and the Kimball Square Condominiums. The former site of Fratellos 2 Hot Dogs (3301 Kirchoff Road) is also zoned R-4.

With the exception of the Townhomes at Westminster, these residential developments are made up entirely of apartments and condominiums. While they have been classified as part of the R-4 Townhome District on the City’s Zoning Map, multi-family dwellings are not allowed in the R-4 zoning district.

R-5 MULTI-FAMILY DISTRICT

Two areas south of Kirchoff Road between Route 53 and Wilke Road are zoned R-5. This zoning designation allows land to be used primarily for multi-family dwellings, as well as parks, schools, religious institutions, and other compatible uses. The R-5 district also allows duplexes and townhomes as permitted uses, and independent senior living and skilled care housing as special uses.

FIGURE 6. KIRCHOFF ROAD ZONING



In the R-5 District, lots must be a minimum of 24,000 square feet in area, 100 feet in width, and buildings have a maximum height of 50 feet. A density standard ensures that the permitted gross density is 12 units per acre for townhomes and 24 dwelling units per acre for multi-family dwellings. The overall bulk of a building is controlled by requirements for minimum setback, maximum building coverage, and maximum floor area ratio.

The R-5 districts in the Kirchoff Road study area include the Lexington Crossing Townhomes and Meadow Square. Both of these developments are made up entirely of new townhomes, but they have been classified as part of the R-5 Multi-Family District on the City's Zoning Map. Attached single family development is a permitted land use in the R-5.

C-2 CORRIDOR COMMERCIAL DISTRICT

The C-2 is the only commercial zoning district used in the Kirchoff Road Corridor and it is heavily used on both the north and south sides of Kirchoff Road. This zoning district allows a wide range of commercial land uses, such as retail, personal service, restaurant, and office uses. Most residential uses are not allowed in the C-2, however senior independent living and skilled care housing are allowed as special uses.

The C-2 district would be well-suited for single-use, automobile-oriented development like strip malls and shopping centers. It prohibits many mixed-use developments. In the C-2 District, lots must be a minimum of 20,000 square feet in area, 50 feet in width, and buildings can be a maximum of 30 feet in height. Required front and corner side setbacks are 90 feet. These generous setbacks are common for automobile-oriented development, but are incompatible with mixed-use development. Interior side setbacks must be the same as the adjacent residential district, which is 10 feet in the R-1, R-2, and R-3; or 15 feet in the R-4 and R-5. The required maximum building coverage is 40 percent and the required maximum impervious surface coverage is 80 percent.

The C-2 designation includes the Rolling Meadows Shopping Center north of Kirchoff Road, which is anchored by Jewel Osco, and includes several smaller tenants and four outlots. A variety of standalone commercial

developments are south of Kirchoff Road, including two banks, a funeral home, two auto repair establishments, a gas station, and two restaurants. The south side of Kirchoff Road also includes Riverwalk Center, a three-story mixed-use development with office and personal service uses on the ground floor and dwellings on the second and third floors. The mixed-use development at Riverwalk Center does not appear to be allowed by right in the existing Zoning Ordinance. Lastly, the Kirchoff Road Market shopping center is located east of Iris Avenue, and includes a variety of restaurant, personal service, and retail uses.

OFF-STREET PARKING

Parking standards for residential and commercial uses were modernized as part of the recent Zoning Ordinance update. In general, these standards are in line with modern zoning practice which favors lower minimum parking requirements. The City may want to consider eliminating parking minimums for non-residential uses in the Town Center, like several other communities in the Chicago region. However, stakeholder interviews have highlighted that constraints exist in terms of space for both on-street and off-street parking in the area. Single-family detached dwellings, duplexes, and townhomes require 2.0 spaces per dwelling

unit. Multi-family dwellings require 1.25 spaces per dwelling unit. Commercial uses have a wide range of parking standards based on each use's intensity of the demand for parking. For example, banks, car washes, and day care centers require 2.5 spaces per 1,000 square feet of gross floor area of the building. The ratio for retail establishments and office uses is 4.0 spaces per 1,000 square feet while the ratio for restaurants and cafés is 10.0 spaces per 1,000 square feet.

PARKING REDUCTIONS

The existing Zoning Ordinance has two options in place to allow developers to reduce the amount of off-street parking required for new construction. The first option is shared parking, which is allowed when two uses share the same off-street parking spaces to satisfy their off-street parking requirements. These uses must demonstrate that they have the greatest demand for parking spaces at different times of day. For example, a bank that is open during the day could share off-street parking spaces with a restaurant that only serves dinner since they would not require off-street parking at the same time. Shared parking is allowed for adjacent uses and within shopping centers.

The second option to reduce parking demand is to land bank parking that is not currently

needed. This provision allows a development to set aside up to 25 percent of the required off-street parking spaces as undeveloped land. This standard is generally appropriate for larger developments, such as shopping centers with multiple users and outlots. In the short term, the land-banked area is landscaped to add to the overall aesthetics of the development. In the long term, the land banked area must remain suitable for parking spaces if they are required in the future.

MIXED-USE DEVELOPMENT

One of the keys to revitalizing Kirchoff Road as Rolling Meadows' Town Center is a greater integration of residential and commercial uses along the corridor. Mixed-use development can refer to mixed-use sites where multi-family dwellings and townhomes are adjacent to shops and restaurants; or mixed-use buildings where multi-family dwellings are located in multi-story buildings on the floors above shops and restaurants. The north side of Kirchoff Road does not have the elements of a mixed-use environment because the commercial uses in the Rolling Meadows Shopping Center, zoned C-2, are separated from the residential uses in the adjacent R-2 District. The south side of Kirchoff Road is building toward a mixed-use environment due to the proximity of townhome

and multi-family development, zoned R-4 and R-5, to nearby shops and restaurants zoned C-2. The 2019 Comprehensive Plan and Zoning Ordinance appear to chart a course away from this style of development and back into a heavily suburban automobile-oriented development pattern where uses are separated rather than integrated.

The existing Zoning Ordinance makes it difficult to develop a mixed-use environment along Kirchoff Road because few residential uses are allowed in the C-2 District. Currently, the only residential uses that are allowed in the C-2 are senior independent living and skilled care housing, both of which are allowed as a special use. In order to encourage mixed-use development, the City may want to allow a greater variety of housing choices along Kirchoff Road, such as multi-family dwellings and dwellings above the ground floor, as in Riverwalk Center. These types of uses can be allowed as either a permitted or special use with design requirements to ensure they complement the overall character of the area.

ADDITIONAL REGULATORY CONSIDERATIONS

Planned Development Framework: The City has an up to date planned development

framework for projects that may require greater flexibility in the development process in exchange for providing the community a means for desirable and quality development. A planned development application process consists of five major steps, which allows staff, the Planning and Zoning Commission, and the City Council to provide input on the application. While this procedure is generally consistent with best practices, the City may want to consider including a list of required amenities that the applicant must provide to the City in exchange for the flexibility allowed through the planned development process.

Requirements for Pedestrian and Bicycle

Facilities: The construction of new sidewalks and bicycle facilities are regulated by Section 122-77 of the Zoning Ordinance. However, these requirements only apply to developments of five acres or more on which more than 50 percent of the site area and/or parking area is reconfigured. This standard would not apply to many of the areas along Kirchoff Road, which are generally smaller than five acres. The City could address this issue by requiring pedestrian walkways for larger parking areas. Pedestrian circulation standards would apply to larger parking facilities to ensure that there are safe paths for pedestrians to access shops

and restaurants away from the flow of motor vehicle traffic. Bicycle parking is required by Section 122-160 of the Zoning Ordinance. Nonresidential development must provide one bicycle parking space for every ten motor vehicle parking spaces and multi-family development must provide one indoor bike parking space for every three dwelling units. These new additions to the Zoning Ordinance for bicycle parking requirements are generally in line with best practices.

Landscaping and Buffer Yards: The City's landscape code includes landscaping standards that are required for new development and modern best management practices that are encouraged. The City may want to require parking lot perimeter landscaping, tree islands, and buffer yards as part of the regulations for the development in the Kirchoff Road corridor to mitigate the impact of mixed-use development on homes in the adjacent R-2 and R-3 Districts.



DEMOGRAPHIC, HOUSING, & MARKET ANALYSIS

DEMOGRAPHICS SUMMARY

It is important to review the demographics and market condition in Rolling Meadows to fully understand the context within which the Kirchoff Road Corridor operates.

The following information provides an overview of Rolling Meadows' population characteristics based on the latest data available. This includes current estimates and future projections from ESRI, the data services provider, as well as from the US Census and the American Community Survey. In some instances, 2020 Census data has not yet been released.

POPULATION

- The 2023 population in Rolling Meadows was 23,993, an increase of 120 residents since 2010.
- The population grew annually by 0.14% between 2010 and 2020, however the population estimates suggest a 0.26% annual population decrease between 2020 and 2023.
- The five-year projection for the population in the core market is 23,799, a continued slow decline of less than 0.25% annually between 2023 to 2028.
- The total daytime population is estimated at 32,548, larger than the total resident population, 68% are workers and employees and 32% are residents, an indication that

more individuals travel to Rolling Meadows work than leave it to go to work.

- The median age is 40.1, compared to U.S. median age of 39.1.

HOUSEHOLDS

When looking at the potential for economic development, households (rather than individuals) represent the basic consumer unit.

- The 2023 household count in Rolling Meadows increased from 8,965 in 2010 to 9,427 in the 2023, an addition of 462 households or approximately 5%.
- The five-year projected number of households is 9,476 in 2028, an increase of 0.10% annually from the 2023 total, at odds with the projected decline in population, indicating a strong trend toward smaller and single person households.

TABLE 2. ROLLING MEADOWS POPULATION AND INCOME DATA			
INDICATOR	2020 CENSUS	2023 ESTIMATE	2028 PROJECTION
Population	24,200	23,993	23,799
Households	9,369	9,427	9,476
Housing Units	6,251	6,201	6,258
Average Household Size	2.55	2.51	2.47
Median Household Income	-	\$82,990	\$94,085
Average Household Income	-	\$120,074	\$137,007
Per Capita Income	-	\$47,206	\$54,580

SOURCE: U.S. BUREAU OF THE CENSUS, 2010 & 2020 CENSUS, ESRI BIS FORECASTS FOR 2023 AND 2028

TABLE 3. ROLLING MEADOWS GROWTH RATE			
AVERAGE ANNUAL GROWTH RATE	POPULATION	HOUSEHOLDS	HOUSING UNITS
2000-2010	0.00%	0.29%	0.38%
2010-2020	0.14%	0.44%	0.33%
2020-2023	-0.24%	0.19%	0.36%

SOURCE: U.S. BUREAU OF THE CENSUS, 2010 & 2020 CENSUS, ESRI BIS FORECASTS FOR 2023 AND 2028

ETHNICITY

In Rolling Meadows, individuals of Hispanic descent constitute 25% of the population. African Americans make up 5.6% of the local population, while those of Asian descent represent 2.8% of the community. According to ESRI Business Analyst, Rolling Meadows has a diversity index of 75.6, indicating that the community is very diverse compared to the national average.

HOUSEHOLD INCOME

In 2023, Rolling Meadows reported a median household income of \$82,990, lower than neighboring areas. This figure is expected to rise to \$94,085 by 2028.

The average household income in 2023 was \$120,074, also below that of nearby communities. This average is anticipated to grow to \$137,007 by 2028.

Per capita income in Rolling Meadows stood at \$47,206 in 2023, lower than that of neighboring communities. This is forecasted to increase to \$54,580 by 2028.

A closer look at income distribution reveals that 13% of households earn less than \$35,000 annually, while households earning \$100,000 or

more comprise 41% of the population. These higher-earning households are projected to increase to 47.5% within five years. In terms of disposable income, 32% of households have \$100,000 or more, while 17.5% fall below \$35,000.

HOUSING UNITS

In 2023, Rolling Meadows had 9,896 housing units, with 68.8% owner-occupied, 26.5% renter-occupied, and 4.7% vacant.

The median home value in Rolling Meadows in 2023 was \$283,169, lower than that of surrounding communities. This value is projected to increase by 1.65% annually, reaching \$307,272 by 2028.

TABLE 4. ROLLING MEADOWS HOUSEHOLD INCOME COMPARISON			
COMMUNITY	MEDIAN	AVERAGE	PER CAPITA
Rolling Meadows	\$82,990	\$120,074	\$47,206
Palatine	\$98,213	\$135,575	\$56,481
Arlington Heights	\$112,541	\$153,161	\$64,258
Schaumburg	\$95,551	\$123,043	\$51,501
Elk Grove Village	\$94,477	\$124,105	\$52,407
USA	\$72,603	\$107,008	\$41,310

SOURCE: U.S. BUREAU OF THE CENSUS, 2010 & 2020 CENSUS, ESRI BIS FORECASTS FOR 2023 AND 2028

TABLE 5. ROLLING MEADOWS HOME VALUE COMPARISON		
COMMUNITY	MEDIAN	AVERAGE
Rolling Meadows	\$283,169	\$326,513
Palatine	\$348,084	\$378,479
Arlington Heights	\$412,625	\$456,479
Schaumburg	\$334,783	\$123,043
Elk Grove Village	\$326,591	\$358,491

SOURCE: U.S. BUREAU OF THE CENSUS, 2010 & 2020 CENSUS, ESRI BIS FORECASTS FOR 2023 AND 2028

HOUSEHOLD SPENDING

The information in Table 5 shows household budget spending in categories demonstrating the market potential for entertainment/leisure/recreation and restaurants.

- In all categories, the spending is above the national average (a Spending Potential Index of 100). The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. In addition to relatively high household incomes (which can support greater spending), another explanation for higher-than-average SPI is that the cost of living is generally higher in urban areas.
- Rolling Meadow households spend on average \$4,500 per household on dining out and \$5,950 on grocery items including alcoholic beverages. This translates into a market volume of \$42.2 million and \$56 million respectively per year.
- Spending for recreation and entertainment per year averages \$4,124 per household in Rolling Meadows which translates into an annually volume of \$38.9 million
- It is estimated that Rolling Meadows demand/spending will increase by roughly 14% over the next 5 years.

INDUSTRY SUMMARY	AVG SPENT PER HH	TOTAL ALL HH	SPENDING POTENTIAL INDEX
Retail Trade, Food Services & Drinking Places	\$29,972	\$282,544,815	109
Retail Trade	\$25,491	\$240,304,397	109
Food Services & Drinking Places	\$4,481	\$42,240,418	112

SOURCE: 2019, 2020 AND 2021 CONSUMER EXPENDITURE SURVEYS, BUREAU OF LABOR STATISTICS, ECONOMIC CENSUS, U.S. CENSUS BUREAU

- » Dining out: +\$5.9 million
- » Grocery: +\$7.8 million
- » Recreation and Entertainment: +\$5.4 million

TAPESTRY SEGMENTATION

Community Tapestry is a proprietary lifestyle segmentation system developed by ESRI. It assigns all households to one of 67 national lifestyle categories, each reflecting households' socioeconomic and demographic composition and their consumer preferences. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated.

The four most common Tapestry segments in Rolling Meadows are listed below, along with the percentage of Rolling Meadows households and their basic lifestyle characteristics. "Pleasantville" is the dominant segment in Rolling Meadows at 25.3%, with the next-largest segment being "Parks & Rec", at 12.1%

PLEASANTVILLE

Average Household Size: 2.88

Median Age: 42.6

Median Household Income: \$92,900

The largest share of households in Rolling Meadows, 25.3%, are in the "Pleasantville" Life Mode Group and have the following lifestyle and demographic characteristics:

- Slightly older couples move less than any other market.
- Many couples have already transitioned to empty nesters; many are still home to adult children
- Families own older, single-family homes and maintain their standard of living with dual incomes.
- These consumers have higher incomes and home values and much higher net worth
- Residents spend their spare time participating in a variety of sports or watching movies.
- They shop online and in a variety of stores, from upscale to discount, and use the internet largely for financial purposes

PARKS & REC

Average Household Size: 2.51

Median Age: 40.9

Median Household Income: \$60,000

The second largest group of households in Rolling Meadows with 12.1% of the total, is the “Parks and Rec” Life Mode Group and has the following lifestyle and demographic characteristics:

- Their homes are older, and townhomes and duplexes are not uncommon.

- Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving.
- Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

OLD AND NEWCOMERS

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: \$44,900

The third largest group of households in Rolling Meadows, 9.3% of the total, is the “Old and Newcomers” Life Mode Group and has the following lifestyle and demographic characteristics:

- This segment is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes.
- They support charity causes and are environmentally conscious.

NEWEST RESIDENTS

Average Household Size: 3.35

Median Age: 27.3

Median Household Income: \$30,200

The fourth largest group of households in Rolling Meadows, 8.8% of the total, is the “NeWest Residents” Life Mode Group and has the following lifestyle and demographic characteristics:

- NeWest resident’s households are new to America and their careers, often with new, young families
- Many are new to the English language; nearly one-third of households are linguistically isolated
- Long hours in blue-collar jobs, primarily in the service industry, are common. Skilled workers steer toward construction and manufacturing sectors.

KIRCHOFF ROAD CORRIDOR

Citywide demographic, housing, and market information reveals unique economic development challenges and opportunities for the Kirchoff Road corridor. The corridor has significant potential for revitalization and growth. By addressing the following issues and leveraging the opportunities presented by demographic and economic trends, the corridor can become a more vibrant commercial hub that meets the needs of the Rolling Meadows community.

The Kirchoff Road corridor is anchored by a retail center at the intersection of Kirchoff Road and Meadow Drive. There are approximately 84 businesses on Kirchoff Road and they account for only 6.4% of all businesses in Rolling Meadows. The majority of businesses are service-related (55%), which includes education, healthcare, tech services, and more. 12% of businesses are restaurants or bars and 12% of businesses are retail enterprises. This distribution of businesses is in-line with Chicagoland suburban communities.

The primary purpose of the assessment is to determine the highest and best use for three properties along Kirchoff Road.

1. Kirchoff Road, between Owl Drive and Wellington Court,
2. The property adjacent to Jannat Restaurant (2843 Kirchoff Road), and
3. The old fire station at 3109 Meadow Drive

The market information in this section will inform future development concepts for these catalytic sites, which have the potential to impact economic development along the corridor.

KEY ISSUES

- **Population Decline:** The slight but continuous population decline could impact long-term economic growth. Efforts to attract and retain residents, particularly younger families and professionals, are essential.
- **Income Disparity:** While high-income households are increasing, there remains a significant portion of the population earning less than \$35,000 annually, which could lead to economic disparity and affect local spending patterns.
- **Commercial Competition:** Kirchoff Road faces competition from larger commercial corridors like Algonquin Road and Golf Road. Strategic planning is needed to differentiate and position Kirchoff Road as a unique destination.
- **Vacant Properties:** The presence of vacant properties along Kirchoff Road, including the three opportunity sites, presents challenges but also opportunities for redevelopment to spur economic activity.

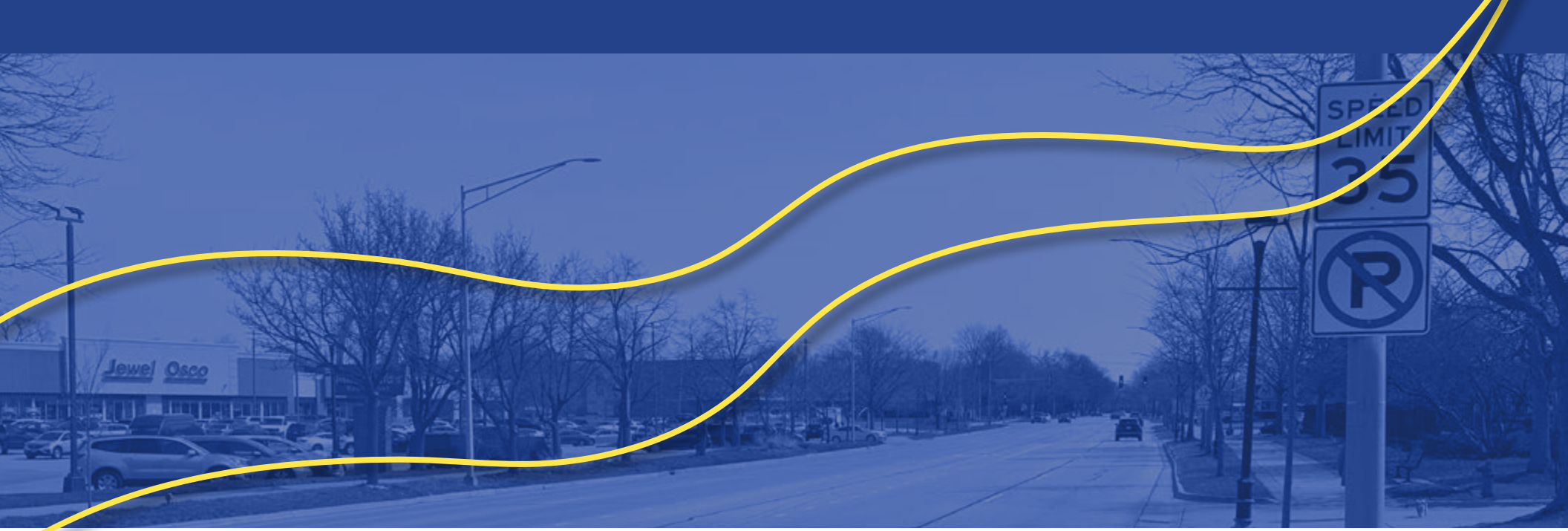
KEY OPPORTUNITIES

- **Revitalizing Kirchoff Road Corridor:** With high-income households on the rise and strong local spending potential, there is an opportunity to attract upscale retail and dining establishments to Kirchoff Road.
- **Cultural and Community Engagement:** The diverse population presents opportunities to create culturally inclusive community spaces and events that celebrate the varied backgrounds of residents.
- **Housing Development:** Given the trend towards smaller households, there is an opportunity for developing mixed-use housing units that cater to single professionals and retirees.
- **Attracting Businesses:** The large daytime population and spending index above the national average suggest that Kirchoff Road could benefit from attracting more retail, entertainment, and dining establishments to serve both residents and workers.
- **Leveraging Demographic Segments:** Tailoring businesses and services to the distinct lifestyle groups identified in the

Tapestry Segmentation can enhance the relevance and appeal of the commercial corridor.

- **Opportunity Sites:** These sites offer prime locations for development that can capitalize on the rising high-income households and strong local spending potential, while also providing public spaces that the entire community can enjoy. The diversity and evolving demographics of Rolling Meadows present an opportunity to create inclusive community spaces and retail and dining establishments that cater to both residents and the large daytime workforce.

Strategic planning for these properties can help differentiate Kirchoff Road from larger commercial corridors, positioning it as a unique destination. By transforming these key sites, Rolling Meadows can stimulate economic activity and create a dynamic commercial hub that enhances quality of life for residents, while welcoming visitors from outside the community.



TRANSPORTATION & MOBILITY

TRAFFIC OPERATIONS

Running through the center of the City of Rolling Meadows, Kirchoff Road is a generally northwest to southeast roadway with extents between Plum Grove Road in Rolling Meadows to the west and Central Road in Arlington Heights to the east. Classified as a Minor Arterial, Kirchoff Road is a main route that facilitates connectivity between various local and regional north-south routes, including IL 53, and acts as the main commercial corridor in the City, providing access to various retail plazas. Kirchoff Road is mainly under the jurisdiction of the City of Rolling Meadows until reaching western border of the City of Arlington Heights at Meadow Drive, where it transitions to jurisdiction of the Illinois Department of Transportation (IDOT).

Through the study area, Kirchoff Road provides two travel lanes in each direction, and between Frontage Road and Meadow Drive, a center two-way left-turn lane is also provided. There is no on-street parking on either side of the corridor. The posted speed limit along the corridor is 35 miles per hour. The traffic control and lane configuration characteristics at the intersections within the study extents are presented in Figure 8.

FIGURE 7. KIRCHOFF ROAD TRAFFIC OPERATIONS



Source: Kimley-Horn

EXISTING TRAFFIC VOLUMES

Based on data from IDOT’s Traffic Count Database (TCDS) collected on May 24, 2022, at a location just east of the Kirchoff Road and Meadow Drive intersection, roughly in the center of the study area, Kirchoff Road experiences a bi-directional average annual daily traffic volume of approximately 10,400 vehicles per day.

The hourly count data indicates that peak morning traffic occurs from 8:00 AM to 9:00 AM and peak evening traffic occurs from 5:00 PM to 6:00 PM. Table 7 summarizes hourly two-way traffic volumes and the volumes in each direction provided in the TCDS on a single day (May 22, 2024). The total traffic count on this day exceeds the annual average.

BIKE & PEDESTRIAN ACCOMMODATIONS

On the north side of the corridor, an 8-10 foot shared-use path adjacent to Kirchoff Road runs from the west end of the study area (at Frontage Road) to just east of the Community Church of Rolling Meadows parking lot. At this point the path transitions to a 5-foot sidewalk.

The south side of the corridor provides a similar 8-10 foot shared-use path between the strip retail plaza at Wellington Court and the strip retail plaza at Iris Avenue. A 5-foot sidewalk is provided thereafter. Between Iris Avenue and Wilke Road, there are no dedicated bicycle accommodations along the corridor.

Just east of the strip mall at Wellington Court, the shared use path on both sides of Kirchoff Road provides a connection to Salt Creek Trail, a generally north-south shared-use path running along northeastern Rolling Meadows, between Kirchoff Road to the south and Euclid Avenue to the north.

Striped crosswalks are provided at most intersections along Kirchoff Road within the study area, facilitating pedestrian and cyclist crossing along the main route, located as shown on Figure 9.

Bicycle and pedestrian safety and connectivity is especially important along this segment of Kirchoff Road, as its proximity to several schools makes it a key route for students of a wide range of ages. The Illinois Department of Transportation has taken initiative to improve walking and biking conditions for students via their Safe Routes to School grant program,

TIME	TWO-WAY	EASTBOUND	WESTBOUND
0:00-1:00	41	19	22
1:00-2:00	16	6	10
2:00-3:00	16	8	8
3:00-4:00	22	8	14
4:00-5:00	37	20	17
5:00-6:00	167	75	92
6:00-7:00	484	293	191
7:00-8:00	760	417	343
8:00-9:00	789	455	334
9:00-10:00	637	338	299
10:00-11:00	639	310	329
11:00-12:00	664	338	326
12:00-13:00	701	374	327
13:00-14:00	747	385	362
14:00-15:00	847	433	414
15:00-16:00	1,003	456	547
16:00-17:00	1,008	502	506
17:00-18:00	1,056	513	543
18:00-19:00	808	408	400
19:00-20:00	673	339	334
20:00-21:00	465	261	204
21:00-22:00	282	137	145
22:00-23:00	178	106	72
23:00-24:00	116	58	58
TOTAL [1]	12,156	6,259	5,897

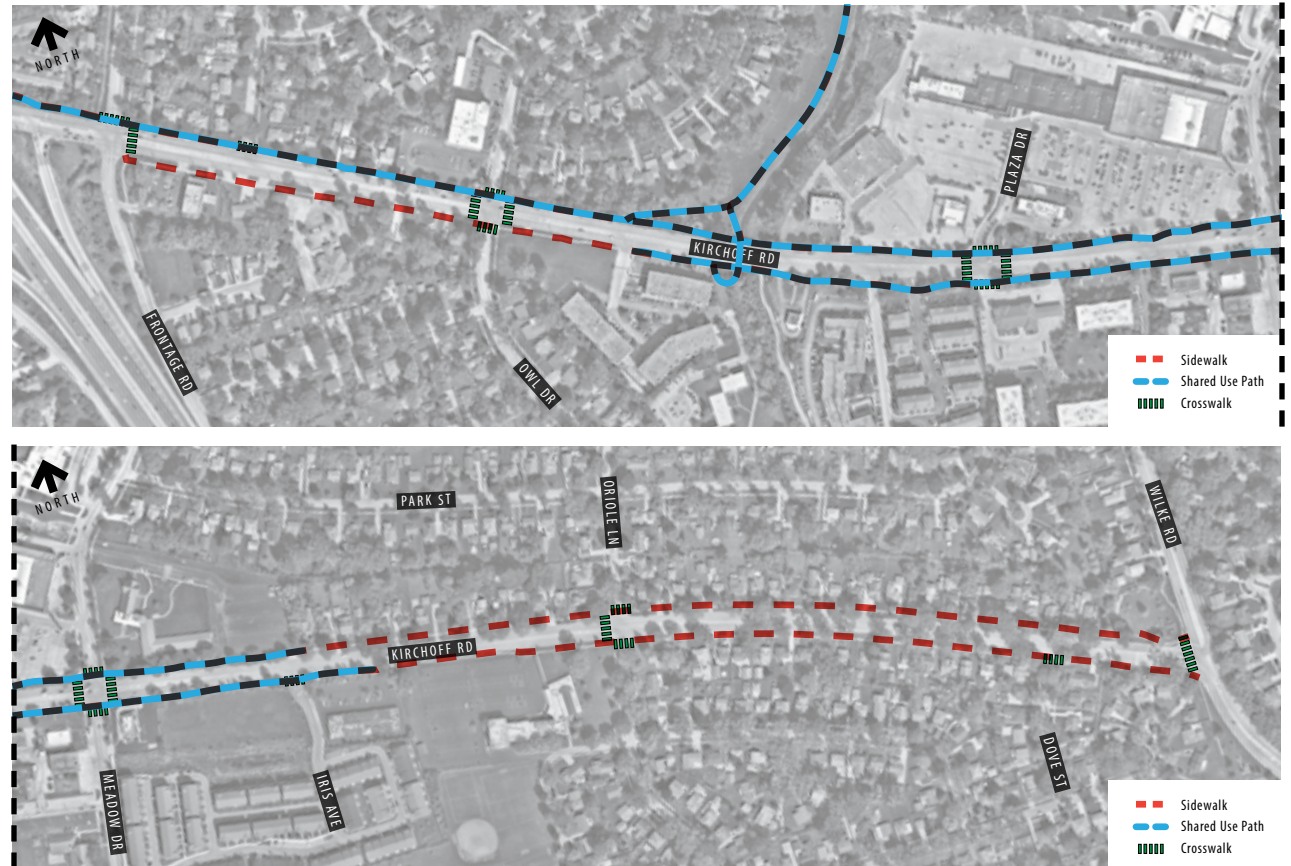
SOURCE: ILLINOIS DEPARTMENT OF TRANSPORTATION
 [1]: Volume represents total daily traffic on May 22, 2022.

which provides funding to active transportation infrastructure projects located within two miles of a school. There are four schools (Kimball Hill Elementary School, Westgate Elementary School, Carl Sandburg Junior High School, and Rolling Meadows High School) located less than one mile from Kirchoff Road, making the corridor a good candidate for bike and pedestrian route enhancements.

TRUCK ROUTE

Kirchoff Road is not designated by the City or by IDOT as a Class 2 truck route. However, deliveries to local businesses generate local truck traffic along the corridor, such as Jewel-Osco at the Rolling Meadows Shopping Center. Accommodating local truck traffic will be an important consideration moving forward in the planning process, as semi-trucks can impact the design characteristics of the street, particularly at intersections. It should also be noted school buses operate along Kirchoff Road and its adjacent neighborhoods due to the various schools (Kimball Hill Elementary School, Westgate Elementary School, Carl Sandburg Jr. High School), which should also be taken into consideration when planning for the future of Kirchoff Road.

FIGURE 8. KIRCHOFF ROAD BIKE AND PEDESTRIAN ACCOMMODATIONS



Source: Kimley-Horn

CRASH DATA

Crash data from IDOT for the most recent five years (2018-2022) was referenced to identify crash hot spots along the corridor. The heat map below highlights these intersections and mid-block locations, with yellow coloring indicating locations with a higher concentration of crashes. The endpoints of the study corridor, Kirchoff Road/Frontage Road to the west and Kirchoff Road/Wilke Road to the east, exhibit the highest crash rates across the corridor. In general, higher crash rates can be seen at intersections along Kirchoff Road, which is to be expected given the higher volumes of turning movements at these locations, resulting in more potential conflict points.

The table on the following page provides a summary of crash data from the 2016 to 2020 calendar years with data collected from IDOT Division of Transportation and Safety. The following key can be used to interpret crash type categories: CM - Cross movement/angle; FTR - Front to rear; PMV - Parked Motor Vehicle; SSD - Sideswipe Same Direction; FO - Fixed Object; Ped - Pedestrian; Bike - Cyclist.

FIGURE 9. KIRCHOFF ROAD CRASH VOLUMES & PEDESTRIAN FATALITIES



Source: Kimley-Horn

TABLE 8. KIRCHOFF ROAD CRASHES

LOCATION (KIRCHOFF ROAD IN- TERSECTIONS)	# OF CRASHES WITHIN 200'	SEVERITY			CRASH TYPE							PERCENT DURING WET/ICY CONDITIONS
		PROPERTY DAMAGE ONLY	PERSONAL INJURY	FATALITY	CM	FTR	PMV	SSD	FO	PED	BIKE	
Frontage Road - Rohlwing Road	18	15	3	-	9	7	1	-	1	-	-	33%
Flicker Lane	3	3	5	-	1	-	-	1	1	-	-	0%
Owl Lane	22	17	-	-	7	7	-	2	6	-	-	27%
Wellington Court	3	3	-	-	1	-	-	-	2	-	-	0%
West Shopping Plaza Access	2	2	-	-	-	-	-	-	2	-	-	0%
Plaza Drive	9	7	2	-	3	6	-	-	-	-	-	33%
East Shopping Plaza Access	1	1	-	-	-	-	-	1	-	-	-	100%
Meadow Drive	14	8	6	-	7	6	-	-	1	-	-	14%
Geranium Way	1	1	-	-	-	-	-	-	1	-	-	0%
Oriole Lane	7	4	3	-	6	-	-	-	1	-	-	100%
Wilke Road	19	14	5	-	6	9	-	1	2	1	-	21%
Between Oriole Lane and Wilke Road	2	-	1	1	-	-	-	-	1	1	-	100%
TOTAL	75	75	25	1	40	35	1	5	18	2	0	24%

SOURCE: IDOT DIVISION OF TRANSPORTATION SAFETY FOR THE 2016-2020 CALENDAR YEARS.

SPEED DATA

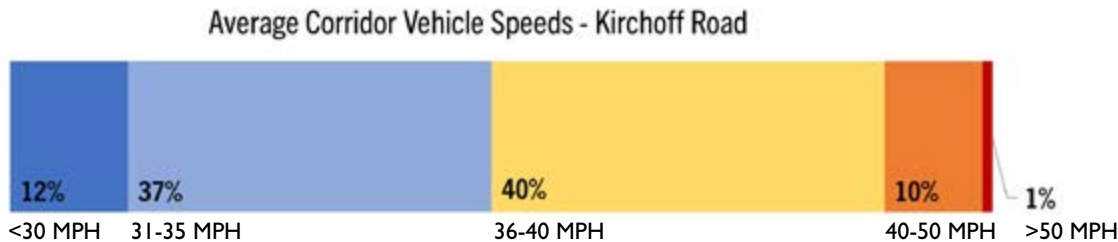
According to speed study data provided by the City of Rolling Meadows, conducted in August and September 2021, the majority of drivers along Kirchoff Road exhibited speeds within five miles per hour (MPH) of the 35 MPH posted speed limit. In both directions, approximately 37 percent of all drivers drove between 31-35 MPH, while approximately 40 percent drove between 36-40 MPH. Under 10 percent of traffic was recorded at speeds above 40 MPH, less than one percent of which was recorded at 50 MPH or higher. The highest

recorded speeds along the corridor were 79 MPH in the eastbound direction and 63 MPH in the westbound direction. Speed trends were generally comparable between the weekday and weekend data as well as on an hourly basis throughout the day. The overall average recorded speed was 40 MPH.

The Chicago Metropolitan Agency for Planning (CMAP) provides data that relates vehicle speeds to pedestrian fatalities, highlighting that the likelihood of a fatality after a vehicle-

pedestrian crash increases considerably with marginal increases in speed. The likelihood of a pedestrian fatality following an accident doubles from 40 percent when the vehicle is driving 30 MPH to 80 percent when the vehicle is driving 40 MPH, which represents the range of speeds most drivers exhibit along Kirchoff Road. This data supports the importance of considering speed mitigation techniques, such as those included in a road diet, particularly along a main route where speeding is more prevalent.

FIGURE 10. AVERAGE CORRIDOR VEHICLE SPEEDS



Source: Rolling Meadows

FIGURE 11. LIKELIHOOD OF FATALITY DUE TO SPEED



Source: STAR - Improving traffic safety in northeastern Illinois - CMAP



Speed Limit Sign - Kirchoff Road



Multi Use Path - Kirchoff Road



Signalized Crosswalk - Kirchoff Road



PUBLIC ENGAGEMENT SUMMARY

THE COMMUNITY SPEAKS

A series of public engagement activities were held as part of this planning study. The purpose was to speak with Rolling Meadows residents and stakeholders to determine what qualities make a place special and desirable, as well as what would encourage them to spend time in a town center. The following section summarizes these engagement activities and discusses key takeaways and how they will inform recommendations in this plan.

The graphic shows the amount of community engagement to-date. The project Steering Committee is comprised of the seven Rolling Meadows Planning and Zoning Committee members. This committee reviews project deliverables and ensures that the study and its recommendations are aligned with the City's overall goals and vision for the community, as well as supportive of residents best interests.

To spread information about the project and to collect community feedback, the planning team created a website, a survey, and facilitated several pop-up events. These tools will continue to be utilized throughout the planning process.



FOCUS GROUP DISCUSSION

The Lakota Group coordinated with City Staff to assemble a broad range of stakeholders to participate in a focus group discussion. Invitations were sent to over fifty individuals that included local business owners, restaurateurs, long-time residents, representatives from schools and churches in the corridor, and Rolling Meadows Shopping Center representatives.

The Lakota team ultimately met with fourteen members of the community in mid-April 2024 to talk about the Kirchoff Road Corridor, its strengths and challenges, and what they thought could make it a stronger downtown area for Rolling Meadows. Participants provided input on pedestrian safety, parking in the corridor, the need for family activities, desired amenities, and connections to Kimball Hill Park.

POP-UP EVENT #1: FAMILY SERVICES DAY

Held on May 11, 2024, this annual event is hosted by the Rolling Meadows Police Department and held at the East Park Apartments on Algonquin Parkway. It's family-oriented with free food and many activities for children. The event is also a celebration

of Hispanic heritage with cultural dancing performances throughout the day. The planning team hosted a booth and, with the help of a Spanish translator, engaged residents with questions about Kirchoff Road and desired amenities or activities that would reflect their needs and interests.

Attendees at the event were eager to participate and share their thoughts, and the Lakota team collected 27 comment cards written in both Spanish and English. A common theme was an interest in seeing spaces downtown for sports, leisure, and recreation. Many participants expressed that there is currently little to do in the corridor if you aren't shopping or dining.



WHAT AMENITIES WOULD YOU LIKE TO SEE IN A TOWN CENTER?	¿QUÉ SERVICIOS TE GUSTARÍA VER EN EL TOWN CENTER?
Parque para hacer ejercicio	

WHAT IS YOUR VISION FOR KIRCHOFF ROAD CORRIDOR?	¿CUÁL ES SU VISIÓN PARA KIRCHOFF ROAD?
FINE DINING	
NICE MEXICAN sit down upscale	
Christmas events "Christmas Town"	
Central downtown plaza/area	
(usually walk into by the creek	
see Kimball etc. so people come)	

WHAT IS YOUR VISION FOR KIRCHOFF ROAD CORRIDOR?	¿CUÁL ES SU VISIÓN PARA KIRCHOFF ROAD?
conchas Tadar	
Serradas	
Lugares de distraccion para	
los niños	
Biciclistas	
Serradas	

Sample Comment Card Responses



POP-UP EVENT #2: BITES AND BEATS ON KIRCHOFF

This new event in Rolling Meadows was held on May 22, 2024 and featured food trucks and live music. It took place in the large parking lot of the Community Church right on Kirchoff Road and was well-attended by residents of all ages. The Lakota team had a booth at the event with a map of the corridor and questions about what residents would like to see on the three opportunity sites in the study area. In addition to ideas for new development, residents shared how events like Bites and Beats are exactly what

the corridor needs to become a more active, relevant destination in the community. Many ideas came through active discussions, though about a dozen written comment cards were submitted throughout the event.

CARL SANDBURG JUNIOR HIGH STUDENT FEEDBACK

A “Career Day” was held at Carl Sandburg Junior High School in mid-April, 2024. The event was not conducted as part of the Kirchoff Road planning study, but City staff and volunteers solicited very important feedback from the student body about mobility and transportation in the corridor. Most of the school’s student body lives within a mile of the school, but according to findings taken from discussions with students, only a small proportion (20%) bike or walk to school. When asked what they would do to encourage more students to walk and bike, responses fell into three categories:

SAFETY

Navigating Kirchoff Road as a pedestrian or on a bike is viewed as scary and unsafe because of the vehicular traffic. Speed and inattention (drivers on phones) were the biggest concerns as vehicles run red lights and are generally less aware of bikers and walkers.

IMPROVEMENTS

Students identified specific infrastructure improvements that would increase their sense of safety biking and walking on Kirchoff Road. These included a light-protected pedestrian crossing at Kirchoff and Oriole (three blocks from the junior high school), as well as increased pedestrian walking times on the traffic signals. Separated bike lanes protected with a physical barrier would make students feel safer on bicycles, and having a reliable and safe place to store them would also break down barriers to bike use. Strengthening the City’s sidewalk network around the Kirchoff Road Corridor by filling gaps on Rohlwing and Algonquin would break down barriers to more students walking to school.

AMENITIES

Students identified amenities that would make getting around without driving more enjoyable. These included a bikeshare program like Divvy or a trolley system in Rolling Meadows. There was also interest in attractions like public art or other beautification tools that would make walking more attractive as a means to get to school.



ONLINE SURVEY

An internet-based survey was created to allow residents an additional opportunity to provide input on the Kirchoff Road Corridor and over 200 responses were received. Questions were provided in English and Spanish and included the following:

1. How many times do you visit Kirchoff Road (from Rohlwing Road to Wilke Road) to dine, shop, or complete errands?
2. What activities, businesses, recreational amenities, or other improvements would bring you to Kirchoff Road more often?
3. What are the unique strengths of this corridor?
4. Which initiatives or improvements would you like to see within this corridor?

Many respondents expressed the need for a more cohesive and aesthetically pleasing downtown area, drawing inspiration from nearby cities like Arlington Heights and Barrington. Suggestions included creating spaces for live music, community events, and open markets, as well as enhancing green spaces with better lighting and seating areas. There was a strong desire for small, locally-owned businesses, such as coffee shops and unique restaurants, which would contribute to a community-centric atmosphere.

Respondents expressed concerns about traffic safety and pedestrian accessibility. There were many requests for improved crosswalks, bike paths, and public transportation options. Residents stressed the importance of making the area more walkable and bikeable, which would not only increase foot traffic but also promote a healthier lifestyle. Suggestions included adding flashing lights at pedestrian crossings, creating more bike racks, and improving connections between different parts of the corridor.

Additionally, the survey revealed a need for better maintenance and utilization of existing spaces. Comments pointed out the neglected state of certain areas and the need for regular upkeep to ensure a welcoming environment. There was also a push for innovative uses of vacant properties, such as transforming the old fire station into a community hub or developing underutilized strip malls into attractive retail and dining destinations.

The feedback reflects a community eager for a balanced blend of development that respects the existing character of Rolling Meadows while introducing new amenities and opportunities for social engagement. The emphasis on creating a more connected, aesthetically pleasing, and

vibrant corridor underscores the community's vision for a future that enhances quality of life for all residents.

KEY ENGAGEMENT THEMES

As the Lakota Group team engaged with residents of different backgrounds, from different parts of town, and in varying settings, comments centered around several themes.

ACTIVATION AND PROGRAMMING



There is a lot of interest in more “things to do” in the Kirchoff Road Corridor district. While shopping and dining are already available, residents are eager for more recreation opportunities (active and passive), organized events like Bites and Beats, and more entertainment options.

Many residents identified a need for family-friendly activities and facilities. Ideas included farmers markets, art nights, community gardens, and even a children's museum in the old fire station building.

A destination for young residents with activities would be an asset for the whole community. The junior high school near the corridor will be in place for the foreseeable future, bringing a

recurring flow of young traffic to the corridor. This destination could take the form of a community center with programmed activities and a well-stocked snack bar or cafe, or a commercial enterprise like the bowling alley that used to be in the area.

A surprising recurring theme was interest in facilities for fitness, sports, and exercise in the corridor. The area represents more than just a shopping and dining district in residents' minds. Suggestions included a gym, soccer fields, indoor sport courts, and outdoor exercise equipment in parks.

MOBILITY IMPROVEMENTS



Residents do not view Kirchoff Road as a pedestrian-oriented corridor. While safe sidewalks are there, they do not feel safe crossing the four-lane roadway or using a bicycle on it because vehicle speeds are too high. Further, there are few convenient and safe locations to park bicycles.

OPEN SPACE & RECREATION



While residents recognize that Kimball Hill Park is nearby, it doesn't feel like part of the corridor. This is likely due to the Rolling Meadows Shopping Center creating a significant visual barrier to the park from Kirchoff Road. Converting one or more of the opportunity

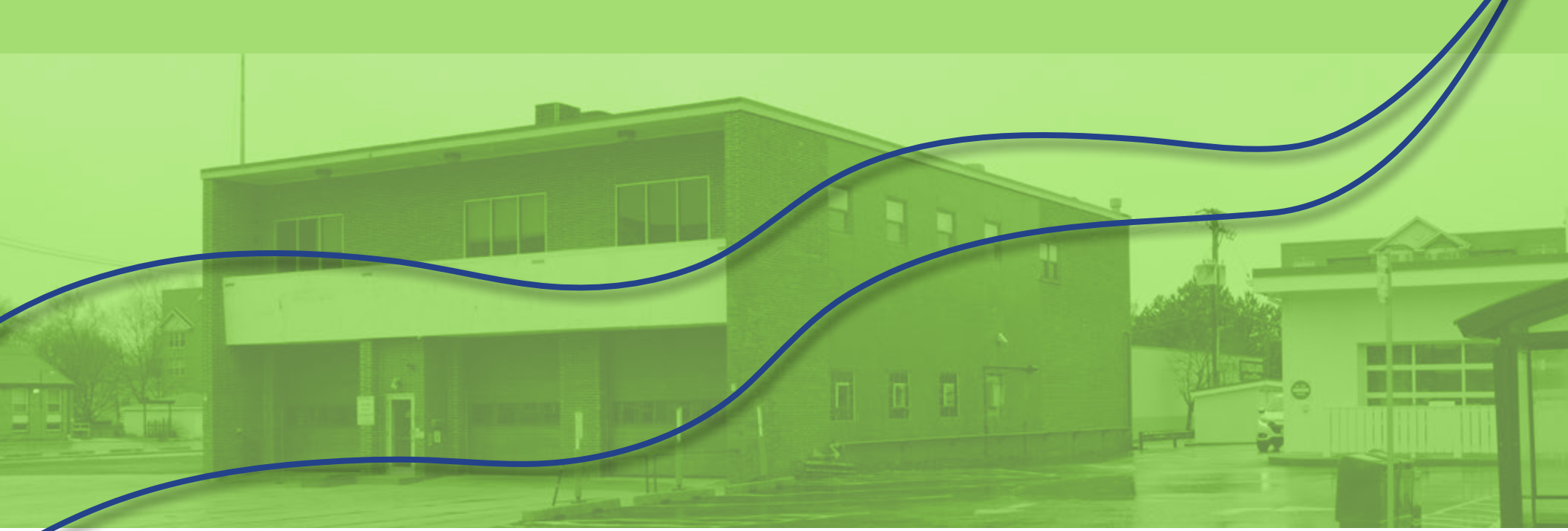
sites to a shared community space for events and programming came up regularly during the engagement activities. The Community Church is helpful in allowing use of their parking lot for the Bites and Beats event, but it would be difficult to locate the event on Kirchoff Road if that space were not available.

Residents generally feel like the corridor is missing a central gathering place. While Kimball Hill Park may provide that in some capacity, many feel like it's disconnected from Kirchoff Road. When shown the conceptual plans for the Corridor shown in Rolling Meadows' 2006 Comprehensive Plan and how it incorporated public open spaces, residents reacted positively.

ECONOMIC DEVELOPMENT



There was interest in diversifying the restaurant mix in the corridor, especially with locally-owned businesses. For example, the junior high school's student population is eager for food and entertainment options during the school week and the limited options available now get heavy traffic. Affordability of current restaurant options in the corridor was discussed by some residents as a barrier to dining out frequently.



ISSUES & OPPORTUNITIES

KIRCHOFF ROAD'S POTENTIAL

The Kirchoff Road Corridor has real potential to become a meaningful town center for Rolling Meadows. A number of issues challenge this potential, but opportunities exist to help the community realize its vision for this key area of the City.

ISSUES

Through the initial Phase I planning process, the planning team identified the following issues. The purpose of the plan is to address these issues through targeted design and policy recommendations.

SENSE OF PLACE

Kirchoff Road is well-known in the community as a street that provides access to shopping and restaurants, but it's not meeting its potential as a place. There are many amenities in the vicinity to leverage, as well as tools available to bring excitement and awareness to the corridor as a central gathering spot and a destination in Rolling Meadows known for more than a grocery store in a car-oriented strip mall.

BUILT FOR CARS

Kirchoff Road was designed and built to facilitate automobile traffic. More than 10,000 vehicles travel it every day. If this corridor is to represent a downtown for everyone, however, Kirchoff Road needs to provide more service for pedestrians and non-motorized traffic. Cars consistently exceed the speed limit because

the roadway's design makes it easy with four travel lanes and dedicated turn lanes. New design elements can transform Kirchoff Road by slowing traffic and making it more inviting to pedestrians. Many design concepts require only paint, not a full reconstruction of the road.

DEVELOPMENT PRESSURES

A 1.5-acre tract of land is for sale and available for development on Kirchoff Road. The City enacted a moratorium on new development along the corridor until a plan can be put in place clarifying the community's vision for Kirchoff Road and establishing a regulatory framework that will help achieve it.

OPPORTUNITIES

Opportunities are assets that the City can use to accomplish its goals for the corridor. The following opportunities were identified by the planning team.

LEADERSHIP

The City leadership is supportive of planning efforts and the changes they have the potential to bring about. Enacting a development moratorium and dedicating City resources to a planning study for the Kirchoff Road Corridor demonstrates their commitment to creating a downtown that reflects the values and vision of the whole community.

FUTURE SITES FOR DEVELOPMENT

The Kirchoff Road Corridor is unique in that it has three vacant properties where future development can be directed or controlled. Two of the properties are in City ownership, which allows a high level of control the municipal organization has over their future. The third site is privately-owned, but will still be subject to zoning regulations and design standards enacted by the City.

FIGURE 12. KIRCHOFF ROAD OPPORTUNITY SITES



Opportunity Site 1 – 3500 Wellington Court

Roughly an acre in area, this vacant parcel on the western end of the Kirchoff Road Corridor is in City ownership, zoned for commercial use, and within an existing TIF District. It fronts directly onto Kirchoff Road, but is adjacent to single-family residential and multifamily residential land uses. This could limit the intensity of future uses on the property.

This site is across the street from Rolling Meadows' City Hall and very close to Kimball Hill Park and North Salk Park, assets that can be leveraged as future land uses are explored.



Opportunity Site 2 – 3111 Meadow Drive (former Fire Station 15)

This site, roughly a half-acre in area, is the location of a former Rolling Meadows fire station. Now vacant, the building and underlying property remain in City ownership and are currently for sale. The property is visible from Kirchoff Road and, with the right future land use, has the potential to contribute new energy and interest in the corridor. Given its former purpose, the building offers interesting opportunities for reuse. However the property is small and meeting the City's off-street parking requirements for restaurant or commercial uses will be a challenge and may require creative approaches.



Opportunity Site 3 – 2835 Kirchoff Road

This 1.5-acre tract of land on Kirchoff Road is privately-owned and currently for sale. Future development on the site has transformative potential for the corridor. Buildable area is limited by a large stormwater detention pond on the back of the site and a ninety-foot building setback requirement from Kirchoff Road. Limited land for off-street parking also presents an obstacle to redevelopment. Residential development may function economically on the site, but residents are interested in a more active land use here in the future. Regulatory tools such as zoning codes and design standards can guide the nature and scale of new development on the site to ensure it contributes positively to the Corridor.





OBSERVATIONS & RECOMMENDATIONS

INITIAL OBSERVATIONS AND RECOMMENDATIONS

The Lakota Group team has assembled a list of preliminary observations and recommendations based on research, field work, and input from the public engagement process. These are categorized broadly by topic below and these preliminary recommendations will inform elements of the visioning and strategizing in Phase 2 of the Kirchoff Road Corridor Planning Study.

ACTIVITY-BASED GATHERING SPACES

There needs to be a greater sense of a “destination” along Kirchoff Road. An ideal approach is to create a public space shared by the whole community. It will represent the focal point of the corridor and the default location for programming and civic events. For this reason the study will evaluate opportunities to create public spaces in the corridor.

To offer ideas and solutions that can be achieved in realistic timeframe, efforts to create public gathering spaces will focus on the opportunity sites identified in this report. The Rolling Meadows Shopping Center, for instance, is a well-established commercial property that is unlikely to redevelop in the foreseeable future.

The Fire Station property and its existing infrastructure offer an opportunity for a unique community asset that responds to several things residents would like: a food court or marketplace with small-scale local shops and businesses. Off-street parking capacity, however, will continue to challenge new development in the corridor.

ZONING & REGULATORY FRAMEWORK

The Zoning Ordinance does not have design standards. The existing Ordinance provides standards for allowed uses and overall bulk, but does not provide information about the overall character of development along Kirchoff Road. New design standards in the Zoning Ordinance can be a powerful tool because they establish expectations from the development community before the application process even begins.

Mixed-use buildings are not allowed or encouraged along Kirchoff Road. The Zoning Ordinance should be revised to allow mixed-use sites and mixed-use buildings on both the north and south sides of Kirchoff Road. A mix of residential and commercial uses allows residents to live and shop in the same neighborhood with each component of the development complementing the other.

Off-street parking requirements offer limited opportunities for flexibility or reductions. The City should focus on right-sizing its required parking minimums to ensure that both

residential and commercial uses have adequate parking for existing and proposed uses. In the meantime, shared parking and land banked future parking allow for strategic parking reductions.

ROADWAY DESIGN

Though posted with a 35 MPH speed limit, traffic on Kirchoff Road consistently travels closer to 40 MPH. This small increase in speed significantly increases the probability of heavy injuries or fatalities in vehicle/pedestrian accidents and reflects that the road is likely too large for the amount of traffic it now carries. Traffic needs to be slowed to align with the vision for making the Kirchoff Road Corridor more pedestrian-friendly and a destination for cyclists and families. Enforcement can only do so much to mitigate these excessive speeds. Rather than relying on speed enforcement to achieve this, the Planning Study will evaluate changes to the design of Kirchoff Road that facilitate lower travel speeds while maintaining effective and efficient traffic flow.

ECONOMIC DEVELOPMENT

The vitality of a downtown requires that businesses and services are open after normal work hours and on the weekends when most residents have free time to spend there. Traditional office-based land uses like banks and medical offices are closed during these times and won't contribute to the energy and vibe of an active downtown. Locked doors and dark windows are not inviting and don't brighten up town center. It may be worthwhile to explore land use controls in the heart of the Kirchoff Road Corridor to ensure new businesses will attract residents on weekends and after typical workday hours.

There appears to be spending potential in Rolling Meadows to support additional restaurant and retail development in the Kirchoff Road Corridor. The median household income is over \$80,000, higher than the national average. Household spending also exceeds national baselines. Together with other metrics, the market volumes for dining and grocery are projected at \$42M and \$56M respectively. Recommendations and strategies for economic development in the Kirchoff Road Corridor will factor in these figures.

Three houses of worship are in the Kirchoff Road Corridor district. Two are on large properties directly on Kirchoff Road, the other is on a smaller lot a short distance away. The zoning controls on these properties should equip them for the scale and nature of future redevelopment that will contribute positively to the corridor. The Corridor Study will evaluate opportunities to explore this.



ROLLING MEADOWS



KIRCHOFF ROAD
CORRIDOR STUDY