

Executive Summary

The Northbrook Downtown Area Plan builds on the completion of the Village's Comprehensive Plan, which was adopted in 2010 and stated that the downtown area will evolve into a unique gathering place and transportation hub that is the symbolic center of the community. Interviews, focus groups, online participation tools, and a survey to which over 1,100 Northbrook residents responded provided an extensive amount of ideas, issues, and feedback to inform the preparation of a vision statement, which will be the guiding tenet for the community as it progresses with revitalizing Downtown Northbrook.

The vision for Downtown Northbrook is:

The downtown is the community's center serving residents' daily shopping, dining, and leisure needs, and will evolve into a more vibrant and pedestrian-friendly gathering place in which Northbrook families and residents of all ages are proud in which to live and entertain their family and friends with an array of unique shopping, dining, and recreation experiences.

A four-day charrette process included extensive participation of Village officials, staff, Steering Committee members, residents, business owners, property owners, and other members of the Northbrook community. With the broad community participation and incredible amount of feedback, seven goals were developed and will guide revitalization efforts for Downtown Northbrook.

Through the Charrette, a series of redevelopment concept alternatives were developed for key downtown redevelopment sites including:

1. **Land Use Goal:** Enhance and strengthen the downtown as the community center by promoting a mix of land uses that support a vibrant Village Center.
2. **Economic Goal:** Encourage a balance of retail, restaurant, and office activities that provide vital services to the residents of the community.
3. **Transportation Goal:** Improve the accessibility to downtown by car, foot, bicycle, bus, and train.
4. **Environment & Open Space Goal:** Preserve and enhance the natural gems of the downtown including the Village Green and the river.
5. **Urban Design & Streetscape Goal:** Enhance the existing streetscape experience to make it more inviting for shoppers, diners, residents, and other visitors to the downtown.
6. **Identity & Branding Goal:** Identify the identity that captures the essence of our future vision for downtown and implement marketing efforts around it.
7. **Public Participation Goal:** Continue to involve a mix of residents, downtown property owners, and business representatives and community leaders in the decision-making process for the future of the downtown.

- » West Metra parking lot
- » Meadow Plaza
- » Weizmann property
- » C-1 properties along Shermer Road
- » Expansion of the Northbrook Shopping Center
- » Transformation of the stormwater facility between Village Hall and the library into a new park called Shermerville Common

While the preferred redevelopment concepts for these six sites are central elements of this plan, the plan provides recommendations relating to market feasibility, transit, parking, circulation and access, streetscape, design guidelines, and zoning amendments.

The strategies and projects that support the seven downtown goals and facilitate the realization of the redevelopment concepts are summarized in Section 7 of this plan. In particular, these strategies and projects are outlined in a detailed implementation plan that carefully considers elements such as phasing, responsibility, and potential funding resources. Phasing is particularly important to ensure the Village prepares the



necessary resources for redevelopment and puts all the building blocks in place that will enable the community to be ready for a rebound in the economy and greater support in the marketplace. These building blocks include, but are not limited to, the following: amending zoning standards; building public/private partnerships; investing in streetscape improvements; maintaining dialogue with property owners; and defining an identity for Downtown Northbrook.



Existing Conditions Report

An Existing Conditions Report preceded this document, summarizing the core elements that have an impact on planning for the revitalization of Downtown Northbrook. These core elements included: the public participation process; zoning; existing land use; community facilities, utilities, and infrastructure; environmental features; the transportation network; parking; and the market/development economics. The Existing Conditions Report is available under separate cover.

Downtown Goals & Future Land Use Plan

Section 1 outlines the vision statement and set of goals, strategies, and projects that will be the guide for revitalizing Downtown Northbrook. The strategies and projects are also the foundation for the opportunity site concept designs described in Section 2 and the implementation plan in Section 7.

Downtown Redevelopment Concepts

Section 2 provides a detailed description of each of the key downtown redevelopment sites, as well as a redesign of the open space behind Village Hall. In addition to defining the proposed land use program, elements such as fiscal feasibility, parking, and urban form are detailed. Site plans and 3D renderings are provided for each redevelopment concept

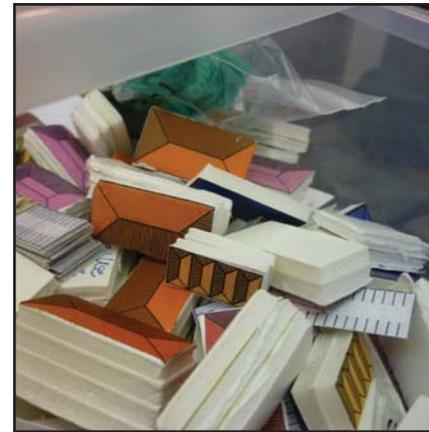
to illustrate how they relate to surrounding context and within the physical framework of Downtown Northbrook. An overall view of the redevelopment concepts in context of the downtown area is shown in the graphic on the next page.

Transit, Parking, Circulation & Access Plan

Section 3 provides a detailed summary of the impact the redevelopment concepts will have on parking, circulation, and access in Downtown Northbrook. Parking is particularly critical to the success of the downtown area, providing an adequate amount and equitable distribution of parking across public, private, and commuter lots. The revitalization of the downtown area will also have bearing on the capacity of the transit system. Strengthening the multi-modal transportation network serving Downtown Northbrook is also explored, ensuring that the downtown area provides adequate access and circulation for motorists, pedestrians, bicyclists, and commuters. The plan also includes recommendations for roadway and intersection improvements.

Public Streetscape Improvements Plan

Section 4 provides recommendations in graphic form to guide the improvement of the public streetscape. In particular, improvements to the public right-of-way are described with street sections to highlight the dimensions and distribution of multi-modal travel



OVERALL DOWNTOWN STUDY AREA | Aerial Perspective View of Proposed Redevelopment



NOTE: Existing buildings shown in tan color; proposed buildings shown in beige/red color; parking structure shown in white color.



- 1 : Shermerville Common**
DETAILED CONCEPT PLANS PAGES 17-19
- 2 : West Metra Parking Lot**
DETAILED CONCEPT PLANS PAGE 20-23
PARKING ANALYSIS PAGE 56
- 3 : Weizmann Property**
DETAILED CONCEPT PLANS PAGE 24-27
PARKING ANALYSIS PAGE 57
- 4 : Meadow Plaza**
DETAILED CONCEPT PLANS PAGE 28-37
PARKING ANALYSIS PAGE 57
- 5 : C-1 Properties**
DETAILED CONCEPT PLANS PAGE 38-41
PARKING ANALYSIS PAGE 58
- 6 : Shopping Center Expansion**
DETAILED CONCEPT PLANS PAGE 42-45
PARKING ANALYSIS PAGE 58

lanes within downtown streets. A conceptual signage system is also presented to illustrate how signs that reflect local design elements can enhance not only the streetscape but also the identity of Downtown Northbrook.

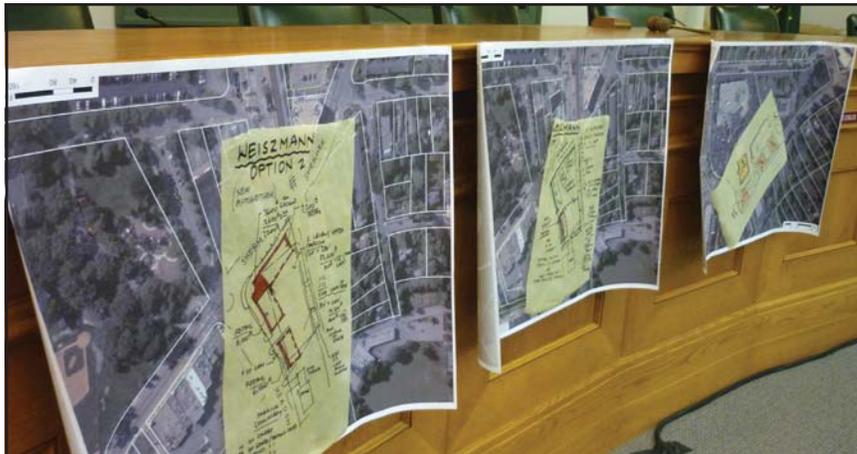
Design Guidelines

Section 5 presents a series of design guidelines intended to promote the vitality and distinct character of Downtown Northbrook by providing design direction on the type, character, and quality of the built environment. Detailed specifications are provided to govern the architecture and streetscape that will solidify the identity of Downtown Northbrook and strengthen the character of its physical components. The design guidelines cover the following topics: architecture, site design, parking, streetscape, riverfront, and signage.

The design guidelines are intended to supplement the Village's existing design guidelines that are established for the Village Green Overlay (VGO) District in the Northbrook Zoning Code (Article VIII, Part I).

Recommended Zoning Code Amendments

Section 6 outlines a series of recommendations to amend the Village's Zoning Code to ensure municipal zoning standards are supportive of the type of redevelopment called for in this plan. Zoning elements such as build-to lines, height incentives, parking ratios, form-based standards, and the C-1 district are discussed.



Implementation Plan

Section 7 provides an implementation plan, including a matrix of the strategies and projects that resulted from the Charrette and are highlighted in Section 1. The matrix elements include phasing, responsibilities, and potential funding options to provide additional guidance to the Village and its partners in implementing the Northbrook Downtown Area Plan.

As part of the implementation plan, a series of early action projects were prepared to provide the Village and its partners with projects that could be completed within the first year following plan adoption. A list of early action projects is summarized on the next page.

Appendix

Appendix A provides an overview of the public process and community input mechanisms used during the planning process. Appendix B provides an overview of the market assessment and fiscal feasibility synopses. Two other relevant appendices are provided in the Existing Conditions Report, which is available under separate cover. These two appendices provide the stakeholder interview summaries and the complete results of the questionnaire that was administered at the beginning of the process.



Public Process & Community Input

Appendix A summarizes the key public participation activities and tools utilized throughout the planning process for Downtown Northbrook. From stakeholder interviews and a web-based questionnaire to a project website and Community Remarks, a web-based public commenting tool, the community took advantage of various opportunities to take part in the planning process and have their voices heard.

A Charrette provided an intensive four-day workshop on-location in Downtown Northbrook for the community to engage in the brainstorming and discussion of ideas for revitalizing downtown. The two core outcomes of the Charrette were a set of goals, strategies, and projects and a series of redevelopment concepts for the key downtown sites.

Market Assessment & Fiscal Feasibility Synopses

Appendix B relates to the redevelopment concepts in the previous section, particularly summarizing the socioeconomic demographics and market conditions that underlie the proposed redevelopments and will provide the anticipated market support.



Early Action Projects

To maintain the momentum of this planning process and garner support from the community, local partners, and investors, the following series of early action projects provides the Village with projects that they can pursue within the first year of implementation. In addition to these early action projects, the Village shall pursue other short-term projects identified in this plan to continue improving Downtown Northbrook.

Early Action Project

Consider the merits of incorporating “form-based” elements to the Village’s Zoning Code to ensure that proper design elements are incorporated into new development while providing clear height, bulk, and setback standards.

Project

1E-2

Refine the Village Green Overlay District design standards to promote high level of design, use of materials, and predictability to the development community.

1E-3

Consider appropriateness of other financial incentives for private investment such as a business district, special service areas (SSA), and TIF district to support capital improvements, close project finance gaps, and support marketing efforts.

2B-2

Promote the use of shared parking for complimentary land uses and destinations.

3B-1

Improve public pathways and connections from the new Shermerville Common (see Strategy 4A) behind Village Hall to the east and south along the railroad.

3C-2

Develop programs with Pace to provide ride pools to Northbrook employers to Metra Station and other destinations.

3D-3

Develop a feasibility study for the creation of Shermerville Common, including stormwater management, parking, relocation of public works, and removal of water tower.

4A-1

Establish gateway improvements at the Waukegan Road/Shermer Road intersection, Meadow Road/Cherry Lane intersection, and near the Metra station.

5A-4

Create a consistent signage and wayfinding program to direct visitors to downtown from Waukegan, Dundee, Willow and Shermer Roads.

5B-1

Utilize social media, questionnaires, and websites to promote communication across government agencies and downtown destinations.

7B-1