

GOLF-ROSELLE SUB-AREA PLAN

**An Element of the Village Comprehensive
Plan**

**Prepared by the Village of Schaumburg
Community Development Department
January 2006**



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VILLAGE OF
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COMMUNITY DEVELOPMENT DEPARTMENT



NORTH
NOT TO SCALE

Golf-Roselle Sub-Area

Golf-Roselle Sub-Area Plan

An Element of the Village Comprehensive Plan

1.0 Introduction

The Village of Schaumburg Comprehensive Plan recommends that concept plans be prepared for distinctly outlined areas or neighborhoods of the community. One such locale is the Golf-Roselle Sub-Area (GRS – see Map 1). Located in the Village’s northern quadrant, the GRS consists of approximately 141 acres of land situated north of Golf Road, west of Roselle Road, south of the 21 Kristin Place and Garden Glen apartment complexes, and along the western edge of the Woodfield Regional Center (WRC). The GRS is situated at the highly visible intersection of Golf and Roselle Roads, which carries thousands of individuals to and from retail and employment destinations in the Village. While the eastern portion of the WRC has seen tremendous growth and redevelopment over the past 30 years, the GRS is occupied by several older sites with outdated structures and inadequately designed sites. Many of the properties within the GRS were subdivided into smaller lots which has created inefficient use of land, particularly at the northwest corner of Golf and Roselle Roads. Multiple roadway widenings and right-of-way acquisitions along Golf and Roselle Roads has also created challenges in terms of producing smaller lots which do not meet zoning requirements for setbacks and parking.

The GRS is prime for redevelopment. Consolidation of smaller lots, reduction of multiple curb cuts, and demolition of older structures in order to construct larger and more cohesive developments, will visually and economically enhance the area. Redevelopment efforts will expand upon the existing commercial nature of the WRC and Golf and Roselle Roads, while maintaining a balance with residential development within the northern portion of the GRS. Significant amounts of vacant land within the GRS, located along Valley Lake

Drive, is suitable for multi-family residential and/or mixed use development, while incorporating and enhancing the existing vegetation of the area.

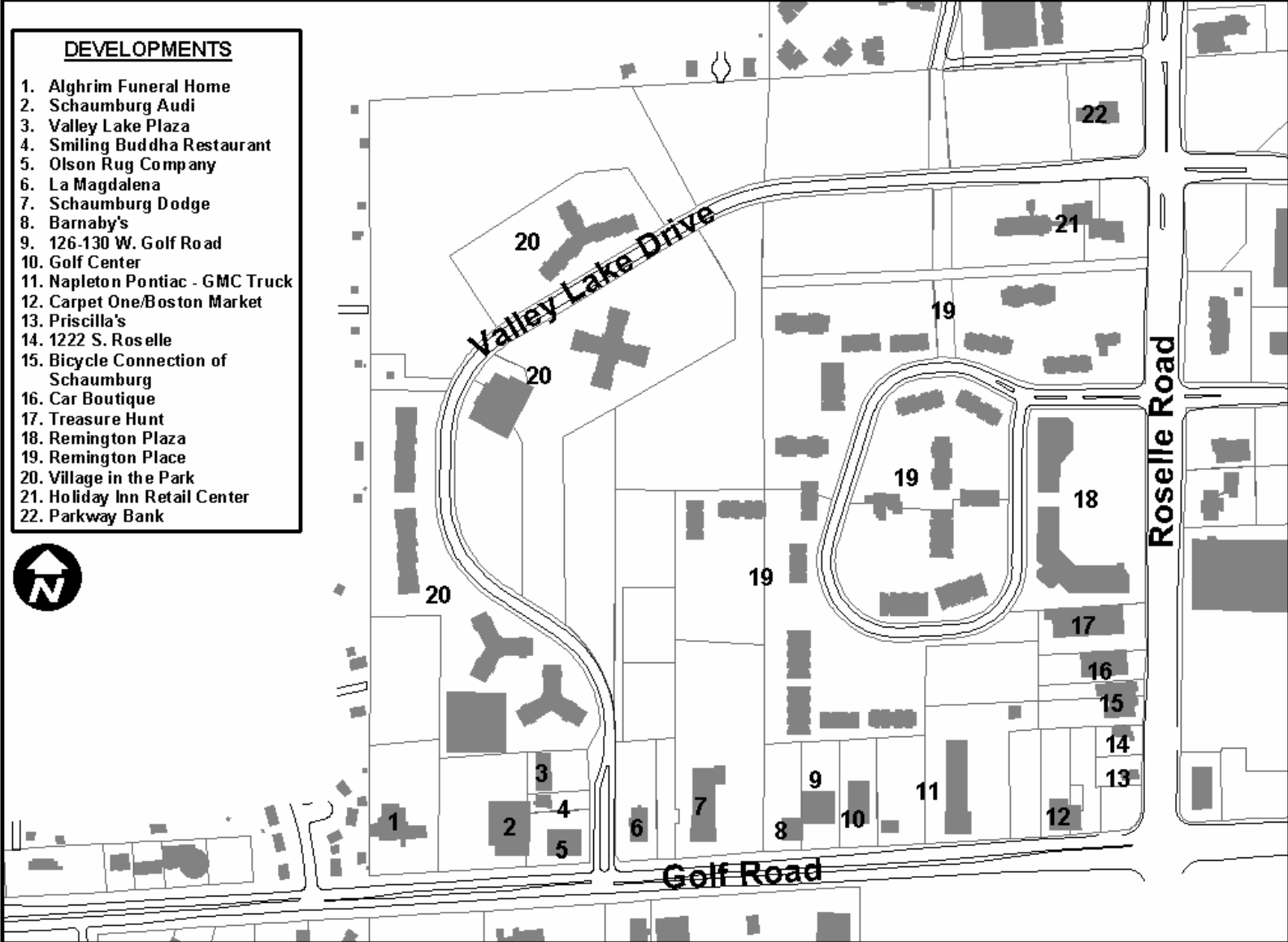
The GRS Plan incorporates information and long-range planning directives from several other resources, including the Village Comprehensive Plan, the Roselle Road Interchange Concept Plan (adopted in 1984), the Roselle Road Sector of the Woodfield Regional Concept Plan (adopted in 1992), and the Triangle Sector Concept Plan (adopted in 1995). Additionally, the GRS Plan will be supplemented by the WRC Design Guidelines, which were updated and adopted in 2004, and the Village Biodiversity Recovery Plan, which was also adopted in 2004. These resources provide the backdrop for GRS redevelopment initiatives, which will develop from previously implemented initiatives regarding site layout, access and circulation, land use and rezoning directives, and architectural design.

1.1 Goals of the GRS

The recommendations of the GRS Plan are based on several principle goals for the planning area. These goals are as follows:

- *Promote, preserve, and improve the economic viability of the GRS.*
- *Maintain the existing retail nature of land uses along Roselle Road and the existing commercial and automobile retail nature of land uses along Golf Road, thus re-establishing an intensive activity node at the western edge of the WRC.*
- *Encourage higher density residential development and/or mixed use development along Valley Lake Drive to strengthen the population of the GRS.*
- *Reinforce architectural and site design standards within the GRS as set forth in the WRC Design Guidelines.*

Map 1 - Existing Developments



- *Continue to improve vehicular and pedestrian access and circulation within the GRS by completing roadway, sidewalk, and bike path gaps and projects.*

1.2 Historical Perspective of the GRS

The development of the GRS, and the Village in general, is credited to the first European settlers of the region. In the mid 1800's, German settlers founded Schaumburg Township, who were attracted to the area by fertile and abundant farmland. A farming community was established through the early 1920's, at which point the automobile was introduced to the area. Roadways were constructed to accommodate the automobile, including Golf Road in the late 1920's, yet the agricultural character of the area remained until after World War II. The Village of Schaumburg was incorporated in 1956, due to the citizens of the township banding together to take control of their community's growth in opposition to the commencement of the Hoffman Estates development. By the early 1960's, the Village had annexed large amounts of land in order to surround Hoffman Estates and successive subdivisions. This methodology is obvious today by the current Village boundaries.

During the 1960's, several businesses were established within the area, including Ahlgrim's Funeral Home, Maytag Washer and Dryer, and Barnaby's Restaurant. The Village in the Park apartment complex, which contains over 800 multi-family dwelling units, was built in 1970. The rapid rate of development within the GRS continued through the 1970's. The completion of Woodfield Mall to the east of the GRS in the early 1970's and the Northwest Tollway interchange at Roselle Road to the north of the GRS in the early 1980's propelled commercial and office development. The area was the perfect setting for automobile retail land uses, and several car dealerships were subsequently built along Golf Road. Small, individual lot development also occurred within the area, specifically



at the northwest corner of Golf and Roselle Roads. This created a diverse yet fragmented environment of development.

Traffic also increased throughout the area in the 1970's and 1980's. Traffic signals were installed at the intersection of Golf and Roselle Roads, and both roadways were widened from two lanes to four lanes. In the mid 1980's, the Illinois Department of Transportation (IDOT) began the Triangle Study, which determined how Golf, Roselle, and Higgins Roads could be improved to aid traffic congestion and safety throughout the area. All three roadways were widened again in the late 1990's and early 2000, with additional traffic signals installed north and west of the GRS.

Commercial development expanded east, west, and south of the GRS, yet most of the existing uses within the Sub-Area remained during these times of growth. However, some new development and redevelopment took place within the GRS, including Boston Chicken taking over the Maytag Washer and Dryer building, and the completion of the Remington Plaza Shopping Center. The late 1990's and early 2000 have seen redevelopment initiatives occur throughout other areas of the WRC, but the GRS has just recently witnessed redevelopment change. Redevelopment projects have included newly designed and upgraded Audi, Dodge, and Pontiac automobile dealerships and La Magdalena Restaurant (home of the former Eduardo's restaurant). The disorganized development at the

northwest corner of Golf and Roselle Roads and the abundance of vacant land along Valley Lake Drive provides further development opportunities within the GRS.

2.0 Existing Conditions of the GRS

This section of the GRS Plan evaluates and describes existing conditions within the area, including physical characteristics, environmental conditions, and existing land use and zoning classifications. Maps, charts, and photographs provide visual documentation of the GRS in its existing layout.



2.1 Soils, Topography, Drainage, and Vegetation

The physical characteristics of an area are a critical factor to its development potential. Soil conditions and existing topography can present constraints or require special engineering of the site. Soils within the GRS have little to moderate limitations for future development in the area. It should be noted that a large percentage of original clay soils in the area, which do not provide good drainage potential, have been altered over time with development of the area. Marginal soils have been removed and replaced with durable fill

material to establish developed sites. Nonetheless, it is recommended that soil borings should be extracted and analyzed by qualified engineers and Village staff to determine soil type and degree of limitation associated with the soil should new development or redevelopment occur, especially within the vacant land along Valley Lake Drive.

According to information found in the Roselle Road Sector of the WRC Concept Plan, the GRS contains the highest elevations of the immediate area. This drainage area consists of an intermittent creek approximately ¼ mile in a northwesterly direction from Roselle Road to the man-made lake at Village in the Park. Although this system accommodates the present drainage needs of the area, new development in the GRS is likely to require further improvements such as improving the creek, providing shared detention basins among properties, or constructing underground detention systems to limit surface detention areas.



There is limited mature vegetation within the GRS, including scattered groves of trees and native plants within wetland areas. This existing vegetation is located within the Village in the Park properties and vacant lots along Valley Lake Drive. Any development activity within this area of the GRS should pay

particular care and attention to native plant preservation and wetland mitigation as set forth in the Schaumburg Biodiversity Recovery Plan.

2.2 Utilities

The GRS is fully serviced by public water and sewer systems. These systems have been designed to meet the current demands of the GRS; however, modifications to these systems will be required to accommodate future development as the area redevelops. Maps 2 through 4 illustrate existing water, storm, and sanitary sewer systems.



2.3 Existing and Adjacent Land Uses

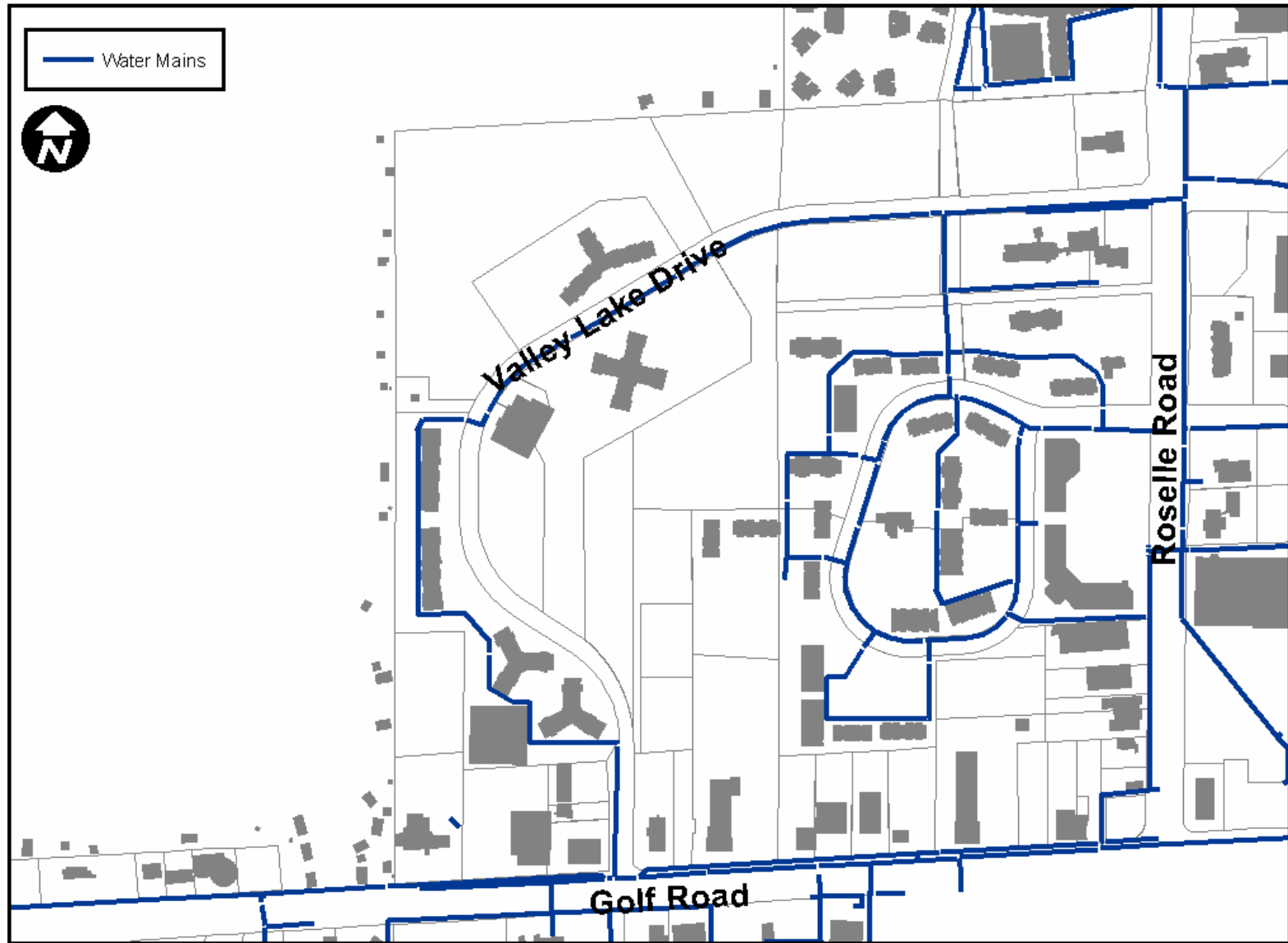
The GRS contains a variety of land uses. As illustrated in Map 5, these land uses include commercial, commercial/service, multi-family residential, and public lands. A large percentage of land is also vacant along Valley Lake Drive. Commercial and commercial/service uses line the north side of Golf Road and west side of Roselle Road. Commercial and commercial/service uses include restaurants, shopping centers, retail and office buildings, and automobile dealerships. Multi-family residential land uses are visible along Valley Lake Drive and Remington Circle. Finally,

public space maintained by the Schaumburg Park District is located on the north side of Valley Lake Drive. There is also a vacant lot north of the existing Ahlgrim’s funeral parlor, which is not currently owned by the funeral parlor.

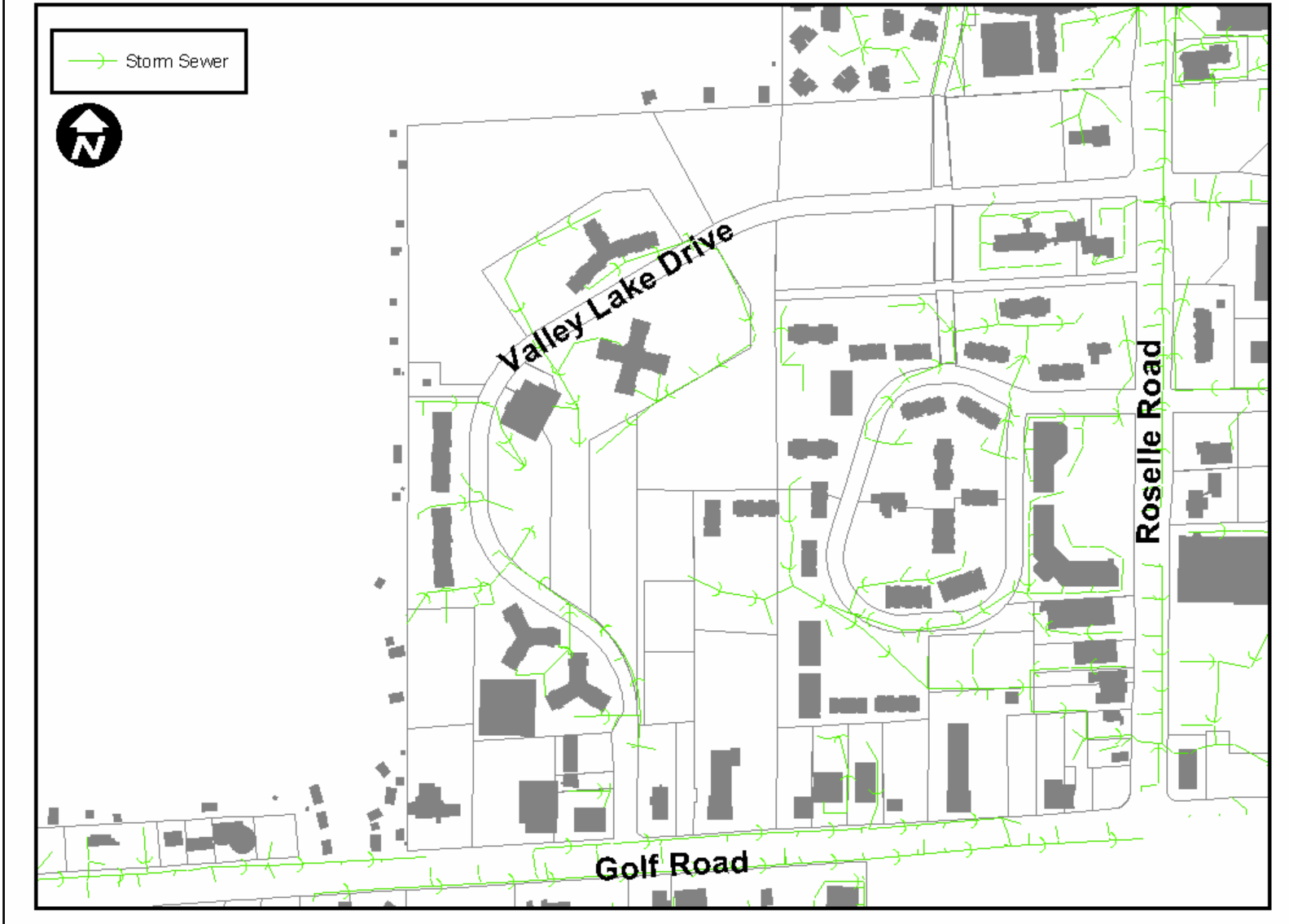
Surrounding properties also contain similar commercial and residential land uses as observed in the GRS. Land uses north of the Sub-area include multi-family residential (21 Kristin Place and Garden Glen Apartments and Arbor Glen townhomes), office uses (Hillcrest Commons), and service uses (Extended Stay America Hotel). Single-family residential development within the Village of Hoffman Estates surrounds the GRS to the north, west, and south. The Schaumburg Marketplace and Golf Point Plaza Shopping Centers are located south of the GRS. Commercial uses within the recently-established Hoffman Estates Business Improvement District (BID) are also located south of the GRS, as are commercial uses within Schaumburg to the east (Schaumburg and Woodfield Corners Shopping Centers). Further north along Roselle Road, office and industrial uses are located within Woodfield Business Center II, Copley Center, and Commerce Tech Center.



Map 2 - Existing Water Main



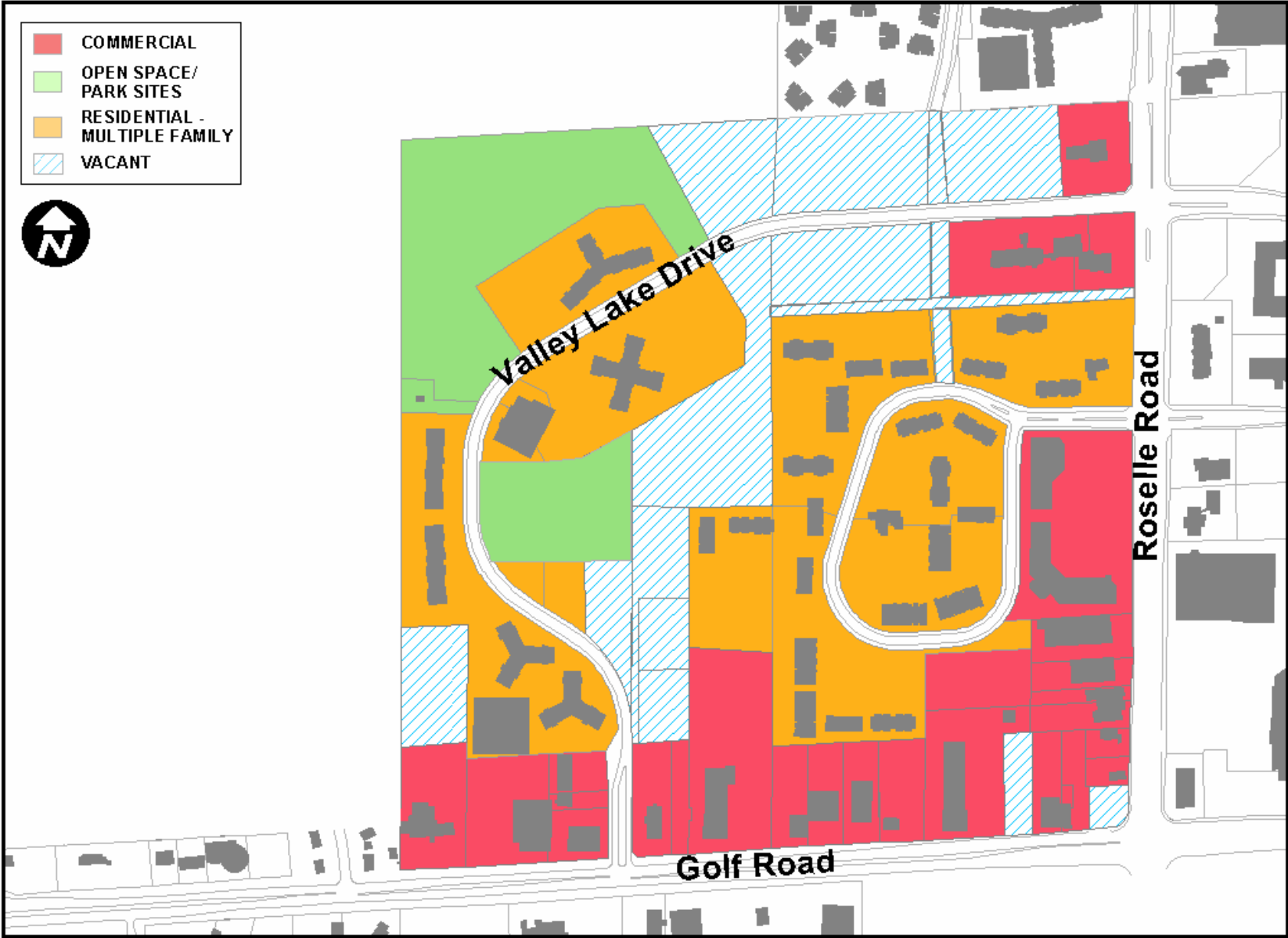
Map 3 - Existing Storm Sewer



Map 4 - Existing Sanitary Sewer



Map 5 - Existing Land Use



2.4 Existing and Adjacent Zoning Districts

Zoning is the primary tool to implement long-range initiatives of the Village Comprehensive Plan. Specific regulations of zoning districts enable the Village to monitor and maintain certain standards for the community. The zoning districts governing properties in the GRS largely correspond to the land uses designated for the area within the Comprehensive Plan (Map 6). Properties along the north side of Golf Road are zoned either B-2 (General Business) or B-4 (Retail, Service, and Motor Vehicle). The B-2 classification further extends along the west side of Roselle Road, with individual retail buildings, the Remington Plaza Shopping Center, and the Holiday Inn and Retail Center. Village in the Park and Remington Place Apartments are zoned R-6 PUD (multi-family residential planned unit development), and a small section along Valley Lake Drive and north of La Magdalena is zoned B-1 (Limited Office).

Adjacent zoning classifications also correspond to adjacent land uses. Properties zoned R-6 PUD, M-1 (Manufacturing), M-P (Planned Manufacturing), B-2, and B-3 (Planned Office Business) surround the GRS to the north and east. Commercial and single-family residential zoning districts within Hoffman Estates border the GRS to the west and south.

2.5 Existing Transportation Networks

The GRS is served primarily by two major arterial roadways linking adjacent areas and collector streets. A major arterial carries heavy traffic, and has four or more lanes. Golf Road (Illinois Route 58) is under the jurisdiction of the State of Illinois Department of Transportation (IDOT) and runs east-west along the south edge of the GRS. This major arterial was expanded to six lanes during the Triangle roadway improvements project, and maintains both mountable and non-mountable medians. Roselle Road is under the jurisdiction of the Cook County Highway Department (CCHD), and runs north-south along the east edge of the GRS. Roselle Road was

also expanded to six lanes during the Triangle project, and contains mountable and non-mountable medians.



Valley Lake Drive functions as a collector street, and arcs through the GRS from north to south. The two lane collector street intersects both Golf and Roselle Roads, and collects traffic from both roadways and disperses travelers and residents in the area. This street is only partially dedicated to the Village at its north and south ends. Between those segments, the street is privately owned and maintained by the owners of the Village in the Park apartment complex. Therefore, the Village is currently not responsible for maintenance of the street. Other sections of the GRS Plan address the dedication and improvements required for Valley Lake Drive to reinforce the strong transportation initiatives of the area.

Map 6 - Existing Zoning

- B-1 Limited Office
- B-2 General Business
- B-4 Retail, Service, Motor Vehicles
- R-6 P.U.D. Single Family Planned Unit Development



2.6 Existing Roadway Conditions and Levels of Service

Traffic volumes count the number of vehicles moving past a location during specified periods of time. Average Daily Traffic (ADT) is important data for creating traffic flow comparisons and market analysis. ADT figures illustrate the total number of vehicles traveling in both directions on a specific section of roadway during a 24-hour period. The ADT figures for the GRS are illustrated in Map 7. These figures are generated using either traffic estimates based on peak hour counts or actual 24-hour counts by machine.

Traffic is heavy throughout the GRS, but the expansion of Golf and Roselle Roads during the Triangle project greatly improved traffic flow and safety. Golf Road carries approximately 36,000 ADT eastbound and westbound, while Roselle Road carries approximately 31,000 ADT northbound and southbound. As is normally the case with major arterial roadways, peak traffic hours occur typically between 7:00 am and 9:00 am in the morning and 4:00 pm and 6:00 pm in the late afternoon/early evening hours. Traffic flow is predominantly eastward and northward in the morning and westward and southward in the evening. Peak hour counts, along with ADT numbers, provide useful information for evaluating roadway functions and adequacy.

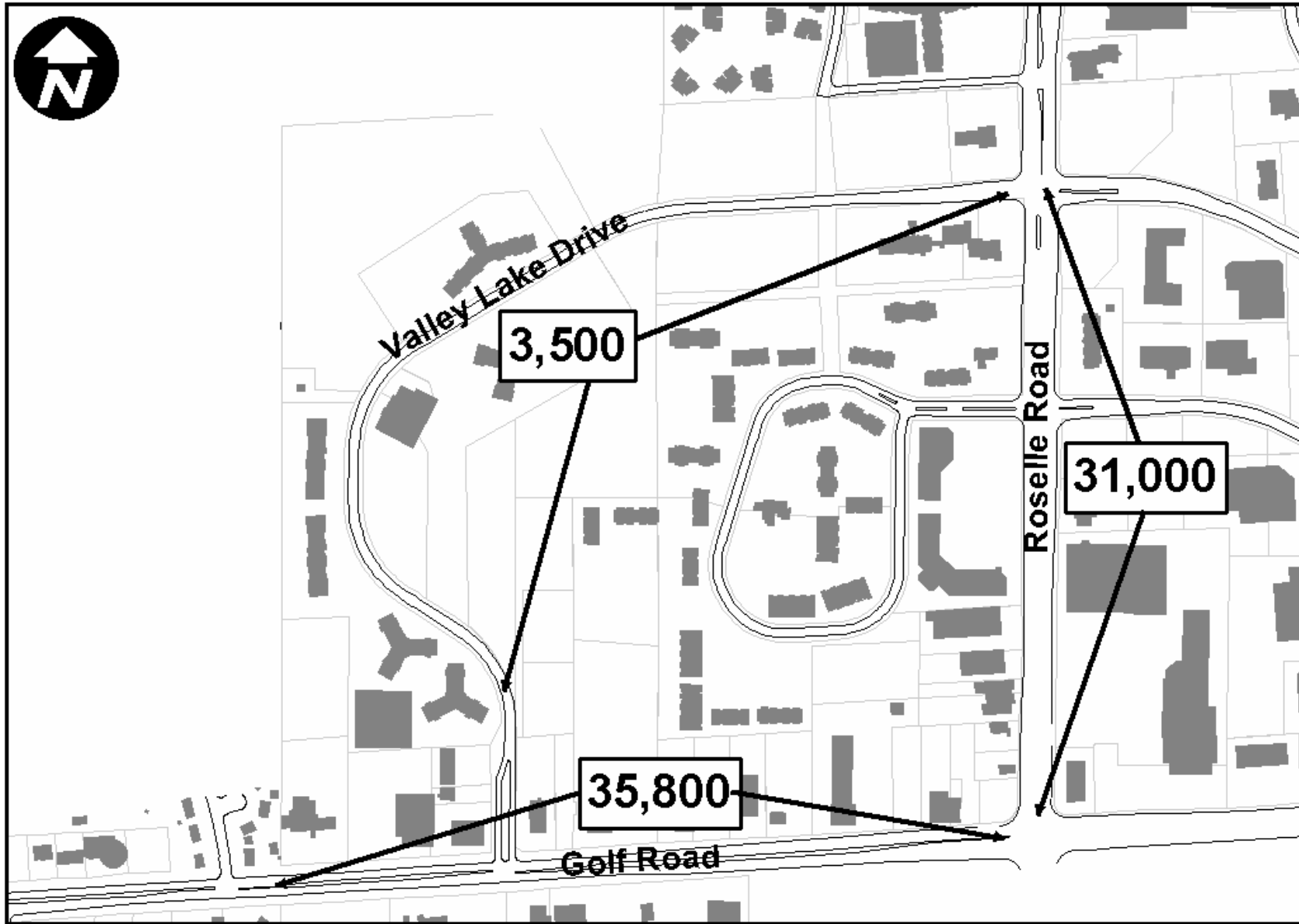
The notion of Level of Service (LOS) aids with delineating and clarifying the relationship between traffic volume and roadway capacity. Six levels are commonly recognized:

- LOS-A describes a roadway or intersection condition of free flow with no delay.
- LOS-B describes a condition of free flow with acceptable or infrequent periods of delay.

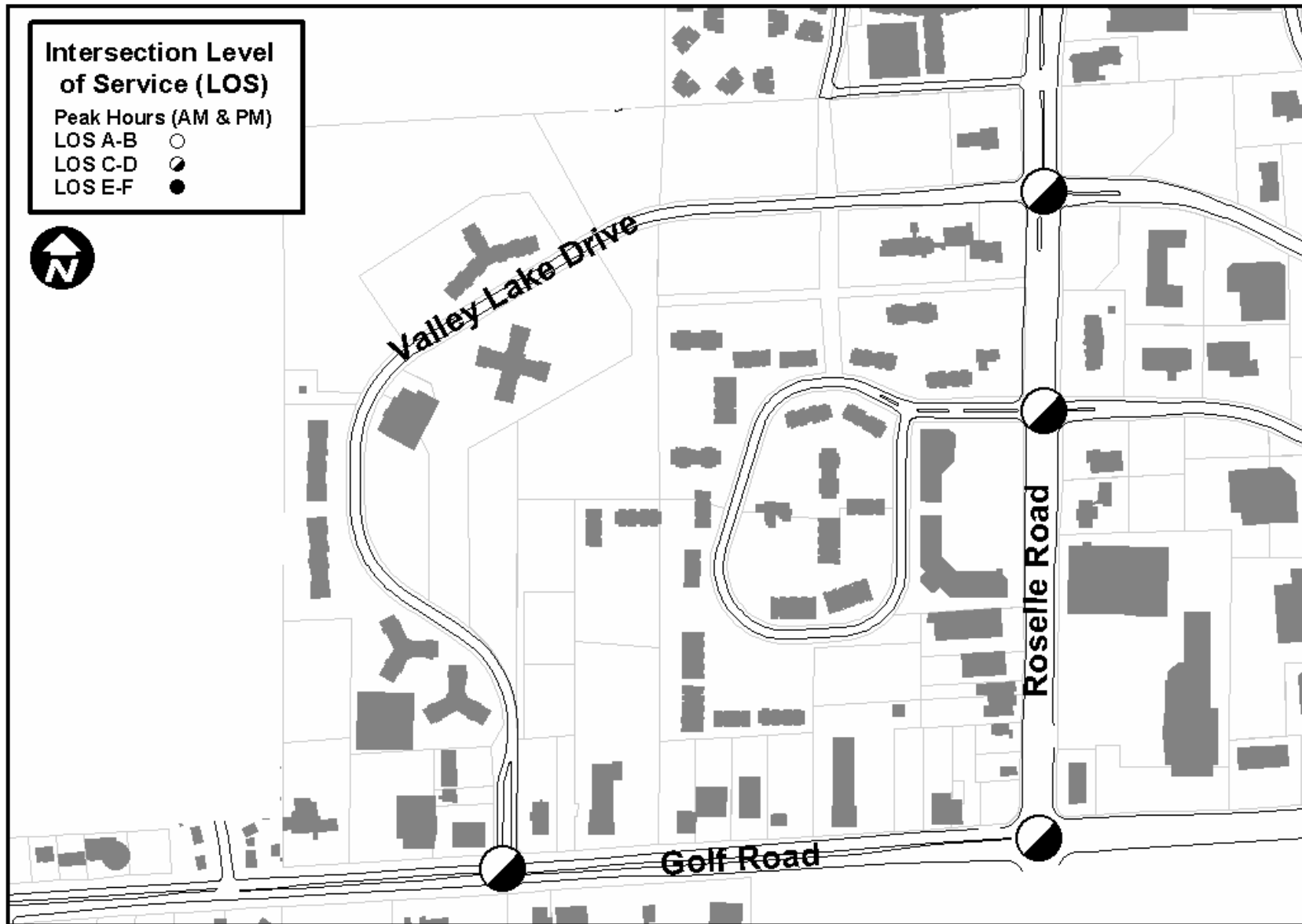
- LOS-C describes a condition of somewhat restricted flow during peak travel hours and is considered acceptable by most motorists.
- LOS-D describes a condition that experiences regular delays during peak travel hours but is still considered to be somewhat reasonable to most motorists.
- LOS-E describes the actual capacity of the roadway or intersection, and motorists typically view these locations as congested.
- LOS-F describes roadways and intersections experiencing forced flow. Typically, it is not until traffic reaches LOS-F that motorists seek alternate streets to avoid traffic congestions, thereby impacting adjacent roadways.

While the intersection of Golf and Roselle Roads used to maintain LOS-F during peak travel hours, improvements to the intersection has enhanced traffic flow to now maintain an LOS-C. Map 8 shows existing LOS within the GRS.

Map 7 - Existing Average Daily Traffic (ADT)

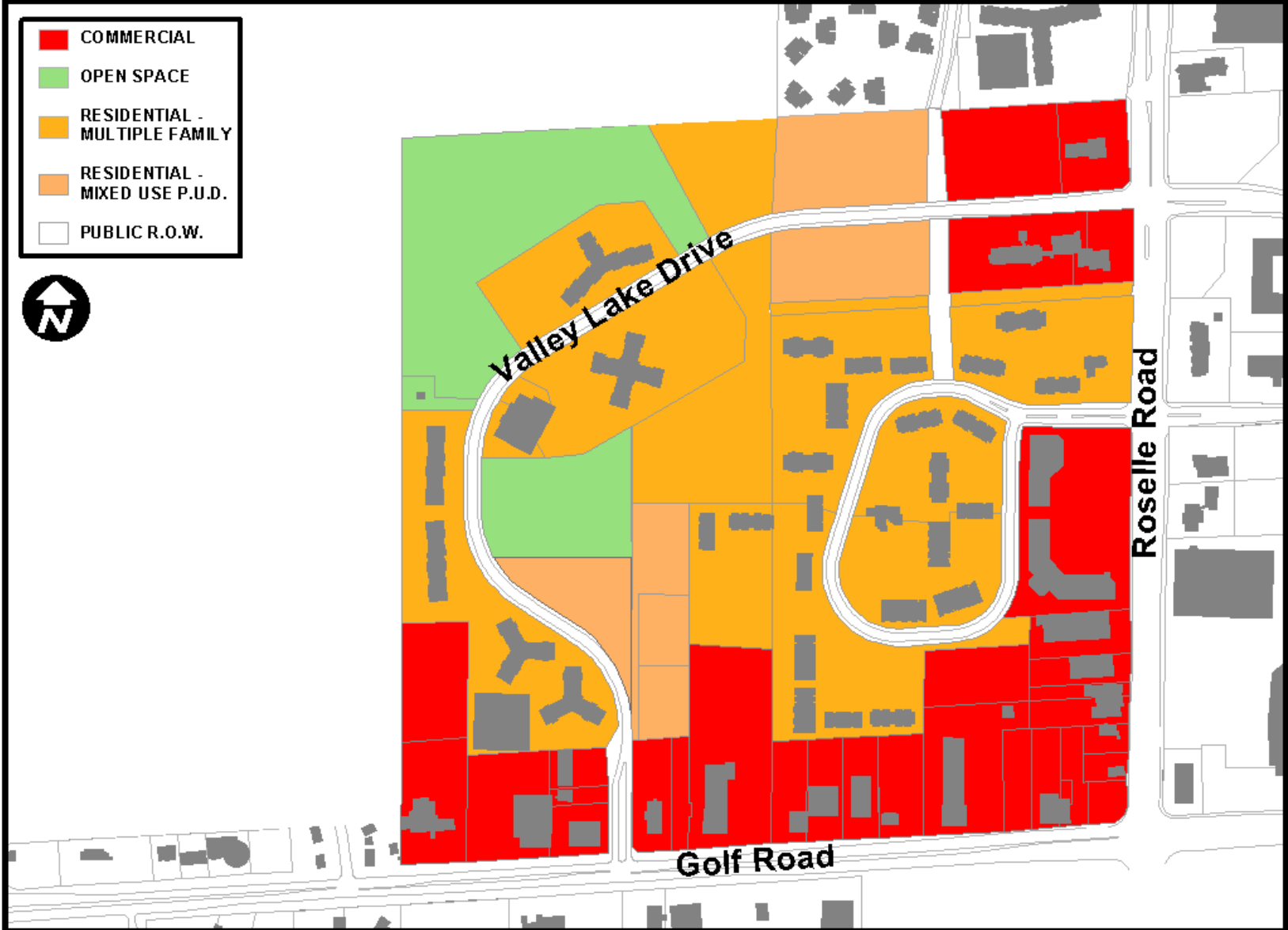


Map 8 - Intersection Level of Service



Map 9 - Proposed Land Use

- COMMERCIAL
- OPEN SPACE
- RESIDENTIAL - MULTIPLE FAMILY
- RESIDENTIAL - MIXED USE P.U.D.
- PUBLIC R.O.W.



3.0 Sub-Area Plan

The GRS Plan is expected to guide the development of the area for years to come. The policies and directives are based on an analysis of existing land uses and traffic patterns, and the need to economically and aesthetically strengthen the western edge of the WRC.

3.1 Sub-Area Use Overview

The GRS was originally established as one of the first commercial areas within the Village. Today, this area retains its position as a viable commercial node. However, the GRS Plan will try to redefine the area and establish a stronger area of commercial, service, and residential development. The opportunity for new development and redevelopment within the GRS allows for growth within these land uses. Map 9 illustrates proposed land uses in the GRS.

3.2 Commercial, Commercial/Service, and Residential Land Uses within the Sub-Area

As previously stated, the commercial uses along Golf and Roselle Roads reflect a variety of categories: retail uses, automobile-related uses, restaurants, shopping centers, and banks. These assorted commercial uses draw a broad customer base to the GRS. The continued mix of commercial uses in the area is supported by the Sub-Area Plan, but will be further elaborated later in the section.

Golf Road is defined more by automobile-related uses, with several existing automobile dealerships located along the south side of the GRS. However, the existing dealerships are separated by existing commercial and service/office buildings. This side of Golf Road is also split between B-2 and B-4 zoning designations. In order to redefine the south edge of the GRS, rezoning certain parcels to B-4 will allow for more cohesive redevelopment in the future.



Roselle Road is characterized by commercial uses, with all parcels from the northwest corner of Golf and Roselle Roads to the Parkway Bank at Roselle Road and Valley Lake Drive zoned B-2. This zoning designation is appropriate for the retail and service nature of Roselle Road, but several smaller lots at the southeast corner of the GRS should be consolidated for improved redevelopment.

Existing multi-family residential development found along Valley Lake Drive also contributes to the vitality of the GRS. With over 36 acres of vacant land located on both sides of Valley Lake Drive, additional multi-family infill development is appropriate for this area. Any new development will need to pay particular attention to existing wetlands and follow guidelines set forth in the Village Biodiversity Recovery Plan for proper wetland conservation and tree preservation.

3.3 Mixed Use Development within the Sub-Area

The vacant parcels along Valley Lake Drive are also suitable for mixed use development. Mixed use development allows for two or more different land uses on the same tract of land, providing more variety of linked uses. Mixed uses can develop either “horizontally or vertically.” “Horizontal” mixed use allows for two different types

of uses on one or more parcels. This type of mixed use development is found within the Walden International Mixed Use Planned Unit Development (MUPUD) at the northeast corner of the Village, which contains several separate multi-family residential buildings, office buildings, and restaurants. “Vertical” mixed use allows for a single building to contain several different uses, such as a multi-story building with retail and service uses on the ground floor and residential units on the upper floors. While either type of mixed use development is appropriate for the vacant lots along Valley Lake Drive, vertical mixed use might be more spatially and economically feasible.

Mixed use development on the vacant Valley Lake Drive lots would combine the already-existing commercial and residential uses situated within the GRS. Multi-story buildings are also appropriate given the existing heights of the Village in the Park apartment buildings and adjacent 21 Kristin Place building. Should mixed use development occur on these lots, it is important to provide enough residential density to support commercial and service uses.

Appropriate residential uses would be apartments and condominiums. Senior housing is also suitable for the Valley Lake lots. Commercial uses should be neighborhood-oriented, and cater primarily to the needs of the residents of the GRS. These uses can include small grocery and convenience stores, drug stores, gift and hobby stores, florists, restaurants, and clothing/shoe stores. Service uses are also appropriate for mixed use development, and may include beauty parlors, dry cleaners, and tailors/dressmaking shops. General and medical offices and day care centers are also appropriate for the area. Again, it is imperative that should mixed use development occur on the Valley Lake Drive lots, there must be a densely defined residential population within the Sub-Area to utilize and encourage commercial growth in the GRS.

3.4 Condominium Conversions within and around the Sub-Area

With the Village in the Park and Remington Place apartment complexes within the Sub-Area, and the 21 Kristin Place and Garden Glen apartment complexes to the north of the Sub-Area, the Village must pay particular attention to possible condominium conversions within the area. Should any apartment complexes be wholly or partially converted into condominiums, the developer shall adhere to the Village’s Residential Condominium Ordinance. Likewise, a minimum of 10% of any converted condos must be deemed affordable based on standards of the U.S. Department of Housing and Urban Development (HUD) and the Illinois Housing Development Authority (IHDA). This will allow for a mixture of housing types and price ranges within the GRS.

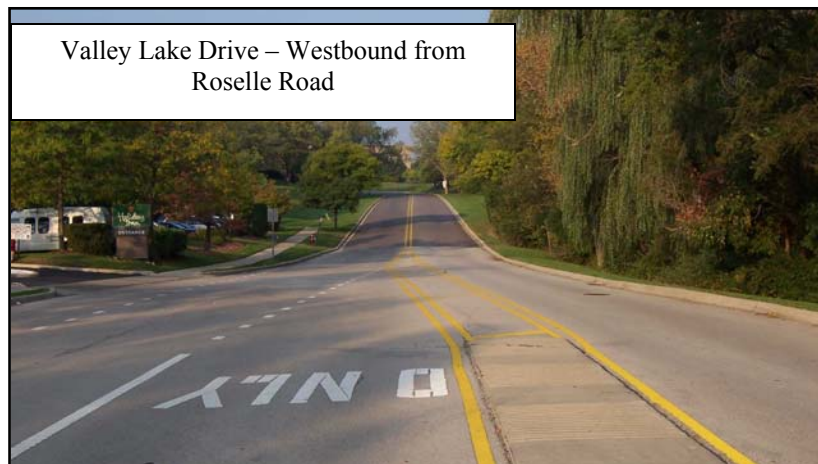
3.5 Transportation Improvements within the Sub-Area

Major roadway improvements within the GRS were completed during the Triangle Project, yet there are still additional roadway enhancements, extensions, and dedication plans that will continue to improve traffic flow within the Sub-Area.

With the potential for new development along Valley Lake Drive, whether it is additional multi-family units or mixed use development, the need to upgrade and dedicate the roadway to the Village is important. Valley Lake Drive is only partially dedicated to the Village at its north and south ends, but the central length has never been formally accepted by the Village. In order for the Village to accept the roadway, improvements must be completed. These improvements must adhere to the roadway standards set forth in the Village Subdivision and Land Development Code, including widening the roadway to an acceptable width, installing a continuous public sidewalk along both sides of the roadway, and installing parkway trees and streetlights along the frontage of the vacant lots. Necessary improvements could be completed through the establishment of a Special Service Area (SSA) funding mechanism,

which allows for the financing of improvements to ensure that the area meets Village standards.

Another roadway which will require improvements within the GRS is White Oak Lane. White Oak Lane is a public roadway which connects Kristin Drive and Amanda Lane. White Oak Lane should be extended south from its present terminus at Amanda Lane to connect with Remington Circle. Plats for the Parkway Bank property, Holiday Inn property, and Remington Place property all illustrate 60 foot wide portions of land previously dedicated to the Village as right-of-way for the future roadway extension. The White Oak Lane extension must meet all requirements of the Village Subdivision and Land Development Code, and can also be financed through an SSA or other funding tool. Additionally, Sidwell tax maps show right-of-way along the north side of the Remington Place property. This right-of-way should be vacated and consolidated with Remington Place to be used and maintained as green space.



Gaps within sidewalks and bikepaths along public roadways should also be completed. While several sidewalk gaps were installed along Golf Road and Roselle Road during the Triangle Project, existing gaps should be completed. These gaps include areas along both sides of Valley Lake Drive once the roadway has been dedicated to the Village. Sidewalk and bikepath gaps may either be paid for upon redevelopment of the properties, or installed by the Village through the Capital Improvement Program (CIP) and reimbursed to the Village.

4.0 Directives

While the Village Comprehensive Plan provides general direction in the creation of functional developments and public spaces, the concepts proposed for the GRS are best implemented by consideration which is specific to the Sub-Area. The directives which follow are the nuts and bolts of regulating and guiding future development and redevelopment, and are shaped by examination of existing conditions and broader ideas for improving the Sub-Area for the benefit of the entire community. The directives supplement information from the WRC Design Guidelines and go beyond basic zoning and subdivision regulations. In some instances, the directives address the needs of specific parcels.

4.1 Lot Consolidation

As stated in the Introduction section of the GRS Plan, many of the properties within the Sub-Area were subdivided into smaller lots which has created inefficient use of land, particularly at the northwest corner of Golf and Roselle Roads. This subdivision of land, along with multiple roadway widenings and right-of-way acquisitions along Golf and Roselle Roads, has also created challenges in terms of producing smaller lots which do not meet zoning requirements for setbacks and parking. The GRS Plan recommends consolidation of smaller lots to allow for more cohesive

development, particularly at the northwest corner of Golf and Roselle Roads.



Small Lots at Northwest Corner of Golf and Roselle

Seven small lots, ranging in size from 0.55 acres to 0.87 acres, are situated at the northwest corner of Golf and Roselle Roads. The corner lot, formerly the home of a Shell Gas Station and now vacant, is 0.55 acres, and the Boston Market and Carpet One commercial lots west of the corner are 0.79 acres and 0.87 acres respectively. The four lots north of the corner, containing retail, service, and medical office uses, amount to 2.23 acres. Therefore, the seven lots combined total approximately 4.44 acres. The GRS Plan recommends that future redevelopment of this area strictly avoids densely parcelized uses within small lots. In place, consolidated lots will provide opportunities for more unified development. A minimum of two acres of area should be utilized for future redevelopment of this corner; however, consolidation of all seven lots for a larger commercial or retail use is also encouraged.

Other lot consolidations should take place within the GRS. The vacant Black Pearl restaurant site, located east of the Pontiac automobile dealership, is approximately 0.85 acres and should be consolidated with the Pontiac property or Golf/Roselle corner properties for future development. The 0.54 acre vacant parcel between the La Magdalena Restaurant and Dodge automobile

dealership should also be consolidated with one of the adjacent properties, preferably the Dodge property. The lot north of the 2.54 acre Ahlgrim's Funeral Home property is approximately 2.36 acres. Future development of this lot should be consolidated with the Village in the Park property. Access to this lot can be achieved from existing drive aisles and parking areas on the Village in the Park property. Finally, there are three vacant lots located along the east side of Valley Lake Drive and north of Golf Road. These lots range in size from 0.99 acres to 1.79 acres and include a flag lot, and should be consolidated for future residential or mixed use development and common access.

4.2 Cross Access

Upon future redevelopment, expansion, or other substantial change in use within the GRS, cross access between lots should be provided. Cross access is essential in a retail or commercial area where many vehicular trips between sites take place. Cross access between properties also avoids additional traffic and left-turn movements along Golf and Roselle Roads.

The 120 and 130 W. Golf Road commercial/office properties currently contain cross access and a shared access point along Golf Road, but should provide cross access with the Barnaby's Restaurant property should substantial rehabilitation or redevelopment occur in the future. Automobile dealerships along Golf Road should also review cross access options with adjacent properties if warranted. Larger commercial development along Roselle Road, including Remington Plaza, the Treasure Hunt property, and the Car Boutique property, should also provide cross access to allow for shared trips between all three lots. Should the seven Golf/Roselle corner lots be redeveloped either cohesively or into larger but still separate developments, cross access should be provided. Cross access points at any location may either be located in the front or rear areas with

adjacent properties, depending on site layout and to allow for less vehicular circulation conflicts and loss of parking.

4.3 Elimination of Existing Curb Cuts

The combination of numerous curb cuts and high average daily traffic (ADT) along Golf and Roselle Roads magnifies the disjointed layout and nature of the GRS. Constant “stop and start” traffic occurs on these major roadways as vehicles turn into the numerous commercial and service uses along the roadways. While this is not atypical of most commercial corridors such as Golf and Roselle Roads, reduction of curb cuts can increase traffic flow and safety. Curb cut reduction, along with entrances shared between neighboring properties, results in more unified streetscape and traffic patterns.



Several automobile dealership properties along the southern edge of the GRS have either reduced the number of curb cuts for each property or will eliminate curb cuts upon redevelopment. These properties include the Audi, Mazda, and Pontiac dealership properties. However, other properties along Golf Road should eliminate curb cuts and provide shared access points. Additionally, the 120 and 130 W. Golf Road properties should reduce their total of three curb cuts and maintain the existing shared entrance between the properties. Upon redevelopment, the Golf/Roselle corner lots should

provide one shared curb cut along both Golf and Roselle Roads, and these access points should be located as far away from the intersection as possible and align with access points across the street.

Existing curb cuts along the west side of Roselle Road are equally separated and/or shared between properties, but future redevelopment allows for the elimination of multiple curb cuts near the Golf/Roselle intersection and between the Bicycle Connection and 1222 N. Roselle medical office property.

The GRS Plan recommends a total reduction of access points from 18 to 13 curb cuts for 14 properties along Golf Road, and from nine to six curb cuts for 11 properties along Roselle Road.



4.4 Sidewalks and Bikepaths

Several sidewalk and bikepath gaps were completed during the Triangle Project, although there are still gaps which should be closed

to complete the pedestrian and bikepath systems in the GRS. Sidewalks should also be installed along both sides of Valley Lake Drive along the frontage of vacant lots when developed, thus providing a pedestrian link between this area and the rest of the GRS.

Additionally, when White Oak Lane is extended, sidewalks should be installed on both sides of the street. Funding options for these sidewalk improvements can include; developer financing as new development occurs along Valley Lake Drive and White Oak Lane extended, or the establishment of an SSA to pay for roadway improvements including sidewalks.

4.5 Right-of-Way Dedications

Dedication and expansion of public streets within the GRS will accommodate increased traffic needs in the Sub-Area. Right-of-way dedications transpired during the Triangle Construction Project, including dedications along Golf, Higgins, and Roselle Roads. Right-of-way has also been dedicated for the future White Oak Lane extension. Valley Lake Drive is only partially dedicated. The northern and southern ends of the road were dedicated to the Village at the time Village in the Park apartment complex was developed and the Triangle Project occurred. However, these portions of the road were never built to Village standards, and therefore were never formally accepted by the Village. The GRS Plan recommends that the entire roadway be brought up to current Village standards, the remaining portion of the roadway be dedicated, and the entire roadway be formally accepted. Developer contributions or creation of an SSA taxing area can pay for improvements to the roadway. This directive will not only bring Valley Lake Drive up to Village standards, but will also allow the roadway to be maintained by the Village to ensure that those standards will be preserved.

4.6 Redevelopment Initiatives

Certain older developments in the GRS have become outdated, in terms of effective site layout, building locations, and dated building design. The GRS Plan recommends establishing redevelopment initiatives to provide improved site access and circulation, better building orientation as related to adjacent roads and properties, and modernized architectural and landscape design.

The Triangle Project provided visually appealing streetscapes and landscaped areas within the GRS, and redeveloped properties should continue this visual link between sites and roadways. Redevelopment initiatives should include connecting a stronger visual corridor along Golf and Roselle Roads as they extend east and north of the Sub-Area. Visually appealing new buildings with strong architectural features within the GRS can provide a commanding visual presence. A street banner program, similar to banner programs found along other roadways and activity nodes within the Village, could also be implemented to provide another visually unified link for the GRS.



The older properties also contain a wide array of sign styles and sizes, with no provisions for coordinated design. The GRS Plan encourages the use of smaller, low profile ground signs to enhance visual appeal of the Sub-Area. Several examples of newer signs which are modern in design yet visually attractive are found within the GRS. Property owners of older properties should convert or replace outdated signage to provide the visual continuity between properties and enhanced streetscapes.

4.7 Village-Initiated Rezoning

As part of the comprehensive planning process, it is often in the best methodology for the Village to initiate zoning changes. Village-initiated rezoning is typically undertaken to reduce the potential adverse impacts on surrounding properties, or advance a broader Village-wide objective such as concentrating land uses to create an activity node. Public notice and the public hearing process are required so all affected parties may have input into the rezoning process.

The following properties in the GRS should be rezoned to bring them into conformance with the Plan:

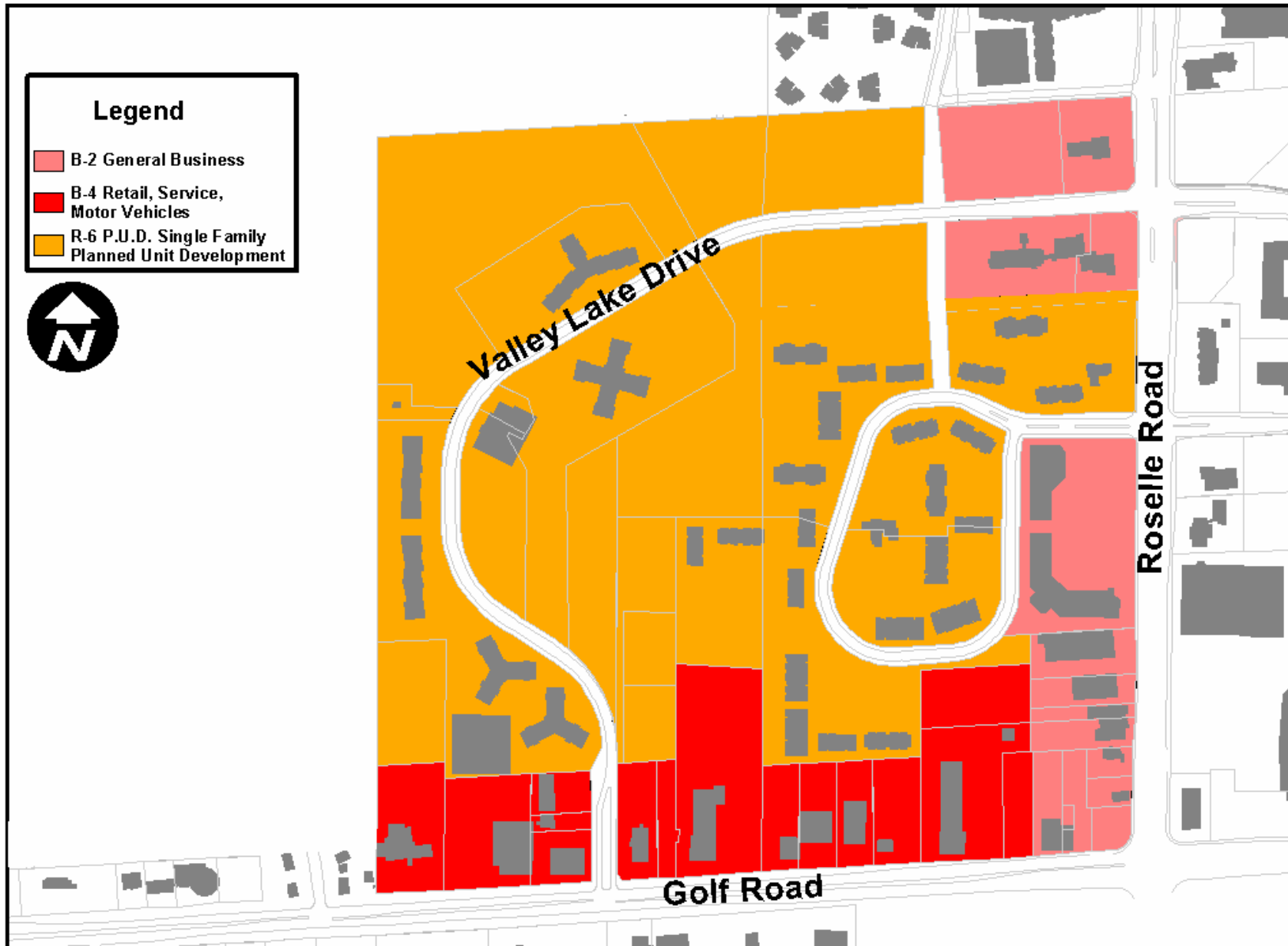
- The Ahlgrim's Funeral Home property should be rezoned from B-2 to B-4. Should redevelopment of this property occur in the future, the B-4 zoning classification is more consistent with the existing commercial and automobile retail nature of land uses along the north side of Golf Road. The property located behind Ahlgrim's should be rezoned from B-2 to R-6 PUD or MUPUD should it be redeveloped with the Village in the Park property. This will provide a consistent demarcation between commercial and residential uses.
- Rezone the La Magdalena, Barnaby's, 120 W. Golf Road, and 130 W. Golf Road properties from B-2 to B-4 to provide

a consistent zoning designation along the north side of Golf Road. Restaurants are permitted as Special Uses in the B-4 district as they are permitted in the B-2 district.

- Rezone the vacant B-1 lots along the east side of Valley Lake Drive to either R-6 PUD or MUPUD upon redevelopment.

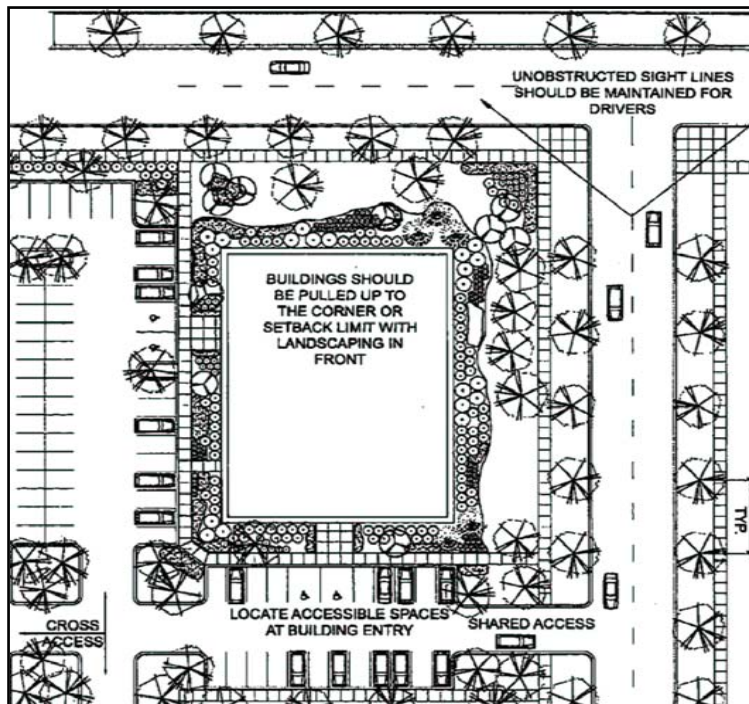
Rezoning of these properties will establish a stronger commercial and automobile-retail activity node along Golf Road, while maintaining the commercial nature of land uses along Roselle Road and residential or potential mixed use nature along Valley Lake Drive.

Map 11 - Proposed Zoning



5.0 Design Guidelines

The GRS should continue to be a prominent commercial and residential area within the Village. The image of the Sub-Area is key to improving the image of the Village as a whole, as well as ensuring the continued success of the area. While a portion of the GRS is situated along the western edge of the Woodfield Regional Center, the central area along Valley Lake Drive is not within the WRC boundaries. Therefore, the GRS Plan recommends maintaining key aspects of the WRC Design Guidelines within the Sub-Area as a means to guide future upgrading of existing older developments and make certain that new developments are attractively designed and sensitive to surrounding properties.



Site planning and layout should follow fundamental directives stipulated in the WRC Design Guidelines. Directives pertaining to building orientation, approaches to sites, driveway separations and sharing, and cross access should all be followed with new development in the GRS. Parking lots should also be designed including WRC directives related to parking lot and loading area locations, main circulation aisle locations and pedestrian safety, and vehicular circulation. Landscaping and stormwater detention facilities within the GRS should also adhere to directives of the WRC Guidelines and Biodiversity Recovery Plan.



New buildings within the GRS should take into account, respect, and improve on the architecture of adjacent buildings in terms of height, massing, style, composition, color, and materials. Directives established in the WRC Guidelines pertaining to building design and expression, “branding” of buildings, façade, fenestration, and roof treatments and features, and building materials and colors should be

adhered to within the GRS. Signage should also be designed based on information in the WRC Guidelines, in regards to sign design and location.

6.0 Conclusion

Implementation of the directives described will guide the future development and redevelopment within the GRS. The economic vitality of the GRS will be strengthened through redevelopment initiatives and more comprehensive design guidelines for the entire area. Subsequently, the GRS will be rejuvenated as an intensive commercial and residential activity node along the western edge of the Woodfield Regional Center.

7.0 Appendix

Existing Uses	Acreage	Percent
Commercial	40.70	28.8
Auto: Sales/Service	14.35	10.2
General Commercial	12.74	9.0
Office/Service	10.24	7.2
Restaurants	3.37	2.4
Residential	57.44	40.6
Vacant	43.34	30.6
Commercial	10.59	7.4
Open Space/Park Sites	12.95	9.2
Residential	19.80	14.0
Total	141.48	100.0

Proposed Uses	Acreage	Percent
Commercial	38.34	27.11
Auto: Sales/Service	16.89	11.94
General Commercial	12.74	9.0
Office/Service	5.34	3.77
Restaurants	3.37	2.4
Residential/Mixed Use	90.19	63.69
Open Space/Park Sites	12.95	9.2
Total	141.48	100.0