



## COMMUNITY ENGAGEMENT EFFORTS IDENTIFY THREE PRELIMINARY RECOMMENDATIONS FOR DOWNTOWN CORRIDOR REDEVELOPMENT

*This summer, the City has been building a new vision for the future of Kirchoff Road. Through focus groups, pop-up events, and online tools, over 300 community members helped create an Existing Conditions Report that describes Kirchoff Road today. You can view a full copy of the report at the QR Code below.*

*Based on this feedback, the City is evaluating three potential policies to guide the future of Kirchoff Road:*

### ECONOMIC DEVELOPMENT

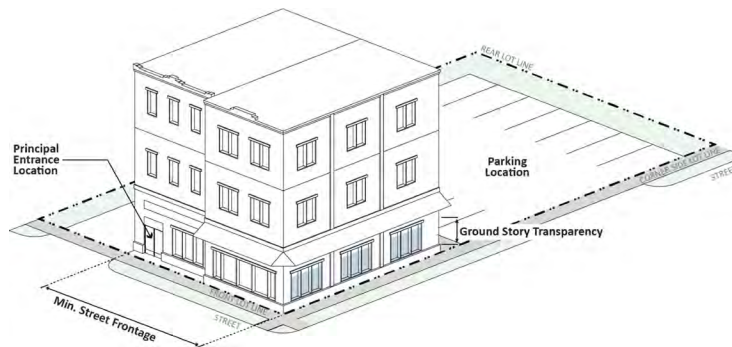
**Status:** Rolling Meadows has the potential to support additional restaurant and retail development.

#### Suggestions:

- Differentiate the Kirchoff Road business corridor from neighboring communities by adding businesses and service providers that are open on nights and weekends.
- Attract experience-based businesses (indoor golf, rock climbing, etc.).
- Encourage the arrival of companies in growth-based market segments such as mid-scale franchises, natural foods, fitness, beauty, and wellness.



### ZONING



**Status:** Kirchoff Road zoning prohibits mixed-use buildings and has excessive setbacks that inhibit development.

#### Suggestions:

The City should:

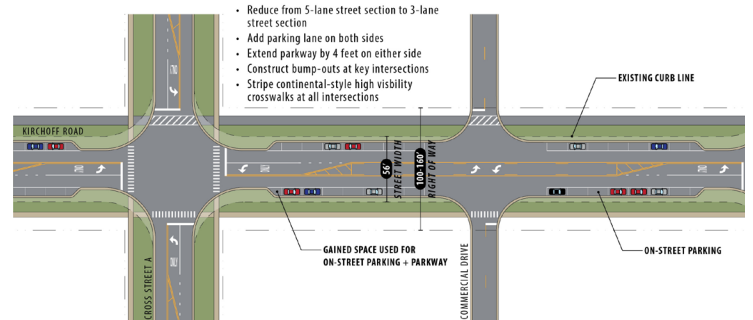
- Create a new district specific to Kirchoff Road.
- Introduce design requirements to improve the quality of new buildings.
- Employ land use controls to facilitate active and diverse uses – including restaurants, retail, entertainment, and recreation.

### MOBILITY

**Status:** Kirchoff Road accommodates roughly 10,000 vehicles per day but can handle three times that number as currently configured. The road's width is a primary cause of excessive speeding in the area. Traffic enforcement alone will not solve this problem.

**Suggestion:** Reconfigure Kirchoff Road into three lanes, which will accommodate existing and future traffic. This will create additional space for pedestrians, cyclists, landscaping, and on-street parking. This would also reduce crossing widths and driver speeds.

#### ROAD DIET TYPOLGY 2 - ON STREET PARKING



### NEXT STEPS

Community engagement efforts will continue, in an effort to help Rolling Meadows create a downtown district for everyone. Project teams are also developing concepts for three specific "opportunity sites" that are positioned for development in the near-term.

For more information and to sign up for the latest project updates, visit [www.PlanRollingMeadows.com](http://www.PlanRollingMeadows.com).

