

Libertyville

2030 COMPREHENSIVE PLAN

The **Village of Libertyville** is collaborating with community residents and stakeholders to update its **Comprehensive Plan** - a policy document adopted by the Village Council that addresses the future of downtown, housing and neighborhoods, open spaces and natural resources, transportation, historic preservation, quality of life and community sustainability.

This pamphlet is meant to provide a quick summary of the topics covered this evening. Thank you for joining us for this community open house - we need your input, thoughts and ideas regarding Libertyville's future!

STAY INVOLVED

libertyvillecomprehensiveplan.com



FAST FACTS

Community Profile

- » Libertyville's current population is 20,487, with limited growth expected over the next five years.
- » The empty nester and younger senior age cohort (60-79) is expected to grow the most in Libertyville from 2016 to 2022.
- » Libertyville is mostly White-Caucasian at 90.1% followed by Asians at 5.7%.
- » Libertyville's median household income is \$119,125.

FAST FACTS

Market Analysis

- » Retail rents in Libertyville have been constant at around \$16 per square foot. Retail vacancies overall in the Village have been declining since 2010. Libertyville's largest retail cluster is the auto-dealer cluster "Mile of Cars."
- » Competitive retail clusters near Libertyville include Vernon Hills to the south and Gurnee Mills to the north.
- » Libertyville's "Mile of Cars" situated along Milwaukee Ave between Park Avenue and Townline Road will be sensitive to future changes in auto purchasing and ownership trends, where large auto lot facilities will no longer be needed.
- » E-commerce was 10.5% of total national sales for the year 2017 and is continuing to grow.
- » Future patterns of retail are more experience, convenience and value-focused. Consumers today embrace shopping across web channels and using their personal devices.
- » Libertyville is located outside of the typical development pattern for Class A corporate office.
- » Innovation Park represents the best potential in the Village for adding new office tenants.
- » There is likely some market potential for medical office around the existing Condell Medical Center, which has been growing rapidly and is Lake County's only Level 1 Trauma Center.
- » Libertyville has strong industrial clusters east of downtown and in the northwest part of the Village, with some sites available for future growth in the northwest.



FAST FACTS

Land Use & Acreage

- » Libertyville encompasses nearly 6,000 acres of land area.
- » The dominant land use in Libertyville is residential with nearly 2,000 acres of mostly Single-Family Detached housing, followed by 823 acres of open space, nearly half of which (45.6%) is owned by the Lake County Forest Preserve District and classified as conservation.
- » Libertyville has nearly 700 acres of commercial land included in its downtown core and three corridors: Milwaukee Avenue, Peterson Road and Park Avenue.
- » Industrial land use represents 540 acres of land area, primarily located along Village's northwest side and along and near the east side of downtown and Park Avenue.
- » Over 575 acres is devoted to institutional land use, mainly the Lake County complex north of downtown, the Condell Medical Center, and Libertyville School District facilities.

FAST FACTS

Corridors

- » South Milwaukee Avenue (south of downtown) includes a significant concentration of community-oriented retail shopping, automobile dealerships, and the Condell Medical Center. The development pattern includes both short and shallow and long slender lots.
- » North Milwaukee Avenue (north of downtown) contains mostly shallow lots with modest reuse potential. The notable exception being the Lake County Complex which has significant development potential if County facilities were to be relocated.
- » Route 176 (Park Avenue) serves as a gateway to the Village from the east and west and is the primary gateway from the I-94 expressway. The corridor has high traffic volumes and but limited potential for redevelopment due to shallow lots and limited parking.
- » Route 137 (Peterson Road) serves as Libertyville's major east-west commercial street, with a mix of older strip centers, and newer big-box developments. Several commercial buildings along the corridor have vacant storefronts and spaces. Improving the appearance and function of this corridor is a key planning issue.



FAST FACTS

Housing and Neighborhoods

- » Libertyville has a limited potential for new single-family residential developments and available land area is dwindling.
- » Nearly 80% of the housing stock in Libertyville is single-family, a majority of which is detached. A high percentage of housing units (85%) in Libertyville are owner-occupied.
- » There is limited population growth projected in the future, though the population age composition is shifting towards young professionals, younger seniors and empty nesters.
- » There may be a greater need for housing products that accommodate the changing population, including a greater diversity of housing at various price points to accommodate aging seniors and young professionals.

FAST FACTS

Downtown Libertyville

- » Libertyville's downtown is capitalizing on the demand for experienced-focused retail, including restaurants, farmer's markets and other promotion events.
- » Private reinvestment in downtown businesses (1989–2017) equaled \$58,637,476
- » The Main Street district generated nearly 20% of all Village retail sales (2014).
- » Libertyville's highly successful Main Street organization and the support of local citizens and organizations have revitalized the downtown over the past 25 years.
- » New housing in the downtown area represents a significant development opportunity.

FAST FACTS

Transportation

- » Libertyville is served by the Milwaukee District North Metra Line, and has 825 weekday boardings – more than double nearby Prairie Crossing stops.
- » Pace Bus Route #574 runs through Libertyville, with 15 on and off boardings at Milwaukee and Church per day.
- » The City owns 600 parking spots between two parking garages, providing free 4-hour customer parking.
- » The highest traffic volumes in Libertyville occur on Milwaukee Avenue, Lake Street, Peterson Road, and Butterfield Road. The highest truck volumes occur on Peterson Road, Milwaukee Avenue, Lake Street, and Park Avenue.
- » Safety is a concern in the downtown area, with a high number of crashes occurring on Milwaukee Avenue (1065, 97 injured (2012-2016)).