WHEELING

RESTAURANT ROW CORRIDOR PLAN

THE LAKOTA GROUP.

STRAGGAS INC. CONSULTING ENGINEERS SITE DEVELOPMENT ENGINEERS LAND SURVEYORS

CBB

HOFFMAN STRATEGY GROUP

METRO STRATEGIES group

EXISTING CONDITIONS PRESENTATION

JANUARY 2022

WHAT WE WILL COVER TODAY

- **Welcomes & Introductions**
- **Project Update**
- **Initial Findings**
  - » Land Use & Physical Conditions
  - » Market Assessment
  - » Transportation
  - » Environmental Evaluation
  - » Key Takeaways, Opportunities, & Constraints
- **Next Steps**

Plan Goal

Build a dynamic vision for the corridor that emphasizes connectivity, placemaking, and revitalization to support and improve the Restaurant Row brand.

Plan Objectives

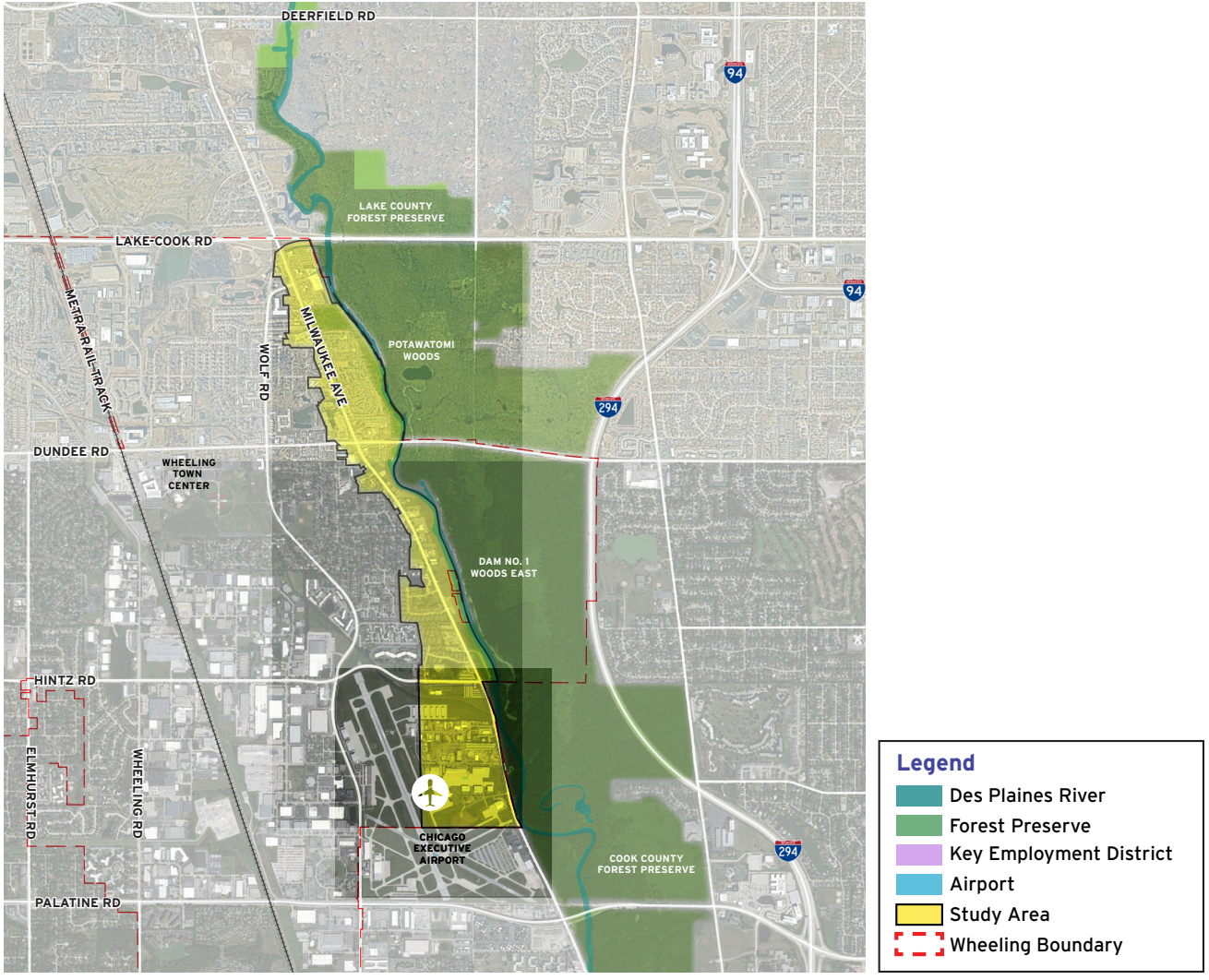
- ENHANCE BUILDINGS & PUBLIC SPACE
- IMPROVE ACCESS TO THE DES PLAINES RIVER
- STRENGTHEN QUALITY OF LIFE
- CREATE A DISTINCT IDENTITY

Project Schedule

Phase 1	Phase 2	Phase 3
ENGAGE & DISCOVER	ENVISION & EXPLORE	IMPLEMENT

PHASE 1 RECAP

- **Project Kick-off Meeting**
- **Fieldwork & Initial Site Visits**
  - » Define Study Area
  - » Base Mapping & Analysis
- **Project Brand & Website Launch**
- **Stakeholder Interviews**
- **Steering Committee Meeting**

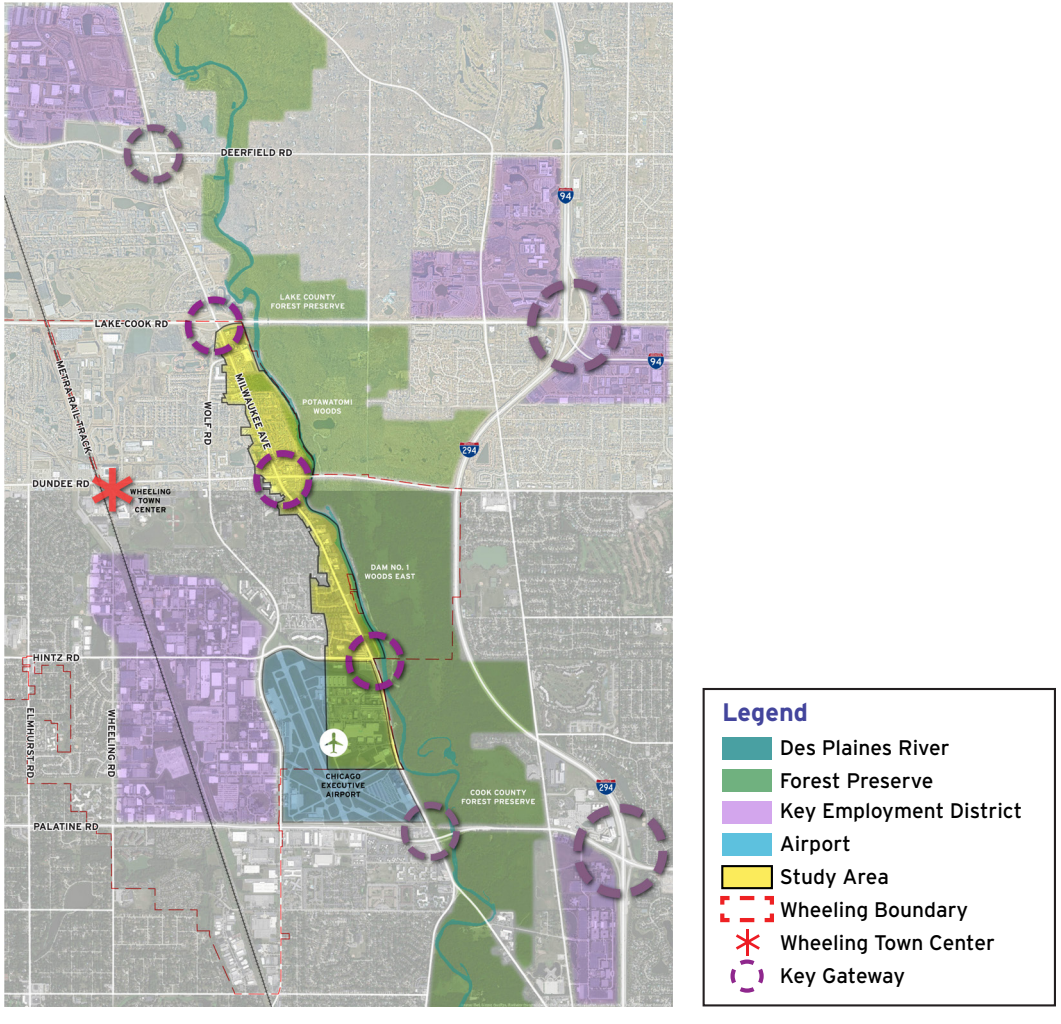


- **Project Brand & Project Website** *(launched!)*
  - » Interactive project website that describes the overall planning and design process as well as provides members of the community an opportunity to engage, comment, and share ideas. Lakota will post project updates, draft plans, and workshop materials to the website.
- **Social Media/Online Presence**
  - » On-going project updates and information posted to Village and Lakota social media platforms
- **Stakeholder Interviews** *(nov 18 & 19)*
  - » 10 listening sessions held over 2 days with residents, business owners, property owners, relevant local organizations, and others.
- **Short Form Survey** *(ready to launch!)*
- **Future Open House** *(early 2022)*

WHEELING
RESTAURANT ROW CORRIDOR PLAN

AREAS OF INFLUENCE

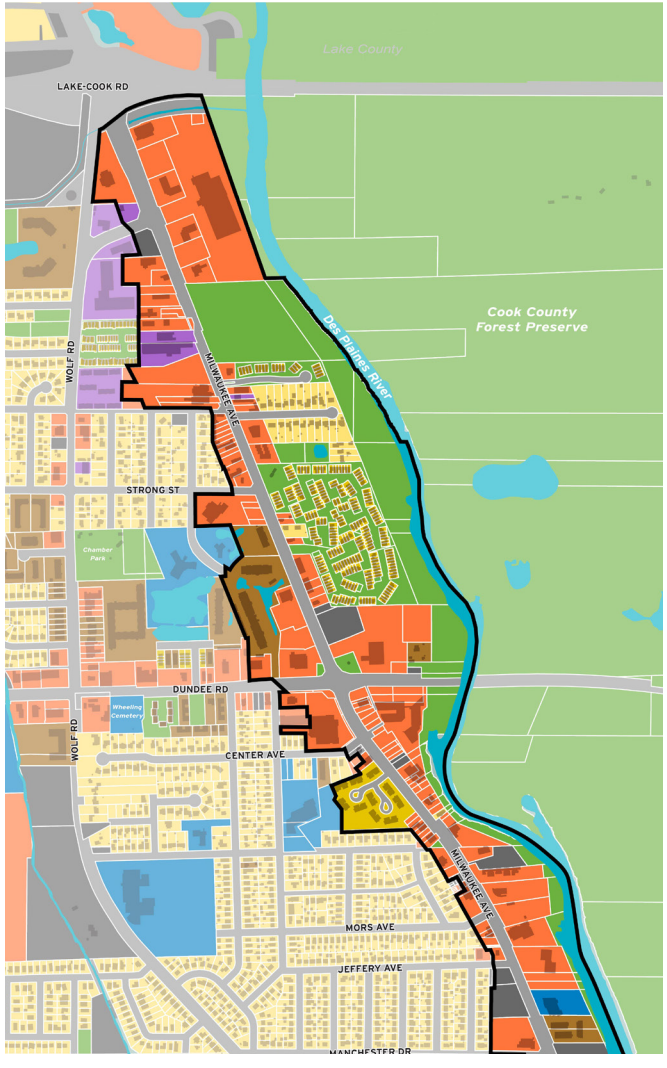
- **Key Employment Districts**
  - » Proximity to multiple employment districts that increase day-time activity along the corridor.
- **Airport**
  - » The airport sits at the southern edge of the study area, with an influx of travelers to use and stay along the corridor.
- **Forest Preserve and Des Plaines River**
  - » Provides unique view sheds that can be leveraged to enhance businesses, community gathering spaces, and residential areas.
  - » Spurs economic development for the corridor as a potential activity generator that can bring people to the area.
- **Proximity to Wheeling Town Center**
  - » Wheeling Town Center is located approximately one-mile west of Restaurant Row on Dundee Road. Restaurant Row can take advantage of this proximity and create a stronger linkage between the two districts.
- **Key Gateways**
  - » Key intersections along Milwaukee Avenue provide entry points into the corridor.
  - » Streetscape, wayfinding and signage, and pedestrian safety enhancements are potential improvements that would create a sense of place for Restaurant Row.
  - » Proximity to 294 and 94 highway interchanges



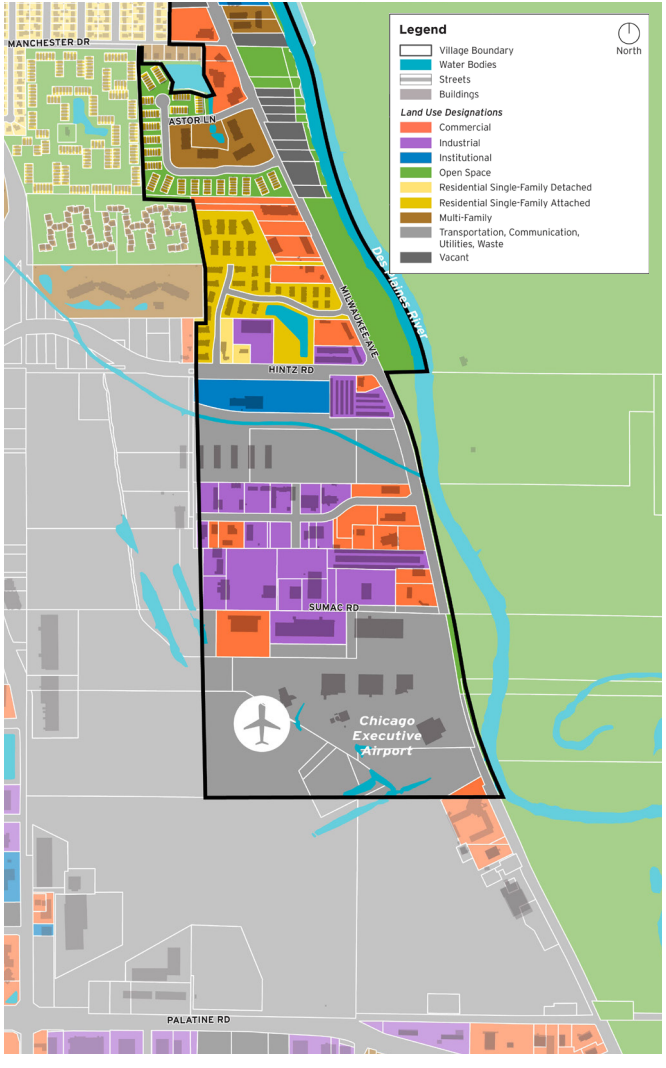
LAND USE

- **Commercial use is the primary land use along the corridor**
  - » However, there is considerable variation of types, forms, and conditions within that category
  - » Southwestern portion, by the airport, is largely transportation, with some industrial and commercial abutting Milwaukee Avenue.
- **Notable residential density within close proximity to the corridor as well.**
  - » Range from single-family neighborhoods, to townhomes and cluster developments, to large multi-family communities.
- **The Des Plaines River and Forest Preserve system interrupt the pattern and naturally limit density**
  - » Advantages also exist and should be leveraged as a major opportunity
- **Pattern of major development/ activity clusters, with collections of lower intensity and independent uses in between**
  - » Mixed-use nodes at Lake-Cook and Dundee are important anchors; no anchor exists at the southern end
  - » Some of the Corridor's most notable restaurants & food/beverage uses are located outside these clusters

North



South



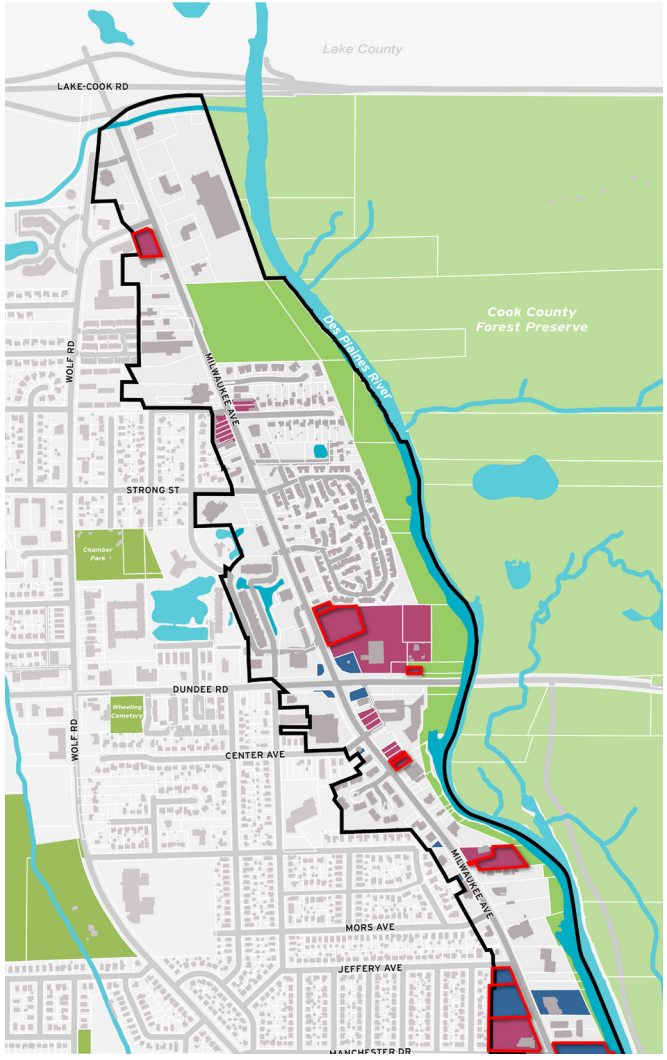
PHYSICAL CONDITIONS

- **Some properties have uses that are non-contributing to the overall character and brand of the Corridor.**
  - » Examples include the motels, auto-service uses, scrap yards and materials storage.
- **Broad mix of development character types**
  - » Ranging from more urban 'main street' type buildings to both low and high-intensity suburban uses.
- **Lack of consistency of frontage & streetscape conditions**
  - » Some locations are in good condition, however the overall pedestrian experience is diminished because of Milwaukee Avenue
- **Milwaukee Avenue is a major barrier to the lack of pedestrian crossings**
- **The river and forest preserves are major assets and important features**
  - » Views both TO & FROM the Corridor to these areas should be considered.

OWNERSHIP BY PARCEL

- **Majority of vacant parcels along the Corridor are owned by the Village**
  - » Group of parcels located at Milwaukee and Manchester (Village)
  - » Parcels located at Jeffery and Milwaukee (Village)
- **County-owned parcels along the River could be a barrier to future development**
  - » Need to clarify which properties are owned by the County, particularly near potential redevelopment sites.
- **Some key sites are privately-owned**
  - » Determine how to guide private development along the Corridor so it is in-line with vision and goals.

North



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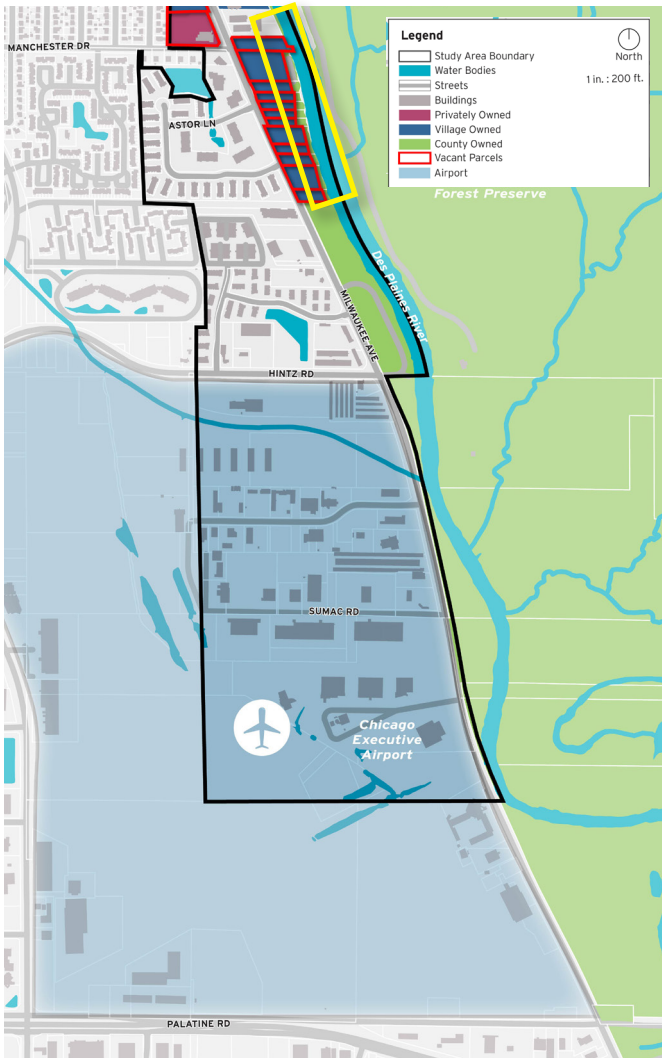


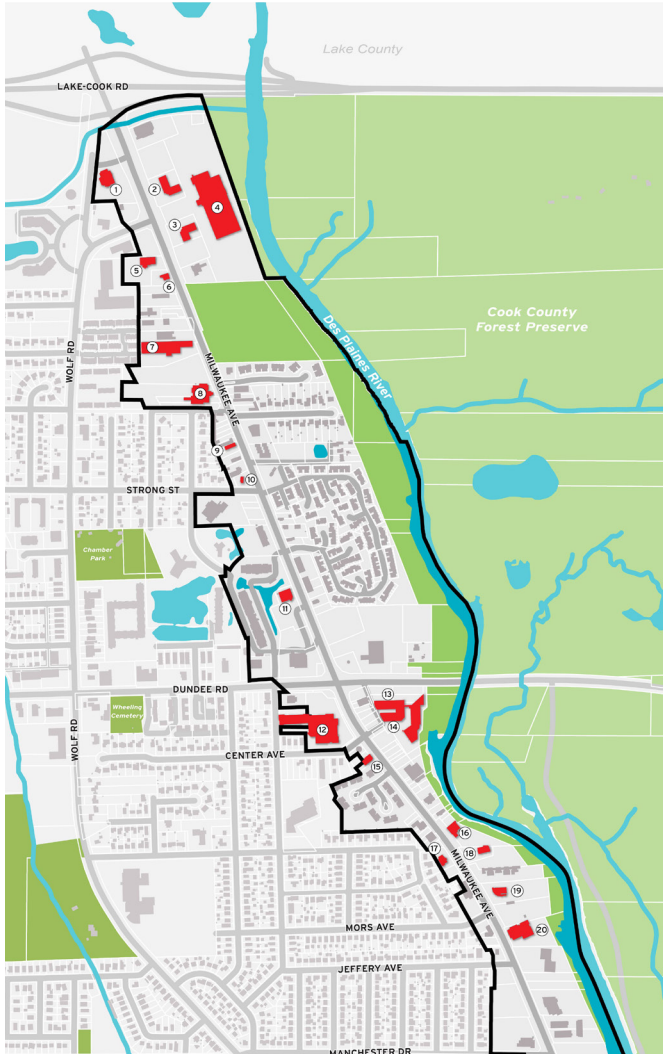
RESTAURANTS & FOOD BUSINESSES

- **Selective additions to the restaurant mix may offer greater benefits than full coverage along the Corridor.**
  - » Virtual kitchen concepts
- **Entertainment uses and other activity drivers are missing.**

Restaurants & Food Businesses

1. District Brewyards
2. Spears Bourbon Burgers Beer
3. Cooper's Hawk Winery & Restaurant
4. The Westin (Saranello's, Cafe 601)
5. Buca di Beppo Italian Restaurant
6. Old Munich Tavern
7. Matt's Cookie Company
8. Boston Fish Company
9. Kilcoyne Redwood Inn
10. Starbuck's
11. Benihana
12. Fresh Farms Shopping Center
13. Lana's Dazzling Desserts
14. Wajo Sushi
15. Rise n Dine Breakfast & Lunch Restaurant
16. D'Agostino's Pizzeria
17. Chicago Bagel & Bialy
18. Polish Restaurant
19. Superdawg Drive-in
20. Bob Chinn's Crab House
21. Yu's Mandarin Restaurant
22. Andy's Dam Inn

North



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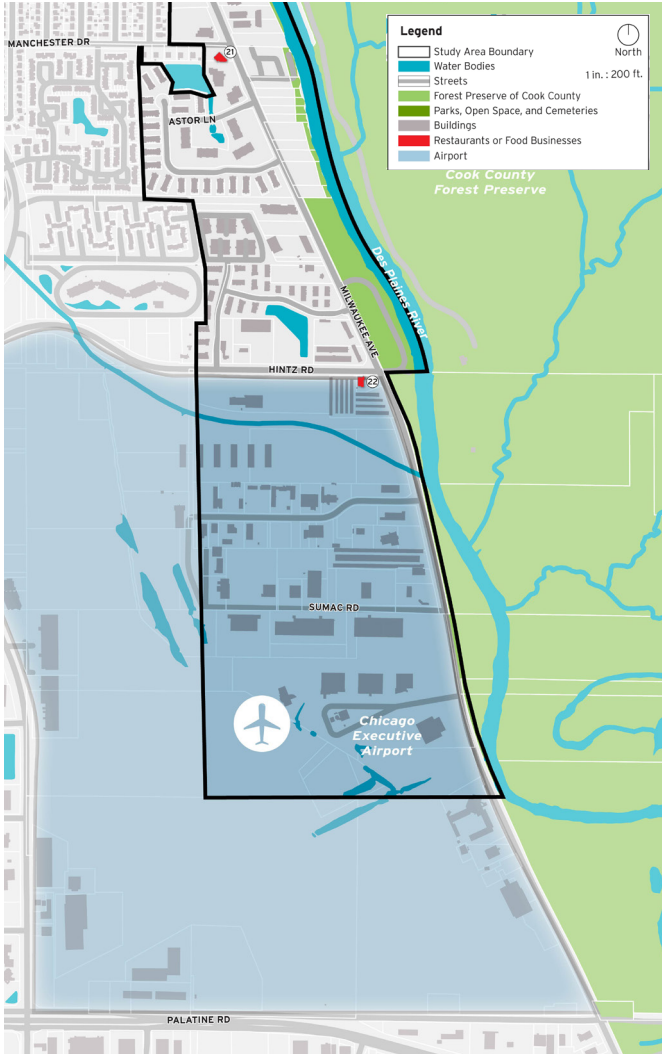
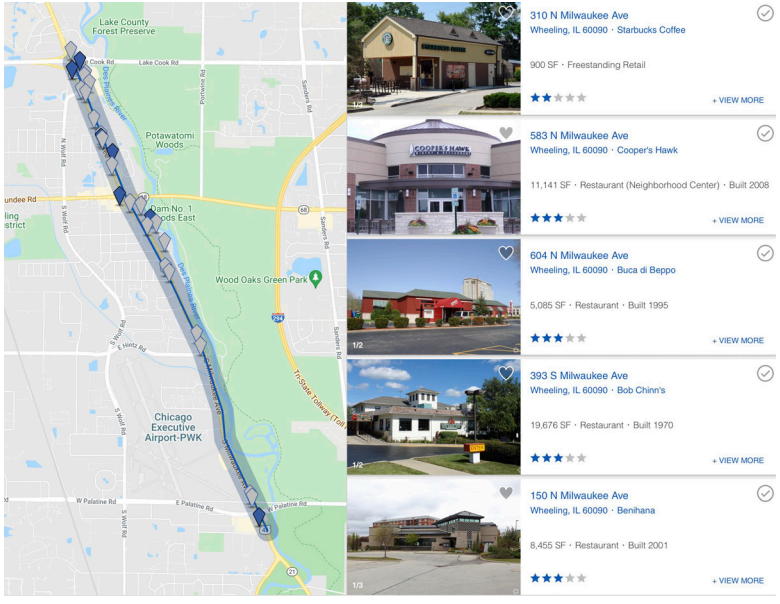


SCOPE



- This market assessment focuses on building an understanding about current spending patterns by guests in the Wheeling Restaurant Row corridor.
- That includes quantifying spending potential at restaurants from residents, workers, and visitors, and evaluating where these guests come from and what other places they go to in the market.
- The aim for this market assessment is to support a compelling vision for a vibrant and resilient future for Milwaukee Avenue and, thereby, investment in building community for the Village of Wheeling, IL.
- The methodology is addressed in the next slide.
- Disclaimer: Tuscany permanently closed on January 2, 2022, nearly 30 days after the release of this report. Appropriate adjustment have been made in the analysis.

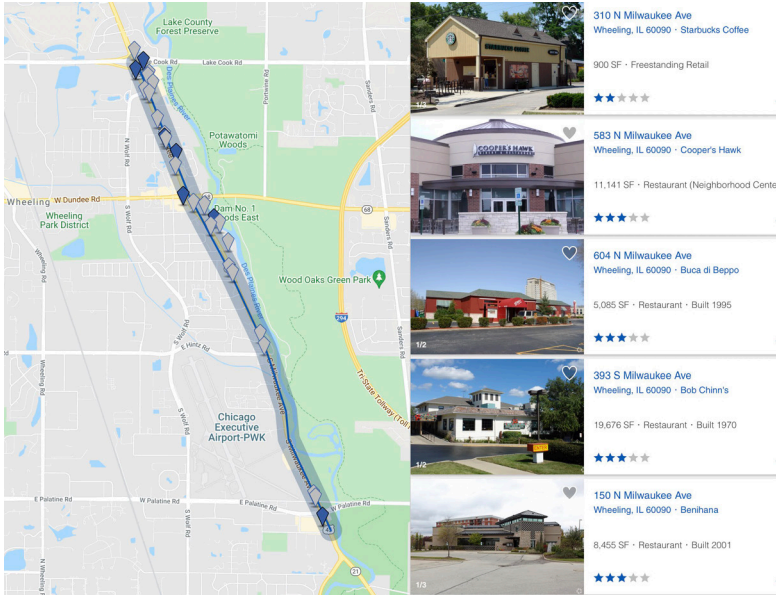
METHODOLOGY

FOOT TRAFFIC OF GUESTS AND THEIR HOME LOCATIONS

DEMOGRAPHIC & LIFESTYLE PROFILES

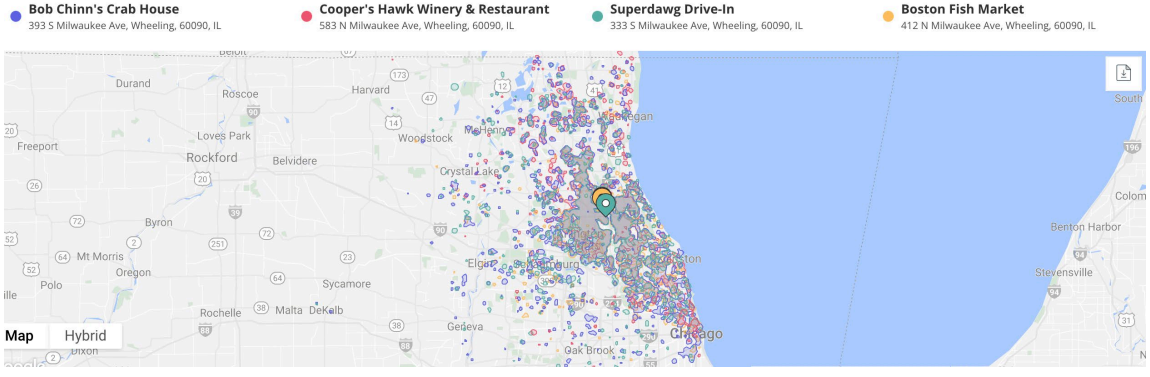
SPENDING ESTIMATES & SALES GAP

RESTAURANT ROW CLUSTERING



- This map shows the location of all the restaurants plus Fresh Farms supermarket along S. Milwaukee Ave. and between Lake Cook Road in the north to E. Palatine Road in the south.
- The inventory, which is not meant to be exhaustive, includes 27 buildings with a total of 265,000 SF that includes Cooper's Hawk (2008), Bob Chinn's (1970), Buca di Beppo (1995), Boston Fish Market (2005), and Fresh Farms grocer (2011).
- Of that, 21,700 SF is vacant, such as the 4,337 SF former Le Francais restaurant at 269 S. Milwaukee, which was purchased and is under construction for a new restaurant; and the 11,808 SF former Twin Peaks restaurant at 781 N Milwaukee.
- Note: After 22 years, Tuscany announced their permanent business closure on Facebook effectively January 2, 2022. This closure will add 7,280 SF of restaurant vacancy to S. Milwaukee, a total of 28,980 SF.
- We are going to next form an understanding about guests to restaurants along Milwaukee by evaluating foot traffic.

FOOT TRAFFIC



We examined foot-traffic counts of guests to Bob Chinn's Crab House, Boston Fish Market, Cooper's Hawk Winery & Restaurant, and Superdawg Drive-In for the period of Nov. 1, 2017, to Oct. 31, 2021.

The map shows the home location of these guests for each restaurant. As is shown, these restaurants share similar geographic trade areas: south to Chicago and north almost to the Wisconsin border. Note, however, that demand drops considerably with distance. Restaurant viability is from repeat guests that live nearby.

In rank order: Bob Chinn's has 1.4M total visitors for this four-year period; 1.2M for Cooper's Hawk, 602K for Superdawg Drive-In, and 556K for Boston Fish Market.

In terms of geographic distance: Bob Chinn's pulls guests from 17-miles, 14-miles for Superdawg, and 13-miles for Cooper's Hawk and Boston Fish Market.

Foot traffic counts are based on mobile devices located within each of these restaurants. We can observe movements throughout the market, other places guests' visit, the frequency of visits, and the geographic size of the trade area.

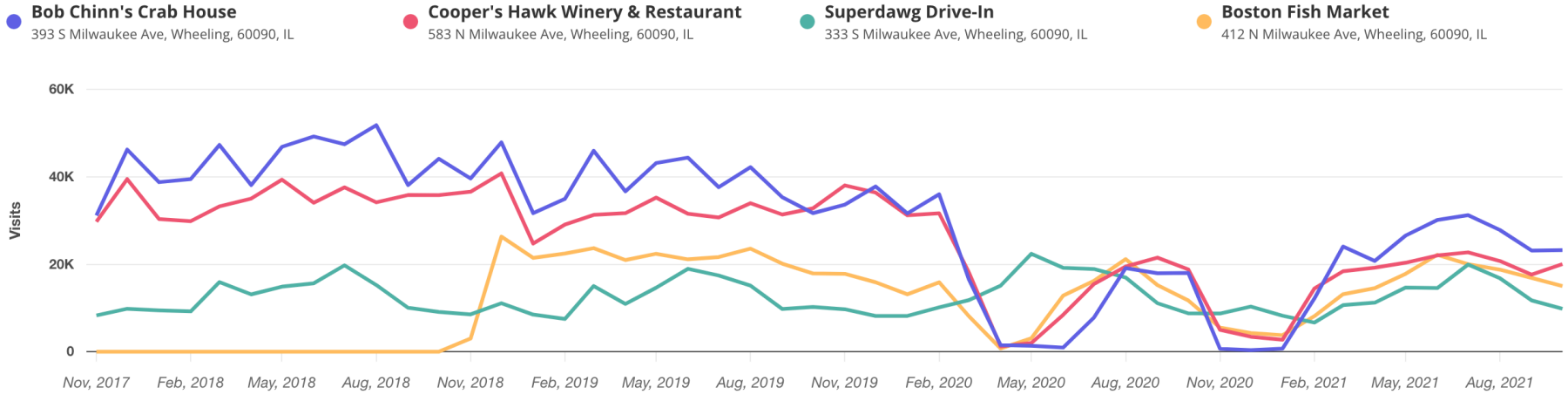
Metric Name	**Bob Chinn's Crab House** 393 S Milwaukee Ave, Wheeling, 60...	**Cooper's Hawk Winery & ...** 583 N Milwaukee Ave, Wheeling, 60...	**Superdawg Drive-In** 333 S Milwaukee Ave, Wheeling, 60...	**Boston Fish Market** 412 N Milwaukee Ave, Wheeling, 60...
Visits	1.43M	1.23M	601.9K	556.4K
Visits / sq ft	N/A	110.78	N/A	N/A
Visitors	385.6K	281.6K	164.7K	175.3K
Visit Frequency	3.72	4.38	3.65	3.17
Avg. Dwell Time	105 min	124 min	49 min	111 min

OVERVIEW

Visits: This is the total number of foot traffic counts. For example, 1.43M total for Bob Chinn's for the four-year period.

Visitors and Visit Frequency: This is the total number of unique visitors and number of times each person visits. Bob Chinn's has a following among 385K persons that eat there on average 3.7 times over the four-year period.

Average dwell times for a guest at Cooper's Hawk is about 1246-minutes versus 49-minutes at Superdawg.



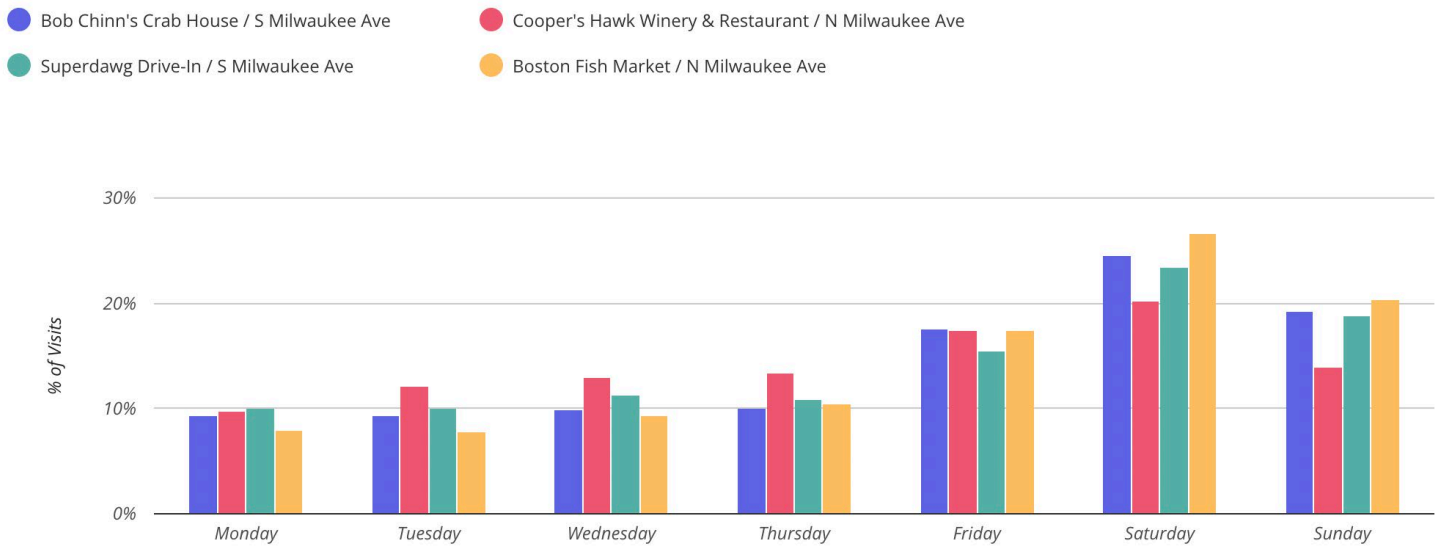
TRENDS

This charts the foot traffic trends on a monthly basis from Nov. 1, 2017, to Oct. 31, 2021.

Bob Chinn's (opened 1970) and Cooper's Hawk (opened 2008) have the highest foot traffic counts.

(Note: Data are not collected for Boston Fish Market before 2018.)

However, Superdawg's counts performed better than the others during the shutdown in 2020. There is a return to normalized counts albeit at a smaller volume than pre-pandemic.



DAILY VISITS

Foot traffic volumes are consistent Monday through Thursday: approximately 10% of visits per day.

Nearly 25% of visits occur on Saturday.

The balance of visits occur on Friday and Sunday.

Bob Chinn's Crab House
393 S Milwaukee Ave, Wheeling, 60090, IL

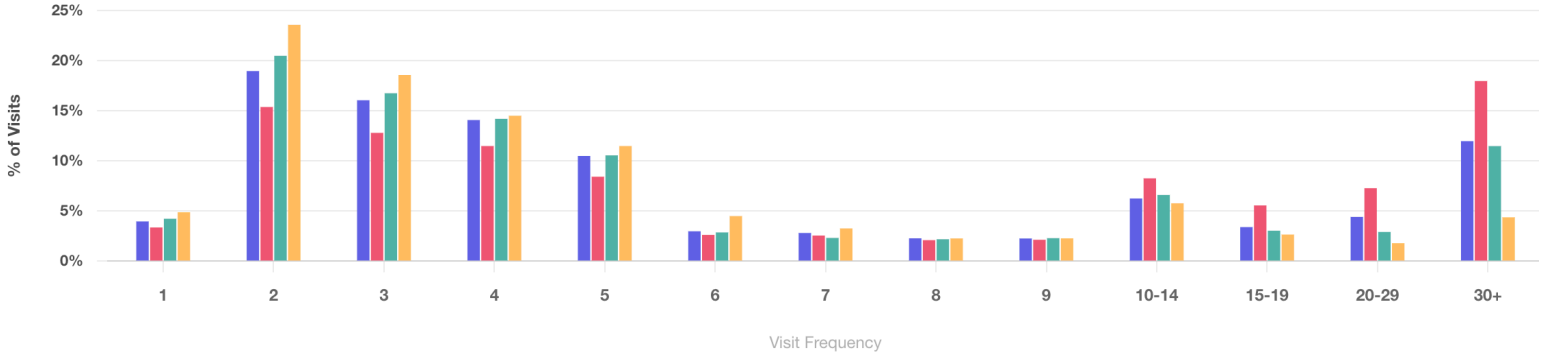
Cooper's Hawk Winery & Restaurant
583 N Milwaukee Ave, Wheeling, 60090, IL

Superdawg Drive-In
333 S Milwaukee Ave, Wheeling, 60090, IL

Boston Fish Market
412 N Milwaukee Ave, Wheeling, 60090, IL

Average Visits

3.72 Visits
4.38 Visits
3.65 Visits
3.17 Visits



DAILY VISITS

About 55% of visits are by guests that dine at each place an average 2-5 times.

Cooper's Hawk has nearly 20% of guests that visited over 30 times during the four-year period.

10-14 Times

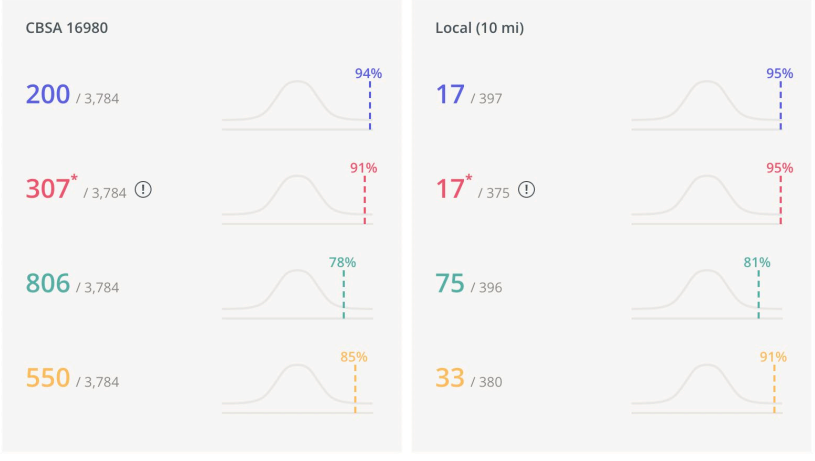
2-5 Times

30 + Times

Nearly 10% of visits are by guests that dine 10-14 times.

RANKING

Bob Chinn's Crab House / S Milwaukee Ave
Cooper's Hawk Winery & Restaurant / N Milwaukee Ave
Superdawg Drive-In / S Milwaukee Ave
Boston Fish Market / N Milwaukee Ave



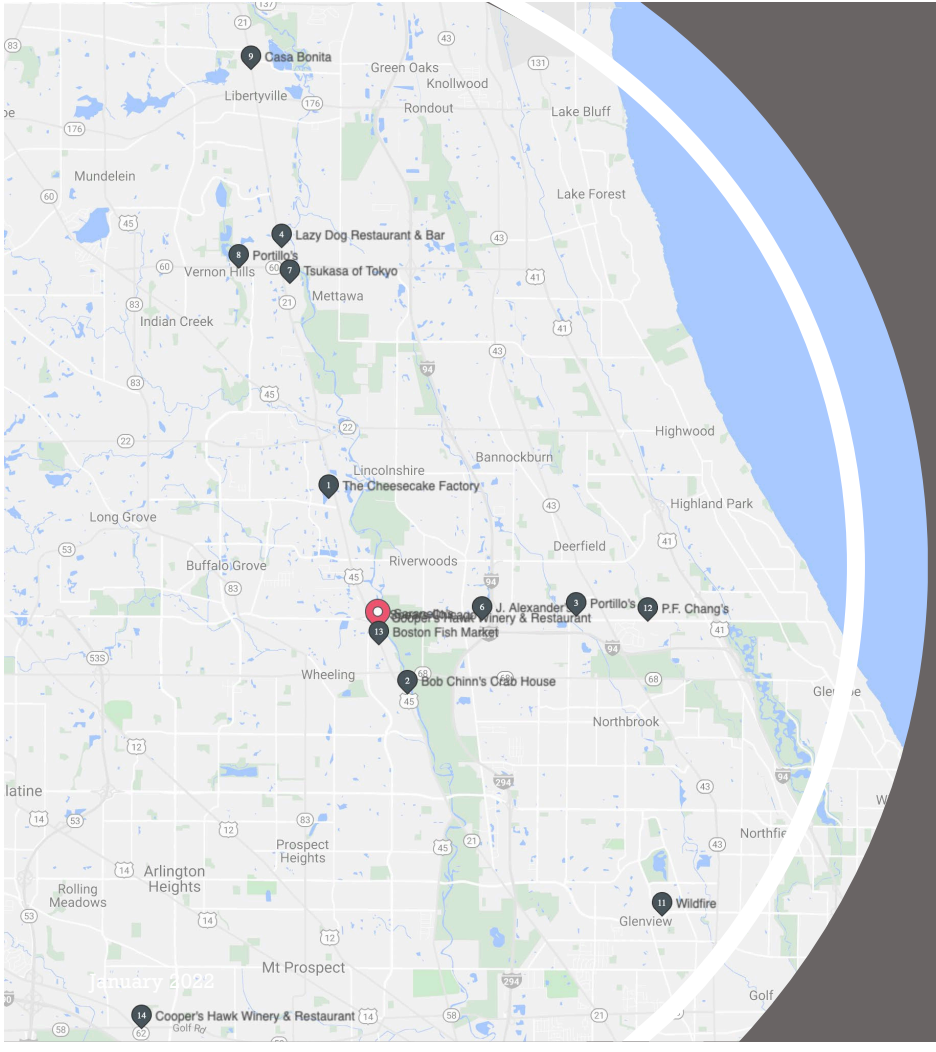
While our mobile devise data only go back four years, anecdotes of restaurant row speak to a time when Milwaukee Ave. was a major regional and national draw to places like Le Francais and Bob Chinn's.

Wheeling's "restaurant row" has shifted from a regional draw to a smaller community-serving trade area as illustrated by these restaurant rankings.

According to foot traffic counts, Bob Chinn's and Cooper's Hawk rank 17th out of 397 and 375 like restaurants, respectively, within 10 miles. Superdawg ranks 75th out of 396 and Boston Fish Market ranks 33rd out of 380.

The rankings by CBSA 16980 is the Chicagoland area.

The next slide maps the dining out patterns for Cooper's Hawk guests.



DINING OUT PATTERNS

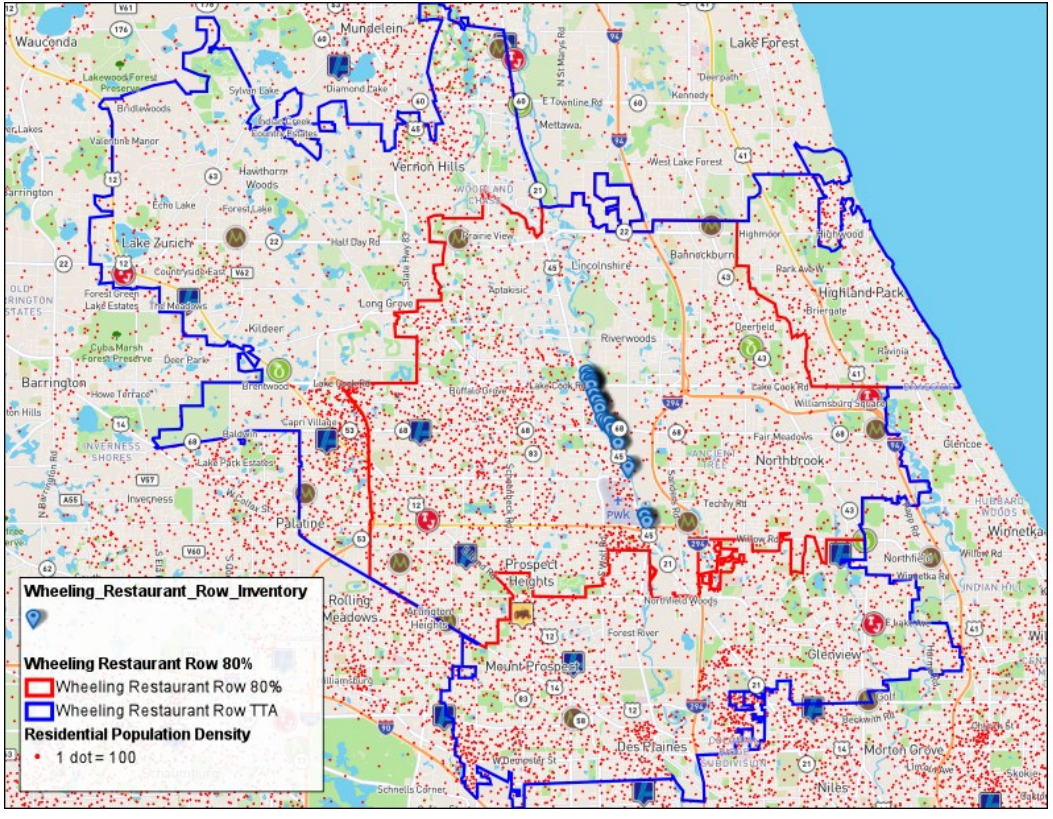
This map shows the other restaurants frequented by the Cooper's Hawk guest.

There is support of local restaurants by the Cooper's Hawk guest. For example, 14% of Cooper's Hawk guests (38.7K) also eat at Bob Chinn's and 10% (28.9K) eat at Boston Fish Market.

Several Portillo's locations are popular with Cooper's Hawk guests, as is Lazy Dog Restaurant at Mellody Farms and Casa Bonita in Libertyville. In fact, the clustering of new food and restaurant concepts at Mellody Farms has been a major competitor to Wheeling Restaurant Row.

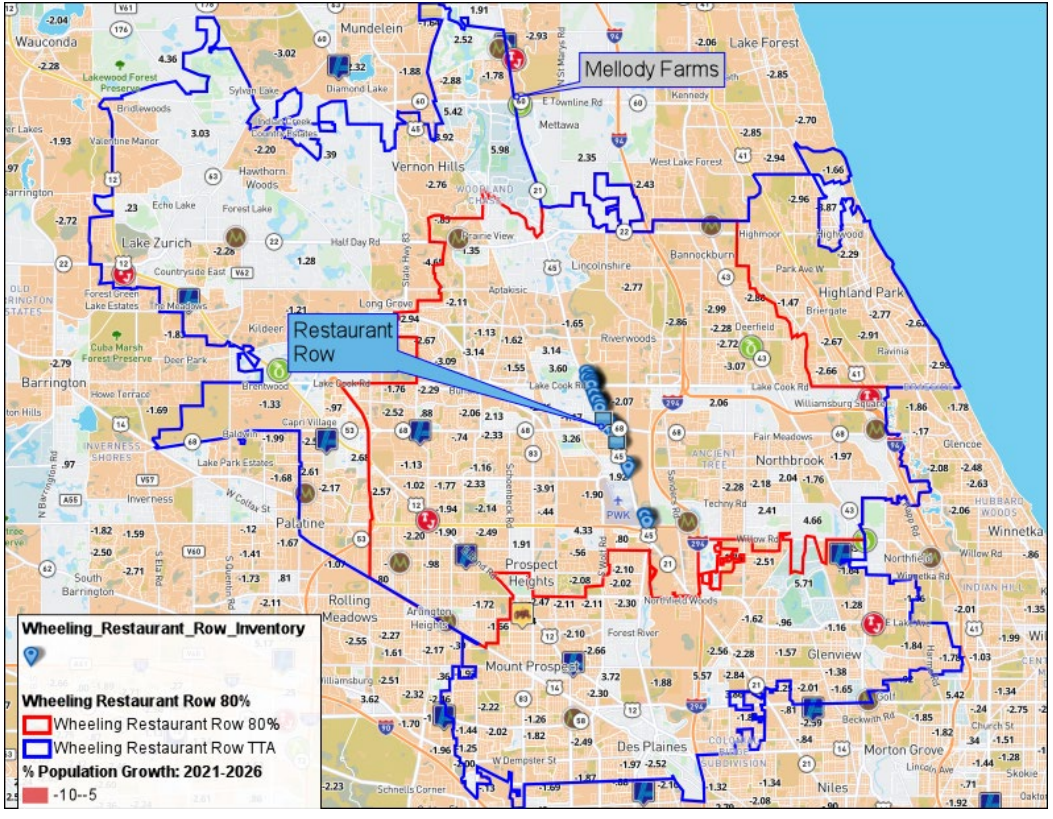
This analysis of dining out patterns for Cooper's Hawk, Bob Chinn's, Superdawg, and Boston Fish Market allows us to create a trade area from which 80% of customers live in continuously bound neighborhoods.

The demographic profiles and spending gap analysis from these restaurant trends are presented in the following slides.



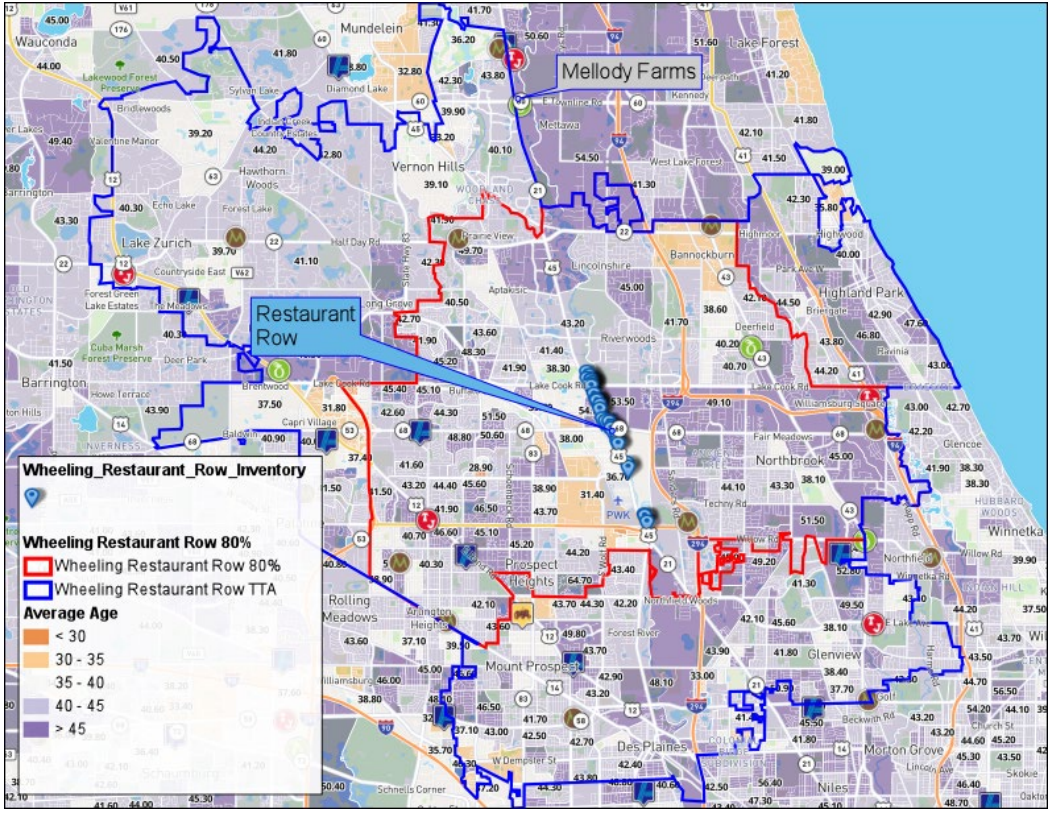
TRADE AREA

- We have taken the home zip codes from guests at Bob Chinn's, Cooper's Hawk, Superdawg, and Boston Fish Market to determine trade areas for restaurant row.
- 80% of all restaurant guests reside in seven zip codes as represented by the red-line: 60004 (Arlington Heights), 60015 (Deerfield, Bannockburn, Riverwoods), 60062 (Northbrook), 60069 (Lincolnshire), 60070 (Prospect Heights), 60089 (Buffalo Grove), and 60090 (Wheeling). These are frequent guests (2 or more times).
- That means: Wheeling residents eat at restaurants in Wheeling and along "Restaurant Row".
- The remaining 20% of guests come from the zip codes between the red-lined and blue-lined boundaries (TTA). These guests are less frequent (1 or 2 times).
- We will now profile these trade areas.



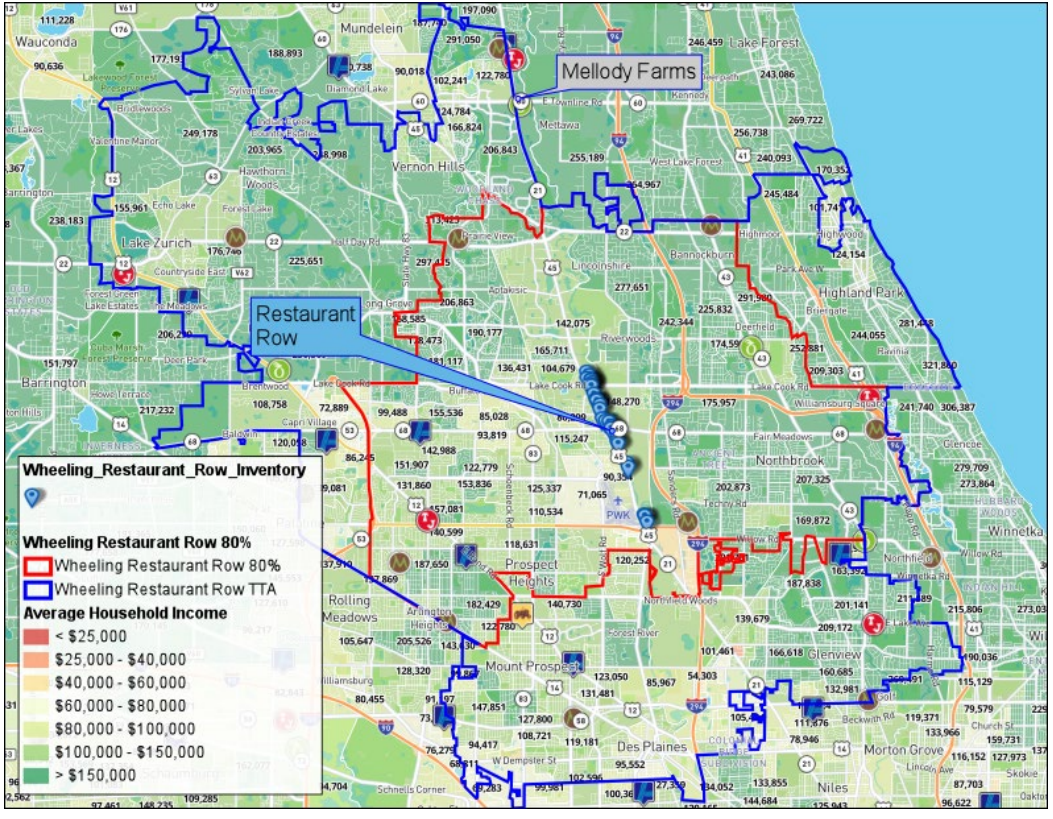
GROWTH

- The Wheeling Restaurant Row 80% trade area (red-line) has an estimated population of 216,760 for 2021 and declining to 214,781 for 2026. (Census)
- The total trade area (blue-line) has a population base of 516,107 for 2021 and declining to 512,827 by 2026, a population last seen in 2000 with 515,891. (Census)
- The Wheeling neighborhoods to the west of Milwaukee are forecasted to grow by 3.5% to 4% by 2026, which include the Chevy Chase Country Club and Wheeling Park District areas.
- This is useful to profile the capacity of the market to support new retail, food and beverage businesses.



AGE

- While the 80% trade area average age is 42, and mostly affluent empty-nests between 55 and 64, there are pockets of younger neighborhoods.
- For example, Bannockburn has an average age of 33 and is also the location of Trinity International University-Illinois.
- This profile also influences income, purchasing power, and housing, as will be shown in the next slides.



INCOME

- The 80% trade area average household income is $146,194, which is 34% higher than the $109,122 average for the Chicago MSA.
- 61.4% of households in the trade area have incomes over $75,000 versus 50.8% for the Chicago MSA.
- Per capita income is important because nearly 60% of the trade area is comprised of 1-person and 2-person households: $56,331 versus $40,609 for the MSA.
- These measures of purchasing power influence decisions about site location by restaurant groups, estimated sales, and estimated sales tax revenues.
- The next series of slides provide demographic profiles.

Pop-Facts: Demographic Snapshot (Part 1)	Wheeling Restaurant Row 80%		Wheeling Restaurant Row TTA		Chicago-Naperville-Elgin, IL-IN-WI Metropolitan Statistical Area	
Population						
2026 Projection	214,781		512,827		9,402,890	
2021 Estimate	216,760		516,107		9,428,289	
2010 Census	221,012		521,764		9,461,105	
2000 Census	223,962		515,891		9,098,311	
Growth 2021-2026	-0.91%		-0.64%		-0.27%	
Growth 2010-2021	-1.92%		-1.08%		-0.35%	
Growth 2000-2010	-1.32%		1.14%		3.99%	
2021 Est. Population by Single-Classification Race	**216,760**		**516,107**		**9,428,289**	
White Alone	166,490	76.81%	381,277	73.88%	5,955,375	63.16%
Black or African American Alone	3,097	1.43%	10,557	2.05%	1,538,067	16.31%
American Indian and Alaska Native Alone	676	0.31%	1,508	0.29%	38,117	0.40%
Asian Alone	30,654	14.14%	78,509	15.21%	686,596	7.28%
Native Hawaiian and Other Pacific Islander Alone	37	0.02%	158	0.03%	3,290	0.03%
Some Other Race Alone	11,542	5.32%	31,816	6.16%	927,613	9.84%
Two or More Races	4,263	1.97%	12,281	2.38%	279,231	2.96%
2021 Est. Population Hispanic or Latino by Origin	**216,760**		**516,107**		**9,428,289**	
Not Hispanic or Latino	188,769	87.09%	443,094	85.85%	7,223,583	76.62%
Hispanic or Latino	27,991	12.91%	73,013	14.15%	2,204,706	23.38%

DEMOGRAPHIC PROFILE

Pop-Facts: Demographic Snapshot (Part 2)	Wheeling Restaurant Row 80%		Wheeling Restaurant Row TTA		Chicago-Naperville-Elgin, IL-IN-WI Metropolitan Statistical Area	
Households						
2026 Projection	85,297		198,439		3,511,017	
2021 Estimate	85,584		198,866		3,508,640	
2010 Census	85,438		197,919		3,475,726	
2000 Census	83,834		191,971		3,280,064	
Growth 2021-2026	-0.33%		-0.21%		0.07%	
Growth 2010-2021	0.17%		0.48%		0.95%	
Growth 2000-2010	1.91%		3.10%		5.97%	
2021 Est. Households by Household Type	85,584		198,866		3,508,640	
Family Households	60,057	70.17%	140,908	70.86%	2,320,279	66.13%
Nonfamily Households	25,527	29.83%	57,958	29.14%	1,188,361	33.87%
2021 Est. Average Household Income	$151,671		$146,194		$109,122	
2021 Est. Per Capita Income	$59,885		$56,331		$40,609	
2021 Est. Median Household Income	$106,018		$100,214		$76,758	

DEMOGRAPHIC PROFILE

Restaurant Row 80% Trade Area	2021 Households	%
Households by PRIZM Premier Segment	85,584	
Top 10 PRIZM Premier Segments	07 Money & Brains	10.87%
	19 American Dreams	9.87%
	03 Movers & Shakers	8.63%
	08 Gray Power	8.55%
	01 Upper Crust	7.08%
	22 Middleburg Managers	6.41%
	04 Young Digerati	4.63%
	20 Empty Nests	4.32%
	12 Cruisin' to Retirement	3.62%
	06 Winner's Circle	3.50%

LIFESTYLE PROFILE

- This table organizes consumer households into lifestyle profiles using Claritas PRIZM Premier.
- There are 68 total segments ranked by affluence (1=most affluent).
- Of the 85,584 households living in the 80% trade area, 67.5% fall within the top 25 most affluent segments.
- 01 Upper Crust, for example, are wealthy empty-nesting couples over 65; 04 Young Digerati are affluent and highly educated singles and couples 35-54; and 22 Middleburg Managers are under 55 in solid white-collar jobs.
- These consumer segments eat out often, enjoy dining at upscale restaurants, coffee houses, and trendy establishments.
- Let's next examine the spending potential of the households in the 80% trade area.

80% Trade Area	Resident Spending Potential (2021)	Resident Spending Potential (2026)	Index to US
Food At Home	**$ 641,334,404**	**$ 667,535,122**	**133**
Subtotal: Breakfast & Brunch	**$ 43,838,889**	**$ 51,050,393**	**137**
Fast Food	$ 20,005,781	$ 22,908,594	127
Sit-Down Restaurants	$ 21,774,111	$ 25,769,137	147
Subtotal: Lunch	**$ 134,019,784**	**$ 156,531,718**	**140**
Fast Food	$ 59,877,690	$ 69,130,612	131
Sit-Down Restaurants	$ 62,543,673	$ 74,173,990	149
Subtotal: Dinner	**$ 205,748,676**	**$ 240,103,524**	**142**
Fast Food	$ 60,138,794	$ 68,778,272	128
Sit-Down Restaurants	$ 205,748,676	$ 240,103,524	148
Total Food Away From Home	**$ 476,817,504**	**$ 556,914,383**	**142**

SPENDING POTENTIAL: FOOD AT HOME + DINING OUT

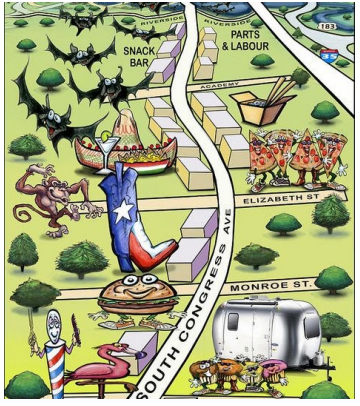
- Here we are estimating spending potential from residents that live in the Wheeling Restaurant Row trade area.
- $7,500 per household is spent on food at home; that is, mainly on groceries and special items for preparation of meals at home.
- That total is $641.3M in 2021 and forecasted to grow to $667.5M by 2026, a CAGR of about 1%.
- Households spent 33% more on groceries than the average US consumer (Index = 133).
- Likewise for food away from home: over $5,500 annually is spent by trade area households at restaurants for a total of $476.8M (2021) and forecasted to grow to $556.9M by 2026 (3.2% CAGR).
- Households spend 49% more than the average US household at sit-down restaurants for lunch, 48% more for dinner, and 47% more for breakfast.
- These index values reflect household with strong purchasing power. That is why you find specialty grocers throughout the trade area, such as Whole Foods, Trader Joe's, and Mariano's; and why better-quality restaurants locate in the area (e.g., Cooper's Hawk, Bob Chinn's, Lazy Dog, Superdawg, etc.)

80% Trade Area	Resident Spending Potential (2021)	Est. Report Sales (2021)	Opportunity Leakage/ (Attraction)
Food services and drinking places (NAICS 722)	$603,646,820	$489,117,242	$114,529,579
Special food services (NAICS 7223)	$50,226,317	$82,539,394	($32,313,077)
Food service contractors (NAICS 72231)	$39,704,144	$71,998,979	($32,294,835)
Caterers (NAICS 72232)	$9,500,599	$10,488,634	($988,035)
Mobile food services (NAICS 72233)	$1,021,574	$51,780	$969,794
Drinking places (alcoholic beverages) (NAICS 7224)	$22,174,518	$9,035,948	$13,138,571
Restaurants and other eating places (NAICS 7225)	$531,245,985	$397,541,904	$133,704,079
Full-service restaurants (NAICS 722511)	$270,834,638	$228,390,751	$42,443,886
Limited-service restaurants (NAICS 722513)	$221,005,631	$136,047,887	$84,957,745

GAP ANALYSIS

- Here we are measuring restaurant market potential by comparing spending from residents and sales reported by businesses in the 80% trade area.
- Residents in Wheeling Restaurant Row 80% trade area spend more money at restaurants outside the trade area than is captured as sales by businesses: $114.5M (leakage).
- This reflects a lack of restaurant businesses to capture the strong spending potential. Plus, residents may spend money at restaurants closer to where they work.
- Specific to restaurants and other eating places, residents spend $133.7M outside the trade area; of that, $84.9M on fast food/quick service restaurants and $42.4M at sit-down restaurants.
- This means, for example, that an 8,500 SF sit-down restaurant could bring in revenues on average of $7.0M or more (food and beverage program). That's about 6 new restaurants to the 80% trade area.

Poppin Plates
CULINARY INCUBATOR LLC



SAMPLE FOOD CORRIDORS: FOOD ROOTED TO CULTURES OF PLACE

- Poppin Plates by Fershawnda Green, Park Forest, IL
- S. Congress Austin
- Fourth Ward Atlanta
- Jamboree Irvine, CA

TRANSPORTATION

- **High traffic volumes on Milwaukee Avenue and other major arterials**
  - » Provides major benefits for businesses in terms of visibility and access
  - » Major issue and impediment for implementing a more pleasant bike & pedestrian experience
- **IDOT control is a known constraint**
- **Consider Wolf Road as part of the Restaurant Row transportation network**
  - » Connectivity to Wheeling Town Center and local populations
- **Pace bus routes provide opportunities for multi-modal connectivity**
  - » 234 connects to Buffalo Grove, Arlington Heights, Mount Prospect, Des Plaines
  - » 234 along Strong St, highlighted in yellow is being removed this month.
  - » 272 connects to Niles, Glenview, Buffalo Grove, Lincolnshire, Vernon Hills
  - » Consider future changes to the regional network – i.e. extension of the Milwaukee Avenue Pulse route.

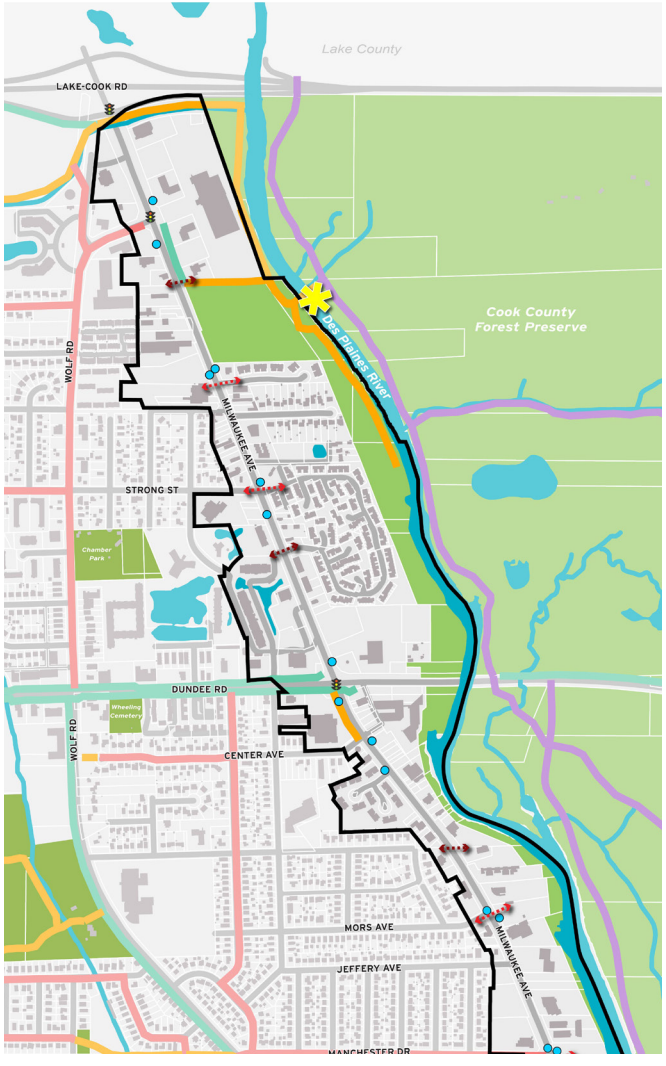
North

South

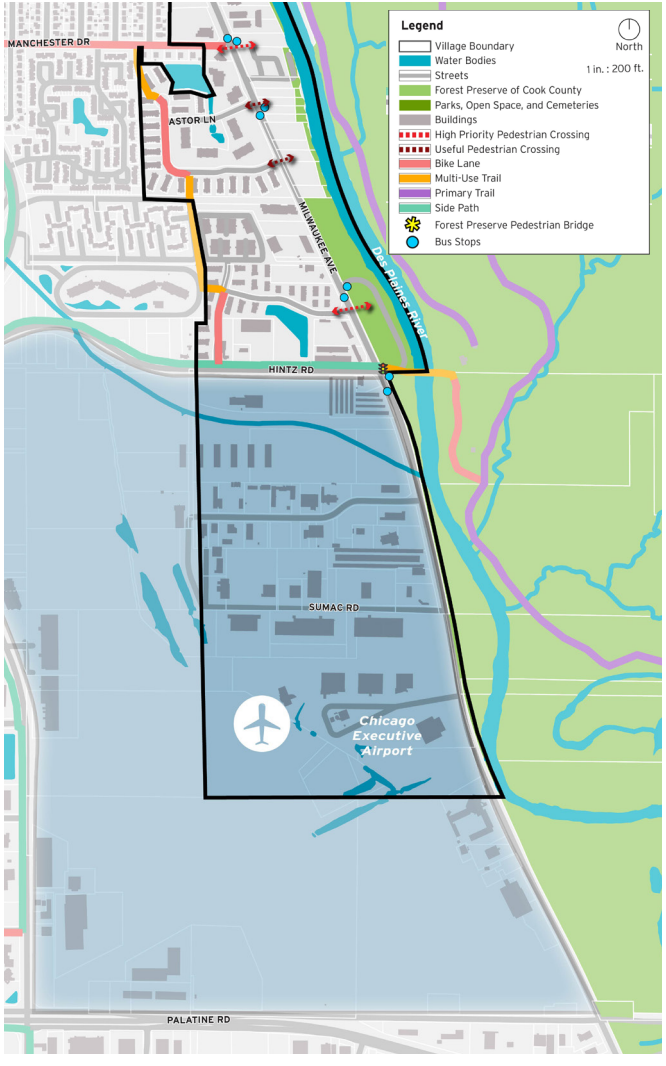
PEDESTRIAN & BIKE CONNECTION OPPORTUNITIES

- **Lack of pedestrian crossings on Milwaukee is a major constraint**
  - » Limiting factor throughout Corridor, including in major opportunity areas where synergy already exists.
  - » Consider bus stops
- **Robust regional trail network in immediate area, but important connections are missing or deficient**
  - » Better access to the bike bridge near the Westin property
  - » Poor conditions along Dundee Road
- **No access to the Des Plaines River**
- **No perfect solution for improving the pedestrian experience.**
  - » Milwaukee Avenue will remain a challenging environment for pedestrians, but improvements to key segments can help dramatically
- **West side river trail opportunities**
  - » Be pragmatic approach in exploring opportunities for a west side trail.
  - » Strategic connections at major activity hubs and restaurant clusters

North



South

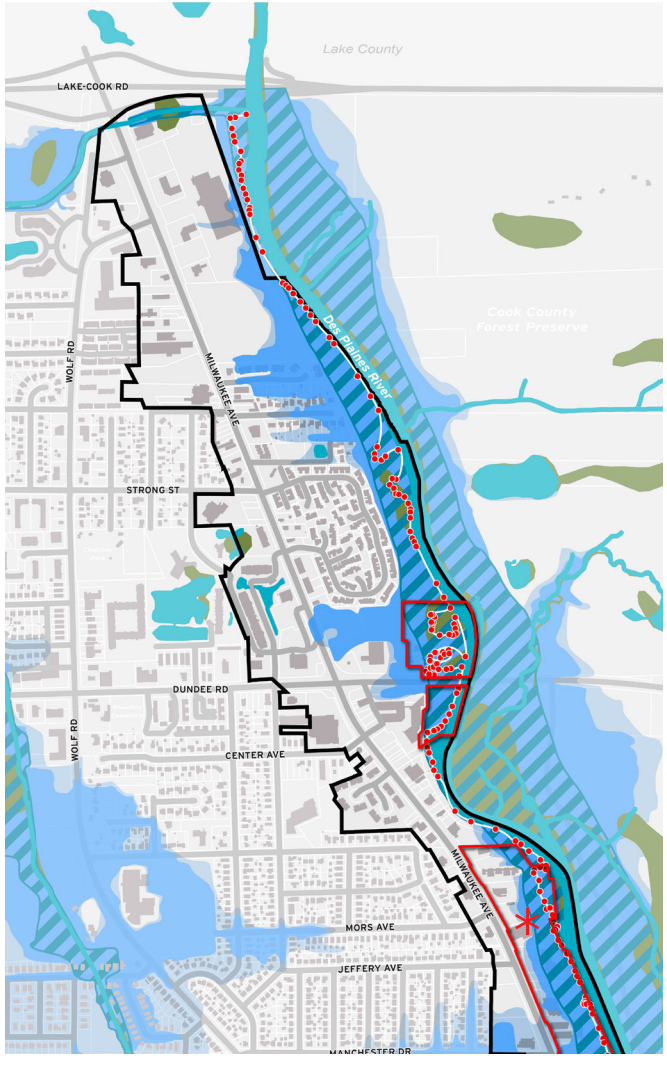


ENVIRONMENTAL CONDITIONS

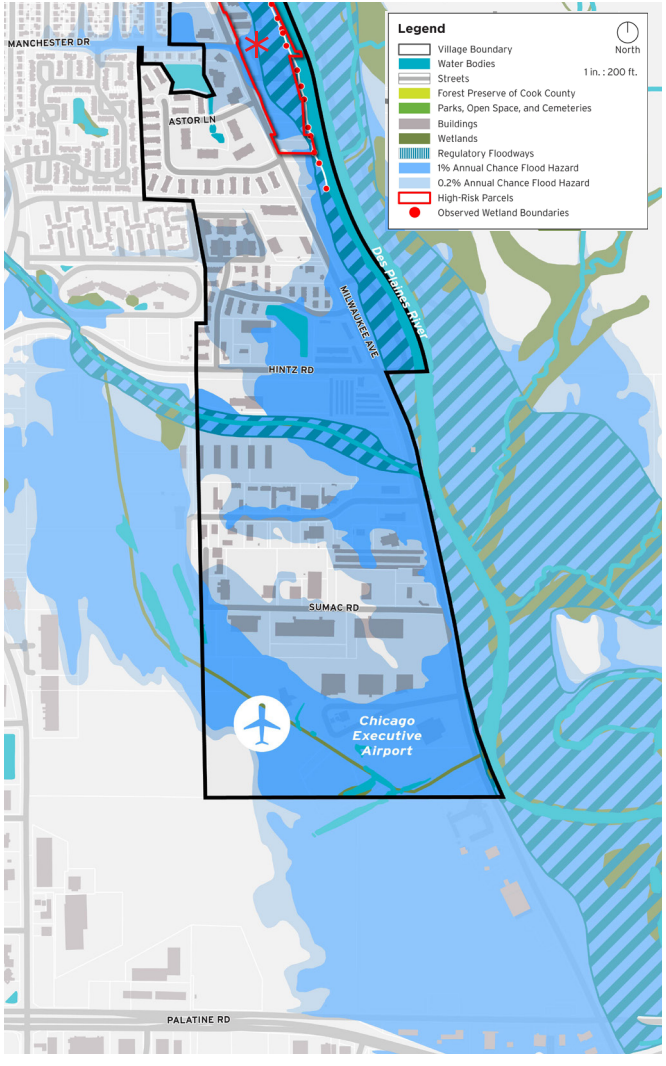
- **Wetlands are primarily confined to the channel**
  - » Vegetation along the channel (flood plain) and within the wetlands is very degraded being dominated by non-native and invasive species
- **This stretch of the Des Plaines River has similar conditions to other areas of the river, upstream and downstream, for several miles.**
- **Any development wishing to take advantage of a river view should consider clearing the non-native species (primarily buckthorn and honey suckle) to open up the view.**
  - » Restoration would be beneficial to wildlife and to the overall aesthetic
- **Several key opportunity parcels are within the Regulatory Floodway**
  - » This could be a constraint to development

✳ *Note: Letters of Map revision was issued for Village-owned property at 635-759 S. Milwaukee Ave, not reflected; the maps will not be accurate until revised sometime in the future. Portions of those properties are still in floodplain and floodway, where not elevated by fill.*

North



South



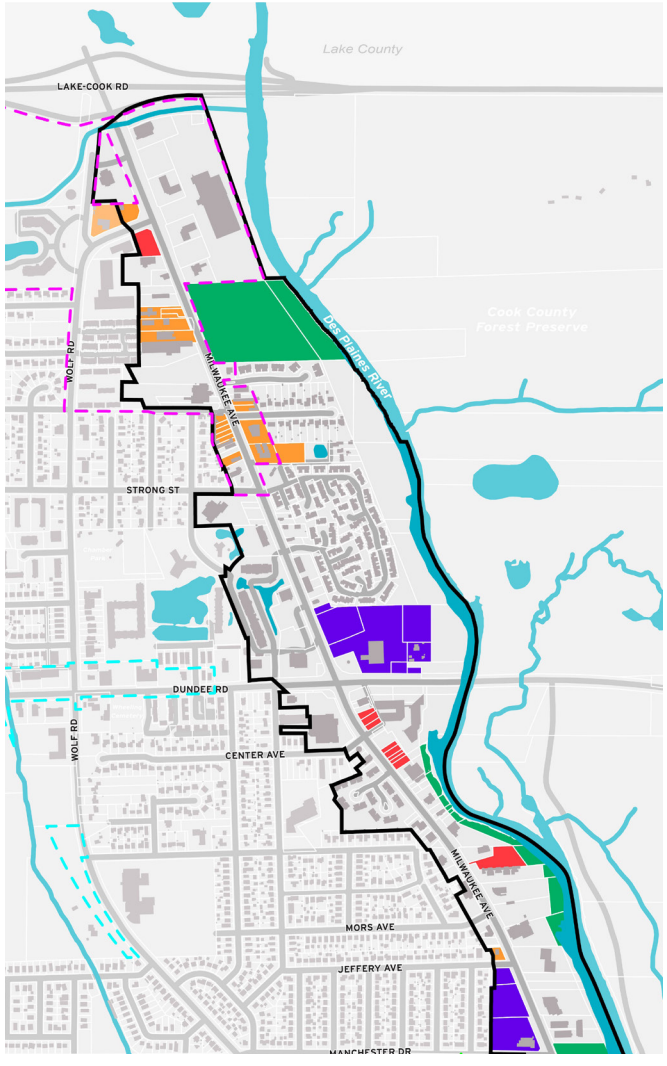
RIVERWALK FEASIBILITY & CONSIDERATIONS

- **Riverwalk Project Evaluation and Feasibility Study**
  - » Compensatory Storage: Fill placed in flood plain requires compensatory flood storage to be created. Storage must be provided in the near vacinity. Feasibility study must evaluate volumes of floodplain fill and determine location of storage.
  - » Floodway Impacts: requires serious evaluation to determine permissibility and appropriate use.
  - » Floodplain Impacts: a controlling factor in riverwalk location due to compensatory flood storage requirements
  - » Wetland and Waters Impacts: must be evaluated to determine the least damaging practical alternative
  - » Property Owner Engagement: 70-80 property owners would need to be engaged, from the north end of the existing trail at Lake-Cook Road to the Village owned property, south at Astor Lane. *Note this number is based on the number of parcels and could change dependent on the length of the trail and range of property owners per parcel.*
- **Permitting Requirements**
  - » Floodplain and Floodway permitting is critical
  - » Permit applications will be reviewed by Cook County Metropolitan Water Reclamation District (MWRD), Wheeling, and Federal Emergency Management Agency. Complex projects can result in extended application reviews.
  - » Wetland and waters impacts reviewed by the Corps of Engineers, Cook County (MWRD), and possibly Wheeling. Illinois Department of Natural Resources and US Fish and Wildlife Service will complete threatened and endangered species reviews.
  - » Forest Preserve District of Cook County involvement may be required if any improvements are proposed on their property or adjacent to their property and can affect their property.
- **Riverwalk Implementation**
  - » Similar to the cost of designing a road
  - » The steps are similar to designing a road, though the process can be much more complex due to agency involvement, the number of review and design iterations, site topography, and constrains
- **Budgeting**
  - » Costs are dependent on the length of the walk and complexity of the design
  - » A feasibility study will help determine the preferred alternative and provide final engineering and construction estimates
  - » Considerations: floodplain, floodway, wetland, waters, topography, geotechnical evaluations, structural design, bridging, spans, retaining walls, railings
  - » Designs and Permitting: $400,000 - $750,000
  - » Feasibility Study: $150,000 - $250,000

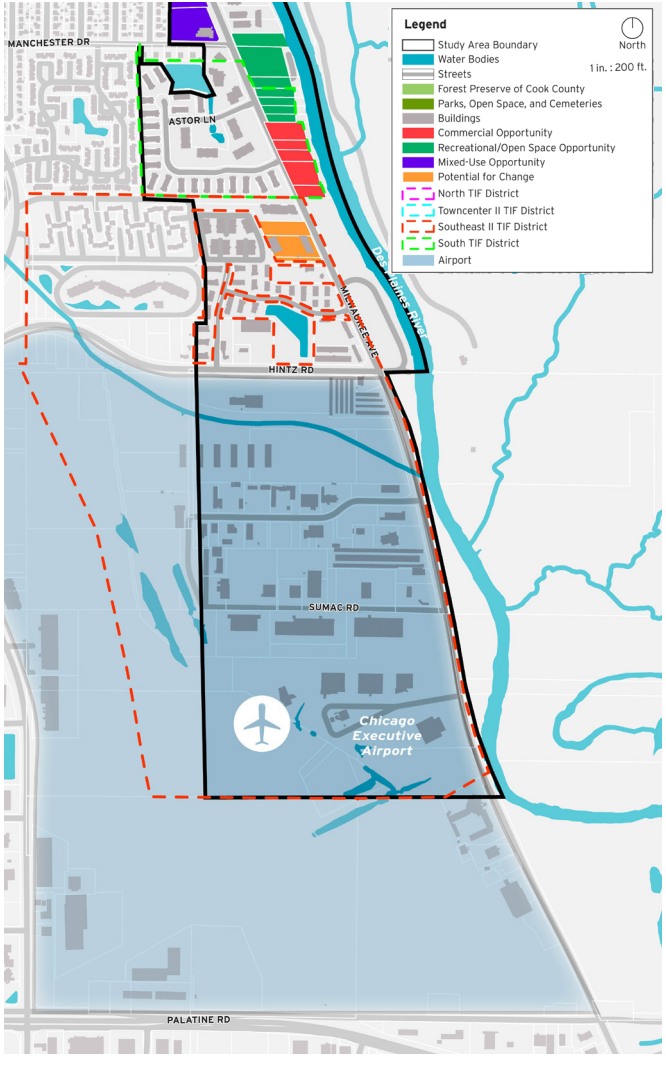
OPPORTUNITY SITES

- **Range of opportunity site types**
  - » Notable differences in potential types of use and intensities of use, but all can contribute to over-arching goals.
- **Consider smaller sites and adaptive use opportunities**
  - » Smaller spaces are supportive of independent businesses and new or unique concepts.
- **Maximize impacts of major sites**
  - » Larger sites represent once-in-a-generation opportunities and should be viewed as catalytic development opportunities.
- **Sites with potential for change**
  - » A number of sites are occupied by uses that are in notably poor condition, significantly under-utilized, or simply do not contribute to the desired character and function of the Corridor.
- **TIF Districts (23yr life span):**
  - » South Milwaukee (until 2023)
  - » North Milwaukee (until 2026)
  - » Towncenter II (until 2037)
  - » Southeast II (until 2037)

North



South



STAKEHOLDER INPUT

Six distinct themes emerged, which will be explored further in Phase 2:

- **Embrace the Past, Welcome the Future**
  - » Pride & appreciation for the Corridor's unique history
  - » Many are excited for the corridors "rebirth" and believe a re-brand will facilitate that while others believe "Restaurant Row" has strong name recognition and should focus on this identity
  - » Desire to attract a younger customer base with new concepts, more amenities, fun activities
- **A Destination and Experience for All**
  - » Family-friendly destinations, amenities, & events are strongly desired
  - » Unique non-restaurant experiences, as well as dining experiences
  - » Take advantage of central location and create a "go-to" destination that is active all day, every day
- **A Cohesive Identity**
  - » Need for physical gateways, signage, and branding that create a sense of place
  - » Camaraderie and communication between restaurants & businesses on Restaurant Row
  - » Create a unified brand and social media presence that incorporates all Restaurant Row businesses

STAKEHOLDER INPUT

- **Embrace Connectivity, Walkability, and Multi-Modality**
  - » Infrastructural improvements are needed to make the area more walkable and better-connected
  - » Connections to the east side of the river and the forest preserve could spur economic development
  - » A strategically placed municipal lot would facilitate more walking, which could attract more "main street" businesses, like shops and boutiques
- **Support Existing Businesses**
  - » Existing businesses are concerned about competition from additional restaurants and staffing is increasingly difficult
  - » Incentives for physical repairs and upgrades
  - » Create partnerships with culinary institutions
- **Set the Stage for Something New**
  - » Continue to assist incoming businesses by expediting permitting and providing tax incentives
  - » Smaller spaces and lot sizes are more appealing to incoming restaurant businesses
  - » New businesses should be complementary (coffee shops, dessert shops, etc.)

The following takeaways will inform recommendations and action items that are geared toward achieving plan objectives:

- **Outdoor opportunities for restaurants**
  - » Patios
  - » Outdoor Dining Bubbles

- **The location of Restaurant Row is a strength**
  - » Central location
  - » Easily accessible from surrounding suburbs and Chicago

- **The Village, itself, is a selling point for future businesses**
  - » Chicago businesses, in particular, are attracted to the relative ease of opening in Wheeling.

- **Village demographics are an asset**
  - » Access to workforce
  - » Opportunity to connect to local institutions

- **Incentives for business owners**
  - » New businesses
  - » Smaller tenants
  - » Existing businesses
  - » Aesthetic improvements for older properties

The following takeaways will inform recommendations and action items that are geared toward achieving plan objectives:

• Other attractions and experiences

- » Expand focus to non-restaurant uses, like family attractions
- » Connect to Forest Preserve, Park District, sports centers
- » Fill voids and vacancies along Milwaukee
- » Promote synergy among businesses with events, banquets
- » Additional housing, alone, is not enough
- » Office market is not expected to rebound

• Walkability

- » Not a universal solution
- » Targeted improvements and connections are critical
- » Focus on Dundee intersection, high density nodes, connections to open spaces, transit linkages

• Promote Restaurant Row

- » Restaurant Row is a collective whole is an attraction
- » Host larger events
- » Utilize social media
- » Local dining guide can promote awareness
- » Can bring Restaurant Row off Milwaukee Ave and vice versa
- » The Restaurant Row brand is not as strong as it once was – need new attractions

NEXT STEPS

- **Wrap up Phase 1**
  - » Steering Committee Meeting (December 14)
  - » Share State of Restaurant Row Summary Presentation
  - » Website and project promotion to the community
  - » Community Open House #1 (early 2022)
- **Phase 2 begins (Jan 2022 - April 2022)**
  - » Public Realm + Branding Strategy
  - » Conceptual Design Scenarios
  - » Market Strategy
  - » Steering Committee Meeting
  - » Community Open House #2