

# WELCOME!



## WHEELING

RESTAURANT ROW CORRIDOR PLAN

### WELCOME TO THE FIRST WHEELING RESTAURANT ROW CORRIDOR PLAN COMMUNITY WORKSHOP!

The Village of Wheeling has engaged The Lakota Group, a Chicago-based firm, to create a Corridor Plan for Restaurant Row, to enhance connectivity, encourage economic development, and create a vibrant streetscape along Milwaukee Avenue and the western edge of the Des Plaines River. The Plan will build a dynamic vision for the corridor that emphasizes walkability, placemaking, and revitalization. The project team will assess existing physical conditions, conduct market analysis, explore placemaking and streetscape design solutions, and identify funding and implementation strategies.

Explore this workshop to learn more about the work done to date and help us create a vision for the corridor to ensure that the final plan is informed by the needs and desires of the community!

### *How to participate?*

1. Take a bag and give us feedback directly on the following boards.
2. Scan the QR code and take the quick survey.





# PROJECT OVERVIEW

CORRIDOR OBJECTIVES .....



PROJECT TIMELINE .....



ENGAGEMENT TO DATE .....

A unique project brand and interactive project website was created at the start of this project that describes the overall planning and design process as well as provides members of the community an opportunity to engage, comment, and share ideas. A series of 10 listening sessions were held over 2 days with residents, business owners, property owners, relevant local organizations, and others. Below are the themes that emerged.

DESTINATION  
AND EXPERIENCE  
FOR ALL

COHESIVE  
IDENTITY

EMBRACE CONNECTIVITY,  
WALKABILITY, AND  
MULTI-MODALITY

EMBRACE THE  
PAST, WELCOME  
THE FUTURE

SET THE STAGE FOR  
SOMETHING NEW

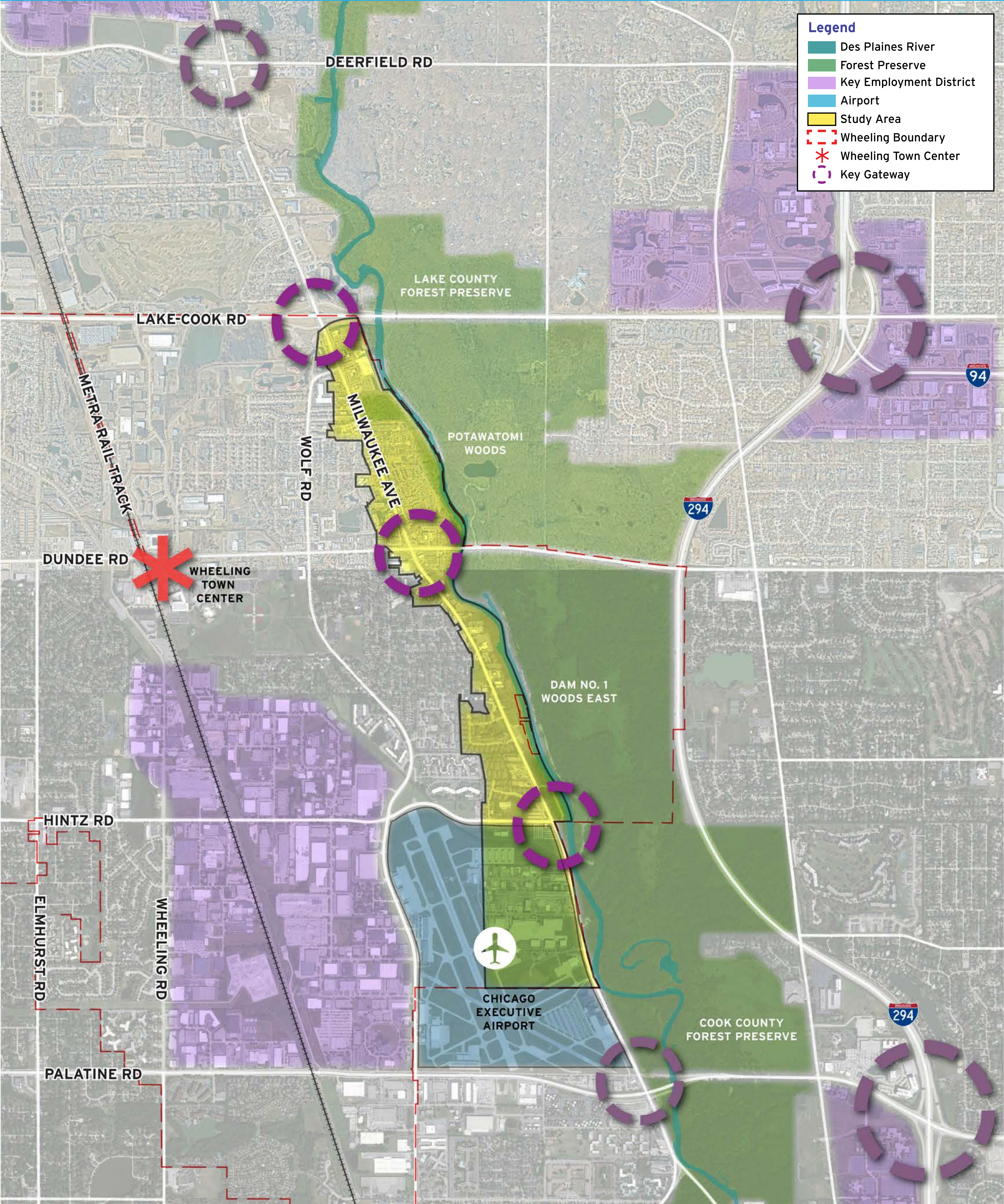
SUPPORT  
EXISTING  
BUSINESSES



STATION 1: INTRODUCTION

RESTAURANT ROW

The map below highlights the study area for this corridor plan, Wheeling’s Restaurant Row, and key areas of influence. The corridor’s proximity to multiple employment districts, Wheeling Town Center, and the airport provides an opportunity for increased activity and improved linkage between these unique areas. The Forest Preserve and Des Plaines River create unique view sheds that can be leveraged to enhance businesses, community gathering spaces, and residential areas. Key intersections along the corridor act as entry points into the corridor with opportunity for streetscape, wayfinding and signage, and pedestrian safety enhancements to create a sense of place for Restaurant Row.



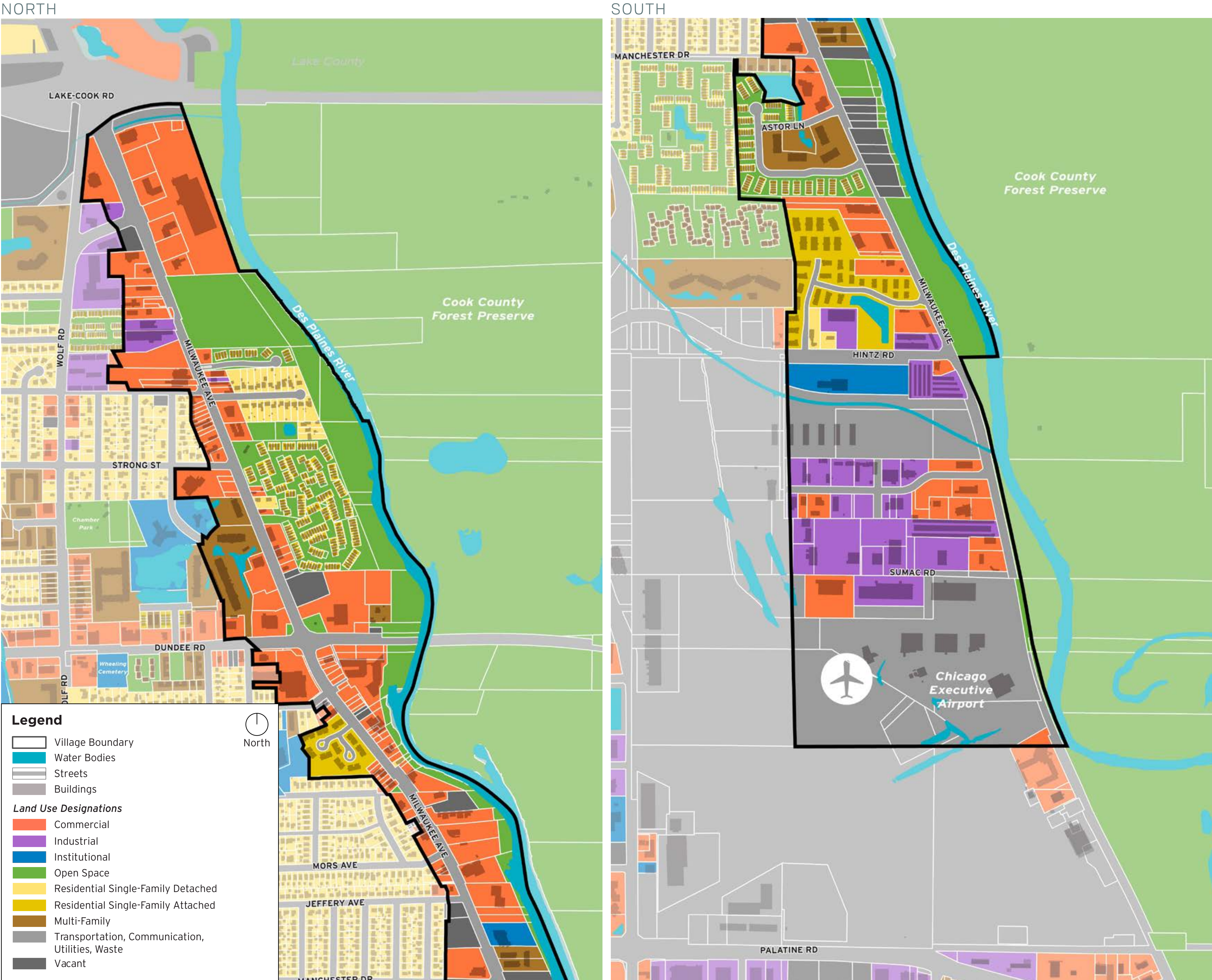


# LAND USE & PHYSICAL CONDITIONS

## KEY FINDINGS .....

- Commercial use is the primary land use along the corridor, however, there is considerable variation of types, forms, and conditions within that category.
- Notable residential density exists within close proximity to the corridor.
- The Des Plaines River and Forest Preserve system are major assets and important features to the corridor.
- Some properties have uses that are non-contributing to the overall character and brand of the Corridor including motels, auto-service uses, scrap yards, and materials storage.
- Milwaukee Avenue is a major barrier contributing to the lack of pedestrian crossings.

## PHYSICAL CONDITIONS





STATION 2: THE RESTAURANT ROW CORRIDOR TODAY

MARKET ASSESSMENT

The market assessment focused 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. Four major restaurants were examined along Restaurant Row, Bob Chinn’s, Cooper’s Hawk, Superdawg, Boston Fish Market and based on mobile devices located within each of these restaurants foot traffic, demographic profiles, spending estimates, and sales gaps were compiled.

DINING OUT PATTERNS



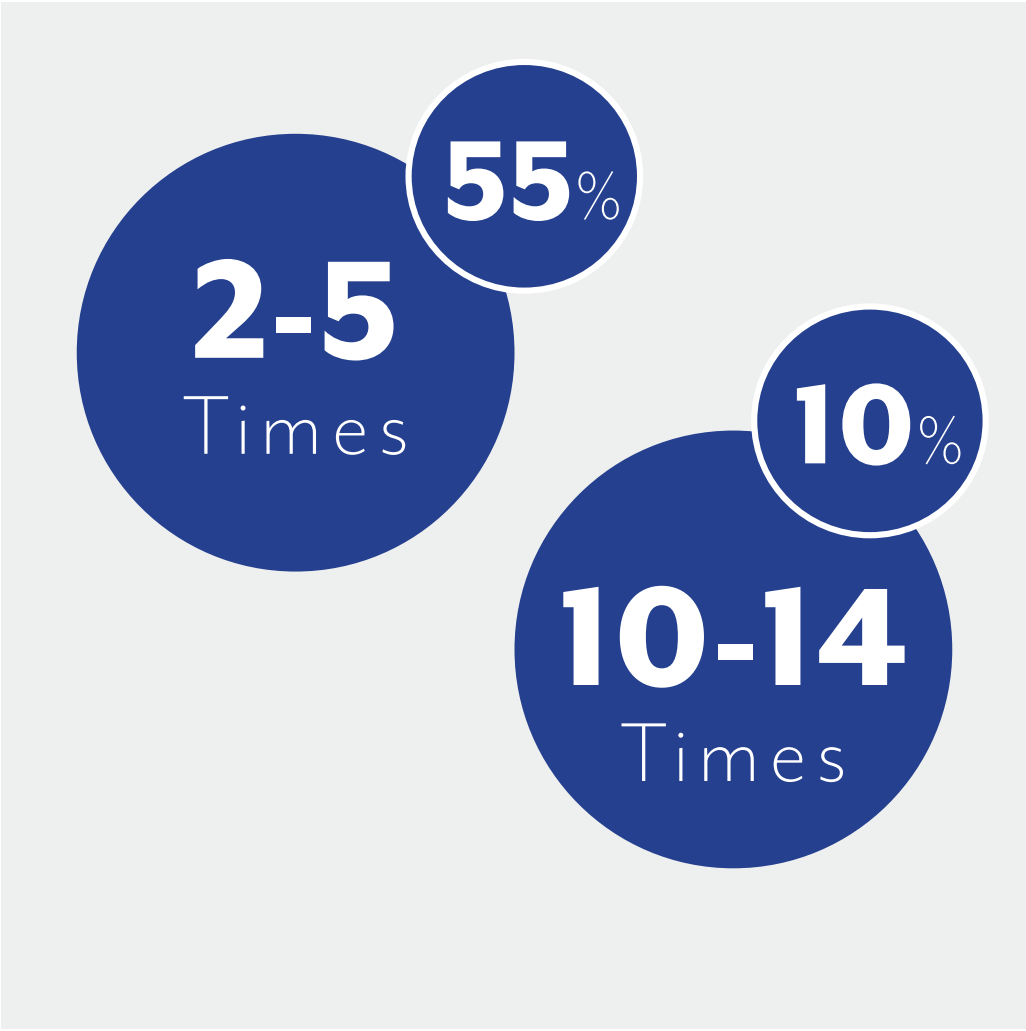
FOOT TRAFFIC



DAILY VISITS



DAILY VISITS

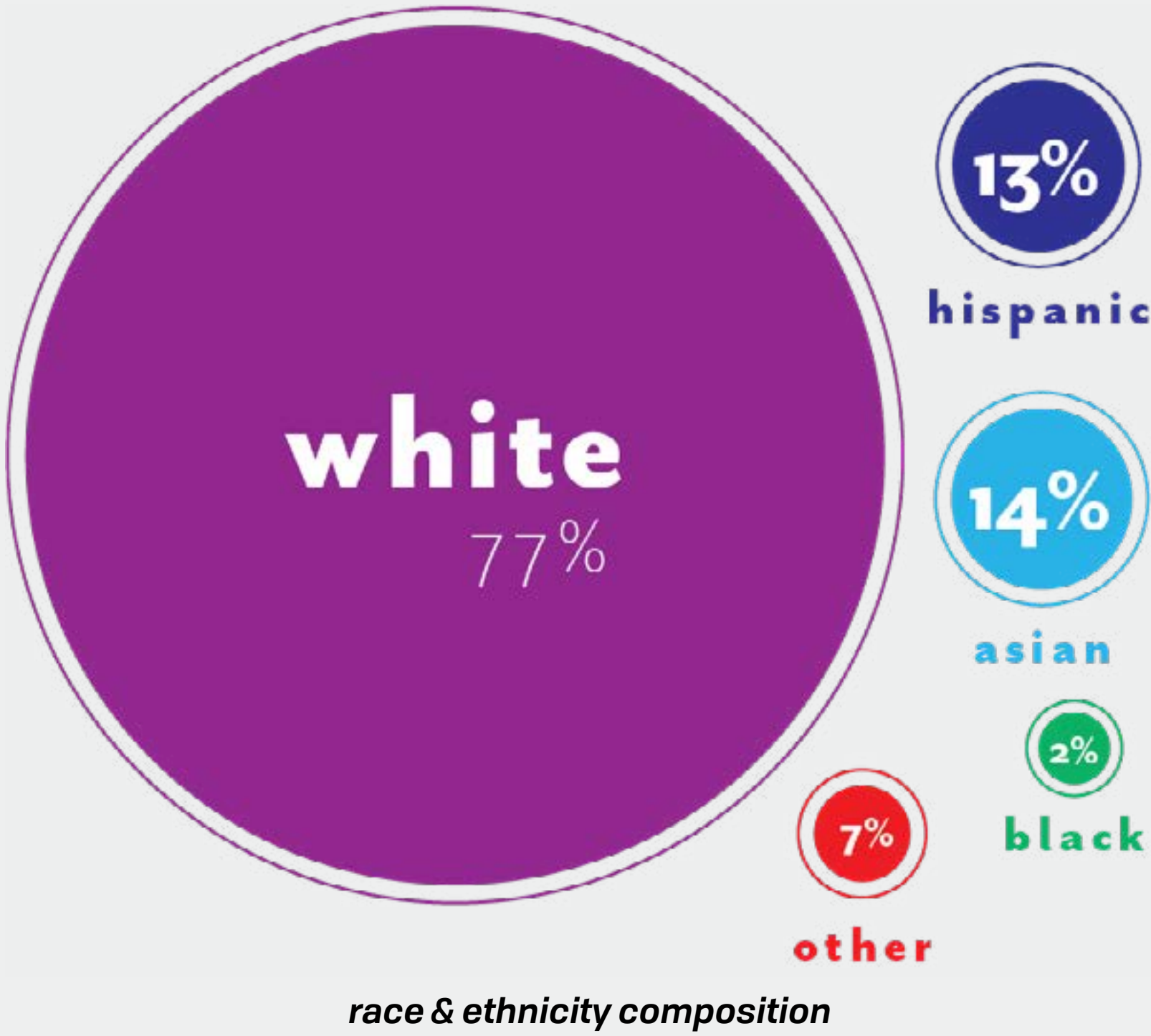
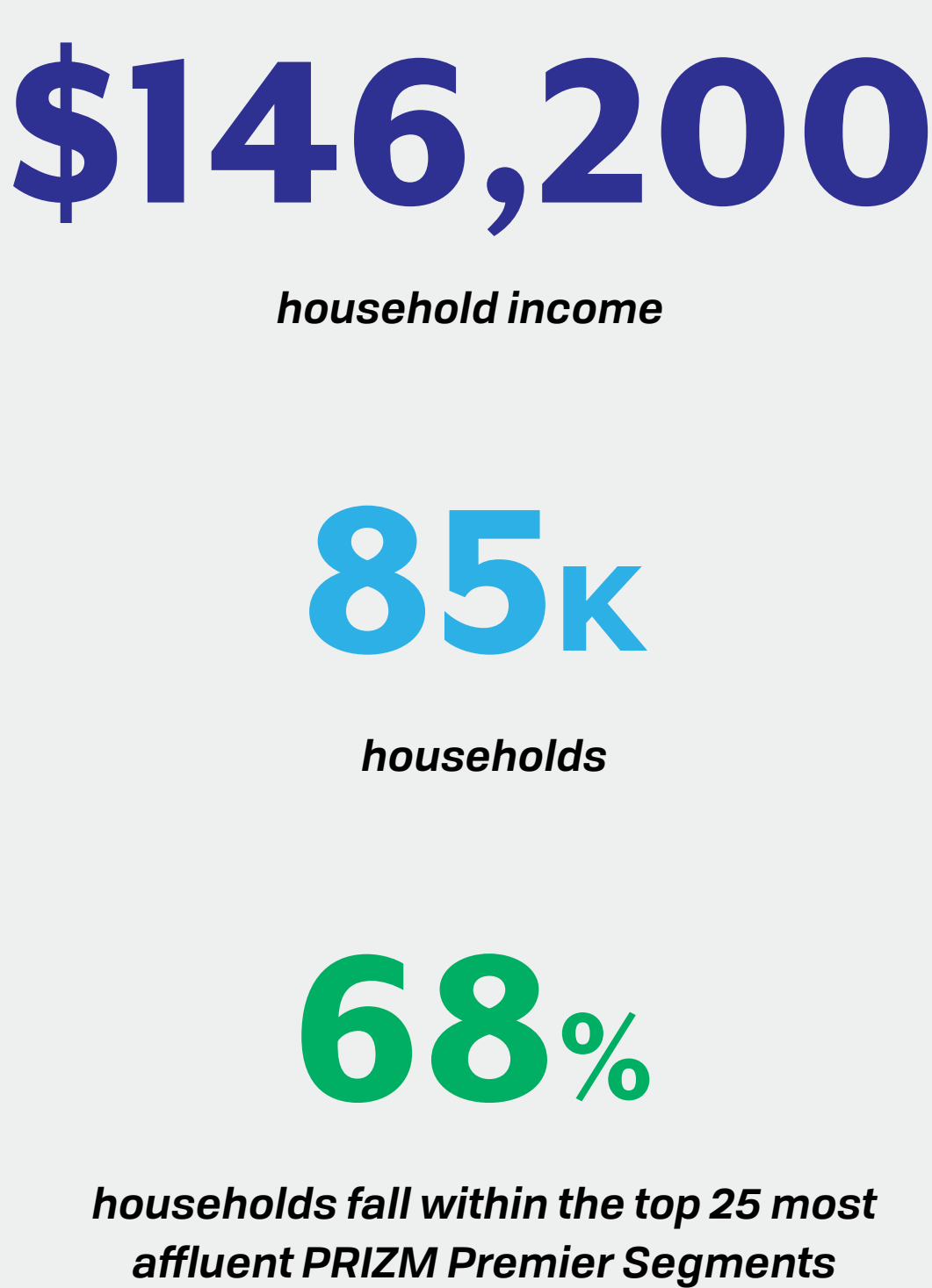


DEMOGRAPHIC PROFILE OF 80% TRADE AREA

Cell phone data was used to identify home zip codes from guests at the four restaurants, this was used to determine trade areas, below is the 80% trade area profile of restaurant visitors.

Population of the trade area is declining slightly over the next 5 years. Residents are older, the average age is 42 and mostly affluent empty-nests between 55 and 64, there are pockets of younger neighborhoods. Approximately 25% of the population is Asian or Hispanic/Latino.

Average Household income is high at \$145k in the 80% trade area compared to \$109k in Chicago MSA. Of the 85,000 households in the 80% trade area, 67.5% fall within “affluent” lifestyle profiles. These consumer segments eat out often, enjoy dining at upscale restaurants, coffee houses, and trendy establishments.



RESTAURANT ROW MOVING FORWARD

- **Restaurant Row Moving Forward**
  - » 265k SF of space on Restaurant Row.
  - » 29k SF of vacant space on Restaurant Row (including Tuscany)
  - » Households in the trade area have strong purchasing power
  - » People within the 80% trade area spend more money at restaurants outside of the trade area
  - » \$114.5 M in spending leakage
  - » Wheeling neighborhoods are forecasted to grow, which could give Restaurant Row capacity to support new retail, food, and beverage businesses
- **Opportunities**
  - » Can work to capture the dollars that are leaving the trade area for dining
  - » Can focus on sit down casual and quick service versus more formal dining
  - » Can combine entertainment and dining, such as a brewpub, theater, etc.





MARKET ASSESSMENT

KEY FINDINGS

- 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 Breweryards

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

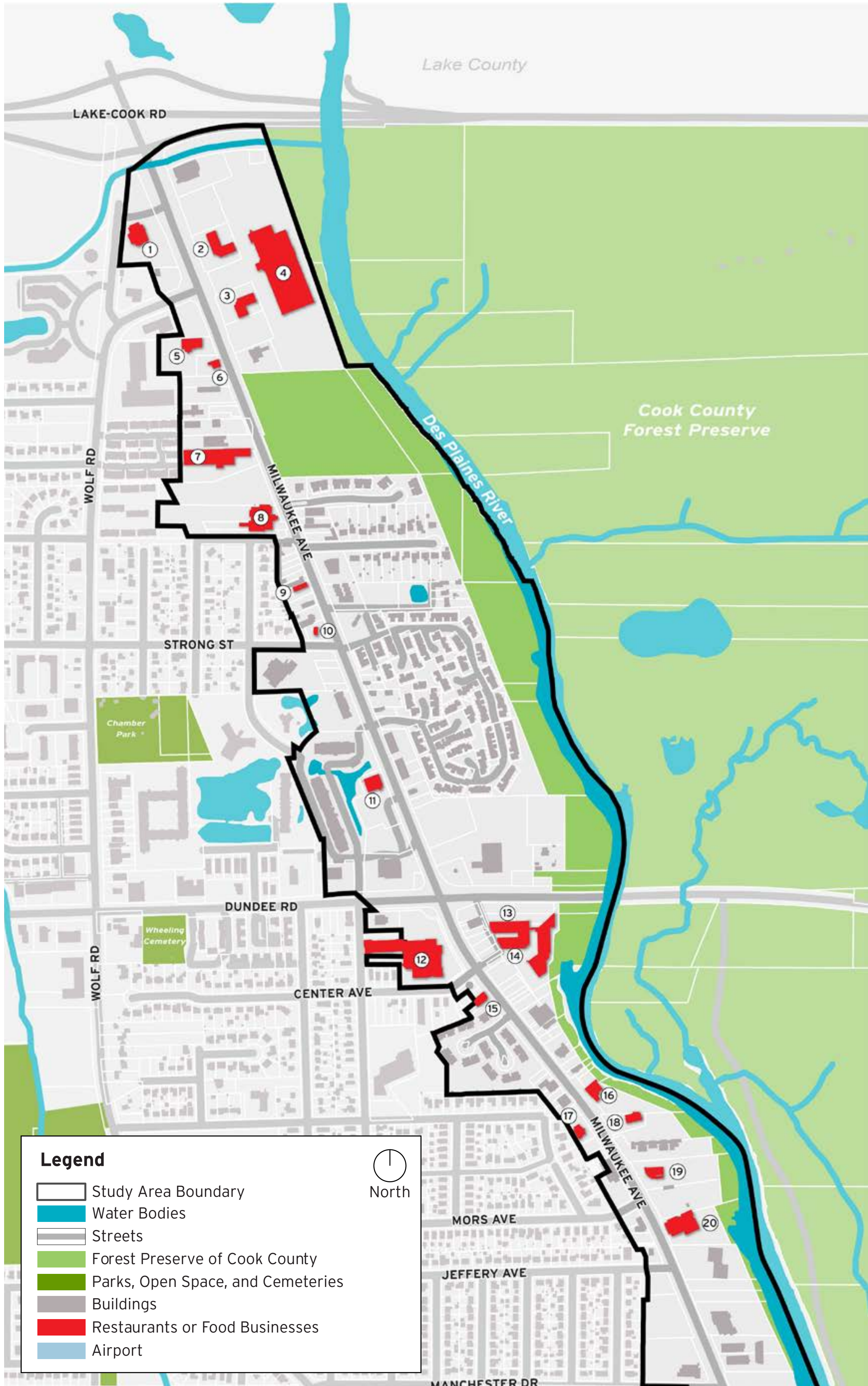
21. Yu’s Mandarin Restaurant

22. Andy’s Dam Inn

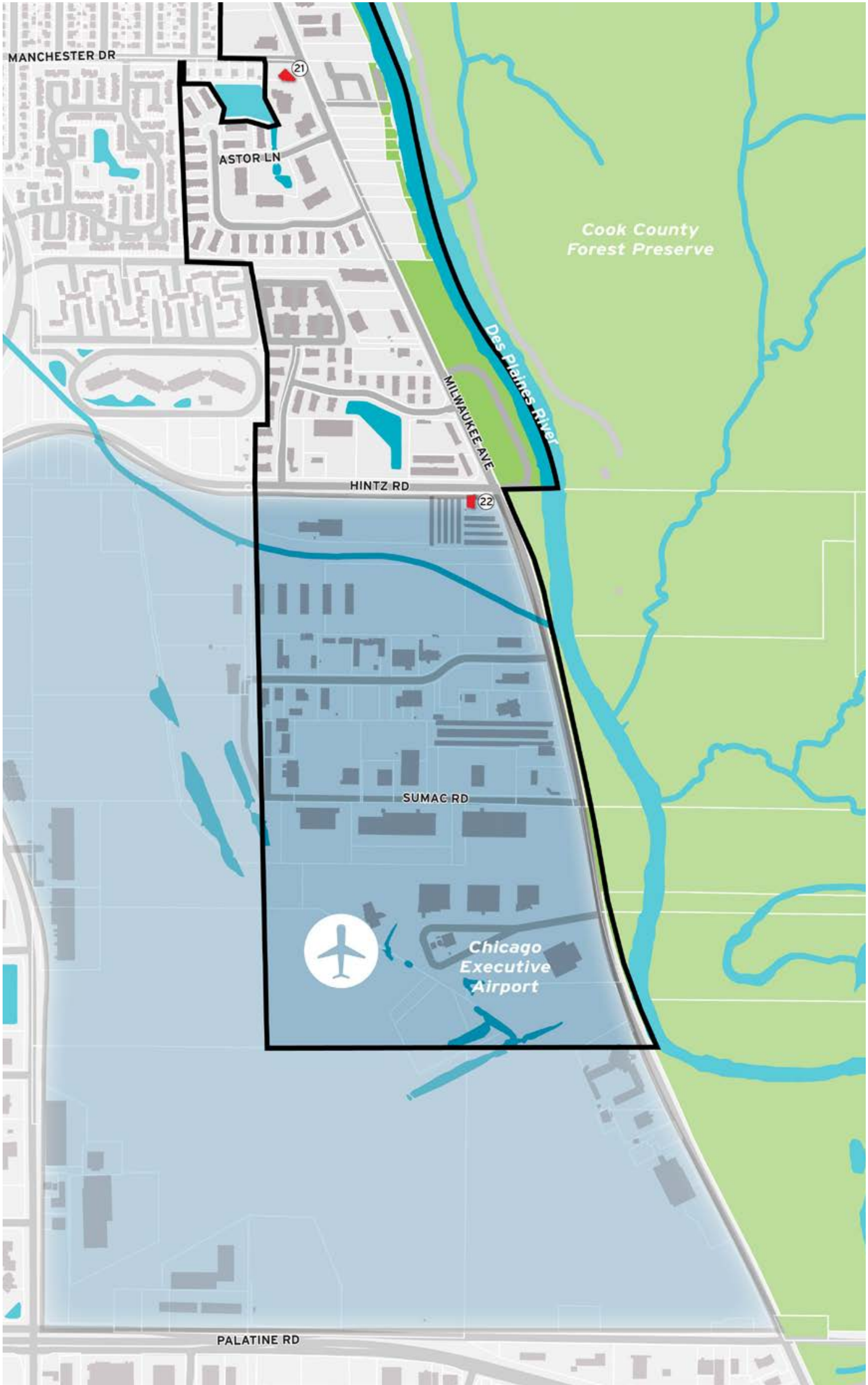
HOW MANY TIMES DO YOU DINE OR SHOP ALONG RESTAURANT ROW?

EVERY DAY	ABOUT ONCE A WEEK	A FEW TIMES A WEEK
FEW TIMES A MONTH	ONCE A MONTH	LESS THAN ONCE A MONTH

NORTH



SOUTH





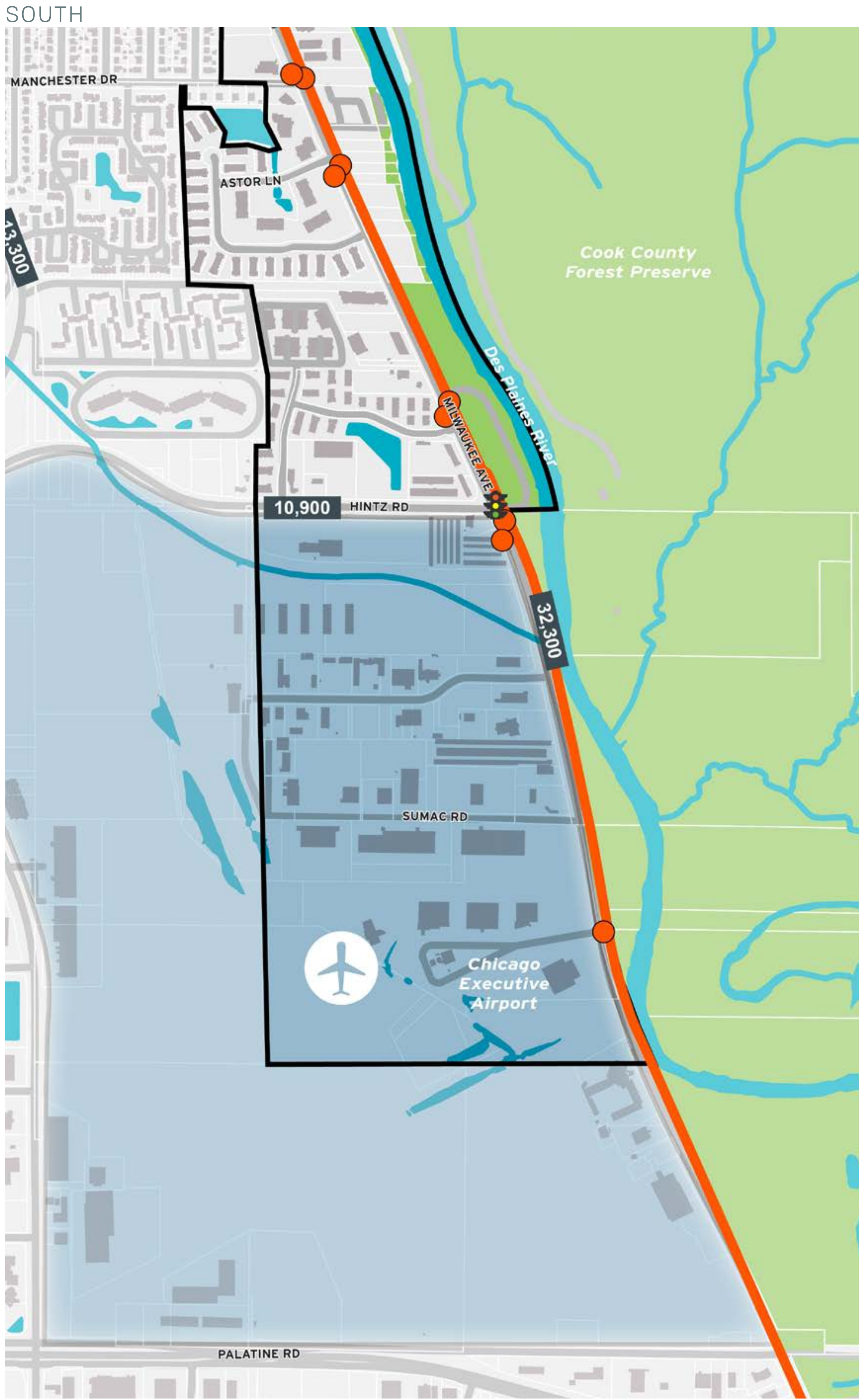
# TRANSPORTATION

KEY FINDINGS .....

- **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
  - » 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.

HOW OFTEN DO YOU USE PACE BUS ROUTES IN THIS AREA?

NEVER	SOMETIMES	OFTEN





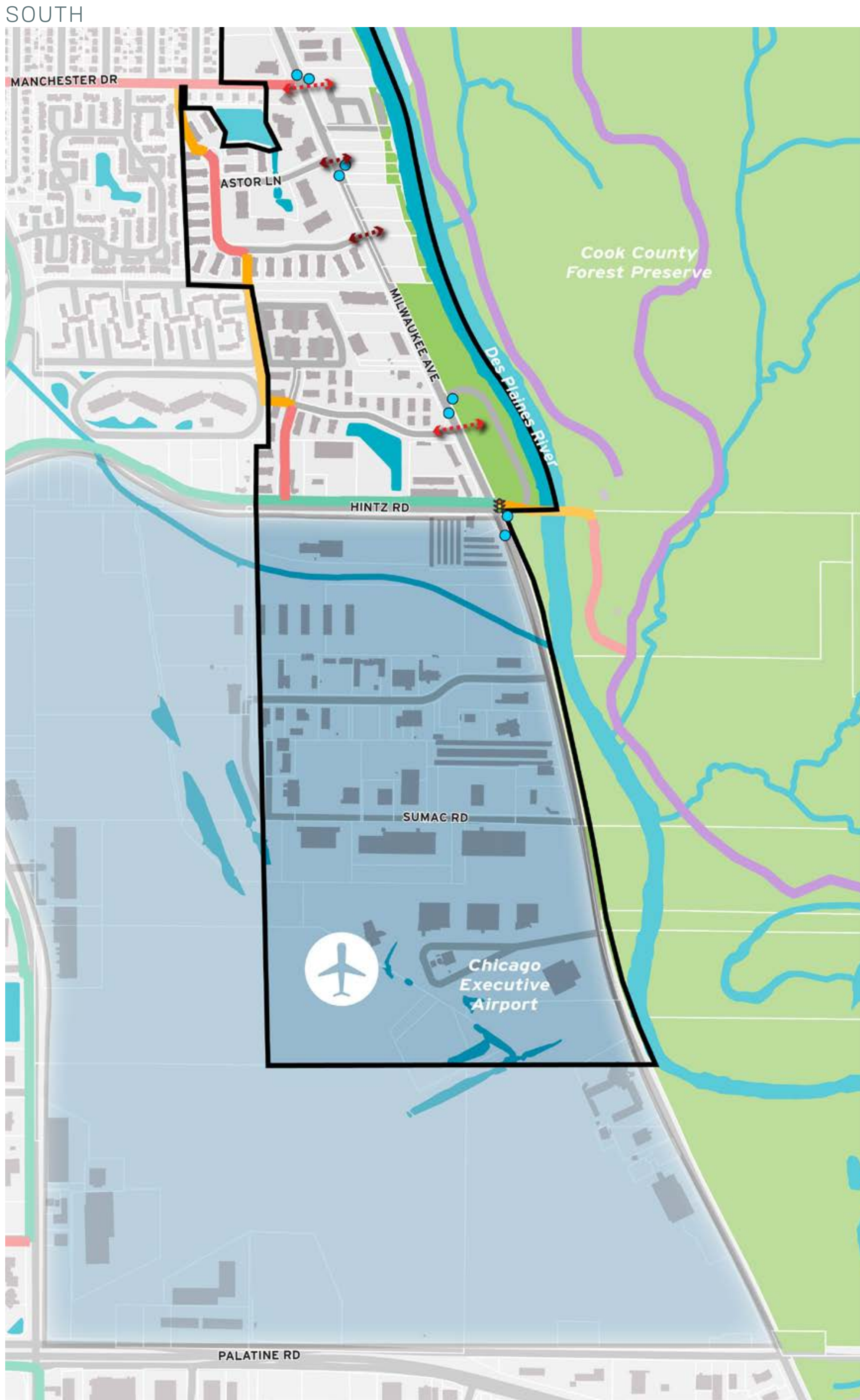
# PEDESTRIAN & BIKE CONNECTION

KEY FINDINGS .....

- **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**
  - » Pragmatic approach in exploring opportunities for a west side trail
  - » Strategic connections at major activity hubs and restaurant clusters

HOW OFTEN DO WALK WHEELING'S RESTAURANT ROW CORRIDOR?

NEVER	SOMETIMES	OFTEN





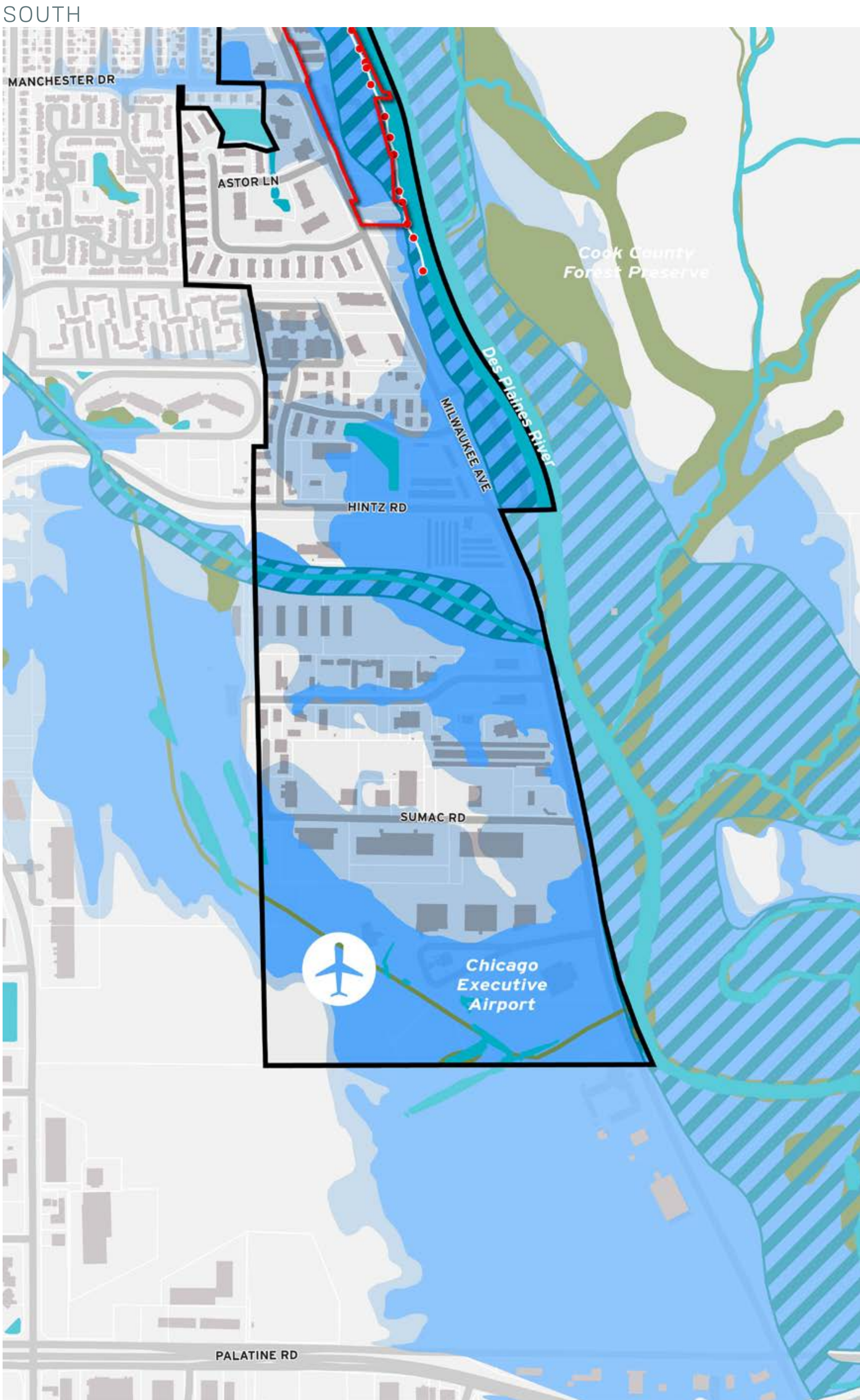
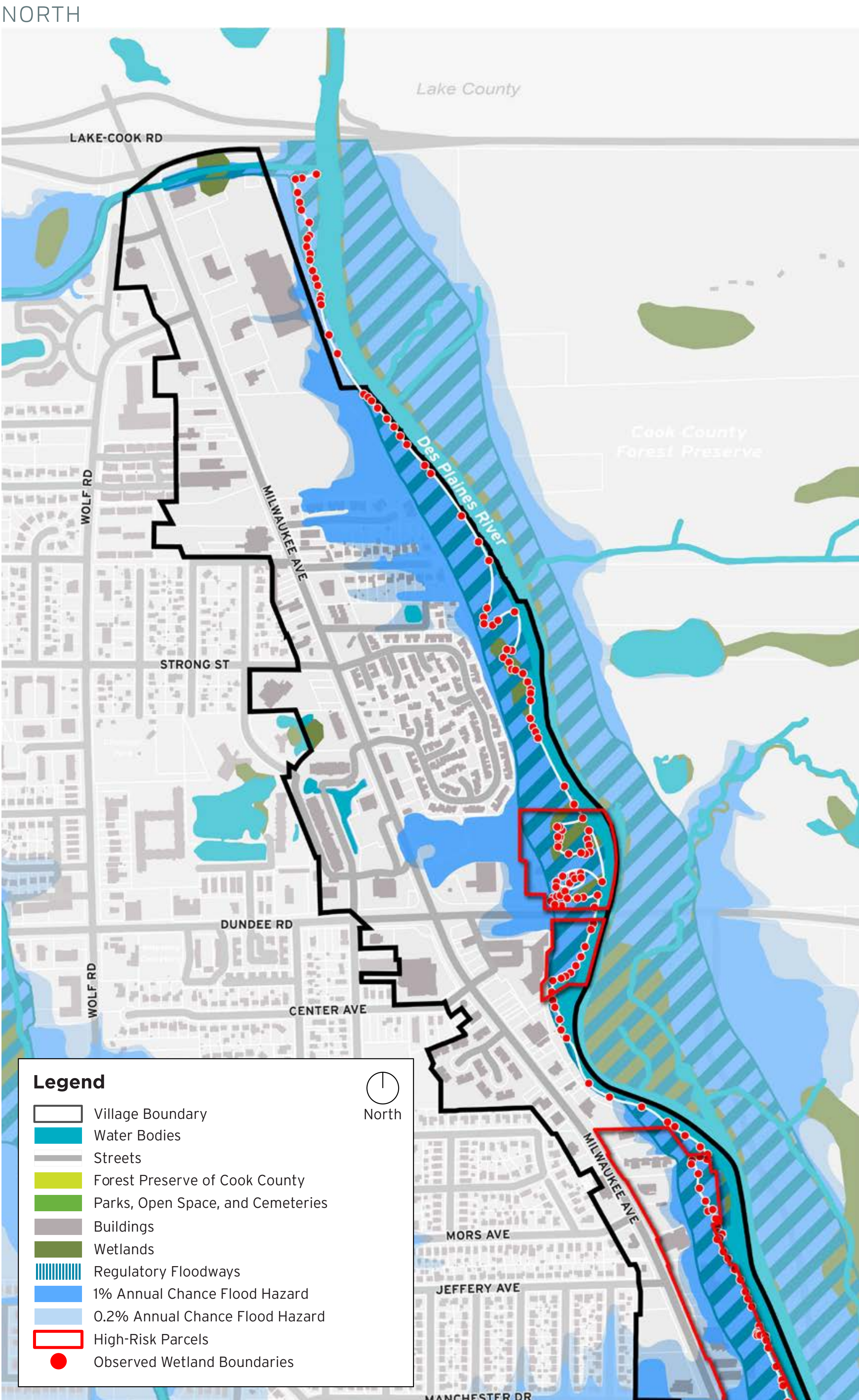
# ENVIRONMENTAL CONDITIONS

KEY FINDINGS .....

- Wetlands are primarily confined to the channel
- 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
- Flood Plain and Floodway impede Riverwalk Development
  - » Compensatory flood storage requirements
  - » Construction must minimize damage to wetlands and waters
  - » Floodplain and Floodway permitting is critical - reviewed by MWRD, Wheeling, FEMA, Corps of Engineers, Forest Preserve District - extended application/review process
  - » Feasibility Study: \$150,000-\$250,000
  - » Designs and Permitting: \$400,000-\$750,000

HOW OFTEN DO YOU VISIT THE DES PLAINES RIVER OR THE FOREST PRESERVE IN THIS AREA?

NEVER	SOMETIMES	OFTEN





# OPPORTUNITY SITES

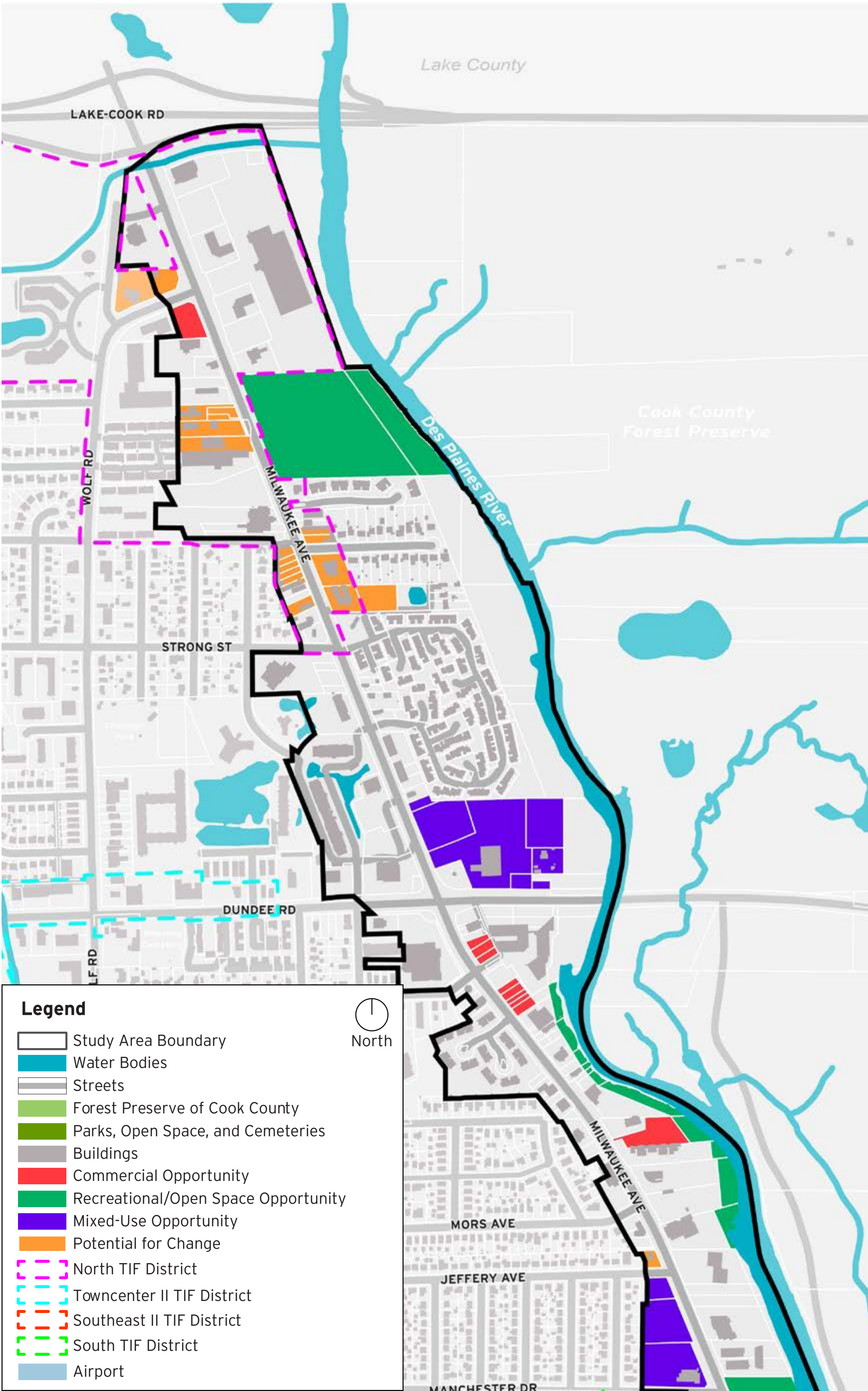
KEY FINDINGS .....

- Range of opportunity site types that can contribute to over-arching goals
  - » Commercial Opportunity Sites
  - » Recreational/Open Space Opportunity Sites
  - » Mixed-Use Opportunity Sites
  - » Potential for Change Opportunity Sites
- 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.

WHICH TYPE OF OPPORTUNITY SITE WOULD YOU LIKE THE VILLAGE TO PRIORITIZE?

COMMERCIAL	RECREATIONAL/ OPEN SPACE	MIXED-USE	POTENTIAL FOR CHANGE

NORTH



SOUTH





STATION 2: THE RESTAURANT ROW CORRIDOR TODAY

MAP RESTAURANT ROW

BIG MAP EXERCISE!

PLEASE PLACE THE STICKERS ON THE VILLAGE TO IDENTIFY & LOCATE THE FOLLOWING:



Areas for Streetscape and Urban Design Improvements



Favorite Places



Areas for Site/Building Improvements



Areas with Missing Pedestrian/Bicycle Connections

HAVE ANY BIG IDEAS? .....

PLACE A STICY NOTE ON THE MAP OR BELOW TO LET US KNOW!

NORTH



SOUTH





STATION 3: VISUAL PREFERENCE

ARCHITECTURAL CHARACTER



What do you want to see in Wheeling’s Restaurant Row Corridor? Use the small stickers provided to mark the level to which you like or dislike the images of architectural character shown below.

MASSING AND HEIGHT



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE

ARCHITECTURAL STYLES AND MATERIALS



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



STATION 3: VISUAL PREFERENCE

STREETSCAPE



What do you want to see in Wheeling’s Restaurant Row Corridor? Use the small stickers provided to mark the level to which you like or dislike the images of streetscapes shown below.

STREETSCAPE CHARACTER



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



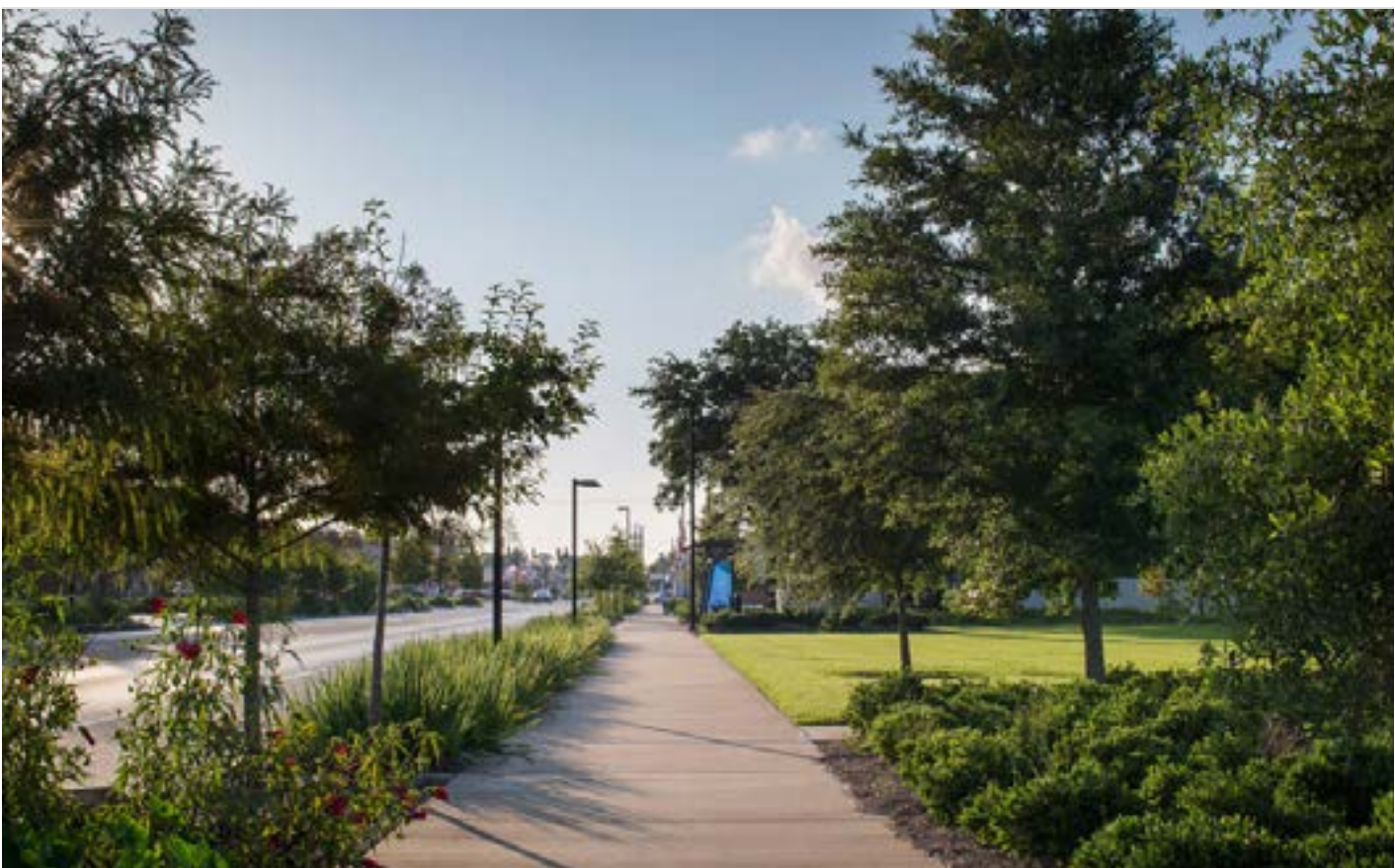
DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



STATION 3: VISUAL PREFERENCE

PUBLIC & OPEN SPACE



What do you want to see in Wheeling’s Restaurant Row Corridor? Use the small stickers provided to mark the level to which you like or dislike the images of public and open space shown below.



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



STATION 3: VISUAL PREFERENCE

SAFETY IMPROVEMENTS



What do you want to see in Wheeling’s Restaurant Row Corridor? Use the small stickers provided to mark the level to which you like or dislike the images of safety improvements shown below.

PEDESTRIAN AND CYCLING SAFETY .....



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



DISLIKE	NEUTRAL	LIKE



STATION 3: VISUAL PREFERENCE

BRANDING & WAYFINDING



What do you want to see in Wheeling’s Restaurant Row Corridor? Use the small stickers provided to mark the level to which you like or dislike the images of branding and wayfinding shown below.

PLACEMAKING



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

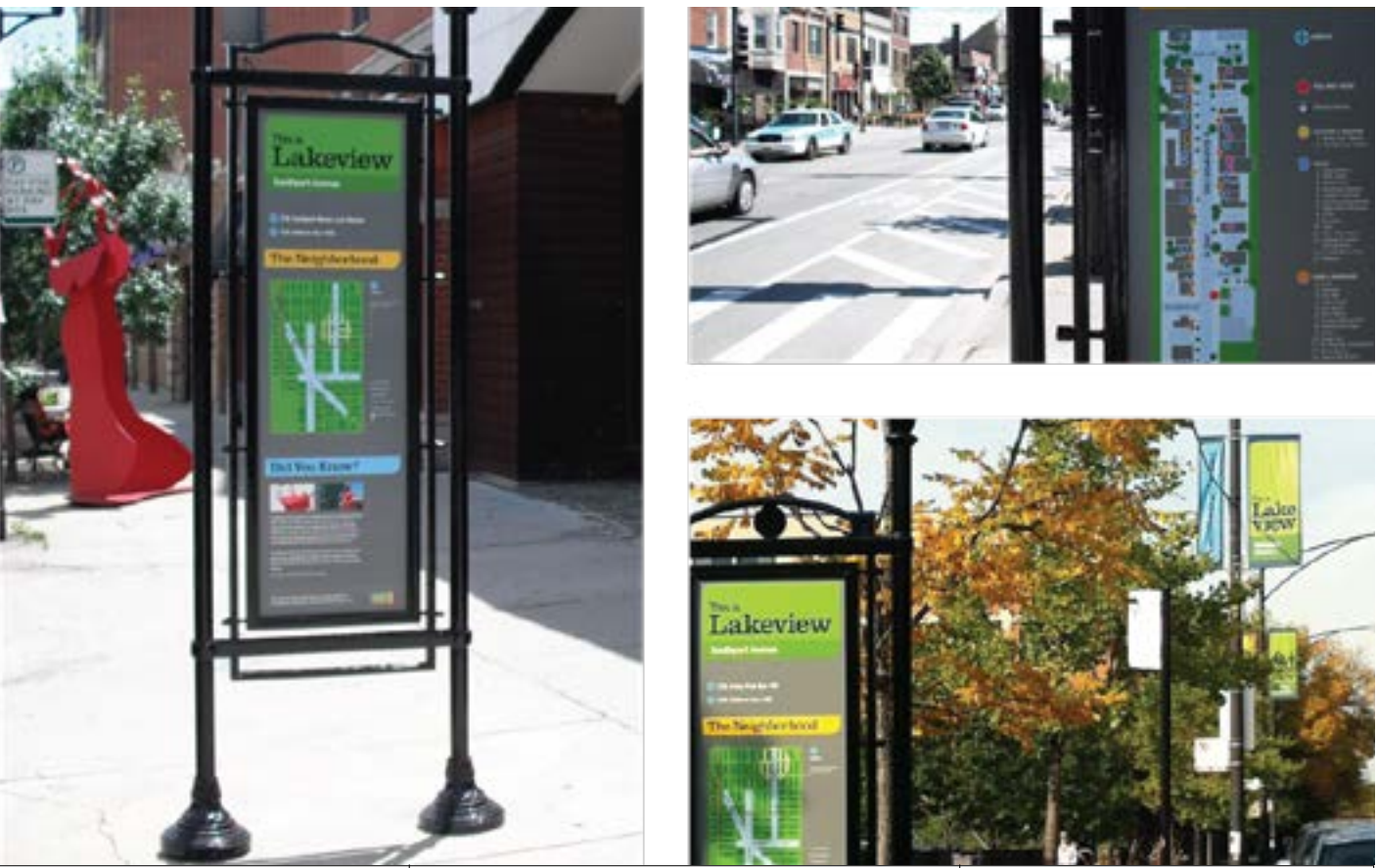
LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

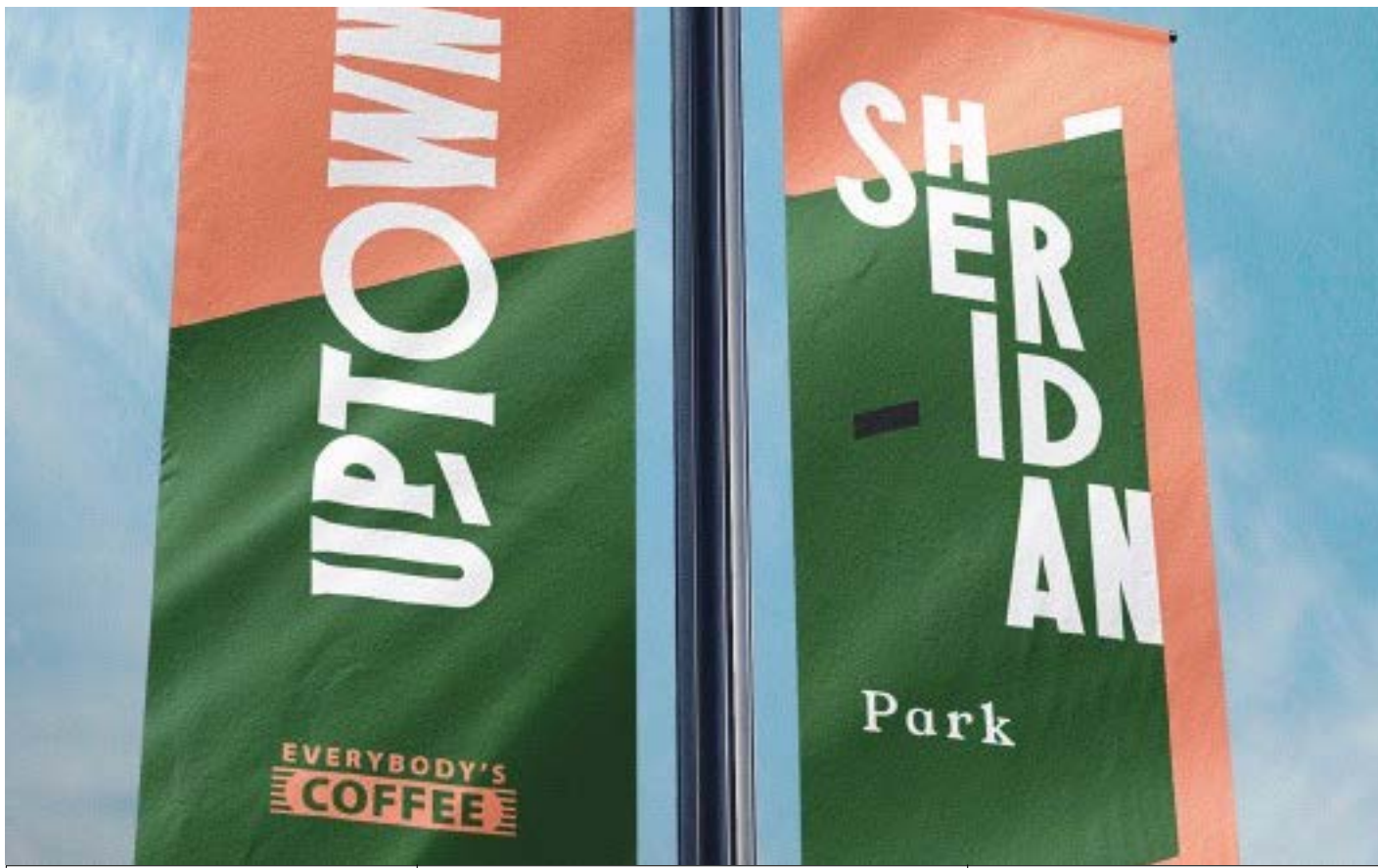
LIKE



DISLIKE

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DISLIKE

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DISLIKE

NEUTRAL

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DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



DISLIKE

NEUTRAL

LIKE



# ENVISION THE FUTURE



*What is your vision for the Restaurant Row Corridor? Imagine what Restaurant Row will become in the future and write your vision or big ideas on the post-it notes provided.*

***In the future,  
Wheeling Restaurant Row  
will be .....***



# CORRIDOR INITIATIVES



*Place a ball in the mason jars labeled with the initiatives you believe should be the highest priority for Wheeling’s Restaurant Row Corridor Plan. (Choose three)*



## 1. SIDEWALK AND STREETScape IMPROVEMENTS

Includes repairing and widening sidewalks where appropriate, as well as improvement to the character of the street through road design improvements, street trees and planters, etc.



## 2. CORRIDOR BRANDING AND WAYFINDING

Communicating the personality of Restaurant Row through banners and additional branded elements, as well as improved signage to direct visitors to nearby points of interest and parking lots.



## 3. NEW AND IMPROVED OPEN SPACE

The identification and redesign of locations within Restaurant Row to serve as public gathering spaces.



## 4. BUSINESS ATTRACTION AND RETENTION

The marketing of Restaurant Row to prospective businesses, as well as providing resources to strengthen existing businesses.



## 5. IMPROVED WALKABILITY AND PEDESTRIAN SAFETY

Providing enhanced crosswalks and pedestrian crossing signage, as well as speed reduction strategies to make navigating Restaurant Row safer and more enjoyable for those on foot.



## 6. PUBLIC EVENTS AND FESTIVALS

Both the enhancement of current programming as well as the possibility for additional events in Restaurant Row.



## 7. IMPROVED PARKING CONDITIONS

Addressing parking concerns through additional spaces at key locations, as well as improved parking signage and shared parking agreements to improve parking at key locations.



## 8. PUBLIC ART AND PLACEMAKING

Providing funding, location scouting, and programming to bring more art and activity to Restaurant Row.



## 9. NEW RESIDENTIAL DEVELOPMENT IN RESTAURANT ROW

Seeking out, encouraging, and potentially partnering in development that would bring additional residents to Restaurant Row.



## 10. IMPROVED BIKE AND MOBILITY OPTIONS

The addition of bike amenities such as bike racks and marked bike lanes, as well as improvements in overall mobility through transit access and alternative mobility options.