

CITY OF ROLLING MEADOWS

# KIRCHOFF ROAD CORRIDOR STUDY

FEBRUARY 2025



Rolling  
Meadows

**ROLLING MEADOWS**



**KIRCHOFF ROAD  
CORRIDOR STUDY**

# ACKNOWLEDGMENTS

*Thank you to the community of Rolling Meadows for your participation in the Kirchoff Road planning process. Your involvement has helped guide the vision for the corridor. Special thanks to the individuals listed on this page.*

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# **1** EXECUTIVE SUMMARY

# SUMMARY

Rolling Meadows has long envisioned the Kirchoff Road Corridor as a vibrant town center and downtown hub offering shopping, dining, and gathering spaces for residents of all ages. Comprehensive plans have highlighted the corridor's potential for over twenty years, but progress was hindered by various challenges.

This report takes a fresh approach, informed by new perspectives from a wide range of community stakeholders. Throughout the summer and fall of 2024, residents, business owners, and other community members participated in events and activities to share their vision for a dynamic downtown and identify steps to make it a reality. This report combines this community input with research and analysis to provide actionable strategies, recommendations, and ideas for transforming this district into a downtown that serves everyone. Approaches to improve the Corridor are framed around four pillars:

- **Placemaking & Open Space:**  
Enhancing the corridor's identity and creating inviting public spaces.
- **Economic Development:**  
Encouraging business growth and attracting investment.

- **Zoning and the Regulatory Framework:** Updating the zoning code to support a walkable, mixed-use downtown.
- **Transportation & Mobility:**  
Improving access and connectivity for all visitors.

Within these categories, the report also analyzes three properties along Kirchoff Road that present key opportunities for transformative and impactful development. Proposed concepts for these site prioritize shared open spaces and innovative designs that go beyond traditional, parking-dominated layouts, making them destinations for gatherings and events in addition to shopping and dining.

Each recommendation in the report is accompanied by a series of specific actions that make implementation achievable and realistic. Each action includes a level of priority and a list of partners to engage as progress begins. This report concludes with guiding thoughts and considerations to keep in mind as Rolling Meadows continues planning for its downtown area.

While meaningful change takes time and the ability to adapt to evolving conditions in the City and the region, this report provides Rolling Meadows with a progressive path forward into an exciting future.

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# **2 PROJECT INTRODUCTION**



# ABOUT THE PROJECT

The Kirchoff Road Corridor has long been thought of as the heart of Rolling Meadows'. It has a wide variety of commercial land uses within a small area, including restaurants, a shopping center anchored by a grocery store, banks, professional offices, and a medical facility. Hundreds of residential units surround the corridor in multifamily apartment buildings, condominiums, and townhomes. Established single-family neighborhoods surround the corridor to the north and south. Nearby parks and open spaces provide opportunities for recreation and family entertainment.

While these assets position the Corridor for success as a downtown district, it has struggled to establish itself firmly as a town center in Rolling Meadows. Many factors contribute to this, including the automobile-focused design of Kirchoff Road, the removal of destination commercial uses and their subsequent replacement by residential housing units, and the lack of connection between the commercial activity and nearby Kimball Hill Park, the premier public open space in the community.

Comprehensive plans guiding growth and development in Rolling Meadows have identified Kirchoff Road as the City's best opportunity to create a town center, a central gathering area for shopping, dining, and recreation. To achieve this vision, the City committed to a detailed planning study of the Kirchoff Road Corridor District to clarify the community's vision for this shared central area and to establish a body of regulations that will facilitate this vision. The City of Rolling Meadows teamed up with The Lakota Group on the planning study with the following goals:

- Develop a regulatory framework guiding future development to create a vibrant downtown with mixed-use buildings and diverse commercial land uses.
- Reimagine Kirchoff Road as a multi-use roadway that safely accommodates pedestrians, cyclists, and motor vehicles.
- Give the Kirchoff Road Corridor a stronger sense of identity as Rolling Meadows' town center, a downtown destination for everyone.

- Develop concepts for the reuse of key properties impacting the Kirchoff Road Corridor.
- Embrace Kimball Hill Park and Salk Creek Park as part of the town center by improving awareness and access to the parks from Kirchoff Road.

To achieve a community-driven project, the planning team organized public engagement events through the Spring and Summer of 2024 for residents, business owners, and a range of community stakeholders. Participants were asked to share their vision about what a downtown means to them and how the Kirchoff Road Corridor can transform into a meaningful town center.

This study provides recommendations and strategies to achieve the vision shared by the community. It explores transportation and mobility along Kirchoff Road, zoning

regulations that will control the look and feel of development in this important corridor, and economic development strategies to leverage the City's assets and bring new energy and investment to this district. This report also evaluates the development potential of three properties on Kirchoff Road. Concept drawings explore land uses and site designs that bring commercial opportunities and outdoor activity space to the downtown district.

This study creates a well-defined path forward to create a town center that is distinctly Rolling Meadows – one where families and visitors can come for unique experiences year-round, where the City's heritage is celebrated, and where Rolling Meadows' close-knit small town feel and special local character is highlighted.



# VISION STATEMENT

The Kirchoff Road Corridor will be a Town Center for the entire Rolling Meadows community that allows a safe and comfortable experience for pedestrians, cyclists, and motorists alike. In the future, retail, restaurants, and entertainment options thrive in mixed-use buildings that provide residential units above bustling storefronts. New development follows design guidelines to create engaging buildings that reflect a vibrant small-town feel.

The Corridor is well-connected to Kimball Hill Park and North Salk Park with wayfinding signs, pathways, and dedicated off-street parking areas. The parks continue to provide green space, gathering areas, and recreational activities for residents of all ages, while green pocket parks and gathering spaces along Kirchoff Road further contribute to Rolling Meadows network of public open spaces.

Families and students attending schools near the Corridor feel safe walking and biking along Kirchoff Road because simple changes have reduced speeding and established dedicated lanes for biking or walking to school and other community amenities.

Most of all, the Corridor is uniquely Rolling Meadows, preserving local history in the reuse of Fire Station 15, as well as providing a central gathering place where residents can shop, dine, and relax close to home, celebrating what makes their community special.



The background of the page features a faint, artistic illustration of a child wearing a football helmet and sneakers, positioned as if they are about to kick a ball. The entire image is overlaid with a semi-transparent green filter. A large, dark green rounded rectangle is positioned in the lower half of the page, containing the section header in white text.

# **3** EXISTING CONDITIONS



# ABOUT KIRCHOFF ROAD

The Kirchoff Road Corridor extends from Wilke Road on the east to Rohlwing Road on the west. Gateway Park, located at the corner of Kirchoff and Wilke Roads, demarcates the beginning of the corridor and the border between Rolling meadows and Arlington Heights. The corridor then transitions to two long blocks of single-family detached houses lining Kirchoff Road.

The heart of the corridor and the area most susceptible to change begins at Oriole Lane and extends west to Owl Lane, where Rolling Meadows City Hall is located.

Gateway Park



Salt Creek Trail



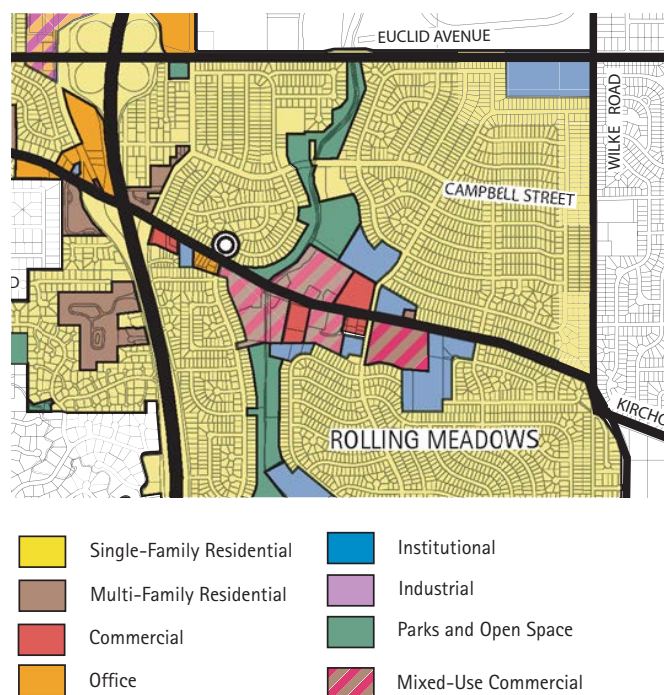
Veterans Memorial & Carillon Tower



# PREVIOUS PLANNING EFFORTS

This portion of Rolling Meadows has long been recognized as having potential to transform into a central “downtown” for the community. Both the 2006 and the 2019 Comprehensive Plans referenced the value and importance of the Kirchoff Road corridor.

FIGURE 1. PORTION OF FUTURE LAND USE MAP FROM 2006 COMPREHENSIVE PLAN



## 2006 COMPREHENSIVE PLAN

This plan identified the Kirchoff Road Corridor as Rolling Meadows’ “Downtown.” A subarea plan was prepared for it with the following goal:

“A more inviting, pedestrian-oriented Downtown that includes increased commercial and residential uses and a stronger connection to Kimball Hill Park.”

Two concept drawings were prepared for the subarea showing an enhanced streetscape, improved pedestrian connections, a mix of land uses and housing types, and a major gateway into Kimball Hill Park. Overall they define a more “Main Street” character for the corridor with small shared parking areas and shops on both sides of the street.

## FUTURE LAND USE

Rolling Meadows’ 2006 Comprehensive Plan included a Future Land Use Map that designated many portions of the Kirchoff Road Corridor as Mixed Use Commercial. The design concept on this page portrays a previous downtown development strategy consistent with the Plan’s land use goals. The concept incorporates mixed use buildings, enhanced access to Salt Creek, public open spaces, and improved connectivity.

## DOWNTOWN SUBAREA PLAN

The Downtown Subarea Plan identified several constraints in the district. These included poor access to Kimball Hill Park, noting the Jewel Shopping Center blocks the southern end of the park from Kirchoff Road, and a mix of retail and commercial development that was missing desired land uses.



FIGURE 2. KIRCHOFF ROAD CONCEPT FROM 2006 COMPREHENSIVE PLAN



Importantly, the Subarea Plan noted the downtown is the “civic heart or soul” of the City with parks, the public library, schools, and City Hall in close proximity. The Salt Creek greenway and Kimball Hill Park provide significant open space and recreational amenities adjacent to Kirchoff Road. These strengths, together with opportunities to increase pedestrian connectivity to surrounding neighborhoods, give the Kirchoff Road Corridor tremendous potential as a downtown for the whole community. The figure on this page presents a downtown design concept from this plan.

- A** Consider 2-story, 20,000-square-foot office building at west gateway to Downtown.
- B** Enhance Kirchoff Road where necessary with streetscape and signage improvements. Improve intersections and crosswalks with special paving.
- C** Enhance Salk Creek Greenway and create a downtown “Creek Walk.”
- D** Relocate Post Office and demolish west end of shopping center. Consider new gateway feature and enhanced parking for Kimball Hill Park. Consider formal greenspace with shops and restaurants leading to new park gateway and parking.
- E** Consider new retail buildings within shopping center.
- F** Enhance shopping center with facade and parking lot improvements.
- G** Enhance bowling alley with facade and parking lot improvements.
- H** Consider 2-story, 16,000-square-foot office building.
- I** Consider 2-story, 30,000-square-foot mixed-use building with corner feature.
- J** Consider new Fire Station attached to new mixed-use building.
- K** Consider shopping center redevelopment with new retail or mixed-use buildings.
- L** Consider shopping center redevelopment with multi-family residential buildings or a combination of condominiums, apartments, and townhomes.
- M** Consider 3-story, 12-unit condominium building at east edge of church parking lot.

## 2019 COMPREHENSIVE PLAN

Rolling Meadows' most recent Comprehensive Plan also identifies the Kirchoff Road Corridor District as a subarea, noting it is “noteworthy as the ‘Center of Town’” and, while the large shopping center is over sixty years old, its site plan offers opportunities for outlots and economic growth. Key recommendations for improving the corridor include the following:

- Improve access to and awareness of Kimball Hill Park and the Library through wayfinding signage
- Implement streetscape improvements and design concepts to provide an enhanced identity and character for the Kirchoff Road Corridor
- Establish development standards for the City’s key sub-areas that can be incorporated into zoning and site plan review processes.

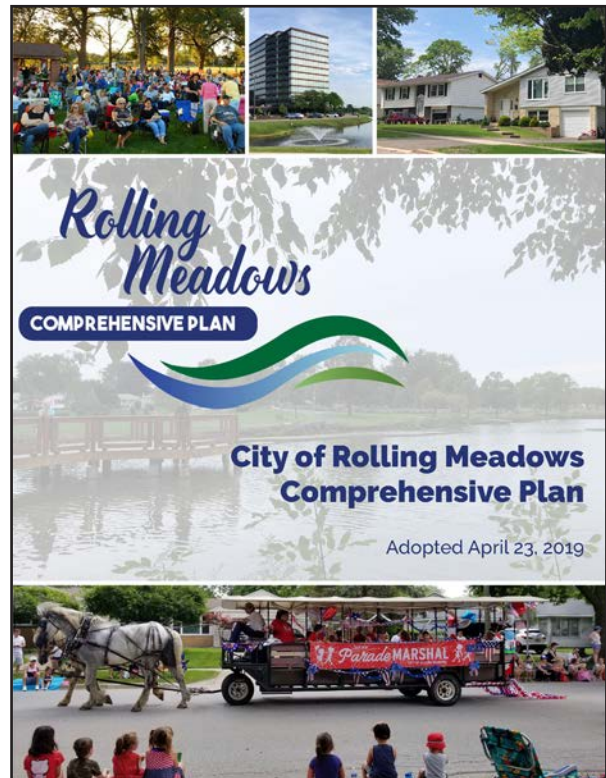
As a strategy for creating a sense of place in the community, the 2019 Comprehensive Plan identifies the following:

***“Enhance community character in the Kirchoff Road Corridor District with streetscape improvements that communicate its role as the center of town and home to assets like Kimball Hill Park and the Rolling Meadows Library.***

Kirchoff Road is not a traditional downtown; however, it is the center of town and serves an important function as such. Home to significant community places like City Hall, the Library, Kimball Hill Park, and several key businesses, this area should be celebrated as a unified district. Continued efforts to beautify the street and define an identity for the Kirchoff Road Corridor District can provide a more cohesive character.”

Key recommendations for improving the corridor include the following:

- Improve access to and awareness of Kimball Hill Park and the Library through wayfinding signage
- Implement streetscape improvements and design concepts to provide an enhanced identity and character for the Kirchoff Road Corridor
- Establish development standards for the City’s key sub-areas that can be incorporated into zoning and site plan review processes.





## COMMUNITY TAKEAWAYS

The 2019 Comprehensive Plan surveyed stakeholders and collected community feedback to guide Plan goals and recommendations. A survey conducted among residents indicated that there is a desire for more shopping and restaurants.

When asked about the greatest challenges facing Rolling Meadows, the majority of respondents stated that a lack of restaurants and shopping opportunities was a challenge for the community. Respondents also stated that they shop in Rolling Meadows more frequently than any other surrounding communities, indicating that there is an opportunity for more commercial development in the City, particularly along Kirchoff Road.

According to the 2019 Plan, stakeholders “...commented often during the Comprehensive Plan process that having more...shops, restaurants, and related amenities in town, especially in the Kirchoff Road Corridor District, would be beneficial”.

## FUTURE LAND USE

The 2019 Comprehensive Plan departs from the previous mixed-use framework in the corridor and designates properties along Kirchoff Road in distinct single-use categories for Commercial, Multifamily, and Institutional. While this approach may not preclude mixed-use development, it doesn't embrace the need for residential density as a component of a vibrant, active downtown district.

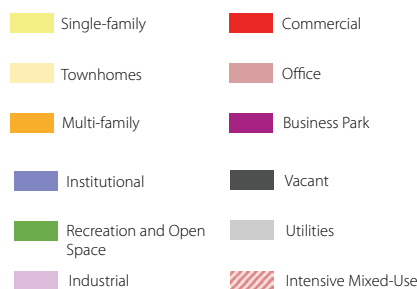
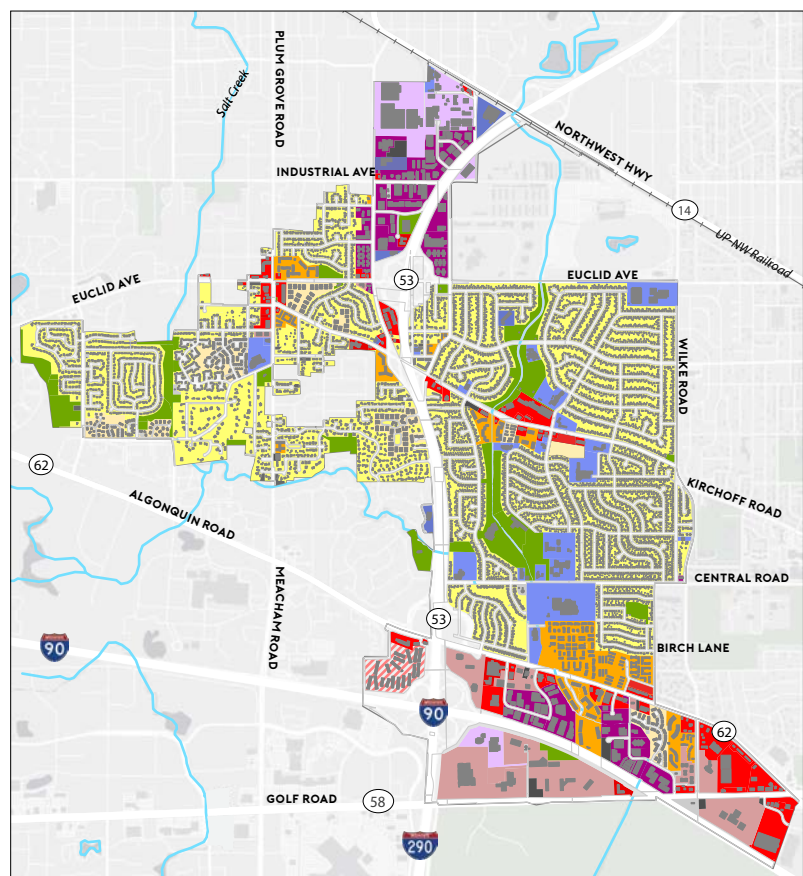


FIGURE 3. FUTURE LAND USE MAP, 2019 COMPREHENSIVE PLAN



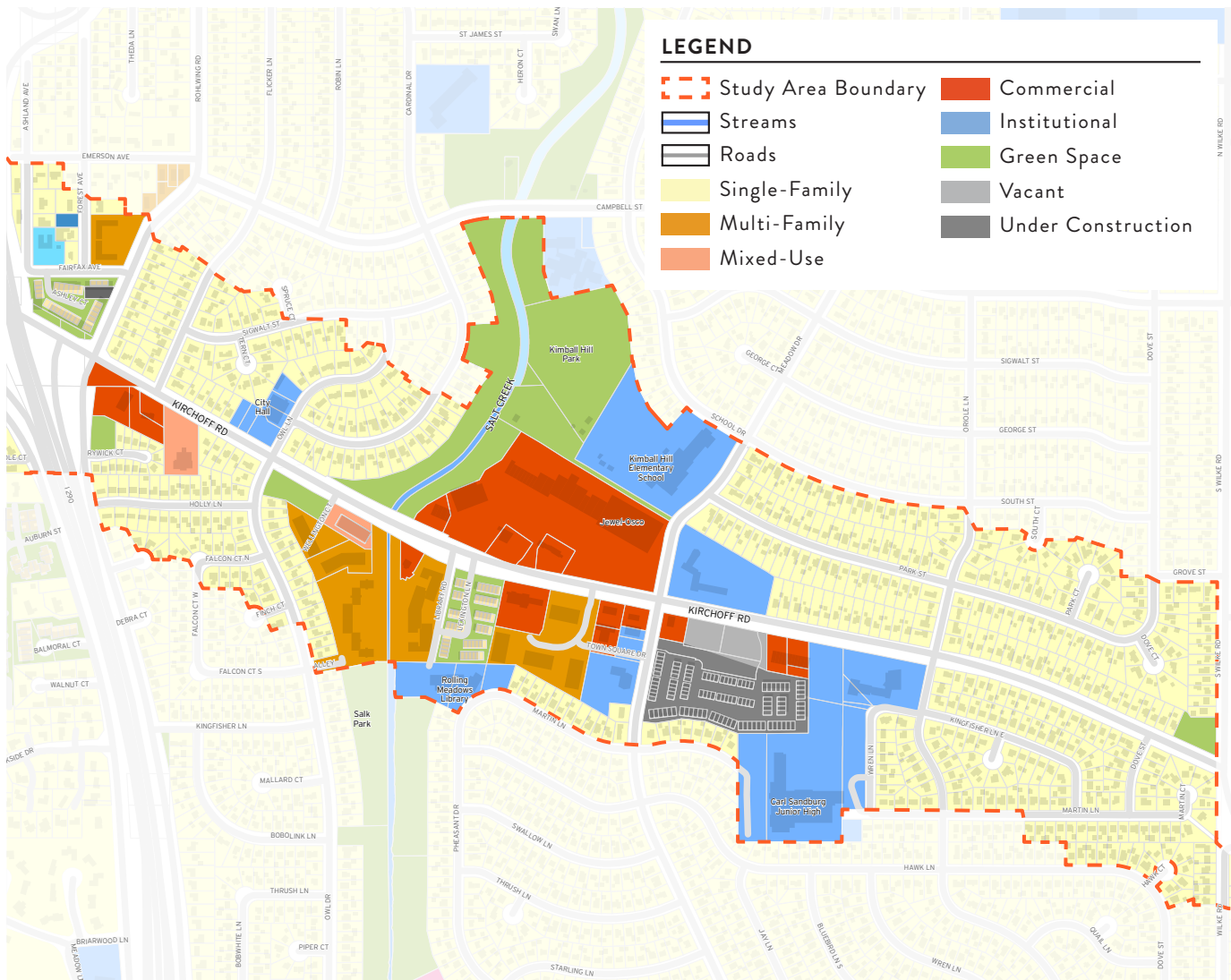
# LAND USE ANALYSIS

## EXISTING LAND USE

Data collected by the Chicago Metropolitan Agency for Planning (CMAP) represents the most accurate snapshot of existing land uses in Rolling Meadows and along the Kirchoff Road Corridor. Shown opposite, the map largely reflects the Future Land Use Map developed for the 2019 Comprehensive Plan.

There are limited examples of mixed-use buildings in the corridor with retail and services land uses on the ground floor and residential units on upper stories. The land use framework is primarily comprised of exclusive categories: Single Family Residential, Multifamily Residential, Commercial, Industrial, and Institutional.

FIGURE 4. KIRCHOFF ROAD LAND USE 2020 - CMAP





## NOTABLE PROPERTIES AND LAND USES

There are several properties and land uses that have notable impacts on the Kirchoff Road Corridor District.

### *Houses of Worship*

Three churches are located in the district:

- Meadows Christian Fellowship Church
- Community Church of Rolling Meadows
- Trinity Lutheran Church

Allowed as special uses, these houses of worship are in the R-2 Single-Family Residential District along Kirchoff Road. Residential zoning with single-purpose properties along Kirchoff Road is consistent with the surrounding residential neighborhoods, but is not compatible with a vision for mixed-use development. These religious institutions are an important part of the local fabric of the community, but can present challenges to creating a vibrant downtown core. These churches use a large amount of land, primarily for parking, but are usually active for only a few hours during weekly worship services.

### *Multifamily Development*

There are several notable residential developments in this corridor district:

- Kirchoff Meadows Condominiums
- Lexington Crossing townhome development
- Meadow Square townhome development

With the current traffic of the corridor, increased residential development may be important to create demand for nearby restaurant, retail, and services. Mixed use properties with residential units above are a common strategy. For single-use development sites, different forms such as multiplexes, courtyard buildings, cottage courts, and townhouses may create a more effective transition between the Corridor's commercial areas and the single-family homes located behind and along the Corridor.



### ***Rolling Meadows Shopping Center***

The shopping center has been in place for decades and its design reflects a suburban retail strip center style of development that is now less commonly built and may be difficult to sustain with the decreasing level of traffic on Kirchoff Road. Both the 2006 and 2019 Comprehensive Plans envision opportunities for change in this area, with the 2006 Plan recommending a greater degree of redevelopment and the 2019 Plan recommending outlot development in the parking field. While outlot development may be more easily achieved, it is unlikely to lead to the creation of an accessible and vibrant downtown core as envisioned by the community.

The siting of the building creates a visual block from Kirchoff Road to Kimball Hill Park and acts as a barrier to this valuable open space. Further, the back of the shopping center with its loading bays, outdoor storage, and refuse containers dominates the south end of the Kimball Hill Park Pavilion and adjacent elementary school playground. These are all challenges to establishing a sense of place and continuity within the Kirchoff Road Corridor District.

## **PUBLIC INSTITUTIONS**

Public institutions play an important role in this corridor, facilitating regular traffic to and from the area. Future plans will consider key users of these institutions, including students and families.

### ***Schools***

Two public schools are in proximity to Kirchoff Road:

- Kimball Hill Elementary School
- Carl Sandburg Junior High School

They impact the corridor in important ways: pedestrian traffic with children walking to and from school, vehicular traffic associated with pick-up and drop-off activities, and young people

gathering in the corridor after school hours. A bowling alley operated in the District for many years and provided a gathering place for younger residents. After its demolition, however, there are few destinations with activities in the area. This has directly impacted some local businesses, both in their preferred hours of operation and ability to accommodate after-school rushes of young customers.

### ***Rolling Meadows Public Library***

Though not directly on Kirchoff Road, the Public Library is within the corridor study area and is easily accessible from a paved pathway along Salt Creek, as well as Library Drive that intersects with Kirchoff Road. The library is a community asset and represents a potential partner in programming and family-oriented activities in the downtown area. Programming could include cultural festivals, book fairs, resource fairs, and more.

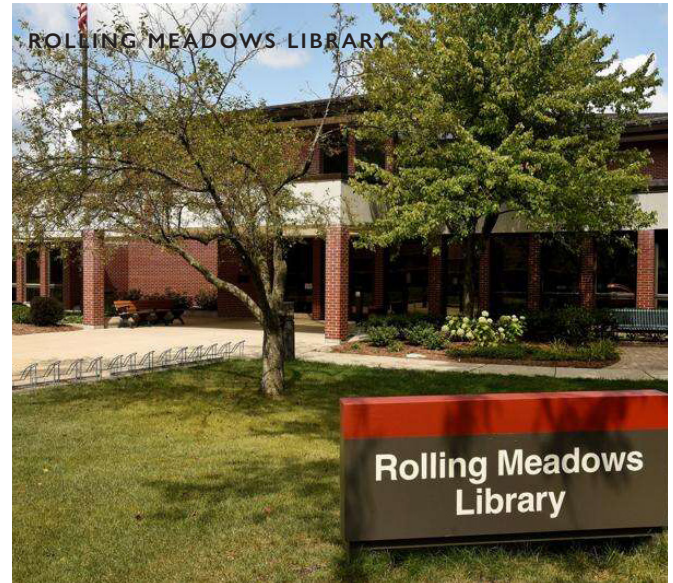




FIGURE 5. KIRCHHOFF ROAD PARKS AND RECREATIONAL SPACES



## PARKS AND OPEN SPACE

Parks and green spaces are defining features of the Kirchhoff Road Corridor providing opportunities for recreation, civic events, and leisure.

### **Salt Creek**

Salt Creek is not a park, but it is a defining natural feature and recreational resource within the corridor and the broader community. The trail that runs along Salt Creek connects Kimball Hill Park and North Salk Park, serving as an important active transportation asset.

### **Kimball Hill Park**

This large community park has facilities for a range of sports, as well as a pond surrounded by fishing piers, a walking path, and benches. A

dedicated play area / pavilion abuts the Kimball Hill Elementary School and a path along the Salt Creek leads south under Kirchhoff Road to North Salk Park. Kimball Hill Park is a key asset in the Kirchhoff Road Corridor and contributes to creating a sense of place in the district.

### **North Salk Park**

Easily accessible from Kirchhoff Road, North Salk Park is a narrow 17-acre park along Salt Creek. It features a sledding hill, a bike path, and a 12-hole disc golf course. The Rolling Meadows Public Library is adjacent to the park and connected by a pathway with interactive features related to books and reading.



I ENJOY THE TRAILS. I'M GLAD THAT ONE PASSES UNDER THE STREET AND ANOTHER ONE GOES TO THE LIBRARY. I LIKE THAT WE HAVE PLAYGROUNDS, SPORTS FIELDS, AND OPEN SPACE FOR EVERYONE TO USE. KIRCHOFF HAS MANY OF OUR MAIN BUSINESSES SO WE VISIT THERE OFTEN.

— Community Stakeholder



## KIRCHOFF ROAD PARKS AND GREENSPACE WALKSHED

The Parks and Green Space Walkshed Map illustrates neighborhoods and properties that are within a ten- and twenty-minute walking distance of parks and open spaces in the Kirchoff Road Corridor area.

Over 1,600 properties are within a ten-minute walk, including the heart of the Kirchoff Road commercial corridor. Nearly 4,000 properties are within a twenty-minute walk. This indicates that the corridor has excellent park access, with the majority of the study area within a 10 minute walk of a park.

Improving corridor wayfinding and infrastructure to benefit pedestrians and bikers can lead to better access and utilization of green spaces within these walksheds. Additionally, increasing the availability of bicycle parking and automobile parking may also help to attract visitors from the remainder of the Rolling Meadows community and neighboring communities. Due to the proximity of community assets and amenities in this area, these corridor improvements will allow visitors to the town center of Rolling Meadows to enjoy North Salk Park, Kimball Hill Park, Campbell Park, and other destinations on foot as part of a single trip to the downtown.

FIGURE 6. KIRCHOFF ROAD PARKS AND GREEN SPACE WALKSHED MAP



**1,674**

PARCELS WITHIN 10  
MINUTE WALK OF  
KIMBALL HILL PARK

**1,120**

PARCELS WITHIN 10  
MINUTE WALK OF  
NORTH SALK PARK

**654**

PARCELS WITHIN 10  
MINUTE WALK OF  
GATEWAY PARK

**3,657**

PARCELS WITHIN 20  
MINUTE WALK  
KIMBALL HILL PARK

**3,201**

PARCELS WITHIN 20  
MINUTE WALK OF  
NORTH SALK PARK

**2,258**

PARCELS WITHIN 20  
MINUTE WALK OF  
GATEWAY PARK



# SUMMARY OF PUBLIC ENGAGEMENT

A comprehensive public engagement process involving thousands of community members informed the recommendations proposed in this Plan.

The Kirchoff Road Corridor Study planning process included several in-person and virtual engagement activities. The planning team hosted pop-up engagement stations at four community gatherings, including *Bites and Beats on Kirchoff*. Several larger workshops were held at *Bites and Beats*, *National Night Out*, and at the disused fire station on Kirchoff Road. A virtual open house was created to reach those unable to attend in-person, and a final Visual Preference Survey was released to collect feedback on design concepts and visual character images. In order to gather feedback from the Rolling Meadows Hispanic/Latino community, the planning team created bilingual materials and popped-up at *Family Services Day*.

Outreach for events and engagement opportunities was robust. These opportunities were advertised through the project website, the City website, door flyers, large format signs posted throughout the corridor, six editions of the City's newsletter, and emails sent directly to project website subscribers.



## SUMMARY OF FEEDBACK

Throughout the engagement process, residents expressed a strong desire for increased activation and programming along Kirchoff Road, with community members seeking more recreational and entertainment opportunities beyond the existing shopping and dining options. Many residents highlighted the need for a destination that caters to young people, proposing concepts such as a community center with organized activities and a café or a commercial space reminiscent of the bowling alley that once thrived in the area. Above all, residents want to see a district that serves as a town center, with a mix of exciting retail, restaurants, and green space for gathering.

Mobility improvements are a priority, with residents raising concerns about Kirchoff Road's pedestrian environment. Although sidewalks are available, many feel unsafe crossing the busy four-lane road or biking due to high vehicle speeds and a lack of convenient bicycle parking. Residents emphasized the need for safer crosswalks and dedicated bike lanes to improve accessibility. Many residents support the idea of a road diet, which would reduce the width of vehicle lanes to create a safer environment for pedestrians and cyclists with the goal of encouraging more foot traffic in the corridor. Some residents were skeptical due to fears of increased congestion. Increased education about the relationship between a reconfigured roadway and a thriving town center will be essential as the City pursues road reconfiguration.

Nearby Kimball Hill Park is recognized as an important community asset, but it is seen as disconnected from the corridor due to the visual barrier created by the Rolling Meadows Shopping Center. Residents frequently suggested improving access to Kimball Hill Park while also transforming several opportunity sites into shared community spaces to enhance programming and events along the corridor and creating a more centralized gathering space.

Economic development is also a strong priority, particularly diversifying restaurant options to include more locally owned businesses. Overall, community feedback reflects a clear vision for a more vibrant, accessible, and interconnected Kirchoff Road Corridor.

## OPPORTUNITIES AND STRENGTHS

The planning team asked community members to reflect on their favorite aspects of the Kirchoff Road Corridor. These assets inform the final plans for Kirchoff Road opportunity sites and streetscape improvements. The plans and concepts for future development ensure that assets are preserved to maintain the corridor's appeal.

Participants' favorite aspects of the corridor include:

- **Kimball Hill Park:** Kimball Hill Park, with its full range of amenities, is highly valued by the community.
- **Pedestrian-Friendly Areas:** The community enjoys the welcoming pedestrian environment created by the wide sidewalks with stamped concrete edges, park benches, and decorative streetlights.
- **Connectivity:** Though there is room for improvement, residents appreciate the connectivity offered by the Salt Creek Trail and city-wide bike paths.
- **Central Hub:** Residents enjoy the mix of commercial offerings, such as the grocery store, restaurants, and other businesses, which contribute to a downtown feel.
- **Local Businesses:** Residents love spots like Comet Frozen Custard, which enhance the area's charm and character.
- **Accessibility:** Participants note the accessibility of the corridor, which opens up many possibilities for future development and community-serving uses.

## AREAS FOR IMPROVEMENT OR CHANGE

Residents were asked if there was anything they would like to change along the corridor. The responses indicated that the community wants to maintain a balance between preserving Rolling Meadows' charm and green spaces while also expanding and improving commercial areas, especially around Kirchoff Road. They also emphasized the need to carefully consider the impact of additional housing on the downtown area's character. Ultimately, this feedback helped to guide plan recommendations and the vision for the corridor's opportunity sites.

The areas for improvement most often mentioned by the community included the following:

- **Additional Green Space:** Many residents are concerned about maintaining green areas in the community, with several people specifically mentioning that green space should not be reduced or rezoned for commercial or residential use. Many of those engaged expressed an overall desire for open spaces where people can gather and enjoy outdoor activities.
- **Concerns About Additional Housing:** Some residents are interested in limiting the construction of housing along the corridor because they feel that this detracts from the creation of a downtown core.
- **Desire for More Commercial Development:** Many residents wish for more diverse and vibrant commercial offerings, such as restaurants, entertainment venues, and small businesses, particularly along Kirchoff Road. Some feel that the current commercial spaces are underutilized or that the Rolling Meadows Shopping Center lacks the character of a bustling, inviting downtown.
- **Walkability and Connectivity:** Residents expressed a desire for better walkability and green spaces that are integrated into commercial areas, suggesting that the corridor's planning and streetscape could be improved to encourage foot traffic and enhance the appeal of local businesses.
- **Mixed Use Development:** Some residents are advocates of more mixed-use development to help create a vibrant, walkable downtown that includes housing, small businesses, and green spaces. They believe this would attract more visitors and support the local economy.
- **Improved Lighting and Safety:** Many residents suggested improving street lighting, especially on Kirchoff Road, to make the area safer for pedestrians at night.

FIGURE 7. COMMUNITY FEEDBACK - MOBILITY & TRANSPORTATION RECOMMENDATIONS

REDESIGN PORTIONS OF KIRCHOFF ROAD TO REDUCE SPEEDS AND IMPROVE THE PEDESTRIAN/BIKE EXPERIENCE.		
RESPONSE	IN-PERSON	ONLINE
Support	67%	29%
Neutral	11%	18%
Oppose	22%	53%
REDESIGN LANES TO ACCOMMODATE PEDESTRIANS, CYCLISTS, LANDSCAPE AMENITIES, AND/OR ON-STREET PARKING.		
RESPONSE	IN-PERSON	ONLINE
Support	51%	34%
Neutral	24%	13%
Oppose	25%	53%



## TRANSPORTATION AND MOBILITY

A prominent topic throughout engagement was transportation and mobility changes along Kirchoff Road. Community members discussed which transportation or mobility changes they would like to see along the corridor. The feedback from residents highlighted several key themes:

- **Support for Bike Lanes and Pedestrian Improvements:** There is significant support for adding bike lanes and improving pedestrian infrastructure to enhance safety for both cyclists and walkers.
- **Safety and Speed Enforcement:** Many residents advocate for better street lighting and speed enforcement to address concerns about speeding and safety. There were calls for increased police presence and targeted enforcement of traffic laws to reduce speeding and unsafe driving behaviors.
- **Traffic Calming Measures:** Some residents expressed a desire for traffic calming measures like stop lights or speed bumps, particularly near schools and busy intersections.
- **Opposition to Traffic Calming Measures:** Other residents oppose any major changes to the road's configuration, preferring to maintain the current number of lanes and traffic flow.
- **Public Transportation and Connectivity:** Some community members advocate for improved public transportation, including shuttles, trolleys, and better bike paths connecting to surrounding towns, emphasizing the need for multimodal options.

“

I WOULD LIKE TO SEE  
PEDESTRIAN HAWK SIGNALS  
ALONG THE CORRIDOR THAT  
HELP PEOPLE CROSS SAFELY.

— Community Stakeholder

”

“

MORE FAMILY BASED ACTIVITIES  
WOULD DO WELL. FAMILIES WITH  
CHILDREN NEED THINGS TO DO  
IN THE WINTER TIME SINCE IT'S  
A MAJORITY OF OUR LIVES IN  
THIS AREA. FOCUS MORE ON  
FAMILY BASED ACTIVITIES TO  
ALLOW FOR THE CREATION OF A  
COMMUNITY FEEL.

— Community Stakeholder

”





# **4** CORRIDOR RECOMMENDATIONS

# RECOMMENDATIONS

The recommendations in this chapter are the heart of the Kirchoff Road Planning Study. These recommendations inform a holistic set of strategies that achieve the goals identified in this report. The recommendations cover four topic areas:





# PLACEMAKING AND OPEN SPACE

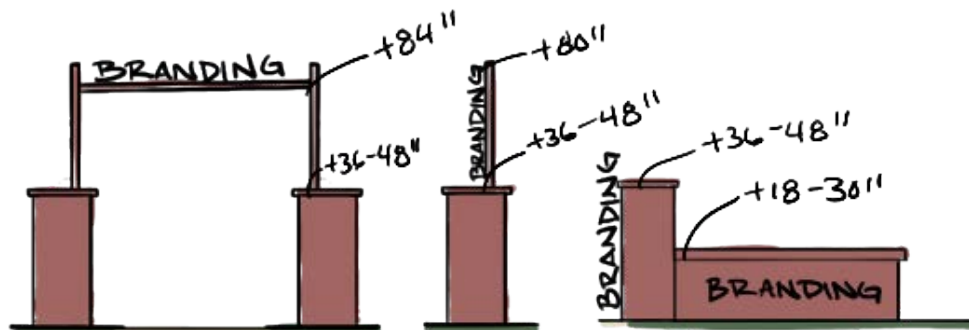


Residents recognize the potential that the Kirchoff Road Corridor has to become a downtown for Rolling Meadows – a central place to shop, dine, and gather as a community. However, the corridor lacks an identity as a town center. While the corridor can be defined geographically, it doesn't have clear boundaries that delineate when someone enters or leaves. Previous efforts in streetscaping and landscape plantings improve the aesthetic along Kirchoff Road, but more can be done to establish a sense of place and create a distinct destination.

## GATEWAY SIGNS

The construction of new signs at the east and west ends of the Kirchoff Road Commercial Corridor will identify it as a special place in the community, establish a shared idea of its beginning and end, and create a unique character and brand for the City's town center. Designs and styles of gateway markers can range from arches over a roadway to simple road signs installed in the public right-of-way. Given the smaller scale of the Kirchoff Road Corridor, a monument sign or stylized pole sign may be appropriate.

It is important to recognize the branding opportunity the gateway signs represent. Careful consideration should be given to their design. These markers should incorporate a design language and details that can carry over to additional branding elements in the future, such as light pole banners, frames for street signs, wayfinding signs, and publicity / marketing materials.



## CASE STUDY



### *Restaurant Row Identity and Branding*

The Village of Wheeling crafted a branding plan for Restaurant Row, one of the community's key commercial corridors along Milwaukee Avenue. The goal was to create an identity for the district, establishing a stronger sense of place in the corridor through signage, connectivity, and design standards. Gateway signs mark the entrances to Restaurant Row and create a distinct brand. This design language carries into light pole banners and other improvements to craft a unified feel in this commercial corridor.

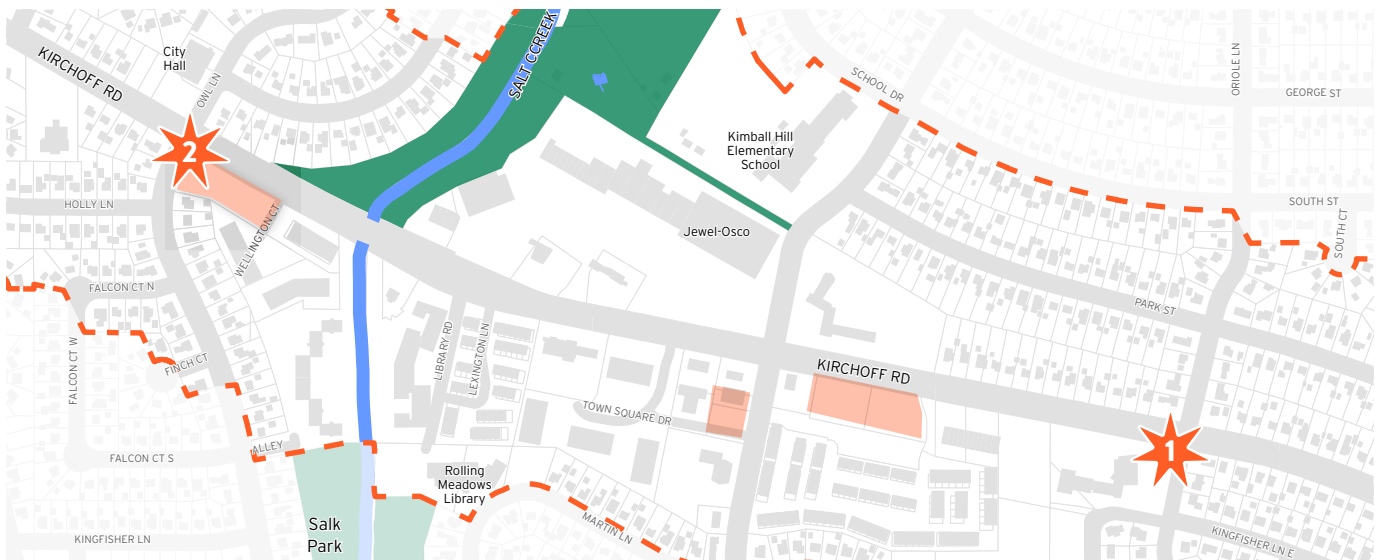
### **LOCATION 1: SOUTHWEST CORNER OF KIRCHOFF ROAD AND ORIOLE LANE**

Oriole Lane represents the eastern edge of the commercial corridor and a sign at this location signals to visitors from Wilke Road they're entering Rolling Meadows' town center. Property at the southwest corner of this intersection is in private ownership (Meadows Christian Fellowship Church). Space for installation of a sign here would be limited to the Kirchoff Road public right-of-way or necessitate an agreement with the property owner.

### **LOCATION 2: SOUTHEAST CORNER OF KIRCHOFF ROAD AND OWL DRIVE**

A gateway sign at this location will identify the commercial corridor for visitors from the west and would face traffic in the eastbound traffic lane on Kirchoff Road. The property at the southeast corner of this intersection is owned by the City of Rolling Meadows, which can simplify locating and installing a gateway sign.

**FIGURE 8. GATEWAY SIGNAGE LOCATIONS**



## WAYFINDING SIGNS

A recommendation for a wayfinding sign program appears in Rolling Meadows' 2019 Comprehensive Plan and remains an appropriate strategy to pursue. As the Plan indicates, wayfinding signage can be a low-cost option that furthers branding and identity-building efforts in the corridor. Key features such as the library, Kimball Hill Park, and North Salk Creek Park are important assets that wayfinding signs would help publicize and celebrate. Their design could reflect that of the gateway signs, including colors, detailing, and lettering, to contribute to a sense of place. The Comprehensive Plan identifies the following additional benefits of a wayfinding sign program:

- Improve visitor wayfinding and orientation between key destinations
- Express Rolling Meadows' unique character and identity through graphic sign features,

promoting reinvestment and development

- Improve vehicular, pedestrian, and bicycle safety via clear and legible signage, and
- Indicate direction and distance to City retail areas (i.e. Kirchoff Road Corridor District, Golf/Algonquin District), industrial districts, transportation (Metra), and other local destinations from major corridors.

Locations in the public right-of-way can likely be found to install wayfinding signs. They can also be placed on existing infrastructure such as light poles. These signs are not a standalone solution to creating a unified sense of identity and place in the Kirchoff Road Corridor, but they represent an achievable opportunity to incorporate and implement the City's new brand. Their effectiveness in this regard is enhanced with vehicular traffic driving at the posted speed limit and increased pedestrian and bicycle traffic in the corridor.

FIGURE 9. BRANDING AND GATEWAY CONCEPTS, 2024 ROLLING MEADOWS BRAND GUIDE







KIMBALL HILL PARK

## KIMBALL HILL PARK

Even as one of the Park District's most celebrated facilities, Kimball Hill Park is not generally recognized as a key feature of the Kirchoff Road Corridor. Limited visibility behind the shopping center is a significant obstacle, as well as limited access to the park and the remote location of off-street parking. The Rolling Meadows Shopping Center is an established amenity in the community and will not be relocating or undergoing significant reconstruction in the foreseeable future. However, a series of strategies can help mitigate the issues impacting Kimball Hill Park and the role it plays in the town center.

The Rolling Meadows Park District will be an essential partner in achieving the following initiatives, but the City is in a position to facilitate them through ongoing communication and the permitting process.

### WAYFINDING AND DIRECTIONAL SIGNS

The driveway into the shopping center property is a key access point to Kimball Hill Park. Signage should be installed at this location identifying the park and directing visitors. This strategy can be coupled with a larger wayfinding sign program along the corridor. Space in the public right-of-way is limited near the driveway's intersection

with Kirchoff Road, so an agreement with the shopping center's property owners may be needed to identify a location and secure access. Several directional signs within the shopping center's site directing park visitors to the parking area may also contribute to increasing access and visibility of Kimball Hill Park from Kirchoff Road. While residents are likely familiar with the access route behind the shopping center building, identification signs with directional arrows can help them feel assured and more welcomed on the property as they navigate to the rear parking area. Directional signage will also benefit out-of-town visitors.





## PARKING LOT IMPROVEMENTS

A clearly-defined and inviting parking area accessible from Kirchoff Road will help to tie Kimball Hill Park into the broader Kirchoff Road district. A long-standing arrangement allows Kimball Hill Park users to park vehicles behind the shopping center. Research indicates there are no formal agreements in place, such as access easements or dedicated parking spaces. This makes the status of the parking lot uncertain, especially if the ownership of the shopping center should change in the future. Further, this area behind the shopping center has an uninviting feel with no public entrances or windows. It receives less upkeep, improvements, and maintenance than the front-facing storefronts and main parking lot.

Several strategies can help improve this situation, with the understanding the parking area is on private property. Cooperation and collaboration with the Park District and the shopping center ownership will be essential.

- **Formalizing a parking agreement between the Rolling Meadows Park District and the Rolling Meadows Shopping Center.** This strategy is largely outside the control of the City of Rolling Meadows. Its importance, however, warrants inclusion in this study and the City may be in a position to facilitate conversations when necessary. A formal arrangement will clarify details of use and capacity of the shopping center's parking lot for Park users. It could also provide longevity and security to the availability of that parking lot into the future.
- **Identifying the parking spaces available for Kimball Hill Park visitors.** Dozens of parking spaces are painted and striped behind the shopping center, but residents indicate they are often unsure which are available for public use. Concerns about trespassing, towing, and fines may discourage some residents from utilizing this parking area. Clear delineation of parking spaces available for Park users can ease concerns and facilitate increased use of the

off-street parking area serving Kimball Hill Park. Ideas include signage or innovative painting schemes on the pavement.

- **Improving the appearance of the shopping center property where parking is available for Kimball Hill Park users.** Creating an inviting, bright, and well-maintained environment around the primary parking lot for Kimball Hill Park will improve its presence in the town center. While necessitating collaboration with the shopping center ownership, improving the back portion of the property can drive increased customer traffic to the center's commercial tenants. Easier fixes include maintaining / pruning vegetation, maintaining or replacing fences, and removing materials stored outside behind the building. Additional improvements to consider are allowing signs on the back of the building, creating outdoor dining or patio facilities, and improving the building exterior with updated materials and lighting. As mentioned, much of this falls outside the direct control of the City of Rolling Meadows. However, communicating a clear vision for the site to the shopping center's ownership can be essential in facilitating long-term improvements.
- **Encouraging the Rolling Meadows Park District to install bicycle parking facilities in the parking area.** Access to Kimball Hill Park from Kirchoff Road can be improved if safe, reliable bicycle parking facilities are available. Cyclists can enjoy the park and visit stores and restaurants in the shopping center.

## PLACEMAKING AND OPEN SPACE ACTION STEPS

### CORRIDOR GATEWAYS

#### **Action 1.1**

##### **EXPLORE DESIGNS FOR GATEWAY SIGNS AND DECIDE ON A FINAL CONCEPT.**

Selection process can be delegated to a specific team or include a public voting process using online tools.

#### **Action 1.2**

##### **IDENTIFY A FUNDING MECHANISM FOR THE DESIGN, FABRICATION, AND INSTALLATION OF THE GATEWAY SIGNS.**

This could include resources from a TIF District or become part of a larger capital improvement plan for the corridor. Creating a Business Improvement District along Kirchoff Road is another alternative to generate funds for gateway signs, though it is a longer-term approach.

#### **Action 1.3**

##### **SECURE LOCATIONS AT THE EAST AND WEST ENDS OF THE KIRCHOFF ROAD CORRIDOR TO INSTALL GATEWAY SIGNS.**

An easement agreement may be necessary if a location is on private property.

#### **Action 1.4**

##### **INSTALL GATEWAY SIGNS FOR THE KIRCHOFF ROAD CORRIDOR.**

These types of signs are generally beyond the scope of in-house fabrication and installation. This step will likely require getting quotes and issuing a Request for Proposals from professional sign vendors.



## CORRIDOR WAYFINDING

### Action 1.5

#### LIST ALL LOCATIONS, ATTRACTIONS, AND DESTINATIONS IN THE KIRCHOFF ROAD CORRIDOR THAT SHOULD BE IDENTIFIED ON WAYFINDING SIGNS.

Kimball Hill Park, North Salk Park, and the Public Library are obvious additions, though space on the signs should be reserved for destinations that may arise in the future. Rolling Meadows City Hall could also be included on the signs as a local institution.

### Action 1.6

#### EXPLORE DESIGN FOR WAYFINDING SIGNS AND DECIDE ON A FINAL DESIGN.

The signs should share design elements with the gateway signs to create a unified theme for Rolling Meadows' town center.

### Action 1.7

#### IDENTIFY LOCATIONS FOR WAYFINDING SIGNS ALONG KIRCHOFF ROAD AND ELSEWHERE IN THE DISTRICT WHERE APPROPRIATE.

Installing signs in the public right-of-way reduces the need to seek permission from private property owners. High-visibility locations include key intersections and near gateways. Attention should be paid to sightlines and pedestrian / bicycle clearance.

### Action 1.8

#### IDENTIFY A FUNDING SOURCE FOR THE DESIGN, FABRICATION, AND INSTALLATION OF THE WAYFINDING SIGNS.

Combining this initiative with the gateway signs may present opportunities for decreased costs through economies of scale.



SIGNAGE CONCEPT



## KIMBALL HILL PARK

### Action 1.9

**INSTALL IDENTIFICATION, WAYFINDING, AND DIRECTIONAL SIGNS DIRECTING VISITORS TO KIMBALL HILL PARK. INCLUDE THE PARK ON BROADER WAYFINDING SIGN PLANS, INSTALL AN IDENTIFICATION SIGN AT THE MAIN ENTRANCE TO THE SHOPPING CENTER, AND INSTALL DIRECTIONAL SIGNS TO THE PARKING LOT BEHIND THE SHOPPING CENTER.**

The Park can feel disconnected from the Kirchoff Road Corridor despite its close proximity. Signs directing users to the facility serve as a visual link to the park and strengthen its relationship to the town center.

### Action 1.10

**FORMALIZE AN ACCESS AND PARKING AGREEMENT BETWEEN THE ROLLING MEADOWS PARK DISTRICT AND THE ROLLING MEADOWS SHOPPING CENTER.**

The parking arrangement has been an informal understanding for many years. This lends volatility to parking for Kimball Hill Park because future owners of the shopping center may not understand its importance. A formal agreement can ensure longevity of this parking area for the park.

### Action 1.11

**IDENTIFY THE PARKING SPACES AVAILABLE FOR KIMBALL HILL PARK VISITORS THROUGH SIGNAGE, PAINTING, OR OTHER MEANS.**

While there is broad awareness of the availability of public parking behind the shopping center, residents feel unsure of the exact location and quantity of space available for their use while visiting the park. Low-cost solutions are available to clearly indicate where the public can park their vehicles.

### Action 1.12

**IMPROVE THE APPEARANCE OF THE SHOPPING CENTER PROPERTY WHERE PARKING IS AVAILABLE FOR KIMBALL HILL PARK VISITORS.**

The City can support this through enforcement of property maintenance regulations, if needed.

### Action 1.13

**INSTALL BICYCLE PARKING / STORAGE INFRASTRUCTURE IN THE KIMBALL HILL PARK PARKING AREA.**

This contributes to the broader intent to improve bicycle accommodations in the Kirchoff Road Corridor and serves as an economic development driver for the shopping center. Cyclists will be more likely to visit the park and patronize businesses in the shopping center if a safe, reliable facility is available to park and store bikes.

“

**PLEASE CREATE A PATH TO SAFELY WALK FROM KIMBALL HILL PARK TO THE FRONT SIDE OF THE JEWEL STRIP MALL. WALKING THROUGH THE BACK PARKING LOT IS DIFFICULT ESPECIALLY WITH CHILDREN.**

— Community Stakeholder

”

# ECONOMIC DEVELOPMENT



Local economic development is a key pillar in creating a resilient and durable town center for Rolling Meadows. This section explores the economic context of the Kirchoff Road Corridor and provides strategies and recommendations the City can incorporate into initiatives supporting commercial development.

## ECONOMIC BACKGROUND AND CONTEXT

Rolling Meadows benefits from a stable residential base, strong household incomes, high educational attainment, and a vibrant and diverse demographic that includes a growing Latino segment. The retail mix along Kirchoff Road does not reflect the higher-level business opportunities that could be achieved there.

Recent housing development along Kirchoff Road (both townhome and multi-family) has added residents to this area of Rolling Meadows and benefited the Kirchoff Road Corridor. The presence and spending power of residents in homes near this commercial district support diverse retail offerings in the area and generate pedestrian / outdoor activity.

The Rolling Meadows Shopping Center, while retaining its anchor tenant, is showing signs of age and suffers intermittent vacancies. Residents, meanwhile, are attracted to neighboring communities such as Arlington Heights with its traditional downtown and transit hub, or to Schaumburg with its mall, wholesale clubs, and box stores. Rolling Meadows' center-of-town area is different from Arlington Heights and Schaumburg, but it has not yet established an identity it can leverage.

Additional factors contributing to the development context in the Kirchoff Road Corridor include the overall burden facing retail development in the Chicago metropolitan area and the limited daily vehicular traffic on Kirchoff Road. Reporting in 2024 indicates retail development in the region has slowed to levels not seen in many



years and impacts from this slump will challenge redevelopment in Rolling Meadows' commercial districts. Traffic along Kirchoff Road is consistently around 10,000 average daily trips, which does not meet the threshold required by many business ventures to locate in the corridor. While this figure may increase over time, it emphasizes the need to increase the number of residents living in the district as a way to drive market potential.

## ECONOMIC DISRUPTIONS

In addition to local context in Rolling Meadows, it would be difficult to overstate the degree of economic disruption since the city's 2006 and 2019 comprehensive plans and the implications for local economies everywhere. A few of these global changes are worth noting because they affect sustainable economic development in Rolling Meadows.

- **Remote and hybrid work.** The post-pandemic shift for many knowledge workers to a fully or partially remote arrangement has taken hold to a level few anticipated. The fallout for central cities, including Chicago's Loop, is still unfolding, but the impacts will be long-felt and potentially catastrophic for office real estate values and the retail commercial spaces that depend on office workers. What has been bad for central cities has had some benefits for suburbs, with more people remaining at home during the day. As a result, many suburbs are positioned to capture more of their residents' spending locally.
- **Delivery economy.** The pandemic accelerated the shift to online shopping and delivery services for everything from clothing to groceries to fast food. National retailers continue contract their physical footprint in response, leaving malls, shopping centers, and traditional downtowns with vacant storefronts.
- **Retail sales gaps.** As a direct result of the delivery economy, certain longstanding benchmarks of retail market analysis have become less meaningful. This is especially true of retail sales gap or sales leakage analysis, as online purchasing has upended the concept

of local trade areas for many retail categories. While restaurant dining and, to a lesser extent, grocery shopping, may appear to remain exceptions, increased mobility and the proximity of Rolling Meadows to shopping in adjacent communities also erodes the significance of sales gap data.

- **Inflation and the labor market.** After two years of relatively high inflation, signs at the time of this report suggest that a return to lower inflation and interest rates is likely. However, prices have increased faster than wages during this period, meaning consumers are spending significantly more on necessities like groceries and less on discretionary purchases. Restaurants in particular have raised menu prices during this period, not only because the cost of food has increased but because they have had to pay more in order to attract workers. That's a positive for people working in the restaurant sector, but higher menu prices have also been a source of sticker shock for consumers who used to dine out more often.





## DIFFERENTIATION

When trying to create a vibrant town center, economic disruptions and changes underscore the importance of **differentiation** and experience-based economic development – and the kind of business mix that can motivate people to leave home. Differentiation allows Rolling Meadows to build on a unique identity, potentially expanding the draw area for its commercial tenants. Some of the qualities that support the relevance of real-life experiences include:

- **Economic differentiation.** Economic differentiation speaks to intentionally shaping the economy of the center-of-town to offer something different from nearby options. Uniqueness provides a reason for people to come to Rolling Meadows.

A grocery-anchored, general retail-and-service shopping center does not provide the differentiation needed to attract customers beyond a small ring. The City of Rolling Meadows' economic development efforts will benefit from an approach focused on new, innovative land uses that provide more unique shopping and entertainment opportunities.



- **Experiences.** Given the shift to online shopping and streaming entertainment, attracting customers to leave the comfort of their home to go to a town center requires overcoming a great deal of inertia. Experiences – which can range from fine dining to a Zumba class, or anything else that must be done in-person – drive the decision to engage in place-based activities.

A few businesses in the Kirchoff Road area fall into the experience-based category (such as Anytime Fitness or Starbucks), though they are not unique or differentiated experiences.

- **Physical differentiation.** For Rolling Meadows' center-of-town to compete with the downtowns, malls, shopping centers, and box stores of nearby communities, it needs to be its own place, one that feels comfortable, safe, and unique.

This reflects the placemaking strategies outlined in this study. Creating a unified sense of identity within the Kirchoff Road Corridor gives it a unique character that differentiates it from other suburban environments in the region. Single-story strip malls anchored by grocery stores with large parking fields are not unique, but creating destination spaces that appeal to families, teens, cyclists, pedestrians, etc. contribute to differentiating the Corridor and making it special to Rolling Meadows.



I'D LIKE TO SEE LESS CHAIN RESTAURANTS AND BANKS. INSTEAD THERE SHOULD BE A GREATER VARIETY OF BUSINESSES WITH MORE CHARACTER. CREATE A MORE INVITING CENTRAL BUSINESS DISTRICT.

— Community Stakeholder



## A MARKET-BASED STRATEGY

A “market-based strategy” articulates an intentional direction for the center-of-town that bridges economic, experiential, and physical differentiation. Instead of offering generalized business incentives or designing general public improvements, a market-based strategy is more targeted. It should leverage current assets (both commercial and physical) and align with Rolling Meadows’ population characteristics. As examples, and depending on a community’s particular strengths, a market-based strategy might be organized around a product category (like apparel) or a demographic segment (like an ethnic enclave). The strategy then drives economic development planning as well as physical planning and marketing. The key is to choose a strategy that is supported by both the community and the market.

During the Engagement phase of this work, community input emphasized a desire for more sit-down dining options. Residents also expressed specific wishes for independent restaurants with moderate price points. These desires must then be aligned with:

- What currently exists in Rolling Meadows;
- Where there may be mismatches between the population profile and the business mix, and
- The likelihood that the local population will patronize and support additional restaurant dining and related uses.

It is important to note that the several restaurants currently operate in the Kirchoff Road Corridor and offer entrees in the moderate \$20 to \$25 range. A casual sports bar located in the Rolling Meadows Shopping Center has food in the \$10 to \$20 range. All three are independent businesses. The area also has several fast-food options.



**BUILD NOT ONLY WHAT WILL ATTRACT RESIDENTS OF ROLLING MEADOWS, BUT ALSO PEOPLE FROM SURROUNDING COMMUNITIES. THESE BUSINESSES SHOULD BE UNIQUE.**

— Community Stakeholder



## DINING, ENTERTAINMENT, AND RECREATION STRATEGY

For the Kirchoff Road Corridor, a market-based strategy centered on Dining, Entertainment, and Recreation will benefit the corridor. In Rolling Meadows, components of this strategy include the following assets:

- Mid-price point, family-oriented restaurants
- Fast-casual restaurant concepts
- Active uses such as fitness-related businesses
- Experiential retail
- Other compatible uses

The physical environment should also support this strategy with shaded outdoor seating and eating areas, recreation areas, and gathering spaces that align with dining, entertainment, and recreation. Several concept drawings on Opportunity Sites in the corridor present site designs and building arrangements that align with this approach.

The following business categories and examples support a Dining, Entertainment, and Recreation strategy, or they are adjacent to the strategy and could be patronized by the same customers. Recruiting any of these categories depends on a number of factors, including the availability of suitable space and an investor’s own assessment of the Rolling Meadows market.

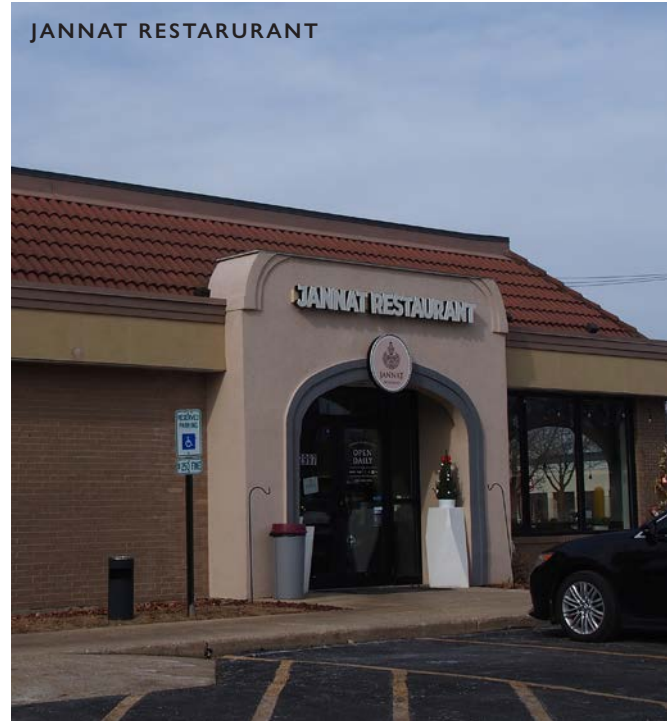
Highlighted among several of the following business types are franchised brands. Unlike chains, franchises are owned by entrepreneurs – often local or regional operators who may already own franchise licenses in the geography. While they still must meet the brand’s location requirements, franchisees have more latitude than corporate chain real estate departments in selecting where they will invest. Rolling Meadows should seek to identify existing regional franchisees or entrepreneurs whose business development vision supports the City’s goals.

### Restaurants

Residents expressed interest in moderate price point restaurants, which suggests casual dining solutions as opposed to fine dining. This category also matches the city’s middle-income demographic profile.

There are already several independent restaurants in the Kirchoff Road Corridor and additional independent restaurant development is possible. The following are examples of franchise brands that could reasonably fit the Rolling Meadows market:

- Bar Louie. A “gastrobar” concept with a comfort-style menu. Bar Louie customizes its restaurants to their communities. The closest Bar Louie to Rolling Meadows is at O’Hare and would not be a competitor.
- Fazoli’s. A fast-casual Italian restaurant concept that gravitates to shopping center locations. The closest restaurants in the Fazoli network are in Wisconsin and Indiana.
- Noodles & Company. A fast-casual, value-oriented, Asian cuisine-inspired concept with locations throughout the Midwest. There is a Noodles & Company located in Arlington Heights, about eight minutes from Kirchoff Road.
- Happy Joe’s Pizza. A fast-casual concept with pizza, sandwiches, and pasta. The business does not yet have stores in the Chicago region.



“  
**HOW ABOUT A NICE STAND  
 ALONE FAMILY RESTAURANT  
 THAT HAS ITS OWN PARKING FOR  
 A RELAXING EVENING MEAL OR  
 A SUNDAY BRUNCH? IT COULD  
 EVEN HAVE A SECOND FLOOR  
 FOR PEOPLE TO RENT OUT FOR  
 LARGER FAMILY GATHERINGS  
 OR TO USE FOR TOWN MEETINGS  
 AND PROGRAMS.**

— Community Stakeholder





## Entertainment

Adjacent to the casual dining category are entertainment-type businesses, which may or may not include food. An activity-oriented business model can complement the dining options in Rolling Meadows and also serve as a destination, attracting people from a larger trade area. Examples of activity-based businesses include bowling, mini-golf, laser-tag, indoor sky diving, escape rooms, and more. Trending models of activity-based businesses include:

- Smash Bar was founded in 2019 in West Des Moines, Iowa, as an experience-based sports bar and restaurant. Food is part of the experience, but not the main attraction. The concept features pickleball courts as well as arcade games and group games like Karaoke. It also offers an outdoor biergarten-type space with seating and lawn games. Since 2019, Smash Bar has added three locations in Nebraska, Minnesota, and Ohio. They typically select suburban locations in box-store-type buildings.
- Axe throwing has become a mainstream activity, with venues opening across the country, including independents like Axeplosion in Lombard and Arlington Heights, and Bury the Hatchet with 17 locations in the east and Midwest.
- Rock climbing continues to grow in popularity. Venues may operate as stand-alone locations or as part of gyms or retail experiences (such as at REI stores).

## Natural Foods

Among the key determinants for natural foods retailers when entering new markets is educational attainment. Highly educated populations, as in Rolling Meadows, tend to be more discriminating food shoppers and match well with organic and natural foods retailers. Income is typically a secondary consideration.

With Trader Joe's, Whole Foods, and Mariano's all within about 10 minutes of Kirchoff Road, Rolling Meadows presents a competitive environment. Nevertheless, several niche chains in the natural foods category are expanding and taking advantage of growing consumer interest by opening smaller-format stores in tighter locations than Whole Foods can. These include:

- The Fresh Market, a natural foods-style market with an emphasis on prepared foods, is expanding at a modest pace. Their closest location is Crystal Lake, IL.
- Fresh Thyme Market, headquartered in Downers Grove, IL, is another natural-foods style market which is also expanding. Ironically, Fresh Thyme Market and The Fresh Market stores are both located in the same shopping center in Crystal Lake.
- Sprouts Farmers Market is a rapidly expanding natural foods-style market with 380 locations in 23 states. They have not yet entered the Chicago market.

In addition to natural foods, ethnic grocers also align with Rolling Meadows' substantial Latino population. There may also be an opportunity for a mainstream ethnic foods market with crossover potential for non-Latino shoppers. A natural pet food and services store that appeals to more discerning customers, such as Bentley's Pet Stuff, may also work well in this area.

## ***Fitness, Beauty, and Wellness***

Anytime Fitness, already located at the Rolling Meadows Shopping Center, is a franchise model that offers essential gym services at a lower price point. There could be a market opportunity to recruit a slightly higher-level gym, such as an LA Fitness, which offers more amenities (including pool and spa services), while still at an accessible price point. This would be a significant development requiring an expansion of the existing shopping center footprint.

Beauty and wellness retail and services are adjacent to the fitness category and present additional options for Rolling Meadows. Examples include athleisure apparel, cosmetics retail (e.g., Ulta), and experience-based wellness services like yoga and meditation spaces.

## **POTENTIAL BARRIERS AND THREATS**

It is important to acknowledge several potential barriers to business development, or adverse trends.

- ***Independent restaurants and retail.*** With most of Kirchoff Road's retail space in shopping centers, the recruitment of independent businesses may be challenging as shopping center owners typically prefer credit tenants (i.e. a chain store than can establish credit more easily to secure a long-term lease).
- ***Restaurants.*** The city's New Restaurant Tax Incentive is innovative and significant, including permit fee waivers, a grant of up to \$10,000 for building improvements and partial tax rebates over three years. Because restaurant startup costs are so high, it may be helpful to increase the up-front incentive, particularly targeted toward kitchen build-out, where costs can easily exceed \$100,000.
- ***Chain dollar stores.*** One potential adverse business development trend for shopping centers is the growth of chain dollar stores. There is already a Dollar Tree at the Jewel-Osco center. While formerly relegated to

rural communities and lower-income urban neighborhoods, chain dollar stores have been expanding rapidly in suburban locations, often opening within a mile of each other. Because their presence can negatively impact the recruitment of other retail categories, some communities have introduced specific regulations to limit the growth of chain dollar stores.

## **BUSINESS DEVELOPMENT**

The concepts described above have excellent compatibility with the existing commercial centers and with the concepts proposed for opportunity sites. Each of them require further exploration, which might include a conceptual business plan, partnership with the property owner or shopping center management, identification of an entrepreneur, or even joint venturing. The purpose of business development is to complement and support the physical planning and the reimagining of these key Rolling Meadows sites. This can be achieved through collaboration with the Rolling Meadows Chamber of Commerce and other economic development organizations.

## ECONOMIC DEVELOPMENT ACTION STEPS

### **Action 2.1**

**ADOPT A MARKET-BASED STRATEGY FOR KIRCHOFF ROAD AT THE PLANNING LEVEL AND USE IT AS A CRITERION FOR ACTIONS BOTH IN BUSINESS DEVELOPMENT AND OTHER CORRIDOR IMPROVEMENTS AND POLICIES.**

This can be used to guide actions both in business development and other corridor improvements and policies.

### **Action 2.2**

**BUILD RELATIONSHIPS WITH SHOPPING CENTER AND COMMERCIAL PROPERTY OWNERS.**

The importance of personal connections and strong lines of communication cannot be overstated. A Business Improvement District serves this purpose in some communities, though informal networks are also effective. This allows for ongoing feedback, fresh ideas, and distribution of leadership and resources in place-based initiatives for this commercial corridor.

### **Action 2.3**

**COMMUNICATE THE MARKET-BASED ECONOMIC DEVELOPMENT STRATEGY OUTLINED IN THIS REPORT TO PROPERTY OWNERS AND OTHER PUBLIC AND PRIVATE PARTIES.**

This step can be a catalyst for the action above: building a relationship with business tenants and property owners in the corridor. Sharing the approach with these stakeholders builds awareness of the City's efforts and its commitment to economic development in the corridor.

### **Action 2.4**

**DEVELOP INCENTIVES FOR TARGETED BUSINESS RECRUITMENT AND DEVELOPMENT (E.G., A GRANT TARGETED AT RESTAURANT RECRUITMENT THAT SUBSIDIZES KITCHEN EQUIPMENT).**

While financial incentives can be difficult to initiate and administer, they are an important tool to help drive local entrepreneurship. From simple tools like façade grants and permit waivers to larger initiatives like revolving loan programs, these incentives broadcast the City's commitment to building the local economy and creating a culture of business development.

### **Action 2.5**

**COMMISSION A PRO FORMA ANALYSIS FOR THE OLD FIRE STATION THAT INCLUDES BOTH THE REAL ESTATE COMPONENT AND A SCHEMATIC BUSINESS PLAN FOR RESTAURANT AND ENTERTAINMENT USE.**

The former fire station is a key City asset in the Kirchoff Road Corridor. It will be essential to have a clear understanding of the costs and resources needed to convert it into a usable commercial facility.

### **Action 2.6**

**ADOPT A CHAIN DOLLAR STORE LIMITATION ORDINANCE.**

A profusion of dollar store-scale retail can negatively impact the City's position in recruiting other retail categories. There is already one Dollar Tree store in the Rolling Meadows Shopping Center. It may be worthwhile to explore regulations that would preclude a concentration of this stratum of retail from developing in Rolling Meadows.



# ZONING



Strategic updates and enhancements to the zoning regulations in the Kirchoff Road corridor will be an essential part of the overall approach to creating a town center in Rolling Meadows. The area that makes up this district currently includes a wide array of zoning districts with different bulk and setback requirements and different allowances for land use. Improvements to the regulatory framework will facilitate a cohesive mixed-use environment in the corridor by addressing land use, bulk and setback regulations, design, off-street parking, landscaping, and the mechanism for planned developments.

## CREATION OF A NEW TC TOWN CENTER ZONING DISTRICT

A new zoning district can address the unique context, issues, and challenges in the Kirchoff Road corridor and facilitate new development that aligns with the community's vision for a special downtown. It can be labeled the **TC Town Center District** to signify its specialized role in the City's zoning framework. The TC District would replace zoning districts in areas contiguous to Kirchoff Road, including the C-2 Corridor Commercial District, the R-4 Townhome District, and the R-5 Multi-Family Residence District in order to facilitate the corridor's mixed-use environment.

The TC Town Center District would have a built-in residential population that includes the multi-family and townhome development found in Kirchoff Meadows Condominiums, Lexington Crossing, and Meadow Square. Importantly, it would not include the detached single-family neighborhoods of the R-2 Single-Family Residence District. The institutional uses in the R-2 District, however, may be included in the new TC District to contribute to a more vibrant mix of land uses, such as Rolling Meadows Library, Carl Sandburg Junior High School, Meadows Christian Fellowship Church, Community Church of Rolling Meadows, and Trinity Lutheran Church.

## **LAND USE IN THE TC TOWN CENTER DISTRICT**

### ***Mixed-Use Development***

One of the keys to revitalizing Kirchoff Road as Rolling Meadows' Town Center is a greater mix of residential and commercial uses along the corridor. Mixed-use development can refer to mixed-use sites where multi-family dwellings and townhomes are next to shops and restaurants, or vertical mixed-use buildings where multi-family dwellings are located in multistory buildings on the floors above shops and restaurants. Mixed use developments can be designed to include gathering places and public areas so that Kirchoff Road continues to be a destination for community-wide special events.

### ***Residential Uses***

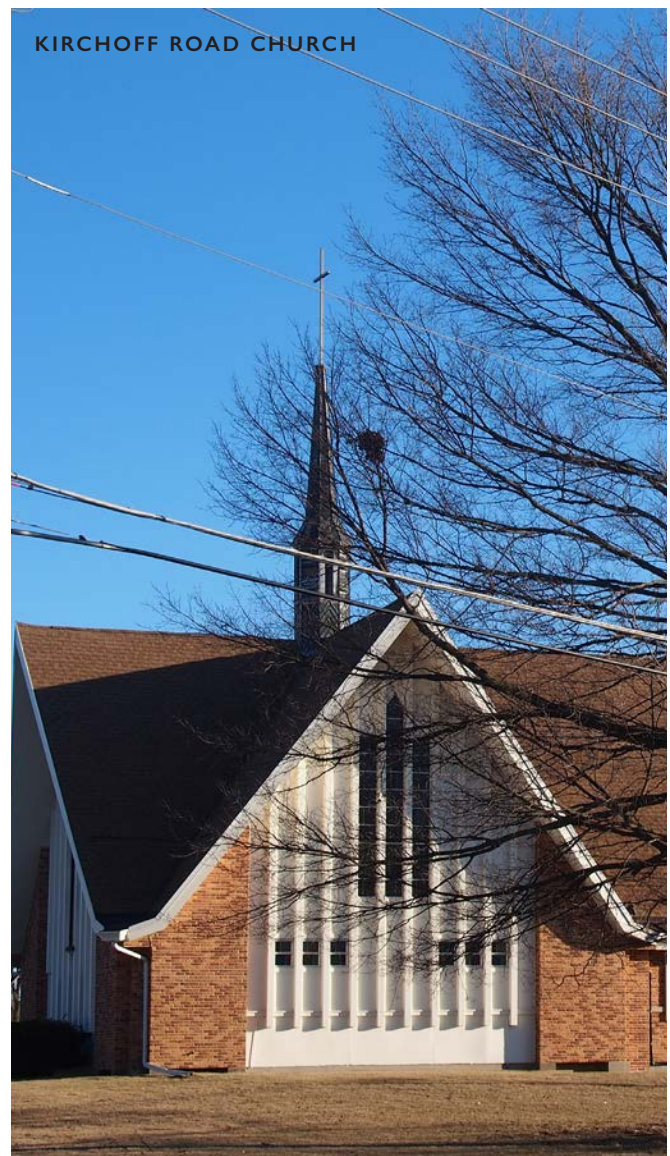
To expand opportunities for residents to live on and near the Kirchoff Road Corridor, the City should allow a wide variety of housing choices in the district. The area already includes townhomes, multi-family development, and dwellings above the ground floor, as in Riverwalk Center. Senior independent living and skilled care housing should remain allowable land uses in the corridor, as well. The Zoning Ordinance should be updated to specifically allow and define dwellings above the ground floor as a use in the new TC District.

### ***Commercial Uses***

The types of commercial uses allowed within the new TC District should be as diverse as possible and facilitate a vibrant, pedestrian-friendly environment that makes Kirchoff Road a destination on evenings and weekends. Restaurant, retail, entertainment, and active / experiential uses can contribute to the vitality of the corridor. To complement existing restaurants, new options for dining and drinks could include microbreweries and ice cream shops.

### ***Institutional Uses***

Places of worship should be allowed as a conditional land use in the TC District to allow existing churches to remain while requiring special review of new places of worship in the Town Center. Schools and libraries should also be allowed as conditional uses considering that the development and redevelopment of such entities will need to be carefully planned with the local school and library districts respectively.



## BULK AND SETBACK REGULATIONS IN THE TC TOWN CENTER DISTRICT

### ***Building Height***

The maximum building height in the new TC District should recognize the scale of existing development along Kirchoff Road and set the stage for new development to enhance that character. For the foreseeable future, most of the development in this area will continue to include one-, two- and three-story buildings, as seen in most of the commercial and residential development in the corridor. The area is home to several four- and five-story buildings as well, including 3401 and 3501 Wellington Court and the Kimble Square Condominiums. The City should consider allowing a maximum building height of five stories in the new TC District to allow mixed-use buildings and mixed-use sites to enhance the vibrancy of the Town Center with more homes. The City may want to consider a minimum building height of two stories for new development as well.

### ***Setbacks***

It will be important for new development in the TC District to be located closer to the sidewalk to create a sense of place for residents and visitors. Buildings that are closer to the sidewalk allow

people passing by to browse and access shops and restaurants more easily. Buildings that are closer to the sidewalk also create a sense of safety for pedestrians and cyclists and can have a calming effect on vehicular traffic. The City should consider requiring a build-to line for all new development. A build-to line indicates that all new development must be built at a certain location, such as 10 feet from the front lot line. Also known as a maximum front setback, this can have a significant impact on the look and feel of the emerging Town Center.

### ***Density***

The TC should not include unnecessary density requirements for residential development. Existing developments, such as Kirchoff Meadows Condominiums, Lexington Crossing, and Meadow Square, are in the City's R-4 and R-5 residential zoning districts and have maximum density requirements for townhome and multi-family development. Even though the new TC District will include these developments, these developments were approved through the City's planned development process that allows flexibility in residential density. This has helped to set the stage for a more modern, mixed-use Town Center environment now and in the future.

3-STORY BUILDING



BUILDING WITH MINIMAL SETBACK





## Other Bulk Controls

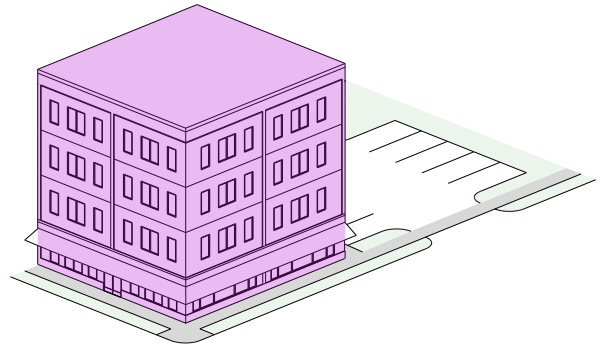
Unlike the existing R-4, R-5, and C-2 Districts, the new TC District should optimize bulk control by weighing the need for standards for maximum building coverage, maximum impervious surface coverage, and maximum floor area ratio. Of the three types of bulk controls, retaining and rightsizing the TC District's maximum impervious surface coverage is the most important requirement. Effectively regulating maximum impervious surface coverage allows Rolling Meadows to manage the development of new buildings and parking lots while balancing the need for landscaping. Maximum building coverage requirements are not needed in the new TC District; they are more appropriate in single-family neighborhoods. Similarly, floor area ratio requirements are no longer needed in the TC District because these regulations are more appropriate in very dense urban environments like office development in the I-90 corridor.

## DESIGN REQUIREMENTS

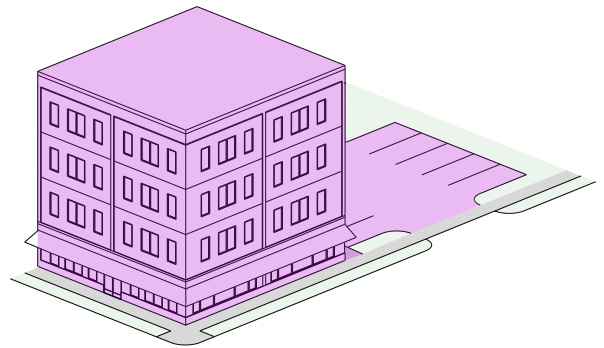
The Zoning Ordinance should be revised to include contemporary design requirements (as opposed to mere guidelines) to ensure that development within the new TC District implements the goals of this planning framework. These design requirements should apply to all new construction and significant exterior renovation of existing structures.

### FAÇADE DESIGN

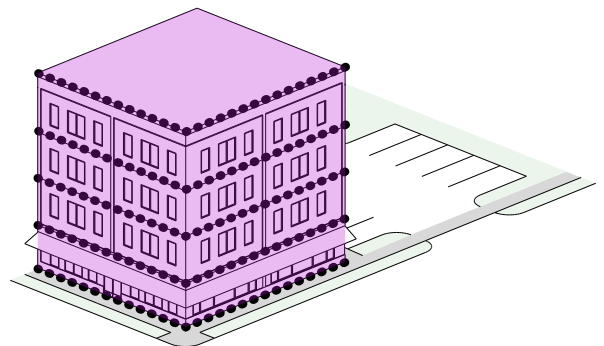
Buildings with multiple stories should be designed with a distinct base (ground story), middle, and top to create a town center environment that is pleasant for pedestrians, cyclists, and motorists. Vertical architectural or structural elements such as pilasters or columns should be incorporated on new buildings with significant width or depth along street-facing façades at regular intervals to break up large, flat wall planes.



**Building coverage** is the proportion of a parcel that is covered by a building. In this example, building coverage is approximately 50 percent.



**Impervious coverage** is the proportion of a parcel that is covered by surfaces that do not absorb water, such as buildings, parking lots, and walkways. In this example, impervious coverage is approximately 90%.



**Floor area ratio** is the ratio of the total floor area of a building compared to the total area of a parcel. In this example, a four story building that is built on half of the lot has a floor area ratio of 2 (i.e. 4 stories x 1/2 the area of the parcel = 2).

## **PARKING LOCATION**

To foster a walkable mixed-use environment, parking lots should be located behind buildings. This design requirement pushes storefronts and restaurants closer to the sidewalk making them the dominant visual element along Kirchoff Road, rather than parking lots. Furthermore, the Zoning Ordinance can be updated to require mixed-use and non-residential uses to provide cross-access drives to allow circulation between adjacent sites in the TC District. Cross-access drives, which are only encouraged in the existing Zoning Ordinance, allow greater access behind buildings to decrease traffic along Kirchoff Road and other nearby streets.

## **PRINCIPAL ENTRANCE LOCATION**

Buildings should have their entrances primarily located along street facing facades – rather than facing rear parking lots – to integrate buildings into the fabric of the Town Center. Entrances facing the sidewalk contribute to a vibrant street life, which also makes the area feel safer and more engaging. In addition, buildings that are oriented towards sidewalks contribute to a cohesive and visually appealing streetscape.

## **EXTERIOR BUILDING MATERIALS AND WINDOW TRANSPARENCY**

Buildings along Kirchoff Road should be designed with durable and natural exterior building materials, such as stone, brick, stucco, burnished concrete masonry units, and treated wood siding. Other materials should be limited or prohibited altogether, such as utility brick, vinyl siding, metal panels, rough finish concrete panels, fiberglass, plastic, and mirrored glass. Transparent windows improve the Town Center environment by allowing residents and visitors to browse shop windows and see activity in restaurants. Design requirements can regulate the amount of window transparency as a percentage of the total area of the street-facing ground story façades.

## **MINIMUM STREET FRONTAGE**

The TC Town Center Zoning District should establish a minimum street frontage requirement. This term refers to the proportion of a principal building required to be located adjacent to a right-of-way. Generally, minimum street frontage is a percentage of the total length of the lot line that is adjacent to a street. For example, a minimum street frontage of 90 percent or above can limit the number of driveways and drive-throughs located along Kirchoff Road.

## **OFF-STREET PARKING REQUIREMENTS**

The redevelopment of Kirchoff Road will hinge on how the City manages parking. Providing adequate on-street and off-street parking is an essential ingredient to ensure that residents and visitors feel that parking is convenient along Kirchoff Road. Strategies to implement a road diet on Kirchoff Road discussed in this report provide a pathway to increasing the on-street parking available to the public, which is a valuable starting point. However, off-street parking regulations for new development should also be examined to ensure they align with best practices and economic development initiatives in the corridor.

Rolling Meadows has balanced standards for residential, commercial, and institutional uses in the existing Zoning Ordinance's minimum off-street parking requirements. Even though the City's minimums do not conflict with modern standards, Rolling Meadows may want to consider removing minimum parking requirements for targeted uses in the new TC District.

Communities throughout the Chicago region have removed minimum off-street parking requirements for town center areas and downtowns to provide developers with greater design flexibility and allow valuable space to be used more effectively. If the City were to modify its treatment of parking

minimums, it may want to create a distinction between residential and non-residential uses. For example, townhomes and multi-family dwellings should still require new development to provide off-street parking for residents and guests. However, the zoning ordinance does not have to require commercial property owners to provide a minimum amount of parking.

In order to ensure that parking lots are as safe for pedestrians as they are for cars, Rolling Meadows may want to update the Zoning Ordinance to include new standards that specifically require large off-street parking lots to include walkways. These standards would require the creation of walkways within parking lots and connections to adjacent sidewalks along the right-of-way. These regulations would apply to off-street parking facilities for commercial, industrial, multiple-unit, and institutional uses that have parking spaces exceeding a certain threshold, such as 20 spaces.

These standards for pedestrian walkways could apply to both the new TC District and to other zoning districts, as well.

## LANDSCAPING AND BUFFERING

Development standards in the new TC District should require more parking lot landscaping than existing regulations. Currently, the landscape standards have conflicting requirements regarding the total area of the property to be landscaped. Best management practices are included in the landscape code, but they are encouraged rather than required. The landscape regulations could be more prescriptive in terms of the width and landscaping materials required in perimeter lot landscaping and in terms of the installation of tree islands in proportion to the number of parking spaces in a parking lot. The landscaping requirements for parking facilities could be appropriate in other zoning districts as well. For

### CASE STUDY



#### *Downtown Design Guidelines – City of Highland Park, IL*

The City of Highland Park, Illinois, a North Shore suburb of Chicago, wanted to improve the built environment in its downtown by ensuring a high level of building and site design. They developed comprehensive design standards and guidelines to shape new development that provides guidance on exterior materials, building transparency, landscaping and planting, storefronts and build-to lines, and more. Recognizing new projects may go through the Planned Development process, the guidelines also include a summary of public benefits for developers to consider.



buffer yards, the existing Ordinance requires a 100 percent screen with a minimum height of six feet for nonresidential property that is adjacent to residential property. These buffer yard requirements could be improved by adding a relatively narrow buffer yard, for example ten feet, between the TC District and adjacent single-family zoning districts.

## PLANNED DEVELOPMENT FRAMEWORK

The purpose of a planned development (PD) is to encourage development and design flexibility that fulfills the planning objectives of the City. Since the City is providing additional flexibility through the planned development process, it is in a position to discuss additional amenities or benefits that will contribute to the public realm. In the existing Zoning Ordinance, the City alludes to receiving a higher form of design quality and public benefit from the planned development process. An update to the Ordinance could include a list of amenities that a potential applicant can provide to the City in return for the flexibility of the planned development process. These could include the

establishment or enhancement of open spaces, public facilities, natural features, and/or public infrastructure.

## SIGN REGULATIONS

Signs have a big impact on the built environment. While they are essential for commerce and business development, signs are often the first thing people see when experiencing a commercial district. As a result, the design and regulations of signs can play an impactful role in shaping the look and feel of the Kirchoff Road Corridor. The City of Rolling Meadows should evaluate current sign regulations to determine whether they allow creativity and flexibility in sign design. Historic design elements and concepts like roof signs, projecting signs, and neon illumination are often prohibited by contemporary sign codes, but can give a commercial corridor a special feel that differentiates it from other suburban settings. The City should consider crafting sign regulations specific to the corridor that promote unique and creative signs as a way to support placemaking efforts and building a unique identity for the district.



I WOULD LIKE TO SEE MORE LANDSCAPING WITH A NATURAL LOOK, AS WELL AS SOME STREET ART. PLEASE BE SURE TO KEEP LANDSCAPING FROM BLOCKING DRIVERS' VIEWS AS THEY TURN ONTO KIRCHOFF ROAD TO IMPROVE SAFETY.



— Community Stakeholder



I THINK ROLLING MEADOWS WOULD BENEFIT FROM A BEAUTIFICATION BOARD THAT REGULATED THE APPEARANCE OF THE CORRIDOR AND THE REST OF THE CITY. I WANT TO SEE THE BEAUTIFICATION OF THE ROADWAY AND SIDEWALKS.



— Community Stakeholder

## ZONING ACTION STEPS

### **Action 3.1**

#### **DRAFT NEW CODE LANGUAGE ESTABLISHING THE TC – TOWN CENTER ZONING DISTRICT**

Ensure the new language outlines a framework for allowing mixed-use development on a single lot; Allows appropriate residential, commercial, and institutional land uses; Addresses building height, setbacks, residential density, and building bulk controls consistent with the vision of the corridor.

### **Action 3.2**

#### **CREATE DESIGN STANDARDS FOR DEVELOPMENT IN THE TC TOWN CENTER ZONING DISTRICT**

Key elements to include are façade design, location of off-street parking, principal entrance location, building materials, building transparency, and minimum street frontage / “build-to” line.

### **Action 3.3**

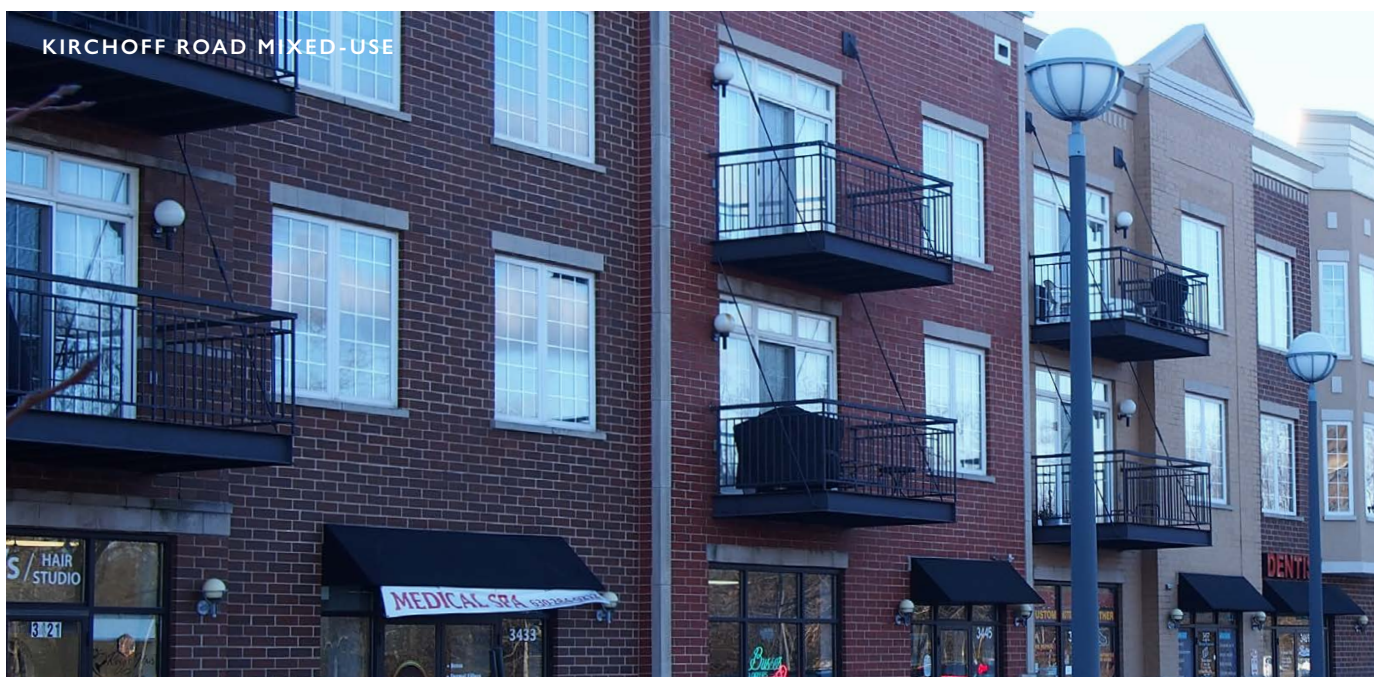
#### **UPDATE REGULATIONS RELATING TO LANDSCAPING AND BUFFERING**

The regulations should **require** certain improvements rather than simply encouraging them. Requirements for perimeter landscaping and buffer yards should be clarified.

### **Action 3.4**

#### **CREATE A LIST OF ACCEPTABLE PUBLIC BENEFITS DEVELOPERS CAN PROVIDE TO THE CITY AS PART OF THE PLANNED DEVELOPMENT PROCESS.**

This contributes to the broader intent to improve bicycle accommodations in the Kirchoff Road Corridor and serves as an economic development driver for the shopping center. Cyclists are more likely to visit the park and patronize businesses in the shopping center if a safe, reliable facility is available to park and store bikes.



# TRANSPORTATION AND MOBILITY



A key focus of the Kirchoff Road Planning Study is the safety and mobility of pedestrian and non-motorized traffic along the corridor. While sidewalks and multi-use paths are in place along Kirchoff Road, residents noted throughout the public engagement process that they do not feel safe biking along the road or while crossing at intersections. This section describes the nature of Kirchoff Road and explores the concept of a Road Diet as a means to improve pedestrian and bicycle safety in Rolling Meadows' primary commercial corridor.

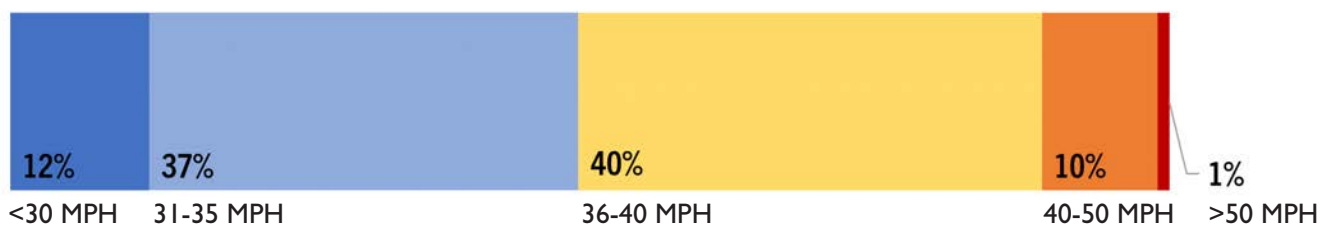
## KIRCHOFF ROAD TRANSPORTATION

Classified as a Minor Arterial roadway, Kirchoff Road is a main route that connects Rolling Meadows to the regional transportation network. There are five lanes within the main commercial corridor between Oriole Land and Owl Drive: two travel lanes in each direction and a center two-way left turn lane. The posted speed limit along the corridor is 35 miles per hour and it has an average daily traffic volume of 10,400 vehicles per day (IDOT Traffic Count Database, 2022).

### SPEEDING

Traffic speed and inattentiveness from drivers were identified as top concerns by residents who bike and walk across Kirchoff Road. Data indicates drivers often exceed the posted speed limit by an average of five miles per hour. The highest speeds along the corridor were 79 miles per hour and the overall average recorded speed was 40 miles per hour.

FIGURE 10. AVERAGE CORRIDOR VEHICLE SPEEDS





## ACCIDENTS AND INCIDENTS

Data from IDOT identifies hot spots along the corridor where incidents occurred between 2018 and 2022. The heat map highlights the intersections and mid-block locations where crashes took place, with yellow coloring indicating locations with a higher concentration of crashes. The endpoints of the study corridor, Kirchoff Road/Frontage Road to the west and Kirchoff Road/Wilke Road to the east, exhibit the highest crash rates across the corridor. In general, higher crash rates can be seen at intersections along Kirchoff Road, which is to be expected given the higher volumes of turning movements at these locations, resulting in more potential conflict points.

The design of Kirchoff Road lends itself to these incidents. The five lanes of travel provide clear sight lines for motorists, there is no on-street parking to be wary of, and pedestrian safety infrastructure is limited to painted crosswalks and traditional stoplights. These elements that induce

speeding can be addressed through design changes in the roadway. Reconstructing Kirchoff Road is not practical, but a Road Diet is a lower-cost option that can have the same impact.

“

I SEE JUNIOR HIGH KIDS TRYING TO GET HOME FROM SCHOOL EVERY DAY AND THEY STAND THERE TRYING TO FIND A TIME TO CROSS AND TAKE UNSAFE CHANCES. PEOPLE DON'T EVEN BOTHER CROSSING AT THE CROSSWALK BECAUSE NO ONE STOPS OR SLOWS DOWN.

— Resident Petition Requesting Crosswalk Improvements

”

FIGURE 11. KIRCHOFF ROAD CRASH VOLUMES & PEDESTRIAN FATALITIES



Source: Kimley-Horn

## WHAT IS A ROAD DIET?

As defined by the Federal Highway Administration (FHWA), a road diet is a roadway improvement measure that consists of “removing travel lanes from a roadway and utilizing the space for other uses and travel modes.” Depicted in the following graphics, a road diet for four- and five-lane roadway cross-sections, such as Kirchoff Road within the study area, most commonly involves reducing the number of travel lanes in each direction from two to one and adding a two-way left-turn lane (TWLTL). Depending on the characteristics and needs of the road segment, other features may be added as part of the road diet, such as bike lanes, pedestrian refuge islands, on-street parking, and curbside buffers.

Road diets are intended to have a variety of safety and operational benefits for all types of users, including:

- Traffic calming and speed reduction
- New/Improved bicycle and/or pedestrian facilities
- Reduced conflict points for cross-street traffic, left-turning traffic, and cyclists/pedestrians
- Improved sight distance for left-turning vehicles
- Reduced delay times for cross-street traffic and left-turning vehicles

When considering a road diet, care must be taken to ensure that a corridor has the appropriate characteristics and needs for implementation of such roadway improvement measures. When not applied in the correct scenario, road diets can result in increased traffic congestion and disruption to traffic patterns.

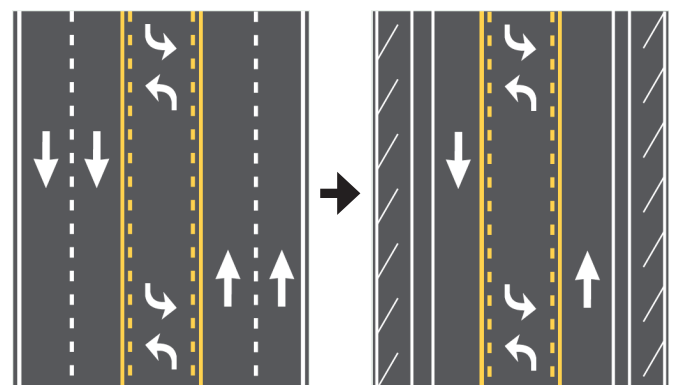
## WHY IS A ROAD DIET APPROPRIATE FOR KIRCHOFF ROAD?

Road diets are most effective when implemented along corridors with certain characteristics. Based on the research, the following elements should be evaluated when considering this approach:

- Annual daily traffic (ADT) along the corridor (maximum of 20,000 daily trips)
- Peak hour volume along the corridor (maximum of 1,000 vehicles per hour)
- Safety concerns due to crashes, speed differentials, sight distance constraints, etc.
- Types of road users commonly traveling the corridor
- Volume of left-turning traffic
- Speed patterns along the corridor

The table on the following page summarizes how these characteristics are reflected on Kirchoff Road and indicates that a road diet is a sound strategy to address traffic and safety concerns in the corridor.

**FIGURE 12. FIVE-LANE TO THREE-LANE CONFIGURATION**



Source: STAR - Improving traffic safety in northeastern Illinois - CMAP

ROAD DIET CONSIDERATIONS – KIRCHOFF ROAD			
CHARACTERISTIC	DESCRIPTION	KIRCHOFF ROAD	
Annual Daily Traffic	Corridor has an ADT of approximately 20,000 vehicles per day or fewer	10,400 ADT	✓
Design Hourly Volume	Corridor has a peak hour volume of approximately 1,000 vehicles per hour or fewer	1,056 Vehicles per Hour	✓
Safety Improvements	Corridor has a high volume of rear-end or left-turn crashes and/or bicycle/pedestrian crashes	Over 40% of crashes along corridor are rear-end, left-turn, and bicycle/pedestrian crashes	✓
Road User Types	A variety of user types travel through the corridor, including drivers, bikers, pedestrians, etc.	Corridor used by passenger vehicles, pedestrians, cyclists	✓
Left-Turn Volume	Corridor has a high volume of left-turning vehicles	Insufficient Data	
Speed Concerns	High speeds are common along the corridor. Corridor has a posted speed limit of greater than 30 MPH.	35 MPH Speed Limit 40 MPH Average Speed 79 MPH Maximum Speed	✓

## LEARN MORE!



### Road Diet Research, American Planning Association

Narrowing lanes can curb fatalities, save money, and promote walking and biking. These are the findings in a report summarized in an article by the American Planning Association (APA) in 2024. The report, conducted by the Bloomberg School of Public Health at Johns Hopkins University, analyzed the impact on pedestrian safety of narrowing roadway widths along busy roadways. The findings were clear: on roads with speed limits of 30-35 MPH, road widths of nine feet had significantly fewer accidents and pedestrian fatalities. Further, there was little measurable impact on traffic capacity or efficiency. The APA article has links to the complete study and additional resources. [The resource can be accessed here.](#)





KIRCHOFF ROAD

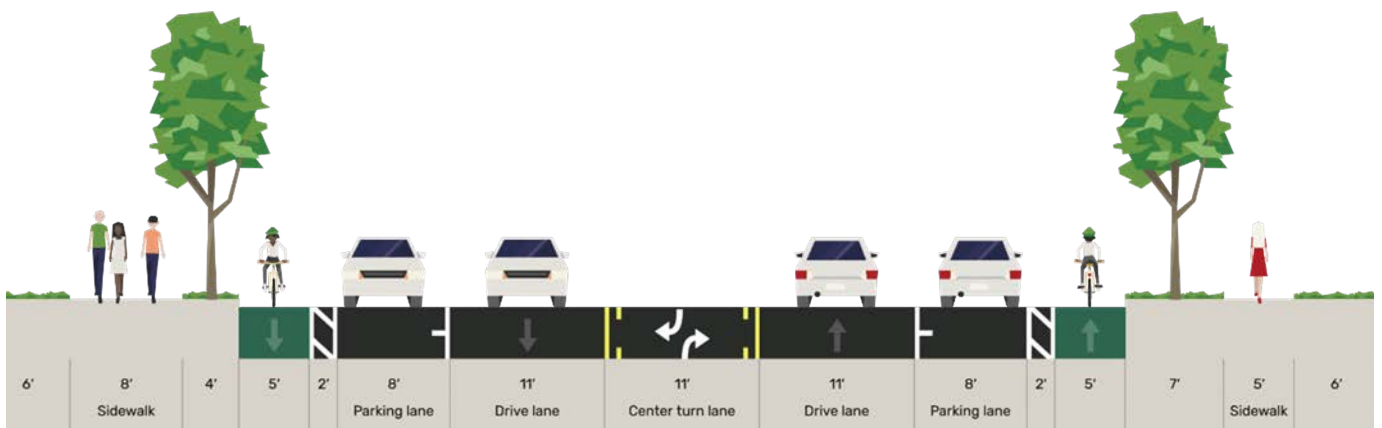
## ROAD DIET RECOMMENDATIONS

Road diets come in many different designs, or configurations, depending on the context of a roadway and the needs of a community. Four different road diet configurations were explored along Kirchoff Road and they were evaluated against pertinent characteristics using a comparison matrix. The evaluation characteristics in the matrix were selected because they align with the vision for the Kirchoff Road Corridor to be the “center of town” and serve as a vibrant and walkable “downtown” district that acts as an amenity for Rolling Meadows residents. Characteristics such as walkability, bikeability, and safety were reviewed for each option. If people feel more comfortable biking along Kirchoff Road or crossing the street as a pedestrian, they are more likely to visit the

corridor and patronize the businesses. If vehicles are less likely to speed through the area, a safer environment is established for school children to cross Kirchoff Road to Carl Sandburg Middle School or the nearby elementary school. Students at Sandburg Middle School and Kimball Hill Elementary School shared safety concerns about crossing Kirchoff Road throughout this project’s public engagement process.

Based on the goals of the Kirchoff Road Planning Study, concerns identified through the public outreach process, and coordination with City Staff, **Configuration I** is the recommended Road Diet design that features protected bike lanes and on-street parallel parking. The remainder of the Road Diet alternatives can be found in the Appendix of this report.

FIGURE 13. ROAD DIET CONFIGURATION I



## **CONFIGURATION 1: PROTECTED BIKE LANES + ON-STREET PARALLEL PARKING (RECOMMENDED APPROACH)**

Configuration 1 (Protected Bike Lanes + On-Street Parallel Parking) is recommended due to its significant benefit to bikeability and walkability, and neutral impact to traffic operations, while remaining a low-cost option. This configuration recommends a road diet that “right-sizes” Kirchoff Road from a five-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a three-lane cross section (two lanes in each direction plus a two-way left-turn lane). The on-street parallel parking increases public parking capacity by approximately 165 to 185 spaces along the corridor, which supports more efficient land use for future development.

The protected bike lanes provide separation for each travel mode – pedestrians, bicycles, and vehicles – which can increase comfort and efficiency for each mode. The bike lanes do not require modifications to traffic signal infrastructure on Kirchoff Road, which reduces costs for implementation. Curb width throughout the corridor would be maintained.

As recommended, this road diet configuration is adequate for creating preliminary engineering designs. However, design characteristics can change as the configuration moves through final engineering design. Preliminary engineering design will include more detailed analyses, incorporating surveys to understand topography, impacts to sewer infrastructure, and more detailed traffic analysis to understand potential travel time impacts of the road diet.

Given that Configuration 1 (Protected Bike Lanes + On-Street Parallel Parking) is recommended, the following sample cross sections for the configuration are provided at each segment throughout the study area. These provide more context as to how the configuration would appear once constructed.

### ***Key elements of this road diet design:***

- Kirchoff Road would be modified from a five-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a three-lane cross section (two lanes in each direction plus a two-way left-turn lane).
- Protected bike lanes would be striped adjacent to the curb
- On-street parallel parking would be striped between the bike lanes and the adjacent travel lanes, providing an additional buffer between bicycle and vehicle traffic.
- An additional striped buffer would be provided between the bike lanes and the on-street parallel parking to ensure adequate space for drivers to open doors and not obstruct cyclists.
- The east end of the corridor (east of Oriole Lane) would not include on-street parallel parking, but would still provide bike lanes.

Bike infrastructure installed on Kirchoff Road is part of a larger network envisioned within Rolling Meadows as part of a Complete Streets Policy and throughout the region as identified in the 2020 Multimodal Transportation Plan by the Northwest Municipal Conference. This plan can guide the City’s strategy as it integrates Kirchoff Road into the regional bicycle and pedestrian network.

# 165-185

**NEW ON-STREET PARKING  
SPACES ON KIRCHOFF ROAD**

## CONFIGURATION I SEGMENTS

Road diet configurations do not apply uniformly along the entirety of the Kirchoff Road Corridor. Instead, the corridor is divided into segments reflecting the land uses and traffic patterns in different sections of this commercial district.

FIGURE 14. KIRCHOFF ROAD CONFIGURATION SEGMENTS



### LEGEND

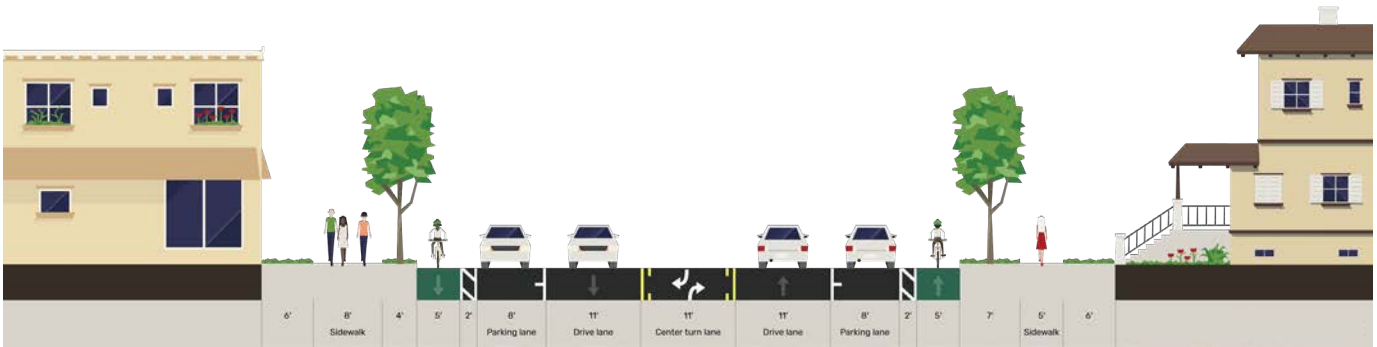
- Segment 1 - Flicker Lane to Owl Drive
- Segment 2 - Owl Drive to Plaza Drive
- Segment 3 - Plaza Drive to Meadow Drive
- Segment 4 - Meadow Drive to west of Dove Street



## SEGMENT 1: FLICKER LANE TO OWL DRIVE

This segment of Configuration I exhibits the following characteristics:

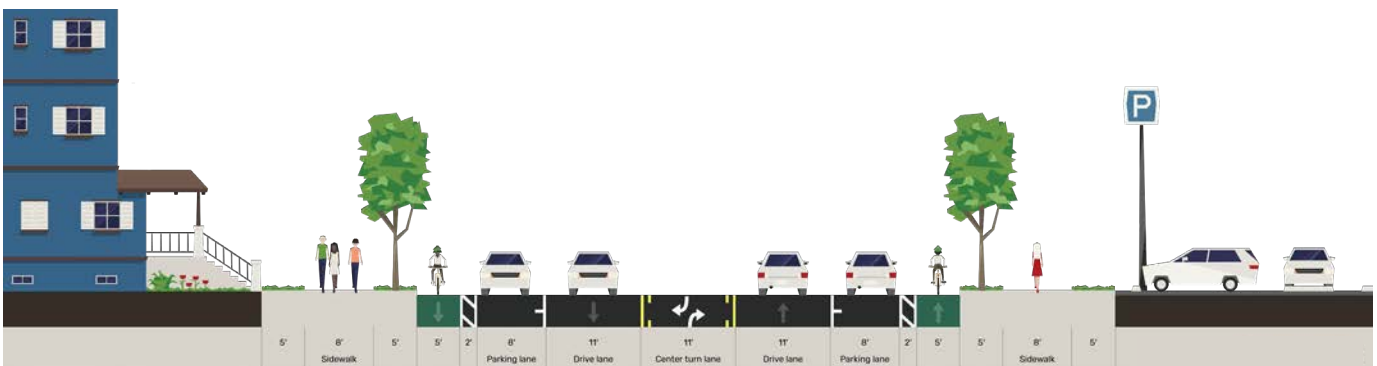
- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic volumes, with excess capacity to spare. No reduction in daily traffic anticipated.



## SEGMENT 2: OWL DRIVE TO PLAZA DRIVE

This segment of Configuration I exhibits the following characteristics:

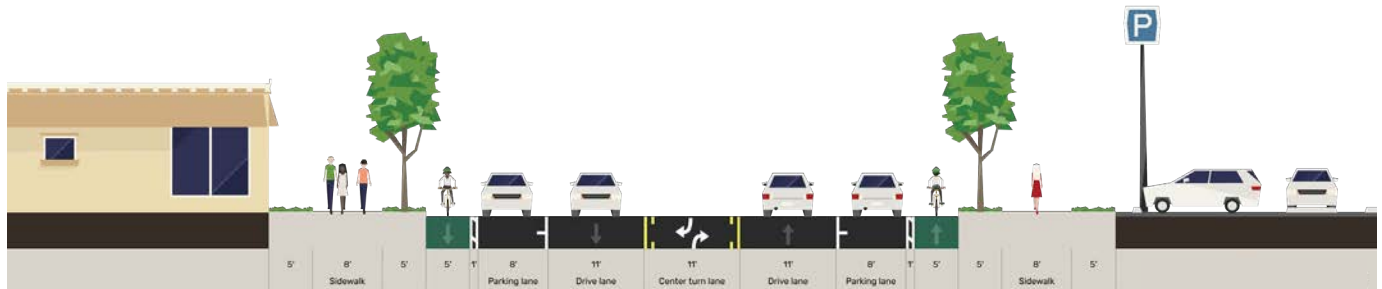
- Oriented looking east along Kirchoff Road and cross section located near Library Road.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic volumes, with excess capacity to spare. No reduction in daily traffic anticipated.



### SEGMENT 3: PLAZA DRIVE TO MEADOW DRIVE

This segment of Configuration I exhibits the following characteristics:

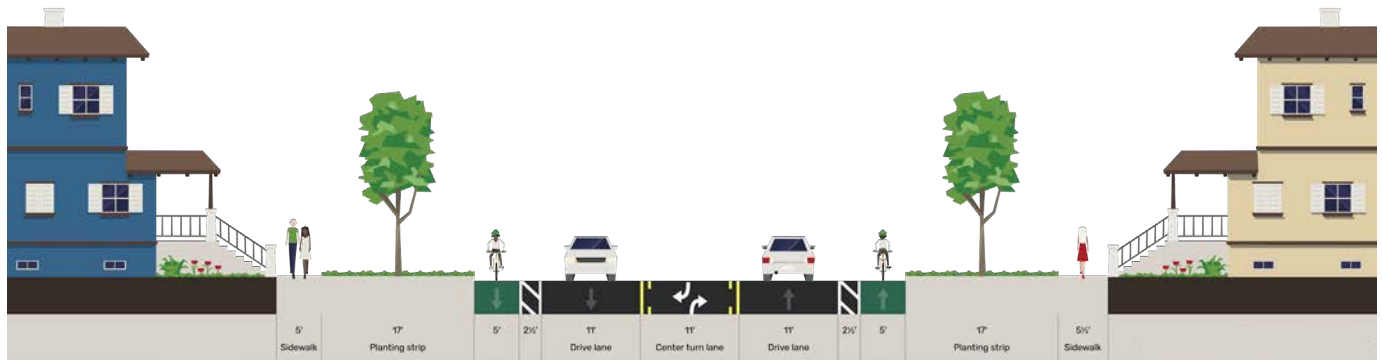
- Oriented looking east along Kirchoff Road and cross section located west of Comet Frozen Custard.
- Buffer striping between bike lanes and on-street parallel parking reduced by 1 foot to accommodate reduced overall roadway width.



### SEGMENT 4: MEADOW DRIVE TO JUST WEST OF DOVE STREET

This segment of Configuration I exhibits the following characteristics:

- Oriented looking east along Kirchoff Road and cross section located west of Dove Street.
- Generally no on-street parallel parking recommended in Segment 4 due to decreased roadway width and presence of residential land uses, however, on-street parallel parking can be considered near intersection of Oriole Lane.



## TRANSPORTATION & MOBILITY ACTION STEPS

### **Action 4.1**

#### **EXPLORE GRANT FUNDING OPPORTUNITIES TO HELP WITH COST OF PRELIMINARY AND CONSTRUCTION ENGINEERING DESIGN**

Grant opportunities include, but are not limited to IDOT's Illinois Transportation Enhancement Program (ITEP) and CMAP's Congestion Mitigation and Air Quality (CMAQ) Program.

### **Action 4.2**

#### **PURSUE PRELIMINARY ENGINEERING DESIGN (PHASE I)**

Typically, municipalities will bid preliminary and construction engineering design out via RFP or if the resources are available in-house, design can be undertaken with City staff. Preliminary engineering includes the analysis of multiple alternatives and through detailed studies on topics such as traffic performance, safety, noise, environmental impacts, roadway design, preliminary cost estimates, and drainage/utility infrastructure impacts, a preferred alternative will be selected to advance to construction engineering design. This process includes public participation and has a general timeline of 1 to 1.5 years.

### **Action 4.3**

#### **ADVANCE TO CONSTRUCTION ENGINEERING DESIGN (PHASE II)**

After completion of preliminary engineering design and the preferred alternative is selected, the project progresses into more detailed design related to construction. This includes detailed drainage design, right-of-way acquisitions (if necessary), grading, storm/sanitary sewer design, utility relocation, ADA related items, contract documents, final plans, final cost estimates, and specifications.

### **Action 4.4**

#### **CONSTRUCT THE DESIGN (PHASE III)**

After completion of final design plans and specifications, the project is ready to advance to Phase III, or construction, which includes bidding and contractor selection, contract negotiation, material procurement, and construction of the design.

### **Action 4.5**

#### **ADVOCATE FOR PACE TO RESUME FIXED-ROUTE SERVICE TO/THROUGH THE CORRIDOR**

Increased access to public transportation can decrease reliance on personal automobiles and connect the Kirchoff Road commercial district to regional employers, destinations in the northwest suburbs, and commuter rail stations.

### **Action 4.6**

#### **CONTINUE TO INSTALL BICYCLE PARKING AT DESTINATIONS THROUGHOUT THE CORRIDOR.**

Existing regulations in Rolling Meadows require bicycle parking as part of new development. This, together with a recommendation in this report to install bicycle parking at Kimball Hill Park, will improve bike accommodations throughout the district.





# **5 FUTURE DEVELOPMENT**

# DEVELOPMENT OVERVIEW

The built environment is a defining feature of any urban setting. The scale of buildings, materials used in construction, and structures' relationship to a street all contribute to the visitor's experience, whether as a pedestrian, on a bicycle, or in a car. The physical realm establishes a sense of place and determines whether it is welcoming and exciting, or outdated and neglected.

Rolling Meadows has the opportunity to shape how the built environment in the Kirchoff Road Corridor develops over the next 15-20 years. Much of the existing construction is not likely to be redeveloped in the foreseeable future and will remain in place. There are, however, properties that are available for development. Additionally, the large properties owned by houses of worship in the corridor may become available for redevelopment in the timeline of this plan. Given the development potential of the corridor, now is the time to establish the character of future residential and commercial development and to establish a regulatory mechanism to facilitate development.

“

**I AM IN SUPPORT OF  
ANYTHING THAT BRINGS  
MORE BUSINESSES  
DOWNTOWN. WE JUST  
NEED TO MAKE THIS AREA  
RECOGNIZABLE TO THE  
POINT THAT PEOPLE VISITING  
FROM OUT OF TOWN KNOW  
THEY ARE IN DOWNTOWN  
ROLLING MEADOWS.**

— Community Stakeholder

”

# COMMUNITY VISUAL PREFERENCES

Visual preference surveys are an important tool for determining the type of visual and architectural character residents would like to see incorporated into new developments. Their preferences can serve as a guide for determining the look and feel of development along the corridor. Overall, residents gravitated toward more traditional, versus modern, architecture, as well as vibrant, well-amenitized public spaces.



I WOULD LOVE TO SEE ROLLING MEADOWS CREATE SOMETHING UNIQUE THAT MAKES US STAND OUT FROM SURROUNDING COMMUNITIES. COMET IS A WONDERFUL EXAMPLE OF A UNIQUE BUILDING THAT ALSO SERVES AS A LOCAL COMMUNITY GATHERING PLACE.

— Community Stakeholder



The planning team created an online survey to evaluate residents' preferences for the built environment in a town center along Kirchoff Road. The survey provided images of mixed use buildings, commercial buildings, and public gathering spaces. Over 300 residents were asked to select their preferred character imagery and offer additional thoughts or examples in each category. Images shown in this section are those most preferred by participants, with the percentage representing the portion of participants who stated they liked an image.

As results of the survey on the following pages reveal, preference for new construction reflects the general feel of existing mixed-use and multifamily buildings in Rolling Meadows. Stone and masonry exteriors feature prominently on favorite examples, indicating new development should include this design element. Above all, residents value an approachable scale in building design and an architectural character that reflects the vision for Kirchoff Road as a pedestrian-friendly town center.

Information gleaned from the survey can inform Design Guidelines and Regulations that shape the appearance of new development, ensuring it contributes positively to the town center and helps create a positive sense of place.



## MIXED USE PREFERENCES

Participants favored medium- and small-scale developments of two to four stories over larger-scale developments of five stories or above. They also gravitated toward more traditional-style buildings with nods to historic architecture, such as domes, mansard roofs, balustrade railings, and pediments. Others preferred more contemporary architectural styles, and most rejected modern, minimalistic architectural styles with larger glass windows and metal detailing.

When asked about the mixed-use character they would like to see throughout the corridor, participants stated the importance of recognizing the architectural context of surrounding neighborhoods. They want to ensure that the Kirchoff Road corridor retains the character of the rest of Rolling Meadows, rather than following architectural trends.

CURRENT MIXED-USE CHARACTER



53%



41%



40%



32%







66%



60%



59%



57%

## COMMERCIAL PREFERENCES

Participants favored interesting, well-maintained facades and vibrant landscaping, suggesting that improvements to the surrounding public realm are just as important as access to commercial amenities. Many of the participants favored images with charming, historic details. Many of the preferred character images included large patios or lawns for gathering, suggesting that a family-friendly restaurant use or a small gathering space coupled with several commercial uses may be desired by the community.

When asked what type of commercial character would work well along the corridor, participants emphasized a need for uniqueness, a mix of sizes and styles, and a vibrant, active commercial district.



42%



40%



## PUBLIC SPACE PREFERENCES

Participants preferred gathering spaces that range from active to informal. An image of a farmers market was favored by the majority of participants. They also selected a public green surrounded by commercial establishments, a plaza or biergarten with seating, decorative benches, and a community playground.

In their commentary, participants mentioned the need to keep the corridor active at all times of the year through engaging public spaces that combine creative placemaking with spaces for gathering. They also mentioned the importance of regular and consistent event programming, such as live music, tree-lighting ceremonies, and markets.





# OPPORTUNITY SITES

Opportunity Sites are vacant or underutilized parcels of land that present opportunities for development that is consistent with the community's vision of a more vibrant Town Center.

The City of Rolling Meadows identified three properties along Kirchoff Road where new development could take place in the near future. Two of the sites are owned by the City and one is in private ownership. The planning team created concept drawings illustrating how these sites could be developed in ways that responded to residents' input on what would contribute to a town center in Rolling Meadows. Importantly, these concepts are not prescriptive and will not control how these opportunity sites are developed. They provide, however, a helpful understanding of what's possible.

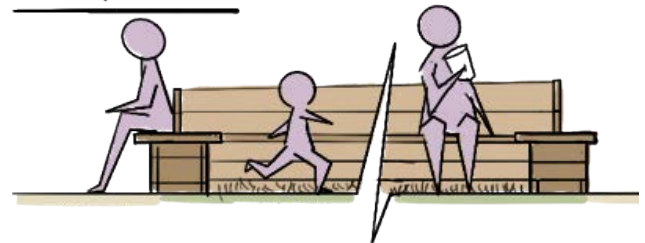
Several concepts for each opportunity site were included in the visual preference survey, each providing alternate site designs, open spaces, and building forms. Each provides some off-street parking for vehicles, recognizing that Rolling Meadows is a suburban community without an extensive public transportation network. Each concept, however, is conceived with the idea that public parking will be a part of the Kirchoff Road Corridor's future.

FIGURE 15. SKETCHES OF SITE ELEMENTS

## TURF BERM WITH INTEGRATED WOOD BENCH



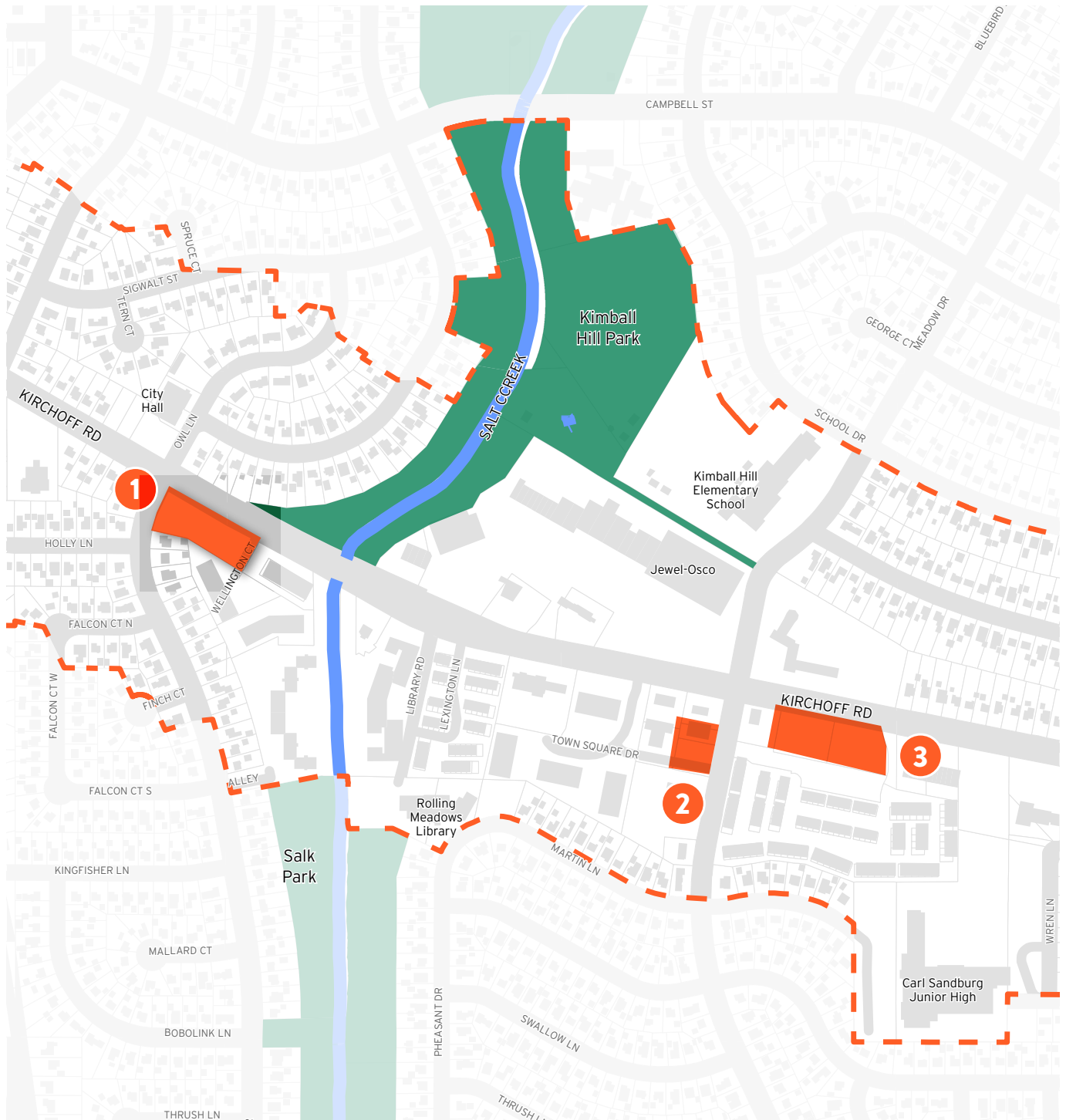
## DOUBLE SIDED WOOD BENCH AT GAME LAWN



“ I WOULD LIKE TO SEE MORE RESTAURANTS, MORE STORES TO SHOP AT, AND A MORE USEFUL AND ACTIVATED SPACE. I DON'T JUST WANT TO COME TO RUN ERRANDS. I WANT TO BE ABLE TO WALK AROUND THE TOWN CENTER ON KIRCHOFF ROAD AND USE IT AS A ONE STOP SHOP.

— Community Stakeholder ”

FIGURE 16. MAP OF OPPORTUNITY SITES



**LEGEND**

- 1** 3500 Wellington Court
- 2** 3109 Meadow Drive
- 3** 2835 Kirchoff Road

## OPPORTUNITY SITE 1: KIRCHOFF ROAD AND OWL DRIVE

This vacant City-owned property is located across from Rolling Meadows City Hall at 3500 Wellington Court. The site represents a western gateway to the Kirchoff Road Corridor. An established single-family neighborhood and multifamily residential development are adjacent to the site, which limits the intensity of land uses that could reasonably occupy the site to retail or service commercial.

The concepts for this site both incorporate an element of active open space. This is intended to complement the commercial use on the property, creating a unique micro-campus destination while not competing with the nearby parks in terms of providing recreational green space.

### CONCEPT 1

Concept 1 shows commercial space and parking concentrated on the eastern half of the site, with a branding icon opportunity and community branding gateway feature on both the western and eastern corners of the site. A pocket park is located on the western portion of the site, closer to the nearby residential neighborhood. Parking is limited, and would require the development of additional parking nearby.

### COMMUNITY FEEDBACK

When asked to identify their favorite site features, 75 percent of community survey respondents identified the public outdoor terrace with pavers and outdoor furniture. 50 percent of respondents identified the integrated pocket park, 36 percent identified the building access from the Kirchoff Road sidewalk, and 25 percent identified the community branding opportunities. This concept (Concept 1) was preferred by 55 percent of respondents. Many noted that they preferred to have green space near the intersection, liked the building at the center of the site, and preferred a publicly-accessible terraced area. Overall, many said they felt that this concept fits with the context of the neighborhood.

## TAX INCREMENT FINANCING

This site is in a Tax Increment District (TID) that will expire in late 2025. At present there is about \$250,000 available to use toward land development and improvements.

### Key Concept Elements

- 1 Pocket Park (1 / 3 Acre)
- 2 1 - 1.5 Story Character Retail
- 3 Outdoor Terrace with Pavers and Outdoor Furniture (Publicly Accessible)
- 4 Service Parking Lot with Permeable Pavers
- 5 Landscaped Buffer
- 6 Branding Opportunity



I LOVE THE IDEA OF A PUBLIC OUTDOOR TERRACE THAT PEOPLE CAN ENJOY AND ACCESS BY FOOT.

— Community Stakeholder



## EXISTING CONDITIONS



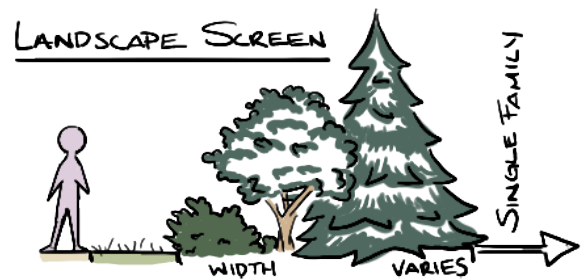
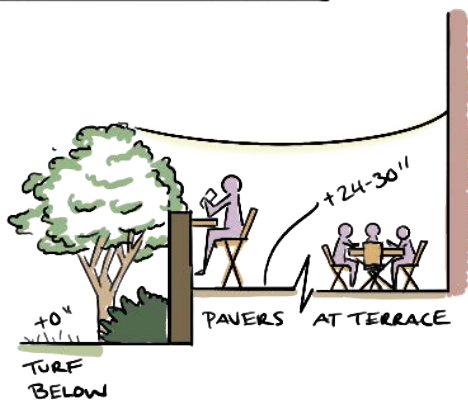


FIGURE 17.SITE 1 CONCEPT 1



FIGURE 18.SKETCHES OF SITE ELEMENTS

TERRACE AT MIXED USE



## OPPORTUNITY SITE 1: KIRCHOFF ROAD AND OWL DRIVE

### CONCEPT 2

Concept 2 reorients the site with a defined pocket park space on the eastern portion of the opportunity site. In Concept 1, the pocket park space is located closer to the nearby neighborhood. On this site it is located along the corridor, closer to the multifamily residential development. The amount of parking is similar to Concept 1, and additional parking nearby would be required to support a commercial use on this site.

### COMMUNITY FEEDBACK

When asked to identify their favorite site features, 63 percent of community survey respondents identified the defined park space situated along the corridor to the east. 58 percent of respondents identified the private commercial terrace and 25 percent identified building access from the parking lot. This concept (Concept 2) was preferred by 45 percent of the respondents. Those who selected this site as their preference noted that they like the larger green space located away from the intersection, they prefer the walking paths throughout the green space, and they like the more intentional feel of the park location.

### DESIGN PRINCIPLES FOR SITE 1

The following principles can guide future development concepts for this site:

- Off-street parking should not dominate this site.
- A principle commercial use should be complemented by functional, usable open space where the outdoors can be enjoyed.
- Some element of buffering from the adjacent residential land uses should be incorporated into site planning.

### Key Concept Elements

- 1 Pocket Park (1 /3 Acre)
- 2 Curved Pergola
- 3 1 - 1.5 Story Character Retail
- 4 Private Outdoor Terrace with Pavers and Outdoor Furniture
- 5 Service Parking Lot
- 6 Landscaped Buffer
- 7 Branding Opportunity



I ENJOY THE LARGER GREEN SPACE ON THIS SITE. IT WOULD BE GREAT FOR MUSIC, SMALL EVENTS, OR LOUNGING!

— Community Stakeholder



### EXISTING CONDITIONS





FIGURE 19.SITE 1 CONCEPT 2



FIGURE 20.SKETCHES OF SITE ELEMENTS

### PERGOLA WITH TREES



### CURVED PERGOLA





## OPPORTUNITY SITE 2: FORMER FIRE STATION BUILDING

This City-owned property has a large two-story building that served as a fire station for many years. There is some adjacent outdoor space and room for off-street parking on the site. Reuse of the historic building has been a principle driver of redevelopment concepts, envisioning it as a multi-user restaurant or retail hub. The City of Rolling Meadows intends to maintain ownership of the building envisions leasing it to future users.

### CONCEPT 1

One concept drawing was prepared for this site illustrating the commercial reuse with an outdoor space and parking. Key elements are connectivity with Opportunity Site 3 to the east and a relationship with Kirchoff Road despite being located behind an existing restaurant.

This concept shows the reuse of the Fire Station, developing it into a community asset that features a flexible commercial space and active outdoor space and flex activity lawn. The interior would be renovated to support a food court, incubator space, or event space. An additional overhang would provide shade for an outdoor seating terrace. A flexible lawn could be programmed with games and events. This concept also includes additional parking and a connection to Site 3 with natural area restoration along the pedestrian pathway. Spaces for food trucks provide an opportunity for additional activation.

### COMMUNITY FEEDBACK

When asked to identify their favorite site features, 69 percent of community survey respondents identified outdoor seating and 67 percent identified a flexible indoor renovation including a food court, incubator, and event space. 50 percent of respondents identified food truck access stalls and 50 percent identified the flex activity lawn. 37 percent of respondents identified the connection to Site 3. Overall, responses to this concept were

favorable, and respondents saw this as a beneficial, exciting reuse of the building. Parking was mentioned as a potential challenge here, with some respondents noting that there may be too much or too little. Many broached the idea of incorporating a brewery, additional gathering space, and community events like farmers markets.

### DESIGN PRINCIPLES FOR SITE 2

The following principles can guide future development concepts for this site:

- Maintain open space for outdoor dining and activities supporting the indoor uses.
- Maintain connectivity to the 1.5-acre development site to the east.
- Keep a moderate amount of off-street parking on this site to support commercial users.

### Key Concept Elements

- 1 Interior Renovation: Food Court, Incubator, Event Space
- 2 Off-Street Parking
- 3 Flex Lawn (Events, Games, Etc.)
- 4 Natural Area Restoration
- 5 Specialty Paving at Pedestrian Crossing
- 6 Food Truck Access Stalls

### EXISTING CONDITIONS



FIGURE 21. SITE 2 CONCEPT

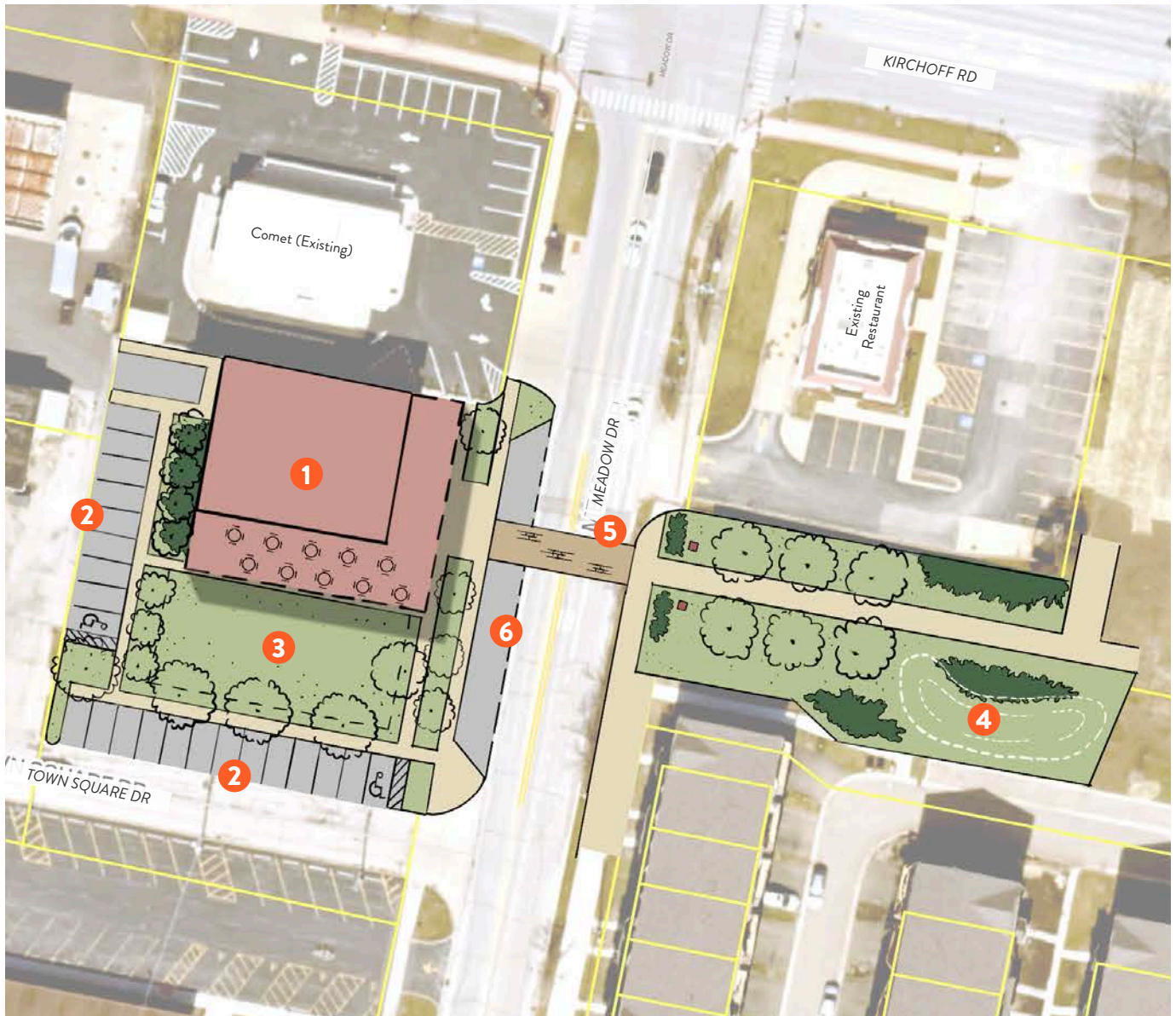


FIGURE 22. PERSPECTIVE SKETCH OF SITE CONCEPT





## OPPORTUNITY SITE 3: KIRCHOFF ROAD & IRIS AVENUE

This unique 1.5-acre property has extensive frontage along Kirchhoff Road and the potential to have a transformative impact on a town center for Rolling Meadows. It represents the best opportunity for vacant development in the corridor and was set aside for retail or active use.

This property is in private ownership, which impacts direct control on how it is developed. However, concepts prepared for this Opportunity Site can inform discussions with the property's ownership in how it can contribute to the corridor and provide a meaningful destination.

Conceptual site plans incorporate a mix of commercial development and impactful open space. A strong presence along Kirchhoff Road is a component of each plan, as well as connectivity to the nearby Fire Station site and the pedestrian network on Kirchhoff Road.

### CONCEPT 1

Concept 1 is most similar to what the current regulations allow and is mostly oriented towards serving visitors by car. The amount of parking required by code is provided. There are additional pedestrian connections throughout the site, with a connection to Site 2 (the Former Fire Station). A central pocket park provides a place to gather and there are two smaller commercial spaces that could support restaurants or retail. One of the commercial spaces is serviced by a drive thru.

### COMMUNITY FEEDBACK

When asked to identify their favorite site features, 56 percent of community survey respondents identified the pedestrian connections throughout the site. 52 percent of respondents identified the pocket park, 49 percent identified the commercial opportunities, 45 percent identified the parking, 38 percent identified the pedestrian overlook/shelter, and 25 percent identified the community branding opportunity. This concept (Concept 1)

was preferred by 47 percent of the respondents. Those who selected this site as their preference noted that they prefer the additional green space, as well as the amount of parking, which would reduce the need for excess parking elsewhere along the corridor. Other respondents stated that this concept feels less community-oriented due to the amount of parking and the fragmentation of the site.

### Key Concept Elements

- 1 Commercial Retail (2)
- 2 Private Commercial Outdoor Terraces
- 3 Parking (99 Spaces)
- 4 Continuous Pedestrian Sidewalk
- 5 Community Pocket Park
- 6 New Overlook and Shelter
- 7 Pedestrian Connection to Site 2
- 8 Community Branding Opportunity

### EXISTING CONDITIONS

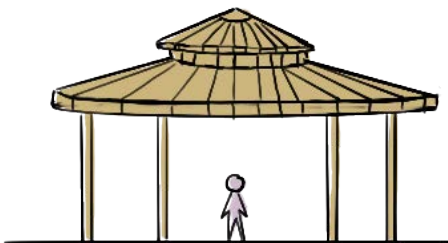


FIGURE 23.SITE 3 CONCEPT 1

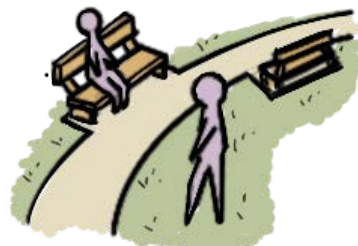


FIGURE 24.SKETCHES OF SITE ELEMENTS

SHELTER



BENCH AND PAD AT LAWN





## OPPORTUNITY SITE 3: KIRCHOFF ROAD & IRIS AVENUE

### CONCEPT 2

Concept 2 is a visionary concept for the site. It includes reduced on-site parking, which would require the development of additional parking elsewhere, such as on-street parking. The concept utilizes the stormwater detention pond as an asset, envisioning it as an upgraded feature. Three commercial spaces are surrounded by a large promenade with landscaping, fountains, and seating. Several community branding opportunities are scattered throughout the site. This concept creates a destination for retail, gathering, and spending time.

### COMMUNITY FEEDBACK

When asked to identify their favorite site features, 63 percent of community survey respondents identified the pond overlook and 60 percent identified the pedestrian promenade. 46 percent of respondents identified the commercial spaces. 27 percent identified the community branding features and fountains throughout the site. This concept (Concept 2) was preferred by 53 percent of the respondents. Those who selected this site as their preference noted that the density of development and amenities on this site lends to a feeling of vibrancy, community togetherness, and charm. They like that there are more opportunities for local businesses, as well as more opportunities for pedestrian foot traffic, which would have an impact on the broader commercial corridor.



I WOULD LIKE A CHARMING VILLAGE APPEARANCE WHERE PEOPLE CAN GATHER AND ENJOY THEMSELVES.

— Community Stakeholder



### DESIGN PRINCIPLES FOR SITE 3

The following principles can guide future development concepts for this site:

- Maintain an active, engaging frontage on Kirchhoff Road.
- Off-street parking should not dominate the opportunity site.
- Utilize the open space behind the site as an amenity / visual enhancement.
- Maintain pedestrian connectivity through the opportunity site.
- Incorporate active, meaningful open space into the site design.

### Key Concept Elements

- 1 Commercial Retail (3)
- 2 Retail Promenade Terrace
- 3 Parking (33 Spaces)
- 4 Continuous Pedestrian Sidewalk
- 5 Water Fountain Features
- 6 Entry Threshold Pergola
- 7 New Overlook
- 8 Pedestrian Connection to Site 2
- 9 Community Branding Opportunity

### EXISTING CONDITIONS

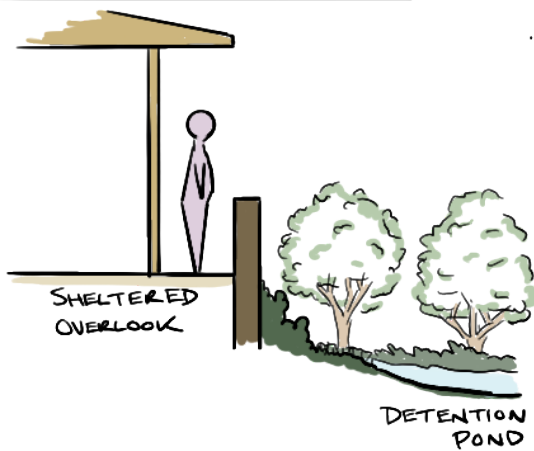


FIGURE 25.SITE 3 CONCEPT 2



FIGURE 26.SKETCHES OF SITE ELEMENTS

DETENTION POND OVERLOOK



ENTRY PERGOLA THRESHOLD



# FUTURE CONSIDERATIONS

The 2024 Kirchoff Road Planning Study is intended to provide a pathway to achieve progress in creating a town center for the city in a shorter timeframe. There are, however, longer-term strategies and considerations City planning and economic development staff can reference to maintain momentum into the future.

## ROLLING MEADOWS SHOPPING CENTER

The Jewel-Osco-anchored Rolling Meadows Shopping Center presents barriers to the physical and economic transformation of the Kirchoff Road Corridor. These challenges were documented in the 2006 and 2019 Comprehensive Plans, which also envisioned incremental redevelopment of the shopping center.

The economic and physical development of Kirchoff Road are linked and they will have to move forward together in a phased approach. Eventually, to achieve the kind of pedestrian-oriented, “center-of-town” environment that the City and residents envision, the shopping center will need to be reimagined and redeveloped as a mixed-use environment where people can live, shop, dine, and recreate. This will require a density of uses, including multi-family and multi-story housing, open spaces, and a pedestrian-scaled design. A concept presented in the 2006 Comprehensive Plan offers a vision of incremental improvement to the shopping center, though a full transformation into a town center will require a more audacious vision.

How long it will take to redevelop the shopping center is impossible to know, depending largely on the goals of the current owner, Phillips Edison, and on the City’s ability to leverage change. While working on that long-term transformation, more granular economic development initiatives identified in this report can help to shape the business mix to better meet the desires residents have expressed.





## RESIDENTIAL DENSITY

Density is a necessary element in an active downtown area and continued residential development along Kirchoff Road will be essential to support a vibrant commercial corridor and town center. While the Opportunity Sites identified in this report have limited potential for impactful residential development, there are larger properties in the corridor that can accommodate multistory residential projects. The regulatory framework along Kirchoff Road needs to allow the building height, residential density, and flexibility that will facilitate future development. Design standards can ensure new construction aligns with residents' vision for the downtown and additional public parking in the area can decrease the dependence on on-site parking and parking-dominated site designs.

From economic premises like increased market share and more expendable income that are associated with having more people surrounding a commercial district to urban design principles like walkability and social interaction, increasing residential density in the town center will be an essential part of the commercial corridor's continued success.

## TELLING THE STORY

Encouraging economic development and new construction in the Kirchoff Road Corridor will take more than progressive zoning regulations, a new overlay district, and design guidelines. The City must be prepared to share the story of the Town Center and the City's vision for this district. The development community needs a clear picture of the market potential and the likelihood of success before making an investment in the corridor. This could mean producing focused marketing materials for key development sites and making it available on the City's website and maintaining strong lines of communication with important property owners like the houses of worship and the shopping center. Real estate brokers are often the first points of contact for interested parties, so the story and the vision for Kirchoff Road should be shared with this community. This Planning Study is an important part of it, but consideration should be given to the granular information the development community will need to know about Rolling Meadows and the Kirchoff Road Corridor in preparing the story to share.





## PLACES OF WORSHIP

The large amount of land area dedicated to institutional land uses (places of worship) is a defining characteristic of the Kirchoff Road Corridor. Each institutional facility is an important visual marker, social touchpoint, and part of the community's history with some dating back to the community's founding. These sites represent significant catalysts for change in this commercial district as each weighs its future. The large properties associated with the Meadows Christian Fellowship Church and the Community Church of Rolling Meadows, for instance, will allow for impactful development opportunities if the organizations should choose to sell them. The following considerations should remain front-of-mind as the City manages development in the corridor:

- **Consolidation:** Places of worship within the Corridor may partner to share their facilities and equipment. The City should support these consolidation efforts where they are proposed. These arrangements can help to preserve these important social and cultural institutions and may trigger additional opportunities.
- **Vacant & Underutilized Land Redevelopment:** Places of worship within the Corridor should consider "right-sizing" their parking lots to fit current demand. The excess space, positioned towards Kirchoff Road, could be used for retail or mixed-use development that would improve the vitality of the corridor while generating additional revenue and reducing expenses for congregations. Alternatively, space positioned further away from Kirchoff Road could create a residential transition. Many churches are exploring using their excess land for residential development that is consistent with their mission, such as by providing opportunities for senior living or affordable housing.
- **Closure and Redevelopment:** Places of worship that are no longer solvent or that relocate elsewhere are opportunities for

major change in the Corridor. The City should be an active participant to ensure that these sites are carefully redeveloped by applying the principles of this plan as illustrated by the Opportunity Site concepts. Conversions to new religious, institutional, or service uses would represent major missed opportunities for the development of the Corridor.

## REDEVELOPMENT OF ARLINGTON PARK

Throughout the development of this Study, there has been continued uncertainty regarding the redevelopment of Arlington Park into a site for a sports stadium for the Chicago Bears professional football organization. Arlington Park is located less than a mile north of the Kirchoff Road Corridor, so its potential redevelopment is likely to have an impact on the corridor and accelerate investment, growth, and development. Leveraging visitors to new development on Kirchoff Road can create opportunities to recruit new businesses and allow existing businesses to expand.

Negative impacts from the redevelopment of Arlington Park should also be evaluated. Urban design that is insular rather than integrated (i.e. "captures" visitors), inadequate transportation infrastructure, real estate speculation, and an extended plan of development that "crowds out" nearby opportunities would all be to the Corridor's detriment. The City should continue to monitor and advocate for its interests if the Chicago Bears NFL team relocates to Arlington Park or ultimately choose to sell the property to another developer.

The lack of a clear vision for Arlington Park future limits this study's ability to provide specific direction on how the Kirchoff Road Corridor could leverage its redevelopment. Regardless of whether an NFL franchise constructs a new athletic facility on the site, the project team believes the recommendations in this Study remain valid and establish a pathway to create a successful future for the Corridor.

## CONNECTIONS TO REGIONAL TRANSIT

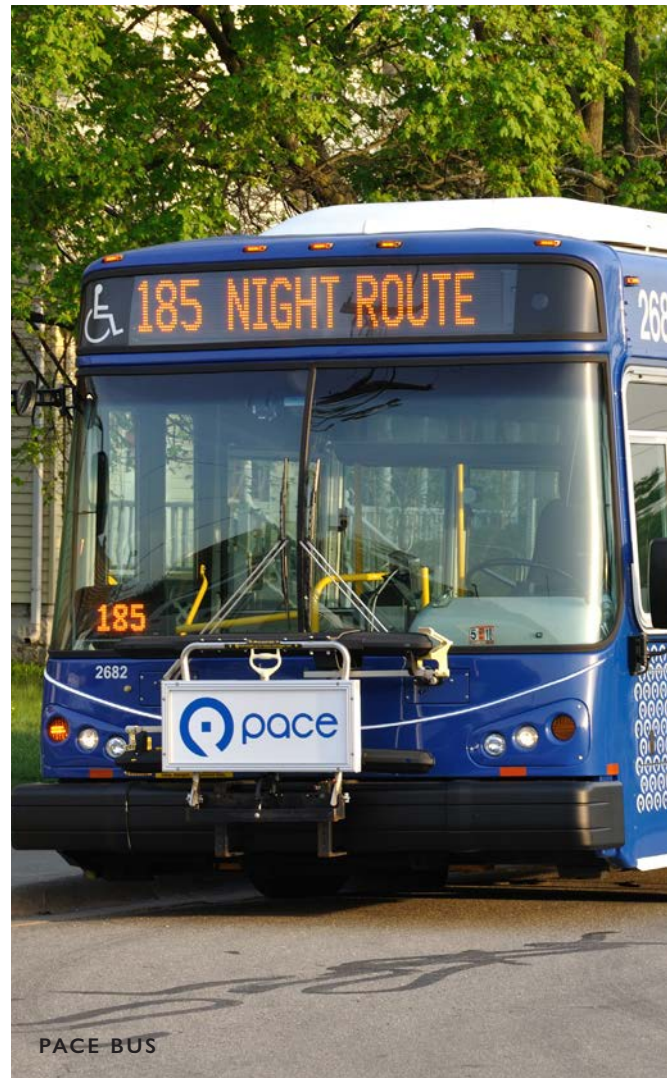
Rolling Meadows and the Corridor receive only limited service from Chicago's regional transportation agencies. The nearest commuter rail (Metra) stations are at Arlington Park or Arlington Heights along the Union Pacific – Northwest line. During the COVID-19 pandemic, Pace (Chicago's regional suburban bus agency) stopped operating Route 696, which was the only fixed route service to the Corridor or the central residential areas of Rolling Meadows. This service accommodated about 360 weekday riders at its peak and about 260 in the year prior to the end of operations. While Pace operates an on-demand service within the Corridor, that service attracts less than 50 daily weekday riders throughout its service area of Rolling Meadows and Arlington Heights.

Pace is currently conducting its "ReVision" planning process to restructure its suburban bus service. The draft plan presents three concepts that could impact Rolling Meadows:

- "Ridership Concept" to maximize rider volume assuming that the State of Illinois will provide a 50% increase in funding
- "Coverage Concept" to maximize route coverage assuming that the State will provide a 50% increase in funding
- "Plus 10" concept that shows a route configuration if the State provides a 10% increase in funding.

Only the "Ridership Concept" resumes any fixed-route service to the Corridor by creating a new Route 260 to replace the existing Route 604. It would connect the Pace Northwest Transportation Center near Woodfield Mall to Highland Park by way of Rolling Meadows, Palatine, Wheeling, and Buffalo Grove with headways every 30 minutes. Within the Corridor, it would run the entire length from New Wilke Road to Hicks Road.

The City of Rolling Meadows should advocate for the restoration of fixed-route service within the Corridor. It would be premature, however, to accommodate bus-specific facilities in any redesign of Kirchoff Road because Pace's plans have not been finalized. The proposed three-lane configuration presented in this Study allows creating effective bus stops by eliminating newly-proposed on-street parking spaces to allow for bus loading and unloading where it will not interfere with traffic along Kirchoff Road. Further, Rolling Meadows' staff can coordinate with Pace to explore signal preemption and priority for transit vehicles because the City controls the timing on Kirchoff Road traffic signals.



The background of the page is a photograph of a multi-story brick building with many windows, partially obscured by a large green curved overlay. In the foreground, there is a concrete wall with a mural of a person. A white rounded rectangle is positioned in the lower-left area of the page, containing the section header.

# **6 APPENDIX**



# APPENDIX CONTENTS

- I. Implementation Matrix
- II. Road Diet Configurations - Alternate Options

# I. IMPLEMENTATION MATRIX

## UNDERSTANDING THE IMPLEMENTATION MATRIX

The Implementation Matrix organizes Plan Action Steps into a chart that identifies priority level, cost estimate, timeline, and potential partners. The matrix is meant to facilitate the successful and timely implementation of action items and can be used by the City to help plan and coordinate efforts annually based on priority level, budget, and available resources.

Each action item in the matrix is identified as a high, medium, or lower priority strategy. The cost column displays an estimated cost range to help the City budget for future projects.

\$	\$0 - \$5,000
\$\$	\$5,000 - \$10,000
\$\$\$	\$10,000 - \$50,000
\$\$\$\$	\$50,000 - \$100,000

The timeline column presents an estimates time range for action implementation.

IMMEDIATE TERM	0 TO 1 YEAR
SHORT TERM	1 TO 3 YEARS
MID TERM	3 TO 5 YEARS

Implementation of Action Steps can be facilitated by completing some or all of the following items:

- Establish a Kirchoff Road Corridor improvements schedule
- Introduce priority projects to state and federal elected officials
- Obtain letters of support from businesses, residents, potential partners, and elected officials
- Discuss priority projects with prospective funders prior to applying
- Allocate local funds to accelerate preliminary design for priority improvements
- Align project implementation schedules with funding cycles

## IMPLEMENTATION MATRIX

ACTION STEPS	PRIORITY	COST ESTIMATE	TIMELINE	PARTNERS
<b>Placemaking &amp; Open Space</b>				
<b>Corridor Gateways</b>				
1.1 Explore designs for gateway signs and decide on a final concept.		\$\$	Immediate Term	
1.2 Identify a funding mechanism for the design, fabrication, and installation of gateway signs		\$	Short Term	
1.3 Secure locations at the east and west ends of the Kirchoff Road Corridor to install gateway signs		\$	Mid Term	Private property owners
1.4 Install gateway signs for the Kirchoff Road Corridor		\$\$\$	Mid Term	
<b>Corridor Wayfinding</b>				
1.5 List all locations, attractions, and destinations in the Kirchoff Road Corridor that should be identified on wayfinding signs.		\$	Immediate Term	
1.6 Explore designs for wayfinding design concepts and decide on a final design.		\$\$	Short Term	
1.7 Identify locations for wayfinding signs along Kirchoff Road and elsewhere in the district where appropriate.		\$	Short Term	
1.8 Identify funding source for the design, fabrication, and installation of the wayfinding signs.		\$	Mid Term	
<b>Kimball Hill Park</b>				
1.9 Install identification, wayfinding, and directional signs directing visitors to Kimball Hill Park, include on the park on broader wayfinding sign plan, install an identification sign at the main entrance to the shopping center, and install directional signs to the parking lot behind the shopping center.		\$	Short Term	RM Park District, Shopping Center Owners
1.10 Formalize an access and parking agreement between the Rolling Meadows Park District and the Rolling Meadows Shopping Center.		\$	Short Term	RM Park District, Shopping Center Owners
1.11 Identify the parking spaces available for Kimball Hill Park visitors through signage, painting, or other means.		\$	Short Term	RM Park District, Shopping Center Owners
1.12 Improve the appearance of the shopping center property where parking is available for Kimball Hill Park visitors.		\$	Short Term	Shopping Center Owners
1.13 Install bicycle parking / storage infrastructure in the Kimball Hill Park parking area.		\$	Short Term	RM Park District, Shopping Center Owners



## IMPLEMENTATION MATRIX

ACTION STEPS	PRIORITY	COST ESTIMATE	TIMELINE	AGENTS / PARTNERS
<b>Economic Development</b>				
2.1 Adopt a market-based strategy for Kirchoff Road at the planning level and use it as a criterion for actions both in business development and other corridor improvements and policies.		\$	Short Term	
2.2 Build relationships with shopping center and commercial property owners.		\$	Short Term	
2.3 Communicate the market-based economic development strategy outlined in this report to property owners and other public and private parties.		\$	Mid Term	
2.4 Develop incentives for targeted business recruitment and development.		\$\$	Mid Term	
2.5 Commission a pro forma analysis for the old fire station that includes both the real estate component and a schematic business plan for restaurant and entertainment uses.		\$	Mid Term	
2.6 Adopt a chain dollar store limitation ordinance.		\$	Mid Term	

ACTION STEPS	PRIORITY	COST ESTIMATE	TIMELINE	AGENTS / PARTNERS
<b>Zoning &amp; Regulatory Environment</b>				
3.1 Draft new code language establishing the TC - Town Center zoning district.		\$\$\$	Short Term	
3.2 Create design standards for development in the TC Town Center zoning district.		\$\$	Short Term	
3.3 Update regulations relating to landscaping and buffering.		\$	Mid Term	
3.4 Create a list of acceptable public benefits that developers can provide to the City as part of the planned development (PUD) process.		\$	Mid Term	

ACTION STEPS	PRIORITY	COST ESTIMATE	TIMELINE	AGENTS / PARTNERS
<b>Transportation &amp; Mobility</b>				
4.1 Explore grant funding opportunities to help with cost of preliminary and construction engineering designs		\$	Short Term	
4.2 Pursue preliminary engineering design (Phase 1)		\$\$\$	Mid Term	
4.3 Advance to construction engineering design (Phase 2)		\$\$\$	Long Term	
4.4 Construct the design (Phase 3)		\$\$\$\$	Long Term	
4.5 Advocate for PACE to resume fixed-route service to / through the Kirchoff Road Corridor.		\$	Long Term	
4.6 Continue to install bicycle parking at destinations throughout the Kirchoff Road Corridor.		\$\$	Long Term	

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# II. ROAD DIET CONFIGURATIONS

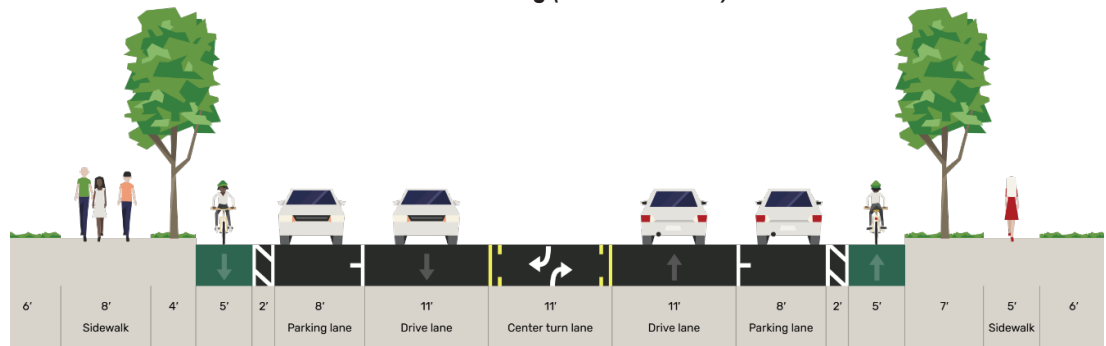
## Road Diet Configurations

Four different road diet configurations were explored along Kirchoff Road throughout the study area. Based on public outreach through the plan process and in coordination with City staff, **one configuration was recommended – Configuration 1 (Protected Bike Lanes + On-Street Parallel Parking)**. The four road diet configurations were evaluated against pertinent characteristics using a comparison matrix. These evaluation characteristics were selected as they align with the vision and goal of the Kirchoff Road Corridor Plan, which aims for Kirchoff Road to strategically be the “center of town” and serve as a vibrant and walkable “downtown” district that acts as an amenity for Rolling Meadows residents. Characteristics such as walkability, bikeability, and safety were reviewed for each option, as they can influence the desired vision and goal. If people feel more comfortable biking along Kirchoff Road, or crossing the street as a pedestrian, they are more likely to visit the corridor and patronize the businesses. If vehicles are less likely to speed through the area, a safer environment is established for school aged children to cross Kirchoff Road on the way to Carl Sandburg Middle School, and for both pedestrians and cyclists accessing amenities such as the Salk Creek Trail or Kimball Hill Park.

The previous sections outline that Kirchoff Road is an ideal candidate for a road diet and that the reconfiguration can contribute to increased walkability, bikeability, and safety. In addition to the operational benefits listed by road diet case studies compiled in a Federal Highway Administration resource (traffic calming, reduced conflict points, etc.), the American Planning Association article, [The Path to Safety: How Road Diets Can Save Lives](#), explores data and research that provide further examples of road diets improving safety.

The four road diet configurations that were screened are summarized below:

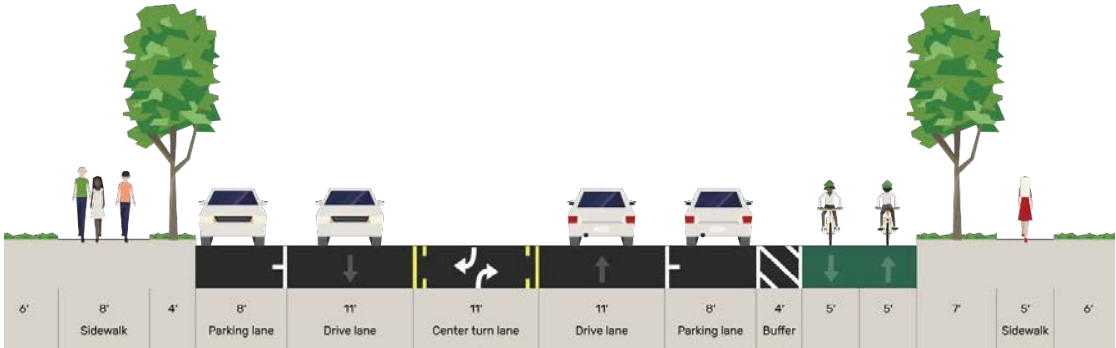
### Configuration 1. Protected Bike Lanes + On-Street Parallel Parking (*Recommended*)



Kirchoff Road would be right-sized from a 5-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a 3-lane cross section (two lanes in each direction plus a two-way left-turn lane). Protected bike lanes would be striped adjacent to the curb, and on-street parallel parking would be striped between the bike lanes and the adjacent travel lanes, providing an additional buffer between bicycle and vehicle traffic. An additional striped buffer would be provided between the bike lanes and the on-street parallel parking to ensure adequate space for drivers to open doors and not obstruct cyclists. Curb width throughout the corridor would be maintained. The east end of the corridor (east of Oriole Lane) would not include on-street parallel parking, but would still provide bike lanes. This configuration provides separation for each travel mode – pedestrians, bicycles, and vehicles – which can increase comfort and efficiency for each mode. An alternative to this configuration can be considered, which is raising the bike lanes to sidewalk level (raised bike lanes) to provide increased separation and more comfort to cyclists. However, this alternative would increase cost due to curb modifications throughout the corridor.

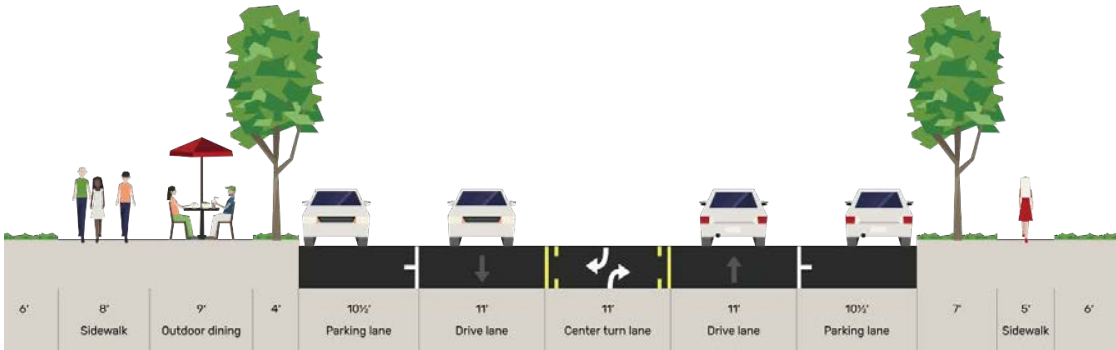


Configuration 2. Protected Cycle Track + On-Street Parallel Parking



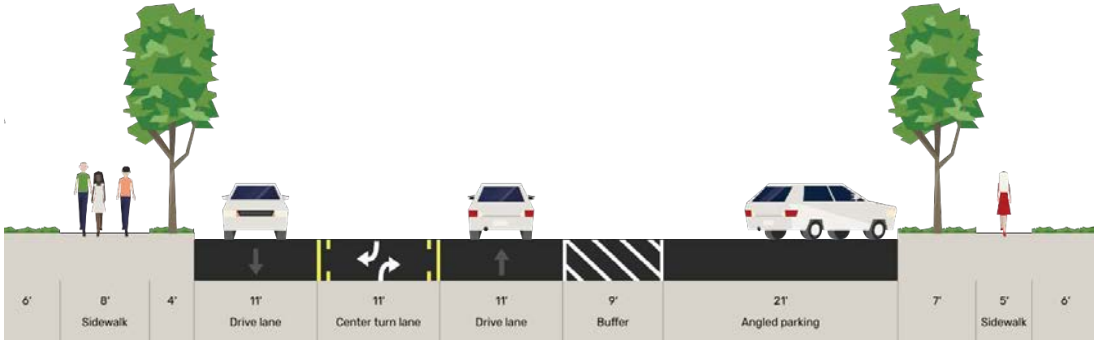
Kirchoff Road would be right-sized from a 5-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a 3-lane cross section (two lanes in each direction plus a two-way left-turn lane). A cycle track, which can be described as side-by-side bike lanes, would be striped adjacent to the curb on one side of Kirchoff Road, and on-street parallel parking would be striped on both sides of the roadway. An additional striped buffer would be provided between the cycle track and the on-street parallel parking to ensure adequate space for drivers to open doors and not obstruct cyclists. Curb width throughout the corridor would be maintained. The east end of the corridor (east of Oriole Lane) would not include on-street parallel parking, but would still provide the cycle track. This configuration is similar to Configuration 1, except for it increases separation, and therefore comfort, between cyclists and vehicles, however, modification to traffic signal infrastructure is recommended to accommodate the cycle track, which increases cost. An alternative to this configuration can be considered, which is raising the cycle track to sidewalk level (raised cycle track) to provide increased separation. This alternative would increase cost due to curb modifications throughout the corridor.

Configuration 3. On-Street Parallel Parking + Limited Bike Accommodations



Kirchoff Road would be right-sized from a 5-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a 3-lane cross section (two lanes in each direction plus a two-way left-turn lane). Along most of the corridor, no additional bike accommodations would be provided, and on-street parallel parking would be striped on both sides of the roadway. The additional flexible space gained from the road diet (and not utilized by bike accommodations) could be repurposed for amenities that match the context along corridor (plantings, parkway, outdoor dining, street furniture, wayfinding, etc.). The east end of the corridor (east of Oriole Lane) would not include on-street parallel parking, but would provide bike lanes, as this portion of the corridor does not contain a shared-use path like the rest of the corridor.

Configuration 4. On-Street Angled Parking + Limited Bike Accommodations



Kirchoff Road would be right sized from a 5-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a 3-lane cross section (two lanes in each direction plus a two-way left-turn lane). Along most of the corridor, no additional bike accommodations would be provided, and on-street angled parking would be striped on one side of the roadway. The east end of the corridor (east of Oriole Lane) would not include on-street angled parking, but would provide bike lanes, as this portion of the corridor does not contain a shared-use path like the rest of the corridor. An alternative to this configuration can be considered, which is reverse angled parking. Reverse angled parking improves safety as it allows doors to open facing the sidewalk and drivers to exit the parking space using a forward maneuver instead of reverse maneuver, however this parking layout is not common and requires additional signage and education efforts.

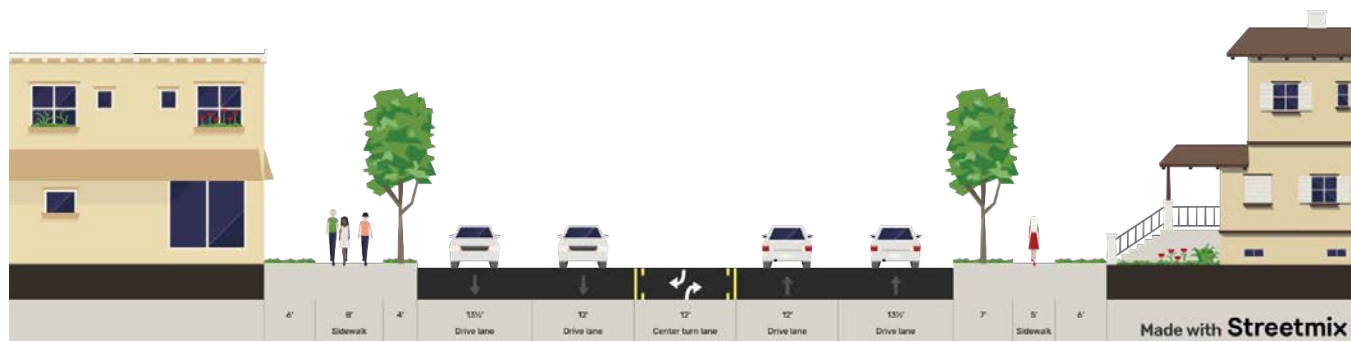
Sample cross sections for each of the four road diet configurations, along with the current Kirchoff Road existing conditions, are depicted on the following pages to provide more context as to how the configuration would appear once constructed. Each cross section is located just east of Owl Drive near City Hall, as this location is generally representative of the corridor throughout the study area. The configuration at the east end of the corridor (segment 4) differs from the cross section presented in each configuration, and as such, explanations for any differences in the accommodations in this segment are given specified in the table columns.

Additionally, a road diet configuration comparison table is depicted after the cross sections to summarize and compare each of the configurations with respect to physical characteristics (travel lanes, bike lanes, parking), functional characteristics (walkability, bikeability, safety, and traffic), as well as cost.

## Kirchoff Road – Existing Conditions Example Roadway Cross Section

Configuration / Description	Physical Characteristics			Speed Limit and Average Daily Traffic (ADT)	Functional characteristics				Cost Low / Medium / High
	Travel Lanes	Bike Lanes	On-Street Parking		Walkability	Bikeability	Safety	Traffic	
<u>Existing Conditions</u>	-5-lane cross section (two travel lanes in each direction plus TWLTL)	-No bike lanes	-No parking throughout	-35 MPH -10,400 ADT	-Low to Medium -5 lane crossing viewed as barrier	-Medium -Trail on one or both sides of most of corridor	-40 MPH average speed -Over 40% of crashes along corridor are rear-end, left-turn. -One pedestrian fatality	- Overcapacity -Designed for 20,000 to 30,000 ADT	--

### Kirchoff Road (Existing)



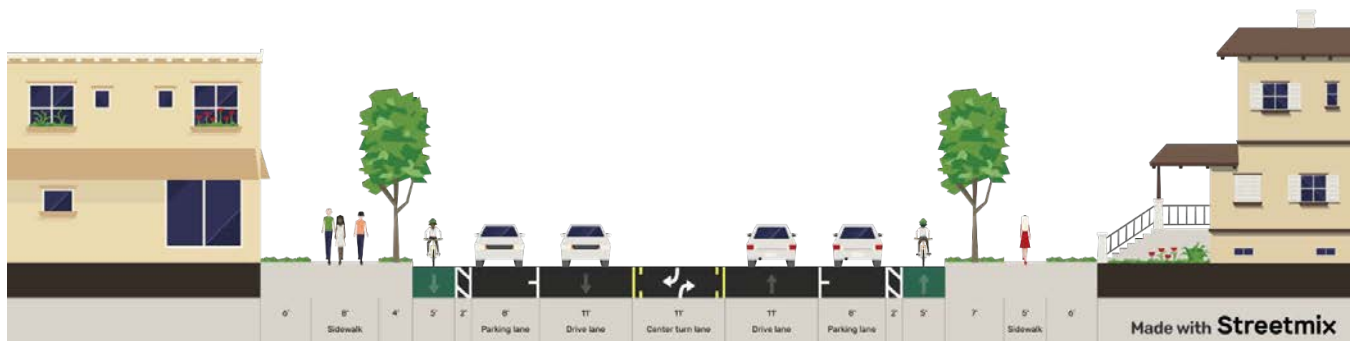
- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- No separation between pedestrians and cyclists.
- Road design promotes speeding and is overcapacity for the current amount of traffic.
- Difficult for pedestrians to cross five lanes of traffic.



## Kirchoff Road - Road Diet Configuration 1 (Protected Bike Lanes + On Street Parallel Parking) Example Roadway Cross Section

Configuration / Description	Physical Characteristics			Speed Limit and Average Daily Traffic (ADT)	Functional characteristics				Cost Low / Medium / High
	Travel Lanes	Bike Lanes	On-Street Parking		Walkability	Bikeability	Safety	Traffic	
<u>Existing Conditions</u>	-5-lane cross section (two travel lanes in each direction plus TWLTL)	-No bike lanes	-No parking throughout	-35 MPH -10,400 ADT	-Low to Medium -5 lane crossing viewed as barrier	-Medium -Trail on one or both sides of most of corridor	-40 MPH average speed -Over 40% of crashes along corridor are rear-end, left-turn. -One pedestrian fatality	- Overcapacity -Designed for 20,000 to 30,000 ADT	--
<u>Configuration 1 (Recommended)</u> -Protected Bike Lanes Throughout -On-Street Parallel Parking	-3-lane cross section (one travel lane in each direction plus TWLTL)	-Buffer protected bike lanes adjacent to curb	-Parallel parking adjacent to travel lane (gain ~165-185 spaces) -No parking east end (Segment 4)	-30 MPH Max -10,400 ADT	-High -3-lane crossing manageable -Parking provides buffer -Bike traffic separated	-High -Bike lanes protected from traffic by parking -Ped traffic separated	-Reduced speed should improve safety -Road diet should reduce potential for rear-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Low -Potential curb mods at intersections

### Kirchoff Road (Config 1)

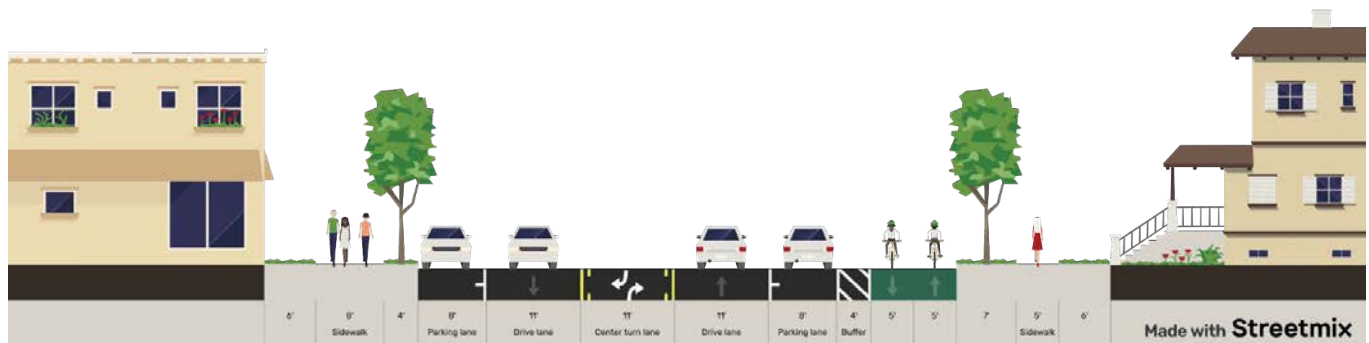


- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic volumes, with excess capacity to spare. No reduction in daily traffic anticipated.
- Can consider alternative raised bike lanes at sidewalk level to provide increased separation between bikes and vehicles, but increases cost due to curb modification.

## Kirchoff Road - Road Diet Configuration 2 (Protected Cycle Track + On-Street Parallel Parking) Example Roadway Cross Section

Configuration / Description	Physical Characteristics			Speed Limit and Average Daily Traffic (ADT)	Functional characteristics				Cost Low / Medium / High
	Travel Lanes	Bike Lanes	On-Street Parking		Walkability	Bikeability	Safety	Traffic	
<u>Existing Conditions</u>	-5-lane cross section (two travel lanes in each direction plus TWLTL)	-No bike lanes	-No parking throughout	-35 MPH -10,400 ADT	-Low to Medium -5 lane crossing viewed as barrier	-Medium -Trail on one or both sides of most of corridor	-40 MPH average speed -Over 40% of crashes along corridor are rear-end, left-turn. -One pedestrian fatality	- Overcapacity -Designed for 20,000 to 30,000 ADT	--
<u>Configuration 2</u> -Protected Cycle Track Throughout -On-Street Parallel Parking	-3-lane cross section (one travel lane in each direction plus TWLTL)	-Buffer protected cycle track adjacent to curb	-Parallel parking adjacent to travel lane (gain ~165-185 spaces) -No parking east end (Segment 4)	-30 MPH Max -10,400 ADT	-High -3-lane crossing manageable -Parking provides buffer -Bike traffic separated	-High -Cycle track protected from traffic by parking -Ped traffic separated	-Reduced speed should improve safety -Road diet should reduce potential for rear-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Medium -Modify traffic signals for cycle track -Potential curb mods at intersections

### Kirchoff Road (Config 2)

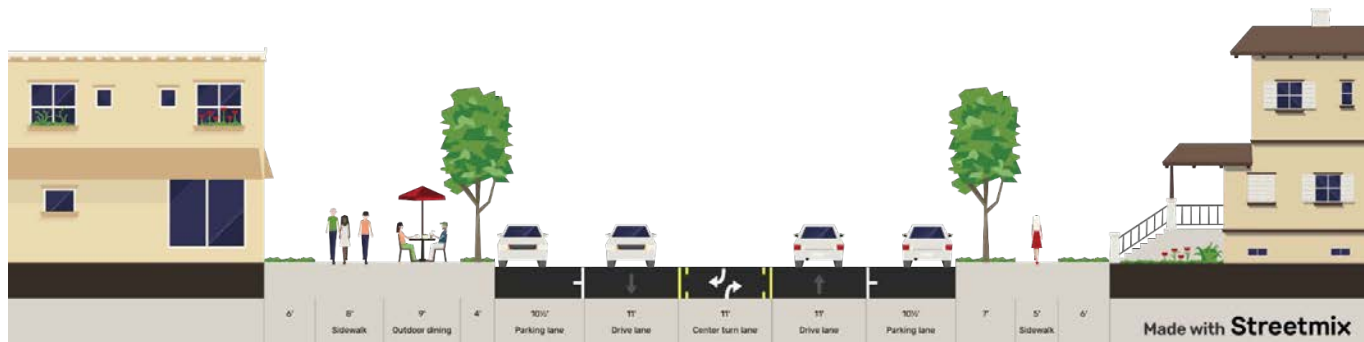


- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic volumes, with excess capacity to spare. No reduction in daily traffic anticipated.
- Cost is greater than Configuration 1 due to traffic signal infrastructure modifications to accommodate. Can consider alternative raised cycle track at sidewalk level.

## Kirchoff Road - Road Diet Configuration 3 (On-Street Parallel Parking) Example Roadway Cross Section

Configuration / Description	Physical Characteristics			Speed Limit and Average Daily Traffic (ADT)	Functional characteristics				Cost Low / Medium / High
	Travel Lanes	Bike Lanes	On-Street Parking		Walkability	Bikeability	Safety	Traffic	
<u>Existing Conditions</u>	-5-lane cross section (two travel lanes in each direction plus TWLTL)	-No bike lanes	-No parking throughout	-35 MPH -10,400 ADT	-Low to Medium -5 lane crossing viewed as barrier	-Medium -Trail on one or both sides of most of corridor	-40 MPH average speed -Over 40% of crashes along corridor are rear-end, left-turn. -One pedestrian fatality	- Overcapacity -Designed for 20,000 to 30,000 ADT	--
<u>Configuration 3</u> -On-Street Parallel Parking -Additional Flexible Space for Streetscape Improvements	-3-lane cross section (one travel lane in each direction plus TWLTL)	-Protected bike lanes east end only (Segment 4)	-Parallel parking adjacent to travel lane (gain ~165-185 spaces) -No parking east end (Segment 4)	-30 MPH Max -10,400 ADT	-Medium-High -3-lane crossing manageable -Parking provides buffer	-Medium -Bike lanes east end (Segment 4) to connect to existing trail -Consider trail extensions in lieu of bike lanes	-Reduced speed should improve safety -Road diet should reduce potential for read-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Low to High -Cost dependent on streetscape improvements

### Kirchoff Road (Config 3)



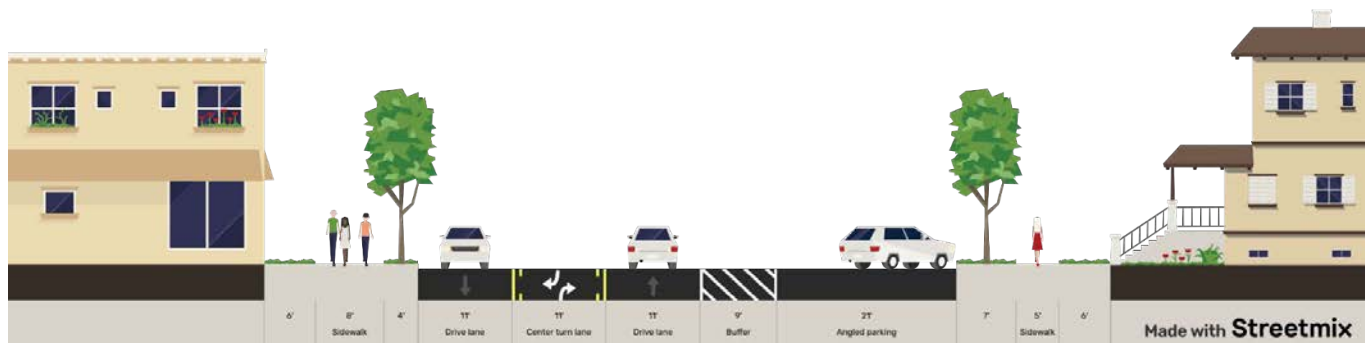
- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking. No separation between pedestrians and cyclists.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic volumes, with excess capacity to spare. No reduction in daily traffic anticipated.
- Additional flexible space depicts outdoor dining; however, this space can be used to match context along corridor (plantings, parkway, street furniture, wayfinding, etc.)



## Kirchoff Road - Road Diet Configuration 4 (On-Street Angled Parking) Example Roadway Cross Section

Configuration / Description	Physical Characteristics			Speed Limit and Average Daily Traffic (ADT)	Functional characteristics				Cost Low / Medium / High
	Travel Lanes	Bike Lanes	On-Street Parking		Walkability	Bikeability	Safety	Traffic	
<u>Existing Conditions</u>	-5-lane cross section (two travel lanes in each direction plus TWLTL)	-No bike lanes	-No parking throughout	-35 MPH -10,400 ADT	-Low to Medium -5 lane crossing viewed as barrier	-Medium -Trail on one or both sides of most of corridor	-40 MPH average speed -Over 40% of crashes along corridor are rear-end, left-turn. -One pedestrian fatality	- Overcapacity -Designed for 20,000 to 30,000 ADT	--
<u>Configuration 4</u> -On-Street Angled Parking	-3-lane cross section (one travel lanes in each direction plus TWLTL)	-Protected bike lanes east end only (Segment 4)	-Angled parking adjacent to travel lane (gain TBD spaces) -No parking east end (Segment 4)	-25 MPH Max -10,400 ADT	-Medium to High -3-lane crossing manageable -Parking provides buffer	-Medium -Bike lanes east end (Segment 4) to connect to existing trail -Consider trail extensions in lieu of bike lanes	-Reduced speed should improve safety -Road diet should reduce potential for rear-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Low to Medium

### Kirchoff Road (Config 4)



- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street angled parking along one side of the roadway. No separation between pedestrians and cyclists.
- Speed limit reduced to 25 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic volumes, with excess capacity to spare. No reduction in daily traffic anticipated.
- Can consider reverse angled parking. Buffer between angled parking and travel lane would likely be designed as two white stripes only (not as depicted).

## Kirchoff Road - Road Diet Configurations Comparison

Configuration / Description	Physical Characteristics			Speed Limit and Average Daily Traffic (ADT)	Functional characteristics				Cost Low / Medium / High
	Travel Lanes	Bike Lanes	On-Street Parking		Walkability	Bikeability	Safety	Traffic	
<u>Existing Conditions</u>	-5-lane cross section (two travel lanes in each direction plus TWL TL)	-No bike lanes	-No parking throughout	-35 MPH -10,400 ADT	-Low to Medium -5 lane crossing viewed as barrier	-Medium -Trail on one or both sides of most of corridor	-40 MPH average speed -Over 40% of crashes along corridor are rear-end, left-turn. -One pedestrian fatality	-Overcapacity -Designed for 20,000 to 30,000 ADT	--
<u>Configuration 1 (Recommended)</u> -Protected Bike Lanes Throughout -On-Street Parallel Parking	-3-lane cross section (one travel lanes in each direction plus TWL TL)	-Buffer protected bike lanes adjacent to curb	-Parallel parking adjacent to travel lane (gain ~165-185 spaces) -No parking east end (Segment 4)	-30 MPH Max -10,400 ADT	-High -3-lane crossing manageable -Parking provides buffer -Bike traffic separated	-High -Bike lanes protected from traffic by parking -Ped traffic separated	-Reduced speed should improve safety -Road diet should reduce potential for read-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Low to Medium -Potential curb mods at intersections
<u>Configuration 2</u> -Protected Cycle Track Throughout -On-Street Parallel Parking	-3-lane cross section (one travel lanes in each direction plus TWL TL)	-Buffer protected cycle track adjacent to curb	-Parallel parking adjacent to travel lane (gain ~165-185 spaces) -No parking east end (Segment 4)	-30 MPH Max -10,400 ADT	-High -3-lane crossing manageable -Parking provides buffer -Bike traffic separated	-High -Cycle track protected from traffic by parking -Ped traffic separated	-Reduced speed should improve safety -Road diet should reduce potential for read-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Medium -Modify traffic signals for cycle track -Potential curb mods at intersections
<u>Configuration 3</u> -On-Street Parallel Parking -Additional Flexible Space for Streetscape Improvements	-3-lane cross section (one travel lanes in each direction plus TWL TL)	-Protected bike lanes east end only (Segment 4)	-Parallel parking adjacent to travel lane (gain ~165-185 spaces) -No parking east end (Segment 4)	-30 MPH Max -10,400 ADT	-Medium-High -3-lane crossing manageable -Parking provides buffer	-Medium -Bike lanes east end (Segment 4) to connect to existing trail -Consider trail extensions in lieu of bike lanes	-Reduced speed should improve safety -Road diet should reduce potential for read-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Low to High -Cost dependent on streetscape improvements
<u>Configuration 4</u> -On-Street Angled Parking	-3-lane cross section (one travel lanes in each direction plus TWL TL)	-Protected bike lanes east end only (Segment 4)	-Angled parking adjacent to travel lane (gain TBD spaces) -No parking east end (Segment 4)	-25 MPH Max -10,400 ADT	-Medium to High -3-lane crossing manageable -Parking provides buffer	-Medium -Bike lanes east end (Segment 4) to connect to existing trail -Consider trail extensions in lieu of bike lanes	-Reduced speed should improve safety -Road diet should reduce potential for read-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-Low to Medium
<u>Configuration 5</u> -Raised Bike Lanes -On-Street Parallel Parking	-3-lane cross section (one travel lanes in each direction plus TWL TL)	-Raised bike lanes (sidewalk level) -Protected bike lanes east end only (Segment 4)	-Parallel parking adjacent to travel lane (gain ~165-185 spaces) -No parking east end (Segment 4)	-30 MPH Max -10,400 ADT	-High -3-lane crossing manageable -Parking provides buffer -Bike traffic separated	-High -Raised bike lanes at sidewalk level -Ped traffic separated	-Reduced speed should improve safety -Road diet should reduce potential for read-end, left-turn, bike/ped crashes	-Road diet matches capacity (8,000 up to 20,000 ADT)	-High -Curb modification throughout for raised bike lanes

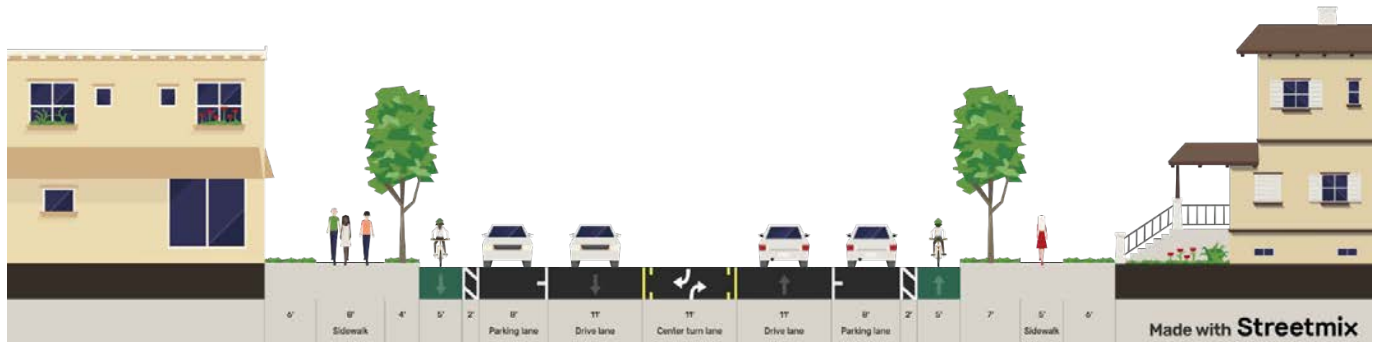
## Recommended Road Diet Configuration

Configuration 1 (Protected Bike Lanes + On-Street Parallel Parking) is recommended due to its significant benefit to bikeability and walkability, and neutral impact to traffic operations, while remaining a low-cost option. This configuration, like all of the configurations, recommends a road diet that right sizes Kirchoff Road from a 5-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a 3-lane cross section (two lanes in each direction plus a two-way left-turn lane). The on-street parallel parking increases public parking capacity by approximately 165 to 185 spaces along the corridor, which could provide additional capacity for future land uses. The protected bike lanes provide separation for each travel mode – pedestrians, bicycles, and vehicles – which can increase comfort and efficiency for each mode. The bike lanes do not require traffic signal infrastructure modification like the cycle track would, which reduces cost to implement. Curb width throughout the corridor would be maintained. An alternative to this configuration can be considered, which is raising the bike lanes to sidewalk level (raised bike lanes) to provide increased separation and more comfort for cyclists. However, this alternative would increase cost due to curb modifications throughout the corridor. It should be noted that while this configuration is recommended to advance to preliminary engineering design, design characteristics can change as the configuration moves through engineering design. Preliminary engineering design will include more detailed analyses, incorporating survey to understand topography, impacts to sewer infrastructure, and more detailed traffic analysis to understand potential travel time impacts of the road diet.

Given that Configuration 1 (Protected Bike Lanes + On-Street Parallel Parking) is recommended, the following sample cross sections for the configuration are provided at each segment throughout the study area. These provide more context as to how the configuration would appear once constructed.

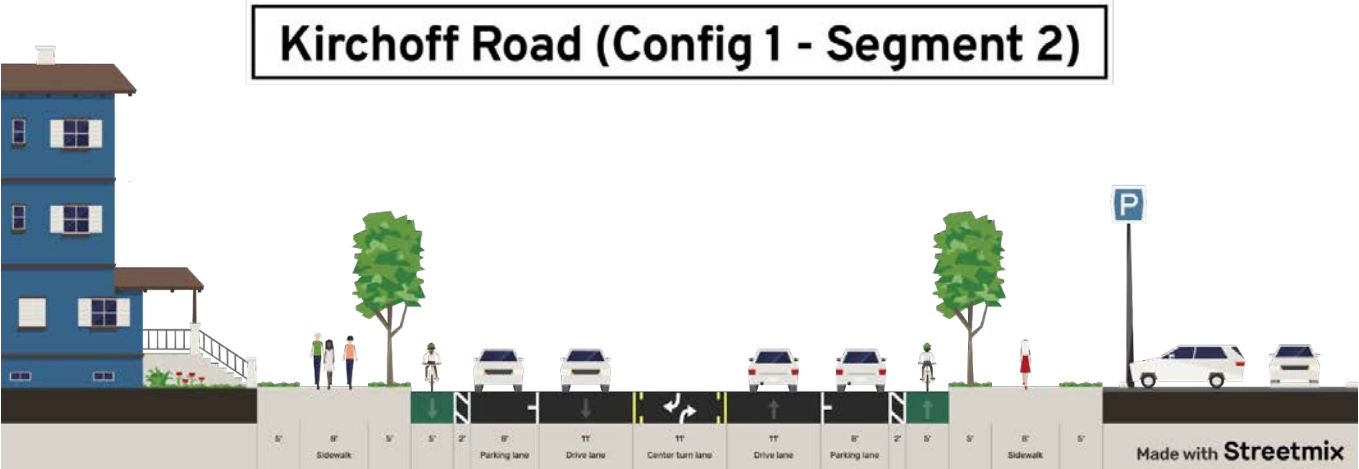
Kirchoff Road – Recommended Road Diet Configuration 1 (Protected Bike Lanes + On Street Parallel Parking) from Flicker Lane to Owl Drive (Segment 1)

### Kirchoff Road (Config 1 - Segment 1)

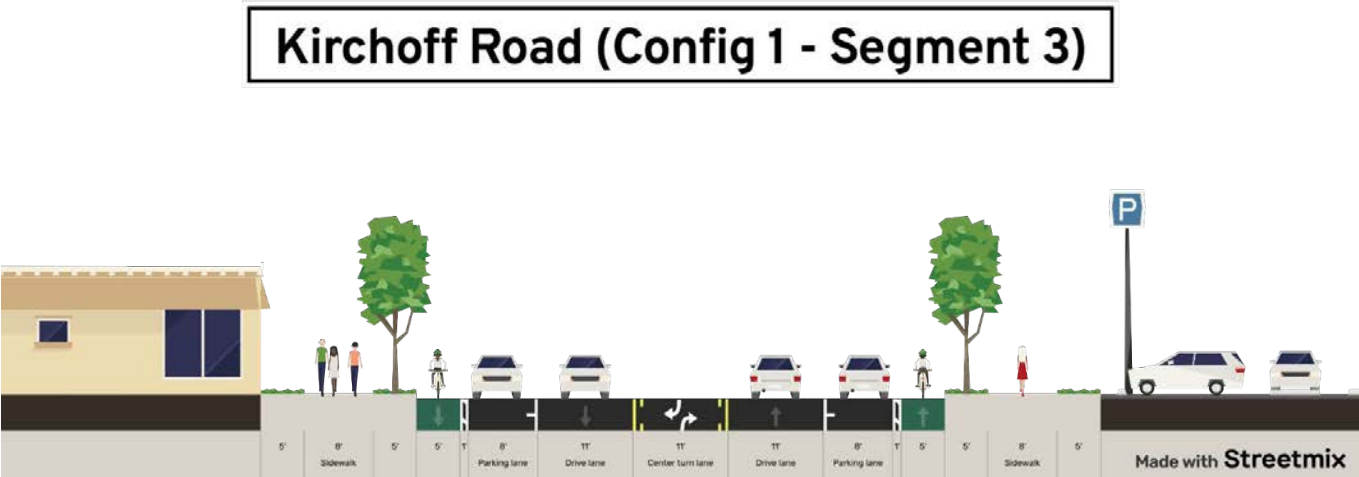


- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic volumes, with excess capacity to spare. No reduction in daily traffic anticipated.





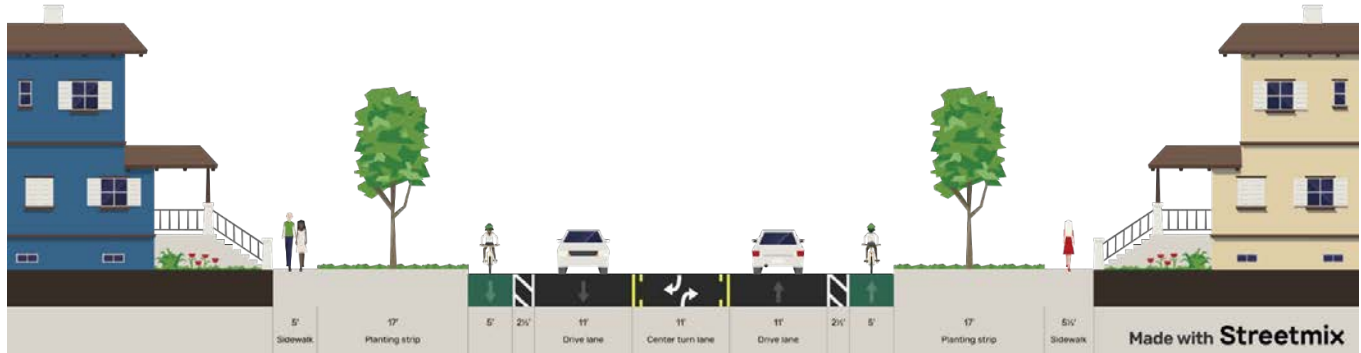
- Oriented looking east along Kirchoff Road and cross section located near Library Road.
- No change from characteristics listed in Segment 1.



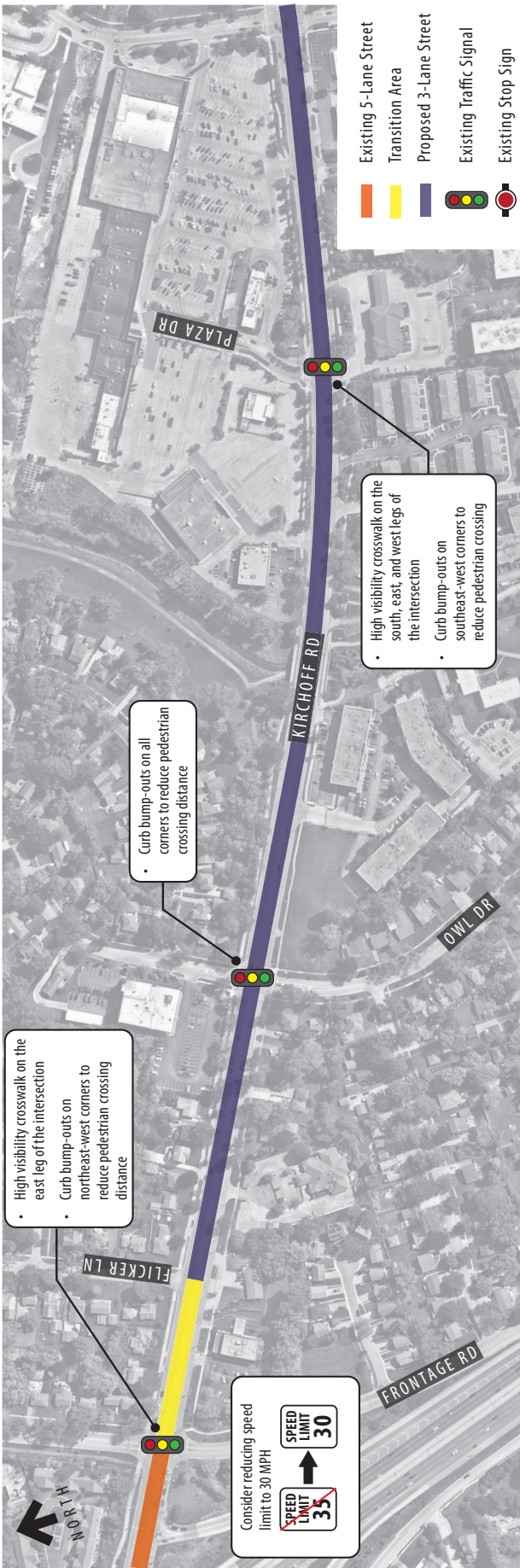
- Oriented looking east along Kirchoff Road and cross section located west of Comet Frozen Custard.
- Buffer striping between bike lanes and on-street parallel parking reduced by 1 foot to accommodate reduced overall roadway width.

Kirchoff Road – Recommended Road Diet Configuration 1 from to Meadow Drive to just west of Dove Street (Segment 4)

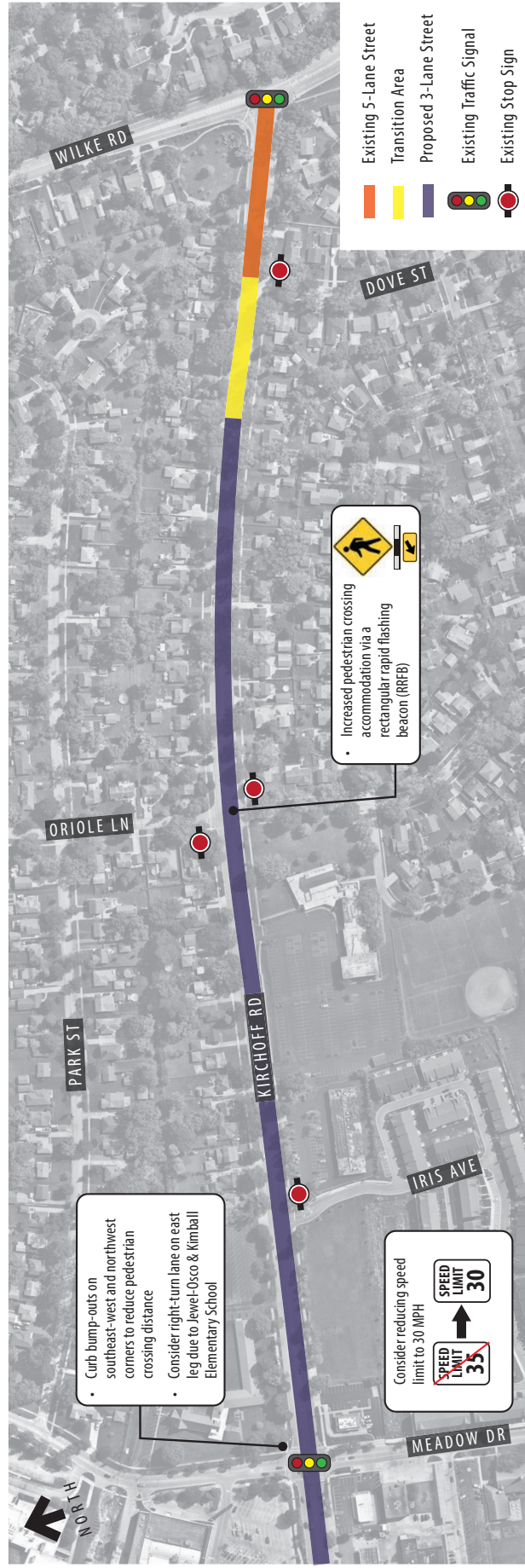
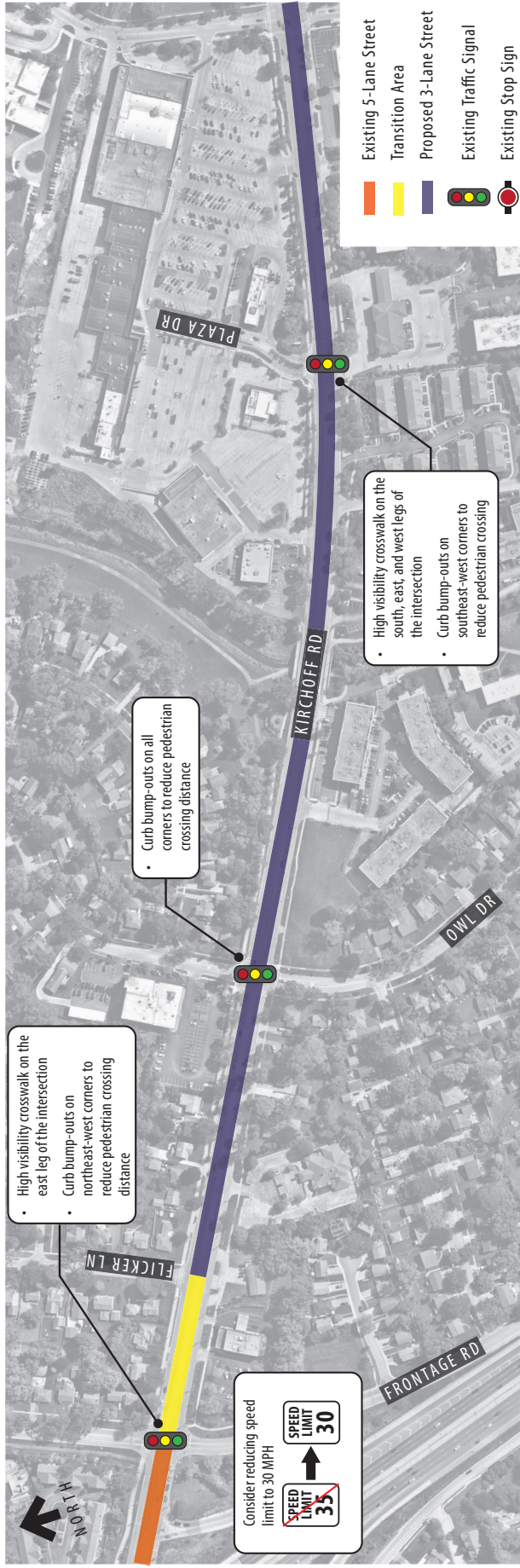
## Kirchoff Road (Config 1 - Segment 4)



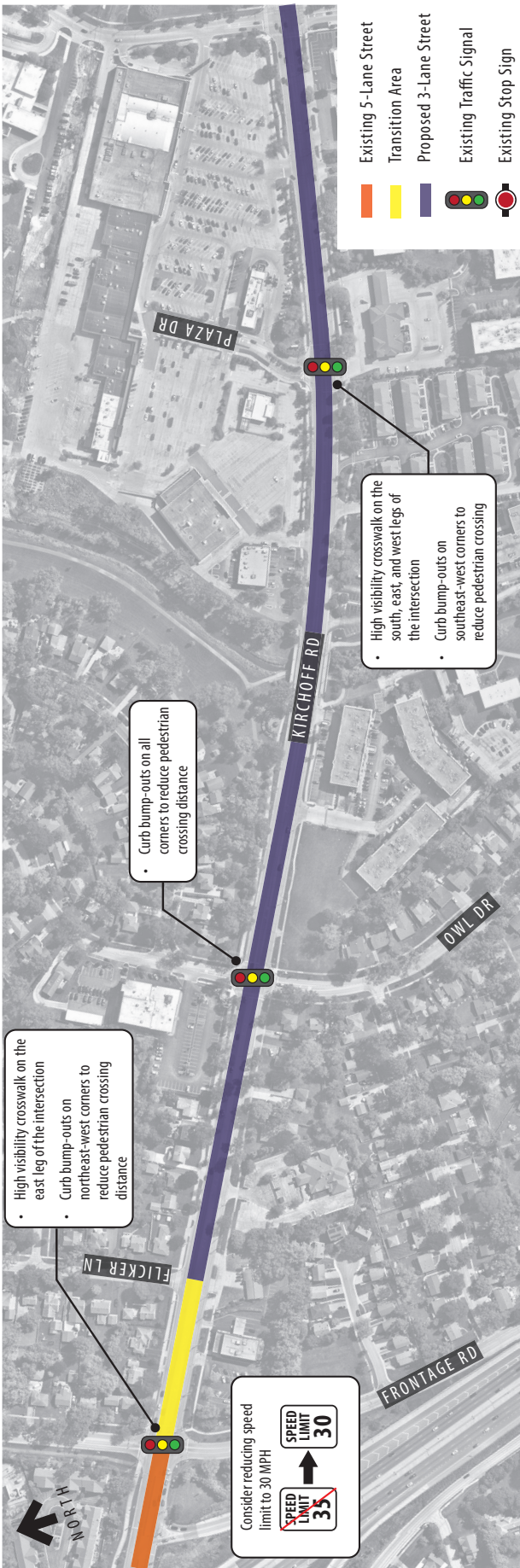
- Oriented looking east along Kirchoff Road and cross section located west of Dove Street.
- Generally no on-street parallel parking recommended in Segment 4 due to decreased roadway width and presence of residential land uses, however, on-street parallel parking can be considered near intersection of Oriole Lane.



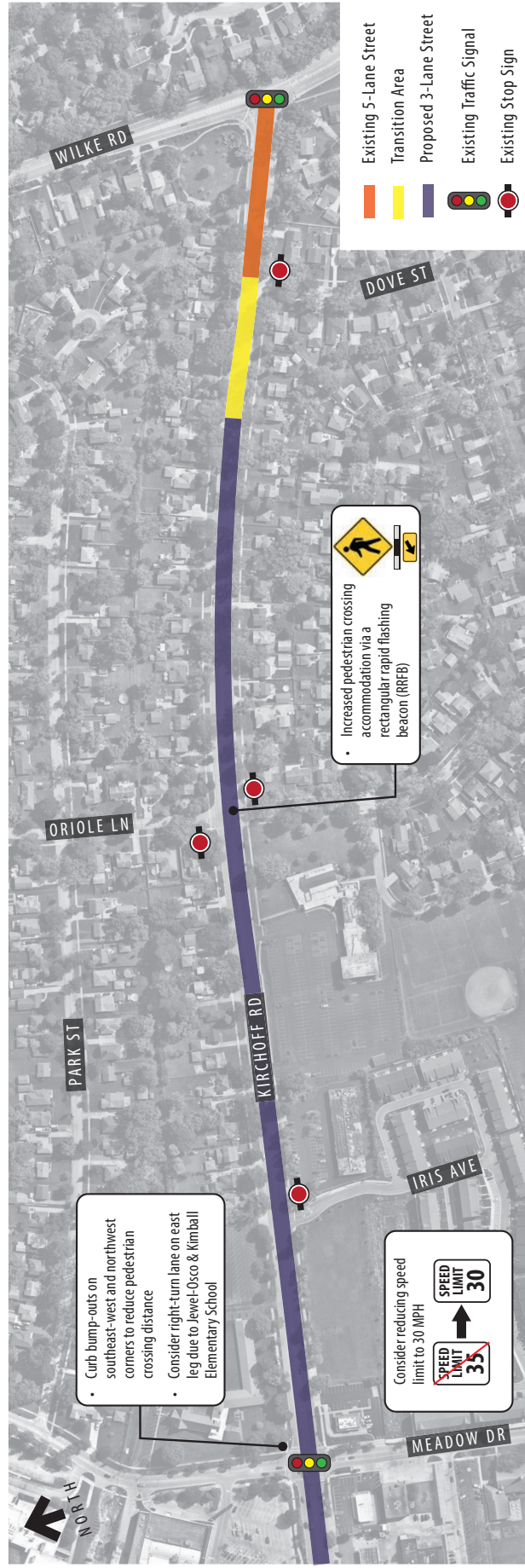
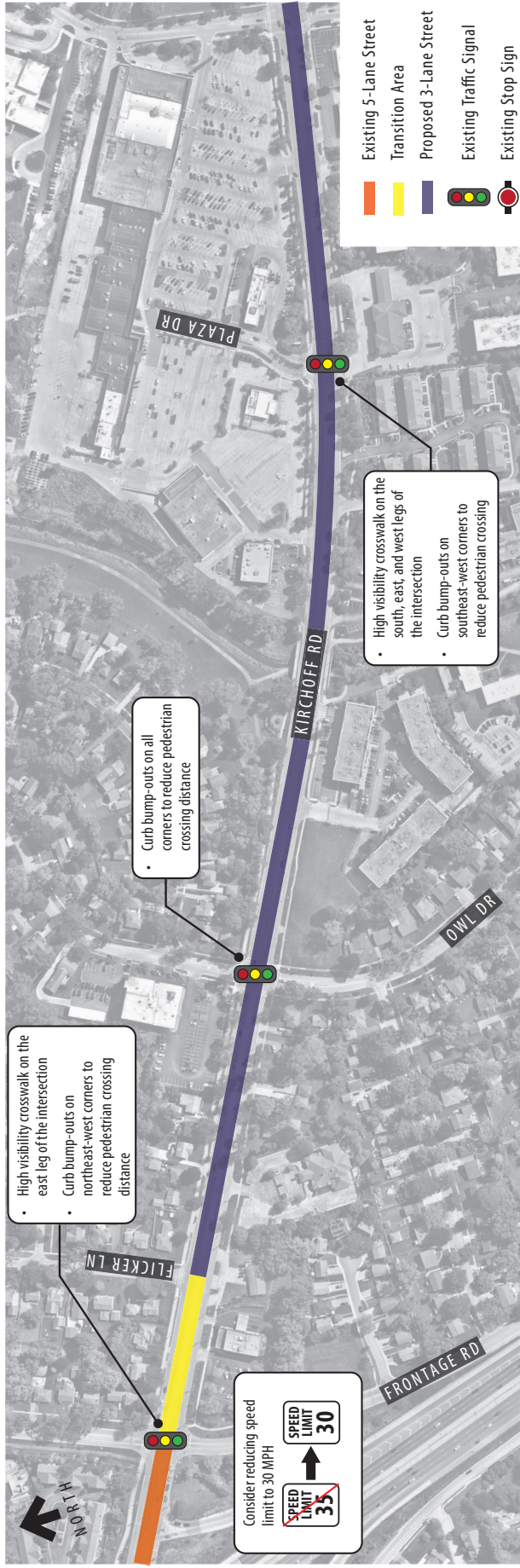




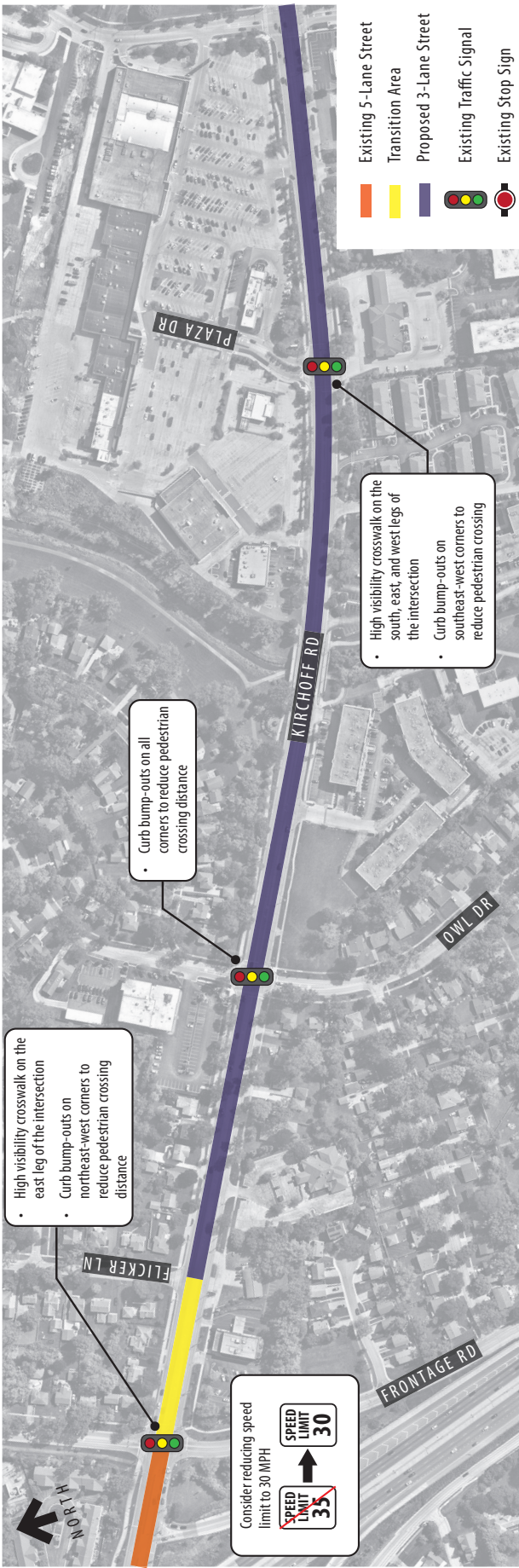












**INTENTIONALLY  
BLANK**



ROLLING MEADOWS



KIRCHOFF ROAD  
CORRIDOR STUDY

