

AN ORDINANCE AMENDING THE CITY’S COMPREHENSIVE LAND USE PLAN TO ADOPT AND INCORPORATE THE KIRCHOFF ROAD CORRIDOR STUDY

WHEREAS, the City of Rolling Meadows has the authority pursuant to the provisions contained in 65 ILCS 5/11-12-1 *et seq.*, to adopt an official comprehensive plan, or any amendment or revision thereto, for the present and future development or redevelopment of property within the corporate limits of the City and for contiguous property not more than one and one-half miles beyond the corporate limits and not included in any other municipality; and

WHEREAS, on April 23, 2019, the City Council’s passage of Ordinance No. 19-25 adopted a new Comprehensive Plan for the City, which plan identifies the Kirchoff Road Corridor as the “center of town” and the physical and communal center of the City; and

WHEREAS, in 2023, the City Council directed the City’s Planning and Zoning Commission (“*PZC*”) to review the Comprehensive Plan’s policies and to study the future land use of the Kirchoff Road Corridor given the extraordinary challenges and opportunities posed by both:

- (i) Societal changes resulting from the COVID-19 pandemic, especially as to commercial offices, commuting patterns, and future growth potential for retail and multiple-unit residential land uses; and
- (ii) The closure of Arlington International Racecourse, its subsequent acquisition by the Chicago Bears Football Club, and the potential redevelopment of the Racecourse as a new National Football League stadium;

and

WHEREAS, at the conclusion of the Kirchoff Road Corridor Study process in March 2025, the City prepared certain amendments to the Comprehensive Plan (collectively, the “*Proposed Amendment*”) as set forth in this Ordinance to incorporate the results of the study and guide the future public and private development of the Kirchoff Road Corridor; and

WHEREAS, a public notice describing the Proposed Amendment was duly advertised on or before February 17, 2025 in the *Daily Herald*, and the PZC conducted a public hearing on March 4, 2025 for the purpose of considering the Proposed Amendment; and,

WHEREAS, pursuant to 65 ILCS 5/11-12-1 *et seq.*, the PZC considered the evidence presented at the public hearing and, after the conclusion of the public hearing on March 4, 2025, recommended that the City Council adopt the Proposed Amendment except as to its Transportation recommendations; and,

WHEREAS, following a deferral by the City Council in order to gather additional information concerning the Proposed Amendment, a second public notice describing the Proposed Amendment was duly advertised on or before August 18, 2025 in the *Daily Herald*, and the PZC conducted a second public hearing on September 2, 2025 for the purpose of considering the Proposed Amendment; and,

WHEREAS, pursuant to 65 ILCS 5/11-12-1 *et seq.*, the PZC considered the evidence presented at the public hearing and, after the conclusion of the public hearing on September 2, 2025, recommended that the City Council adopt the Proposed Amendment and consider either delaying or exploring other options regarding the on-street parking component of the Transportation recommendations; and,

WHEREAS, the Corporate Authorities of the City of Rolling Meadows have determined that the Proposed Amendment, with the omission of the Transportation recommendations will be in the best interests of the City and its residents.

ALT - NO TRANSPORTATION RECOMMENDATIONS

Plan was superseded in 2025 and is no longer in force. The City's policies for this subarea are located in the Kirchoff Road Corridor Plan, attached as Appendix E."

6. Page 60 – Insert the following annotation to accompany the “Zoning Map” within the “A Great Place To Be” section: *“This map shows the City's Zoning Map as it existed on or about April 2019 when this Comprehensive Plan was originally adopted. The City adopted a new, comprehensively amended Zoning Map in 2020 and has continued to routinely update these zoning classifications.”*
7. Page 61 – Insert the following annotation to accompany the “Recommendations” heading of the “A Great Place To Be” section: *“See the Kirchoff Road Corridor Plan (Appendix E) for updated recommendations for this subarea, including as to the redevelopment of the City's former Fire Station 15 property (See below Spotlight.)”*

“Getting Around” Section

No changes.

“Implementation” Section

8. Pages 88, 89, 91, and 92 – On each listed page within the “Implementation” section, insert the following accompanying annotation: *“The Kirchoff Road Corridor Plan (Appendix E) has updated strategies specific to the Kirchoff Road subarea.”*

Appendix

9. Page A38 (Appendix D) – Within the “Future Land Use Map (Future Uses Different From Existing),” amend the map to strike items 7, 8, and 9 and their accompanying designations. Create a new item 7 described as *“Redevelopment as Town Center per the Kirchoff Road Corridor Study (Appendix E)”* and show item 7 as being the below illustrated parcels highlighted in **red** as a new “Town Center” future use category. In the legend, reserve items 8 and 9 for future use with no accompanying designation on the map.



- B. Conflicts. The Comprehensive Plan Amendment set forth in Section 3.A of this Ordinance is intended to modify and amend the City's Comprehensive Plan. To the extent that the terms and provisions of the Comprehensive Plan Amendment conflict with or are inconsistent with other provisions of the City's Comprehensive Plan, the terms and provisions of the Comprehensive Plan Amendment shall control.

ALT - NO TRANSPORTATION RECOMMENDATIONS

C. Publication. The Director of Community Development is hereby authorized and directed to publish an updated version of the Comprehensive Plan incorporating the Comprehensive Plan Amendment.

Section 3. Certificate of Notice. The Deputy City Clerk is hereby authorized and directed to file a Certificate of Notice of Adoption of this Amendment to the City’s Comprehensive Plan with the Cook County Clerk’s Recording Division.

Section 4. Severability. If any provision of this Ordinance or part thereof is held invalid by a court of competent jurisdiction, the remaining provisions of this Ordinance shall remain in full force and effect, and shall be interpreted, applied, and enforced so as to achieve, as near as may be, the purpose and intent of this Ordinance to the greatest extent permitted by applicable law.

Section 5. Effective Date.

- A. This Ordinance shall be in full force and effect from and after its passage, approval, and publication in pamphlet form in the manner provided by law.
- B. The Proposed Amendment shall become effective upon the expiration of ten days after the date that notice is filed with the office of the Cook County Clerk pursuant to Section 3 of this Ordinance.

PASSED AND APPROVED by the City Council of Rolling Meadows, Cook County, Illinois, this 9th day of September, 2025.

AYES: O'Brien, Vinezeano, Boucher, Koehler

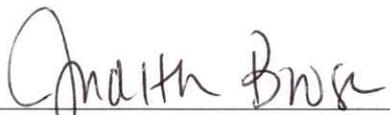
NAYS: Reyez, McHale, Budmats

ABSENT: 0



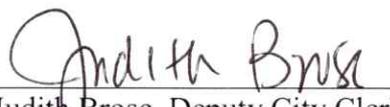
Lara Sanoica, Mayor

ATTEST:



Judith Brose, Deputy City Clerk

Published this 10th day of September, 2025.



Judith Brose, Deputy City Clerk

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.

CITY COUNCIL

Lara Sanoica, Mayor
*Karen McHale, 1st Ward Alderman**
Nick Budmats, 2nd Ward Alderman
Kevin O'Brien, 3rd Ward Alderman
Jenifer Vinezeano, 4th Ward Alderman
Stefanie Boucher, 5th Ward Alderman
*Mandy Reyez, 6th Ward Alderman**
Mike Koehler, 7th Ward Alderman

PLANNING AND ZONING COMMISSION

*Chair: Milton Buckingham**
*Leigh Ferstein**
*Kelly Sheehan**
*Glenn Gercken**
*David Burchert**
*Bhavik Modi**
*Vincenzo Leone**

* Indicates members of the Kirchoff Road Steering Committee

CITY STAFF

Rob Sabo, City Manager
Glen Cole, Assistant City Manager & Community Development Director
Jordan Ellena, Deputy Director of Community Development
Marie Higginson, Assistant Director of Public Works / City Engineer
Rob Savage, Planner / Management Analyst

PROJECT CONSULTANTS

The Lakota Group
Kimley Horn
Sightline Planning



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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.

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 features a green-tinted illustration. The upper portion shows a child wearing a football helmet and a jersey, holding a football. The lower portion shows a child on a skateboard, wearing sneakers and a bag with a star on it. The entire scene is set against a green background with a white rounded rectangle containing the section header.

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



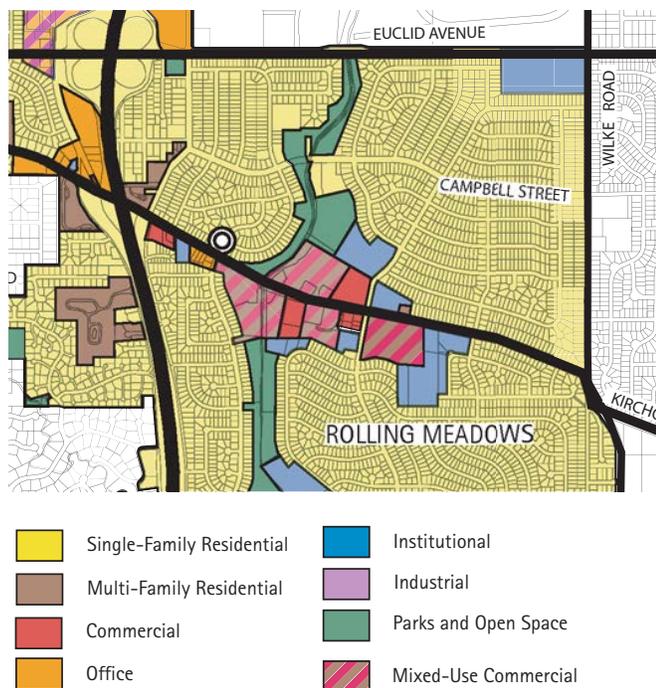
Veterans Memorial & Carillon Tower



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.

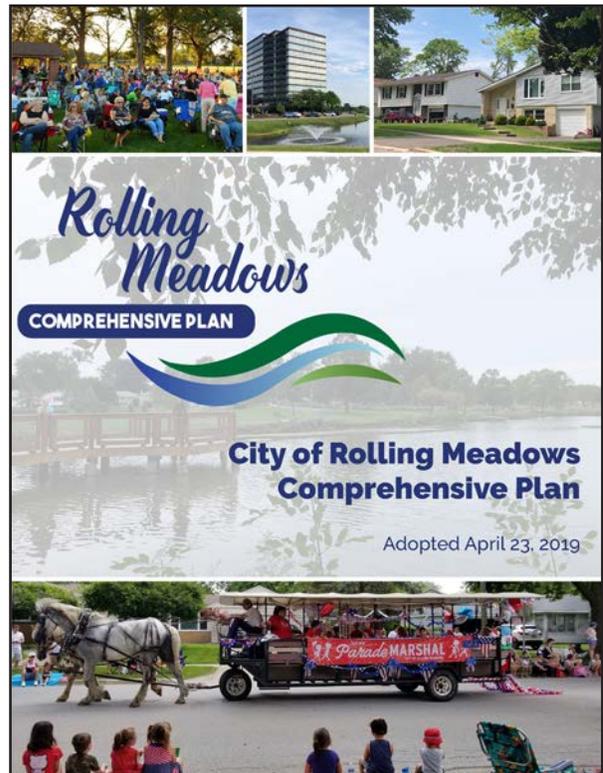
As a strategy for creating a sense of place in the community, the 2019 Comprehensive Plan identifies the following:

“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.

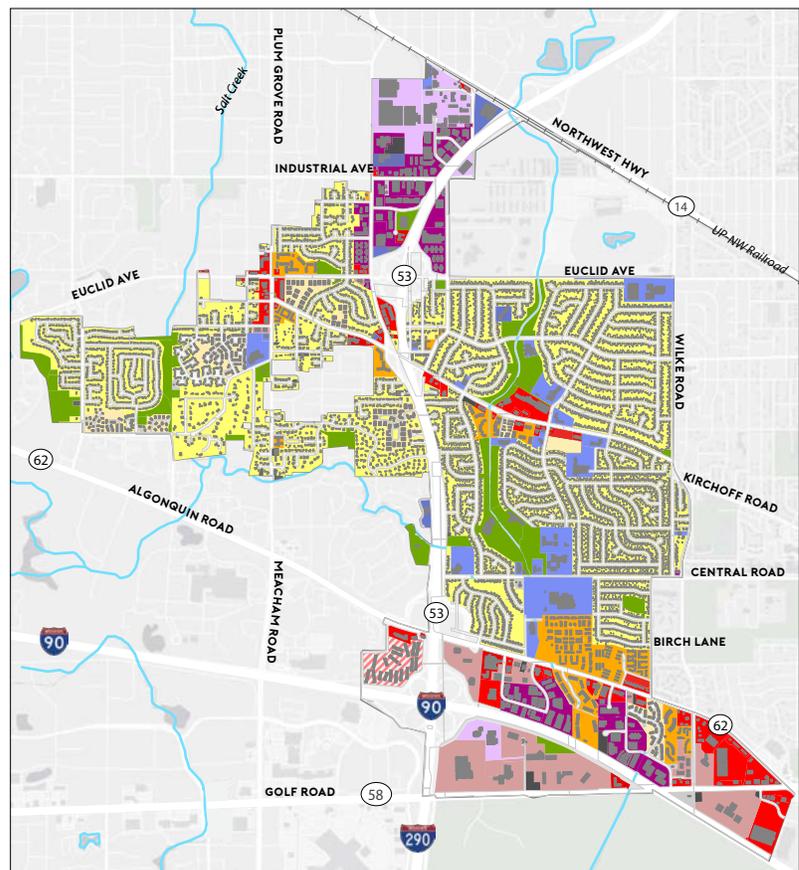
According to the 2019 Plan, stakeholders “...commented often during the Comprehensive Plan process that having more...shops, restaurants, and related amenities in town, especially in the Kirchoff Road Corridor District, would be beneficial”.

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



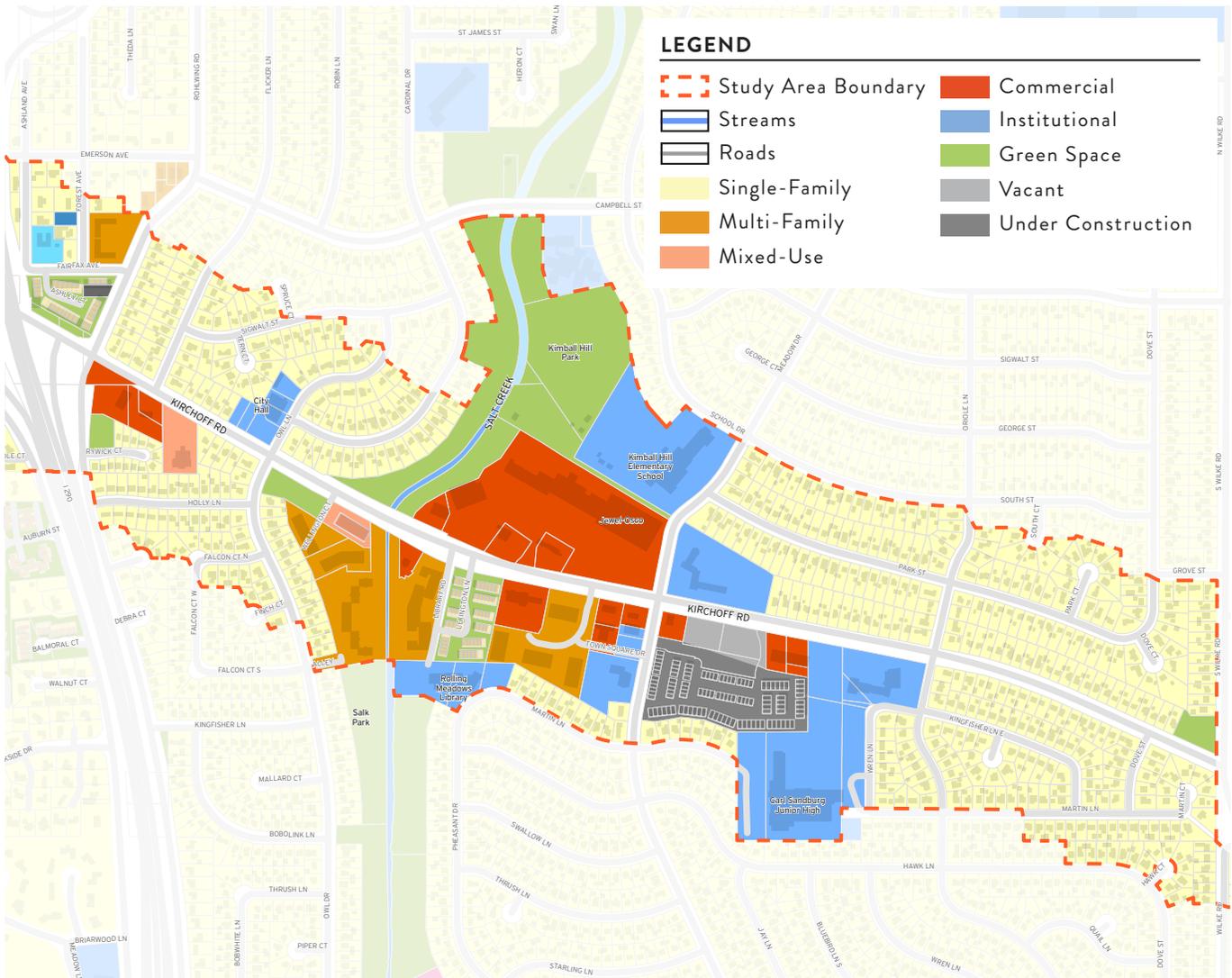
LAND USE ANALYSIS

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.

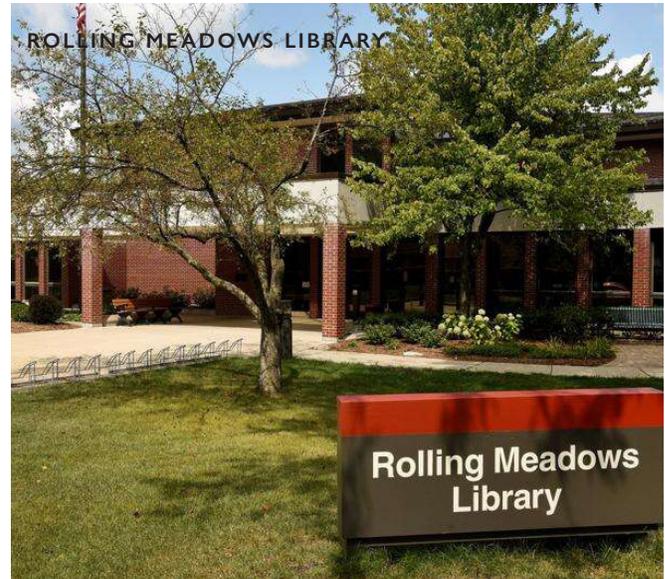
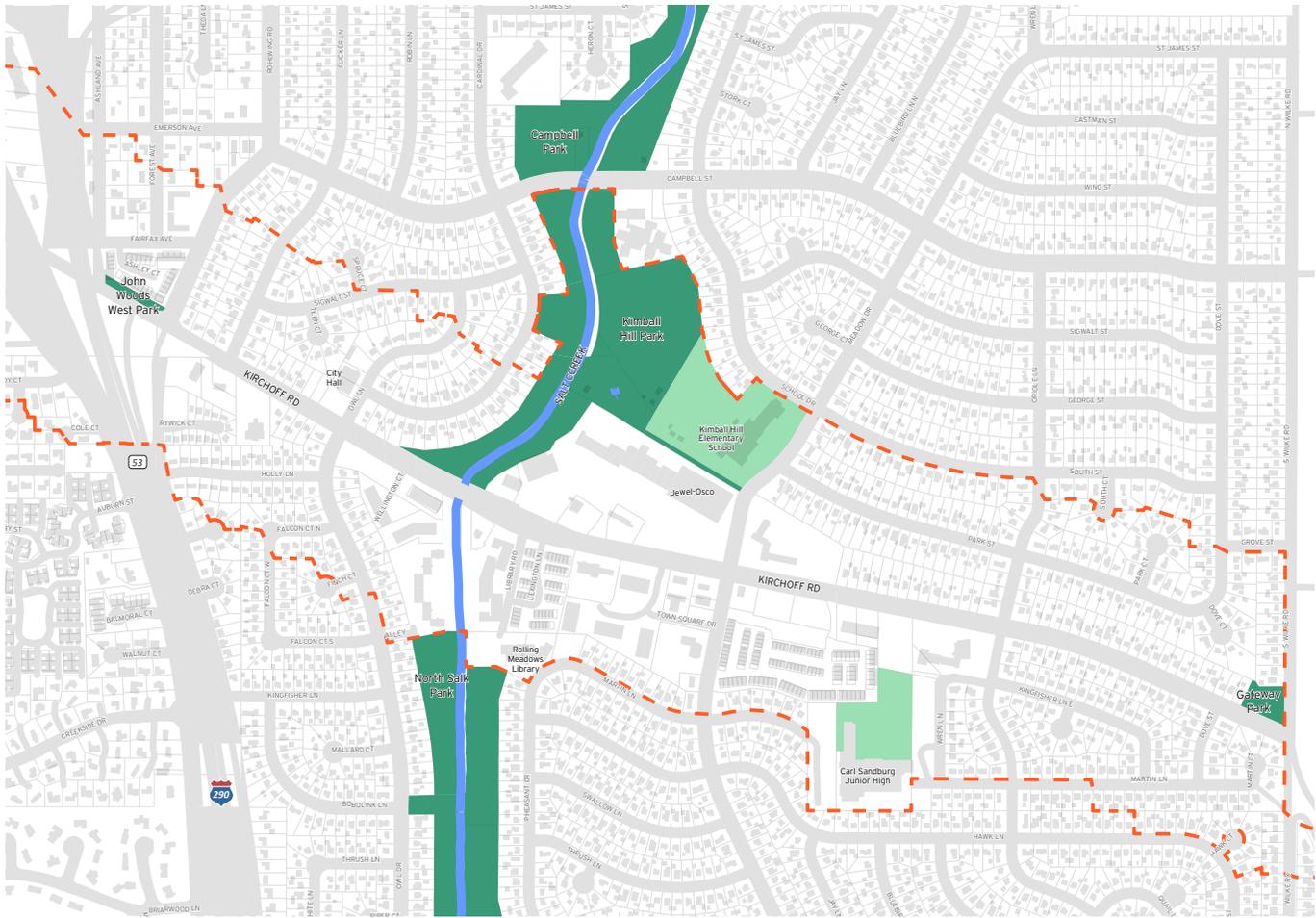


FIGURE 5. KIRCHHOFF ROAD PARKS AND RECREATIONAL SPACES



PARKS AND OPEN SPACE

Parks and green spaces are defining features of the Kirchoff 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 Kirchoff Road to North Salk Park. Kimball Hill Park is a key asset in the Kirchoff Road Corridor and contributes to creating a sense of place in the district.

North Salk Park

Easily accessible from Kirchoff 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

The original draft of this Study included a significant transportation component that was not supported by the City. It proposed to reduce the number of lanes on Kirchoff Road to three lanes in order to add bike lanes, create public parking, and reduce speeding. These recommendations were ultimately omitted from the adoption of this Study. The following comments were made during the Study process and may guide the City in exploring other options within the framework of the existing 2019 Comprehensive Plan and the existing road design.

- **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

”



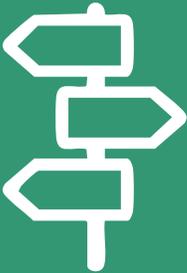


4 CORRIDOR RECOMMENDATIONS

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:

1



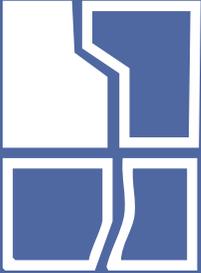
PLACEMAKING & OPEN SPACE

2



ECONOMIC DEVELOPMENT

3



ZONING

4



TRANSPORTATION

PLACEMAKING AND OPEN SPACE



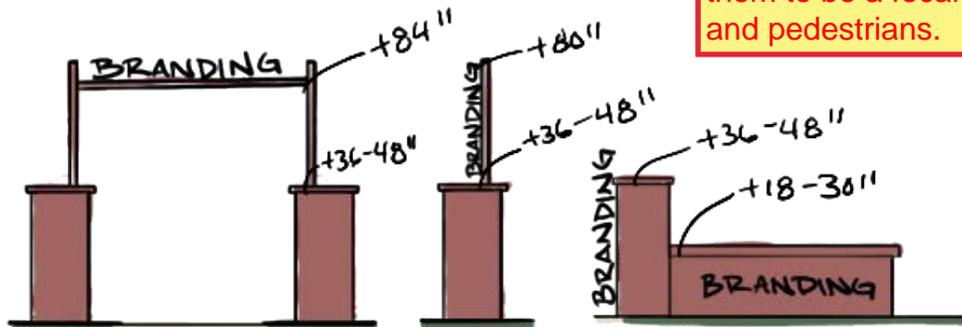
Residents recognize the potential that the Kirchoff Road Corridor has to become a downtown for Rolling Meadows – a central place to shop, dine, and gather as a community. However, the corridor lacks an identity as a town center. While the corridor can be defined geographically, it doesn't have clear 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.

Signage at the corridor's gateways will need to occupy significant space to make a brand impression on drivers. Pairing these larger installations with landscaping and other decorative elements can help them to be a focal point for bicyclists and pedestrians.



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.

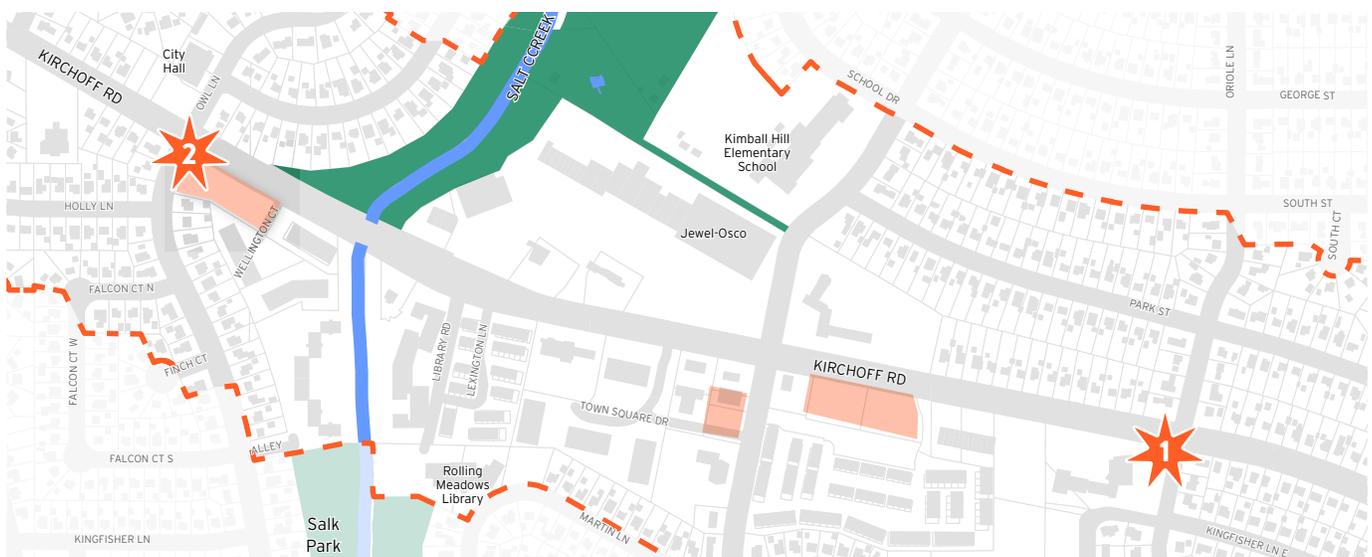
LOCATION 1: SOUTHWEST CORNER OF KIRCHOFF ROAD AND ORIOLE LANE

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.

Through the Shopping Center property and from other access points

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

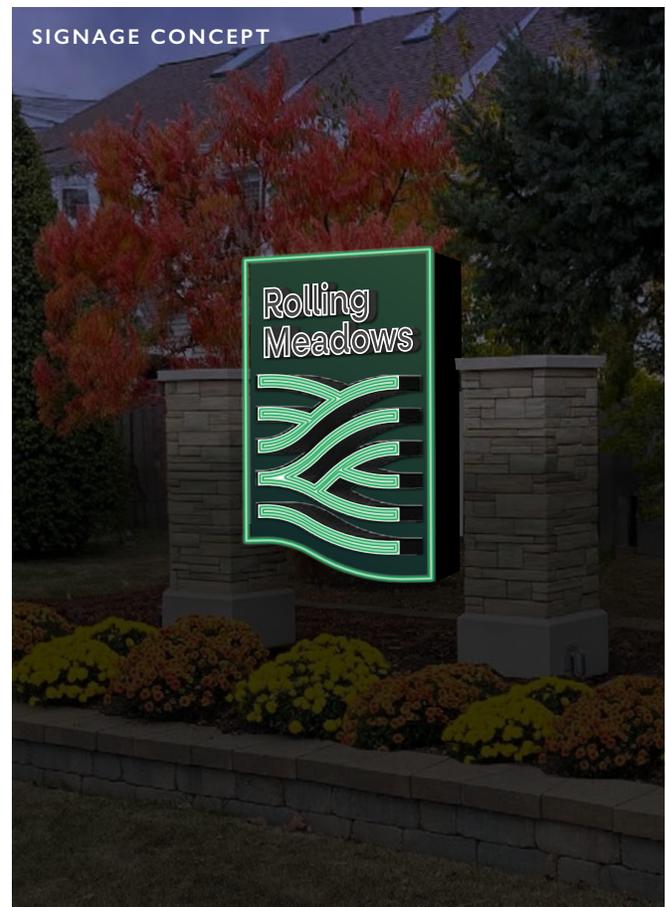
SECURE LOCATIONS AT THE EAST AND WEST ENDS OF THE KIRCHOFF ROAD CORRIDOR TO INSTALL GATEWAY SIGNS.

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.

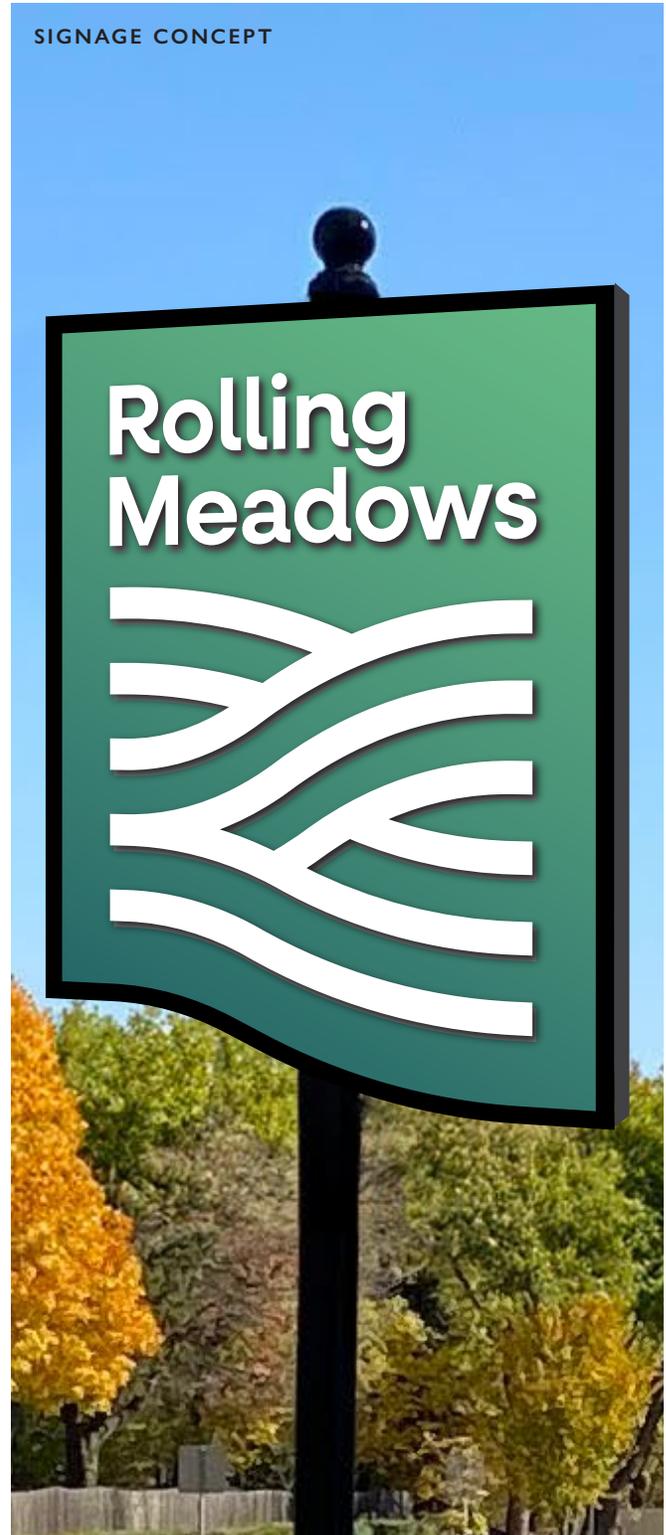
Installing signs in the public right-of-way reduces the need to seek permission from private property owners. High-visibility locations include key intersections and near gateways. Attention should be paid to sightlines and pedestrian / bicycle clearance.

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.

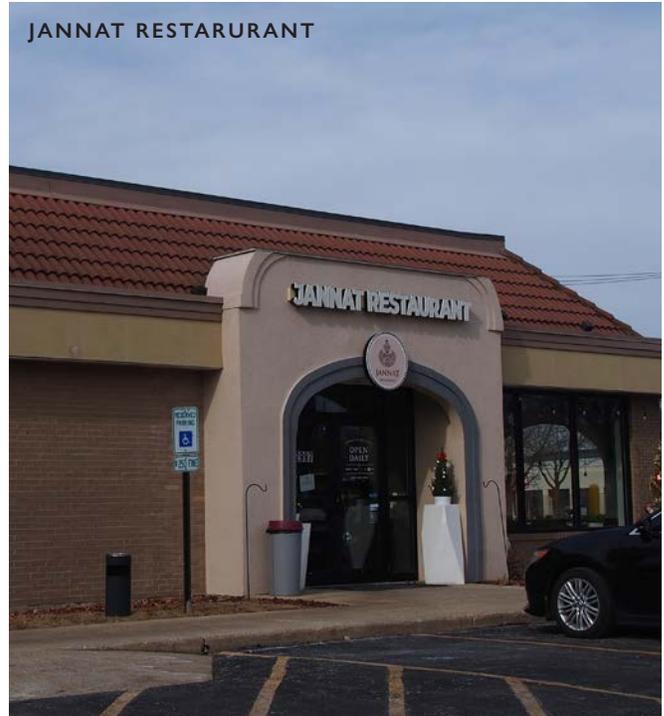
Highlighted among several of the following business types are franchised brands. Unlike chains, franchises are owned by entrepreneurs – often local or regional operators who may already own franchise licenses in the geography. While they still must meet the brand’s location requirements, franchisees 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

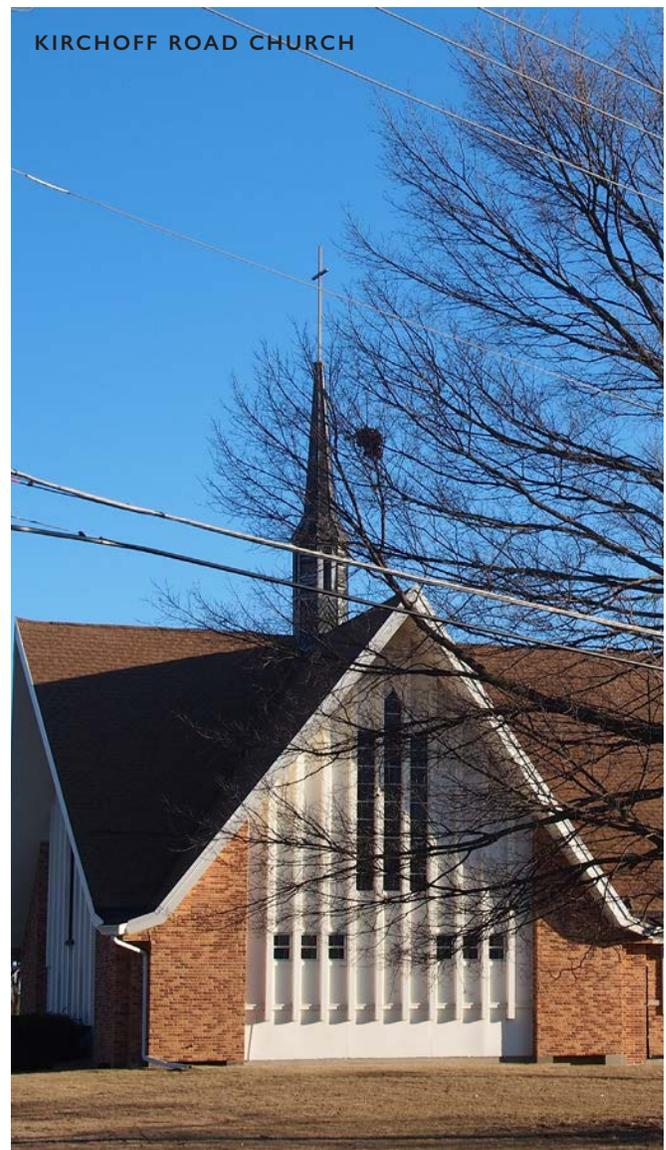
To expand opportunities for residents to live on and near the Kirchoff Road Corridor, the City should allow a wide variety of housing choices in the district. The area already includes townhomes, multi-family development, and dwellings above the ground floor, as in Riverwalk Center. Senior independent 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

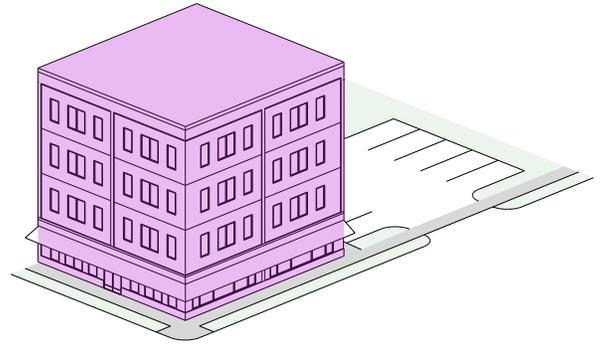
Unlike the existing R-4, R-5, and C-2 Districts, the new TC District should optimize bulk control by weighing the need for standards for maximum building coverage, maximum impervious surface coverage, and maximum floor area ratio. Of the three types of bulk controls, retaining and rightsizing the TC 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

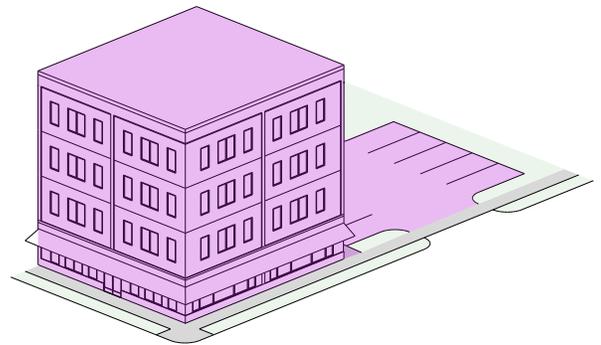
The Zoning Ordinance should be revised to include contemporary design requirements (as opposed to mere guidelines) to ensure that development within the new TC District implements the goals of this planning framework. These design requirements should apply to all new construction and significant exterior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

FAÇADE DESIGN

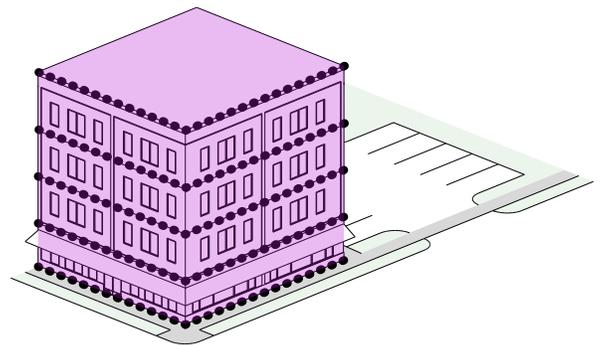
Buildings with multiple stories should be designed with a distinct base (ground story), middle, and top to create a town center environment that is pleasant for pedestrians, cyclists, and motorists. Vertical architectural or structural elements such as pilasters or columns should be incorporated on new 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 ENTRANCES

Buildings should have entrances located along street facades and facing rear parking lots to maintain 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.

A lack of public parking along the corridor, however, means there will continue to be pressure to place parking in visible locations.

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

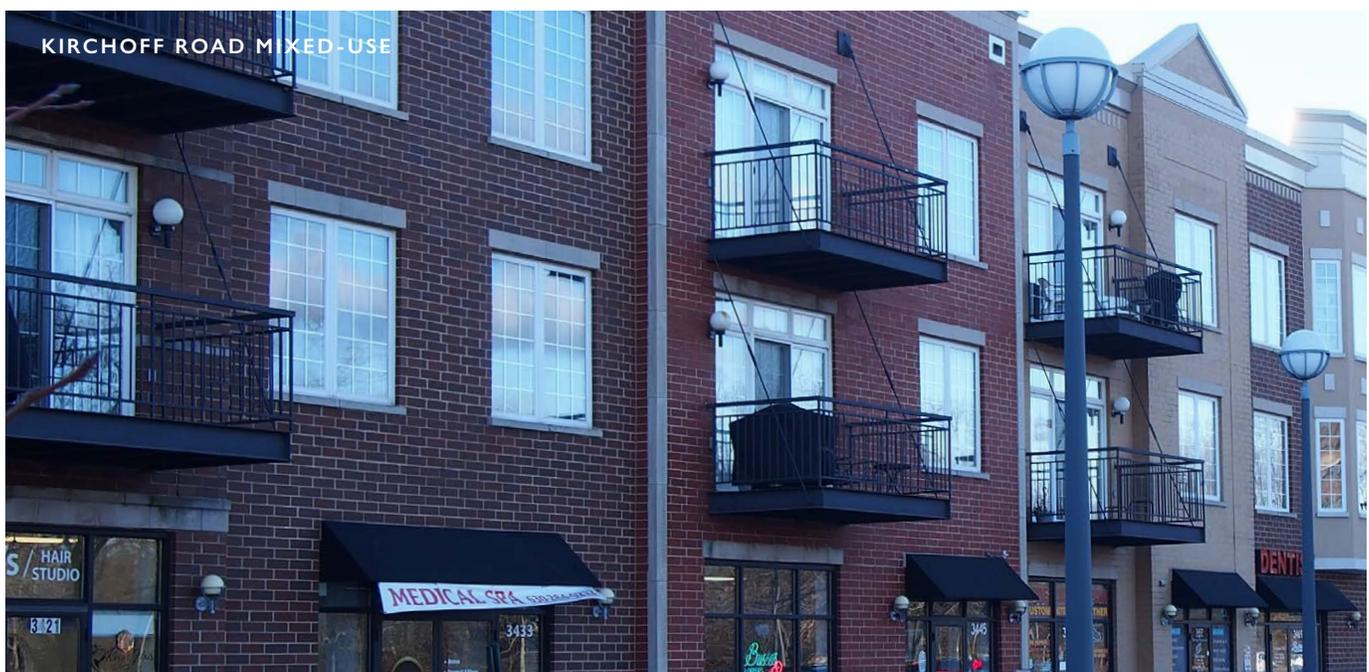
UPDATE REGULATIONS RELATING TO LANDSCAPING AND BUFFERING

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.~~

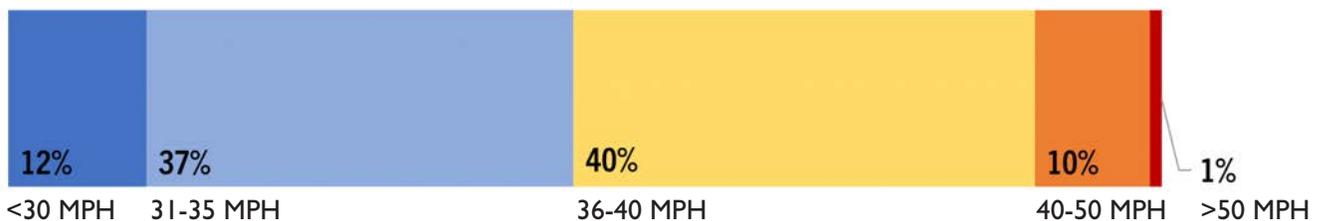
KIRCHOFF ROAD TRANSPORTATION

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.

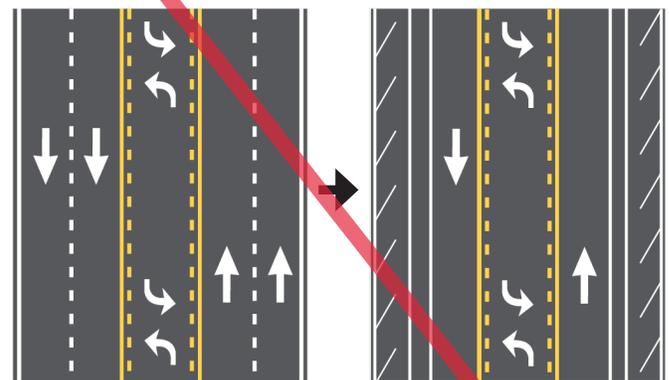
WHY IS A ROAD DIET APPROPRIATE FOR KIRCHOFF ROAD?

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	<i>Insufficient Data</i>	
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

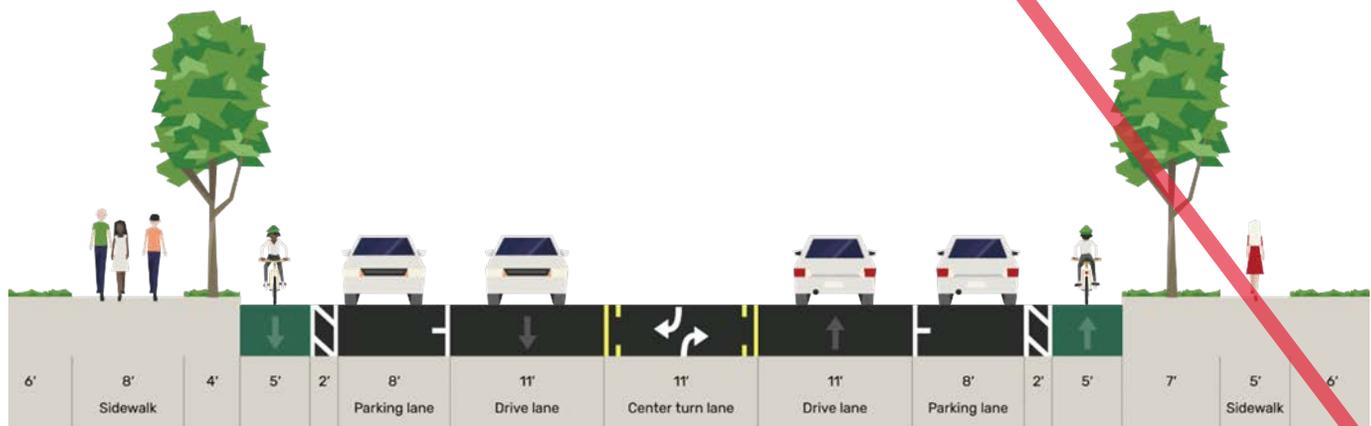
ROAD DIET RECOMMENDATIONS

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

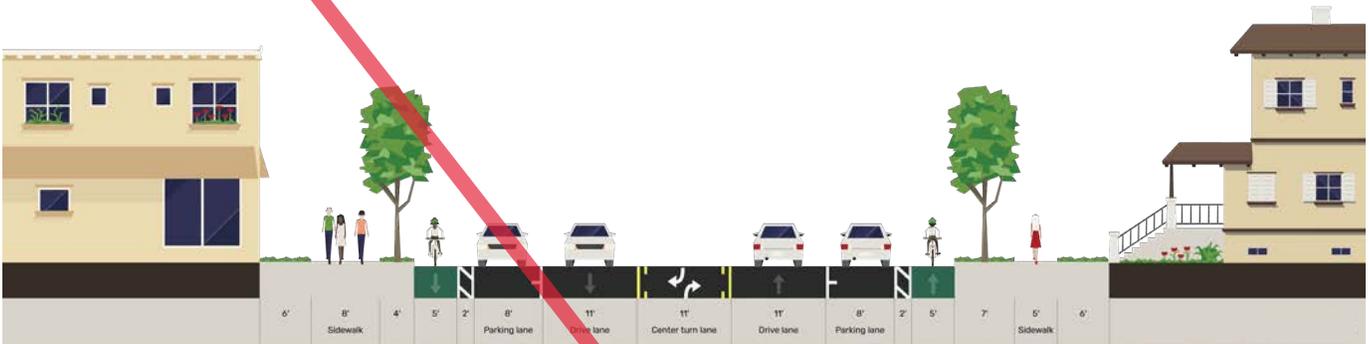


- LEGEND**
- Segment 1 - Flicker Lane to Owl Drive
 - Segment 2 - Owl Drive to Plaza Drive
 - Segment 3 - Plaza Drive to Meadow Drive
 - Segment 4 - Meadow Drive to west of Dove Street

SEGMENT 1: FLICKER LANE TO OWL DRIVE

This segment of Configuration I exhibits the following characteristics:

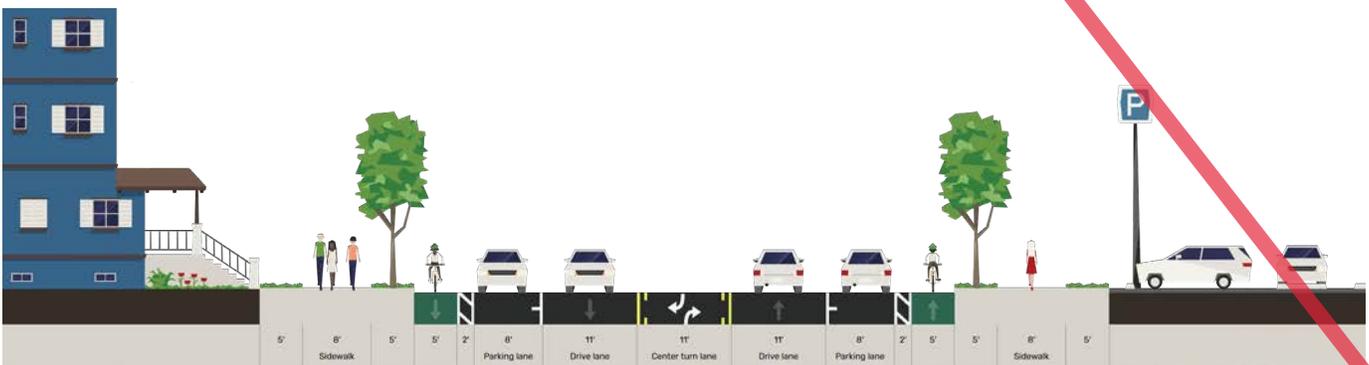
- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for 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:

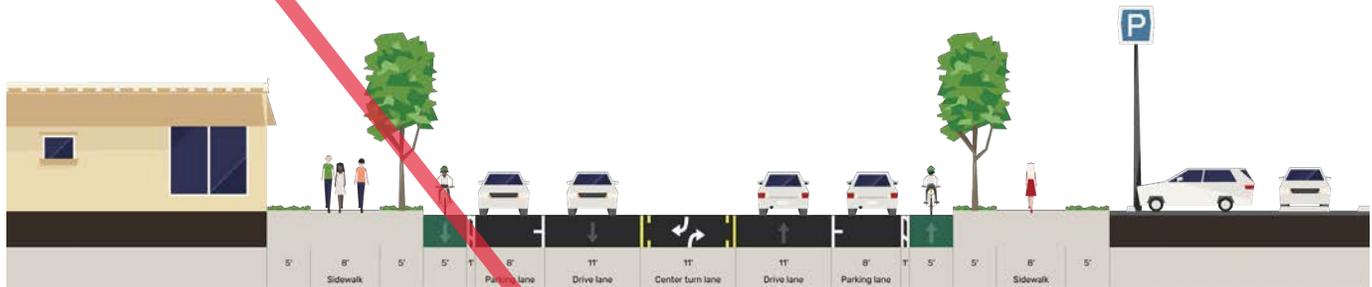
- Oriented looking east along Kirchoff Road and cross section located near Library Road.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced 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:

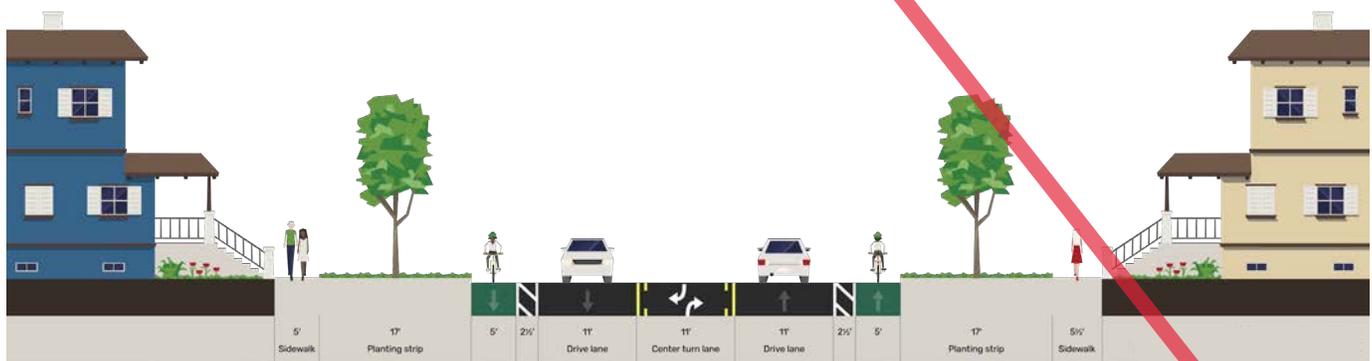
- Oriented looking east along Kirchoff Road and cross section located west of Comet Frozen Custard.
- Buffer striping between bike lanes and on-street parallel parking reduced by 1 foot to accommodate reduced overall roadway width.



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 AND MOBILITY

The original draft version of this plan included a significant transportation component. It proposed to reduce the number of lanes on Kirchoff Road to three lanes in order to add bike lanes, create public parking, and reduce speeding. A traffic study of this concept, attached, was performed to evaluate this concept and the study concluded that the reconfiguration was viable.

At the direction of the Rolling Meadows City Council, this set of recommendations have been omitted from the final plan. The discussion of these recommendations formed the bulk of this section.

--

Prior to the road reconfiguration proposal, the City had performed a safety & warrant study at the intersection of Kirchoff and Owl following a pedestrian fatality that occurred mid-block to the east. This study showed that there were no warranted improvements at this intersection in the road's current configuration, and this finding is likely to be repeated elsewhere unless there are significant changes in the utilization of the roadway. While there may be public demand to install an unwarranted signal or traffic control method, these interventions would be more disruptive than a lane reconfiguration or reduction as originally proposed. Preserving existing traffic flow and Kirchoff Road's utility as a thoroughfare was a primary reason cited by members of the public in opposing the original lane configuration concept.

While this study acknowledges these public concerns as valid and important, the study process did not identify any alternative solutions before its conclusion. Action 4.1 captures this desire to continue to study these problems; it was drafted in the final stages of the study process after public engagement concluded and substantially duplicates a current 2019 Comprehensive Plan policy for Kirchoff Road. Actions 4.2 and 4.3 were proposed during the study process independent of the lane reconfiguration.

ACTION STEPS

ACTION 4.1

**** Minor Bicycle and Pedestrian Improvements ****

Without changing the lane configuration of Kirchoff Road, continue efforts to identify improvements that better connect bicyclists and pedestrians between the mix of uses in the corridor and to trails in the area. Both enhancements will increase safety and use in the area, bringing potential customers to the District.

[RENUMBER OTHER ACTIONS SEQUENTIALLY]

~~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.

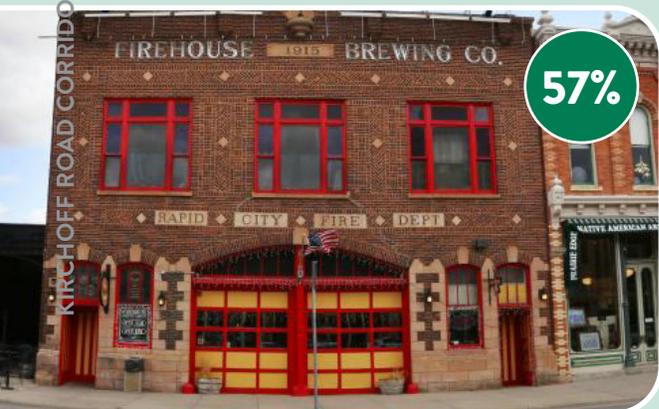
MIXED USE PREFERENCES

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

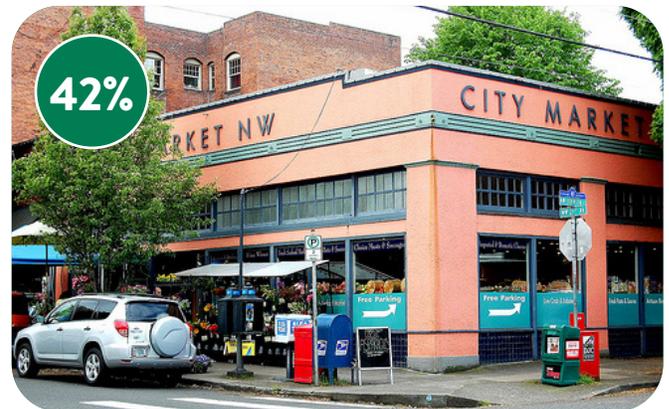




COMMERCIAL PREFERENCES

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.



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.~~

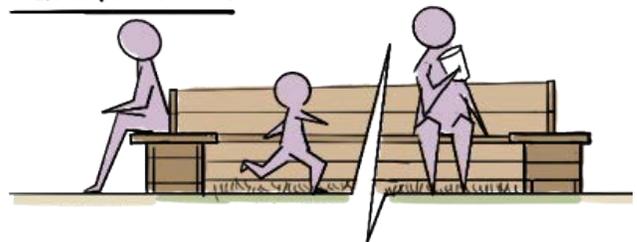
Because each site is constrained as to size and depth, the City will need to be flexible in implementing these concepts through planned developments or other tools. The drawings in this Section assumed a public parking supply would reduce the pressure on private development to provide on-site parking. These concepts may remain economically viable without public parking, but will require more land area than shown to be devoted to parking rather than green space, landscaping, or public amenities. Rolling Meadows may be able to recapture some of these benefits through public streetscape investments that were not planned during this Study.

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

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 site by creating a unique micro-campus destination that is not competing with the nearby parks in 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 commercial gateway feature on both the western and eastern corners of the site. A pocket park on the western portion of the site, close to the residential neighborhood. Parking would require the development of parking nearby.

COMMUNITY FEEDBACK

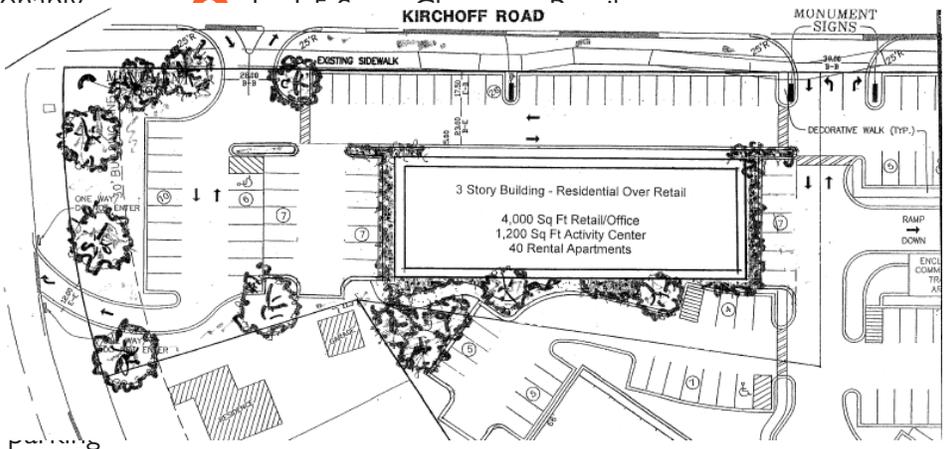
When asked to identify their favorite site features, 75 percent of community survey respondents identified the public outdoor terrace with pavers and outdoor furniture. 50 percent of respondents identified the integrated pocket park. 25 percent identified the building access from Kirchoff Road sidewalk, and 25 percent identified the community branding opportunity. (Concept 1) was preferred by 50 percent of respondents. Many noted that they would like to have green space near the intersection of the building at the center of the site. The publicly-accessible terraced area was also noted as they felt that this concept fit the needs 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)



The limited shallow size of this lot will make it difficult to develop for retail or service commercial. Because the site cannot rely on parking elsewhere, it is likely that the only viable commercial use of the site would require allocating most or all of the site to building and parking similar to the site's original plan of development. [INSET IMAGE ABOVE.] Alternatively, the City could develop this as an exclusively public facility. This would, however, further reduce the potential for redevelopment and economic activity within the Corridor.

EXISTING CONDITIONS



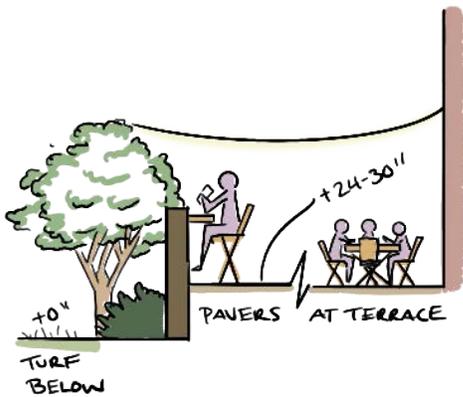
The Kirchoff Road Steering Committee and members of the public emphasized that the nearby access to parks meant that a public park was not a necessary addition, but supported the limited amenities provided in these mixed concepts. While the change in parking strategy occurred after the conclusion of the public engagement phase, the project team believes it is unlikely that stakeholders would have supported *either* a higher-intensity development at this corner as originally approved *or* the permanent development of this space as a public park or facility. It may be difficult to gain support for either of these concepts within the limited timespan available to utilize the TIF funding available for this site.

FIGURE 17. SITE 1 CONCEPT 1

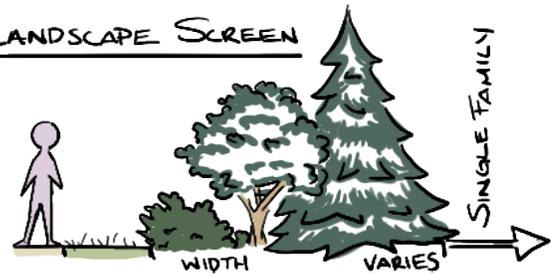


FIGURE 18. SKETCHES OF SITE ELEMENTS

TERRACE AT MIXED USE



LANDSCAPE SCREEN



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

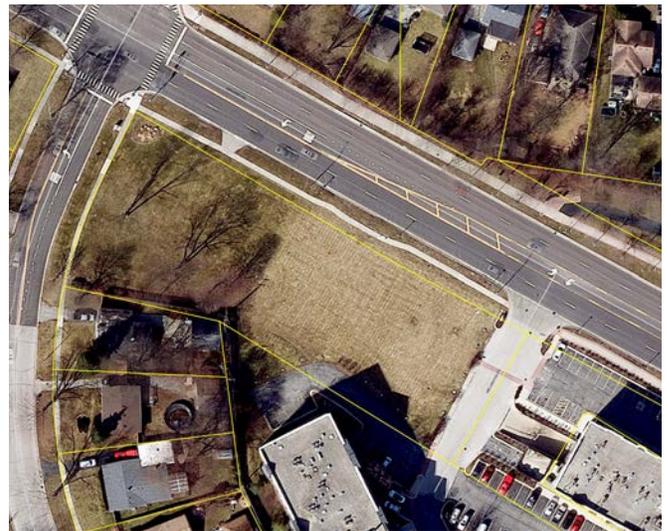


FIGURE 19. SITE 1 CONCEPT 2

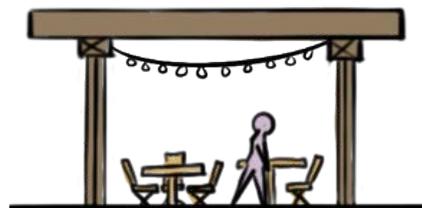


FIGURE 20. SKETCHES OF SITE ELEMENTS

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

These activation concepts requested by residents may be difficult to realize within the site's constraints. In particular, because of the limited parking supply on-site together with market conditions and the building's physical condition, the market may only support reuse of the first floor for the foreseeable future. While residential would be a practical use of the second floor that requires less parking and is consistent with the historic use of the building, the inability to provide a separated or private parking facility for these users combined may hinder these proposals. Ultimately, use of the second floor (if any) may be of very low intensity unless rents are offered significantly below market or are tied to a public subsidy beyond that necessary to achieve the adaptive reuse of this historic building.

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

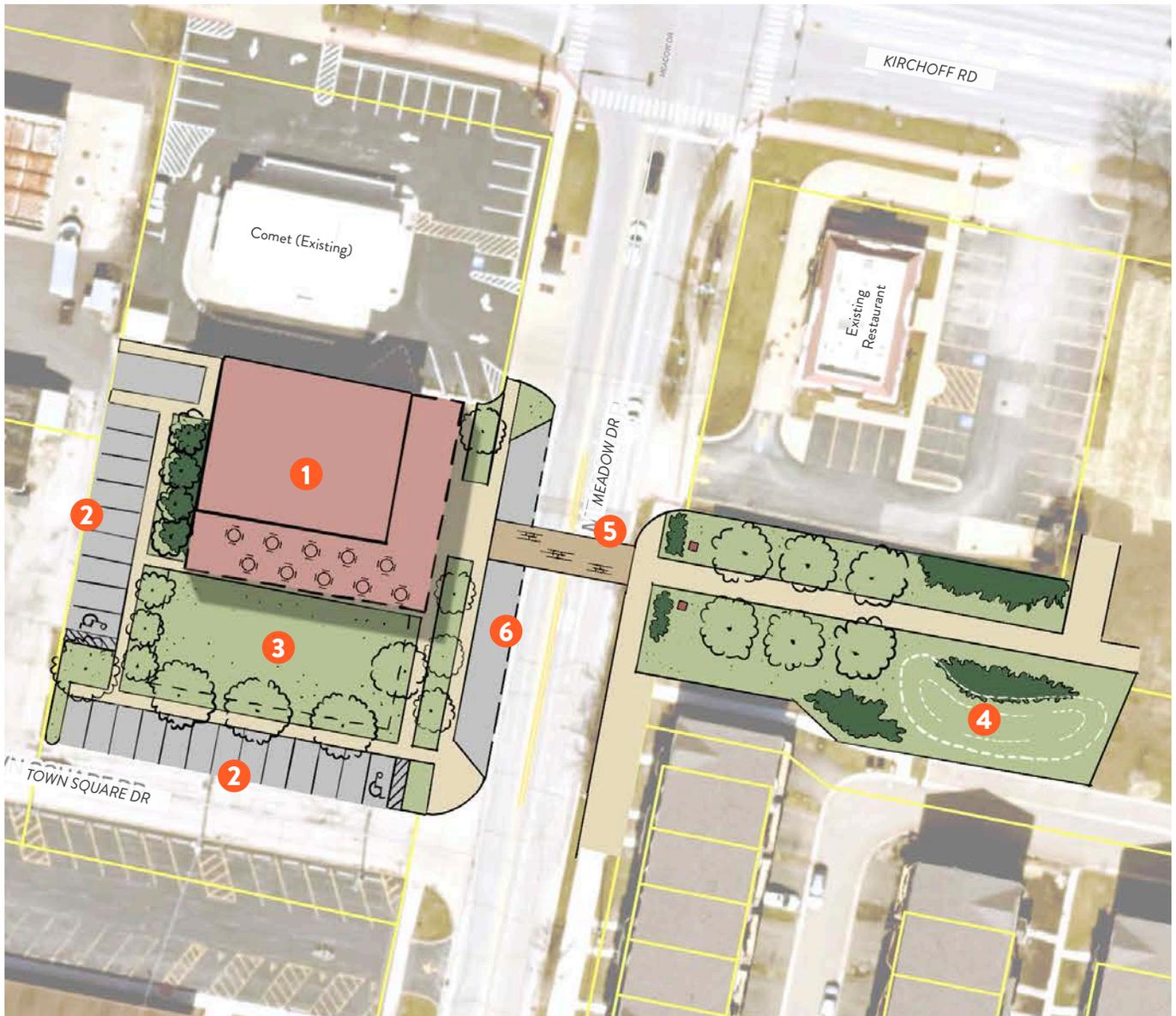


FIGURE 22. PERSPECTIVE SKETCH OF SITE CONCEPT



OPPORTUNITY SITE 3: KIRCHOFF ROAD & IRIS AVENUE

This unique 1.5-acre property has extensive frontage along Kirchoff 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 Kirchoff Road is a component ~~of each plan~~, as well as connectivity to the nearby Fire Station site and the pedestrian network on Kirchoff 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

As an alternative to the Overlook and Shelter (#6), a different concept considered during the Study process utilized the stormwater detention pond for the townhome development as an asset, envisioning it as an upgraded feature. This concept had positive community feedback with 63% identifying it as their favorite feature for this. The sketches below illustrate this alternative element that could be incorporated. The townhome homeowner's association will need to participate in the reconfiguration of this feature.

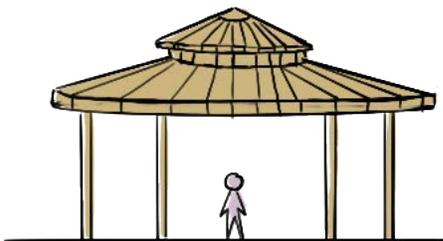


FIGURE 23. SITE 3 CONCEPT 1

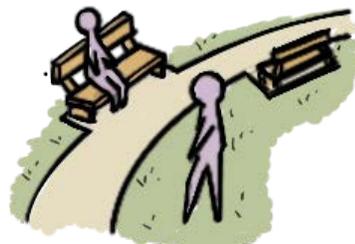


FIGURE 24. SKETCHES OF SITE ELEMENTS

SHELTER



BENCH AND PAD AT LAWN



Include this as a new/alternate bullet under Concept 1.

Retain the below Design Principles

OPPORTUNITY AT THE CORNER OF 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.

DESIGN PRINCIPLES FOR SITE 3

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

- Maintain an active, engaging frontage on Kirchoff 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



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



— Community Stakeholder

FIGURE 25. SITE 3 CONCEPT 2

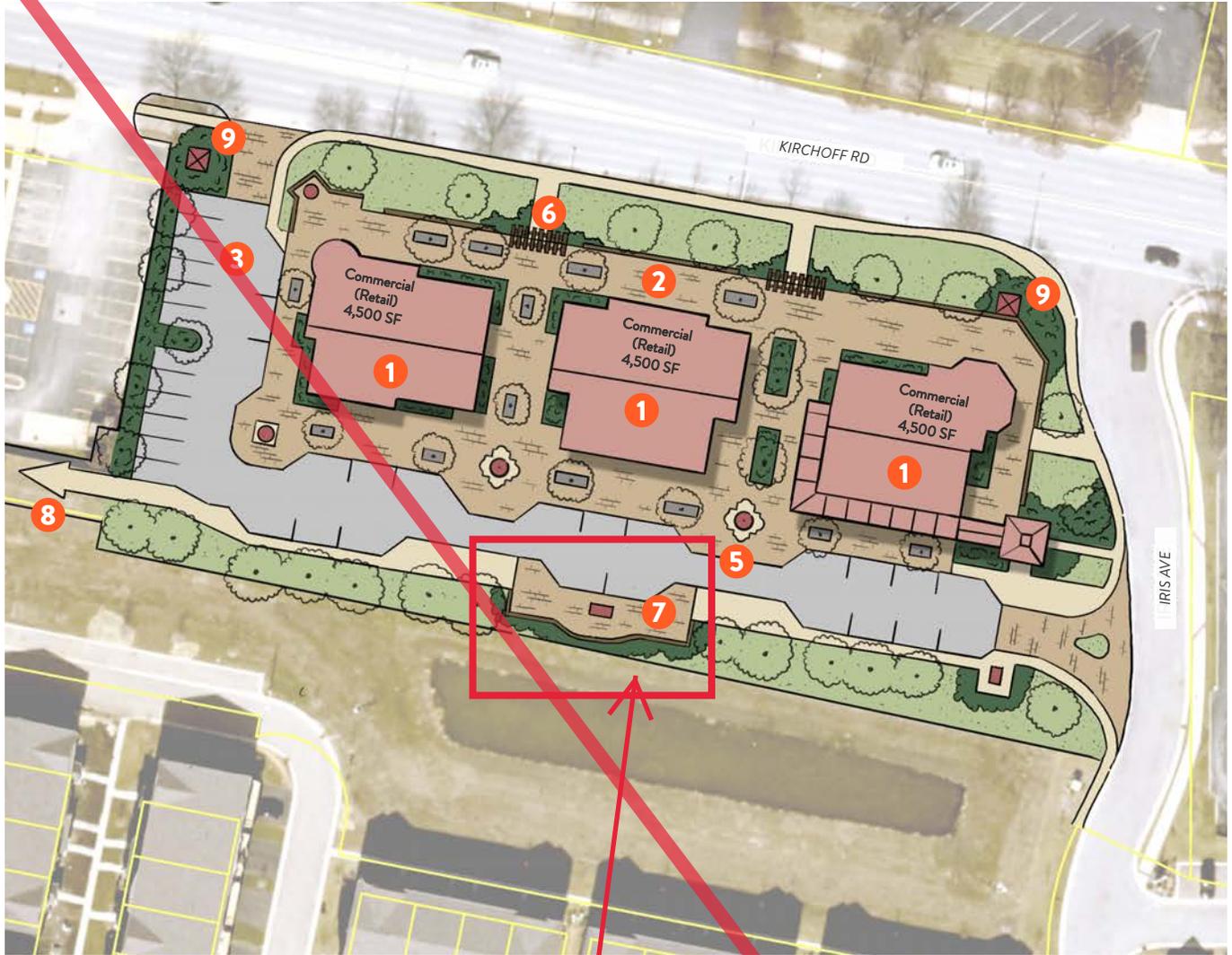
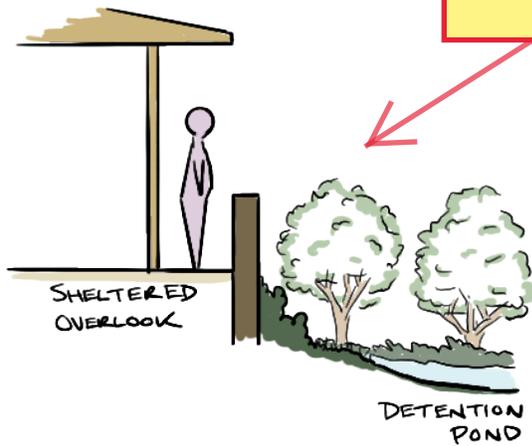


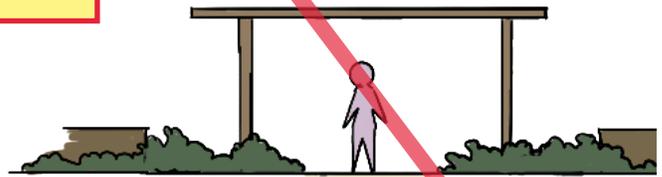
FIGURE 26. SKETCHES OF SITE ELEMENTS

DETENTION POND OVERLOOK



Show this overlook as an alternate treatment under concept 1

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

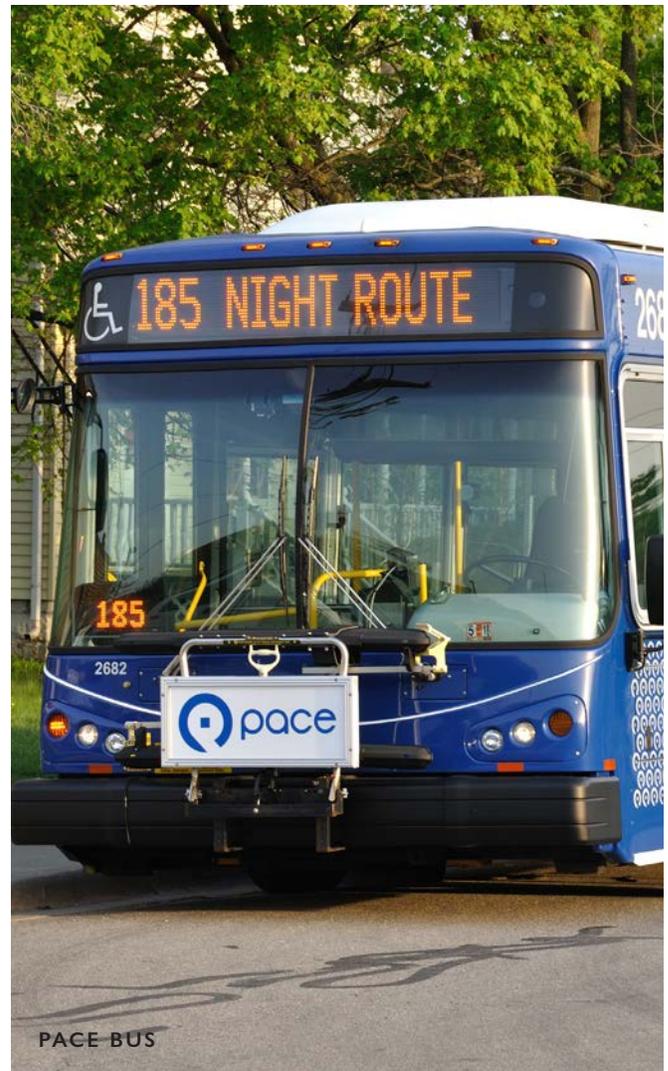
Rolling Meadows and the Corridor receive only limited service from Chicago's regional transportation agencies. The nearest commuter rail (Metra) stations are at Arlington Park or Arlington Heights along the Union Pacific – Northwest line. During the COVID-19 pandemic, Pace (Chicago's regional suburban 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.



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
Placemaking & Open Space				
Corridor Gateways				
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	
Corridor Wayfinding				
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	
Kimball Hill Park				
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 Folling 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
Economic Development				
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
Zoning & Regulatory Environment				
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
Transportation & Mobility				
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 Adocate 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

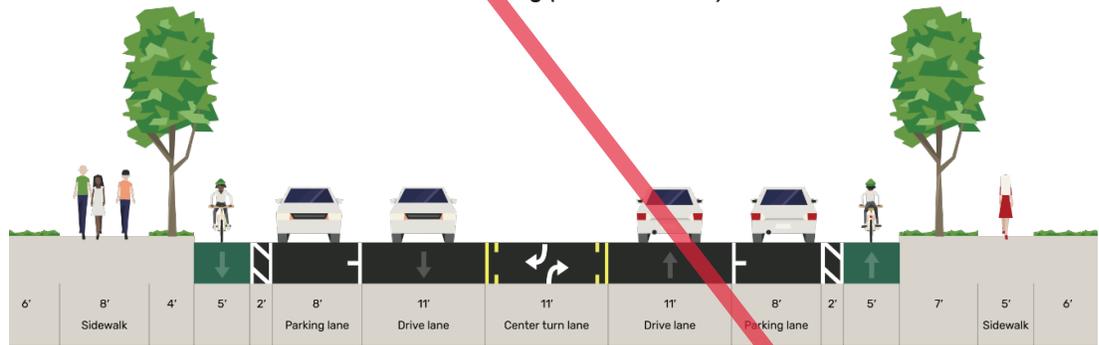
Road Diet Configurations

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.

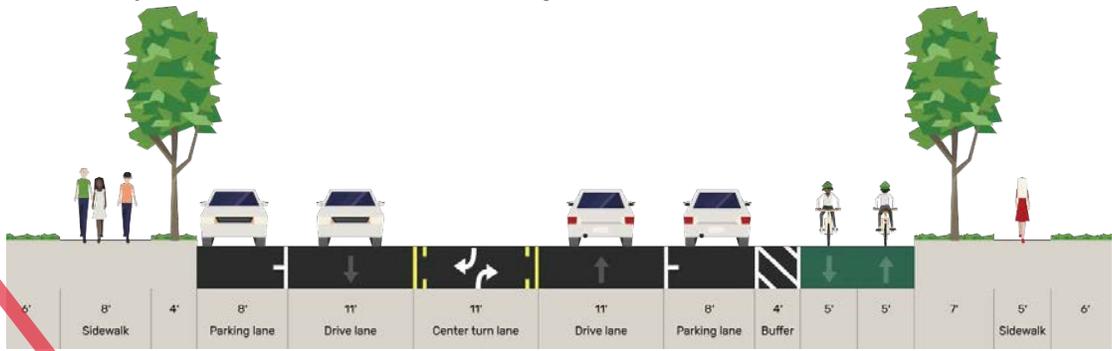
The four road diet configurations that were screened are summarized below:

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



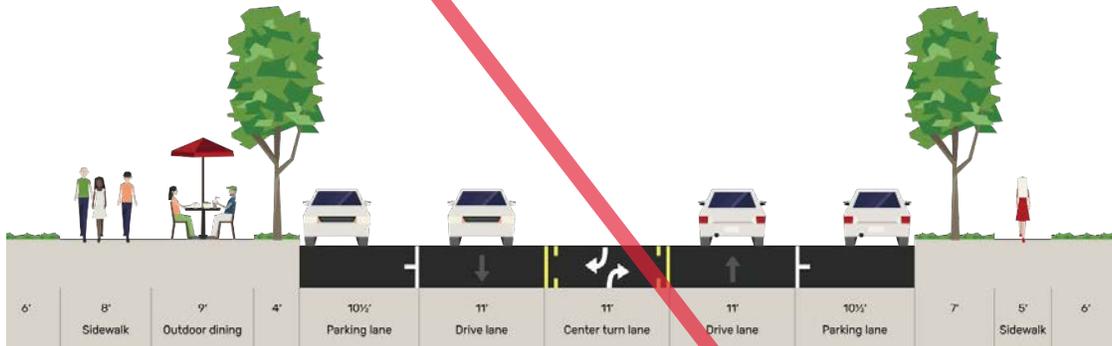
Kirchoff Road would be right-sized from a 5-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a 3-lane cross section (two lanes in each direction plus a two-way left-turn lane). Protected bike lanes would be striped adjacent to the curb, and on-street parallel parking 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



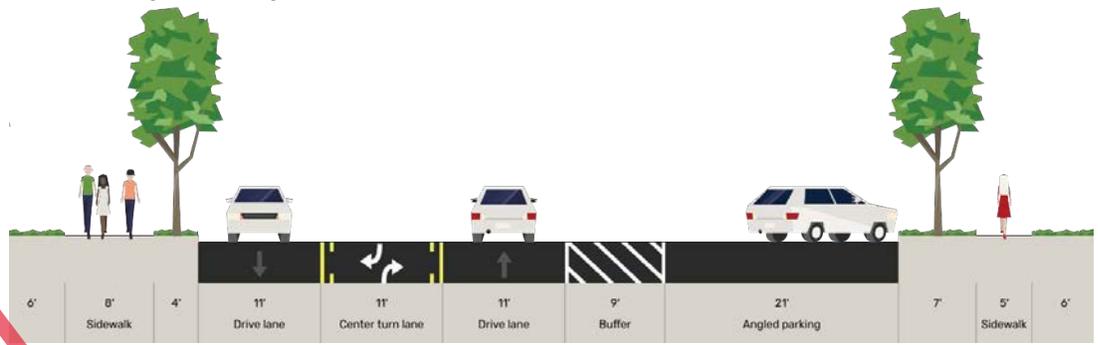
Kirchoff Road would be right-sized from a 5-lane cross section (two lanes in each direction plus a two-way left-turn lane) to a 3-lane cross section (two lanes in each direction plus a two-way left-turn lane). A cycle track, which can be described as side-by-side bike lanes, would be striped adjacent 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.

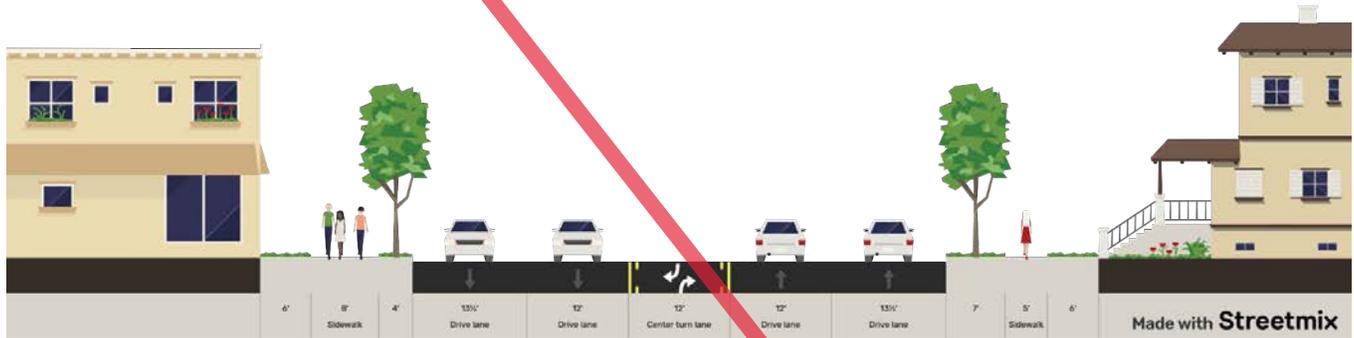
Sample cross sections for each of the four road diet configurations, along with the current Kirchoff Road existing conditions, are depicted on the following pages to provide more context as to how the configuration would appear once constructed. Each cross section is located just east of Owl Drive near 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)

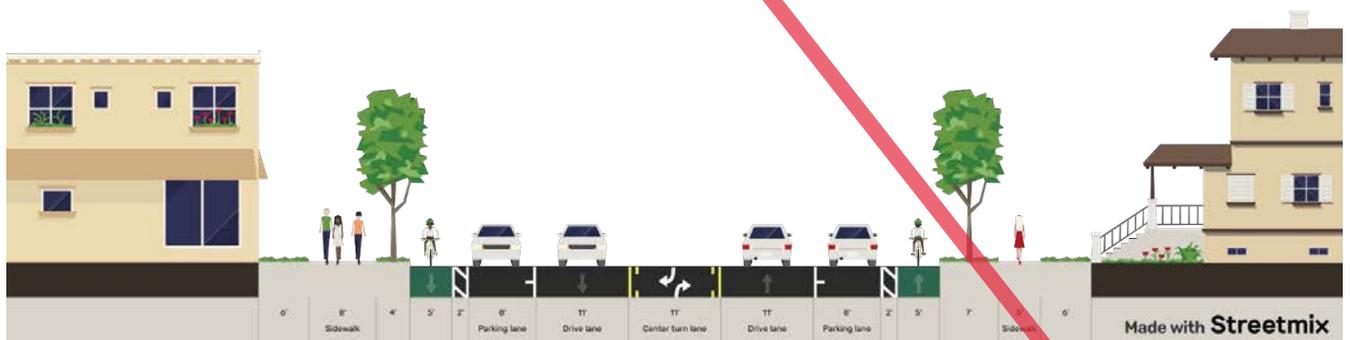


- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- No separation between pedestrians and cyclists.
- Road design promotes speeding and is overcapacity for the current amount of traffic.
- Difficult for pedestrians to cross five lanes of traffic.

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 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 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)

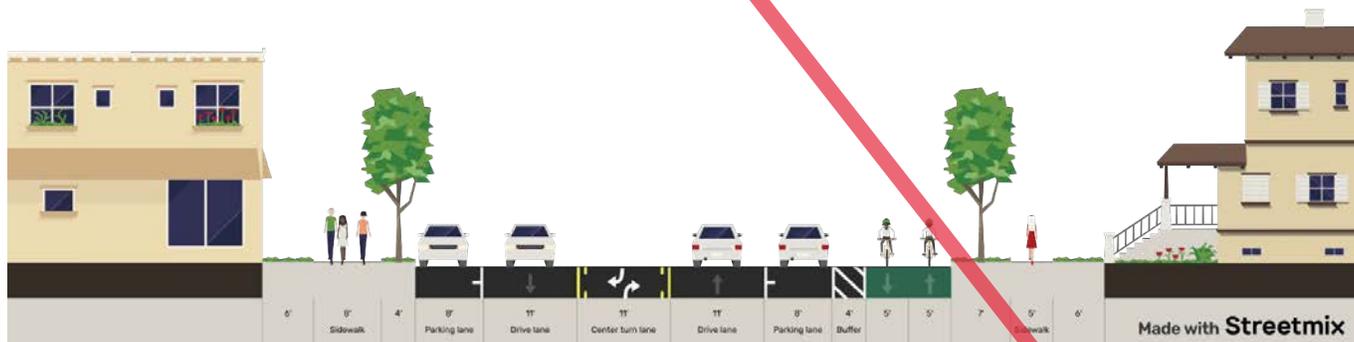


- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for 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>	-3-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 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

Kirchoff Road (Config 2)

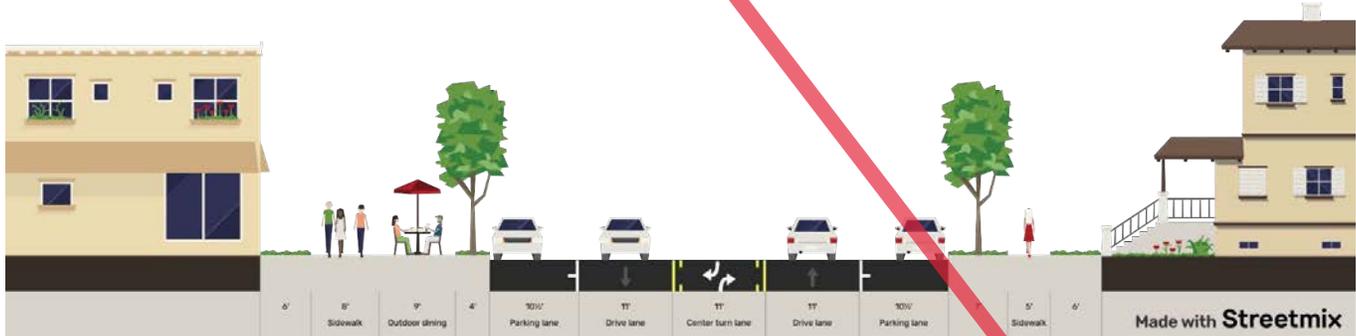


- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking and separation between pedestrians, cyclists, and vehicles.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for 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 lanes 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)

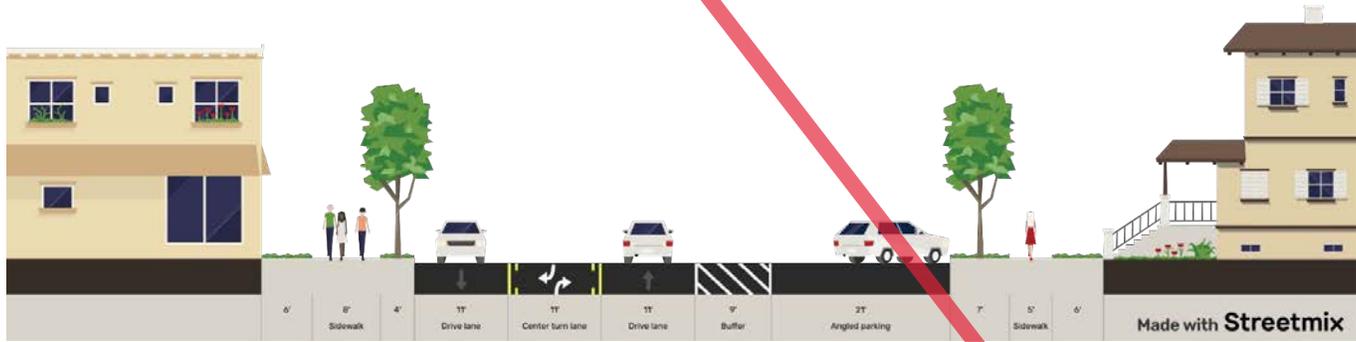


- Oriented looking east along Kirchoff Road and cross section located just east of Owl Drive.
- Provides on-street parallel parking. No separation between pedestrians and cyclists.
- Speed limit reduced to 30 MPH and reduced crossing distance for pedestrians.
- Road design right-sized for current traffic 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 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 lanes 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 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 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 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 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
<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 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 TWLTL)	-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

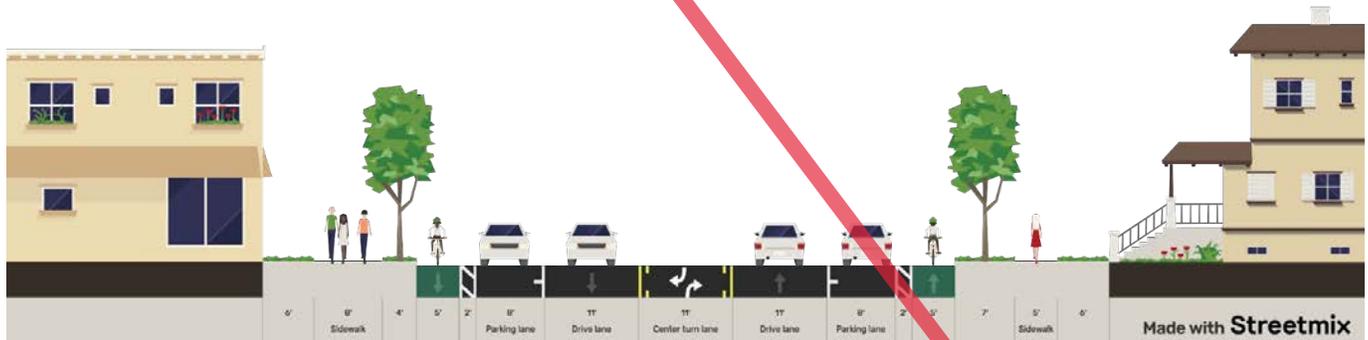
Recommended Road Diet Configuration

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.

Kirchoff Road – Recommended Road Diet Configuration 1 from Owl Drive to Plaza Drive (Segment 2)

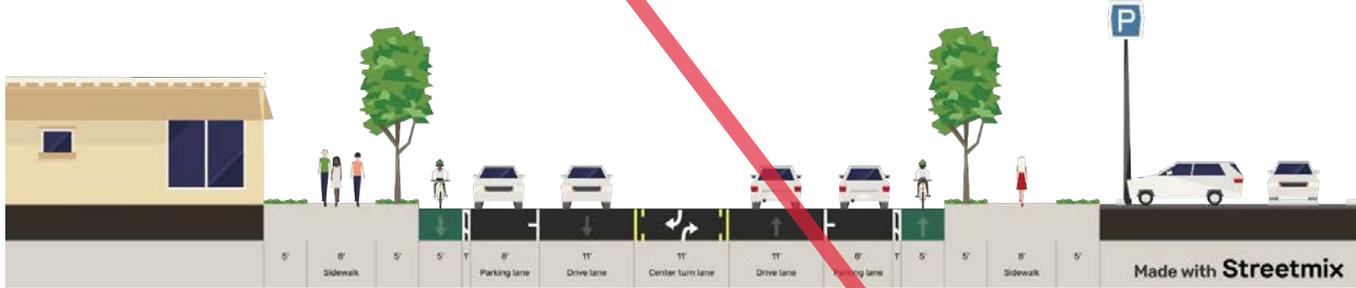
Kirchoff Road (Config 1 - Segment 2)



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

Kirchoff Road – Recommended Road Diet Configuration 1 from to Plaza Drive to Meadow Drive (Segment 3)

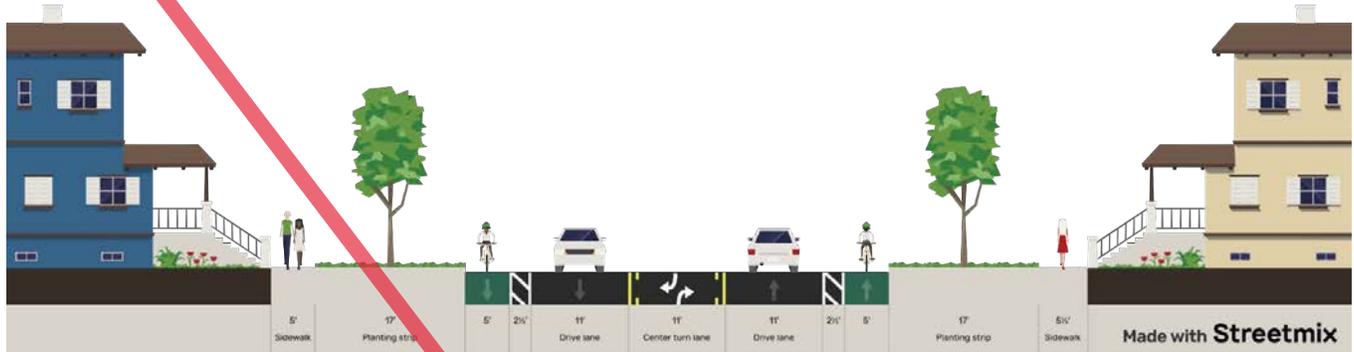
Kirchoff Road (Config 1 - Segment 3)



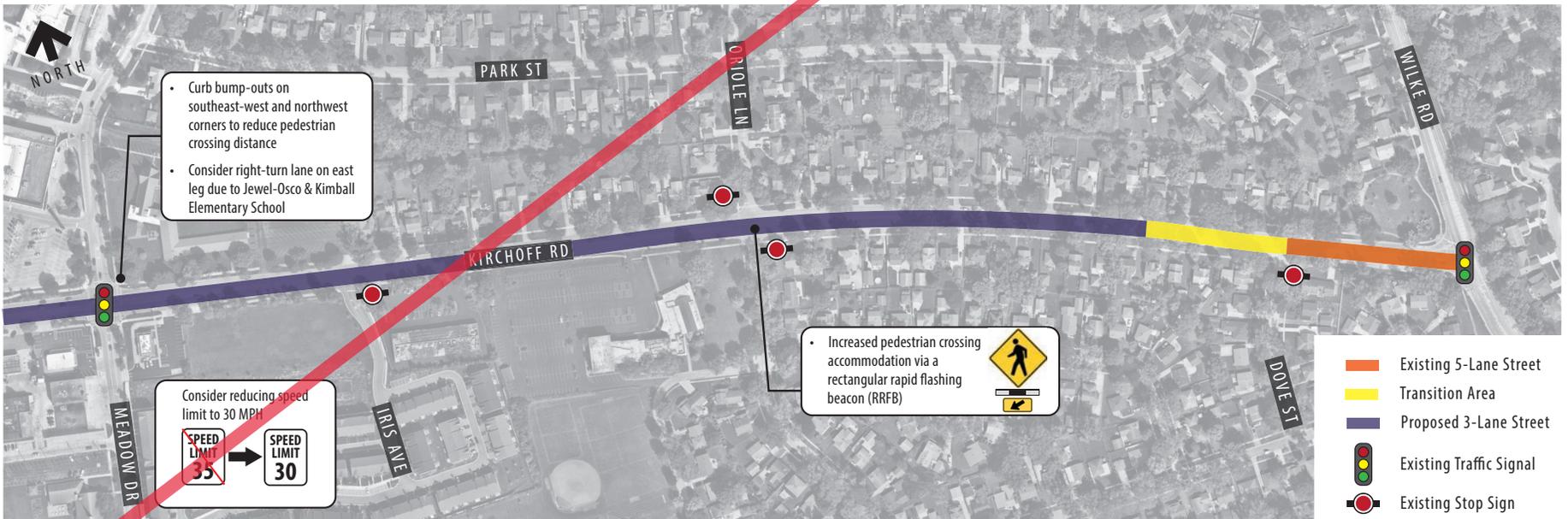
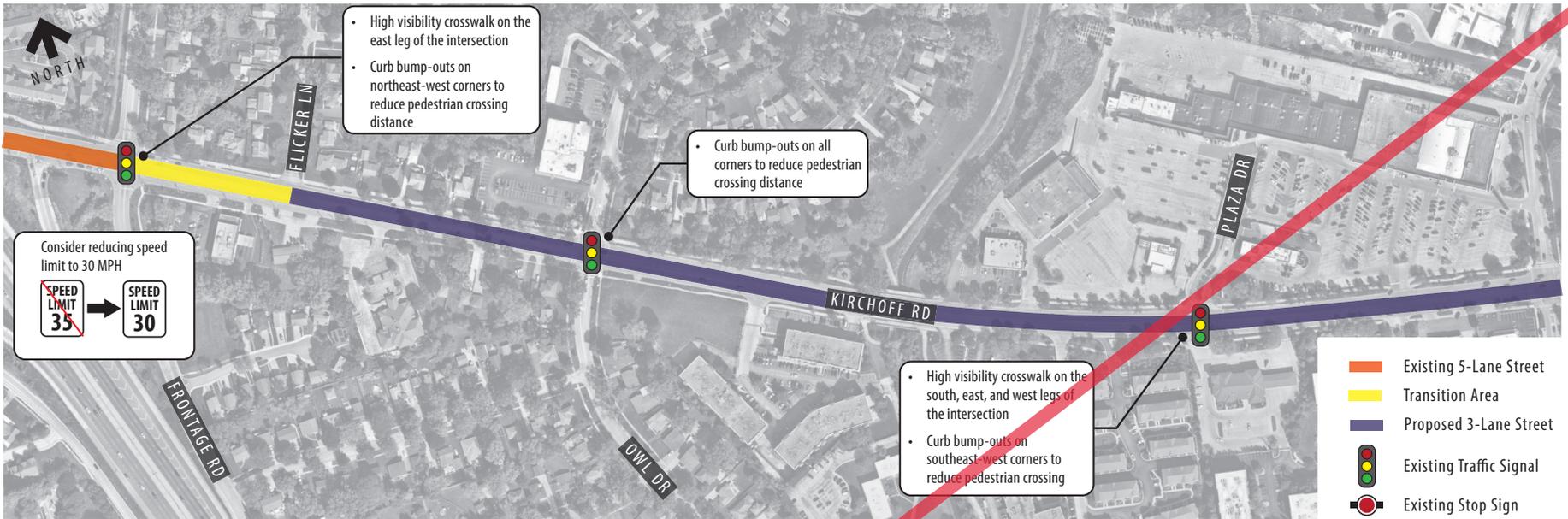
- Oriented looking east along Kirchoff Road and cross section located west of Comet Frozen Custard.
- Buffer striping between bike lanes and on-street parallel parking reduced by 1 foot to accommodate reduced overall roadway width.

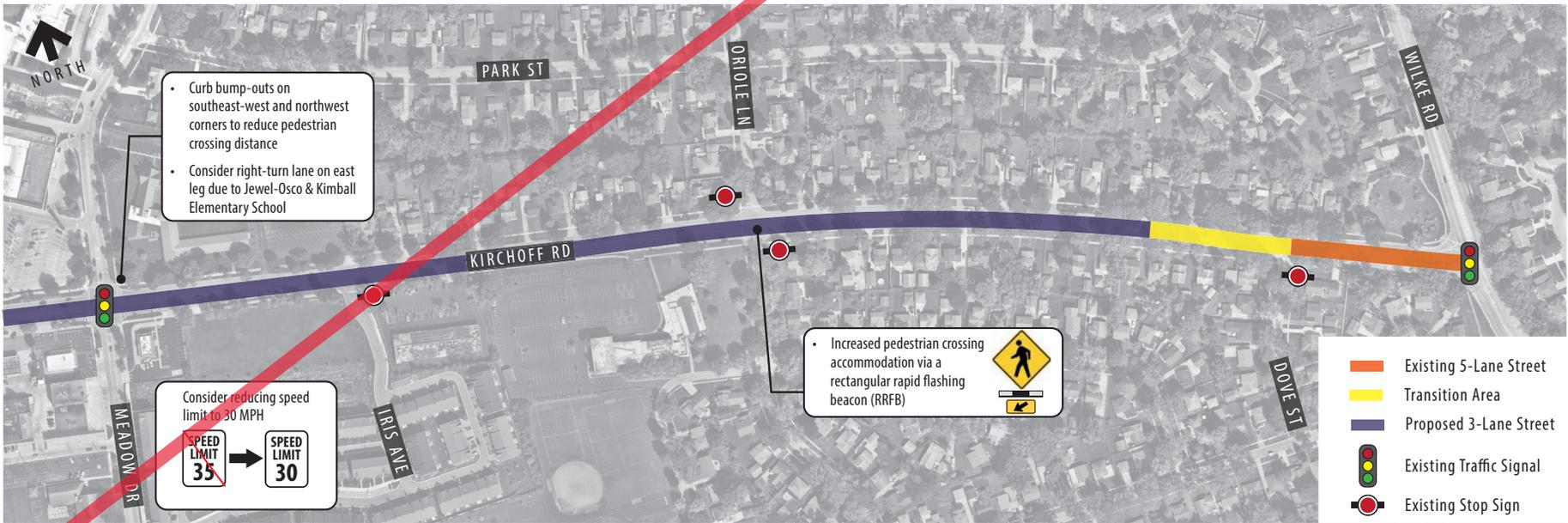
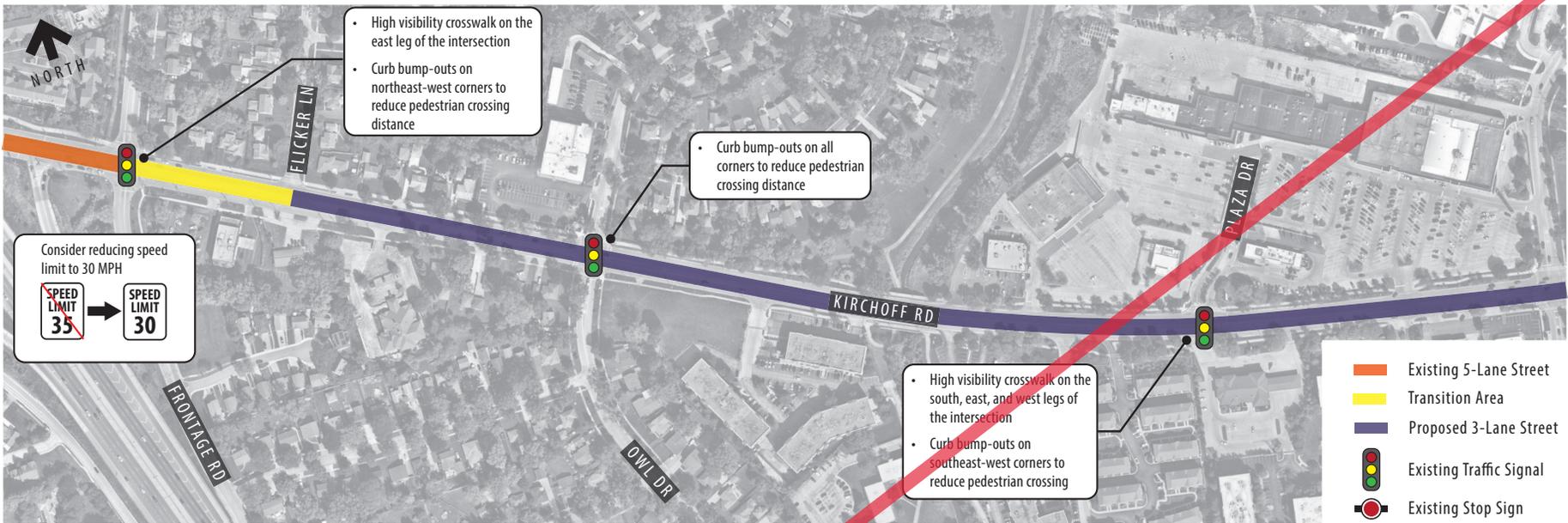
Kirchoff Road – Recommended Road Diet Configuration 1 from to Meadow Drive to just west of Dove Street (Segment 4)

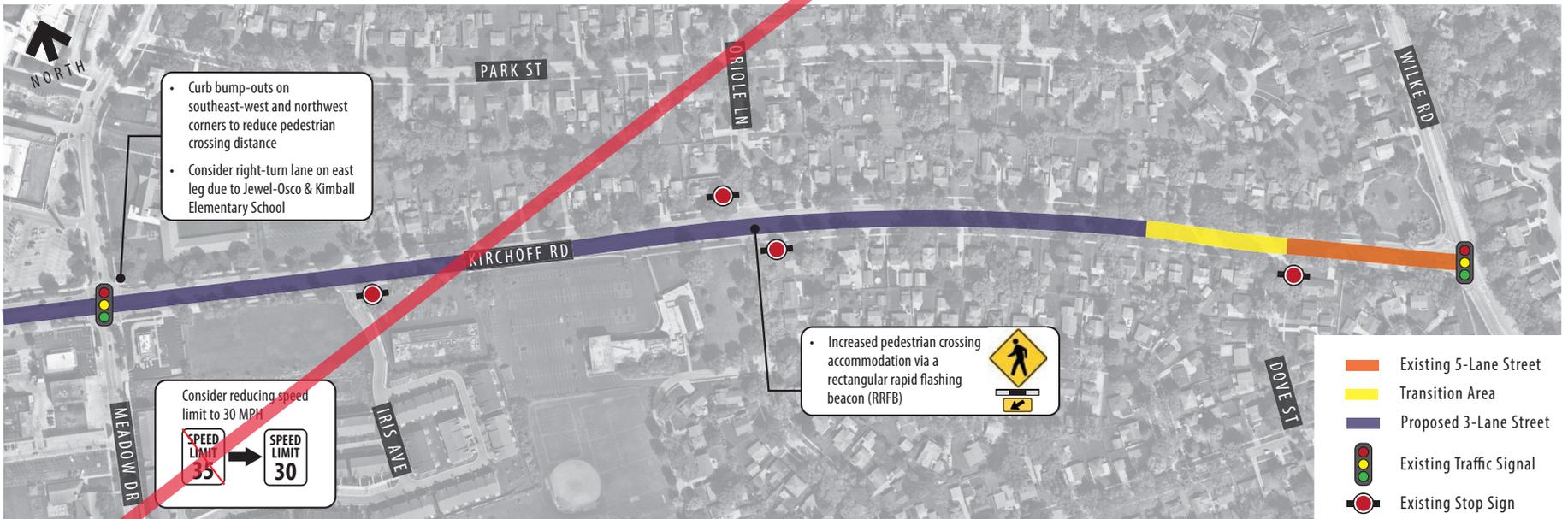
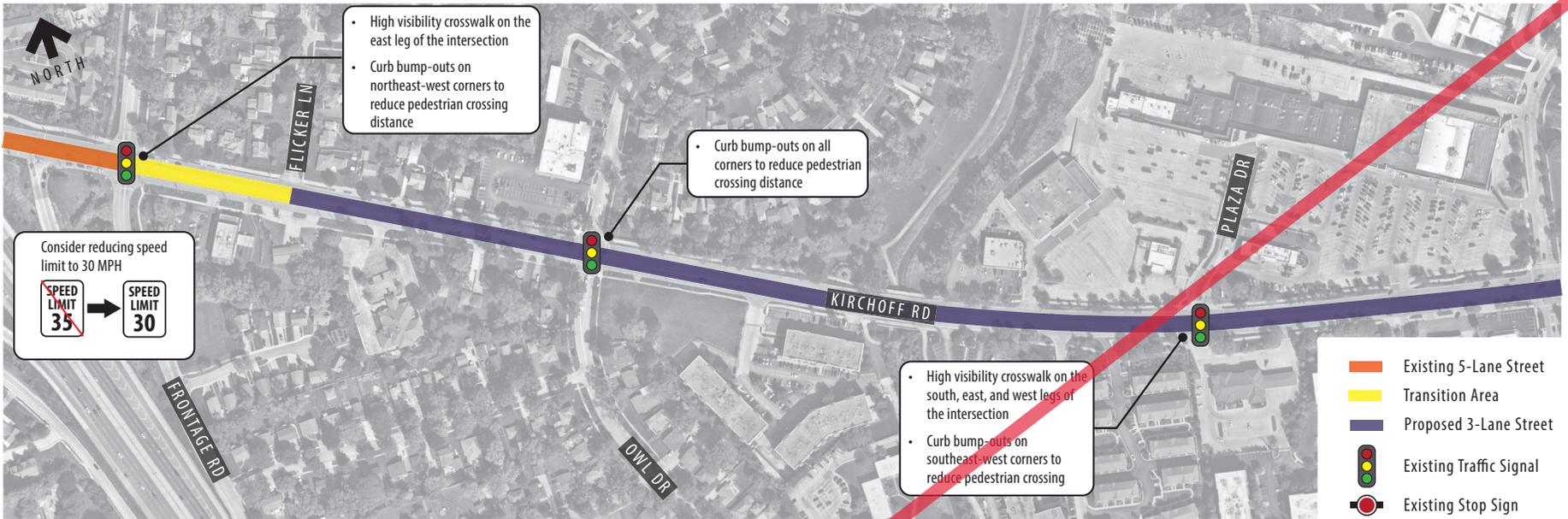
Kirchoff Road (Config 1 - Segment 4)

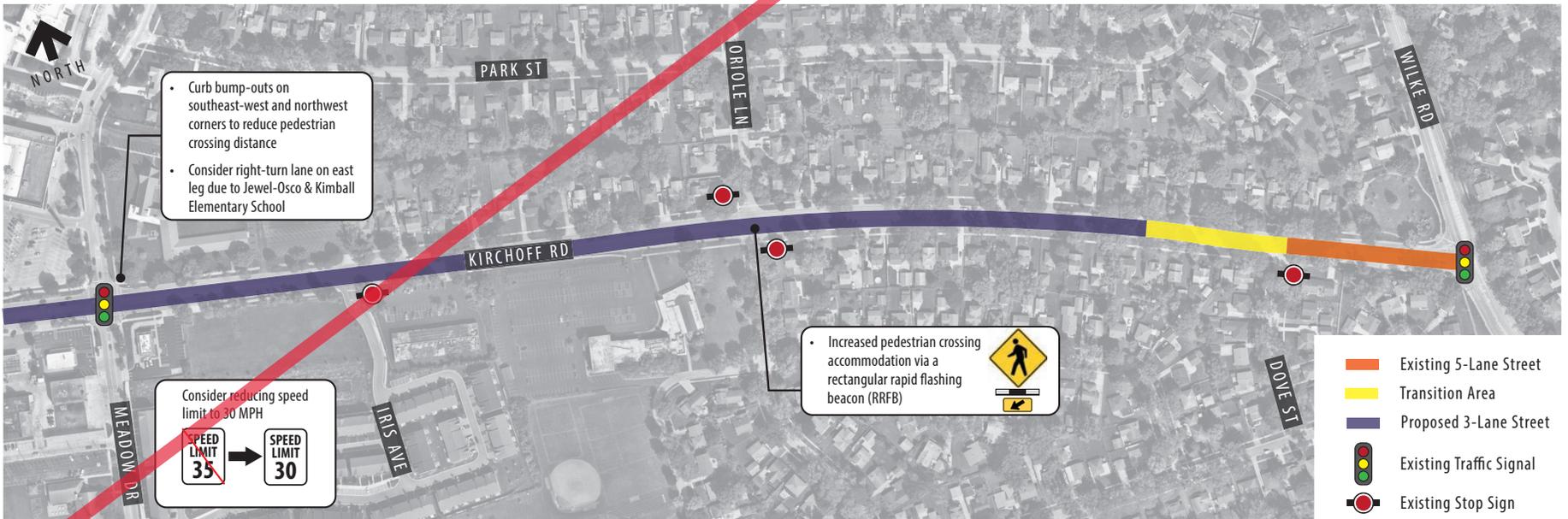
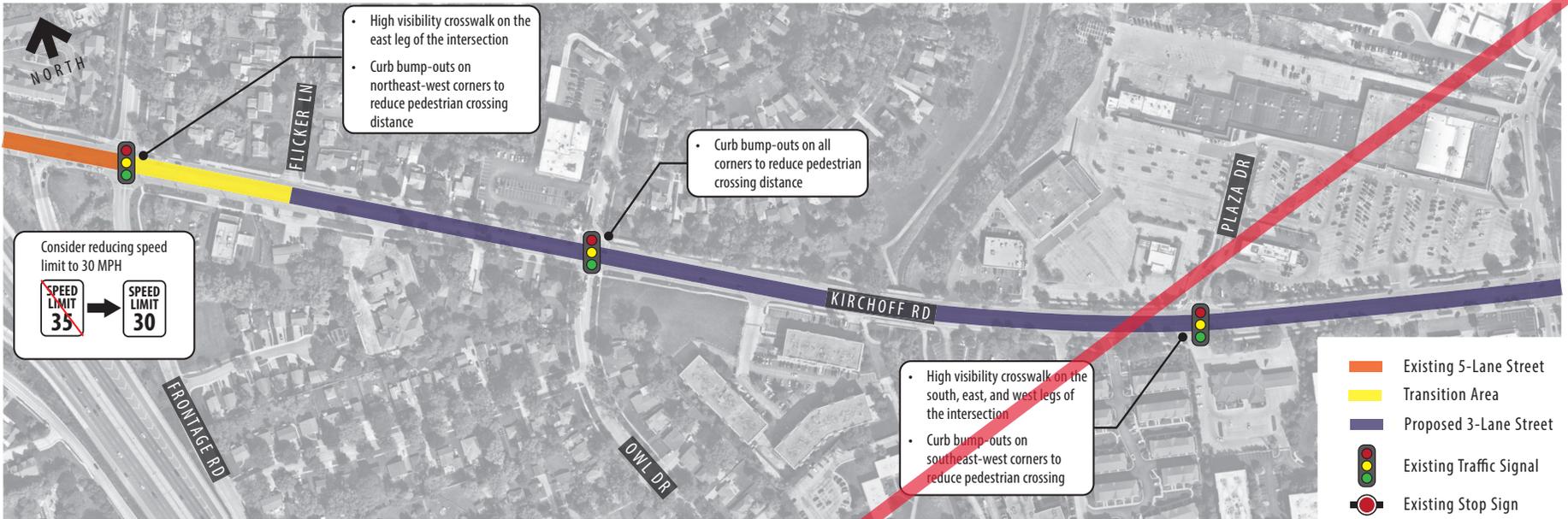


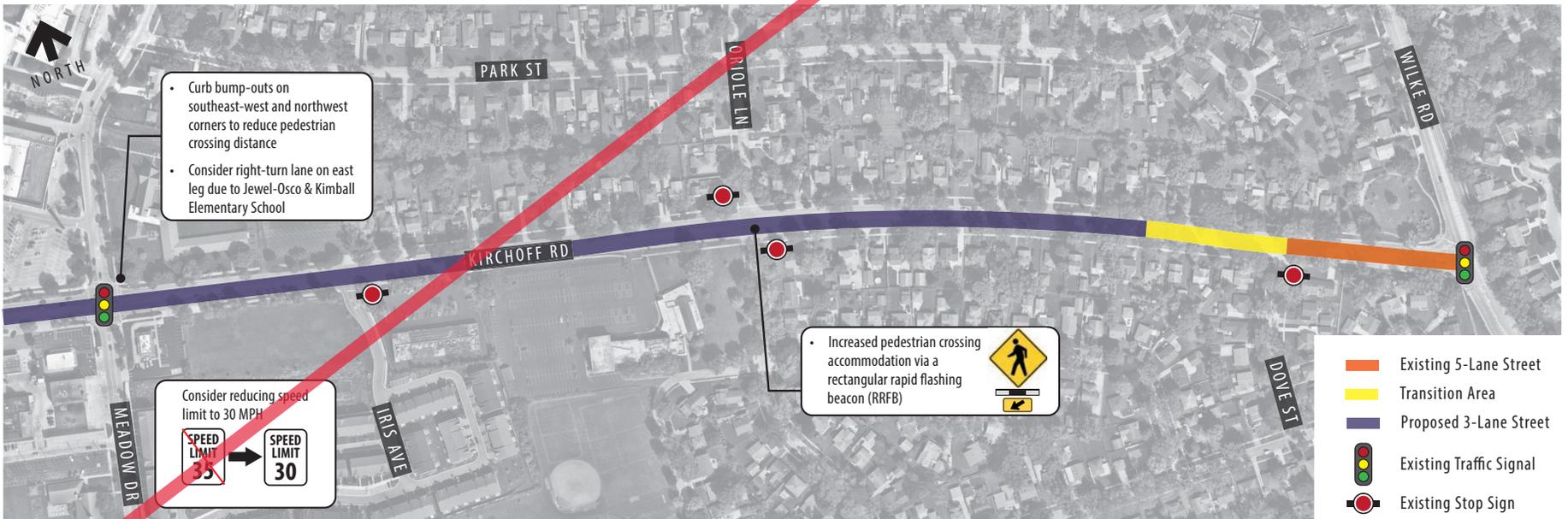
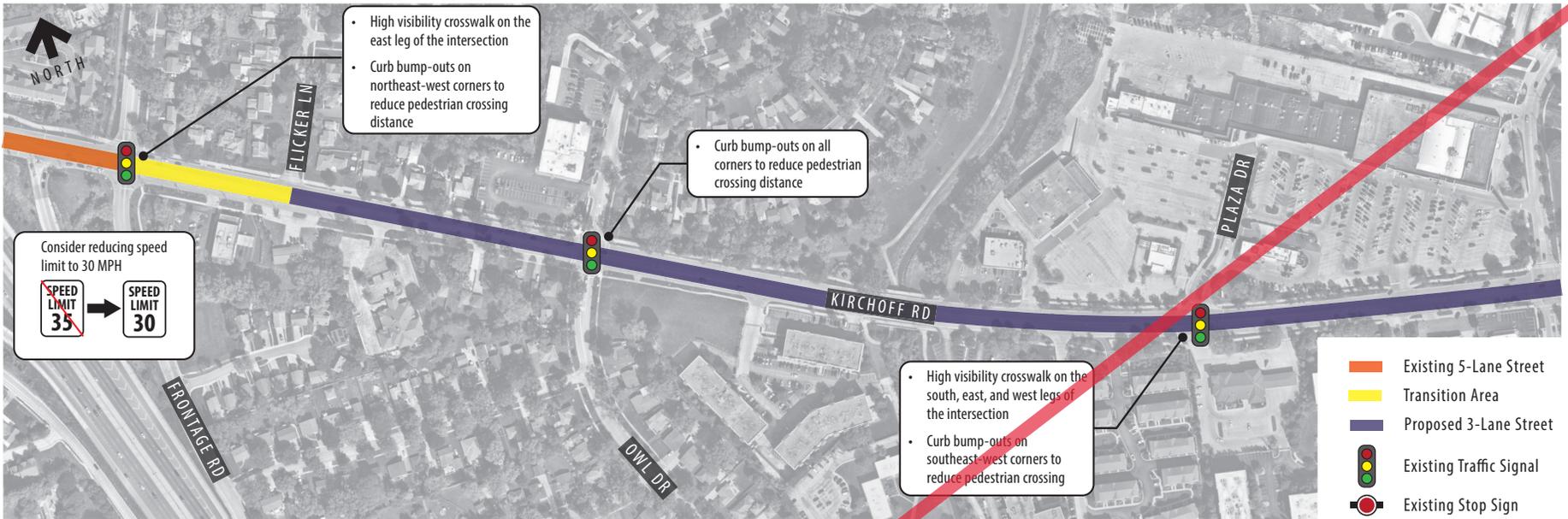
- Oriented looking east along Kirchoff Road and cross section located west of Dove Street.
- Generally no on-street parallel parking recommended in Segment 4 due to decreased roadway width and presence of residential land uses, however, on-street parallel parking can be considered near intersection of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











**INTENTIONALLY
BLANK**

ROLLING MEADOWS



**KIRCHOFF ROAD
CORRIDOR STUDY**



Kirchoff Road Reconfiguration Traffic Study



City of Rolling Meadows

August 21, 2025



EXECUTIVE SUMMARY

The City of Rolling Meadows has long envisioned Kirchoff Road as a centerpiece of the community, with the goal of creating a town center around the corridor. The 2024 Kirchoff Road Corridor Study recommended a lane reduction to achieve this goal but concerns were expressed that excessive congestion would result from a reduced cross-section. This report independently evaluates the existing traffic and safety conditions to expand upon the information provided in the Kirchoff Road Corridor Study.

Traffic Operations

Traffic on Kirchoff Road flows very well under current conditions, with travel times between Rohlwing Road and Wilke Road averaging between three and three and a half minutes during peak hours. Analysis of existing traffic operations using the Synchro/SimTraffic modeling package indicated a significant amount of spare capacity even during the morning and evening rush hours. Traffic from future locally planned developments and year 2050 traffic projections from the Chicago Metropolitan Agency for Planning forecast were incorporated into traffic models to analyze future traffic operations with the existing roadway geometry and with the reduced number of travel lanes.

Traffic analysis indicates that motorist delays for vehicles traveling east and west on Kirchoff Road would increase by approximately six seconds at each traffic signal with the reduced cross-section alternative. While the traffic analysis indicates that eastbound and westbound queues would be longer at traffic signals with the Kirchoff Road reconfiguration alternative, these queues are able to clear the intersection on a single green light. Analysis of travel times under the two proposed alternatives with year 2050 traffic volumes predict that the difference in travel times between the existing and reconfigured cross-sections on Kirchoff Road will be negligible, and only slightly higher than under existing conditions. For this reason, a lane reduction will not cause traffic to divert to neighborhood streets.

Traffic modeling found that an eastbound right-turn lane should be installed on Kirchoff Road at Meadow Drive and that the traffic signals should be retimed to maintain capacity along the corridor.

Safety

The Kirchoff Road corridor is prone to motorists traveling at excessive speeds. Radar speed data shows that about one in every three motorists exceeded the posted speed limit by more than five miles per hour, and 1 in 20 exceeded the speed limit by more than 10 miles per hour. While overall crash rates and patterns are typical of an arterial street, the number of fatal and severe injury crashes that have occurred over the past several years is a concern, especially as many of the crashes involve bicyclists or pedestrians trying to cross Kirchoff Road. Reducing the number of lanes enables installation of previously infeasible countermeasures, such as a Rectangular Rapid Flashing Beacon on Kirchoff Road at Oriole Lane. Furthermore, a predictive analysis carried out using procedures set forth in the Highway Safety Manual found that reconfiguring Kirchoff Road from a five-lane to a three-lane cross section with on-street parking should reduce the number of crashes. Finally, recent experience in the City of Milwaukee demonstrates that notable safety benefits were achieved on three streets via a reduction from five lanes to three lanes.

Conclusion

The findings of this report demonstrate that reconfiguring Kirchoff Road to remove a through travel lane in each direction is viable, as it would not significantly affect travel times in the corridor or increase delays at traffic signals. Conversion to a consistent three-lane cross-section would induce drivers to travel closer to the posted speed limit and would improve safety for all roadway users. For these reasons, Civiltech Engineering recommends implementing a three-lane cross section on Kirchoff Road from Rohlwing Road/E. Frontage Road to Wilke Road.





INTRODUCTION

Background

The City of Rolling Meadows has long envisioned Kirchoff Road as a focal point, with the goal of creating a town center around the corridor. The City looked to advance these plans by launching the Kirchoff Road Corridor Study in 2024 to further the City’s 2019 Comprehensive Plan. The corridor study includes policy recommendations for placemaking and open space, economic development, zoning, and transportation and mobility. One of the goals of the study was to reenvision Kirchoff Road from a purely auto-oriented corridor to a multimodal corridor with improved accommodations for pedestrians and bicyclists. A key recommendation is to reduce the number of through travel lanes on Kirchoff Road from four to two, and to consider on-street parking and protected bicycle lanes along the corridor. However, the traffic implications of a lane reduction were only assessed at a high level, and concerns were expressed regarding possible excessive congestion that would result from a reduced cross-section. The City subsequently retained Civiltech Engineering to independently assess the traffic operations along Kirchoff Road in greater detail to determine the potential impacts of a lane reduction between IL 53 E. Frontage Road and Wilke Road.

The report evaluates existing traffic conditions on corridor and intersection levels, and assesses crash data by type and severity, with particular attention paid to crashes involving pedestrians and bicyclists. Future traffic projections were developed, and operations are evaluated in the year 2050 for both existing geometry and for an alternative that assumes that one through lane would be removed in each direction. This data is reviewed, potential impacts and benefits are assessed, and a recommendation is offered regarding the lane reduction scenario.

Study Area Characteristics

The limits of the study area along Kirchoff Road extend approximately 1.4 miles from IL Route 53 to Wilke Road, entirely within the City of Rolling Meadows, as shown on **Exhibit A**.

The viability of a lane reduction along Kirchoff Road is primarily determined by the performance at signalized intersections. Therefore, the following signalized intersections were evaluated as part of the study:

- East Frontage Road/Rohlwing Road at Kirchoff Road
- Meadow Drive at Kirchoff Road
- Owl Lane/Owl Drive at Kirchoff Road
- Wilke Road (North Intersection) at Kirchoff Road
- Plaza Drive at Kirchoff Road

The land uses on the west and east ends of the corridor are predominantly single-family residential, with a few municipal and commercial parcels. The middle section of the corridor between Owl Lane/Owl Drive and Oriole Lane is a mix of commercial, multi-family residential, and institutional uses. Carl Sandburg Middle School is situated a quarter mile south of Kirchoff Road between Meadow Drive and Oriole Lane and Kimball Hill Elementary School is located to the east of Meadow Drive, about 500 feet north of Kirchoff. **Exhibit B** provides an aerial view of the study corridor showing the blend of land uses.



EXISTING CONDITIONS

Roadway Characteristics

Kirchoff Road is classified as a minor arterial roadway and is under the jurisdiction of the City of Rolling Meadows. The overall pavement width narrows from west to east along the corridor, with different cross-section characteristics within three distinct segments:

West Section – IL Route 53 to Owl Lane/Owl Drive - Within this section, the roadway generally has two 12-foot wide through lanes in each direction with an 18-foot-wide bidirectional left turn lane. At the East Frontage/Rohlwing intersection, the eastbound left turn lane is 11 feet wide and has a 7-foot-wide barrier median. The westbound left turn lane 11 feet wide and has a 4-foot striped median on the left side of the lane and a 4-foot striped buffer on the right side of the lane. East of Flicker Lane, the bidirectional left turn lane gradually narrows from 18 feet to 12 feet in width at Owl Lane/Owl Drive.

Central Section – Owl Lane/Owl Drive to Meadow Drive - Between Owl Lane and Meadow Drive, two 12-foot-wide travel lanes are maintained in each direction, with a 12-foot-wide bidirectional left turn lane that transitions to several consecutive back-to-back left turn lanes from Library Road to Meadow Drive due to the frequency of driveways and minor side streets.

East Section – Meadow Drive to Wilke Road - East of Meadow Drive, the roadway cross section narrows down to one 11-foot inside lane and one 12-foot outside lane in each direction separated by a double yellow centerline. The roadway widens at Oriole Lane to provide an 11-foot left turn lane in each direction, and at Wilke Road, the roadway widens to accommodate an eastbound left turn lane and dual right turn lanes with a 4-foot-wide striped median.

The posted speed along Kirchoff Road is 35 mph within the entire study area, and on-street parking is prohibited. Crosswalks are provided at all signalized intersections, and there is an unprotected but signed school crosswalk across Kirchoff Road at Oriole Lane. The traffic signals on Kirchoff Road are interconnected, which means that timings are coordinated to progress traffic as efficiently as possible.

A summary of the existing lane configurations and traffic control for the corridor is provided as **Exhibit C**.

Traffic Data

Traffic Volumes

Traffic volume data were collected along the corridor to quantify existing traffic operations. 24-hour turning movement traffic counts were conducted using Miovision Video Collection Units (VCUs) at the following intersections:

- East Frontage Road/Rohlwing Road at Kirchoff Road
- Owl Lane/Owl Drive at Kirchoff Road
- Plaza Drive at Kirchoff Road
- Meadow Drive at Kirchoff Road
- Wilke Road (North Intersection) at Kirchoff Road

When performing traffic analyses, it is best practice to evaluate the two highest volume hours on a single typical weekday (Tuesday through Thursday) to capture the most common high-volume conditions within the corridor. It is assumed that if traffic capacity analyses show acceptable operations during these times, traffic will flow even better during all other hours of the day. Therefore, the traffic counts were collected over the entire day (midnight to midnight) on Thursday, May 29, 2025, while school was in session and the weather was good.

As shown in **Table 1**, the traffic peak hours are reasonably consistent among the intersections, except for the west end of the corridor in the morning and the east end of the corridor in the afternoon. For a conservative analysis, the peak hours of traffic for each individual intersection were used instead of selecting an overall corridor peak hour. Volumes during the morning peak hour include drop-off traffic as well as a significant number of children walking to the area schools, particularly at Meadow Drive.



Table 1. Kirchoff Road Intersection Peak Hours of Traffic

Intersection	A.M. Peak Hour	P.M. Peak Hour
East Frontage Road/Rohlwing Road	8:15 am – 9:15 am	4:30 pm – 5:30 pm
Owl Lane/Owl Drive	7:45 am – 8:45 am	4:45 pm – 5:45 pm
Plaza Drive	7:30 am – 8:30 am	4:45 pm – 5:45 pm
Meadow Drive	7:30 am – 8:30 am	4:30 pm – 5:30 pm
Wilke Road	7:30 am – 8:30 am	3:45 pm – 4:45 pm

The existing 24-hour volumes, two-way peak hour segment volumes, and intersection peak hour traffic and pedestrian volumes for the corridor are summarized on **Exhibit D** for each of the intersections in the corridor while **Appendix A** breaks down the volumes in detail. As shown in the exhibit, the 24-hour traffic count on Kirchoff Road varies from 19,400 vehicles per day at the west end of the corridor to 11,300 vehicles per day towards the east. Pedestrian and bicycle traffic was also counted at the signalized intersections. The number of people walking and biking across Kirchoff throughout the course of a typical warm weather weekday is summarized in **Table 2**. The number of people crossing Kirchoff Road at Meadow Drive throughout the course of a day is notably high (about 10% of the vehicle volume) and includes a significant percentage of school-age children. At just a handful of people per day, the number of people biking on Kirchoff is low, likely because there are no dedicated bicycle facilities.

Table 2. 24-Hour Volume of Pedestrians and Cyclists Crossing Kirchoff

Intersection	Pedestrians and Cyclists in N-S Crosswalks	E-W On Road Cyclists
East Frontage Road/Rohlwing Road	11	5
Owl Lane/Owl Drive	42	3
Plaza Drive	85	4
Meadow Drive	227	3
Wilke Road	31	2

The Kirchoff Road Corridor Study reported that IDOT collected an Annual Average Daily Traffic (AADT) count of 10,400 vehicles per day on Kirchoff Road east of Meadow in 2022. This data reflects daily and monthly adjustments from the actual 12,200 vehicles counted by IDOT on Kirchoff, a difference of 1,800 vehicles per day. However, at 14,000 vehicles over a 24-hour period, the data collected by Civiltech east of Meadow reveals a significantly higher traffic volume than the unadjusted IDOT data.

Civiltech staff noted ongoing construction on the IL Route 53 expressway at the Euclid Avenue interchange to the north, with lane closures on both IL Route 53 and on Euclid. It was surmised that congestion caused by these lane closures caused traffic to divert to Kirchoff Road, accounting for the higher traffic volumes counted by Civiltech compared to the 2022 IDOT counts. To verify this, data from a continuous count station was obtained from IDOT for the northbound Kirchoff Road exit ramp at IL Route 53 for the corresponding day of the month in 2024, which was Thursday, May 30. This comparison found that the 2025 ramp count was 1,900 vehicles per day higher than the 2024 count, an increase of 30%. It is therefore reasonable to assume that the construction activity at IL Route 53 and Euclid Avenue contributed to the traffic counts on Kirchoff Road trending higher than anticipated.

The traffic analyses in this study use the video counts collected on the highest volume day with a reduction in through traffic on Kirchoff Road of 1,800 vehicles during the 24-hour count period to adjust for the construction activity and traffic diversion occurring on the day of the video traffic counts. This provides for an analysis that is representative of typical traffic conditions on Kirchoff Road. The adjusted traffic volumes resulting from this reduction are summarized on **Exhibit E**.

With the reduction in traffic, the segment of Kirchoff Road east of Meadow was found to have an existing daily traffic count of 11,300 vehicles per day, which is an increase of 900 vehicles per day (8.7%) over the 2022 IDOT volumes. The Meadow Square townhome development located to the east of Meadow Drive and south of Kirchoff Road has been constructed in the interim period since the IDOT traffic count was collected. According to the ITE Trip Generation Handbook, 11th Edition, the townhome development is anticipated to generate 760 daily trips. It should be noted that this analysis did not include a specific traffic study of this development, and it is reasonable to assume that some trips may have traveled south on Meadow Drive and not utilized Kirchoff Road. However, it is expected that the majority of these trips would be realized on Kirchoff Road, which may account for much of the growth between the 2022 IDOT and adjusted 2025 daily traffic counts.

Speed Data

Speed data were also collected along Kirchoff Road between Meadow Drive and Oriole Lane using radars over a several day period. The raw speed data for this segment of Kirchoff Road are included in **Appendix B**. Metrics quantifying various aspects of this data are presented in **Table 3** and a graphical representation of the speeds is provided in **Figures 1 and 2**.

The 85th percentile speed is the speed at or below 85 percent of the drivers travel. In other words, 15 percent of the vehicles will be traveling faster than the 85th percentile speed. Ideally, the 85th percentile speed should be close to the posted 35 mile per hour speed limit. However, the speed data indicate a significant number of drivers are not in compliance with the posted speed limit in both directions of travel. The 85th percentile speed in both eastbound and westbound directions on Kirchoff Road between Meadow Drive and Oriole Lane is 41 mph, which indicates that drivers feel comfortable traveling faster than the posted speed limit.

Table 3. Speed and Volume Data Summary

Segment	Direction	Percentage of Motorists Above or Below Posted Speed Limit in 5 mph Bins During Study Period*					% Above 35 mph	85th Percentile Speed (mph)**
		> 5 mph below	0.1 to 5 mph below	0 to 4.9 mph above	5 to 9.9 mph above	> 10 mph above		
Kirchoff Road between Meadow & Oriole	EB	6%	21%	45%	23%	5%	73%	41
	WB	3%	15%	47%	30%	5%	82%	41

Of the drivers exceeding the posted speed, 30% to 35% of drivers in each direction of travel exceeded the speed limit by five miles per hour or more, with 5% of drivers showing blatant disregard and exceeding the limit by more than 10 mph. **The speed data indicates that some form of speed management or roadway reconfiguration should be considered to reduce prevailing speeds and improve safety along the corridor.**

Figure 1. Driver Speed Behavior in Eastbound Direction on Kirchoff Road

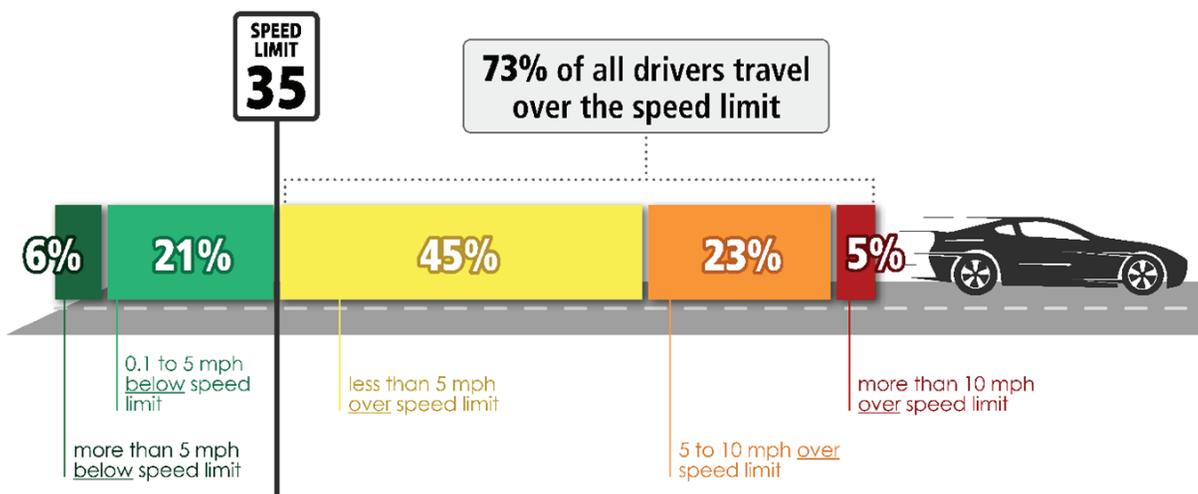
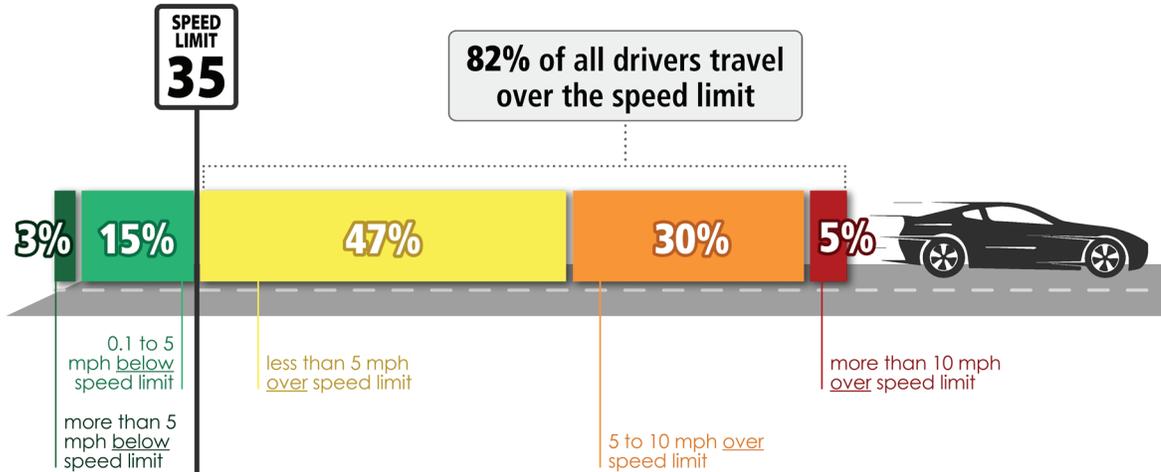
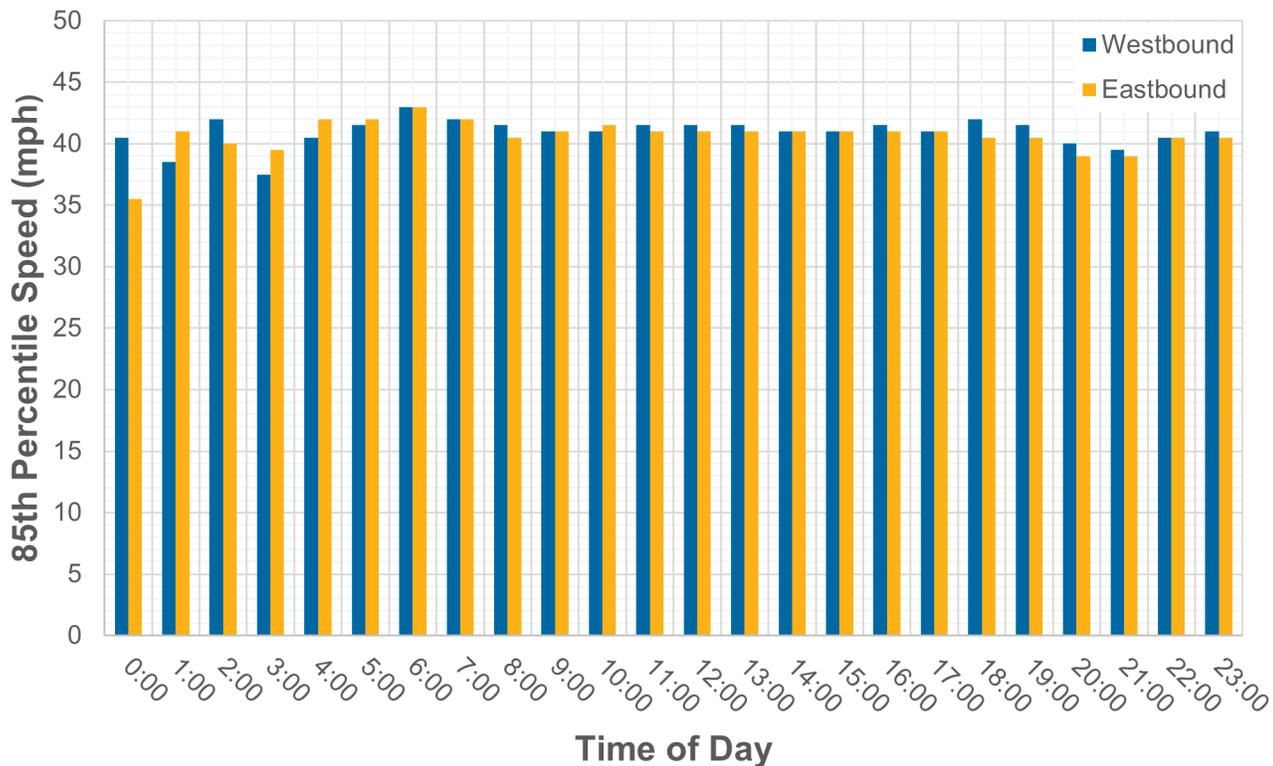


Figure 2. Driver Speed Behavior in Westbound Direction on Kirchoff Road



A graph showing variation in the 85th percentile speeds over the day for Kirchoff Road is shown in **Figure 3**. While there is a slight decrease in speed during the evening peak, the 85th percentile speed exceeds the posted speed limit of 35 mph throughout the day and remains very consistent at 40-42 mph over most of the daytime hours. If congestion were present, the graph would show a dip in speeds, typically during the rush hours. However, the data shows relatively consistent speeds, which is indicative of low congestion throughout the day.

Figure 3. 85th Percentile Speed vs Time of Day on Kirchoff Road Between Meadow and Oriole





CRASH ANALYSIS

While the Kirchoff Road Corridor Study evaluated safety at a high level, a more in-depth crash analysis was performed to determine safety trends along Kirchoff Road. Five-year crash data was obtained from IDOT for the period from January 2019 to December 2023. In total there were 114 crashes during this five-year period. A summary of the 2019-2023 crashes by crash type and severity is shown in **Table 4**, and the location of the crashes in the table are illustrated in **Exhibit F**. The columns in the table are in order of severity, starting with the most severe crashes on the left. "A" injuries are considered to be serious and are often incapacitating, "B" injuries are those that are less serious but are evident at the crash scene, and "C" injuries are those that are reported or claimed but where no wounds or injuries are readily evident.

Of the crashes that occurred during this five-year period, 25 crashes resulted in injuries, with 11 minor injury crashes, 11 non-incapacitating injury crashes, two serious injury crashes, and one fatal crash. The fatal crash occurred on December 9th, 2022 in the 2100 block of Kirchoff Road. The crash involved a westbound car striking a pedestrian who was crossing the street walking a dog. The road surface was wet, and the weather was rainy. One other serious injury crash was recorded in the 5-year study period, which involved an impaired driver running off the road and striking an off-road object in the 2200 block of Kirchoff Road (west of Wilke Road).

Table 4. Kirchoff Road Crashes by Type and Severity, 2019-2023

Crash Type	Fatal Crash	A-Injury Crash	B-Injury Crash	C-Injury Crash	No Injuries	Total
Angle				3	3	6
Animal					1	1
Fixed Object		1	3	1	10	15
Front to Rear			3	7	40	50
Other Object					6	6
Parked Motor Vehicle					1	1
Pedalcyclist		1	1			2
Pedestrian	1					1
Sideswipe Opposite Direction					1	1
Sideswipe Same Direction					8	8
Turning			4		19	23
Total	1	2	11	11	89	114

The most common type of crash was front to rear (rear-end), with 50 recorded. The high percentage of front to rear crashes is not abnormal for an arterial street with signalized intersections such as Kirchoff Road. Many of these crashes occur at the traffic lights as they change from green to red. Turning crashes are the next most common type of crash along Kirchoff Road, with 23 turning crashes across the intersections throughout the corridor. The highest incidence of turning crashes at any intersection was at Kirchoff & Owl Lane, experiencing six turning crashes in a five-year period.

The corridor experiences a moderately elevated number of fixed object crashes relative to similar facilities. These tend to be speed related and often occur during adverse weather or involve impaired drivers. The fixed-object crashes were distributed throughout the corridor without a prevailing pattern.

There were also two crashes involving cyclists, which are summarized as follows:

- On November 5th, 2020 at the intersection of Kirchoff Road and Wilke Road, a car making a northbound left turn struck the cyclist, who was using the crosswalk across Kirchoff Road. The crash resulted in a serious injury to the cyclist.
- On November 13th, 2023 at the intersection of Kirchoff Road and Plaza Drive. The crash involved a juvenile cyclist who was struck in the west leg crosswalk by a westbound driver after the signal changed while the cyclist was in the crosswalk.

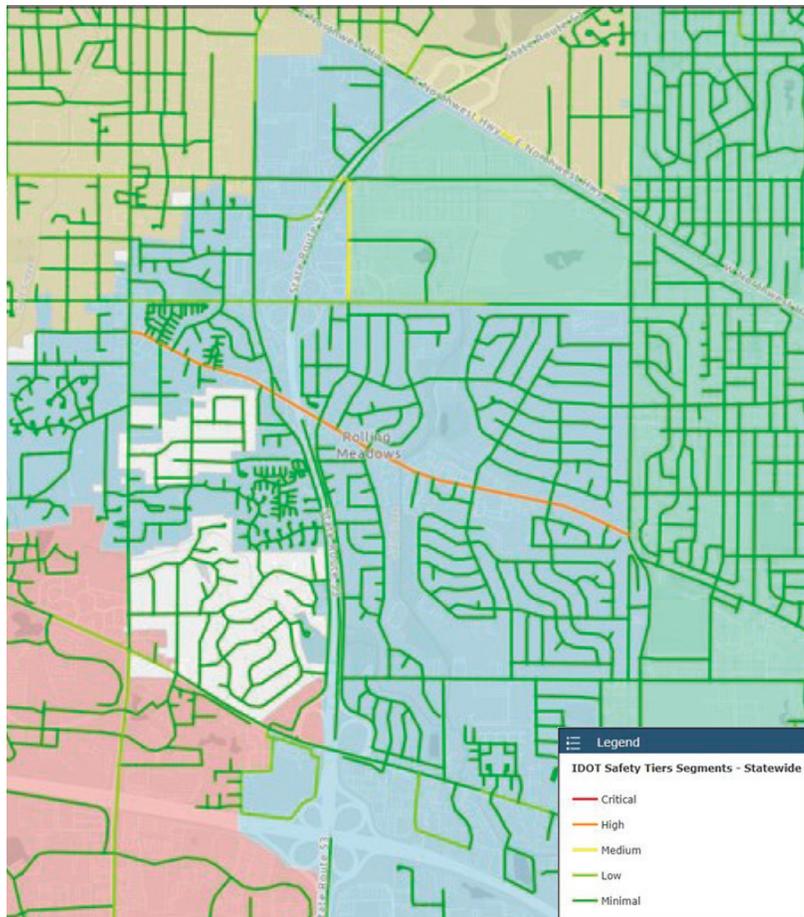
In addition to the crash data obtained from IDOT, the Rolling Meadows Police Department provided additional crash reports for January 2024 through April 2025, which were reviewed for serious crashes as well as those involving cyclists and pedestrians. Of the 2024 and 2025 crashes, there was one crash involving a cyclist and one involving a pedestrian. The circumstances of these crashes are described below.

- On September 27th, 2024 at the intersection of Kirchoff Road and Meadow Drive when a juvenile was struck in the east leg crosswalk by a hit-and-run driver. No apparent injuries were reported in conjunction with this collision.
- On March 7th, 2025 at the intersection of Kirchoff Road and Meadow Drive when an eastbound left turning driver struck a juvenile pedestrian in the north leg crosswalk, resulting in serious injuries to the pedestrian.

The five bike and pedestrian crashes along the corridor all occurred within crosswalks, with four occurring while crossing Kirchoff Road. Crossing distances across Kirchoff Road are long, as much as 85 feet. This distance, the number of lanes crossed, and the relatively high speed of traffic can be a significant barrier and a detriment to safety, particularly to the most vulnerable road users such as children and the elderly, and may have contributed to these crashes. **The number of recent serious bicycle and pedestrian crashes is concerning but can be addressed by implementation of roadway safety infrastructure.**

The Illinois Department of Transportation conducts periodic studies to assess roadway segment and intersection safety by comparing performance on local routes with other similar (peer) intersections and segments. Using historic crash data, IDOT’s classifies facilities into tiers of concern based on factors such as crash severity, traffic volume, and types of crashes. In 2017, the safety tier segment analysis found Kirchoff Road was performing worse than comparable roadways throughout the state and assigned it into the second highest of five categories – the High Safety Tier. With respect to safety, Kirchoff was the roadway of highest concern within Rolling Meadows.

Figure 4. 2017 IDOT Safety Tier Study



An update to this study was conducted in 2022 using different methodology, including a revision the number of safety tiers from five to three – Low, Medium and High. This study assigned some segments of Kirchoff Road into the Medium tier and some into the Low tier. It is likely that if the study were updated using current crash data which includes recent serious incidents, and a number of crashes involving vulnerable road users (cyclists and pedestrians), Kirchoff Road would again be ranked in the High (worst) safety tier.

TRAFFIC ANALYSIS APPROACH

Level-of-Service (LOS) is the most commonly used measure to describe the ability of an intersection to accommodate traffic flow and is characterized by the amount of control delay that the average motorist experiences for each traffic movement. Control delay is that portion of the total delay attributed to the traffic signal or stop sign control operation, and includes initial deceleration delay, queue move-up time, stopped delay, and final acceleration delay. In other words, it is the average amount of time that a driver “loses” due to having to slow and/or stop at a traffic signal or stop sign. LOS is assigned a letter grade from A to F based on the average control delay experienced by vehicles passing through the intersection.



LOS A is the highest grade (best traffic flow and least delay), LOS E represents saturated or at-capacity conditions, and LOS F is the lowest grade (oversaturated conditions, extensive delays). The Highway Capacity Manual definitions for Levels-of-Service and the corresponding control delay for both unsignalized and signalized intersections are shown in **Table 5**. Level of Service D is very typical at busy suburban intersections. However, LOS E and F often occur on side-street signalized approaches at major roadways due to signal timings plans which require drivers to wait a long time for the light to turn green. Furthermore, Levels of Service E and F are not uncommon at unsignalized intersections or driveways during peak hours along urban and suburban arterials and are sometimes unavoidable given the need to balance access to land with mobility on the major street network in urban and suburban areas. Levels of Service A through C indicate that drivers can move through stop signs or traffic signals with minimal delays.

Table 5: Level of Service Criteria

Signalized Intersections		
Level of Service	Description	Avg. Control Delay (sec/veh)
A	Most vehicles arrive on green and proceed without stopping. Traffic is at or near free-flow speeds.	≤ 10
B	Minor delay at signals with vehicles occasionally needing to stop on red.	> 10 – 20
C	Some vehicles must stop, occasionally creating short queues. Many vehicles still pass through without stopping.	> 20 – 35
D	Many vehicles stop at the signal, forming consistent queues. Occasionally, vehicles may need to wait more than one signal cycle to clear intersection.	> 35 – 55
E	Most vehicles must stop at the signal, and long queues can occur. Vehicles frequently take more than one signal cycle to clear the intersection	> 55 – 80
F	Nearly all vehicles stop at the signal and must wait in queue more than one signal cycle, if not multiple cycles, to clear the intersection. Movement usually is near or over capacity, unless cycle lengths are very long.	≥ 80 or v/c ≥ 1.0

Source: Adapted from Highway Capacity Manual

Besides Level of Service, other traffic models provide other metrics that are useful for measuring intersection performance. Volume to Capacity Ratio (v/c) is the volume of vehicles passing through a particular movement divided by the capacity of that movement. A v/c higher than one indicates that the demand for a particular movement is greater than capacity, which usually results in long delays. 95th Percentile Queues are another important metric that projects how far traffic will stack at an intersection. The 95th Percentile Queue only has a five percent probability of being exceeded during the analysis time period, which for this report is one hour during the morning and evening peaks. This is a useful parameter for determining how long turn lanes should be.

Traffic analyses in this study were performed using the methodologies in the Transportation Research Board’s (TRB) Highway Capacity Manual (HCM) as implemented in the Synchro Studio traffic analysis software package. This is the industry-standard method for evaluating the capacity of intersections along a signalized arterial with coordination, as is the case with the Kirchoff Road corridor.

Additionally, the companion microsimulation software to Synchro, SimTraffic, was used to estimate the average travel time for a motorist to travel from one end of the corridor to the other as well as to provide visualizations of traffic operations within the corridor for stakeholder communication purposes. Microsimulation analysis differs from traditional capacity analyses in that it models individual users within the network, capturing interaction between motorists and other users. Simulation analysis can also capture interaction within closely spaced signalized intersections, such as queuing into adjacent intersections. Oftentimes, simulation analysis can reveal operational challenges that conventional capacity analyses cannot measure. Results from microsimulation analysis are averaged over multiple simulation runs to minimize the effect of outlying data points and provide a more consistent result.



EXISTING TRAFFIC OPERATIONS

Evaluation of the existing traffic operations within the Kirchoff Road corridor establishes a baseline for how the corridor currently operates and highlights existing deficiencies in the corridor, if any. **Exhibit K** summarizes the delays and LOS for the signalized intersections along Kirchoff Road during the A.M. and P.M. peak hours. As indicated on the exhibit, all the signalized intersections currently operate at LOS C or better overall during both peak hours.

Exhibit L summarizes the capacity analyses in more detail for each intersection. None of the existing individual movements at the intersections within the corridor operate at less than a LOS D, and the movements on Kirchoff Road are all LOS C or better, with most movements performing at LOS A. This analysis indicates an excess of available vehicular capacity, showing that most of the through movements on Kirchoff Road have more than 66% unused capacity during the two highest volume hours of the day. The low amount of congestion and overabundance of roadway capacity is one potential factor which could be contributing to the level of speed limit non-compliance.

Table 6 summarizes average existing corridor travel times for both peak hours measured using SimTraffic microsimulation analysis. The values shown are an average of ten simulation runs with different starting parameters to emulate day-to-day variation in traffic flow. The travel time for a vehicle that is moving freely through the corridor at the posted speed of 35 mph with no stops or delays due to traffic signal operation is also provided for comparison.

Table 6. Kirchoff Road Average Travel Times, E. Frontage/Rohlwing to Wilke – Existing Conditions

Direction	Free Flow Travel Time at 35 mph	Average Travel Time	
		A.M. Peak	P.M. Peak
Eastbound	2.4 min	3.5 min	3.6 min
Westbound	2.4 min	2.9 min	3.1 min

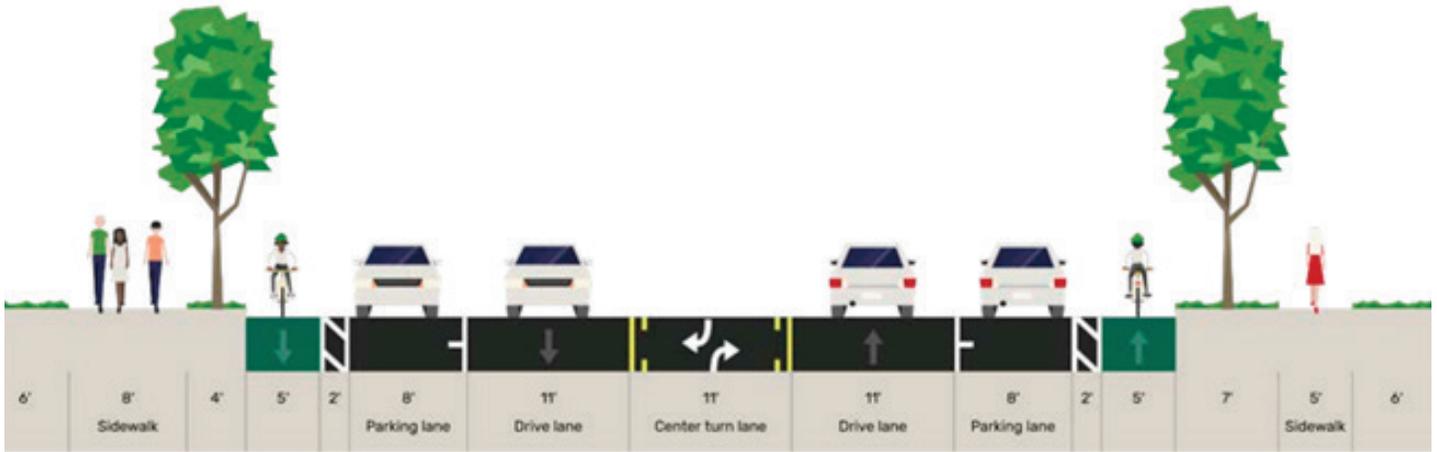
As shown in **Table 6**, both directions of travel have existing average travel times of about 3 to 3.5 minutes during peak hours. The combined delay from all of the traffic signals amounts to just over a minute at maximum. **This low amount of delay and shown in the Synchro and SimTraffic models shows that traffic moves relatively freely along the Kirchoff Road corridor during both peak hours.**

FUTURE CONDITIONS

Future Roadway Configuration

Kirchoff Road is proposed to be reconfigured with one lane in each direction with consistent space for a left turn lane within the center of the roadway from east of the East Frontage Road/Rohlwing Road intersection to Wilke Road. On-street parking lanes are proposed to be added on both sides of the street and bicycle facilities would be installed throughout. The bike lanes would be located either between the parking lanes and the curbs or between the travel lanes and the parking lanes, depending on how much space is available. The proposed roadway configuration for this alternative is shown on **Exhibit J** and a typical section is provided below as **Figure 5**.

Figure 5. Potential Kirchoff Road Cross Section (from Kirchoff Road Corridor Study)



In addition to the reconfigured through lanes, other modifications are proposed and incorporated into the traffic model. These assumptions include:

- A right turn lane would be installed in the eastbound direction at Meadow Drive due to the anticipated volume of right-turning vehicles.
- Dedicated left turn lanes would be provided at the existing unsignalized intersections with Flicker Lane, Library Road, and Oriole Lane, with a two-way left turn lane present throughout the remainder of the corridor.
- On-street parking would be provided along both sides of the street.
- Bump-outs would be installed at intersections to reduce pedestrian crossing distances and increase pedestrian visibility. The shortened crossing distance allows the traffic signal timings to be adjusted, reducing the amount of time required for the flashing don't walk pedestrian signal indications and allowing a reallocation of green time to Kirchoff Road.
- Traffic signal timings would be optimized to ensure traffic progresses through the corridor as smoothly as possible.

Future CMAP Traffic Volume Forecasts

Any changes in roadway configuration on Kirchoff Road will need to be able to account for not only existing traffic volumes, but future traffic volumes as well. Year 2050 traffic forecasts were obtained from the Chicago Metropolitan Agency for Planning (CMAP) for both the existing four/ five-lane cross section on Kirchoff Road (designated as 2050 Existing) as well as a reduced three-lane cross section (2050 Reconfigured). A copy of the CMAP coordination letter is provided in **Appendix C**. A summary of the 2050 projected traffic volumes is provided in **Table 7**. It should be noted that the CMAP projections account for a nominal amount of redevelopment and growth within Rolling Meadows and along Kirchoff Road.

Table 7. Kirchoff Road Year 2050 Traffic Volume Forecasts

Kirchoff Road Segment	2025 Existing ADT (vpd)	2050 Existing ADT (vpd)	% Change from 2025	2050 Reconfigured ADT (vpd)	% Change from 2025
West of E. Frontage/Rohlwing	19,400	25,000	+ 29%	23,900	+23%
E.Frontage/Rohlwing to Owl	17,100	21,100	+ 23%	20,000	+17%
Owl to Plaza	14,800	18,600	+ 26%	17,500	+18%
Plaza to Meadow	12,500	15,500	+ 24%	14,400	+15%
Meadow to Wilke	11,300	13,900	+ 23%	12,700	+12%



The forecasts in the table indicate that traffic on Kirchoff Road is anticipated to increase significantly over the next 25 years should the roadway remain as it is today. CMAP is anticipating redevelopment of the former Arlington Park racecourse site into a major commercial and entertainment center, and its proximity to the Kirchoff Road corridor results in some of the traffic generated by the Arlington Park redevelopment using Kirchoff Road to access the IL Route 53 expressway to and from the south. However, with one through lane in each direction, the 2050 volume projections are slightly reduced, with traffic growth 6% to 11% lower than with the existing roadway configuration. **The reduced growth does not mean that traffic is diverting due to potential congestion on Kirchoff Road. Rather, it is because the reduced number of lanes and moderated speeds on Kirchoff Road make the corridor less inviting to non-local traffic, which encourages some regionally-destined drivers to use other arterial routes, such as Euclid Avenue and Algonquin Road, to access their destinations.**

Pedestrian volumes are also anticipated to increase in the future as the corridor redevelops and becomes more walkable. Currently, the intersection with the most pedestrian activity is at Meadow Drive due to students arriving and departing at Kimball Hill Elementary School to the north and Carl Sandburg Middle School to the southeast. This student activity, combined with the location of the intersection within the main commercial district along the corridor, results in substantial pedestrian activity. With anticipated redevelopment, pedestrian volumes were projected to increase by 25% by 2050. Should the lane reconfiguration be implemented, it is assumed that pedestrian volumes would increase dramatically since the corridor would be more attractive to people walking. Therefore, pedestrian volumes were assumed to increase by up to 125% compared to existing counts.

Synchro determines the frequency of pedestrian signals being operated by asking for the number of pushbutton actuations (calls) per hour. At Meadow Lane, since many of the actuations will occur due to schoolchildren traveling in groups, the number of pedestrian actuations across that intersection was assumed to be 25% of the pedestrian volume (one pushbutton press for every four pedestrians). For all other intersections, the number of pedestrian actuations was assumed to equal the pedestrian volume.

The inclusion of a protected bicycle lane in each direction as recommended in the Kirchoff Road Corridor Study would attract more bicyclists to the corridor as it would increase connectivity with the existing facilities within the City's bicycle network. Therefore, it was assumed that the number of bicycles traversing the corridor would be about 20 per hour.

Future Local Development Traffic

The City has targeted three specific areas along the Kirchoff Road corridor for redevelopment opportunities, as described below. The approximate locations of these sites are labeled in **Exhibit G**.

- **Site 1** – This site is located on the southeast quadrant of Kirchoff Road and Owl Lane/Owl Drive. It is assumed for this study that the land would develop into a fast-casual type restaurant of about 11,000 square feet in size with required off-street parking.
- **Site 2** – This site is a former Rolling Meadows Fire Department station, located just south of the Comet frozen custard shop along Meadow Drive. For this study, it is assumed that this site would be redeveloped with a low-rise residential building with 4,000 square feet of residential space (3-4 units) and a 5,000 square foot ground floor commercial space. It is assumed that the ground floor commercial space would be occupied by a brewery/tap room type of restaurant/bar.
- **Site 3** – This site consists of the vacant parcels of land located along the south side of Kirchoff Road between Meadow Drive and Iris Avenue. For the purposes of this study, it is assumed that the site would develop into three commercial land uses, all of which would be about 4,500 square feet in size. The uses would be a fast-food restaurant without a drive-through, a coffee/donut shop without a drive-through, and a small supermarket.



Table 8 summarizes the estimated trips generated by each of these proposed land uses based on the rates and equations provided in ITE’s Trip Generation, 11th Edition. The table also includes reductions in the trips generated due to the creation of “pass-by” trips.

Table 8. Trip Generation Analysis of Anticipated Development/Redevelopment Sites along Kirchoff Road

Land Use	ITE Code	Units	A.M. Peak Hour Trips (veh/hour)			P.M. Peak Hour Trips (veh/hour)			Weekday Trips (veh/day)		
			In	Out	Total	In	Out	Total	In	Out	Total
Site 1 – Southeast Quadrant of Kirchoff Road and Owl Lane/Owl Drive											
Fast Casual Restaurant	930	11,000 SF	5	4	9	76	62	138	535	535	1,070
Pass-By Trip Reduction (43%)			-2	-2	-4	-33	-27	-60	-230	-230	-460
Net New Trips – Site 1			3	2	5	43	35	178	305	305	610
Site 2 – Former Fire Station South of Kirchoff on Meadow											
Low-Rise Residential (Upper Floors)	230	6 Units	1	2	3	2	1	3	11	11	22
Brewery/Tap Room (Bottom Floor)	971	5,000 SF	3	0	3	29	20	49	154	154	308
Pass-by Trip Reduction (43%)			-1	0	-1	-13	-9	-22	-66	-66	-132
Net New Trips – Site 2			3	2	5	18	12	30	99	99	198
Site 3 – Vacant Properties on Kirchoff between Meadow and Iris (South Side)											
Fast-Food Restaurant (No Drive-Through)	933	4,500 SF	113	81	194	73	72	145	1,014	1,014	2,028
Pass-By Trip Reduction (45%) ¹			-51	-37	-88	-34	-33	-67	-456	-456	-912
Coffee/Donut Shop (No Drive-Through)	936	4,500 SF	214	205	419	73	72	145	2,100	2,100	4,200
Pass-By Trip Reduction (60%) ²			-128	-123	-251	-44	-43	-87	-1,260	-1,260	-2,520
Supermarket	850	4,500 SF	8	5	13	20	20	40	211	211	422
Pass-By Trip Reduction (24%)			-2	-1	-3	-5	-5	-10	-51	-51	-102
Net New Trips – Site 3			154	130	284	85	85	170	1,558	1,558	3,116
TOTAL NEW TRIPS			160	134	294	146	132	278	1,962	1,962	3,924

Notes:

1. ITE does not have pass-by trip data for this land use. Assumed to be 5-10% lower than same land use with drive-through window.
2. TE does not have pass-by trip data for this land use. Assumed to be 20-30% lower than same land use with drive-through window, which have very high pass-by trip rates.

“Pass-by” trips are created when a motorist that typically makes a trip along the corridor notices the new land use and decides to stop since they are “passing by”. Commercial land uses such as gas stations, fast-food restaurants, and convenience stores usually generate “pass-by” trips, whereas office and residential land uses do not. These trips are deducted from trip generation estimates because they are not new trips on the roadway network but instead add additional stops to existing trips. **Exhibit G** summarizes the additional future peak hour traffic volumes generated by the development sites.



Coordination with CMAP determined that the difference in traffic projections between the two roadway configurations was driven by an increase in non-local trips filling available capacity on Kirchoff Road under the current roadway configuration. Therefore, the forecast growth in traffic for the reconfigured Kirchoff Road cross-section is driven by growth in local travel and increases in local population and employment. The new trips anticipated to be generated by future land development in the Kirchoff Road corridor as shown in **Exhibit G** were assigned to the Kirchoff Road corridor based on existing traffic volumes and patterns. These trips are in addition to the traffic growth forecasted by CMAP, resulting in a conservative estimate of future traffic demand.

The year 2050 traffic forecasts and the future development traffic shown on Exhibit G were used to develop 2050 Existing and 2050 Reconfigured A.M. and P.M. Design Hourly Volumes, which are shown on **Exhibits H and I**, respectively. These volumes were used to analyze the future traffic operations with and without a lane reconfiguration.

Future Traffic Operations

Synchro Analysis

Future traffic operations were evaluated for both the 2050 Existing and the 2050 Reconfigured alternative. **Exhibit K** summarizes the intersection delays under both alternatives, while **Exhibit L** summarizes the capacity analyses in more detail for each intersection under both alternative. **Table 9** compares intersection operations for the three analysis conditions..

Table 9. Intersection Delay Comparison

Kirchoff Rd. Intersection	Intersection Delay (seconds/vehicle) and Level of Service					
	A.M. Peak			P.M. Peak		
	2025 Existing	2050 Existing	2050 Reconf.	2025 Existing	2050 Existing	2050 Reconf.
Rohlwing Rd./E. Frontage Rd.	14.3 sec B	17.5 sec B	16.6 sec B	14.5 sec B	15.5 sec B	17.4 sec B
Owl Dr./Ln.	8.4 sec A	8.8 sec A	13.1 sec B	8.3 sec A	8.2 sec A	14.0 sec B
Plaza Dr.	8.3 sec A	10.8 sec B	9.3 sec A	7.0 sec A	7.1 sec A	12.0 sec B
Meadow Dr.	17.7 sec B	15.7 sec B	21.2 sec C	13.4 sec B	11.5 sec B	19.5 sec B
Wilke Rd.	19.9 sec B	20.3 sec C	18.8 sec B	22.5 sec C	24.3 sec C	21.7 sec C

The 2050 Existing alternative consists of the existing geometrics in the corridor, with optimized traffic signal timings. Based on the capacity analysis results, overall intersection operations remain similar or even improve in some cases, even with the anticipated increases in traffic volume. This is due to the benefits gained from optimizing the traffic signals.

The 2050 Reconfigured alternative consists of the roadway reconfigurations shown on **Exhibit J** as well as retiming of the existing traffic signals within the study area. With the reduced cross-section of the roadway, pedestrian crossing times are reduced across Kirchoff Road, which allows for shorter traffic signal cycle lengths. Traffic signal cycle lengths were reduced from 95 seconds to 75 seconds for the 2050 Reconfigured alternative, in some cases reducing delay for Kirchoff Road through movements at intersections where pedestrian volumes are heavier. Shorter cycle lengths also benefit pedestrians and drivers stopped at red lights on the side streets by decreasing the amount of time they need to wait for the green light or walk signal.

Even with the proposed lane reconfiguration, delays at the Kirchoff Road intersections are very much similar to the existing conditions, confirming that there is ample spare capacity. As shown in the capacity summary tables, all Levels of Service remain at good levels. Drivers heading east and west on Kirchoff will have to wait longer at red lights but typically not by more than ten seconds.



One exception is noted at Meadow Drive where delays to Kirchoff through traffic are projected to increase by up to 15 seconds during peak hours. These delays are attributable to the increased number of pedestrians expected at this intersection, particularly those walking to and from school, as it was assumed that the reconfigured roadway would likely encourage more people to cross Kirchoff. This results in more time being allocated to the side street and less to east-west traffic as the walk signals are activated. Furthermore, turning traffic must yield to pedestrians crossing the street, which can cause delays. Due to the high volume of eastbound right-turning traffic and an analysis of the Synchro model, an eastbound right turn lane is recommended to be striped on Kirchoff Road at Meadow Lane. Given this mitigation, the intersection is projected to operate at LOS B, and east-west traffic on Kirchoff Road at Meadow Drive will continue to move well.

SimTraffic Analysis

Table 10 summarizes average corridor travel times under both the 2050 Existing and 2050 Reconfigured alternatives for both peak hours measured using a SimTraffic microsimulation analysis. The values shown are an average of ten simulation runs with different starting parameters to emulate day-to-day variation in traffic flow. The travel time for a vehicle that is moving freely through the corridor at the posted speed of 35 mph is also provided for comparison.

Table 10. Kirchoff Road Average Travel Times, E. Frontage/Rohlwing to Wilke – Existing Conditions

Direction	Free Flow Travel Time at 35 mph	Average Travel Time			
		A.M. Peak		P.M. Peak	
		2050 Existing	2050 Reconfigured	2050 Existing	2050 Reconfigured
Eastbound	2.4 min	3.7 min	4.0 min	4.1 min	4.3 min
Westbound	2.4 min	2.9 min	3.0 min	3.2 min	3.3 min

As shown in Table 10, during peak hours, there are minimal changes to travel times projected between the 2050 Existing and 2050 Reconfigured alternatives despite the reduction in the number of through lanes.

Average queues for through traffic along Kirchoff Road at signalized intersections will generally be about the same between the 2050 Existing and 2050 Reconfigured alternatives. The maximum queues are generally longer in the 2050 Reconfigured alternative, but most are by six or fewer cars. While longer queues on Kirchoff Road will be noticeable to drivers, the traffic simulation shows that they will clear the signals within one cycle, meaning they will not have to wait for more than one red light.

SimTraffic shows somewhat long queues on southbound Meadow during both peak hours due to the projected increased number of pedestrians walking to and from school and to other area destinations. Most notable is the longer stacking for southbound right turning vehicles. However, these queues would be highest during school arrival/dismissal times and would not persist throughout the day. Traffic signal timings were fine-tuned in the traffic model to minimize these queues and should be done so in conjunction with the roadway reconfiguration.

Because traffic is shown to move expeditiously through the corridor, with minimal changes to travel times, and because drivers will not have to wait for more than one red light to travel through each signal, the potential for motorists to divert to neighborhood streets is very minimal. **It is not expected that traffic volumes on any other roadways will increase as the result of a lane reduction on Kirchoff Road.**

The Synchro/SimTraffic model accounts for the addition of on-street parking lanes by accounting for the increased amount of “friction” and resulting lower capacities, particularly near the signalized intersections. However, this does not take into consideration delays that would result from drivers who slow and stop to pull into the parallel parking spaces. Delays from parallel parking maneuvers are not expected to be notable until the corridor develops to the point where more than 50% of the spaces are utilized on a regular basis. Until the parallel parking is densely utilized, many drivers will be able to pull head in and head out without backing, resulting in minimal delay to traffic.

SAFETY BENEFITS

Roadway User Safety

Decades of experience has shown that lane reductions have numerous safety benefits for all roadway users. The most common type of lane reconfiguration is from a 4-lane to a 3-lane cross section with two-way left turn lanes and research shows a reduction in total crashes between 19¹ and 47² percent for this type of project. Although less research has been conducted on the safety impacts of lane reductions on 5-lane streets, an analysis conducted using Highway Safety Manual procedures as well as recent experience in the City of Milwaukee indicates strong potential for safety benefits.

Vehicular Safety

The safety benefits of roadway reconfigurations largely come from the changes in geometry rather than any changes in traffic volumes. Reducing the number of lanes to one through lane in each direction provides traffic calming and more consistent speeds along the corridor, as drivers must follow the vehicle in front of them. When crashes do occur, they tend to be less severe since speeds are lower. The addition of the center space for left turn lanes has been shown to reduce the number of rear-end, sideswipe, and left turn crashes, while the reduction in the number of lanes that need to be crossed by traffic at intersections reduces the number of conflict points, thus reducing the potential for angle crashes and those where through vehicles strike those making opposing left turns.

In 2024, a study reviewing options for pedestrian improvements was completed for the uncontrolled crosswalk across Kirchoff Road at Oriole Lane. This study found that warrants to install a traffic signal were not satisfied. Furthermore, more robust warning measures, such as Rectangular Rapid Flashing Beacons (RRFBs), were not recommended based on industry standard guidance for roadways with four lanes, 35 mile per hour speed limits, and traffic volumes in the same range as Kirchoff. This guidance was developed because the higher yielding rates associated with RRFBs also increase the potential of multiple threat crashes. **If the number of lanes on Kirchoff Road is reduced to one in each direction, RRFBs become a viable option to improve safety at the Oriole Lane crosswalk.**

Pedestrian Safety

Reducing the number of traffic lanes shortens the distance it takes to cross the street, reducing pedestrians' exposure to motorized traffic. Notably, a lane reduction eliminates the potential for multiple-threat crashes at unsignalized crossings. As shown in **Figure 6**, this type of crash occurs when a driver in one lane of traffic (Car A) stops for a pedestrian, blocking the view of the driver in the second lane (Car B), who doesn't stop and is at risk of striking the pedestrian.

Figure 6. Multiple Threat Crash Scenario

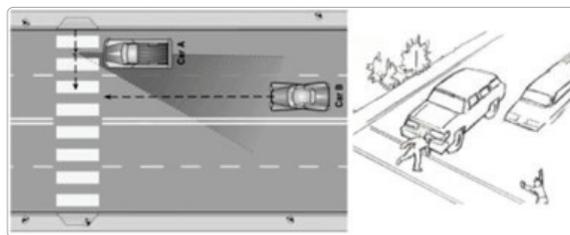
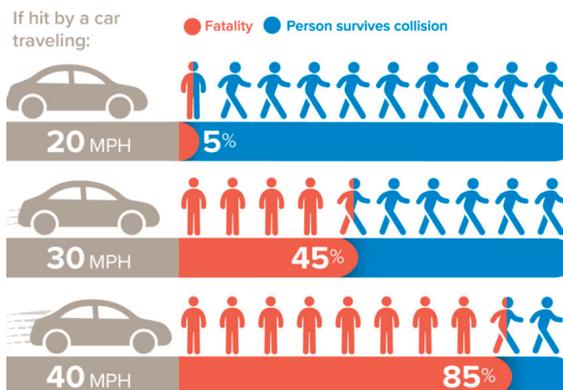


Figure 7. Pedestrian Crash Survivability Versus Speed (Image Credit: National Traffic Safety Board)



Pedestrian crashes tend to be severe and when speeds of the vehicles involved increase, they are frequently fatal. As shown in **Figure 7**, a pedestrian struck by a vehicle traveling 40 miles per hour is almost twice as likely to perish as one struck at 30 miles per hour. By moderating speeds, a lane reduction reduces the risk of pedestrian crashes because drivers have more opportunity to see and stop for people crossing the street. However, should a pedestrian be struck by a slower moving vehicle, the likelihood of a survivable outcome is greatly increased.

¹ CMF Clearinghouse

² CMF Clearinghouse



Bicycle Safety

Road diets can be of particular benefit to people riding bikes. Space previously dedicated to the travel lanes is often reallocated to bicycle facilities and in the case of Kirchoff Road, those facilities would be provided where they are currently lacking. Throughout much of the corridor, the bike lanes would be separated from moving vehicles by parking lanes, which would increase safety by protecting cyclists from parked cars. Bicyclists crossing Kirchoff Road would experience similar safety benefits to pedestrians, as described above.

A lane reduction is anticipated to have major safety benefits for people driving but especially for those biking and walking along and across Kirchoff Road. As many of the pedestrian and bicycle-related crashes were reported to involve young people, a lane reduction would deliver direct safety benefits for the most vulnerable roadway users.

Highway Safety Manual Analysis

The American Association of State Highway Transportation Officials (AASHTO) has developed resources for assessing safety implications of various roadway configurations and safety countermeasures. These include the publication of the Highway Safety Manual (HSM) and the development of Crash Modification Factors (CMFs). Crash Modification Factors show the estimated amount by which countermeasures are projected to increase or decrease roadway or intersection safety and are based on studies conducted by universities, independent researchers, or other industry sources. The CMFs can be layered to determine the overall safety benefit of a series of roadway modifications using procedures set forth in the HSM. Civiltech adapted an HSM procedure developed by Oregon State University to determine the estimated safety benefit of a five- to three-lane conversion on a representative segment of Kirchoff Road. The following assumptions were made for this analysis which evaluates the segment between Owl Lane and Plaza Drive:

- The number of lanes is currently five and would be reduced to three
- On-street parking would be added and would be occupied at an average rate of 50% over the course of a 24-hour period; the crash rate would be less if the parking had a lower occupancy rate
- Eight driveways serving various uses with varying entering and existing volumes would remain as they currently exist
- The speed limit would remain at 35 miles per hour

This calculation (contained in **Appendix E** and summarized in **Table 11**) shows that the hypothetical crash frequency would decrease from 2.4 crashes per year to 2.2 crashes per year, a decrease of 8%. Fatal and severe crashes are projected to decrease by 14% while pedestrian crashes are anticipated to decrease by 48%. A calculation for bicycle-related crashes is also provided. This shows a similar safety improvement as pedestrians (46% crash decrease) because this method is limited to analysis of cyclists crossing, not riding along Kirchoff Road. This crash prediction accounts for a new type of crash (parked cars sideswipes) that would be introduced as part of the three-lane roadway configuration, but these collisions are typically minor and do not result in injury. **The HSM analysis projects that significant safety benefit could be achieved by reducing five lanes on Kirchoff Road to three lanes.**

Table 11. Highway Safety Manual Summary

Kirchoff Road Owl Ln. to Plaza Dr.	Predicted Av. Crash Freq. (Crashes/Year)		Crash Rate Decrease
	Existing Conditions	Reconfigured Geometrics	
Total Crashes	2.4	2.2	-8.3%
Fatal and Injury Crashes	0.7	0.6	-14.3%
Property Damage Only Crashes	1.7	1.6	-5.9%
Pedestrian Crashes	.054	.028	-48.1%
Bicycle Crashes	.028	.015	-46.4%

Safety Case Studies

Lane reductions are becoming more common nationwide and have generally been embraced by the local communities they affect. The Federal Highway Administration has commissioned a set of 24 case studies for roadway reconfigurations around the country³ that demonstrate significant safety, economic, and livability benefits. Some of the highlights of these studies include:

- A roadway reconfiguration in Des Moines, Iowa led to significant revitalization of a roadway corridor alongside an increase in bike and pedestrian traffic.
- A before-and-after capacity analysis of a roadway reconfiguration in Chicago indicates that capacity improved after the project due to bicycle lanes and signal optimization.
- Due to an increase in the number of on-street parking spaces provided due to a roadway reconfiguration in Grand Rapids, Michigan businesses embraced the lane reduction as economic activity increased. Moreover, owners of housing developments along the corridor found that they were able to attract bicycle enthusiasts who wanted to live along the corridor and bike to work, increasing the livability of the surrounding area.
- The total number of crashes was found to decrease due to the roadway reconfiguration project in all of the studied corridors.

More information about these case studies can be found on the Federal Highway Administration website at <https://highways.dot.gov/safety/other/road-diets/road-diet-case-studies>.

The literature clearly states the benefits of four-lane to three-lane conversions, but less information is available regarding the benefits of reducing five-lane cross sections to three-lanes. Lane reductions on five-lane roadways may not be as common because more extensive roadway reconfigurations are required to reallocate the additional space while four- to three-lane reconfigurations can often be completed with pavement markings alone. A whitepaper prepared by the National Association of City Transportation Officials (NACTO) entitled [An Evaluation of “Road Diet” Projects on Five Lane and Larger Roadways](#) evaluates some case studies and summarizes the findings. This publication states that many of the safety benefits apply to five-lane roadways such as slower speeds leading to reductions in crash severity, reduced potential for sideswipe crashes, and benefits for all users due to a decrease in the number of conflict points. All projects that added or upgraded bike facilities noted significant increases in bike ridership but with minimal impacts to vehicle delays.

Civiltech Engineering has been working closely with the City of Milwaukee to implement a number of these projects in recent years as part of an effort to improve safety and moderate speeds while enhancing multi-modal connectivity. Follow-up studies completed for three projects that were implemented in 2023 have shown success in achieving these goals. No fatal or serious injury crashes have been reported on any of the three corridors since project implementation despite each location having a history of severe crashes. **Table 12** summarizes before and after data collected by the City of Milwaukee.

Walnut Street (20th Street to 12th Street)

Walnut Street is an eight-block stretch of consisting primarily of residential land use with some churches, commercial, and industrial properties. At between 10,000 to 15,000 vehicles per day Walnut Street carries a volume of traffic similar to Kirchoff Road. The roadway was reconstructed from a five-lane section to a three-lane section in 2023. Crash data from 2024 and early 2025 has already shown a 28% reduction in the crash rate.



Walnut Street Before



Walnut Street After

³ [roaddiet_cs.pdf](#)



Highland Boulevard (Vliet Street to 35th Street)

Highland Boulevard between Vliet Street and 35th Street connects residential neighborhoods with Davidson Park, industrial land uses, and the Molson-Coors and Harley-Davidson corporate offices. In 2023, the City of Milwaukee reduced the cross section on Highland Boulevard from five lanes to three lanes and installed parking protected bike lanes. Before and after studies measured a reduction of the average speed by three miles per hour. Significant safety improvements have been realized with the crash rate dropping by 48% over the past two years.

Lapham Boulevard (Cesar Chavez Dr. to 6th Street)

Lapham Boulevard between Cesar Chavez Drive and 6th Street is predominantly a residential corridor with single family and multifamily homes. This roadway also runs adjacent to an elementary school, the regional high school, and a county government office. Lapham Boulevard was reconfigured in 2023 from a five-lane to a three-lane section with the installation of parking protected bike lanes. A follow-up study measured a speed reduction of five miles per hour. The crash rate dropped by 28% after this project was implemented.

These three projects are highlighted because they demonstrate that significant safety improvements can be realized immediately after implementation. While the traffic engineering benefits are readily apparent, these projects may also carry significant economic and quality of life benefits. Analysis of these attributes is outside the scope of our professional expertise and our engagement by the City of Rolling Meadows. For more information on the benefits of lane reduction projects outside of traffic safety and operations, please refer to the NACTO whitepaper linked on the previous page.

Table 12. Milwaukee Five-Lane to Three-Lane Safety Data

Corridor	Crashes per Year			Serious Injury or Fatal Crashes per Year			Percent of Drivers Speeding		Avg. Speeds	
	Before	After	Percent Change	Before	After	Percent Change	Before	After	Before	After
Walnut St. (20th St. to 12th St.)	40.0	28.7	-28.3%	1.2	0	-100.0%				
Highland Blvd. (Vliet St. to 35th St.)	18.0	9.3	-48.1%	0.6	0	-100.0%	86%	62%	35	32
Lapham Blvd. (Cesar Ch. Dr. – 6th St.)	47.4	34	-28.3%	1.8	0	-100.0%	48%	15%	30	25



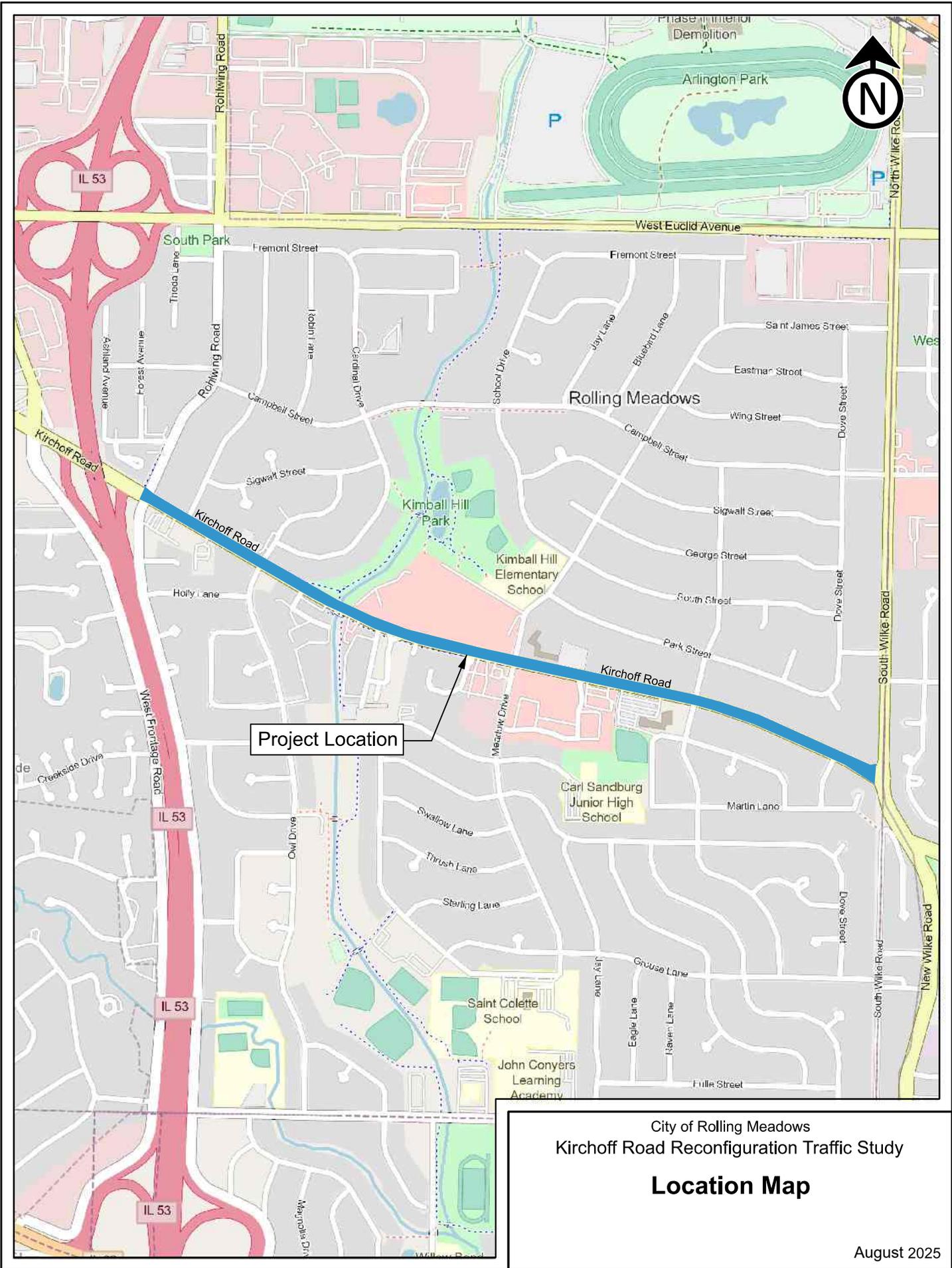
KEY TAKEAWAYS

Per the City of Rolling Meadows request, Civiltech Engineering collected traffic data, obtained future traffic projections, and completed a traffic analysis of the Kirchoff Road corridor between IL 53 East Frontage Road/Rohlwing Road and Wilke Road to determine the feasibility of reducing the number of through lanes to one in each direction. The preceding report details the methodology and findings of this effort.

KEY POINTS ARE SUMMARIZED AS FOLLOWS:

- Traffic volumes counted on Kirchoff Road during May 2025 were significantly higher than expected due to the ongoing construction at IL Route 53 and Euclid Avenue. These volumes were adjusted using historical traffic data to reflect typical non-construction conditions.
- More than 30% of drivers exceeded the posted speed limit by more than five miles per hour, and 5% were noted to exceed the speed limit by more than 10 miles per hour.
- The overall rates and patterns of vehicular crashes are typical of a suburban arterial street. However, there has been a concerning high number of fatal and severe crashes over the past several years, many of which involve people walking or riding their bike while crossing Kirchoff Road.
- Traffic moves very well on Kirchoff Road under current conditions. The Synchro traffic model indicates an overabundance of spare roadway capacity, even during the morning and evening rush hours.
- Traffic projections from the Chicago Metropolitan Agency for Planning (CMAP) indicate the potential for 23% to 29% growth along the Kirchoff Road corridor by the year 2050. It is likely that a large portion of this growth would be due to the redevelopment of the Arlington Park Racecourse site. The potential growth from development within the corridor compares favorably to the growth projected by CMAP if Arlington Park development traffic is not included.
- With a reduced number of travel lanes, CMAP projects that the traffic growth on Kirchoff would be slightly less: from about 12% to 23%. This is not because Kirchoff would become congested. Rather, non-local drivers would seek other, faster arterial routes such as Euclid Avenue or Algonquin Road to traverse the region.
- The Synchro traffic model shows that delays and Levels of Service under a lane reduction would remain similar to existing conditions. Eastbound and westbound drivers would have to stop for an average of six seconds or less longer at each traffic signal.
- The following mitigation measures are recommended to be implemented as part of a lane reconfiguration project:
 - Eastbound right turn lane on Kirchoff Road at Meadow Lane
 - Traffic signal timing and optimization
- With a reduced number of lanes on Kirchoff, the Synchro and SimTraffic models show longer queue lengths would result on the eastbound and westbound signal approaches. However, these queues are projected to clear each signal cycle.
- A travel time analysis indicates that it would take about the same amount of time to traverse a roadway with one through lane in each direction as it does today.
- If the number of lanes on Kirchoff is reduced, a Rectangular Rapid Flashing Beacon (RRFB) becomes a viable option to improve safety at the uncontrolled crosswalk at Oriole Lane.
- An analysis conducted in accordance with Highway Safety Manual procedures indicates that safety improvements are likely where five lanes are reduced to three lanes.
- Recent studies by the City of Milwaukee show clear safety benefits from five-lane to three-lane road reconfigurations.

Traffic analyses demonstrate that a lane reduction on Kirchoff Road is viable, as it would not significantly affect travel times or substantially increase delays at traffic signals, even as traffic volumes increase in the future. Conversion of Kirchoff Road to a consistent three-lane cross section would markedly improve safety and would induce drivers to travel closer to the posted speed limit. With a reduced width, lower vehicular speeds, and new bicycle facilities, Kirchoff would be perceived as a less of a barrier to the community, enticing more people to bike and walk both along and across the roadway. For these reasons, Civiltech Engineering recommends implementing a three-lane cross section on Kirchoff Road from Rohlwing Road/E. Frontage Road to Wilke Road.



City of Rolling Meadows

Kirchoff Road Reconfiguration Traffic Study

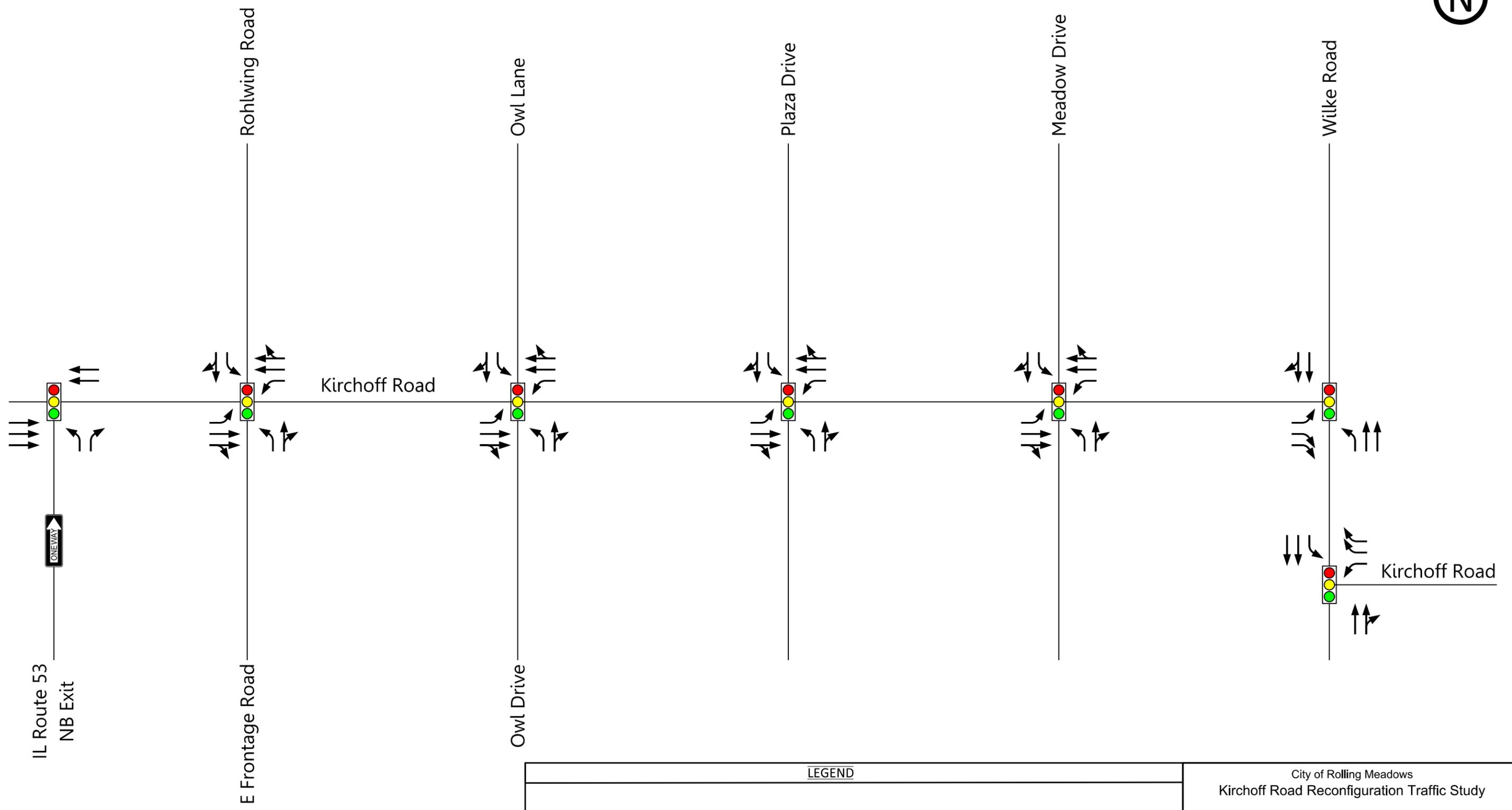
Location Map

August 2025

Exhibit A



City of Rolling Meadows
Kirchoff Road Reconfiguration Traffic Study
Existing Conditions Aerial
August 2025

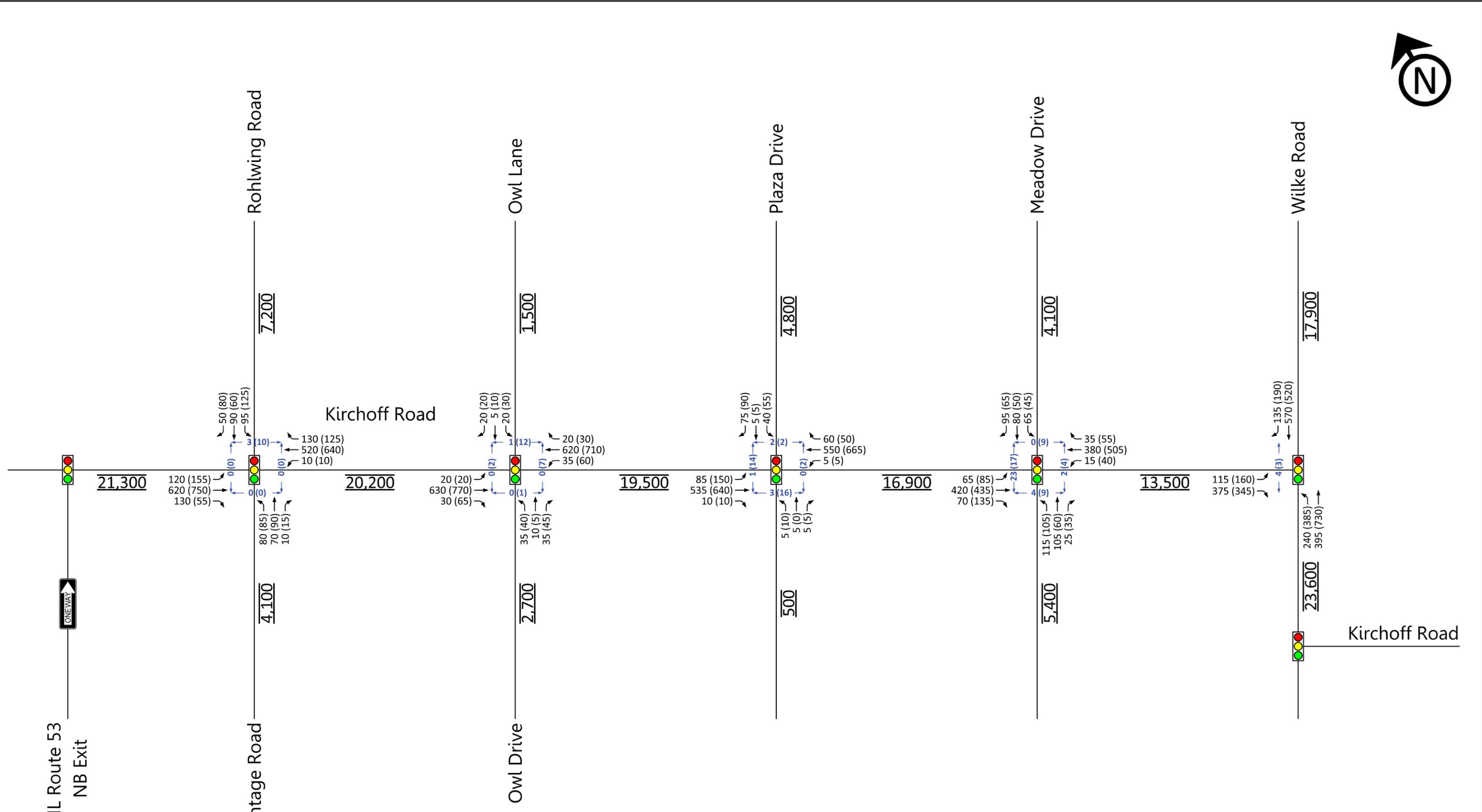


LEGEND					
	Existing Lane Configuration		Traffic Signal		One-Way Street

City of Rolling Meadows
Kirchoff Road Reconfiguration Traffic Study

**2025 Existing Intersection
Lane Configurations**

August 2025



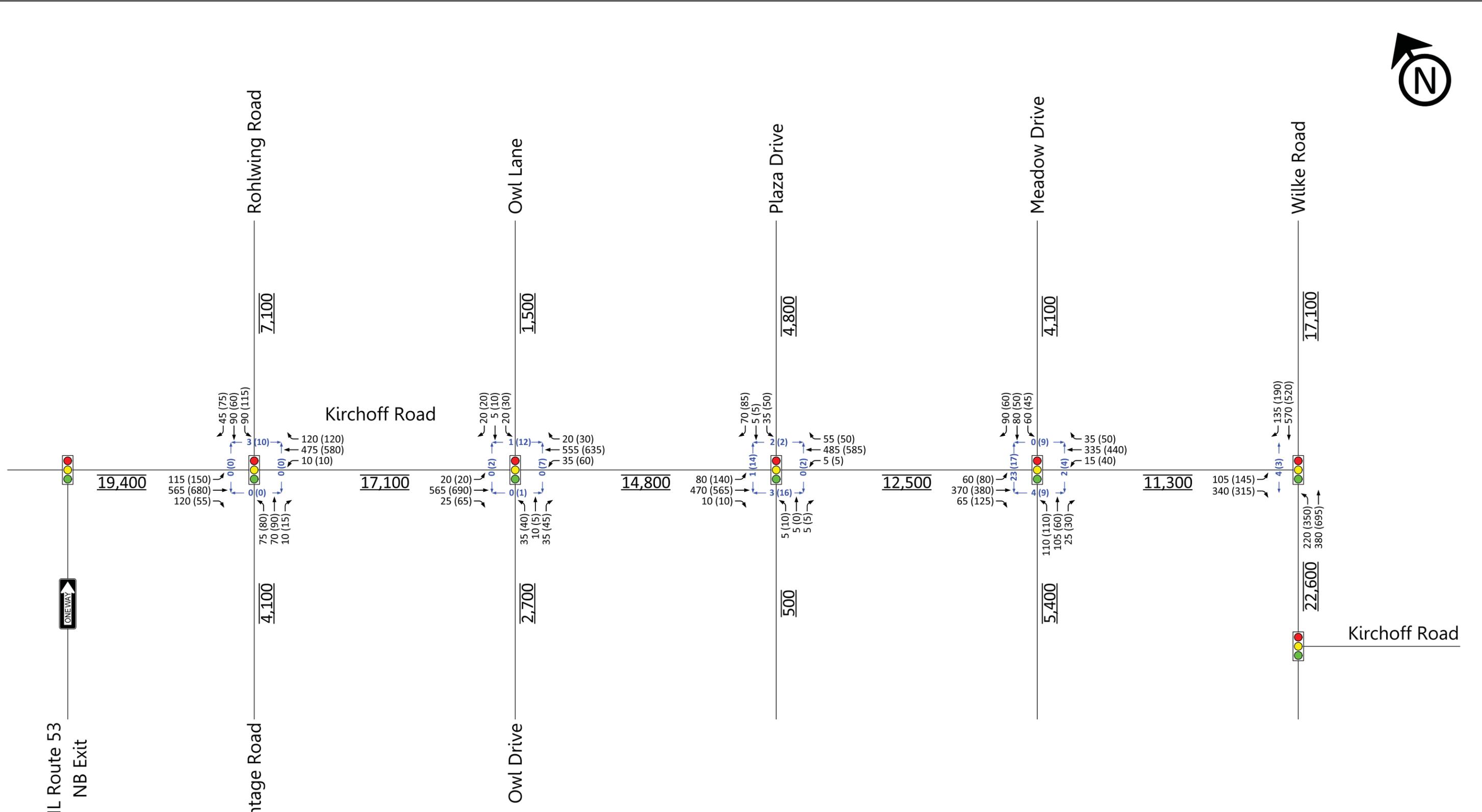
AM & PM Peak Hours vary
 Count Date: Thursday, 5/29/2025

LEGEND

000 (000) ←	Weekday A.M. (P.M.) Peak Hour Turning Movement Count	← 00 (00) →	Weekday A.M. (P.M.) Peak Hour Pedestrian Count
000 (000) →			Traffic Signal
000 (000) ↘			One-Way Street
<u>00,000</u>	24-Hour Traffic Volume		

City of Rolling Meadows
 Kirchoff Road Reconfiguration Traffic Study
2025 Existing Peak Hour Traffic

August 2025



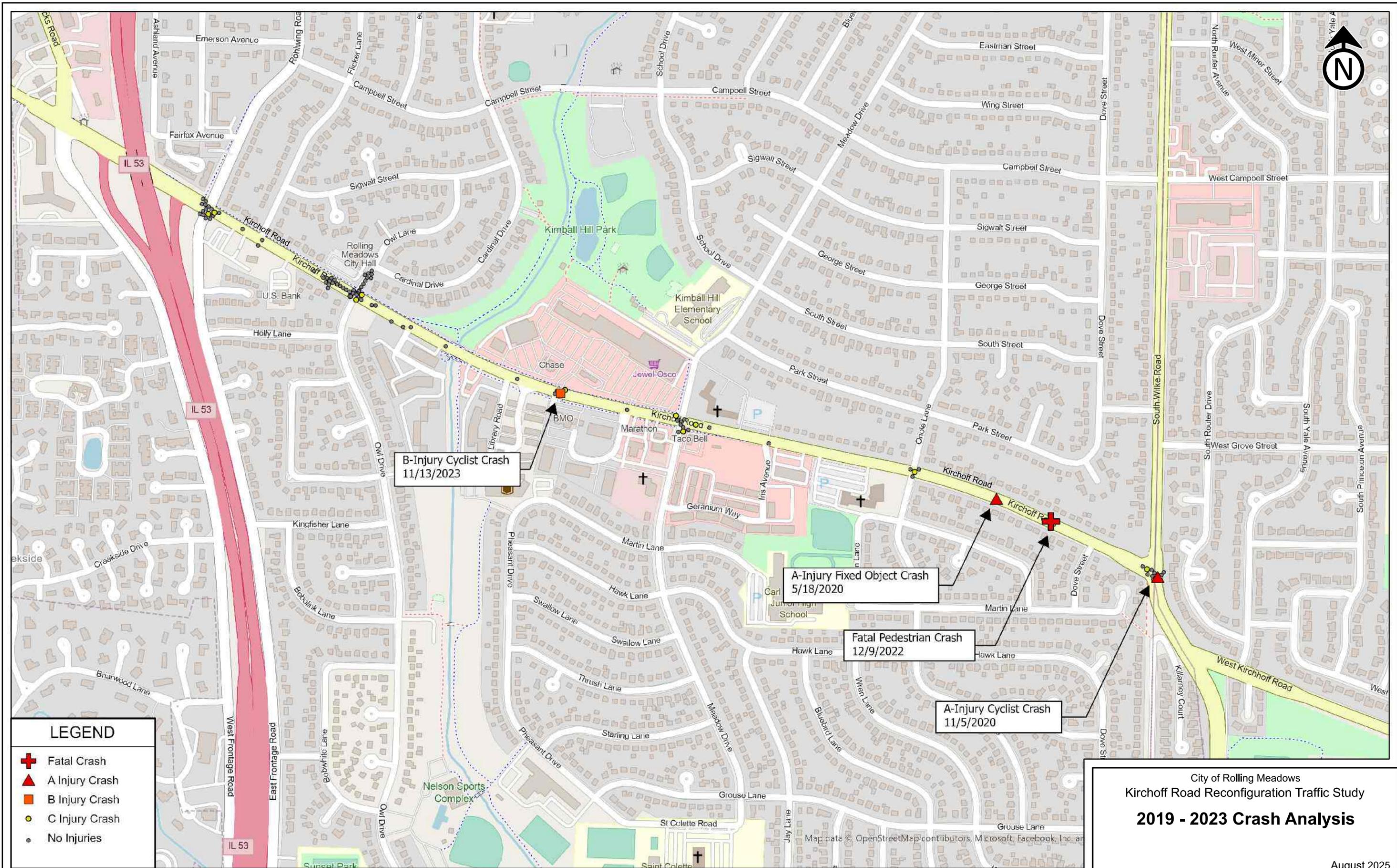
AM & PM Peak Hours vary
Count Date: Thursday, 5/29/2025

LEGEND

000 (000) ↗	Weekday A.M. (P.M.)	← 00 (00) →	Weekday A.M. (P.M.)
000 (000) →	Peak Hour Turning Movement Count		Peak Hour Pedestrian Count
000 (000) ↘			Traffic Signal
<u>00,000</u>	24-Hour Traffic Volume		One-Way Street

City of Rolling Meadows
Kirchoff Road Reconfiguration Traffic Study
2025 Adjusted Peak Hour Traffic

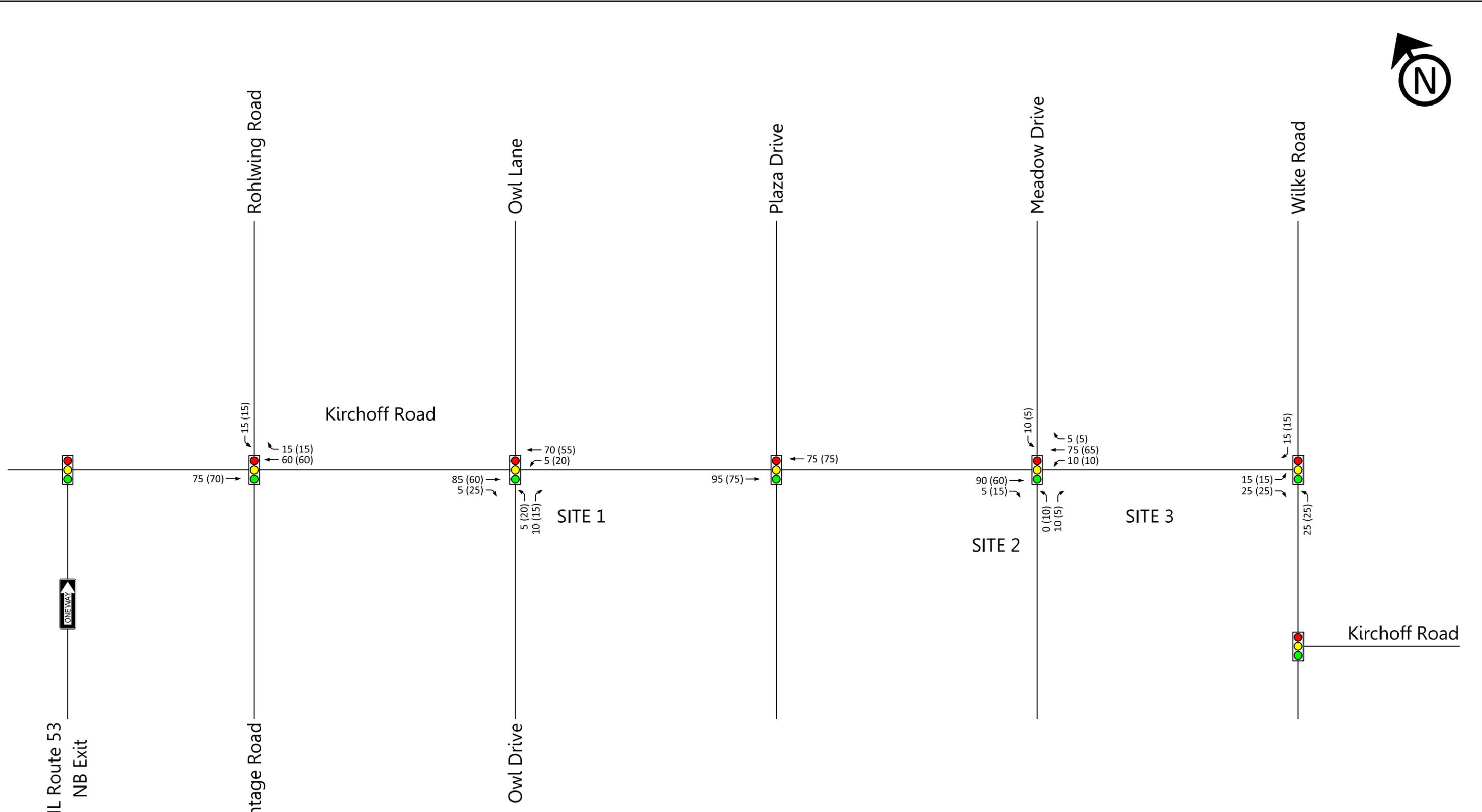
August 2025



LEGEND

- + Fatal Crash
- ▲ A Injury Crash
- B Injury Crash
- C Injury Crash
- No Injuries

City of Rolling Meadows
 Kirchoff Road Reconfiguration Traffic Study
2019 - 2023 Crash Analysis

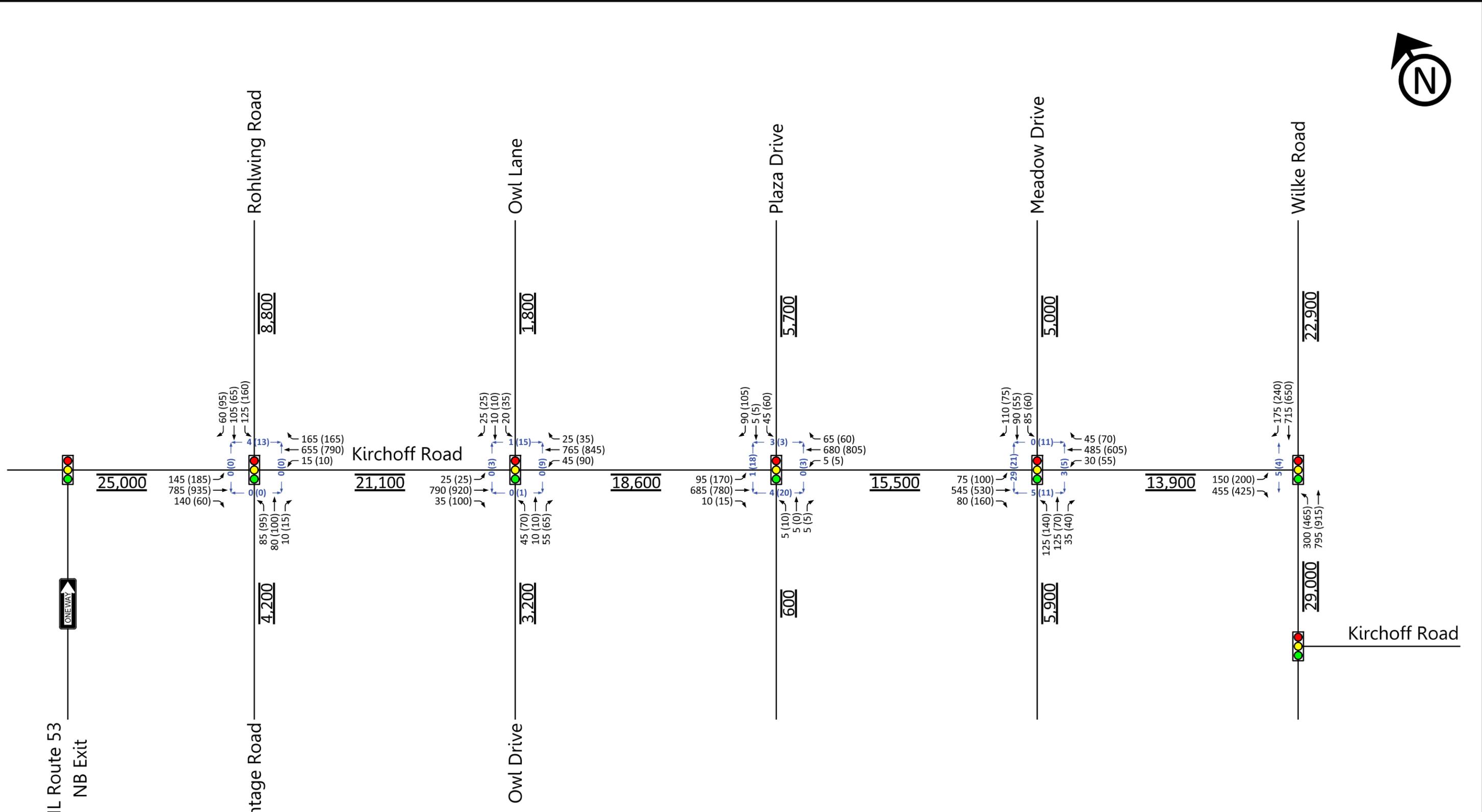


AM & PM Peak Hours vary	LEGEND	
	<ul style="list-style-type: none"> 000 (000) ↙ Weekday A.M. (P.M.) 000 (000) → Peak Hour Turning Movement 000 (000) ↘ 	<ul style="list-style-type: none">  Traffic Signal  One-Way Street

City of Rolling Meadows
Kirchoff Road Reconfiguration Traffic Study

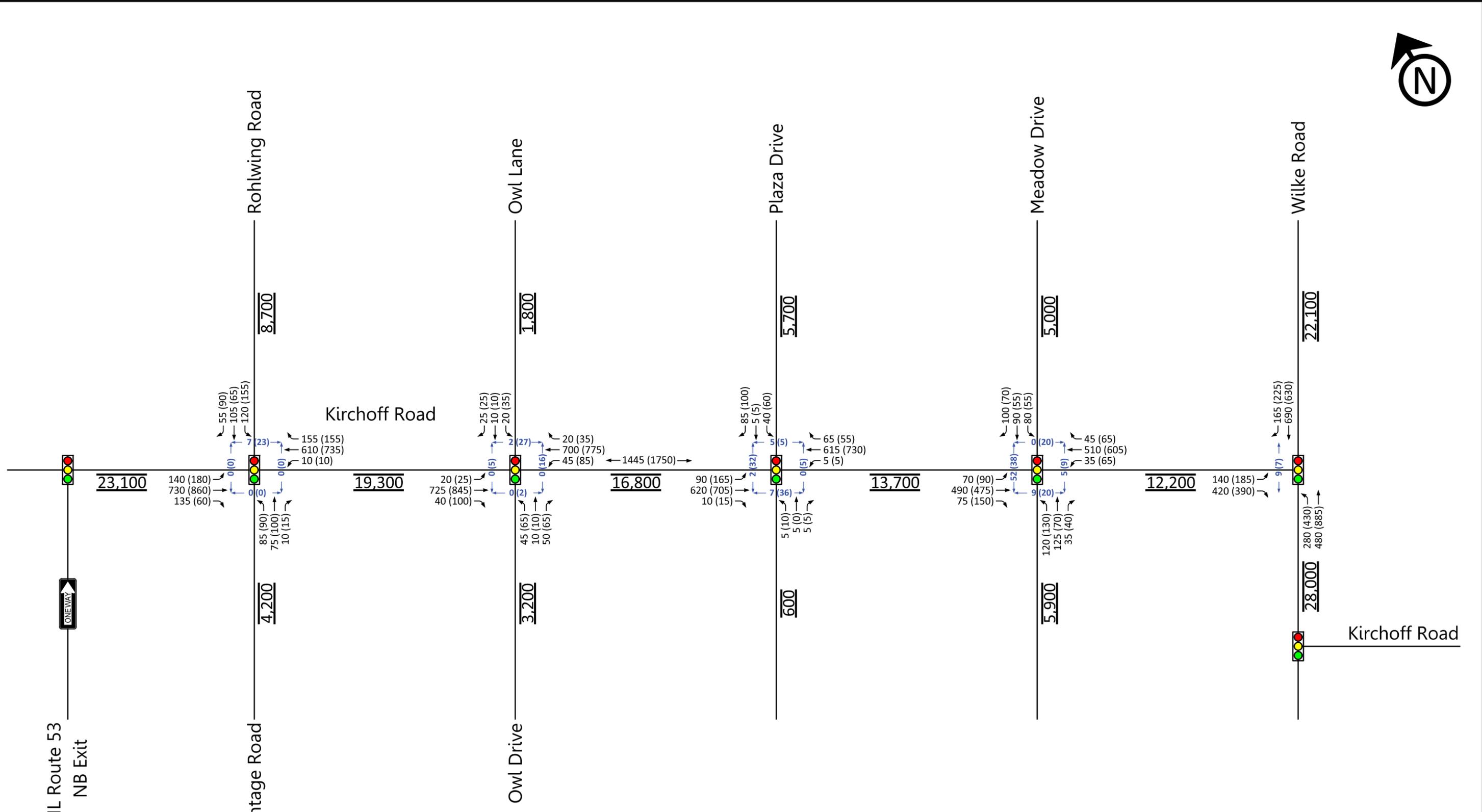
**2050 Peak Hour Volume Adjustments
For Planned Development Sites**

August 2025



AM & PM Peak Hours vary	LEGEND	
	<ul style="list-style-type: none"> 000 (000) ← Weekday A.M. (P.M.) Peak Hour Turning Movement 000 (000) → 000 (000) ↘ <u>00,000</u> 24-Hour Traffic Volume 	<ul style="list-style-type: none"> ← 00 (00) → Weekday A.M. (P.M.) Peak Hour Pedestrian Traffic Signal One-Way Street

City of Rolling Meadows
 Kirchoff Road Reconfiguration Traffic Study
2050 Forecasted Peak Hour Traffic Existing Geometry
 August 2025



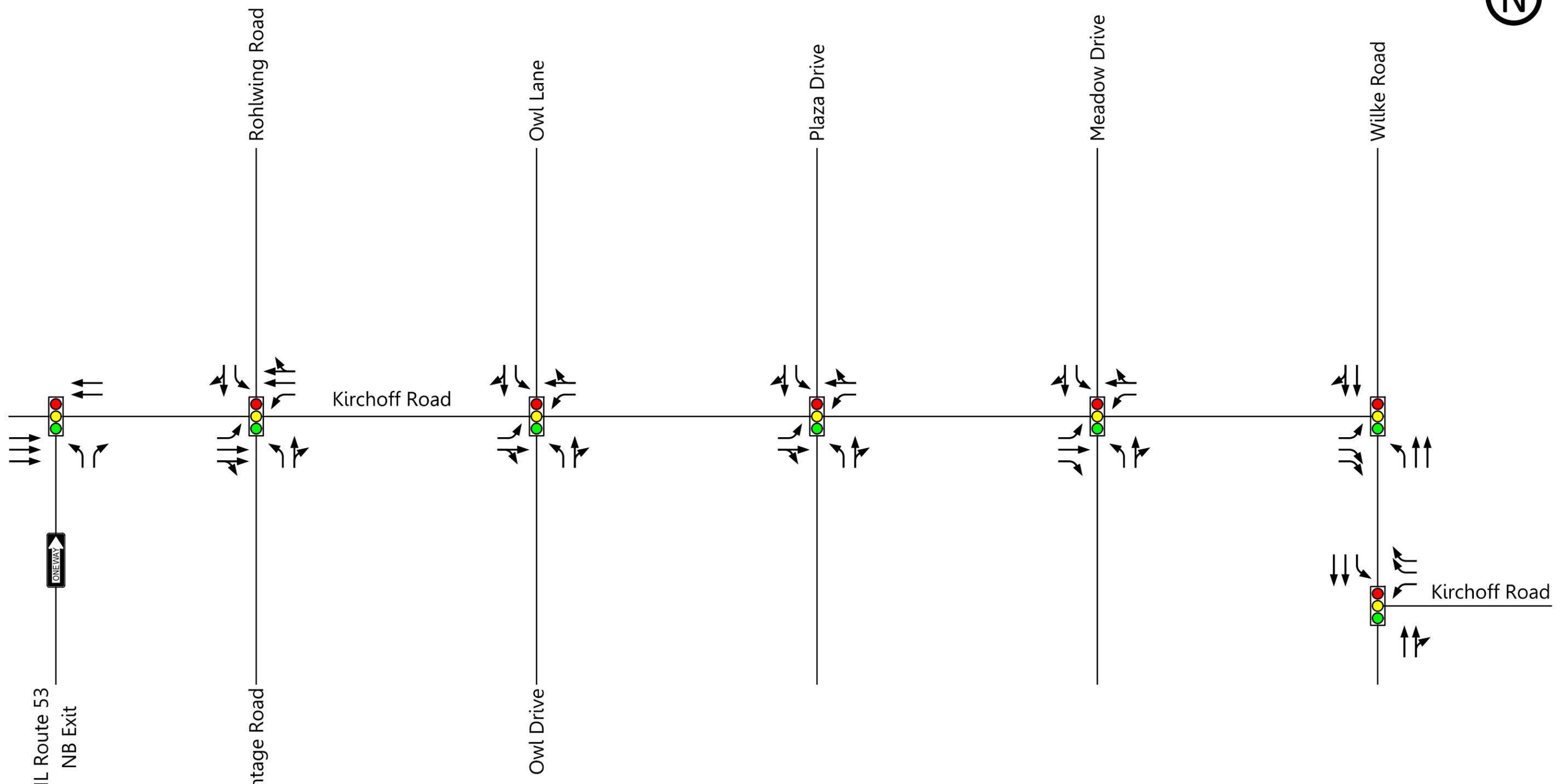
AM & PM Peak Hours vary

LEGEND

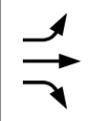
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000 (000) →	Peak Hour Turning Movement		Peak Hour Pedestrian
000 (000) ↘			Traffic Signal
<u>00,000</u>	24-Hour Traffic Volume		One-Way Street

City of Rolling Meadows
Kirchoff Road Reconfiguration Traffic Study
**2050 Forecasted Peak Hour Traffic
Reconfigured Geometry**

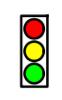
August 2025



LEGEND



Existing Lane Configuration



Traffic Signal

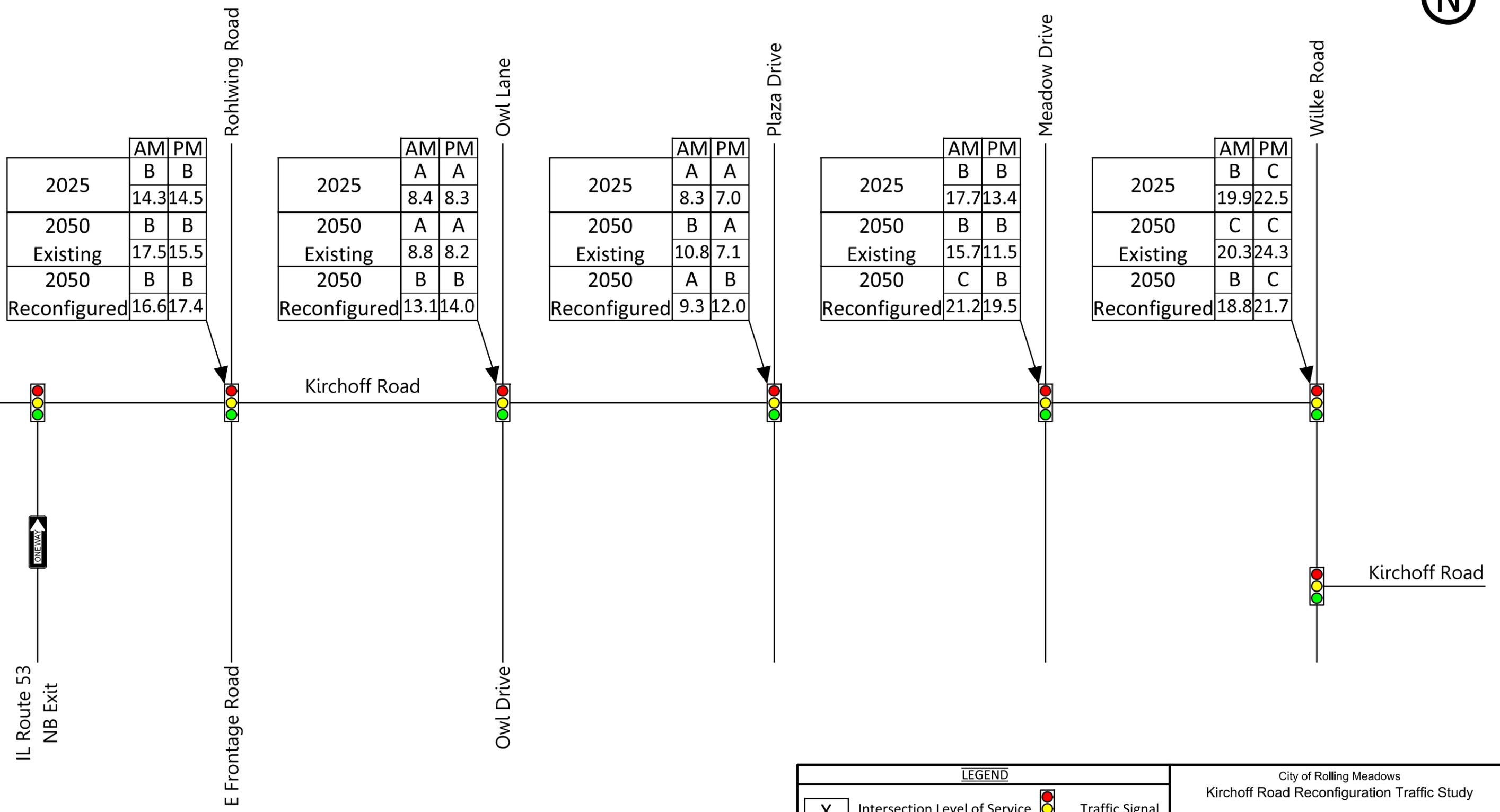


One-Way Street

City of Rolling Meadows
Kirchoff Road Reconfiguration Traffic Study
**Proposed Reconfigured Intersection
Lane Configurations**

August 2025

Exhibit J



	AM	PM
2025	B	B
	14.3	14.5
2050 Existing	B	B
	17.5	15.5
2050 Reconfigured	B	B
	16.6	17.4

	AM	PM
2025	A	A
	8.4	8.3
2050 Existing	A	A
	8.8	8.2
2050 Reconfigured	B	B
	13.1	14.0

	AM	PM
2025	A	A
	8.3	7.0
2050 Existing	B	A
	10.8	7.1
2050 Reconfigured	A	B
	9.3	12.0

	AM	PM
2025	B	B
	17.7	13.4
2050 Existing	B	B
	15.7	11.5
2050 Reconfigured	C	B
	21.2	19.5

	AM	PM
2025	B	C
	19.9	22.5
2050 Existing	C	C
	20.3	24.3
2050 Reconfigured	B	C
	18.8	21.7

LEGEND	
X	Intersection Level of Service
00.0	Intersection Average Control Delay
	Traffic Signal

City of Rolling Meadows
 Kirchoff Road Reconfiguration Traffic Study

**Signalized Intersection
 Delays and Levels of Service**

August 2025

**Exhibit L and Appendices A-E
are intentionally omitted
and are not part of the
Comprehensive Plan**

**A full copy of the
Kirchoff Road Traffic Study
is on file with the
City of Rolling Meadows**