



Rolling Meadows

COMPREHENSIVE PLAN



City of Rolling Meadows Comprehensive Plan

Adopted April 23, 2019

Amended September 9th, 2025



thanks

Thanks to the many Rolling Meadows residents, business owners and organizations that participated in the planning process through workshops, events, interviews, and online engagement.

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City of Rolling Meadows, Illinois

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CHAPTER ONE

Introduction

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The value of this effort is to revisit and refine the City’s vision of the future, engage residents and community partners in the exercise, and identify programs and policies to chart a strong future.

Background

Much has changed since the City of Rolling Meadows last prepared a Comprehensive Plan in 2006. Most significantly, the national and local economies were impacted by the recession that occurred shortly after completion of that plan. Second, the business world has changed – and is continuing to do so. Retail has been altered by the internet; as a result, industrial and business park areas see great pressure to develop with the type of logistics businesses that bring internet orders to our homes. Nearby O’Hare Airport is still a major draw for people, jobs and development, and plans for its expansion and improved access will accelerate economic development opportunities. Even office space, once the most consistent of business activities, has been changed by everything from open office floor plans, to shared work spaces, to working remotely to just working from home.

In response to these changes and its responsibility toward residents and businesses that the City continue to thrive, City officials determined in 2018 to update the Comprehensive Plan. The value of this effort is to revisit and refine the City’s vision of the future, engage residents and community partners in the exercise, and identify programs and policies to chart a strong future. A formal request for proposals was issued to secure a consultant to work with City staff and officials on such a plan. The selected consultant, Teska Associates, Inc., recommended and led a process that included five main elements.

5 Elements of the Planning Process

- 1 Community Conditions Assessment:** The first step in any plan is to collect and evaluate community data and physical conditions. The process for this plan considered topics that included land use, real estate markets, demographics, transportation options, and community facilities.
- 2 Public Engagement:** A comprehensive plan belongs to the entire community, so multiple opportunities were provided for people to have input into plan making. Outreach tools included a website, a community survey, focus groups, key person interviews, open houses, visiting a community-wide event, and holding public joint workshops with the City's Planning and Zoning Commission and an Ad Hoc Comprehensive Plan Committee.
- 3 Community Vision:** Building on the community conditions assessment and feedback from the community about wants and needs, a vision and supporting goals and objectives were developed by the consultant, Commission and Committee to focus plan making tasks.
- 4 Sub-area Plans:** Much of Rolling Meadows is already developed and many areas – primarily single-family neighborhoods – will not see dramatic changes in coming years. Some areas are more likely to change and present opportunities for community enhancement. These subareas were considered at a higher level of detail and specific recommendations were made for their future.
- 5 Plan Adoption:** Finally, the draft plan was evaluated by the Planning and Zoning Commission and the City Council, and formally adopted. The plans, programs, and policies outlined in this Comprehensive Plan will be implemented as resources allow and opportunities arise.



Bridge over Salt Creek at Kimball Hill Park

Plan Purpose

A Comprehensive Plan is a long-term, guiding document that describes community vision for physical, social, and economic development. It is not regulatory, but rather sets a blueprint for future policies and goals. It can inform public sector decisions—Rolling Meadows City Council can use the Plan to shape budget and land use decisions—and it can help communicate to the private sector what the community hopes to see in the future. Perhaps most importantly, developing a Comprehensive Plan starts a conversation about the City’s issues and opportunities, determines how to address questions that will arise in the future, and brings groups together to improve their community.

“A Great Place to Call Home” is the unofficial slogan for the City of Rolling Meadows, and also a sentiment confirmed to be true by the residents who participated in this planning process. Many people discussed the attachment they feel towards this community—its small-town feel, quality homes, schools, and parks, and the close-knit nature of its neighborhoods. This Plan discusses how to preserve these positive aspects of Rolling Meadows while also working on areas to improve.

Rolling Meadows Today

The City of Rolling Meadows is home to approximately 23,400 residents across 7 square miles in the northwestern suburbs of Chicago. Spanning the intersection of Interstate 90 and IL Route 53, this area is known as the “Golden Corridor” due to its proximity to jobs and industry—it is minutes from Woodfield Shopping Center and O’Hare Airport, with immediate access to downtown Chicago via interstate highways and public transportation (Metra).

Despite being in the middle of these assets, Rolling Meadows is a quiet community. Residential uses are primarily in neighborhoods that include parks and schools; retail and employment centers are along major arterial roads, and industrial uses are in business parks at the northern and southern edges of the City.

Many residents grew up in the City (some when it was first founded) and have either stayed, or have returned to raise their own families. It is surrounded by retail and entertainment and offers easy access to the region, but is removed enough to maintain a small-town feel. With quality community services and friendly neighbors, many residents are loyal to Rolling Meadows and dedicated to preserving and building upon its positive qualities.



Carillon at Kimball Hill Park

History

The close-knit nature of Rolling Meadows today reflects its history as a small community of newcomers who know and support one another. German immigrants first arrived in the area in 1850. The area remained a quiet corner of the region, and in the early 1950s, Kimball Hill bought 1,000 acres of land that was originally intended to become a golf course. He advertised a residential floor plan in the Chicago Tribune and began building small, affordable single-family homes (at a pace of 20 houses per week) that would become a subdivision development called Rolling Meadows.

Blue-collar workers began moving in by 1953, with over 700 houses sold to families by 1955. Kimball Hill did more than just construct houses—he also: donated \$200 per home for a school system, built the first elementary school, founded the Rolling Meadows Homeowners’ Association, donated land for parks, and funded the Clearbook Center (an organization servicing people with disabilities), which is still operating today.

Upon incorporation as a City in 1955, Rolling Meadows saw an influx of businesses, including the Crawford’s Department Store, and jobs, many of which were based in the industrial park on North Hicks Road. Between 1960 and 1970 the population nearly doubled, from 10,879 residents to 19,178.

Since 1970, the City has grown incrementally, and today has a mix of single-family—many of which are the original Kimball Hill homes—and multi-family housing, business districts, and retail and industry hubs at the north and south ends of town. Rolling Meadows is distinctive as a bedroom community with a tradition of manufacturing (i.e. has a base of quality industrial jobs). The City is proud of its history and the continued high-quality, yet affordable, lifestyle that originated with the Kimball Hill development.



Rolling Meadows City Hall, 1958

Demographics

Rolling Meadows is home to approximately 24,000 residents, a decrease of three percent from 2010, according to the U.S. Census and American Community Survey (ACS) 5-Year Estimates (2012-2016). Comparatively, Cook County’s population has increased 0.6% and the Chicago Metropolitan Region has increased 0.8% over the same time period. Modest populations decreases in primarily built out communities are common and present no direct need for policy or program changes. Reasons for the change may reflect national trends toward smaller households or margin of errors in estimate data, rather than a formal decennial census.

The City’s median age is 38, meaning its population is slightly older than the County and region, which are 36 and 37, respectively. Median household income is \$65,546 which is higher than the

Cook County median income (\$56,902) and the regional median (\$65,173), though slightly lower than surrounding communities, indicative of the City’s wider range of housing types and income levels (Figure 1.1).

The median home value is \$256,218 which is comparable to the countywide median of \$247,591 but lower than surrounding communities pointing to the relative affordability of housing in Rolling Meadows (Figure 1.3).

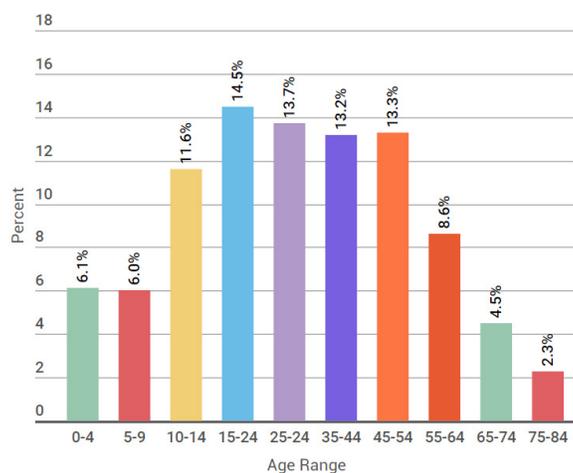
Rolling Meadows also has a diverse community—27% of its population was born in another country and 36% of residents speak a language other than English at home. As a result, the City and its partnering jurisdictions offer programs and services in English and Spanish.

Figure 1.1: Demographic Comparisons

	ROLLING MEADOWS	COOK COUNTY	CHICAGOLAND REGION
POPULATION	23,377	5,227,575	8,501,507
MEDIAN HOUSEHOLD INCOME	\$65,546	\$56,902	\$65,173
EDUCATION (BACHELORS AND ABOVE)	36%	37%	38%
MEDIAN HOME VALUE	\$256,218*	\$247,591*	N/A
EMPLOYED	93%	90%	91%
MEDIAN AGE	38	36	37

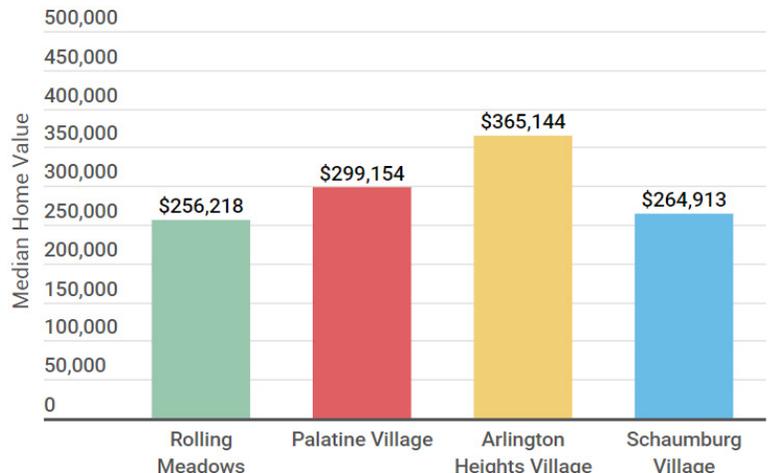
Source: 2016 American Community Survey 5-Year Estimates and *Esri 2018 Business Analyst

Figure 1.2: Population by Age Group



Source: Esri 2018 Business Analyst

Figure 1.3: Median Home Value Comparison



Source: Esri 2018 Business Analyst





CHAPTER TWO

Community Engagement

CONTENTS

- Project Website
- Community Survey
- Community Meetings
- Focus Groups & Stakeholder Interviews
- Ad Hoc Committee



Introduction

Community engagement helps provide answers to important questions about what residents want for the future. Effective outreach means effective communication—active listening, reporting back, reworking ideas, refining concepts, and ultimately producing a set of actionable goals that speak to what the community wants, needs, and aspires to achieve.

The City of Rolling Meadows wanted this Plan to be reflective and representative of community-wide interests. Extensive engagement was part of the planning process from start to finish. To reach as many residents and stakeholders as possible, a variety of tools were used. In total, nearly 600 people engaged with the Plan process using one of the outreach methods described below. A complete summary of the public engagement process is provided in the Appendix.

What are the CHALLENGES?

Where are the OPPORTUNITIES?

What does Rolling Meadows WANT in the future?

Project Website

A Comprehensive Plan project website, Plan4RollingMeadows.org, provided a one-stop shop for all Plan-related updates, documents, and resources. The site also offered a platform for community comments and idea sharing, with a “Share Your Idea” portal. Users were able to subscribe to the website and receive email updates on upcoming meetings and project news. The website received over 2,700 page views, over 1,400 unique visitors.

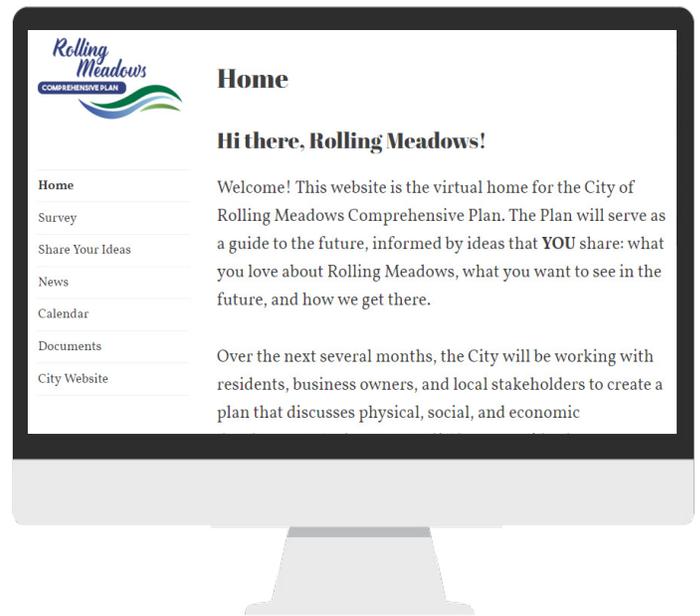


Figure 2.1: Interplay of Engagement Components



Community Survey

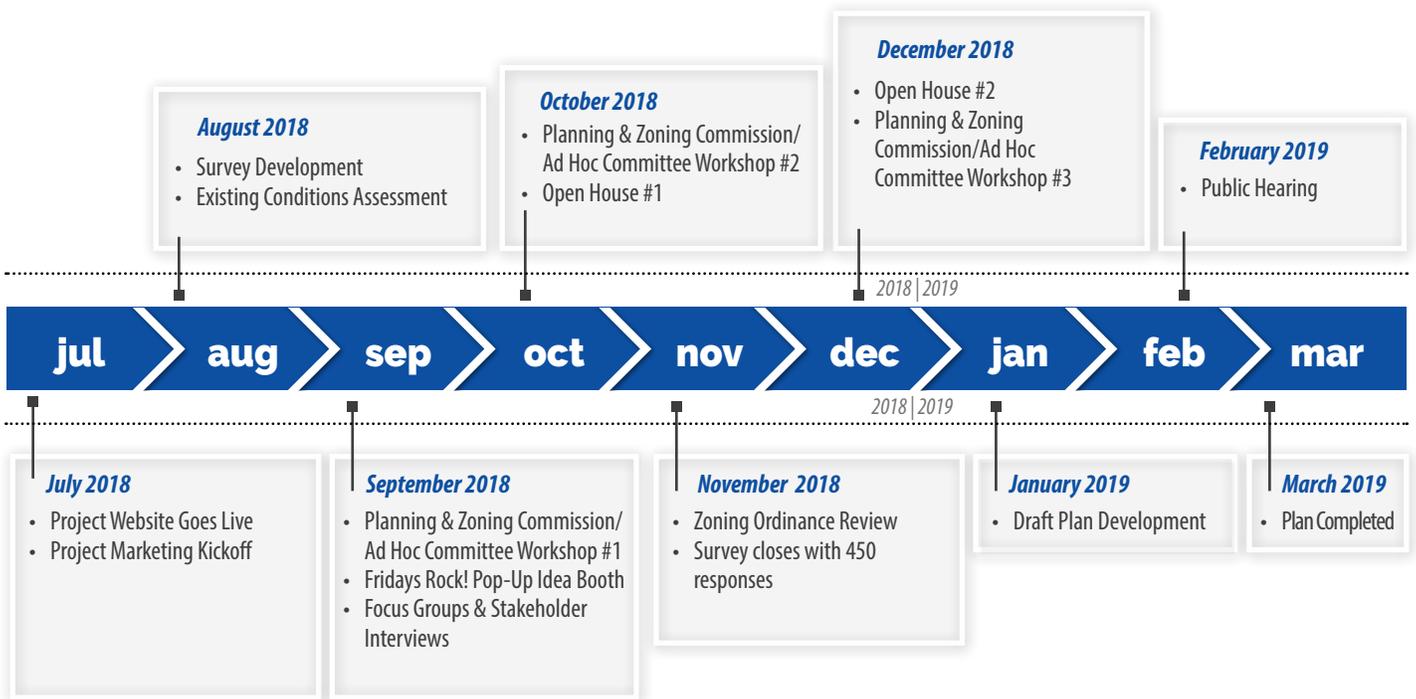
A total of 450 people responded to a Community Survey that asked questions about Rolling Meadows’ assets and challenges. Selected highlights are shared in Figure 2.3. The number of surveys received is consistent with planning efforts for communities of a similar size. Overall, the strong response to the survey indicated that residents are pleased with the City and they value its small-town feel, friendly people, and affordability.

Community Meetings

Two community open houses were held at City Hall, the first in October, 2018 before Plan recommendations were formed, and a second in December, 2018 to present Draft Recommended Strategies for public feedback. The City advertised the meetings on the electronic message board outside City Hall and through the mail attached to resident water bills. In addition, the project team attended the “Fridays Rock! & Roll in Meadows” summer concert event in September 2018, which first introduced the community to the Plan and gathered initial ideas from residents.

These community-wide events provided an opportunity for residents to meet face-to-face with City staff and the project team to ask questions about the Comprehensive Plan, share ideas and suggestions, and receive a message from the City that their opinions are valued.

Figure 2.2: Outreach and Planning Process Timeline



Planning & Zoning Commission

The Planning and Zoning Commission, which consists of nine members, is a recommending body to the City Council on development matters such as, special uses, subdivisions, text amendments, rezoning, and sign appeals. The Commission played a critical role in shaping and reviewing the Comprehensive Plan in each step of the process.

Focus Groups & Stakeholder Interviews

While the survey and events cast a wide net and looked to gather ideas from all sections of the community, focused interviews with key persons who live, work, and do business in the City were also informative. The project team held focus groups and stakeholder interviews with over 30 people, who were identified and invited by City officials. The groups included residents, elected officials, community leaders, property and business owners, representatives of other taxing jurisdictions, and real estate brokers. These conversations informed the planning process by highlighting Rolling Meadows' strengths and needs, from their perspectives:

- **Strengths:** location and access to amenities, quality City services, City being easy to work with, competitive home prices, great parks and schools, community feel, large daytime population, small size, local events
- **Needs:** destinations and retail to draw in visitors, more awareness of local assets, stormwater infrastructure, modern industrial buildings, attracting new development, enhanced bike and pedestrian network, updated infrastructure.

Ad Hoc Committee

Throughout the planning process, an Ad Hoc Committee consisting of the Planning and Zoning Commission and other stakeholders met on a monthly basis to steer the Plan, inform the Vision, Goals, and Objectives, and review preliminary findings and recommendations.

Outreach Snapshot



Website + Idea Metrics

July 2018 to January 2019



2,700+
Website Page Views



500+
Total Ideas Shared



1,400+
Unique Website Visitors

Website Features

- Share an Idea Tool
- Upload Photo Tool
- Survey
- Project Follow Feature
- Documents
- News Posts
- Q+A/Contact Form
- Calendar



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CHAPTER THREE

Vision & Goals

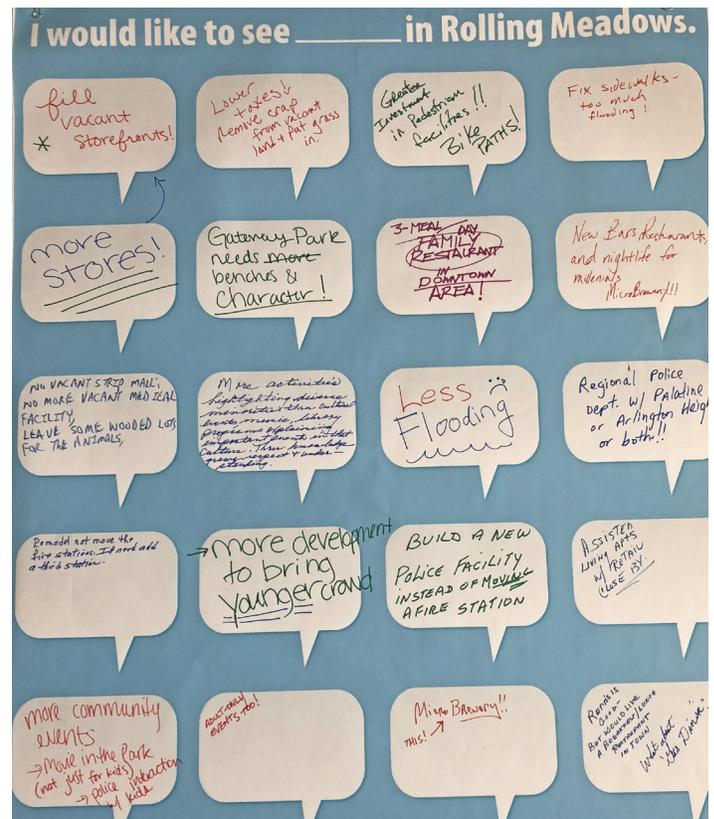
CONTENTS

- A Vision for the Future
- Goals, Objectives & Strategies
 - Sense of Place
 - People
 - A Great Place To Be
 - Getting Around
 - Environment & Infrastructure

Introduction

Throughout the engagement process, common themes emerged as residents, staff, and stakeholders shared their ideas. This is not to say that all people agree on a singular vision for the future of Rolling Meadows. Rather, many seemed to agree on the elements that make Rolling Meadows a great place to live and many of the areas in which it can improve and grow.

The vision and goals described here merge the ideas heard from residents and stakeholders during the planning process. They are organized under five themes that serve as the guiding framework for this Plan. The plan's Vision is an aspirational picture of the future, and that some aspects of it are true today speaks to the quality of life that current exists in the City.



The plan's Vision is an aspirational picture of the future, and that some aspects of it are true today speaks to the quality of life that current exists in the City.

A Vision for the Future...

Rolling Meadows is a close-knit community with a small-town feel and a distinct character from its neighbors. Residents feel pride for their city and come together for local events, embracing community amenities while appreciating easy access to outside destinations. The City offers a wide range of jobs and is a great place to open and operate a business, offering a convenient location and predictability within local government processes. Rolling Meadows provides a connected transportation network that encourages getting around by various transportation methods. Residents enjoy and are conscientious of the environment and preserving natural resources such as Salt Creek.

Goals, Objectives & Strategies

To further spell out the Vision for the future, a series of Goals, Objectives, and recommended Strategies are presented here. These types of statements vary in how they fit into and advance the Plan:

- **Goals** are aspirational statements. They may or may not be achievable, but they convey the future the City strives for through this plan. Each Goal is further described by a supporting statement.
- **Objectives** are action-oriented approaches to support a goal. They are not only indications of general actions to be taken, but serve as benchmarks to evaluate development proposals and other options that will come before the City.
- **Strategies** are recommended programs and policies to implement the objectives. The strategies relating to any given goal do not stand alone but are intended to be carried out in conjunction with all elements of the Plan. These are discussed in the Implementation chapter of this Plan.



Rolling Meadows housing

Sense of Place

Goal: Rolling Meadows offers a distinct character, quality housing stock, and a comfortable quality of life with a “small town” feel. The City can continue expanding on community pride through a focus on community-wide events, further highlighting of local assets, and embracing the characteristics that make Rolling Meadows unique. Through celebrating unique qualities, the City can foster the Kirchoff Road Corridor District as the “center of town” and the northern and southern portions as the centers for retail and jobs.

Objectives

- Foster community pride and cohesion.
- Maintain a range of housing types to meet the needs of people at all stages of life.
- Highlight the City’s strengths and amenities to current and prospective residents and businesses.
- Enhance access to and recognition of local assets and destinations.
- Celebrate and utilize the “Kirchoff Road Corridor District” as the center of town.
- Support a land use pattern that avoids impacts on residential areas, yet provides access to businesses and amenities .
- Continue code enforcement efforts to address property maintenance issues that may arise in both business and residential areas of the City.

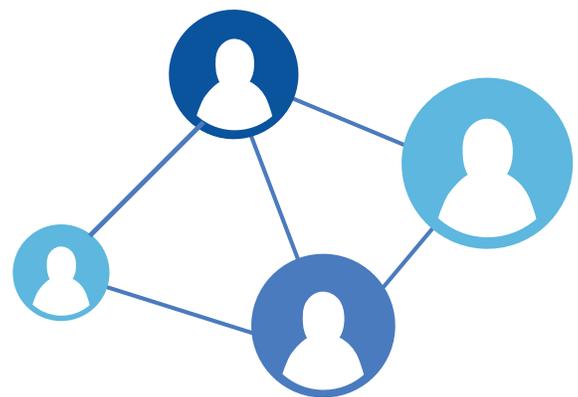


People

Goal: Residents, businesses, and government bodies communicate and work collaboratively across jurisdictions to achieve shared goals. Residents and people who do business in Rolling Meadows are a large part of what make it a special place. Neighbors are friendly to each other and the City and partner agencies provide quality programs and services. However, there is a perception of an east-west divide—the result of several contributing factors. While overcoming physical and jurisdictional barriers may take time or not be feasible, the City can continue to offset any geographic distinctions by considering alternative governance structures and collaborative, intergovernmental relationships.

Objectives

- Support ongoing collaboration with staff from various jurisdictions.
- Project a positive, consistent identity to businesses and visitors.
- Promote the sense of community cohesiveness among residents.



A Great Place to Be

Goal: Rolling Meadows embraces its position as being in the center of regional destinations and focuses economic development efforts around existing locational advantages. With excellent regional access and close proximity to O'Hare Airport, shopping, and entertainment, Rolling Meadows is in the middle of it all while still able to offer a calm and quiet place to live. Residents and employees have access to nearby jobs and amenities, but are not as impacted by the traffic and bustle of such areas. The City can boast these existing assets as part of strategically positioning itself for evolving market and real estate opportunities.

Objectives

- Regularly and directly engage and communicate with commercial property and business owners.
- Support development and redevelopment that enhances the City tax base and community needs.
- Ensure that City development regulations, procedures, and processes encourage the efforts of residents, businesses and property owners to reinvest in the community.
- Enhance appearance of key corridors and subareas in the City.
- Build upon locational advantages and maintain industrial uses in the northern and southern sections of the City and the mix of business uses in the Golf and Algonquin Road areas.
- Enhance urban design character of the City's key business and community areas when considering development proposals and City capital projects.



Getting Around

Goal: Residents and visitors have smooth access to a connected, efficient transportation network that facilitates mobility and accessibility for all. Transportation is about more than simply moving cars from point A to B and there is a growing need to focus on all users, including pedestrians and bicyclists. Rolling Meadows can improve "mobility" with continued improvements to the transportation network through collaboration with different jurisdictions. "Access" can be enhanced by filling in gaps in the network and helping people get where they need to go by car, bus, bike, and walking.

Objectives

- Promote safe and convenient travel for all methods of getting around that promotes connectivity in and beyond the City.
- Consider ways to decrease traffic congestion and pollution as part of development review processes and community projects.
- Create a connected, attractive, efficient, and safe bicycle and sidewalk network.
- Coordinate long-term capital improvement projects with planning goals and available budgets.
- Enhance access to and from Busse Woods Forest Preserve.



Environment + Infrastructure

Goal: Rolling Meadows has adequate infrastructure to manage stormwater and limit flooding, and Salt Creek is maintained as an amenity for all. Built infrastructure (such as sewers, streets, curbs, detention basins) and green infrastructure elements (streams, rain gardens, bioswales) are too often seen as distinct, mutually exclusive management components. In fact, they need to be seen as partners in a management process; the green elements also understood as community amenities. Rolling Meadows is fortunate to have Salt Creek running through town as a natural and a stormwater management tool. Both these roles can be advanced further, keeping in mind that all stormwater and other infrastructure elements require ongoing maintenance.

Objectives

- Preserve and enhance Salt Creek as a natural amenity.
- Educate the community on the benefits of green infrastructure as part of site improvements, for small (home and business) and large (parks and streams) scale projects.
- Consider potential flooding reduction and stormwater management needs in development proposals and City capital programs.
- Continue practice of investment in City utilities (water, sanitary sewers, stormwater) and roadway infrastructure.



CITY OF ROLLINGWOODS
CITY



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CHAPTER FOUR

Sense of Place

CONTENTS

- Introduction
- Housing
- Social & Cultural Context
- Recommendations

Introduction

A common idea expressed by residents of Rolling Meadows is that it has a small-town feel. People often describe it as “hometown” and refer to the close-knit, friendly nature of the community as a reason to live here. This chapter discusses what exactly “small-town” means to Rolling Meadows’ sense of place, shares examples of how the City works (and should continue) to maintain that character, why that has value, and what strategies can help to preserve and enhance that sense of place as an asset.

“Sense of place” is a combination of the physical environment (buildings, parks, streetscapes, natural areas) and the communal environment (neighborhoods, gathering places, schools, community events). This concept has real value as both an economic development tool and a source of community pride. In terms of economic development, visitors, shoppers, and new businesses are more likely to spend time and money in a place when that community’s existing residents, businesses, appearance, and character present a desirable image. Community pride can lead to economic development, as the residents of a city are its own best marketing agents. Rolling Meadows has all the pieces to boast its “sense of place” and the purpose of a plan is to decide how best to tie them together.



“Sense of place” is a combination of the physical environment (buildings, parks, streetscapes, natural areas) and the communal environment (neighborhoods, gathering places, schools, community events).

Housing

Rolling Meadows was originally founded as a Kimball Hill Homes subdivision development of quality and affordable ranch homes, many of which were sold to veterans returning from World War II. These homes continue to make up much of the City's housing stock. They can be affordable starter homes for young families, many of whom have added a second story or extended out the back.

These Kimball Hill neighborhoods are well-planned and well-maintained, with mature trees and proximity to parks and schools. In addition, they have a unique quality in that they are home to extended families of people who grew up in the City and returned to raise their own children.¹ The quality and close-knit nature of Rolling Meadows homes and neighborhoods are qualities to preserve, and speak to the importance of housing in the Rolling Meadows identity.

■ Figure 4.1: Housing Data

Housing in Rolling Meadows



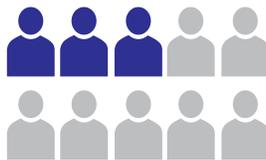
95%
occupied

\$256,218
median home
value 

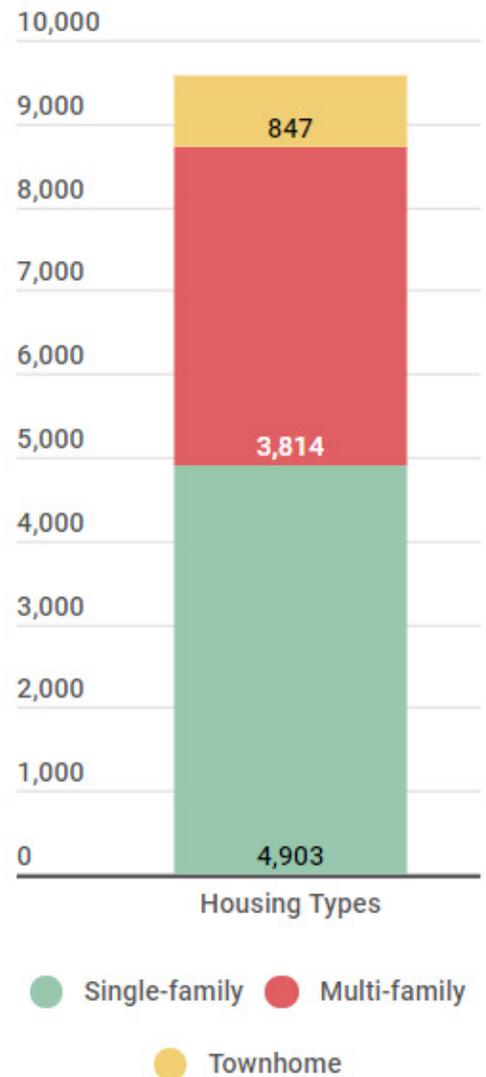
OWNERS vs. RENTERS



7 out of 10
residents **OWN**



3 out of 10
residents **RENT**



Source: 2018 Esri Business Analyst

Housing Mix and Age

Today, Rolling Meadows' housing stock is approximately 66% owner-occupied and 34% renter-occupied. Most housing units were constructed between 1950 and 1980, which is indicative of the continued strong presence of Kimball Hill-era homes (but also means that much of the housing stock is aging at the same rate). Housing is seen in a variety of types, prices, and sizes, which allows the City to be an attractive place to live for a wide range of people.

Rolling Meadows seems uniquely able to retain its long-time residents. The mix of housing types may be part of the reason, as this variety facilitates multi-generational housing (and, as new research concludes, places with more diversity in types of housing are more stable and can weather a housing crisis better²). Additionally, residents describe the City as being willing to allow home modifications, such as additions and expansion. Residents view City policies as flexible and helpful. This is a valuable and important reputation for the City to continue to build upon, as it has implications for both resident and business retention and attraction.

Crime Free Housing & Code Enforcement

The City of Rolling Meadows already has programs in place for code enforcement and maintaining its housing stock. One is the Rental Licensing program. This program requires that all single-family homes, condominiums, and apartments be licensed and inspected by the City's Community Development Division. This process ensures that existing housing continues to be well-maintained, which is a proactive approach to prevent complaints/issues and strengthen the reputation for quality housing stock in Rolling Meadows.

Another effective housing policy is the Crime Free Multi-Housing Program. Expanded in 2013, the program requires owners of rental housing to attend and complete a Crime Free Multi-Housing Program seminar prior to obtaining a new City rental residential license. This seminar must be completed once in the life of the rental license in addition to the rental license application and building inspection. This training helps to ensure that landlords are doing what they can to maintain safe and well-managed properties for Rolling Meadows residents.

Programs such as Rental Licensing and Crime-Free Multi-Housing are examples of work that the City is already doing to preserve and enhance its diversity of housing. Having safe, affordable, and well-maintained housing is a key selling point that can help retain existing residents and better attract new ones.



Rolling Meadows housing

Aging in Place

Over 15% of Rolling Meadows' current population is over the age of 55, and these residents may want the option of remaining in their homes as they age. In fact, a national study found that the vast majority—nearly 90%—of people over the age of 65 want to live in their homes for as long as possible.³

Rolling Meadows has already taken steps to address aging in place through its role in the Northwest Suburban Housing Collaborative, a partnership—which includes the City plus the villages of Palatine, Arlington Heights, Mount Prospect, and Buffalo Grove—formed to collectively address a variety of housing objectives. The Collaborative recently developed a pilot program called CAPABLE (Community Aging in Place, Advancing Better Living for Elders) which helps seniors to overcome barriers to independent living. Services include an occupational therapist, a registered nurse, and handyman that will visit participating seniors in their homes.

Programs like CAPABLE can be very effective in accommodating older adults who to stay in their homes. It is important to continue these and other efforts to educate and assist residents on how to adapt their homes so that they can continue to live there.

Social & Cultural Context

Community Pride

Residents are proud of being from or living in Rolling Meadows, which is something that not every community can boast, and should not be taken for granted. In recent years, the City has focused on building upon this existing community pride through promoting Rolling Meadows events and other local opportunities and assets that collectively enhance the City's identity.

The City has used programming and events as a way to tap into hometown loyalty. The Rolling Meadows Community Events Foundation was created in 2011 when City Council approved Staff's recommendation to establish a foundation that could take donations and make contributions to the City for public purposes. Since then, the Foundation has continued to grow and supported 23 different events in 2018. These events are opportunities for neighbors and people from all parts of Rolling Meadows, and surrounding communities, to come together. These programs are very much in keeping with the objectives of this Plan and should continue and expand as opportunities arise, including outreach and event locations that involve all areas of the City.

The City also has harnessed community pride through the Rolling Meadows Historical Museum, which opened in 2002 and is a replica of an original Kimball Hill home. The museum offers a fun way for residents and visitors to get a glimpse into the type of home that Rolling Meadows was founded upon. Still today, the City can be proud of its high-quality, original housing stock that can be affordable to many families.

Diversity + Cohesion

As a small town, much of the “neighboring” that happens in Rolling Meadows occurs around defined spaces: schools, parks, and at the neighborhood or block level. Because of this, residents sometimes feel a separation between those who live east of State Route 53 versus those who live west of the highway. There are several contributing factors—many of which are fixed and cannot be changed, creating a challenge to sense of place. These include: High School District and Park District boundaries, Rolling Meadows homes that have Palatine mailing addresses, and the City’s ward boundaries.

In some cases, residents may not know about the many occasions for neighboring and community gathering. For instance, those who live in the vicinity of Kirchoff Road and frequently pass by City Hall’s electronic message board are more likely to learn about upcoming events. To expand this awareness, a new electronic message board is planned to be installed at the western edge of the City on Quentin Road.

More opportunities and increased awareness of the City’s amenities, resources, and events can help to enhance social interaction between residents from all parts of the City, and in doing so, strengthen a sense of place and community pride.

Spotlight: Community Events

With assistance from the Community Events Foundation, Rolling Meadows has hosted a range of events that appeal to all ages and audiences. Year-round, there are local events and activities to attend such as: City Markets, holiday parades, Friday summer concert series (Fridays Rock! & Roll in Meadows), community bike rides, Senior Luncheon, Taste the Town, Business + Community Showcase, “Hometown Hoedown”, and a Holiday Tree Lighting.

The residents who go these events speak highly of them and appreciate the chance to come together as a community. This programming allows residents from all parts of the City and beyond to recognize and enjoy this Rolling Meadows asset.



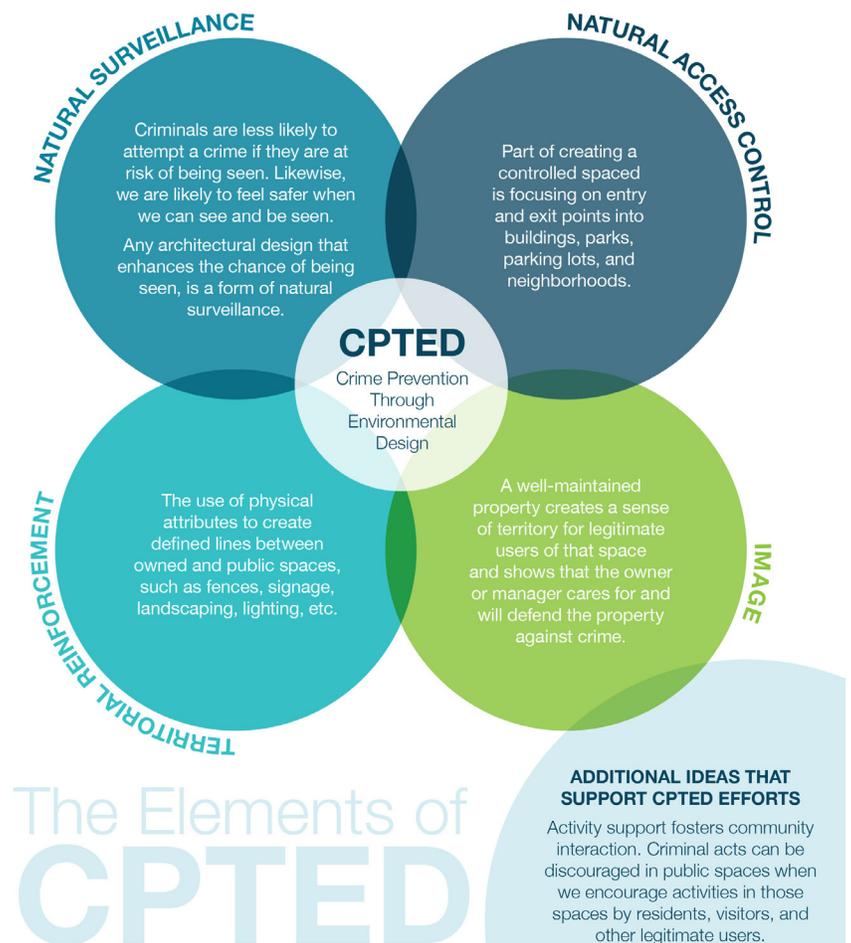
Fridays Rock! Summer Concert Series

Community Safety

Residents and visitors are more likely to feel attachment to a place when they feel safe and comfortable, as in Rolling Meadows. Community safety can mean different things and can be achieved through a variety of approaches and outcomes. Oftentimes, safety comes from a police force that enforces laws and protects citizens against crime. In other ways, safety can be the product of the physical environment. One approach that considers the built environment is called Crime Prevention Through Environmental Design, or CPTED. There are four main CPTED principles that can be incorporated into the design and management of new developments and public improvements to create safer environments:

- Natural surveillance through enhanced visibility using lighting, landscaping, and positioning of entryways
- Natural access control utilizing walkways, fences, lighting, and signage
- Clear sense of ownership that distinguishes public spaces from private spaces
- Property maintenance that establishes a sense of place and order.

Rolling Meadows Police officers have received training in the principles of CPTED, and Chapter 5 discusses the breadth of the Police Department’s efforts to improve safety through community involvement, relationship building, and problem solving.



Source: City of Albany, Oregon

Spotlight: Rolling Meadows History

“Although we now live in an era in which it has become fashionable to bash the ‘burbs, the town officials of Rolling Meadows aren’t buying any of it. Instead, they’re celebrating where they came from.”

–Article from the *Chicago Tribune*, December 1994

The above quote came from a newspaper article discussing the original idea for a Rolling Meadows Historical Museum, to be housed in an exact replica of a 1953 Kimball Hill tract home, complete with authentic appliances and decor. This concept came to fruition in 2002 and continues to operate today. The museum displays historical documents and photos, and an exhibit with information on Kimball Hill and the early development of Rolling Meadows. The community interest and volunteer efforts that go into operating the historical museum speak to the local pride that can be found in Rolling Meadows.

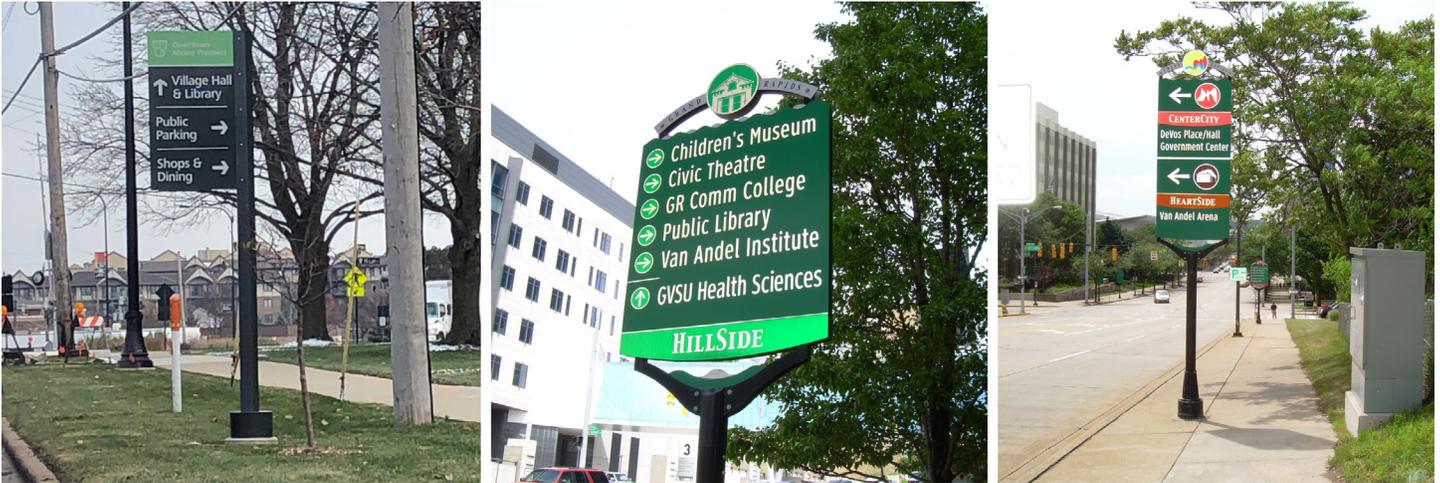
Community Appearance

Improving the overall appearance of a community is a good example of how sense of place can serve two important functions: adding real value and building identity. Many factors contribute to the overall “look” of a city; most significantly, this includes: property maintenance, building design/appearance, and streetscapes (so improvements take both private and public sector commitment). Rolling Meadows can communicate a message to residents, visitors, and employees about who they are as a city through increased attention to these elements, particularly in the City’s key sub-areas: the Kirchoff Road Corridor, Northwest Industrial District, Golf Road Corridor, and Algonquin Road Corridor Districts.

Chapter 6 discusses the connection between community appearance and economic development, specific to each of the four sub-areas.



Kimball Hill Pond



Examples of wayfinding signage in various communities

Gateway & Wayfinding Signage

Clear and unique signage is useful in conveying a specific community identity, value, and sense of place. Two types of signage communicate differently. Gateway signs are generally located at entryways to a community or destination and send a welcoming “you are here” message, while wayfinding signs are directional and help provide information and orientation. Rolling Meadows currently has eight existing gateway signs strategically placed around the City, but few wayfinding signs (there are some on Kirchoff Road that direct people to the Library, but they can be difficult to see and are standard highway signs that do not incorporate Rolling Meadows’ unique identity).

Wayfinding signage can be a relatively low cost improvement that builds upon gateway signage and improves the overall function and appearance of a corridor, including the following benefits:

- 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.



Kimball Hill Park sign, located behind Shopping Center

There are several locations that would benefit from wayfinding signs, such as near Kimball Hill Park— although this is a “crown jewel” park, it can be difficult to find as it is located behind the Rolling Meadows Shopping Center. Through a program that includes identifying important locations through new signage, sign types and a clear sign hierarchy, a wayfinding program can help the City to highlight its assets to all that may be interested.

Recommendations

The following recommendations build on the conditions, programs and policies described in this chapter. The actions are described in greater detail and prioritized in the Implementation Chapter. See the Kirchoff Road Corridor Plan (Appendix E) for updated recommendations as to improvements within the subarea.

- Continue to host community events and market them widely to bring together residents from all parts of the City.
- Create a marketing program that showcases the City's amenities and communicates the City's opportunities.
- Continue housing programs that preserve quality of residential properties and neighborhoods, and support aging in place (for example, the handyman and snow removal programs for seniors). Enhance community character in the Kirchoff Road Corridor District with improvements such as streetscaping, wayfinding, banners, and signage that communicates its role as the center of town and home to assets like City Hall, Kimball Hill Park, the Rolling Meadows Library, several churches, and various businesses.
- Implement a wayfinding program to highlight Rolling Meadows' assets.
- Enhance existing, and add new gateway signs to better recognize the City's entryways.
- Encourage reinvestment of properties through measures in the zoning ordinance and incentives such as building permit fee reimbursement programs.
- Encourage new and well-designed housing development that contributes to the citywide mix of housing types.



Gateway signage at Gateway Park, located at intersection of Kirchoff Road and Wilke Road



5

CHAPTER FIVE People

CONTENTS

- Introduction
- City of Rolling Meadows
- Schools
- Other Community Services & Facilities

Introduction

A City is like any other organization—its reputation and success are closely linked to the people behind its day-to-day functioning (meaning elected officials, residents, partner organizations, business owners, and City staff). This chapter discusses the people, agencies, and institutions that shape Rolling Meadows, as well as the tools and facilities with which they do their work. Strengths and accomplishments to be continued, as well as opportunities for enhancement of current programs and policies, are presented.



A City is like any other organization—its reputation and success are closely linked to the people behind its day-to-day functioning.

City of Rolling Meadows

Public services come from several local government agencies, most of which have different boundaries from one another. Within the City's boundaries elected officials and staff concentrate their efforts to enhance resident quality of life and an effective business environment. This section describes the facilities, programs, services, and governance system that define Rolling Meadows, and highlights the current and potential new concepts that can further enhance the City.



Rolling Meadows City Hall

Administrative Services

Rolling Meadows has a long-standing reputation for providing services that meet or exceed resident expectations (of the people who completed the community survey as part of this plan, 84% rated City services as Good or Excellent). The City evaluates the level of service each year as part of the budgeting process, and makes service decisions based on the needs of the community and available resources. As those discussions continue, the process can help to implement this plan by incorporating its Goals, Objectives, and Strategies.

An example of a program that the City operates to the benefit of its residents is the Senior Handyman program. Administered through the Community Development Division, this program helps residents age 65 or older take advantage a service that covers minor repairs at a modest hourly rate. The rate is based on a percentage of their income. Other programs for seniors include Senior Snow Removal and other resources relating to transportation, housing, and services listed in the [Senior Resource Guide](#), a document published in 2015 by the Northwest Suburban Housing Collaborative (NWSHC). The Rolling Meadows Park District manages much of the senior programming as well. Taken as a whole, these programs are valuable to City residents and cost effectively managed, by sharing some of the service among communities. It is anticipated that the City will continue to participate in these programs and find other programs of this nature to serve citizen needs.

Public Works & Infrastructure

The Rolling Meadows Public Works and Community Development Department has 45 employees and manages a variety of services that enhance quality of life for residents and businesses by maintaining the City's:

- Community Development Operations (planning and zoning, property maintenance code enforcement, permits, inspections, economic and business development)
- Transportation network (highways, local streets, pedestrian ways, bicycle paths, parkways, trees, and street lighting.)
- Water distribution and storage systems
- Sanitary sewer and storm sewer systems
- Fleet, public buildings and open spaces.
- Residential refuse and recycling collection, and yard waste collection and disposal.⁴

It should be noted that residents appreciate that the City operates its own refuse collection—in a 2012 referendum on the issue, 65% of people voted to continue City service rather than switch to a third-party contract.



Housing in Rolling Meadows

The Rolling Meadows Police Department

The Rolling Meadows Police Department is headquartered within City Hall at 3600 Kirchoff Road. The agency, consisting of 70 members, believes in furthering its mission through partnership with the community.

In recent years, the Patrol Unit Officers have become more involved in the community and engaged in regular communication with community representatives as part of efforts to strengthen the Department's relationship with residents, schools, and the business community. It is anticipated and should be encouraged to seek other ways to expand outreach programs. For example, some officers have been trained in the Crime Prevention Through Environmental Design (CPTED) program, which teaches ways that proper design and effective use of the physical environment may lead to a reduction in crime. Additionally, one officer is dedicated full time to Crime Free Multi-Housing, Crime Prevention, and Community Involvement and Relations.

The Police Department also has a Social Services Outreach Program, which employs a full-time social worker to offers services to the community including: crisis intervention, court advocacy, community education, child abuse and neglect prevention, domestic violence prevention, and short-term counseling.

The Rolling Meadows Fire Department

With 46 total personnel, the Rolling Meadows Fire Department provides fire prevention and public education programs for the entire community. After a 2012 assessment of the current fire stations, the City made a data-driven decision to relocate the two existing stations, Fire Station 15 and 16—currently located at 3111 Meadow Drive and 2455 Plum Grove Road, respectively. The new stations will be located at 3201 Algonquin Road and 2340 Hicks Road. As of December 2018, construction is well underway for the new Fire Station #15 on Algonquin Road. Both new stations are scheduled to be in service by Spring 2020.

The Fire Department has mutual aid agreements with Arlington Heights, Palatine and Palatine Rural. These agreements are designed so each respective community can maximize resources to reduce response times and increase efficiency. Approximately 37% of annual calls involve some type of mutual aid response where the Rolling Meadows Fire Department is either providing resources to neighbors or receiving resources from them.



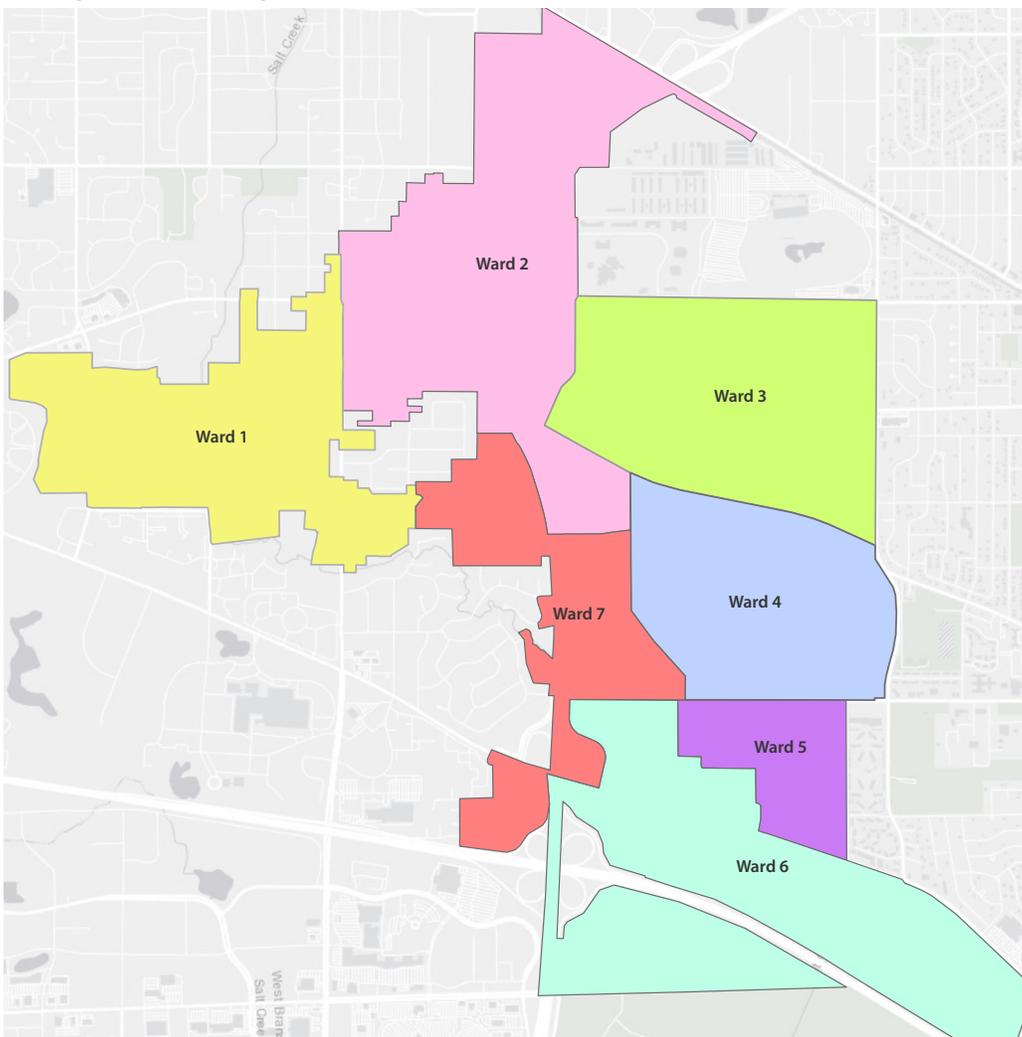
Rolling Meadows Fire Department, located on Meadow Drive

Governance Structure

The east-west geographic split resulting from several factors (such as Route 53, high school district boundaries, park district boundaries, and postal addresses) has created somewhat of a challenging divide. This can be disruptive to a place like Rolling Meadows where a “small town” feel is one of its assets. It would be better to have the community on one page, and in better communication in tackling considerations related to budgets, new development, community activities, and other matters.

The bottom line is that these divides are very much out of the City’s control, although efforts to address some of them have been conducted and contact with post office administrators continues. For its own part, the City’s work in serving the entire community equally is reflected in its public services, capital expenditures, and community events.

Figure 5.1: Rolling Meadows Ward Map



In evaluating options to address this issue, the City may wish to review its geographic governance structure. The way in which a city structures its local government affects how it functions and how decisions are made. Currently, the City of Rolling Meadows has seven wards, each of which elects an alderman to represent seven specific areas on the City Council, and a Mayor who is elected at large. Together, this group sets policy and budget directions for the City.

As a function of municipal ward systems, each alderman addresses City-wide issues, but also has responsibility to focus on the needs of the constituents in their own specific ward. This approach certainly has benefits, however, there are drawbacks to consider. For instance, it can sometimes be more difficult to make policy decisions that benefit the entire city (or sometimes favor one area over another) when council members must balance the need to prioritize the interests of their ward.

The City of Rolling Meadows has functioned well under its current ward structure, but may wish to discuss whether deemphasizing wards can create another point of City-wide orientation. One approach could involve moving to a mixed-structure, in which representatives are still elected for each ward, and others are elected at-large by the whole City. For example, the City might consolidate to four wards and have three additional council members elected at-large. At-large council members would have the flexibility to focus on concerns and solutions related to the entire community, and be in a position to help bridge differences that can arise in east/west issues in the City.

According to the National League of Cities, 25% of small cities (defined as places with a population between 25,000 and 70,000) use a mixed ward / at-large system. Most small cities (49%) use only an at-large system, and 26% use a district only system. Adding at-large members to the existing ward-representative system—and perhaps a restructuring of ward boundaries—could further support consensus on citywide representation and decision-making. Rolling Meadows is required to redraw district boundaries in 2022 based upon the data collected with the upcoming 2020 national census, providing an opportunity in the immediate future to have this discussion.

Spotlight: Local Government Structures

A governance structure build around wards, at-large officials, or mix of those formats exist in other communities across Illinois. Below are examples of other municipalities that utilize a mixed-system:

- **Peoria:** 5 district council members, 5 at-large
- **Moline:** 7 ward representatives, 1 at-large
- **Wheaton:** 4 district representatives, 2 at-large
- **Champaign:** 5 district council members, 3 at-large

Municipal Facilities

The most visible of municipal facilities is City Hall, which also houses the Rolling Meadows Police Department, located at Kirchoff Road and Owl Lane. Less visible but also important is the main Public Works building, shared with Rolling Meadows Park District, located in the northern industrial section of the City, near Rohlwing Road and Northwest Highway. Public Works has an additional facility located at 3200 Central Road, which is also shared by the Park District and primarily functions as storage.

City Hall was constructed in 1961, with the first addition in 1965, a second addition in 1971, and a major third expansion in 1987. Since an interior renovation in 2006, there have been no substantial renovations of City Hall. The current Public Works building is newer—built in 1997. While both facilities functionally serve their respective purposes, their appearance is not modern and does not convey an image or identity that does justice to Rolling Meadows or the character it seeks to project.

Short- and long-term approaches to these facilities can be considered. Already, City Hall gets decorated for holidays and events and projects an inviting and polished image. This and other minor “facelift” improvements are examples of short-term ways to boost City identity at its major facilities. In the long term, the City may also want to consider more significant renovations that include modernizing the building’s interior and exterior appearance.



Rolling Meadows City Hall

Schools

The quality of Rolling Meadows schools is an often-cited reason for living in Rolling Meadows. While the primary focus of schools is educating students, they also serve an important role as sites of neighboring and community gathering.

School District 15

The six public elementary schools located in Rolling Meadows are all within Community Consolidated School District 15 (CCSD15) (though there are small segments of the City that are within School District 25, 54, or 59). CCSD15 is the second largest elementary district in Illinois and serves seven northwest suburban communities across 35 square miles and 119,054 residents (Palatine, Rolling Meadows, and portions of Hoffman Estates, Inverness, South Barrington, Arlington Heights, and Schaumburg). That the City has quality elementary schools to serve residents is an asset and draw for young families.

Rolling Meadows High School

Rolling Meadows High School, one of six schools in Township High School District 214, is recognized as a “Blue Ribbon School” by the U.S. Department of Education. Residents who live east of Route 53 attend Rolling Meadows High School. There are 1,883 students enrolled for the 2018-2019 school year, and the school emphasizes preparing all students for a career path, whether their post-graduation plans include work, community college, or a four-year university.

Fremd High School

Residents who live west of Route 53 attend Fremd High School (located in Palatine), another “Blue Ribbon School”, which is part of Township High School District 211. 2,594 students attended Fremd, and it is designated an “Exemplary School” by the Illinois State Board of Education. Similar to Rolling Meadows High School, Fremd offers a variety of opportunities to benefit a wide range of student needs and interests.

Harper College

Located in Palatine—just west of the City’s western-most boundary—is Harper College, a community college that serves the northwest suburbs and has over 35,000 students enrolled each year. The College offers “associate degree and certification programs, advanced career programs, workforce training, professional development, continuing education classes, accelerated degree options for adults and developmental education programs.”⁵ This institution is an asset for Rolling Meadows given its close proximity (it is also accessible by Pace Bus 696) and reputation for offering quality, affordable education options.

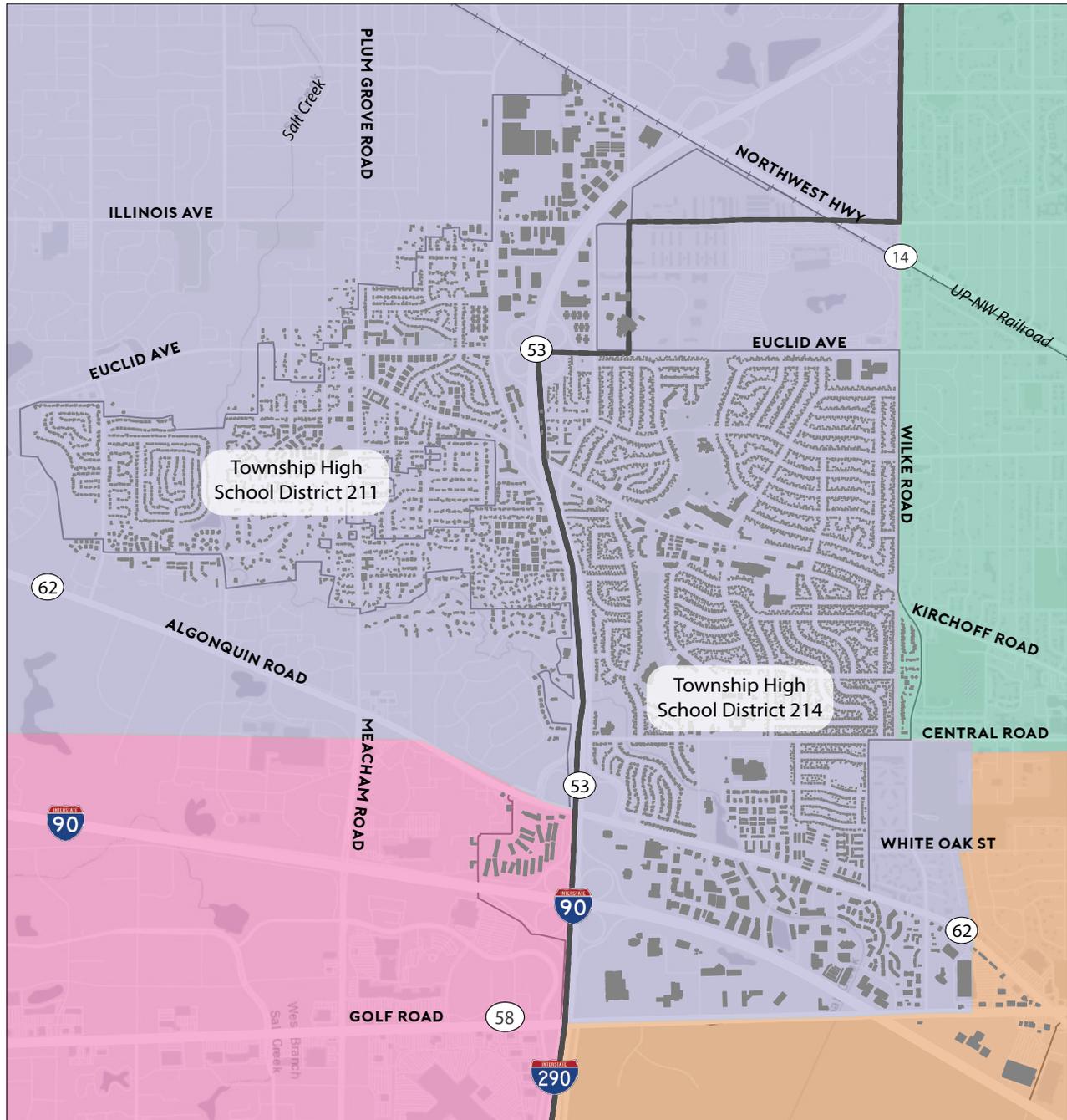
Spotlight: School-Community Partnerships

Both Rolling Meadows High School and Fremd High School emphasize student engagement and partnerships with the community. Rolling Meadows High School has a program that guides students through different Career Pathways. As part of this program, students are connected with local businesses and industries in mutually beneficial partnerships that allow students to gain skills or receive certification for careers they may pursue after high school.

Fremd High School’s community outreach involves an internship program, adult continuing education, and other community events and education sessions that partner with local organizations and businesses. These are all examples of new, innovative programs that are supportive of student needs.

There are also opportunities for the City of Rolling Meadows to partner with high schools, and encourage local high school students to take advantage of internships within City government and departments.

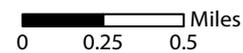
Figure 5.2: School Districts Map



SCHOOL DISTRICTS MAP

City of Rolling Meadows Comprehensive Plan

- Arlington Heights School District 25
- Palatine Community Consolidated School District 15
- Community Consolidated School District 59
- Schaumburg Community Consolidated School District 54



Other Community Services & Facilities

In addition to the services provided by the City of Rolling Meadows, residents also use programs provided by other taxing bodies. These are reviewed as part of the Comprehensive Plan because they are important components of Rolling Meadows' identity, and they serve the day-to-day needs of City residents.

Parks and Recreation

The majority of Rolling Meadows is within the Rolling Meadows Park District (which spans roughly from Wilke Road on the east to Plum Grove Road on the west) or the Palatine Park District (which covers most of the area west of Plum Grove/Meacham Road). Rolling Meadows' South Park is within the Salt Creek Rural Park District. (A small segment of residents living east of Wilke Road and north of Central are within Arlington Heights Park District, and another small segment west of Route 53 and south of Algonquin Road—where the Preserves at Woodfield is located—is within the Schaumburg Park District.)

For northeastern Illinois to fully achieve its potential, leaders must work together more consistently and effectively.

Implementing ON TO 2050 will depend on collaboration across jurisdictional lines, highly efficient investment based on measurable outcomes, and a focus on helping all units of local government build the capacity necessary to provide basic services and implement their plans.

-CMAP's ON TO 2050

Spotlight: Intergovernmental Cooperation

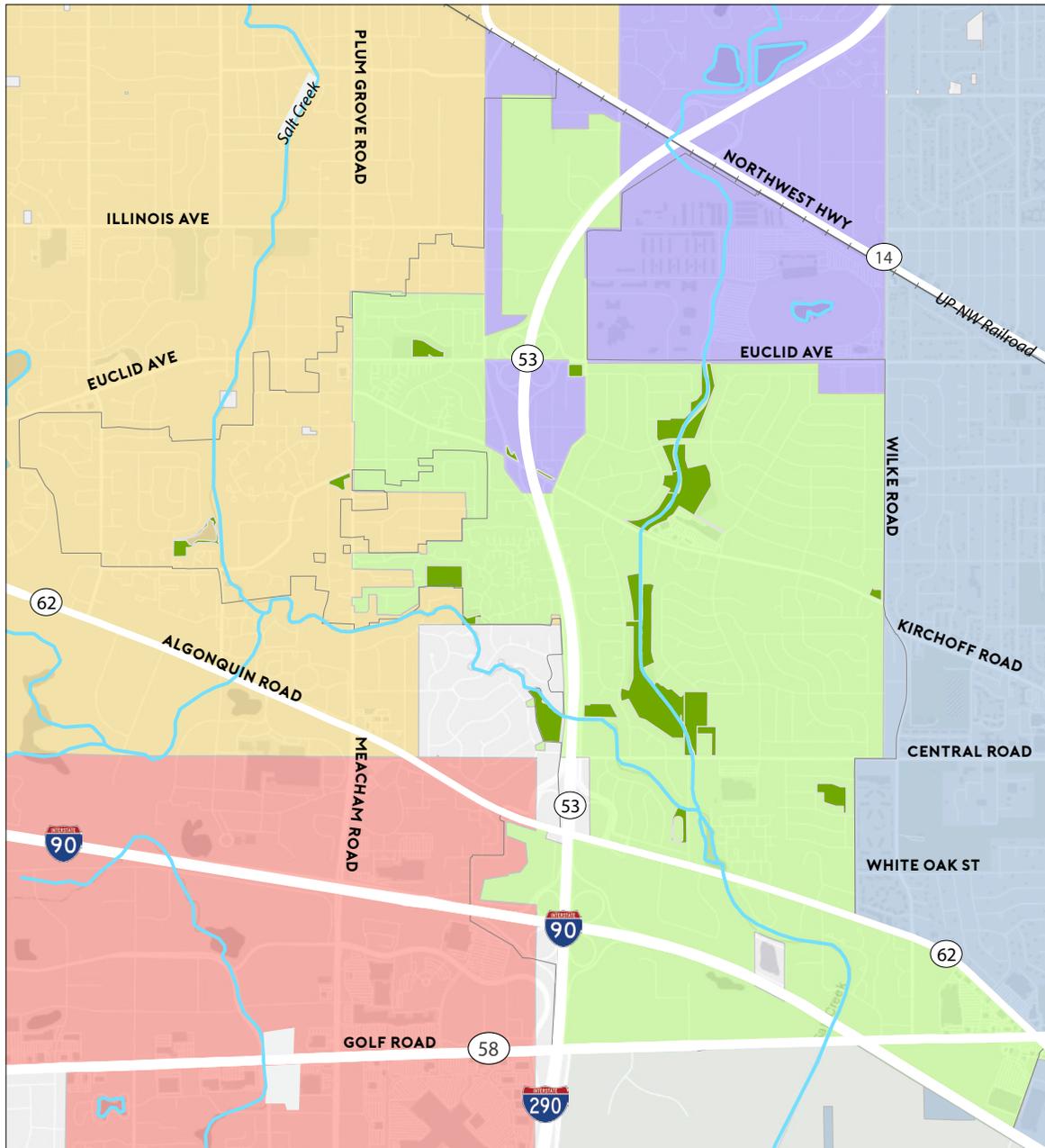
Intergovernmental cooperation can reduce duplication and make governments more responsive and efficient. The Park Districts that operate within the City of Rolling Meadows provide examples of ways that this kind of cooperation can build capacity for all jurisdictions.

Local park districts have had success with partnerships and intergovernmental agreements. These allow each individual agency to operate more efficiently and achieve better outcomes through collaboration.

For example, C.A.R.E. is a before and after school program offered cooperatively between School District 15 and the Palatine and Rolling Meadows Park Districts. Within the City of Rolling Meadows, the program is offered at Central Road, Kimball Hill, and Willow Bend Schools.

Another example can be found in the Salt Creek Rural Park District, which is a small District in terms of area. However, through cooperation with the Rolling Meadows, Arlington Heights, and Palatine Park Districts (as well as the Rolling Meadows Department of Public Works), it is able to extend its capabilities far beyond its size and offers a range of programming to serve the 8,500 residents within its boundaries.

Figure 5.3: Park Districts Map



PARK DISTRICTS MAP

City of Rolling Meadows Comprehensive Plan

- Rolling Meadows Park District
- Salt Creek Rural Park District
- Arlington Heights Park District
- Schaumburg Park District
- Palatine Park District
- Parks

0 0.25 0.5 Miles

Rolling Meadows Park District

The Rolling Meadows Park District (RMPD) maintains 151 acres, 11 parks, and 6 facilities to provide programs, events, and services for residents of all ages. Parks include: Kimball Hill Park, Cardinal Drive Park, Community Center Park, Countryside Park, Creekside Park, Florey Park, North Salk Park, Plum Grove Park, South Salk Park, Sunset Park, and Waverly Park. Major facilities are the Rolling Meadows Community/Senior Center, the Nelson Sports Complex, Northrop Teen Center, and West Meadows Ice Arena.

RMPD Comprehensive Plan

At the time this document is written, the Park District also is updating its Comprehensive Plan. The RMPD comprehensive planning process includes a community survey, development of a [strategic plan for 2018-2022](#), and a Capital Improvement Plan (CIP) for 2015-2020. According to the Park District’s Plan [Executive Summary](#), the following are highlights from the draft plan:

Community Survey

Of 304 responses to the Park District’s survey, 72% said they use the Park District’s walking, jogging, and biking trails, 70% said have visited a park at least once during the year (86% rated the parks’ physical conditions as excellent or good), and 68% said they are either very satisfied or somewhat satisfied with the service of the District.

Strategic Plan

The framework for the RMPD Strategic Plan provides an overarching framework for the Plan’s implementation:

- Customer: Community Connections
- Financial: Financial Stewardship
- Internal Business Support: Operational Excellence
- Learning and Growth: Empowered Team

Capital Improvements Plan

Major areas of focus for the 2015-2020 CIP include: repair and replacement enhancements of recreational experiences, and commitment to ADA Transition Plan. To date, RMPD has made progress in many of these areas, including projects that updated or replaced roofs, parking lots, bike trails, and ADA compliance. Success in securing grant funding has allowed many of these projects to come to fruition.

Palatine Park District

The Palatine Park District serves residents of Rolling Meadows who live west of Plum Grove/Meacham Road. The District owns 425 acres of land and leases an additional 296 acres from the Metropolitan Water Reclamation District. It operates and maintains over 52 parks and facilities, including an 18-hole golf course, a fitness center, a recreation center with indoor athletic field, three pools, horse stables, a bicycle, hiking and nature trail (Palatine Trail), 430-seat auditorium, an outdoor amphitheater, and a historic museum. Palatine’s Programming is an important function of the District, and the summer camps, events, music and art lessons, and athletics offered to residents play an important role as amenities for residents and their children. However, only two parks are located within the City of Rolling Meadows boundaries.

Salt Creek Rural Park District

Salt Creek Rural Park District maintains and operates five (5) parks, including Twin Lakes Recreation Area, South Park (located in Rolling Meadows), and Salt Creek Sports Center. As noted, this is the smallest of Districts in the City, but has successfully partnered with other park districts to provide a full range of programming and services to residents, which would not be possible without cooperation from neighboring Districts and the City of Rolling Meadows.



Salt Creek at Kimball Hill Park

Library

The Rolling Meadows Library, while not a City Department, is a partner of the City. Located just outside of the Kirchoff Road Corridor District at 3100 Martin Lane, the library serves as a community center for learning, culture, and recreation. It has over 211,000 items in its collection, circulates over 400,000 items annually, and averages 20,000 visits per month.

Free to all residents, the Library provides access to a 24/7 eLibrary, Internet at 20 computer stations, subscription databases, and the entire library catalog, plus a series of programs focused on community education and outreach for children, families, and adults. In recent years, the Library has shifted to a focus on providing services to residents rather than solely physical books or materials. These services include computer classes, career classes, and bilingual outreach. As noted, intergovernmental cooperation can be an effective tool to build capacity and increase efficiency. The City of Rolling Meadows and the Library have the same constituencies, and can operate with greater capacity through strategic partnerships.

Cook County Forest Preserve

Rolling Meadows shares a portion of its southern border with the Ned Brown Preserve, more commonly known as Busse Woods. This 3,558 acre preserve is part of the Forest Preserves of Cook County (FPDCC), and the City is fortunate to have this amenity just across Golf Road.

While some residents and employees within Rolling Meadows may know its proximity, improving access to and marketing of Busse Woods could increase recognition and use of this asset. Ways to increase this awareness and use are outlined elsewhere in this plan. The Sense of Place chapter discusses the importance of wayfinding to highlight local amenities, and the Getting Around Chapter discusses proposed access improvements to enhance opportunities for getting to Busse Woods and bringing Busse Woods users into Rolling Meadows .

Other Government Agencies

The Metropolitan Water Reclamation District has responsibilities throughout most of Cook County for both sanitary sewer transport and treatment, and the regulation of stormwater management by the use of a Watershed Management Ordinance, established in 2014. Regional stormwater management/flood control facilities, on branches of Salt Creek, that provide benefits to the City of Rolling Meadows include the Plum Grove Reservoir (located west of Quentin Road near Harper College) and the Twin Lakes Reservoir (located north of Northwest Highway and west of IL Route 53 expressway).

Recommendations

The following recommendations build on the conditions, programs and policies described in this chapter. The actions are described in greater detail and prioritized in the Implementation Chapter.

- Establish an Intergovernmental Task Force to facilitate sharing of common responsibilities, resources, and opportunities among local jurisdictions (City, Park Districts, School Districts, etc.).
- Consider revising existing ward boundaries and council structure to strengthen east-west connections, including a mix of ward and at-large representation.
- Develop and implement a public communication strategy that consolidates current outreach efforts and ensures government transparency for residents.
- Look for opportunities to upgrade community facilities, such as City Hall and the current Public Works building, to enhance public perception of Rolling Meadows.



FRIDAY'S
ROCK!
& ROLL IN
THE 400'S
1/16 7-11 1/17

PARKING
For
Police
VIO-TOLK

6

CHAPTER SIX

A Great Place To Be

CONTENTS

- Introduction
- Markets and Real Estate
- Economic Development
- Land Use
- Zoning
- Recommendations



Introduction

There are many characteristics of Rolling Meadows that make it a great place to be. It has a desirable “small town” character, and is a place where knowing one’s neighbors and sharing much in common comes easily. A number of residents grew up here and returned home or, in some cases, never moved away from Rolling Meadows. Few statements of support for a community are stronger than native residents moving back, especially in a major metropolitan area with lots of options for where to live. From a business perspective, the City offers a great location with easy access to the regional highway system, amenities for employees, and numerous other businesses in and near the City.

This chapter considers the real estate market and land use attributes of Rolling Meadows, how they frame and contribute to the community, and how such elements can further advance the City’s quality of life and business environment.

“I greatly appreciate the city conveniences (close to shopping, health care facilities, restaurants), but still having a “small-town” feel with quiet streets, good neighbors, community events, parks with walking/ bike trails. I like the current peaceful and safe feeling of living in Rolling Meadows for the past 43 years and hope it stays that way. “

-Resident comment



Location, Location, Location

The land use pattern of the City shows that its core is primarily residential, with active industrial areas and major commercial corridors located at its northern and southern reaches. This shapes a community that has the benefits of economic engines, without the adverse impacts of those areas (traffic, noise, and pollution) directly impacting most residential areas.

Looking more broadly, and understanding that no person lives only within the boundaries of their neighborhood or town, Rolling Meadows enjoys a strategic location adjacent to suburban job centers and ample regional amenities. For example, adjacent communities like Arlington Heights, Palatine, and Schaumburg have many shopping, dining, and entertainment venues minutes away. Also, the City sits along or near major transportation corridors that provide access to O'Hare Airport, the City of Chicago and the entire region. From an economic development perspective, these amenities make the City attractive for business, industry, and shopping.

These nearby attributes are all available to Rolling Meadows residents and workers, and add to the City's attractiveness; again, the opportunities in nearby towns are easily available, but the traffic and long operating hours of such places don't impact Rolling Meadows residents. That said, it was commented often during the Comprehensive Plan process that having more of those shops, restaurants and related amenities in town, especially in the Kirchoff Corridor District, would be beneficial. This plan seeks to attract those type of uses to the City and its core. The answer to what those might be, and other considerations related to real estate markets, economic development, and land use are evaluated in this chapter. Understanding how the City can thrive in the current market will help City staff and leaders consider realistic opportunities for future success.

Rolling Meadows enjoys a strategic location adjacent to suburban job centers and ample regional amenities. From an economic development perspective, these amenities make the City attractive for business, industry, and shopping.



Markets & Real Estate

For a city looking to make thoughtful decisions regarding future development, market and real estate questions that form an understanding of the greater market place need to be asked:

- What is the state of the current regional and sub-regional marketplace?
- How does the city truly fit into that marketplace and the current economy?
- What coming trends will change the marketplace and the city's place in it?

Interestingly, understanding markets formerly was about analyzing the past 20 years to project what the next five years will bring. Now, understanding markets is about anticipating what will be new and successful in the next 20 years, in order to plot a course for the next five years. Rolling Meadows' place in the economy must be seen in light of national trends and local characteristics that are likely in the coming years. The past is not a predictor of future trends.

National experience highlights the practical challenges of encouraging infill redevelopment along commercial and industrial corridors – particularly those with lower traffic volumes like the Kirchoff Road Corridor. However, opportunities do exist. Data regarding Rolling Meadows' current place in the regional market can be found in the Appendix. Market conditions in and around Rolling Meadows that set a context for planning are described on the following pages.



1600 Golf Road office tower

Commercial Market

- Retail markets have been drastically overbuilt all over America, and there is more retail space currently than can be supported. This is seen in the move by shoppers away from department stores and malls (several of which are closing or being repurposed), as well as the loss of many retail chains, and increases in commercial vacancies. In response to these facts, **retail space is contracting**.
- **Older shopping centers are challenged** in current markets by weak / vacant anchor tenants, excessive parking, and stores generally pushed back from streets, limiting visibility.
- **Amazon and internet retail have altered demand for retail shopping** and exposed the reality of generally over-built retail markets. While anticipated closures of distressed retail chains (Sears, etc.) will begin to re-balance local markets, specific impacts on regional malls (Woodfield) is not yet understood.
- The **internet has changed the way shopping, dining, and commerce work**. While not quite ten percent of retail sales, the impact of the internet has changed the way people interact with retail.
 - We have new activities like “showrooming” where potential buyers stop into local stores to examine goods, and then buy them on the internet (sometimes while standing in the store!).
 - Stores allow customers to shop online and pick up the item right away from a near-by store (the bricks and mortar answer to Amazon).
- **Experiences have become more important to consumers**. For example, movie theaters now have large screen formats, reclining seats, and in-theater dining options. Restaurants do well in this economy as an experience, but so do services that provide home delivery from a customer’s favorite eatery. This seeming contradiction of successful but opposing businesses may best describe the future economy—it is hard to pin down what will happen next.
- **Potential for new development is constrained in communities where commercial districts have smaller parcel sizes** (which creates difficulty for new construction) and older commercial buildings (which may be obsolete and create challenges for reuse).
- The notion of “build it and they will come” was never entirely true for commercial development, although it seemed to be true in the early 2000’s. The concept is gone now. **Retailers and builders are very careful about what they develop and when**, making surer than ever that they have a tenant. Likewise, banks and other funding sources are limited and require a solid development pro forma – likely with preleased tenants – before financing a project.



Fratello's Hot Dogs



Plum Grove Shopping Center



Commercial outlot on Algonquin Road



Rolling Meadows Shopping Center on Kirchoff Road



Continental Towers



Northrup Grumman



Atrium Corporate Center



Rolling Meadows housing

Office Market

- Office markets have been impacted by companies intent on **reducing office space per employee**, which has slowed the pace of new development. Further, the specific pivot of many suburban office headquarters into downtown Chicago has increased vacancy in older suburban office towers.
- Office staff are more likely now to work from home or the growing number of shared work spaces located near their homes – adding to **office consolidation**.

Industrial Market

- Most industry shifted away from smoke stacks long ago, and now is **focused strongly on logistics and “last mile” delivery**. This has changed the way industrial space is designed and used. In some instances, this means that many fewer employees are found in industrial spaces.
- Constraints created by older / obsolete industrial buildings, including insufficient clear ceiling height and contingent liability associated with sites that may have remediation issues, can make **existing sites a challenge to reuse or repurpose**.
- Delays created by extended entitlement and development review policies are a reason why infill projects are generally seen as “riskier”, as **delays can impact pursuit of project financing**.
- The **current hotspot in the industrial market is logistics / distribution**, and while activity related to “just in time delivery” and increased shipping of goods bought on the internet are seen as long term trends, the impact on industrial space can be expected to evolve further as technologies and market tastes change.

Residential Market

- Residential markets have struggled to recover from the recession, linked in part to **sustained Millennial demand for apartments** rather than single-family homes and condominiums.
- In the future, Millennials and their potential pivot on housing toward homes and kids should not be underestimated; they are a significant demographic group. While Rolling Meadows is reasonably affordable, **condition of housing stock as it ages will be a consideration of future potential buyers**. While some will seek value, others won’t be drawn to older properties.

Economic Development

In the face of these local and national economic factors, the actions taken by any city are referred to as economic development. As much art as science, economic development is about staying current with community markets, understanding the needs of current and potential business, and evaluating the ways in which strong commerce helps to support a community's quality of life (by providing tax base, shopping, employment and entertainment options for the community). Economic development efforts by Rolling Meadows (and other communities) are important in light of the many challenges before cities from externalities beyond their control, such as the overall state and national economies, the current Illinois budget deficit, and changes in retailing.

Rolling Meadows has an active economic development program, operated out of the City Manager's office. An Economic Development Committee has been active for many years, created by the City Council with nine members appointed by the Mayor. Meetings are typically held monthly. The purpose/duties of the EDC include developing services and programs to attract new and expand existing business activities; to develop services and programs to assist in the retention of existing businesses; to develop special assistance programs for the business community; to foster cooperation among the community resources and organizations in order to engender a coordinated and multi-faceted approach to economic development; to promote communication with the community at large concerning the City's economic development needs and the committee's goals and programs; to submit an annual report to the City Council detailing activities and accomplishments of the prior year, and goals and objectives for the coming year.

2019 goals for the EDC include continuing the promotion of retail, industrial, and commercial development throughout the City through a comprehensive marketing program, such as "showcase" events; continuing business retention programs, including business visits and related follow-up activities; and continuing quarterly publications of the City's Business Messenger newsletter.

The City's economic development work program markets the City, builds and expands knowledge of its brand, and creates connections between local businesses. Specific activities include:

- Creating a Business Advocate staff person as the focal point of economic development efforts.
- Conducting retention visits to maintain relationships with existing City businesses.
- Communicating with local and regional real estate professionals to stay current on real estate market issues and Rolling Meadows' position in the market.
- Working with new businesses to secure available incentives through Cook County or other sources.
- Working with City elected and appointed officials on economic development activities.
- Interfacing with other communities to draw on broader, regional resources for City businesses.
- Preparing and hosting business information and networking events.
- Preparing and distributing relevant business and economic development information to local businesses and the community.

It is noteworthy that **many of the most beneficial economic development activities (those the City does now and the suggestions noted here) involve extensive communication in many directions.** For example, it is important to learn about the needs and issues facing local business and industry (real needs, not just those allowing for greater profits)– such insight may end up outlining the need for new City programs or zoning changes. Likewise, being in touch with real estate professionals supports an up to date understanding of what industries, businesses, and development formats have potential for Rolling Meadows.



Commercial outlot on Golf Road

As the City continues and seeks to intensify its economic development efforts, several concepts can be employed:

- **Use retention visits to engage with commercial and industrial companies** to understand their buildings, their markets, and their capacity to grow. These visits provide early warning of impending changes, and position the City to understand emerging areas of transition in the community. Visits can also be used to help inform property owners about access to incentives or local support.
- **Engage with owners of vacant/under-utilized buildings** to ascertain their plans for repositioning and capacity / need for resources to support reinvestment.
- **Improve the appeal of infill sites** with targeted infrastructure and access improvements, and support marketing efforts for these sites. Marketing materials can include identification of competitive vacant sites, such that local offerings are properly positioned in the market.
- **Understand plans of organizations such as IDOT, RTA, CMAP, Cook County Highway Department and Pace** to support future enhancements to existing corridor transportation capacity.
- For industrial areas, partnerships with companies that generate truck traffic can include discussion of **CNG / LNG fueling and battery charging** as strategies for reducing truck emissions.
- While the regional retail market is already saturated with national chain tenants, it would be in the City's best interest to **develop an understanding of key anchor retailers in the regional market and their anticipated lease renewal dates**. Key sites in the community can thus be positioned to attract anchor retailers as leases come due. (Resources such as CoStar provide a sample of lease renewals.)
- **Consider selective municipal site acquisition**/building demolition for controlling development, using tools such as TIF.
- **Continue long standing working relationship with the Rolling Meadows Chamber of Commerce** to jointly address Citywide economic development needs. Work with Chamber staff to provide a good understanding of City economic development operations and objectives to better serve existing and prospective businesses (i.e. understanding each other's roles, avoiding duplicative efforts, or issuing conflicting information.).
- **City code enforcement activities are critical for property value**; retention of businesses and residents; marketing for new business and redevelopment of commercial, industrial, and residential areas; and a sense of pride in the community. The City needs to provide an active and effective Community Development/Code Enforcement operation, for business structures, homes, and multi-family areas with their corresponding amenities, including private drives, parking lots, landscaping, site lighting, and general safety for the public and employees of the businesses.

Land Use

The future land use plan for Rolling Meadows, locations for places to live and work, will be similar to the existing land use pattern. This is common in primarily built out communities. There are certainly options for redevelopment and changes in land use, but they will not dramatically alter the City's land use character. As redevelopment and reuse of properties occurs, those changes will be shaped by real estate markets (as described in the previous section), City zoning and development regulations, and City land use policy. This section conveys how those factors can come together as the land use future of Rolling Meadows.

Existing Land Use

The current land uses in Rolling Meadows are shown in Figure 6.1. As the map indicates, the City is a primarily residential community through the middle, with the Kirchoff Road Corridor District serving as the center of town. The Golf and Algonquin Road Corridors, at the southern end of the City, include a wide mix of land uses, and represent a significant business area for the City. At the north end of the City, an industrial and business park area is located along Route 53 on either side of Industrial Drive. Descriptions of the land use categories are presented below.

Residential

Residential land uses in Rolling Meadows include single-family, townhome, and multi-family buildings spread throughout the city, but are primarily concentrated between Euclid Avenue and Algonquin Road. Most homes are part of subdivisions that include green spaces and mature trees. The majority of residential structures in Rolling Meadows are single-family homes. Multi-family buildings are three or four stories tall.

Spotlight: Rolling Meadows Employers

The City's many assets are highlighted throughout this plan. Other chapters have noted the benefits related to transportation, location, public services, community character, the environment and more. Certainly, these factors attract residents to the area, but are also reasons that businesses come to the City. The top employers in the City are highlighted here, and reflect service, business, industrial and retail uses.

Employer	# of Employees
Northrup Grumman Corp	2,300
Arthur J. Gallagher	2,000
Verizon Wireless	900
Ceannate	750
Capital One	600
CareerBuilder Employment Screening	500
Komatsu	350
RTC	350
Meijer	300
A.H. Management Group	273
Walmart	275
Panasonic	200

Source: Rolling Meadows Chamber of Commerce, January 2019

Commercial

Commercial uses in the City include in-line shopping centers, some with outlots, and larger, standalone retail centers. These uses have been developed in a wide range of sizes and include small to large shopping centers and major retailers. Commercial centers are clustered in areas along Kirchoff Road, Plum Grove Road, Algonquin Road, and Golf Road.

Office

This category describes Rolling Meadows' standalone office towers, which are located in the southern portion of the City along the I-90 Corridor between Algonquin Road and Golf Road. These office structures are taller and larger than typical for most suburbs, and reflect locations near major roads and interstates.

Business Park

The Business Park land use category includes a mix of office, logistic, and light manufacturing. These uses are in cohesive districts that typically include improvements such as curb and gutter streets and maintained lawns. The areas accommodate a variety of uses in buildings that are of a similar design and scale. Business Park areas are found in the north and south sections of Rolling Meadows.

Institutional

Institutional uses include government buildings and facilities, schools, religious institutions, major non-profit groups, etc.

Recreation and Open Space

This category includes park district facilities, such as the West Meadows Ice Arena in the northern section of the City, and the parks and open spaces found in neighborhoods around the community.

Industrial

Industrial uses vary between small and larger industrial spaces containing manufacturing, warehouse, logistics and storage facilities. Industrial uses are generally found in the northern portion of Rolling Meadows, and in an area adjacent to Illinois Route 53 and near I-90 in the southern portion of the City.

Vacant

Vacant land is that which is undeveloped and does not fall into another land use category. There is not a significant amount of vacant land, and most is near business park or office uses.

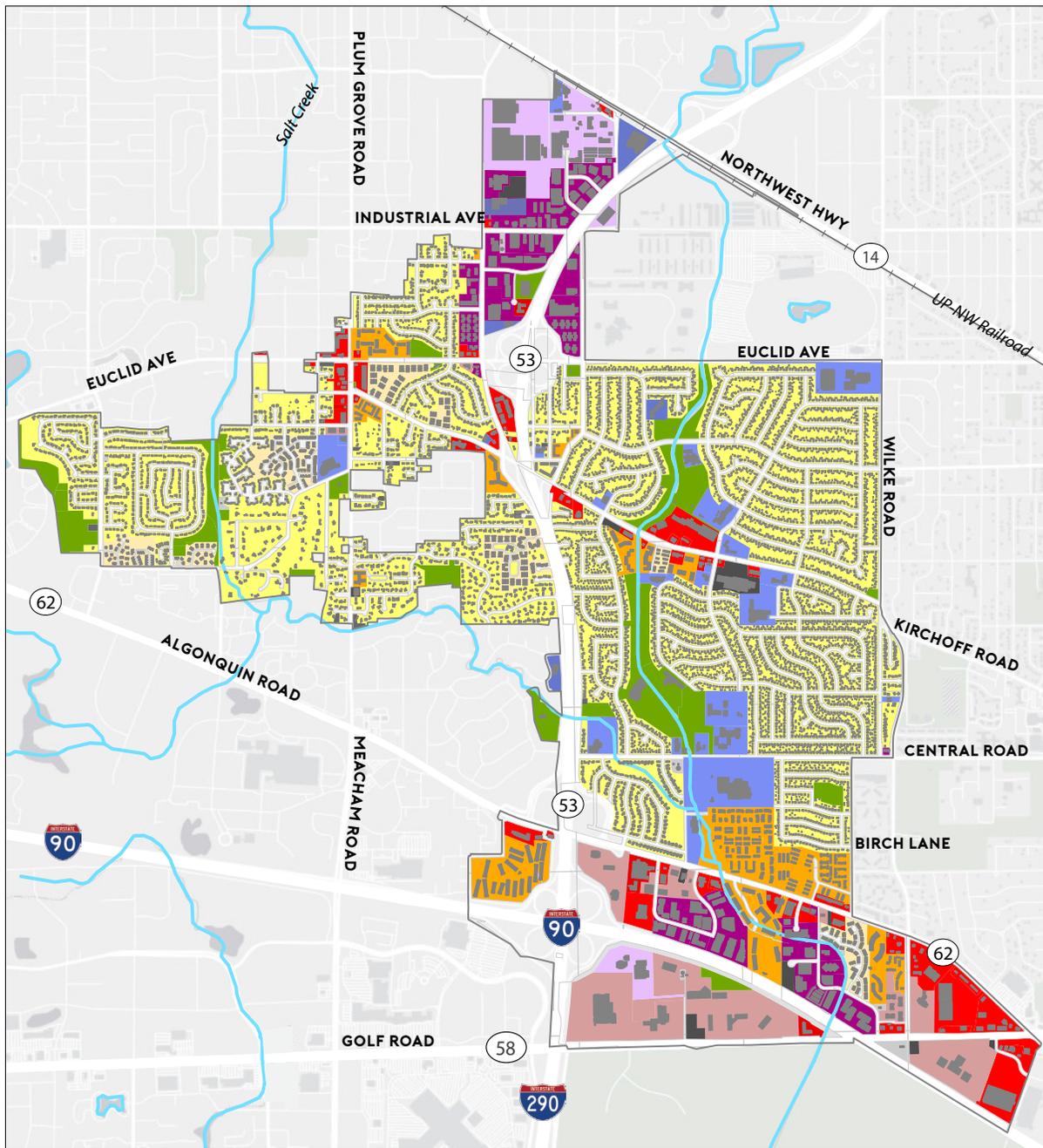
Utilities

The utility category includes facilities used for public utility or infrastructure management. These generally small parcels are located throughout the City.



Building in one of the Business Park areas of the City

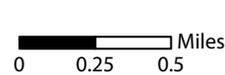
Figure 6.1: Existing Land Use Map



EXISTING LAND USE MAP

City of Rolling Meadows Comprehensive Plan

- | | | | |
|---------------|---------------|---------------------------|-----------|
| Single-family | Commercial | Institutional | Vacant |
| Townhomes | Office | Recreation and Open Space | Utilities |
| Multi-family | Business Park | Industrial | |



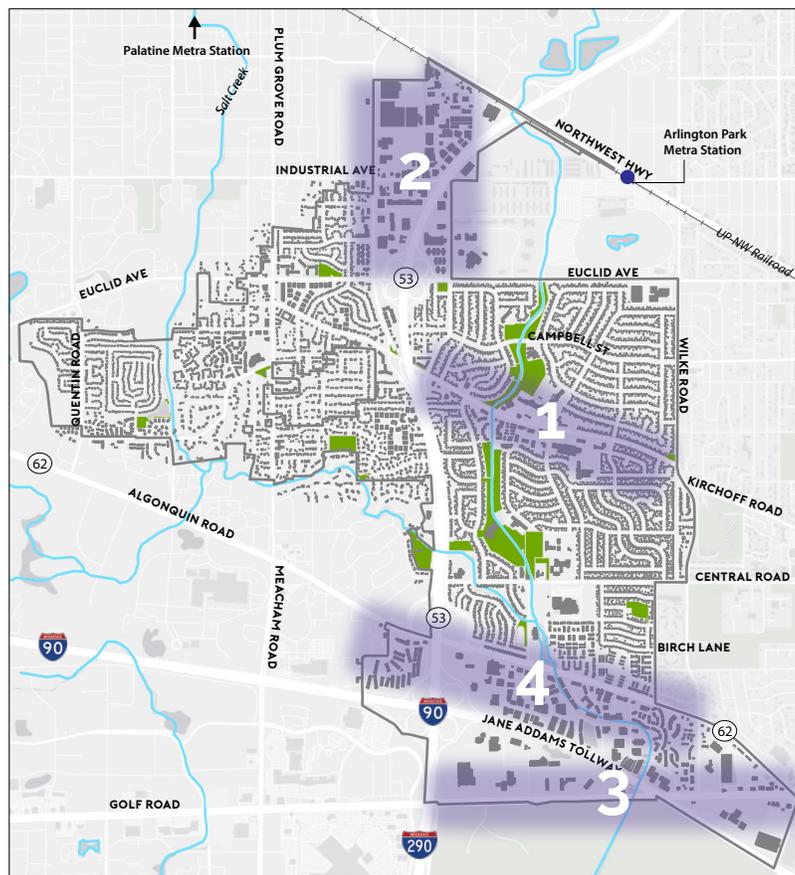
Future Land Use

Rolling Meadows is a largely built-out community and, as a result, its future land use pattern is not likely to drastically change. However, as redevelopment occurs the City will face new opportunities and will need to make choices. When developers and companies consider where to build and do business, their location decisions are informed by the City's ability to balance community needs with economic development goals. In keeping with the goals and objectives developed as part of this comprehensive plan, Figure 6.3 indicates the future land use plan for Rolling Meadows. Descriptions of the land use categories are the same as those for the existing land uses – described above. A more detailed description of plans and policies for key subareas of the City are presented in the next section. Land uses designated to be different in the future land use plan are highlighted in the Appendix on page A38.

Annexations

Historically, the City of Rolling Meadows has taken an approach of avoiding involuntary land annexations. There are three areas, all existing single-family residential land uses, that are adjacent to the City corporate boundaries (west of IL Route 53, south of Kirchoff Road, east of Meacham Road, north of Algonquin Road) that could be considered for annexation in the future. The likely motivating factors for any future annexations in these areas would be property owner initiatives for utility access, public service (police/fire) access, or initiated incentives by Cook County which has to provide services to unincorporated areas.

Figure 6.2: Key Sub-Areas Map



KEY SUBAREAS

City of Rolling Meadows Comprehensive Plan

- 1** Kirchoff Road Corridor District
- 2** Northwest Industrial District
- 3** Golf Road Corridor
- 4** Algonquin Road Corridor

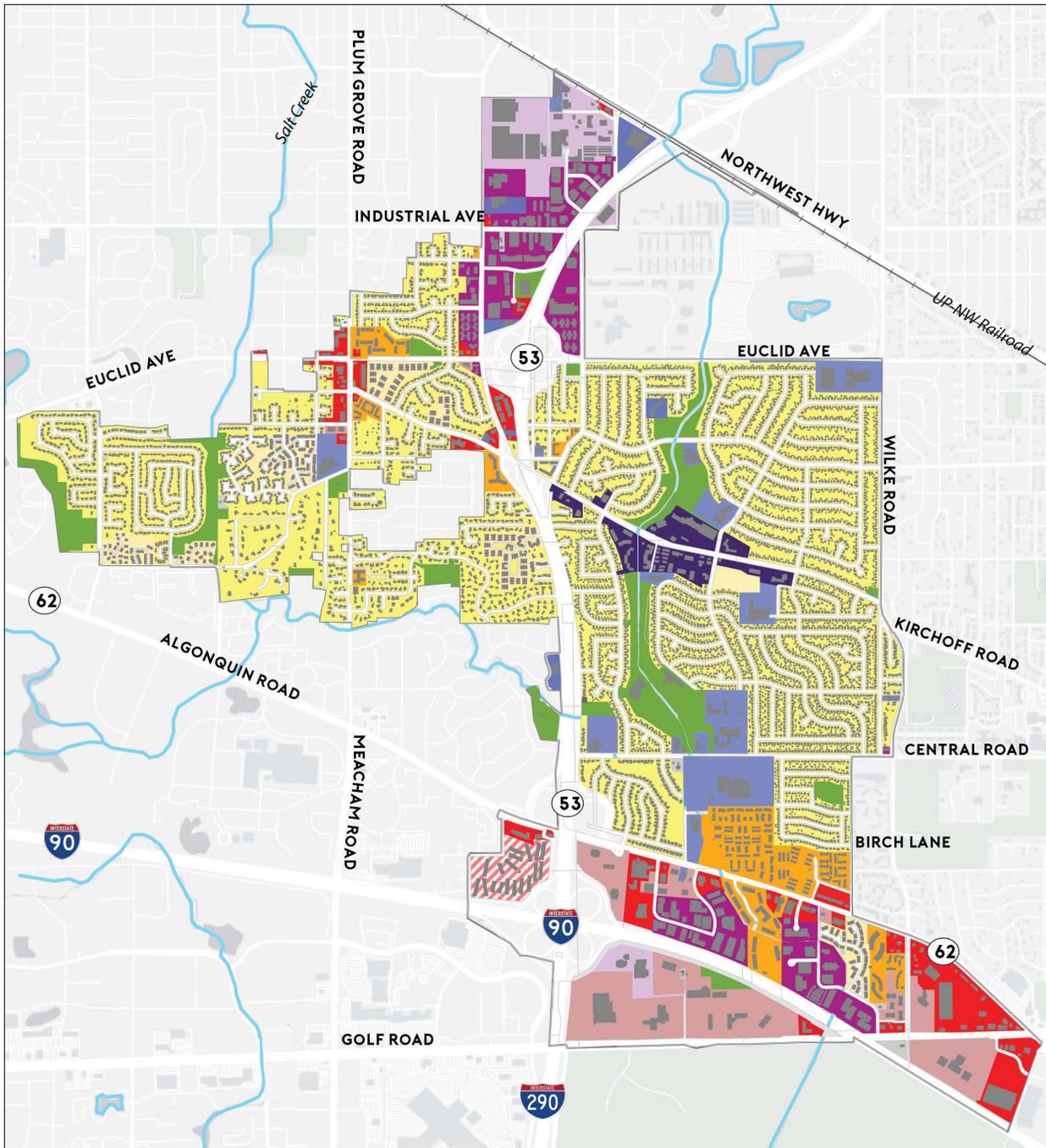


Key Sub-Areas

The four key sub-areas of Rolling Meadows each have a distinct purpose and role in the City. Because these areas are primarily business oriented, may have developments that are aging toward being functionally obsolete, and are impacted by the changing economy by nature of their types of use, they are the most likely to be subjected to development pressures for reuse or redevelopment. This potential for change presents opportunities for community enhancement. Future development and improvements in these key areas also will impact the City's character as a whole: how it looks, feels, and functions. For these reasons, the sub-areas merit more focused consideration. The following section describes unique aspects and potentials for each sub-area.

These four key sub-areas are the most likely to be subjected to development pressures because they are primarily business oriented, may have developments that are aging toward being functionally obsolete, and are impacted by the changing economy by nature of their types of use.

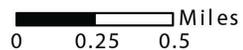
Figure 6.3: Future Land Use Map



FUTURE LAND USE MAP

City of Rolling Meadows Comprehensive Plan

- | | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |
| | | | | |



*See the Kirchoff Road Corridor Plan (Appendix E) for updated recommendations as to future land use policies for the Town Center category.

Sub-Area 1: Kirchoff Road Corridor District

This section of the City's Comprehensive 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.

Sub-Area 2: Northwest Industrial District

The northernmost section of the City—north of Euclid Avenue and between Hicks Road and Rohlwing Road—is occupied primarily by business park/industrial land uses. Northrup Grumman, the largest employer in Rolling Meadows with over 2,300 employees, occupies much of the area. Most other buildings have manufacturing, industrial, or office/business park characteristics. Recent zoning approvals have permitted non-industrial uses in this area. While the market for typical retail in the area is limited (traffic counts on Hicks Road—10,700 a day per IDOT data—are half those sought by retailers), one-off users (such as the existing Motel 6) are possible and can be considered by the City. Moving forward, based on the policy and market discussions in this Plan, future land uses and redevelopment projects should be consistent with the primary industrial/business park use of this district. Understanding that requests for nonindustrial use may occur, the City should evaluate such requests in light of overall Comprehensive Plan objectives, maintaining the district’s industrial integrity, and standards for special use applications (safety, traffic impacts, development patterns, etc.).

Key Existing Conditions:

- The area has **good access and visibility** from major routes, particularly Route 53.
- **Buildings are aging**, and some may be outdated (i.e. not the right size for today’s industrial needs).
- There are **several vacant/underutilized sites** and office buildings.
- An **existing bike path** runs along Rohlwing Road from Kirchoff north to Northwest Highway, and a bike route is located along Industrial Avenue.
- There are **no sidewalks** on Industrial Ave. and only **minimal sidewalks** on Rohlwing Road and Hicks Road north of Industrial Ave.
- **Poor stormwater management** exists in parts of the area, as much of it was developed in the 1950’s and 1960’s, prior to stormwater regulations. Problems arise during and immediately after heavy rainfall due to rapid stormwater run-off not able to reach existing storm sewer systems and limited system capacity.

Opportunities for Enhancement:

- Continue to use **business retention visits** to coordinate with business and property owners to understand their needs related to business, zoning, and development.
- **Establish a consistent identity** for the district that highlights and markets its locational advantage and supports building occupancy, renovation, or redevelopment. New coordinated wayfinding and gateway signage for the district and streetscape can advance this opportunity.
- Use the upcoming zoning code update to **accommodate modern industrial users** and their needs for new and renovated structures. Such considerations include greater height to support modern approaches to warehousing, screening loading docks, or encouraging site consolidation for redevelopment opportunities.
- **Expand bicycle and pedestrian infrastructure** to create a connected network and strengthen access to transit.
- **Assess needs for infrastructure enhancements** and stormwater management as part of ongoing capital improvements planning.
- **Coordinate with Palatine to highlight the industrial area** and advance mutual goals of a thriving industrial area as a way to support businesses in the district.

Moving forward, future land uses and redevelopment projects should be consistent with the primary industrial/business park use of this district.

Sub-Area 3: Golf Road Corridor

The Golf Road Corridor is a hub of office and employment uses, which includes some retail activity. The triangle bounded by I-90, I-290, and Golf Road is corporate in character and is home to Atrium Corporate Center, Gallagher's corporate campus, and other employers. West of I-90, Busse Woods occupies the entire south side of Golf Road. The area east of I-90 is more varied in character, with office towers, big box retailers, and several fast-casual restaurants near the corner of Golf and Algonquin. That intersection (Golf/Algonquin) is a traditional commercial/retail node that provides retail amenities for the City.

Key Existing Conditions:

- Golf Road is a four-lane and six-lane roadway that carries an average of 37,000 vehicles daily.
- Much of the Golf Road right of way within Rolling Meadows has **sidewalks on both sides of the street**. The sidewalk west of New Wilke Road, and on the south side of Golf Road, becomes a **multi-use path** running underneath the I-90 viaduct and leading into Busse Woods.
- **Pedestrian crossings** are located at most intersections. However, those intersections are distant from one another.
- Golf Road **connects to retail and office** areas in Schaumburg to the west and Arlington Heights to the east.
- **Office buildings are aging** and may have outdated floorplans/layouts, which can lead to vacancies.

Opportunities for Enhancement:

- Working with building ownership, **encourage repositioning of older office buildings** through renovation (potentially for newer office spaces or residential use) and/or reuse of parking lots with outlot buildings and parking structures.
- **Enhance north-south pedestrian connections across Golf Road** to provide employees and residents with better access to Busse Woods, and also attract Busse Woods users as shoppers into Rolling Meadows. The best case scenario for such improvement is a pedestrian overpass; intergovernmental cooperation and opportunities for funding grants can be pursued for that objective.
- **A program of coordinated streetscaping** can define a uniquely Rolling Meadows character for the area. Similarly, wayfinding signage directing visitors to different parts of the area (office centers, retail, business parks) or even other areas in the City (like the Kirchoff Road Corridor District) can improve corridor appearance and advance awareness that visitors are in Rolling Meadows.
- Long standing (and in some cases forgotten) **covenants restricting land uses on some properties along the corridor are a potential impediment** to economic development. These covenants should be considered for update or removal by current owners.

The Golf Road Corridor is a hub of office and employment uses, which includes some retail activity.



Atrium Corporate Center

Sub-Area 4: Algonquin Road Corridor

Algonquin Road has a mixed land use character. Over time, the corridor has developed to accommodate a diversity of uses including large office buildings, business parks, residential subdivisions, retail, and restaurants. These meet the needs of the community, and the corridor would be well served to maintain this variety in the future, adding new character and landscaping enhancements in the public right-of-way and encouraging private improvements as redevelopment occurs to create a more unified character.

Key Existing Conditions:

- Algonquin Road is a four-lane roadway with 30,000 average vehicles per day.
- Most of the corridor has sidewalks, but there are **few pedestrian crosswalks and no bike facilities**.
- Due to the mix of uses, the area **lacks a consistent character**.
- The triangle bounded by Golf Road, Algonquin Road, and New Wilke Road is a conventional shopping center built around anchor retail (Walmart and former Sam's Club) with outlots, but the **triangle shape of this development makes access difficult**.
- **Minimal landscaping** is found along the corridor.
- The corridor includes a number of **vacant or underutilized commercial sites, as well as aging multi-family structures**.
- A large number of **curb cuts and lack of cross-access** between commercial properties creates additional traffic conflict points for visitors that may wish to access adjacent or close by sites.
- The **former Motorola campus**, located just west of the City border, is undergoing redevelopment.
- Once complete, current **redevelopment of the Holiday Inn site** is planned to result in a newly converted Aloft hotel, an assisted living facility, and an upgraded Holiday Inn Express. This renovation will modernize these uses, making them more attractive and in tune with current market demands.

Opportunities for Enhancement

- A positive and consistent character for the Algonquin Corridor can be accomplished through **unifying public right-of-way improvements such as parkway landscaping and wayfinding signage**. This will enhance the area despite the somewhat disjointed character and feel created by the wide variety of land uses there.
- **Encourage cross-access linkages** between sites to ease traffic and enhance connectivity as part of redevelopment and new development.
- Identify **opportunities for bike and pedestrian amenities** such as more crosswalks, a multi-use path, bike parking within developments, etc. This would be a worthwhile addition to the area given the increase in non-motorized travel in the region, and interest in walking and biking expressed during the planning process.
- As noted with the Holiday Inn site above, revitalization and / or **redevelopment of older and potentially obsolete uses along the corridor are an opportunity** for corridor enhancement and increased economic development in the City. Such redevelopment occurs on the decision of property owners and is not directed or required by the City. However, the City has and always will be open to working with property owners seeking to reinvest in Rolling Meadows by improving or redeveloping properties that are reaching the end of their economic viability.

Notions of redeveloping this area remain valid as the area is located at the confluence of I-90, Route 53, Algonquin Road, and significant commercial development immediately to the west.

- In that spirit, the **southwest quadrant of Algonquin Road's intersection with Route 53 includes a residential development seeing economic pressure to redevelop. This area is uniquely well-positioned for redevelopment** given its proximity to existing active commercial areas, high visibility to very large traffic counts, and access from regional arterial roadways. The Preserves at Woodfield are bordered on the south by Interstate 90 and roughly encircled by Arbor Drive. The City's 2006 Comprehensive Plan highlighted this as a potential redevelopment area, contemplating extensive transit-oriented redevelopment based on plans for a STAR line transit station to be just west of the site. Plans for that new STAR line commuter service have passed by the wayside. However, the notions of redeveloping this area remain valid as the area is located at the confluence of I-90, Route 53, Algonquin Road, and significant commercial development immediately to the west. Should the owners wish to redevelop the site, several factors should be considered:



▲ Southwest quadrant of Algonquin Road and Route 53

- Given the character of the area, a single user (corporate center, major retailer, or entertainment venue) is possible and can be considered. However, current economic markets make large single uses less likely.
- Modern development of this scale and at these sorts of locations more often seek a mix of land uses – in what has become known as **horizontal mixed use**. Such development might include an anchor retailers (such as a grocer), residential uses (such as apartments attractive to those working nearby), and a collection of smaller retail and service uses to serve the residents and others. The site might also include recreational amenities for an residents and visitors.
- Connections for those on foot or bicycle to local shopping, the convention center, and other uses should be incorporated into any plans.

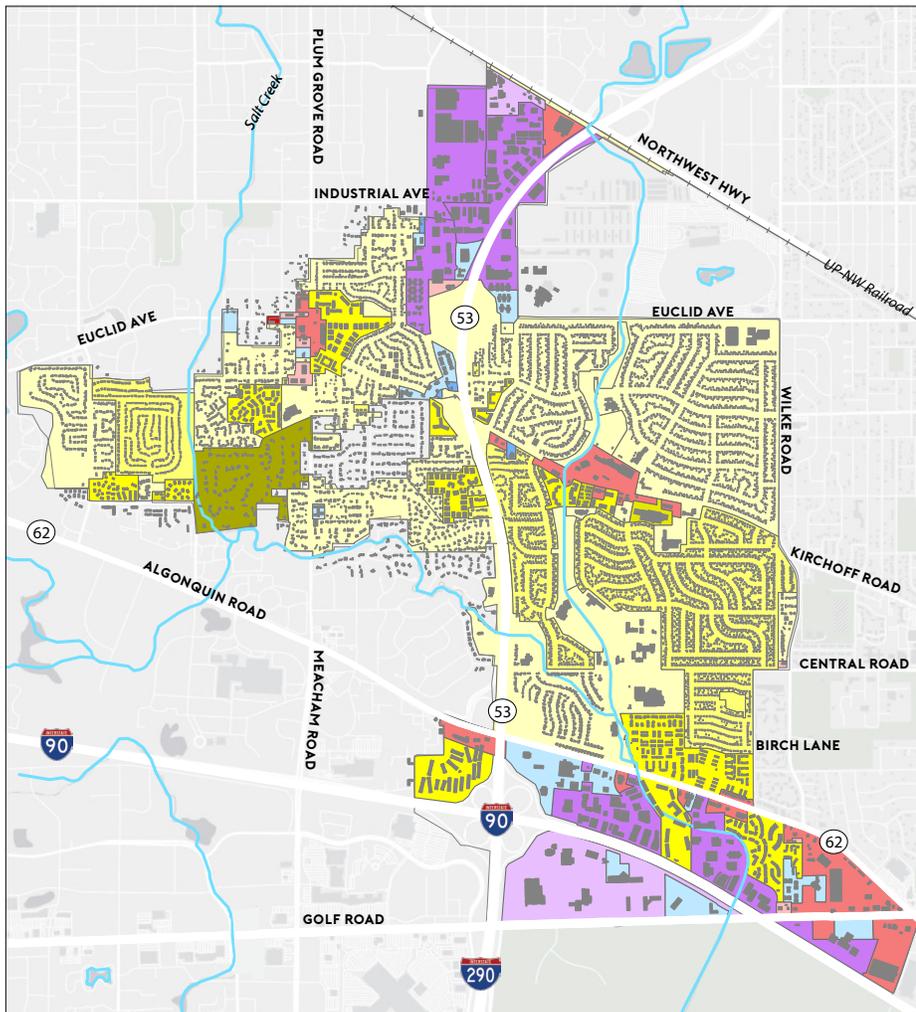


Example of horizontal mixed-use (Astellas Development in Glenview, IL)

Zoning

The Rolling Meadows Zoning Ordinance defines the type and form of land use in the City, designating the appropriate locations for homes, shops, industry, community facilities, etc. The ordinance also spells out the process by which new development occurs, and whether a formal community process is required to evaluate it and manage potential adverse impacts on the community. Under this approach, the goal of any zoning ordinance is to facilitate desirable development that supports community quality of life and a strong business environment. An ordinance that is working best is one that clearly conveys this aim and standards to the community, and is an effective tool for city officials and staff to accomplish local land use goals, such as those spelled out in a comprehensive plan.

Figure 6.4: Zoning Map*



ZONING MAP

City of Rolling Meadows Comprehensive Plan



**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.*

Recommendations

The following recommendations build on the conditions, programs and policies described in this chapter. The actions are described in greater detail and prioritized in the Implementation Chapter. 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.)

- Revise the Zoning Ordinance to be more modern, user-friendly, and supportive of economic development.
- Develop an aggressive economic development outreach program that differentiates Rolling Meadows through highlighting its assets to existing and potential businesses.
- Consider programs to encourage re-investment and renovation by commercial property owners, such as a façade incentive program or support for county tax abatements.
- Implement streetscape improvements and design concepts to provide an enhanced identity and character for the Kirchoff Road Corridor, Northwest Industrial District, Golf Road Corridor, and Algonquin Road Districts (public right-of-way).
- Establish development standards for the City's key sub-areas that can be incorporated into zoning and site plan review processes (private development).
- Consider innovative solutions for providing postal services to residents in lieu of a physical post office.
- Continue to conduct business retention visits to understand local companies' needs and capacity for growth.

The current Rolling Meadows Zoning Ordinance was first drafted in 1972. While it has been updated in parts since then, its basic structure and approach to managing development is dated. To be effective, zoning ordinances must remain up to date with current technologies, laws, litigation, development practices, and growth management techniques. These can be added over time, but piecemeal updates to the code can create confusion and internal conflicts, and make application of the code difficult to all users – this is the case for the City's zoning ordinance. **Updating the code is a recommendation of this Plan, and is anticipated to begin soon after the Plan is finalized.** An assessment of the zoning ordinance has been prepared as a **separate document**, and will be an outline for updating the code to modernize it, make it user friendly, and incorporate recommendations of this plan.

Spotlight: Former Fire Stations Redevelopment

The City is relocating both its fire stations—one on Plum Grove Road south of Kirchoff and the other on Meadow Drive south of Kirchoff. These properties will present redevelopment opportunities. In pursuing those options, it is recommended that four land use options be further evaluated prior to disposition of the sites. In order of priority, the desired uses are commercial (possibly a restaurant), office, institutional and recreational. In addition, consideration can be given to adaptive reuse of the buildings to draw on their character and history in the community.



Example of fire station adaptive reuse in Evanston, IL (converted to a restaurant)



7

CHAPTER SEVEN

Getting Around

CONTENTS

□ Introduction

□ Mobility

□ Accessibility

□ Recommendations



Introduction

Roadways, sidewalks, and paths connect people to jobs, services, and recreational opportunities. Having a safe and connected transportation network is crucial at both the macro level (interstate highways and arterial roads) and the micro level (local roads and neighborhood connectors), and maintenance and improvements require coordination from multiple jurisdictions. Transportation improvements can enhance quality of life for Rolling Meadows residents, provide more opportunities for walking and biking, and strengthen the City's economic positioning by emphasizing its access and proximity to regional destinations. This chapter discusses elements the City's transportation network and the strategies that can improve travel for all users.

A successful transportation system is considered in terms of mobility and accessibility. Mobility is about being able to get people and products around (and beyond) the community, and how easy it is to do so. Accessibility refers to the quality of that travel: having options for getting where one is going, safety, cost, time, etc. Transportation related aspects of this plan are considered within the structure of those two components.

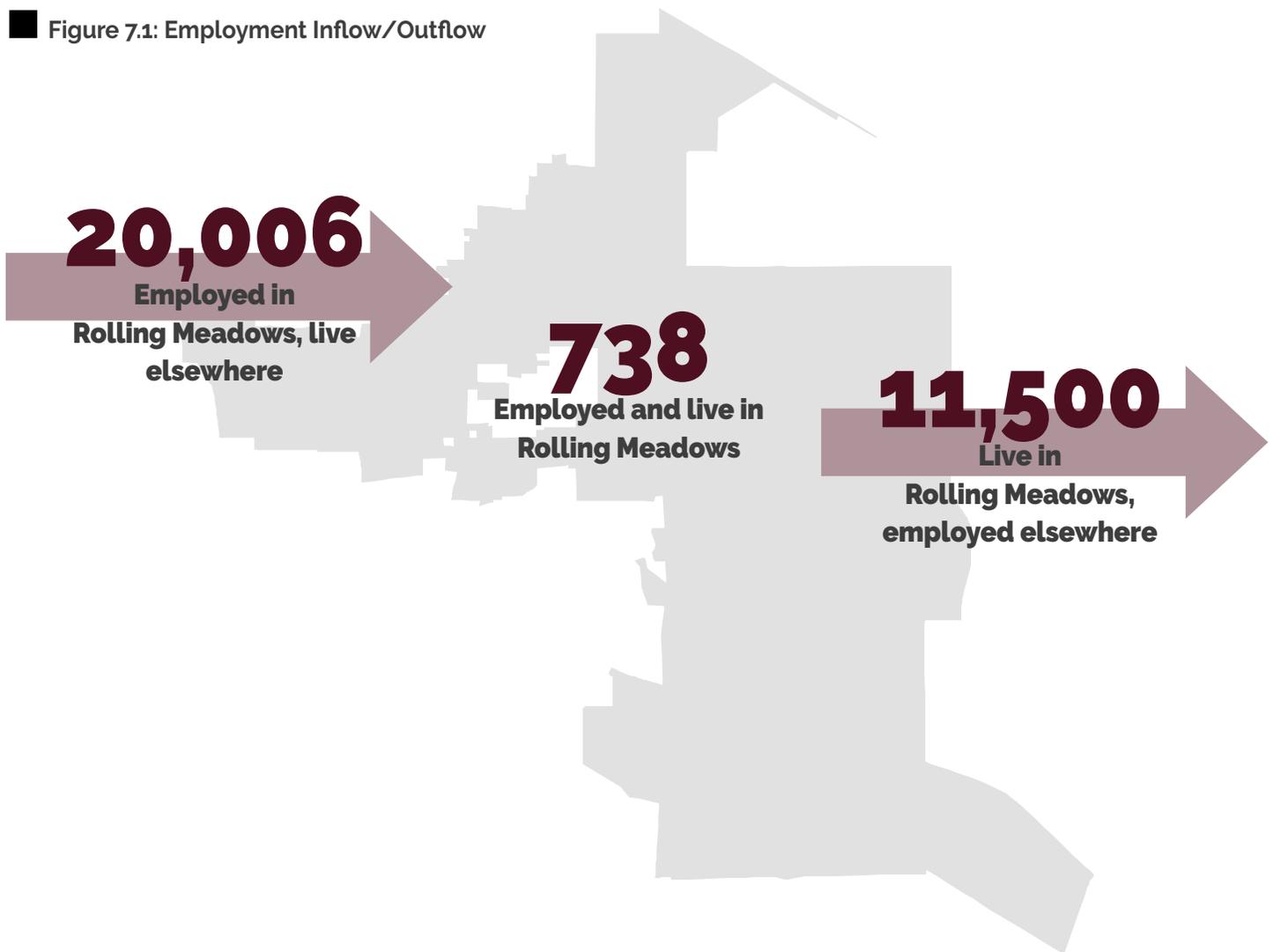
Transportation improvements can enhance quality of life for Rolling Meadows residents, provide more opportunities for walking and biking, and strengthen the City's economic positioning.

Mobility

Located at the intersection of I-90 and Route 53, residents of Rolling Meadows are connected to a substantial network of regional roadways and transit access. The City is just 24 miles from downtown Chicago, 15 miles from O'Hare Airport, and in the heart of the "Golden Corridor" (the area around I-90 that is home to several company headquarters, office parks, entertainment, medical facilities, and retail and restaurants). Living or working in Rolling Meadows means being able to reach most desired goods or services within 30 minutes or less.

The City's location provides high levels of mobility to destinations in and beyond Rolling Meadows. Connecting destinations within Rolling Meadows to improve usability of the transportation network is considered here. The first step in that process is to understand how people get around.

■ Figure 7.1: Employment Inflow/Outflow



Source: U.S. Census Bureau, Center for Economic Studies, 2015

Travel Patterns

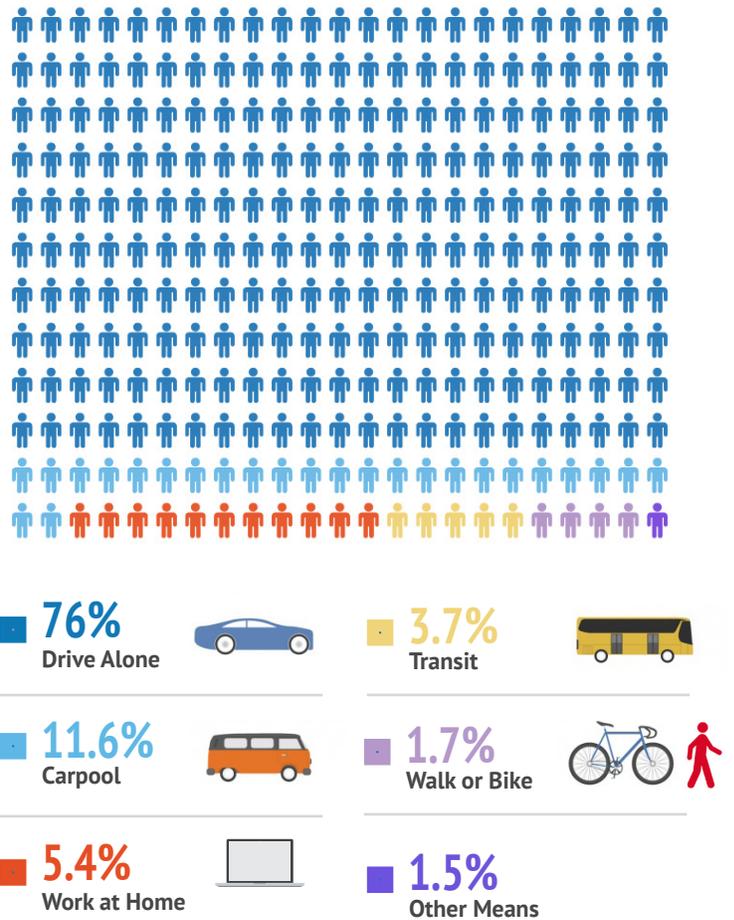
The majority of Rolling Meadows residents drive to work (76% drive alone, 11.6% carpool), and 5.4% work at home, 3.7% take transit, 1.7% walk or bike, and 1.5% commute via other means. The average travel time to work is 26 minutes, which is lower than Cook County's average of 33 minutes (Figure 7.2).⁶

Commute Patterns

Rolling Meadows has a wide employment base and is home to over 20,000 jobs. 738 of those jobs are held by Rolling Meadows residents, and 20,006 are employed in Rolling Meadows but live elsewhere. 11,500 people live in Rolling Meadows but commute outside the City for work (Figure 7.1).

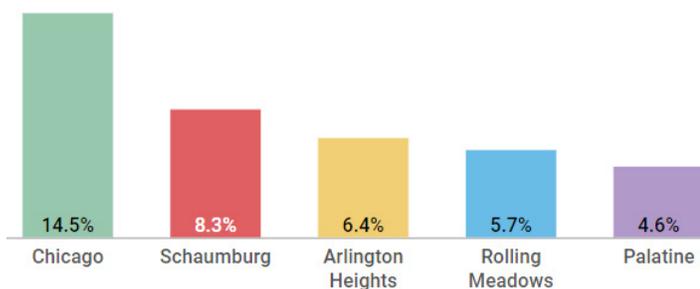
Chicago is the most common employment destination for residents, followed by Schaumburg, Arlington Heights, Rolling Meadows, and Palatine (Figure 7.3). Rolling Meadows workers come from Chicago (10.9%), Palatine (4.5%), Schaumburg (3.8%), Arlington Heights (3.5%), and Rolling Meadows (3.3%) (Figure 7.4). That the largest segment of workers come from Chicago speaks to the quality of jobs in Rolling Meadows and that it is easily accessible.

■ Figure 7.2: Commute Patterns



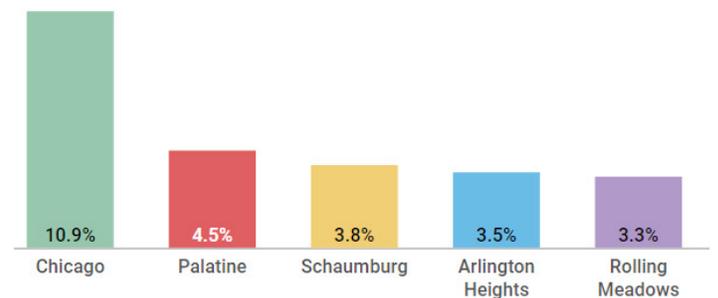
Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

■ Figure 7.3: Where Rolling Meadows residents are employed



Source: U.S. Census Bureau, Center for Economic Studies, 2015

■ Figure 7.4: Where Rolling Meadows workers live



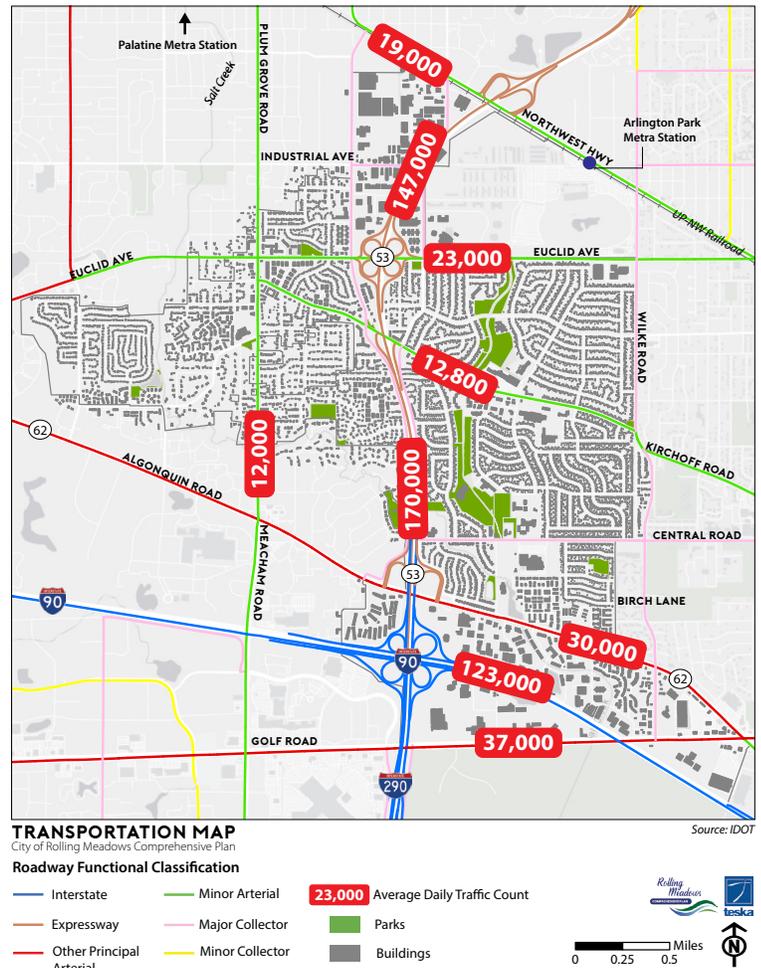
Source: U.S. Census Bureau, Center for Economic Studies, 2015

Roads

The road network is the backbone of Rolling Meadows' transportation system. Roadways are classified according to the character of service they provide. This functional classification process recognizes a system-wide network with a hierarchy of roadways that function as supportive components of the same system, but are managed by different agencies. Understanding these classifications and relationships sets the context for transportation and land use planning. The hierarchy classifications, as defined by the Illinois Department of Transportation (IDOT), and Rolling Meadows roads that fall into those classifications are as follows and shown in Figure 7.5:

- **Interstate** (part of the national Interstate system): I-90 Tollway, I-290
- **Expressway** (carries large amounts of traffic with limited access points): Route 53
- **Principal Arterial** (carries traffic beyond the City throughout the region): Algonquin Road, Golf Road, Northwest Highway (US 14)
- **Minor Arterial** (carries traffic within the City into adjacent communities): Kirchoff Road, Plum Grove/ Meacham Road, Quentin Road, Euclid Avenue
- **Major Collector** (carries traffic from local roads to arterial roads): Central Road, Wilke/ New Wilke Road, Hicks Road/West Frontage Road, Rohlwing Road/East Frontage Road
- **Local Road** (roads adjacent to where people live and work)

Figure 7.5: Transportation Map



Kirchoff Road, just West of Route 53

Public Transportation

Rolling Meadows is served by the Metra UP-NW Line and four Pace Bus Routes (Figure 7.6). Though there is not a train station within the City, the Palatine, Arlington Park, and Arlington Heights Metra stations are within a five- to 15-minute drive no matter where you are in the City (they also are accessible via Pace Bus).

Express trains from the nearby Metra stations transport commuters to Downtown Chicago in less than 40 minutes during rush hour. The Pace Bus routes also connect users to jobs or other important destinations, such as commercial centers around Golf and Algonquin Road, Woodfield Mall, and Busse Woods. Routes in / through Rolling Meadows are described below and shown on Figure 7.6.

- **Route 208 - Golf Road:** An east-west arterial route serving Golf Road from the Davis Street CTA Purple Line/Metra Stations in Downtown Evanston to the Northwest Transportation Center in Schaumburg. This route provides service to the Des Plaines and Cumberland Metra Stations and shopping centers such as Woodfield, Old Orchard, and Golf Mill.
- **Route 606 - Northwest Limited:** This route between the Rosemont/River Road CTA Station and Woodfield Corporate Center serves Woodfield Mall and business areas in Schaumburg, Arlington Heights, Rolling Meadows, and Mt. Prospect.
- **Route 696 - Woodfield-Arlington Heights-Randhurst:** This route provides service between Woodfield Mall and Randhurst Mall. It also serves Roosevelt University, IKEA, Rolling Meadows Shopping Center, Rolling Meadows Courthouse, and the Arlington Heights Metra Station. Midday service extends to Harper College; and rush hour service extends to Northwest Transportation Center.
- **Route 757 - Northwest Connection:** Provides express service from the CTA Harlem Green Line stop in Forest Park and the Forest Park Transit Center Blue Line stop to Woodfield Mall and serves Elk Grove Village Industrial Park, Streets of Woodfield, and Northwest Transportation Center. Runs along Rolling Meadows' southern border with several stops at major Golf Road intersections.

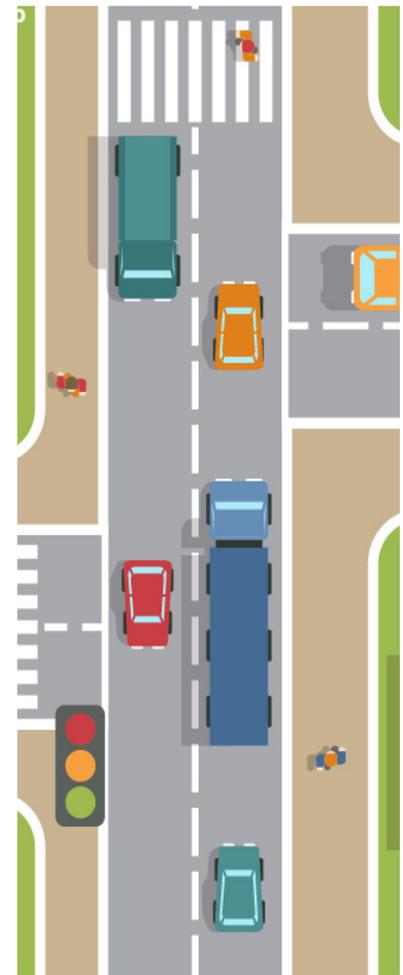
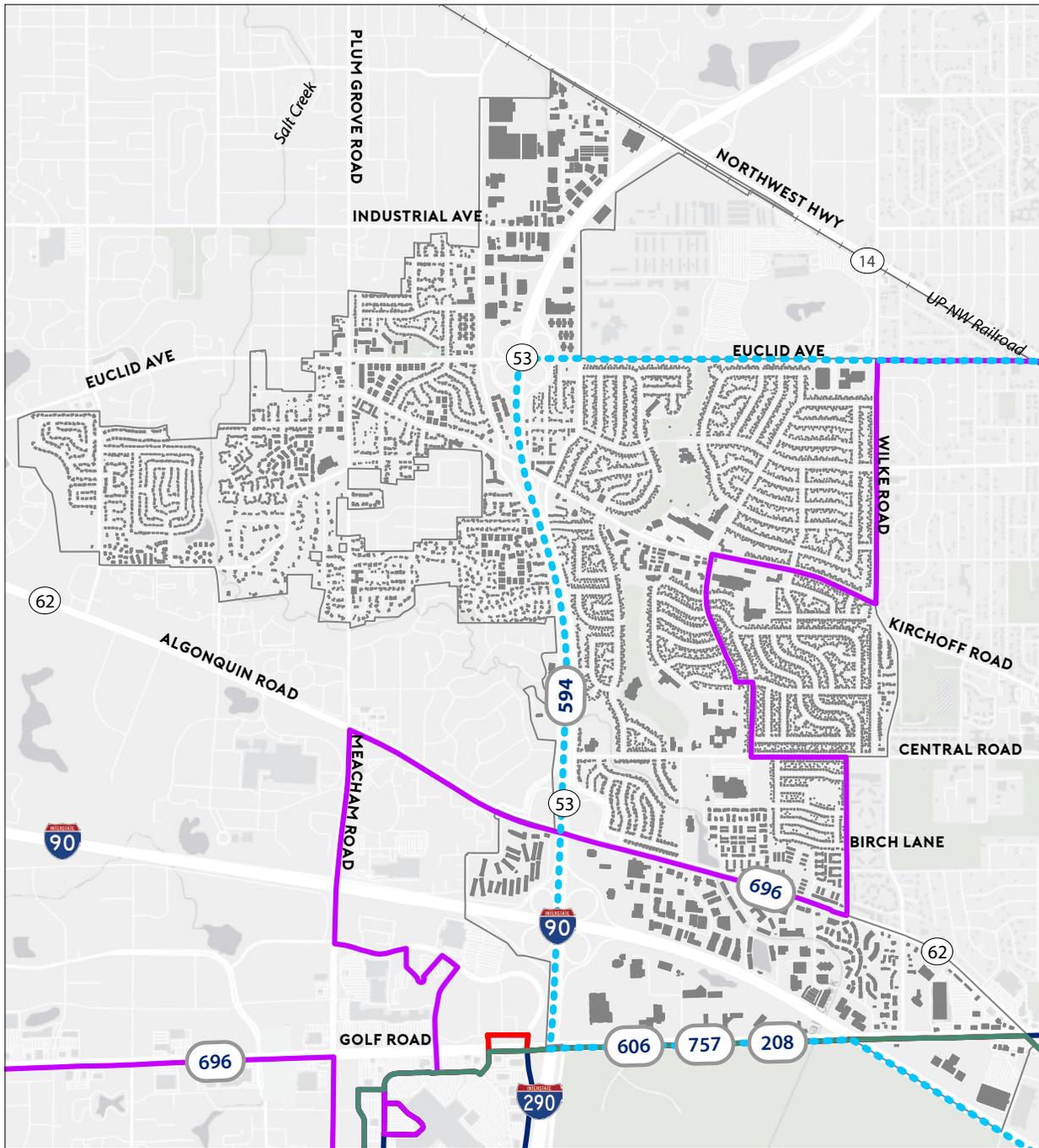


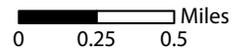
Figure 7.6: Bus Routes Map



BUS ROUTES MAP

City of Rolling Meadows Comprehensive Plan

- Pace Bus 208
- Pace Bus 696
- Pace Bus 594 (Pace On Demand)
- Pace Bus 606
- Pace Bus 757



Access to Transit

The “last mile” is a term used to describe the gap that often exists between public transit and a destination. Though many access Metra using a vehicle—either via Park n Ride or drop-off locations—other transportation methods are also used to access transit and bridge the last mile problem (such as walking, biking, or rideshare).

Pace On Demand (formerly known as Pace Call-n-Ride) helps fill that critical connection with reservation-based, shared-ride service. Pace Bus 594 Arlington Heights – Rolling Meadows route, shown on Figure 7.6, is one of 11 designated services areas in the suburban region. Users can book a ride online or over the phone for \$2.00 per one-way ride. Rideshare companies such as Uber and Lyft provide a similar service via smartphone, though generally for a higher cost.

Planning for improvements that help people walk or bike to transit are important. The City has done this in partnership with the Regional Transportation Authority (RTA) through its Access to Transit Program, which provides funding for small-scale capital projects that improve pedestrian and bicycle connections to transit. In 2014, Rolling Meadows received a grant for up to \$1 million dollars that provided new sidewalks, crosswalks, and pedestrian signals along a one-and-a-half-mile section of Golf Road, improving access to three Pace fixed routes that operate on the corridor (#209, #606, and #757). This project was highlighted on RTA’s website.⁷

Transit availability is particularly important in Rolling Meadows given the number of jobs located in the City. The Chicago Metropolitan Agency for Planning’s (CMAP’s) latest plan for the region, ON TO 2050 identifies Rolling Meadows as one of the places that has high local employment and low transit availability.⁸ The agency’s research shows a correlation between employment and access to transit. Moving forward, it is recommended that the City continues to collaborate with transit providers and private sector employers to pursue last-mile strategies and enhance transit access to job centers in Rolling Meadows. Potential partners for funding assistance to implement this include RTA, CMAP, and the Illinois Department of Commerce and Economic Opportunity (DCEO).

ON TO 2050’s Mobility chapter includes strategic transportation recommendations:

- **“Promote inclusive growth by improving mobility options that spur economic opportunity for low income communities, people of color, and people with disabilities.**
- **Improve resilience by ensuring that infrastructure can adapt to changes in climate and technology.**
- **Prioritize investment of limited resources to efficiently maintain existing infrastructure while securing new revenues for needed enhancements.”**



Accessibility

Accessibility complements mobility as being a measure of the quality of travel. This also refers to accommodating multiple forms of travel for users within the same transportation network (for example getting to the train by bike or on a bus). Accessible transportation systems provide opportunities for those in vehicles, on bicycles, and/or on foot to reach their destinations as easily as possible.

Increasingly, communities are drawing on the economic benefits of transportation investments that support multiple forms of travel. When people have an option to comfortably walk or bike to amenities and destinations (jobs, restaurants, grocery stores, etc.), they are more likely to want to live and spend money there. Simply put, **greater accessibility equals greater economic potential.**

Planning Roadway Improvements

Roadway improvements require planning and communication with the various jurisdictions that have ownership over different roads and road segments. The City has worked and continues to work with the following agencies to implement road improvements:

- Illinois State Toll Highway Authority (ISTHA): Interstate 90 - Jane Addams Tollway
- Illinois Department of Transportation (IDOT): Route 53, Golf Road, Algonquin Road, Northwest Highway, Plum Grove/Meacham Road (south of Emerson Avenue), Hicks Road
- Cook County: Euclid Avenue, Quentin Road, Central Road (east of Weber Drive)

In addition to coordination with other jurisdictions, the City plans for infrastructure improvements within Rolling Meadows and makes these plans public on the City website through resources such as the Capital Improvement Plan and the [Construction Projects webpage](#). The City's Public Works Department also offers a Citizen Request portal on the City website that allows residents to complete an online form to describe any road/infrastructure problems or concerns, and these may factor into decisions regarding planned improvements.

Potential Roadway Improvements

The City's existing street system serves the population well, linking residential areas with commercial uses and arterial roadways. Local roads and collector streets provide access and typically do not have high traffic volumes. However, some arterial roadways such as Algonquin Road and Golf Road (with Average Daily Traffic (ADT) counts of 30,000 and 37,000, respectively) do experience traffic congestion. These roadways tend to have single-use, disconnected developments, numerous curb cuts, and heavy traffic from the commercial and office uses along the corridors.

As new development occurs within the City, the development review process provides opportunities to reorganize internal roads adjacent to Golf and Algonquin, reduce curb cuts, and increase cross-access between developments. These enhancements can also be accomplished by establishing cooperative relationships with and between property owners.

There are a number of specific improvements that could improve connections and travel safety within in the City. These should be considered as development proposals are reviewed, budgets are considered for citywide capital improvements, and/or opportunities to coordinate with the State or County on roadway improvements become available (Figure 7.7):

- 1 Realignment of Meadowbrook Drive to meet Algonquin Parkway (improved access, possible future traffic signal)
- 2 Realignment of Barker Avenue to meet Newport Drive (access to traffic signal for Barker)
- 3 Reconfigure Crossroads of Commerce Drive south of Algonquin Road/Magnolia Drive intersection to optimize access to/from the three buildings located there (in addition, securing a cross access with properties to the east will allow greater flexibility to access Algonquin Road)
- 4 Widen Golf Road at Gallagher Way (4 lanes to 6 lanes)
- 5 Widen Apollo Drive and intersection improvements at Golf Road
- 6 Extend Ring Road southward at its western terminus to connect across Golf Road to Frontage Road (traffic capacity improvement upon future development in Atrium area)
- 7 Improvements at the Algonquin Road/New Wilke Road intersection (including lane additions for vehicle capacity upgrades and bicycle and pedestrian safety).

Figure 7.7: Potential Roadway Improvements Map



POTENTIAL ROADWAY IMPROVEMENTS
City of Rolling Meadows Comprehensive Plan

Complete Streets

A Complete Street is one that provides space for cars, transit, bikes, and pedestrians. Of course, not all roadways can accomplish this, but striving for Complete Streets when possible is the goal. According to the Active Transportation Alliance—a nonprofit advocacy organization that works to improve conditions for bicycling, walking, and transit—“Complete Streets is a policy and procedural approach to roadway design focused on the needs of all transportation users, regardless of their age, ability, or mode of travel. It provides a framework for planners, engineers, and elected officials to incorporate active forms of transportation into roadway design projects wherever feasible.”⁹

While many of Rolling Meadows’s roadways may not be suitable for all travel modes, a Complete Streets policy would define the City’s commitment to establishing, designing, and implementing transportation improvements that address and balance the needs of all users. “Complete Streets improvements come in varying degrees of integration and separation of cars, bikes, and pedestrians and might include: sidewalks, bike lanes, special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more.”¹⁰ These improvements often do not need to extend to existing low-volume, local roads that already comfortably accommodate different users.

While sidewalks are fundamental infrastructure for pedestrians, there is a wider range of treatments for bicycle infrastructure, including the following:¹¹

- Conventional bike lanes: a portion of the road that has striping, signage, and pavement markings to indicate exclusive use by bicyclists
- Cycle tracks: can be one- or two-way and are located on-street like bike lanes but physically separated from vehicle traffic, parking lanes, and sidewalks
- Intersection treatments: configurations that can include color, signage, specialized signals, and pavement markings to reduce conflicts between bicyclists and vehicles
- Shared Lane Markings (SLMs): also called “sharrows”, these are used to indicate a shared lane environment for bicycles and cars



Source: Active Transportation Alliance



Examples of different bike facilities (Source: NACTO Urban Bikeway Design Guide)

The State of Illinois adopted its Complete Streets policy in 2007. It is codified in the Illinois Department of Transportation’s Bureau of Design and Environment Manual. Cook County also has a policy, implemented via their design guide. There are over 50 municipalities in Illinois with adopted Complete Streets policies. Neighbors of Rolling Meadows with Complete Streets policies include: Arlington Heights, Hoffman Estates, and Des Plaines.

Roadways not ideal for Complete Streets improvements include:

- Principal Arterials: Roads that carry high vehicular traffic volumes (and serve inter-regional traffic) are often best served by limited and separate pedestrian facilities like sidewalks and trails.
- Limited ROW: Streets that have limited public right-of-way (ROW) cannot accommodate as many modes and activities.

The Complete Streets approach assigns new roadway typologies that relate to the standard functional classifications (Figure 7.8) and guide the design of multi-modal roadways along “Boulevards, Avenues, or Streets.” (Figure 7.9)¹²

Figure 7.8: Complete Streets Roadway Typologies

Relationship between functional classification and thoroughfare type

FUNCTIONAL CLASSIFICATION	FREEWAY/ EXPRESSWAY/ PARKWAY	RURAL HIGHWAY	BOULEVARD	AVENUE	STREET	RURAL ROAD	ALLEY/ REAR LANE
PRINCIPAL ARTERIAL	-----	-----	-----	-----	-----		
MINOR ARTERIAL		-----	-----	-----	-----		
COLLECTOR			-----	-----	-----	-----	
LOCAL				-----	-----	-----	-----

Source: Institute of Transportation Engineers (ITE), *Designing Walkable Urban Thoroughfares*.

Figure 7.9: Complete Streets Roadway Characteristics

General design characteristics of boulevards, avenues, and streets

URBAN THOROUGHFARE TYPE	BOULEVARD	MULTIWAY BOULEVARD	AVENUE	STREET
NUMBER OF THROUGH LANES	4 to 6	4 to 6	2 to 4	2
DESIGN SPEED (MPH)	35-40	30-40 (20 IN ACCESS ROADWAY)	30-35	30
OPERATING SPEED (MPH)	30-35	25-35	25-30	25
INTERSECTION SPACING	660 to 1,320 FEET	660 to 1,320 FEET (400 to 600 FEET FOR ACCESS LANES)	300 to 660 MILE	300 to 600 FEET
TRANSIT SERVICE EMPHASIS	EXPRESS AND LOCAL	EXPRESS AND LOCAL	LOCAL	LOCAL
MEDIAN	REQUIRED	REQUIRED	OPTIONAL	OPTIONAL
CURB PARKING	OPTIONAL	YES ON ACCESS ROADWAY	YES	YES
BICYCLE FACILITIES	BIKE LANES OR PARALLEL ROUTE			
FREIGHT MOVEMENT	REGIONAL TRUCK ROUTE	REGIONAL ROUTE/ LOCAL DELIVERIES ONLY ON ACCESS ROADWAYS	LOCAL TRUCK ROUTE	LOCAL DELIVERIES ONLY

Source: Institute of Traffic Engineers, *Designing Walkable Urban Thoroughfares*.

Bike Facilities

The City of Rolling Meadows has 13 miles of bike paths—both on-street and off-street—within the City, plus trail networks just outside of it, such as the 11 miles of trails within Busse Woods. It also has a multi-use greenbelt trail that follows Salt Creek from Barker Avenue to Euclid Avenue, offering an uninterrupted 3-mile north-south route along a natural amenity.

Rolling Meadows recognizes the importance of encouraging bicycling among residents, as identified in the “Explore Rolling Meadows by Bike” brochure, which lists the following as benefits of its bike path system:

- Promoting alternative transportation methods
- Reducing traffic congestion, and
- Supporting residents’ health and well-being.

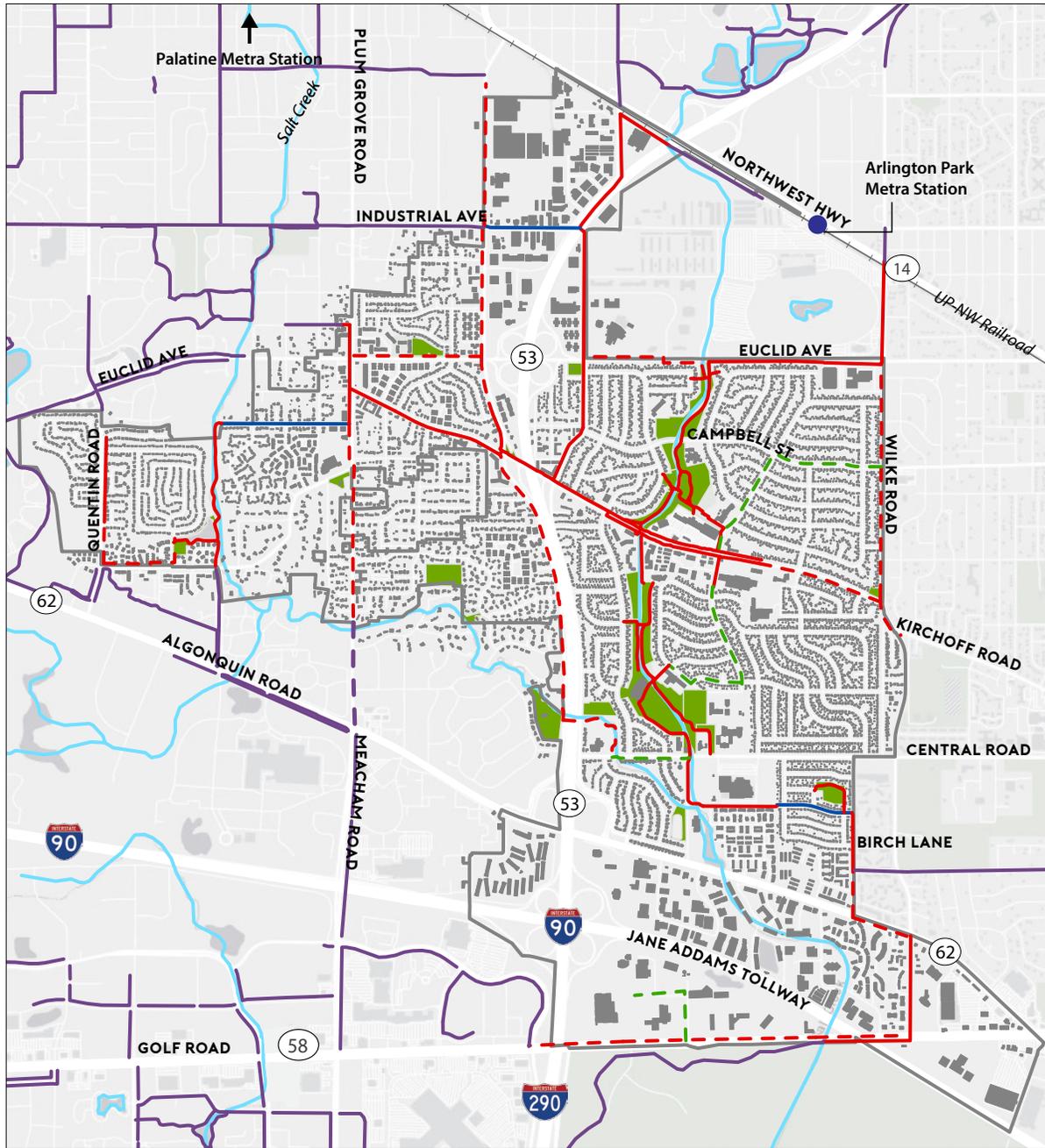
There are some existing gaps in the City’s network that can make bicycling less comfortable or less appealing for some users. Future projects that could improve bike connectivity and access in and around Rolling Meadows include:

- Extending more paths/trails to cross Route 53, at location proposed on Figure 7.10
- Crossing Algonquin Road and Golf Road to connect existing City trails to Busse Woods
- Connecting existing gaps in the network at the following locations: Quentin Road, Northwest Highway/UP RR, Meacham Road, and Algonquin Road, and
- Identify opportunities for existing and future bicycle and pedestrian paths near the Kirchoff Road Corridor to connect with attractions such as local businesses, community facilities (Kimball Hill Park, the Library, etc.), and provide appropriate directional signage.



Kirchoff Road just west of Hicks Road

■ Figure 7.10: Bike Facilities Map



Source: City of Rolling Meadows

BIKE FACILITIES MAP

City of Rolling Meadows Comprehensive Plan

Bike Facilities

- Existing Bike Path
- - - Proposed Bike Path
- Existing Bike Path (outside of City)
- Existing Bike Route
- - - Proposed Bike Lane
- - - Proposed Bike Path (outside of City)



0 0.25 0.5 Miles



Pedestrian Improvements

Rolling Meadows is defined as a “car-dependent city”, with an average WalkScore of 40 out of 100, indicating that most errands require a car. This score comes from WalkScore.com, a website that measures walkability of any address based on walking routes to nearby amenities, pedestrian amenities, population density, and road metrics. A ranking of “Car-dependent” is not unusual for a suburb developed in the 1950s, given that land uses were designed to be separate (i.e. residential in one section, commercial in another, etc.). Surrounding communities have similar scores: Palatine (38), Schaumburg (39), and Arlington Heights (47).

Some benefits of walkability include increased home values, higher commercial property values, healthier residents, and increased economic activity.¹³ The City can improve walkability by adding infill, medium-density housing to areas near existing destinations (such as the Kirchoff Road Corridor District which has Kimball Hill Park, a grocery store, and other retail), connecting sidewalks, and improving access to transit like Pace and Metra.

Spotlight: Benefits of Walkable Neighborhoods

Walkable neighborhoods are desired for their convenience and quality of life, but there are also a number of measurable benefits as well:

- **Health:** The average resident of a walkable neighborhood weighs 6-10 pounds less than someone who lives in a sprawling neighborhood.
- Cities with good public transit and access to amenities **promote happiness.**
- **Environment:** 87% of CO2 emissions are from burning fossil fuels. Your **feet are zero-pollution** transportation machines.
- **Finances:** Cars are the second largest household expense in the U.S. One point of Walk Score is worth up to \$3,250 of value for your property.
- **Communities:** Walkability is associated with higher levels of arts organizations, creativity, and **civic engagement.**

Source: WalkScore.com



Recommendations

The following recommendations build on the conditions, programs and policies described in this chapter. The actions are described in greater detail and prioritized in the Implementation Chapter.

- Secure new road connections and realignments as part of development / redevelopment proposals and planned improvements by IDOT and others.
- Establish a Complete Streets policy to facilitate a transportation system that is safe and accessible for all users, including pedestrians, bicyclists, motorists, and transit riders.
- Seek funding opportunities for major investments that can improve access and mobility, such as an overpass across Golf Road to connect Busse Woods to the City, the planned improvements to the Algonquin Road (IL Route 62)/New Wilke Road intersection, and/or a multi-use path along Salt Creek.
- Fill several gaps in the bike and pedestrian network to connect people to transit and other places they want to go.
- Coordinate with public transportation agencies to provide education, marketing, and new/enhanced public transportation connections.



Elizabeth Place townhome community between Golf Road and Algonquin Road





CHAPTER EIGHT

Environment & Infrastructure

CONTENTS

- Introduction
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- Infrastructure
.....
- Stormwater Management
.....
- Salt Creek
.....
- Recommendations

Green infrastructure is a way of manmade and natural infrastructure working together to manage stormwater, preserve properties, increase natural appearance, and keep the city functioning smoothly.

Introduction

Two components of a city that sometimes get overlooked are its natural environment and physical infrastructure. They can be taken for granted because they are considered part of the background of a community, or in many cases are located underground (such as water mains, storm, and sanitary sewers). Yet, these are essential pieces of every city because they reflect the natural area into which the city was built (e.g. streams, trees, open spaces) and the physical infrastructure with which we operate our cities and manage their incorporation into nature (e.g. sewers, streets, curbs, detention basins). This ultimately becomes a balancing act between preserving natural areas, so they can add to local quality of life, and managing the impacts of development in nature (most commonly stormwater).

In recent years, there has been attention in communities to merging these two elements, which presents an opportunity for continuing to not just build “in”, but “with” nature. The notion of “green infrastructure” (streams, rain gardens, bioswales) is a way of manmade and natural infrastructure working together to manage stormwater, preserve properties, increase natural appearance, and keep the city functioning smoothly.

This chapter describes the City’s built and natural infrastructure systems and considers how to preserve these fundamental components of Rolling Meadows.

Water

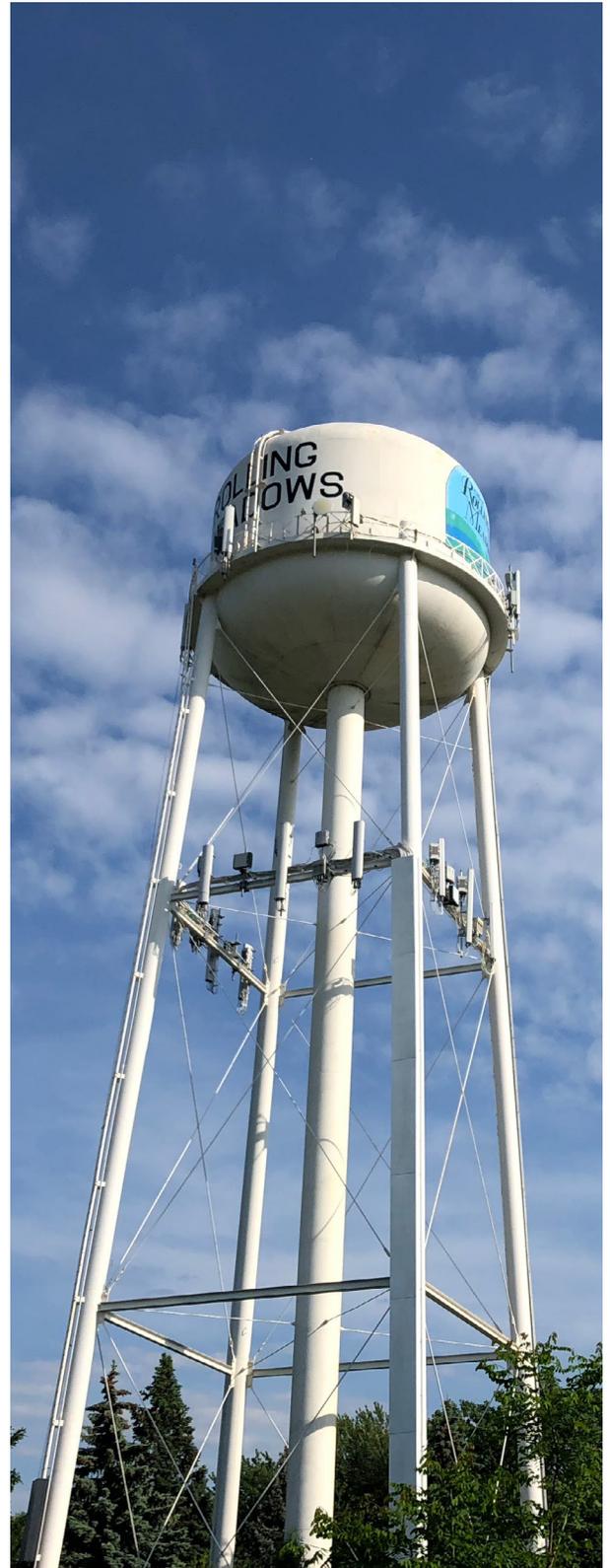
Rolling Meadows' potable water supply is delivered to the City via pipeline owned and operated by the Northwest Suburban Municipal Joint Action Water Agency to three delivery points in the City. The source water is Lake Michigan. As part of the water infrastructure, the City has four pumping stations, two elevated storage tanks, three surface storage reservoirs, two underground storage reservoirs, and four emergency pumping wells. The current system serves existing City water needs.

Power System

ComEd is the electric power provider for Rolling Meadows and Nicor Gas Company is the natural gas provider. The power grid and pipeline system serve the City's needs. Increased communication and transparency relating to service and pricing has been raised as a concern by the community.

Telecommunications

The City is served by telephone/cellular service, cable television, and high-speed Internet. These are not municipal operations; however, the City needs to remain current on state regulations, trends, and available services in telecommunications. These utilities have become essential elements of commerce and residential life, and other communities are increasingly considering further investments in internet infrastructure such as municipal fiber networks that provide residents and businesses with fiber optic internet access. In coordinating with providers of these services, it is important to see them as key components of the business environment and quality of life.



Rolling Meadows water tower

Stormwater Management

Stormwater management in Rolling Meadows (as with all communities) is a mix of built and natural systems, and is described below.

The Issue

Managing stormwater is a City-wide matter; however, Rolling Meadows' northern and southern non-residential sections at times experience flooding issues, the effects of which impact business in terms of time and repairs. The northern industrial area and the southern corporate corridor between Golf Road and Algonquin Road see impacts because the stormwater infrastructure in these areas is not completely serving the need; users have reported a lack of, and/or empty, detention ponds while roadways (such as Golf Road) and parking lots become flooded.

The City continues to work with those impacted by stormwater, inviting all property owners to report issues as they occur and working jointly to resolve site-by-site issues as feasible. In addition, resources are provided to educate the public regarding matters of stormwater quality management plan and regulations, ways to prevent stormwater pollution, and how to report emergencies.



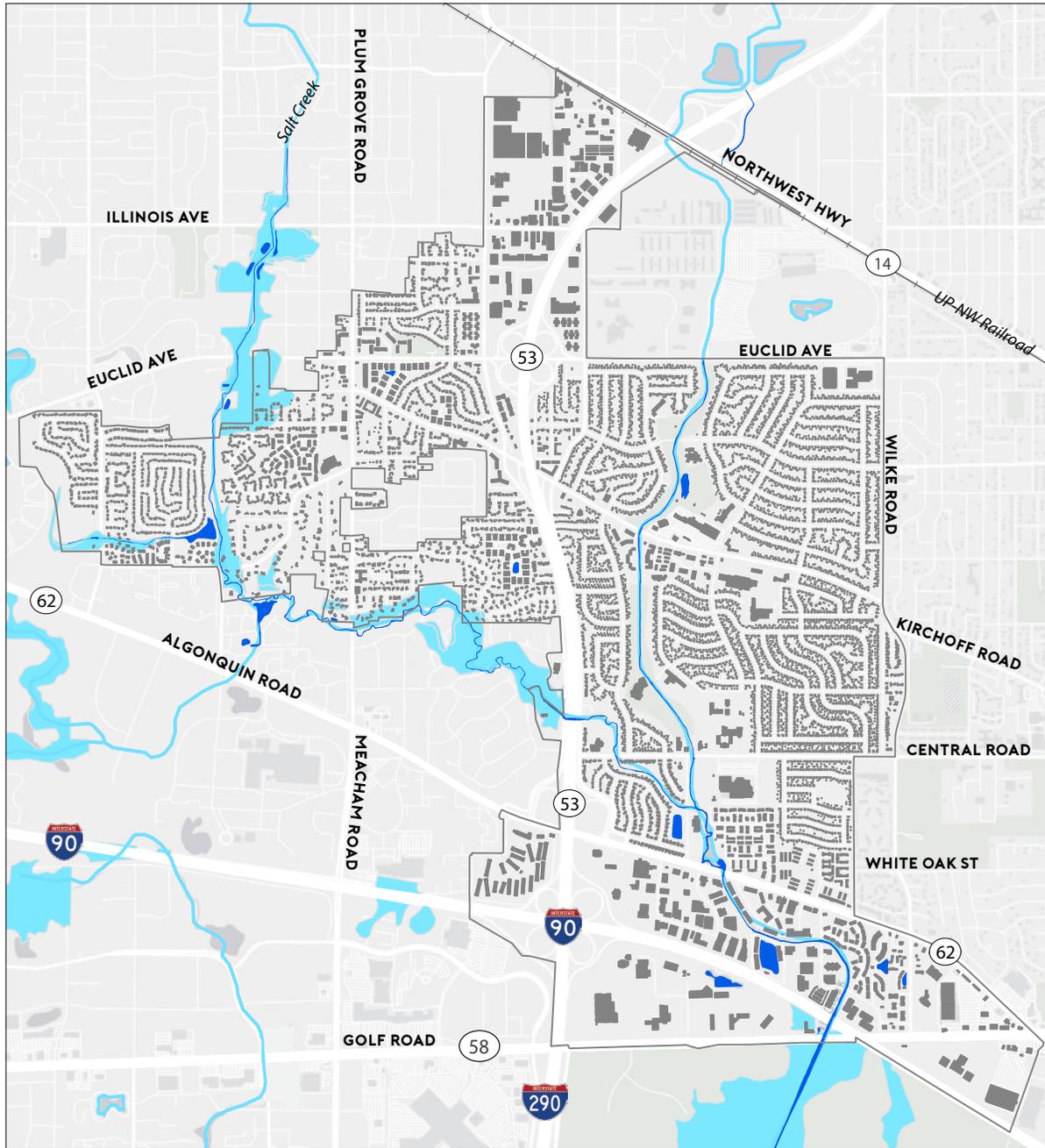
Salt Creek

Managing Stormwater

The City and its Public Works Department actively focus on stormwater management needs of residents and businesses. However, those who work regularly with the issue know that the challenges of managing stormwater are forever changing, moving, and somewhat beyond anyone's control. For example, stormwater is impacted by regional development (especially that which is "upstream") and by unpredictable intensive rains. That said, there are actions the City does take and others to be considered.

- Applying local and regional ordinances for new development is the first line of addressing these issues. For these instances, regulations are in place as provided by the Cook County Watershed Management Ordinance, which applies to all new development in the County and is administered by MWRD. It addresses a range of items such as sewer construction, drainage and detention requirements, floodplain management, environment protection, and soil erosion.
- For existing development that is impacted by stormwater, site specific mitigation is an option for property owners; such fixes are not undertaken by municipalities, but the City can help to advise and direct owners on mitigation options. These changes might be small physical improvements on site as simple as relocating downspouts or slight changes to grade. For smaller sites or areas, natural "best management practices" might be applied (such as rain gardens, bioswales, other uses of native species plantings).
- Often improvements will be larger, costly, and potentially not able to be addressed on a single site. In these instances, multiple properties may be able to consider a coordinated approach. By looking beyond one property, owners may be more likely to find a mutually beneficial resolution.
- For larger sites and in non-residential areas (i.e. Northwest Industrial park, Golf Road corridor) the City is able to identify and develop improvement options and to facilitate engineering design and construction management where there is a commitment on behalf of property owners to financially participate with the City to find such improvements.

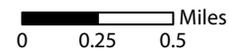
Figure 8.1: Environmental Features Map



ENVIRONMENTAL FEATURES MAP

City of Rolling Meadows Comprehensive Plan

- Water
- Buildings
- Flood Zones
- Streams



Salt Creek

Salt Creek is a 43-mile long stream in northeastern Illinois, and 5.5 miles of it traverse through Rolling Meadows from the northwest to southeast sections of the City (with a tributary stream that runs from North of Euclid Avenue south to Oak Lane where it connects to Salt Creek). The Salt Creek and its environs are both a stormwater management tool and a community amenity. Consideration of additional stormwater management facilities (flooding reduction) should seek to incorporate recreational benefits and aesthetic enhancement. For example, there is a section of marshland—referred to as Salt Creek Marsh—along Algonquin Road that provides a natural opportunity for environmental education and enhancement.

The City also recognizes that an ongoing effort is required to care for and preserve the Creek. Streambank erosion is a natural process that occurs when water wears away the soil and rocks that form the streambank; further there are actions (such as stream channelization/straightening, removal of vegetation, construction of impervious surfaces, etc.) that accelerate water flow and increase the speed of erosion.¹⁴ Due to these factors, stabilization investments that include vegetative and/or structural treatments are necessary to reduce erosion and preserve the Salt Creek streambank.

In many instances, these maintenance efforts are required on private property, as residents along the Creek would be most affected by the erosion. The City has undertaken such projects in the past and engages in educational efforts to help residents understand needs for maintenance. When opportunities arise, the City seeks grant funds for creek maintenance. Also integral to the City's efforts on these issues is the Rolling Meadows Environmental Committee, which has been, and will continue to be, a key part of the City's efforts conducting education and outreach related to the Salt Creek Streambank Stabilization efforts.

Spotlight: Environmental Committee

The mission of the Rolling Meadows Environmental Committee is “To improve the quality of life in our community by recommending sustainable policy initiatives and encouraging public stewardship of our natural resources.” This group of volunteers meets the first Tuesday of every month at City Hall and serves as a subcommittee of the Urban Affairs Commission, working closely with the Public Works Department.

The Committee hosts community-wide volunteer opportunities throughout the year, including an annual Stream Bank clean-up that takes place each April. Other activities include: restoration/installation of prairie plants and the Duck Race, which takes place in Salt Creek at Kimball Hill Park each summer.

Recently, streambank stabilization, maintenance, and education have become a priority for the Committee. The goal is to make Rolling Meadows known as an environmental leader among the northwest suburbs and to preserve and enhance Salt Creek for future generations.

Source: Rolling Meadows Environmental Committee Facebook Page

Recommendations

The following recommendations build on the conditions, programs and policies described in this chapter. The actions are described in greater detail and prioritized in the Implementation Chapter.

- Apply stormwater management best practices to identify multi-property drainage solutions when considering development and redevelopment proposals and City capital projects.
- Continue long term planning for strategic infrastructure improvements through the City's Capital Improvements Plan.
- Build on the work of the Environmental Committee to educate residents about green infrastructure and the need for ongoing maintenance along Salt Creek.
- Seek opportunities for environmental education and enhancements of the Salt Creek Marsh area along Algonquin Road east of Barker Avenue.
- Investigate reports of drainage problems and better communicate with owners on causes, possible corrective actions, and cost.



Kimball Hill Park



Owl Ln



Police Department
→

CAUTION
WATCH FOR
VEHICLES ENTERING
AND LEAVING
DRIVEWAYS

City of
ROLLING MEADOWS
Visit Our Website
www.cityofrm.org

3600



9

CHAPTER NINE

Implementation

CONTENTS

- Introduction
- Recommended Strategies

Introduction

This Comprehensive Plan examines Rolling Meadows holistically, considering the many factors both within and outside of the City that contribute to its future. The Vision, Goals, and Objectives outline an approach and future blueprint, but this approach only works if there are strategies to implement.

Implementation happens in three different ways. The first and most typical way occurs as an annual review process. This would be conducted by the Planning and Zoning Commission with City staff to identify those strategies that are most timely to implement or that address a current City need. Those suggestions can then become part of the City's annual budgeting process, which requires setting priorities through allocating actual dollars to certain projects. Second, implementation happens when the City receives proposals for new development, providing the chance to work with other governmental bodies, local organizations, and property owners to determine whether or not such projects fit with the vision and goals outlined in this Plan. Finally, new and unforeseen opportunities will arise, whether that is grant funds or other external factors, and the City can pursue these opportunities while adhering to the overall framework set forth in this document.



Implementation happens in three ways:

1) As part of an annual City review

2) When the City receives proposals

3) When new and unexpected opportunities arise

Recommended Strategies

Plan recommendations are described below and organized by chapter. These were developed and refined through research and analysis of the City's current conditions in conjunction with conversations with the community through focus groups, interviews, a steering committee, open houses, and a community survey.

Ranked by priority, the strategies listed are explained in a paragraph that follows each. They are sorted by Highest, Medium, and Lesser Priority to provide a guide for implementation for the City and its partners. It would be desirable for highest priority items to occur over a short time from (say six to eighteen months). However, every recommendation cannot be done at once and some may require long lead times or support of others. Similarly, medium and lowest priority items should not be considered unimportant. Nor should the likelihood that they will be implemented over a mid or long-range time frame mean they be set aside and addressed some three to five years down the road. To the contrary, implementation of medium and lowest priority items may require being started in the short term to accomplish them in future years. In short, the actions recommended here should be evaluated regularly to consider the extent they are ripe for action or can address a pressing need for Rolling Meadows.

Sense of Place

The following recommended strategies outline an approach for strengthening Rolling Meadows' sense of place and enhancing community pride and economic development.

Highest Priority*

Continue to host community events and market them widely to bring together residents from all parts of the City. Growing attendance at local events is an indication that efforts by Rolling Meadows and the Community Events Foundation have been appreciated and should be continued. Ideas for improving upon existing efforts primarily focused on marketing these events to attract residents from every section of the City and beyond. Building on the existing foundation of well-attended events, boosting turnout and the variety of attendees can help make community events become a defining feature of Rolling Meadows' identity.

Create a marketing program that showcases the City's amenities and communicates the City's opportunities. While many residents recognize the value of assets within Rolling Meadows, more can be done to highlight these to surrounding communities and prospective residents and make them want to come back. A coordinated effort that summarizes the City's strengths from multiple perspectives (as a place to live, work, and do business) can bolster community pride and market the community to those who may want to live or invest in Rolling Meadows.

Continue housing programs that preserve quality of residential properties and neighborhoods, and support aging in place. The quality and variety of Rolling Meadows' housing stock is one of its main strengths, and existing programs and policies play a role in preserving and enhancing this asset. In addition to retaining existing residents, Rolling Meadows' housing needs to continue to be a draw to prospective residents.

*The Kirchoff Road Corridor Plan (Appendix E) has updated strategies specific to the Kirchoff Road subarea.

Medium Priority

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.

Implement a wayfinding program to highlight Rolling Meadows' assets. Wayfinding signage highlights and emphasizes landmarks, provides orientation, and helps users navigate to/around a given area. In Rolling Meadows, several important assets are not easily visible or accessible (for example, the Library is located just off Kirchoff Road and Kimball Hill Park is somewhat hidden behind the Shopping Center). A wayfinding program would identify necessary locations for attractive signage that directs pedestrians and drivers to a variety of destinations within Rolling Meadows.

Enhance existing and add new gateway signs to better recognize the City's entryways. Gateways welcome people into the community and remind visitors of where they are. In conjunction with other strategies that enhance the overall appearance and character across the City, signs with the City logo—and perhaps a “Thank you for visiting!” message—can serve as a reminder that Rolling Meadows is a pleasant place to visit, shop, or dine and is worth returning to. Additionally, these can reinforce a community-wide identity among existing residents.

Encourage reinvestment of properties through measures in the zoning ordinance and incentives such as building permit fee reimbursements and discounts. A decision to spend time and money to renovate a property ultimately comes down to the private owner, but there are ways that the City can make this decision easier and/or more feasible. For example, the City for a limited time previously had an ordinance that reimbursed applicants for building permit fees. There are also provisions that can be included in a zoning ordinance that limit barriers to renovation or improvement projects. These might include ensuring that bulk standards facilitate bump up or bump out additions, aesthetic elements such as eaves or bay windows are permitted encroachments, and common accessory structures such as sheds or play equipment can be installed without extensive zoning approval.

Encourage new and well-designed housing development that contributes to the citywide mix of housing types. Rolling Meadows' quality and variety of housing is a strength to build upon. New housing development not only contributes to the mix of housing, but also helps to attract new residents who can contribute to the tax base and become new customers for local retail and services. By working with builders through the zoning or plan development process, City staff and officials can continue to secure the best possible development for the City.

*The Kirchoff Road Corridor Plan (Appendix E) has updated strategies specific to the Kirchoff Road subarea.

People

The recommendations below are intended to increase intergovernmental collaboration, enhance identity, and promote community cohesion within Rolling Meadows.

Highest Priority

Establish an Intergovernmental Task Force to facilitate sharing of common responsibilities, resources, and opportunities among local jurisdictions (City, Park Districts, School Districts, etc.). The City already engages in intergovernmental cooperation and efforts with partner jurisdictions. However, establishing a new Intergovernmental Task Force made up of staff from various local agencies could formalize and build upon existing efforts. The group also would serve to increase communication and information sharing regarding programs, policy positions, and upcoming issues to be addressed. Through quarterly meetings, all agencies can share updates and stay informed on other groups' efforts—this can help increase partnerships, prevent duplication of efforts, and increase the overall capacity of each jurisdiction. While this will require a significant amount of planning, the City could initiate and lead this process.

Medium Priority

Consider revising existing ward boundaries and council structure to strengthen east-west connections, including a mix of ward and at large representation. As part of redistricting that occurs after every U.S. Census (every ten years), Rolling Meadows will be redrawing its ward boundaries in 2022. This provides an opportunity for a conversation about local governance structure that could include revising ward boundaries or rethinking the current council structure that is based solely on district representation. This is not to say that the current structure does not work, but that it is worth discussing alternatives and considering transition to a mixed-district structure in which there could be at-large representatives in addition to enhance ward representation.

Develop and implement a public communication strategy that consolidates current outreach efforts and ensures government transparency for residents and businesses. Rolling Meadows already recognizes the importance of outreach: the City website includes a Transparency Portal, Events Calendar, Monthly Newsletters, and other pages that convey important information and updates to residents and businesses. While most information that residents want to know may be available by searching through the website, a more consolidated strategy and proactive approach to communication can help residents and businesses feel connected and engaged.

Lesser Priority

Look for opportunities to upgrade community facilities, such as City Hall and the current Public Works building, to enhance public perception of Rolling Meadows. Renovating the City Hall and/or Public Works buildings, to project a more modernized and cohesive character and appearance, would be reviewed by the City as part of its budget priority considerations for long-term facility planning.

Great Place To Be

The recommendations below define economic development and land use policies to support a desirable quality of life and strong business environment.

*Highest Priority**

Revise the zoning ordinance to be more modern, user-friendly, and supportive of economic development. An effective zoning ordinance is a necessary tool for managing development and community character. The City's current code is in need of update.

Develop an aggressive economic development outreach program that differentiates Rolling Meadows through highlighting its assets to existing and potential businesses.

The economic development tools already applied by the City are useful, and lay the foundation to create an even more active effort – in the form of a refined City Marketing Program. In this way, greater focus can be brought to the assets of Rolling Meadows and an expanded effort to “spread the word” about it being a good place to do business.

Continue to conduct business communication visits to understand local companies' needs and capacity for growth.

This seemingly simple activity has great value as an economic development tool. First, it makes clear to existing Rolling Meadows businesses the value they have to the City. Second, it helps to identify specific and general needs of those businesses for which the City may be able to provide assistance. Third, these discussions help the City remain well informed on needs of the business community.

Improve access to Kimball Hill Park. A clearly delineated path to Kimball Hill Park from Kirchoff Road would provide better access to this significant community asset. Working with the owners of the Rolling Meadows Shopping Center, the current path (essentially through the shopping center parking lot) could be better delineated with signage and pavement markings. Markings could be simply striped or done as a creative painted asphalt, designating the path with a color or pattern indicative of park activities.

Medium Priority

Consider programs to encourage re-investment and renovation by commercial property owners, such as a façade incentive program or support for county tax abatements.

Communications with commercial property owners should include understanding the potential for maintaining and improving the overall appearance of buildings – to the extent such a program is found beneficial, the City can consider a façade renovation program to support improvements. The City also would continue supporting businesses through County and other programs.

Implement streetscape improvements and design concepts to provide an enhanced identity and character for the Kirchoff Road Corridor, Northwest Industrial District, Golf Road Corridor, and Algonquin Road District (public right-of-way). Design and installation of streetscape improvements along commercial corridors can highlight them individually and as part of Rolling Meadows. Such designs could also be used to help established a unified look to the City.

Establish development standards for the City's key sub-areas that can be incorporated into zoning and site plan review processes (private development).

As streetscape enhances the appearance of the public way, design guidelines can set standards for new private development. Design Guidelines define standards such as overall character, landscaping, and architectural elements.

Consider innovative solutions for providing postal services to residents in lieu of a physical post office.

The City has worked long and hard to secure/re-establish a post office. Of greatest importance is that residents and businesses have access to those services. Whether a post office comes to Rolling Meadows or not, the City can support others providing these services (postal services in other businesses or stores that provide such services) as part of its economic development outreach and zoning update.

*The Kirchoff Road Corridor Plan (Appendix E) has updated strategies specific to the Kirchoff Road subarea.

Getting Around

These strategies support objectives for a connected and multi-modal transportation network, improved access and mobility, and long-term transportation capital improvements.

Highest Priority*

Secure new road connections and realignments as part of development / redevelopment proposals and planned improvements by IDOT and others. As the City continues to make plans and set priorities for roadway and infrastructure improvements, and consider projects as part of the development review process, communication and coordination with other agencies, such as IDOT and Pace, should be included. Projects identified in the 2013 Golf Road Mobility Study should also continue to be pursued.

Establish a Complete Streets policy to facilitate a transportation system that is safe and accessible for all users, including pedestrians, bicyclists, motorists, and transit riders. Rolling Meadows can best incorporate multi-modal transportation benefits by adopting a Complete Streets policy. The policy can establish standards and design guidelines, and ensure that all forms of transportation are considered in City projects.

Medium Priority

Fill gaps in the bike and pedestrian network to connect people to transit and other places they want to go. Bike and pedestrian improvements are important to complete and connect the City's multi-modal transportation network. Other benefits include: decreasing traffic congestion by taking cars off the road, attracting potential new residents who want to live in an area with these amenities, greater emphasis on safety, and boosting the local economy through increased foot and bike traffic (these users are more likely to be traveling slowly and able to stop at retail or restaurants).

Lesser Priority

Seek funding opportunities for major investments that can improve access and mobility, such as an overpass across Golf Road to connect Busse Woods to the City, the planned improvements to the Algonquin Road (IL Route 62)/New Wilke Road intersection, and/or a multi-use path along Salt Creek. These are long-term and large-scale projects that require grant funding. To implement these types of improvements, it is important to gather community support, apply for grants, and include the projects in long-range planning. An overpass and multi-use path would accomplish two goals, serving as an amenity for residents and an economic development tool that brings visitors of Busse Woods to possibly come eat and shop in Rolling Meadows.

Coordinate with public transportation agencies and the private sector to provide education, marketing, and new/enhanced public transportation connections. As a job hub, Rolling Meadows has many commuters coming into the City each day for work; which contributes to traffic congestion along regional roadways and the City's arterial roads. Working with transit providers and private sector employers, Rolling Meadows may be able to enhance access to transit and increase the number of residents and workers who can take public transportation to commute in or out of the City. Enhanced access would serve the rest of the population as well, providing more mobility options for youth, seniors, people with disabilities, and those who cannot or choose not to drive. Potential partners for funding assistance to implement this include IDOT, CCDOTH, RTA, CMAP, the Illinois Department of Commerce and Economic Opportunity (DCEO), and local companies.

*The Kirchoff Road Corridor Plan (Appendix E) has updated strategies specific to the Kirchoff Road subarea.

Environment + Infrastructure

Maintaining and improving Rolling Meadows' environment and infrastructure is already happening. Below are recommended priorities for continued efforts.

Highest Priority

Apply stormwater management best practices to identify multi-property drainage solutions when considering development and redevelopment proposals and City capital projects. Solutions and standards for managing stormwater are evolving, and it is important that the City stays current on best practices. The goal should be to balance community and environmental needs with the overall economic benefits of development/ redevelopment and capital improvements.

Continue long term planning for strategic infrastructure improvements through the City's Capital Improvements Plan. The City stays current on infrastructure planning using its Capital Improvements Plan as a tool to forecast potential capital expenditures based upon estimated available funding. Continued long-term planning that includes collaboration with the Ad-Hoc Capital Improvement Committee, other jurisdictions, and surrounding communities is necessary to strategically address the range of infrastructure needs in Rolling Meadows.

Medium Priority

Build on the work of the Environmental Committee to educate residents about green infrastructure and the need for ongoing maintenance along Salt Creek. Stabilization of the Salt Creek Stream Bank will require both community involvement and outside funding, or a greater commitment of funds by the City. Grant money pursuit should highlight how Rolling Meadows has demonstrated community support and existing environmental activities in this area. The Environmental Committee and the City can be partners in leading this effort.

Lesser Priority

Seek opportunities for environmental education and enhancements of the Salt Creek Marsh area along Algonquin Road east of Barker Avenue. Improvements to the marsh area off Algonquin Road are a longer-term project to fulfill broader community-wide environmental education goals. As marshland, this area should not be developed, and provides a prime opportunity to be enhanced as an "outdoor classroom" that ties into larger Salt Creek educational outreach efforts. Furthermore, most stormwater-related grants require educational components for the public benefit.





Endnotes

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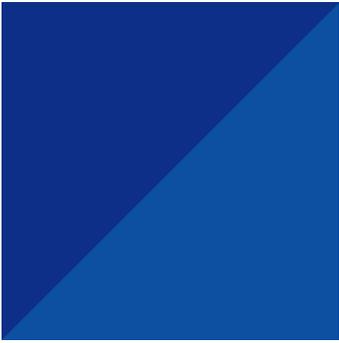
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Appendix

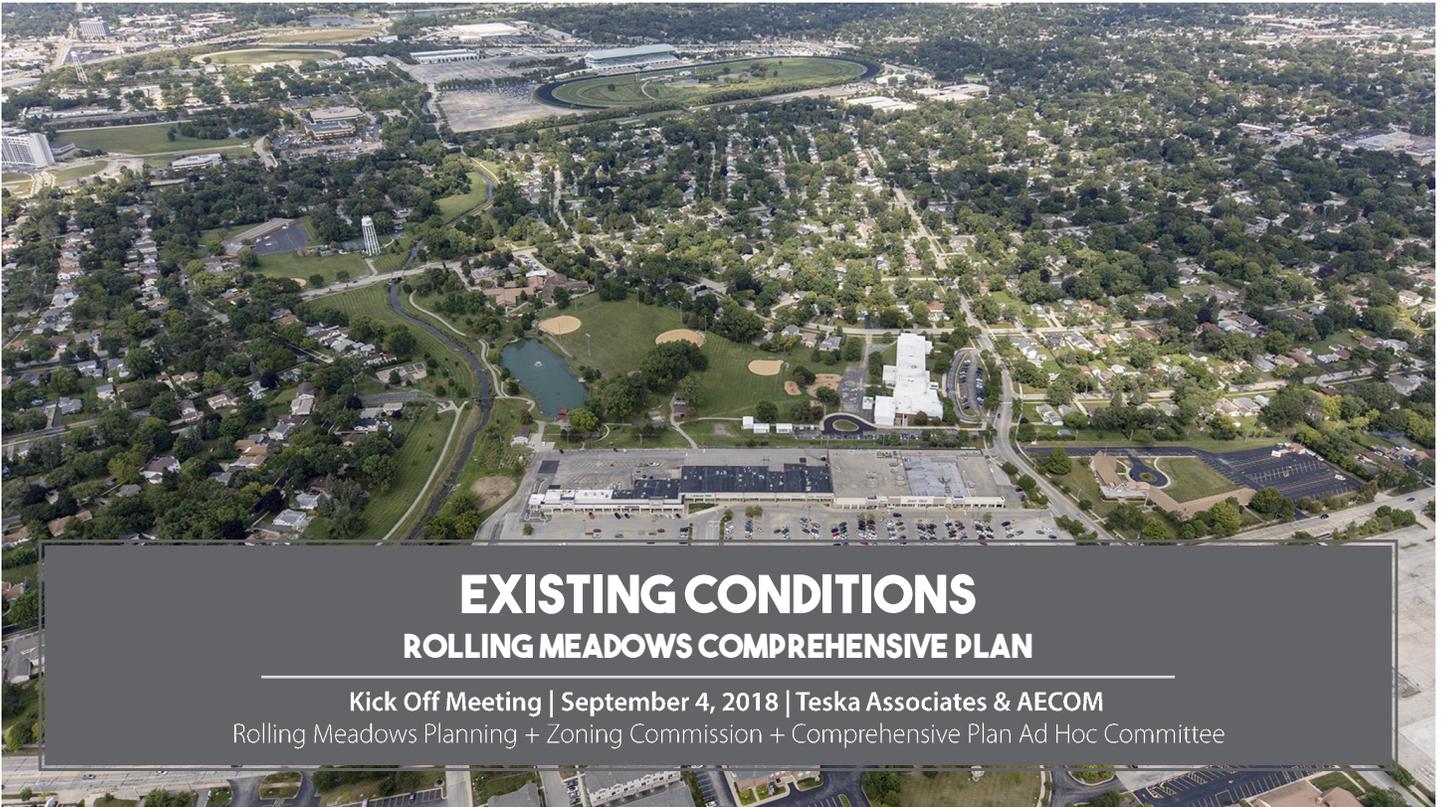
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Appendix D: Future Land Use Map.....A38

Appendix E: Kirchoff Road Corridor Study.....A39



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2

ROLLING MEADOWS HISTORY

- 1850**
 - German immigrants arrive
- 1927**
 - H.D. Brown buys 1,000 acres as part of Arlington Park Race Track
- 1950**
 - Kimball Hill purchases land and sells 700 houses by 1955, mostly to blue collar workers
 - Hill builds first elementary school, funds Rolling Meadows HOA, donates land for parks, and funds Clearbrook Center
- 1955**
 - Rolling Meadows incorporates as a city and begins annexing land for future development
 - More businesses move to the area
 - Crawford's Department Store opens and is largest in Northwest suburbs
 - Industrial Park opens on North Hicks Road
 - Western Electric opens with 1,500 employees
- 1970**
 - Multifamily dwellings are 35% of total housing and single-family housing continues to flourish
- 2010**
 - Home to 24,099 residents, more than double 1960 population
- 2018**
 - Population is 23,377

Source: Encyclopedia of Chicago

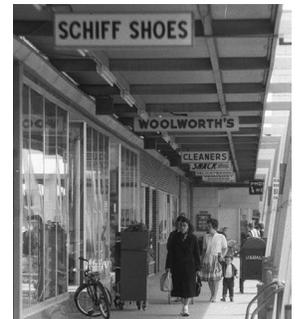


Image source: Daily Herald

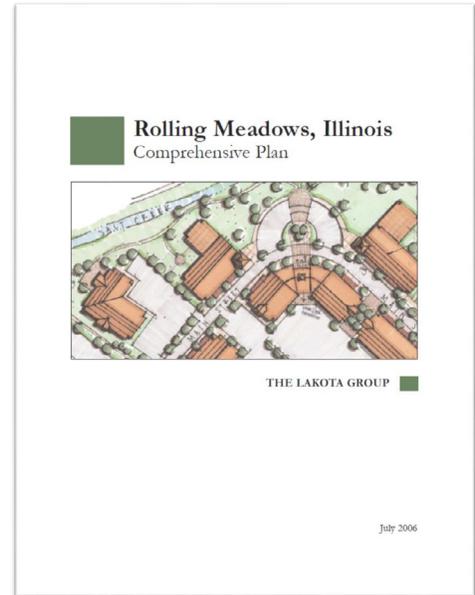
3



4

2006 COMPREHENSIVE PLAN

- Update to the 1993 Comp Plan
- Key subareas:
 - Downtown, Corporate Parks North + South, TOD District West, and Northwest Industrial Park
- Community Vision:
 - Range of housing types
 - Improve businesses + public spaces in Downtown
 - Enhance the Salt Creek Greenway
 - High quality + sustainable buildings, site, and landscape design
 - Improve access to Downtown through wayfinding/signage
 - Enhance Downtown connection to Kimball Hill Park through a southern gateway
 - Promote community identity and pride of place



5

2018 ADOPTED BUDGET

Relevant Goals

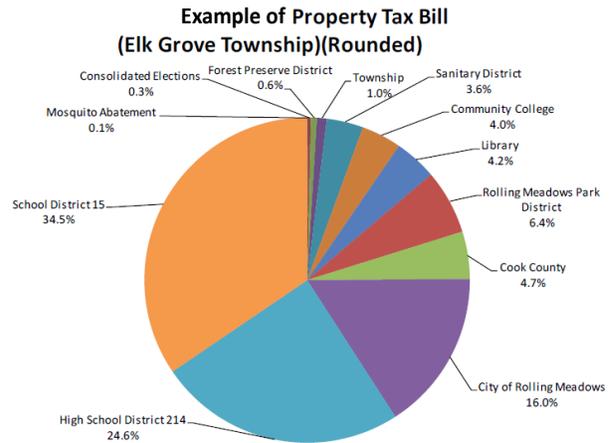
- Create more economic development opportunities
 - 2018 objectives:
 - Update Comprehensive Plan
 - Promote retail, industrial, and commercial development
 - Create a business-to-business newsletter
- Develop Capital Planning Calendar and Annual Work Plans
 - 2018 objectives:
 - Integrate other departments in planning process
- Promote community image through capital projects
 - 2018 objectives:
 - Manage Phase 2 of community identification signage project
 - Incorporate site enhancements to capital projects associated with City facilities



6

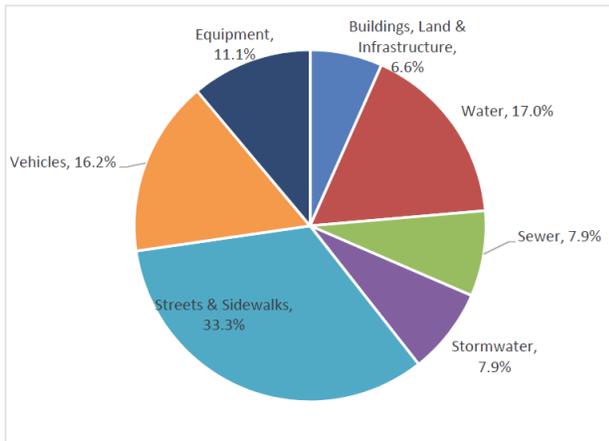
2016 CITIZEN ANNUAL FINANCIAL REPORT

- City Manager form of government
- Mayor and seven-member Council
- Property taxes:
 - City share was 16% in 2016 including pension funds
- Major Economic Development Initiatives:
 - Arthur Gallagher’s headquarter relocation
 - Continental Towers capital improvement project
 - Lexington Crossing 54-unit townhome development
 - Partnership between surrounding communities to create Next Level Northwest (NLNW), a nonprofit business accelerator (2017)



CAPITAL IMPROVEMENT PLAN FY 2018–FY 2022

FY 2018 - FY 2022 PROPOSED CAPITAL PROJECTS
WHERE THE MONEY GOES - CAPITAL EXPENDITURE BY TYPE
FY 2018 PROPOSED CAPITAL IMPROVEMENTS PROGRAM REVIEW



CATEGORY	\$	%
Buildings, Land & Infrastructure	\$ 630,000	6.6%
Water	\$ 1,610,000	17.0%
Sewer	\$ 745,000	7.9%
Stormwater	\$ 750,000	7.9%
Streets & Sidewalks	\$ 3,157,000	33.3%
Vehicles	\$ 1,534,000	16.2%
Equipment	\$ 1,053,000	11.1%
Total	\$ 9,479,000	100.0%

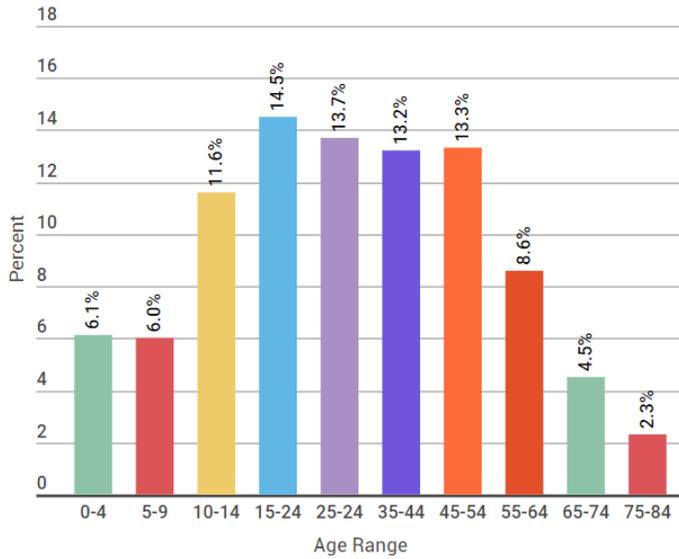
2018 BUSINESS RESOURCE GUIDE (CHAMBER OF COMMERCE)

- 55 new businesses opened in City in 2017
- Top 12 Rolling Meadows Employers, 2018:

	Employer	# of Employees
1	Northrup Grumman Corp	2,300
2	Arthur J. Gallagher	2,000
3	Verizon Wireless	900
4	Ceannate	750
5	Capital One	600
6	CareerBuilder Employment Screening	500
7	Komatsu	350
8	RTC	300
9	Meijer	300
10	A.H. Management Group	275
11	Walmart	275
12	Panasonic	200



AGE



Rolling Meadows Median Age
→ 38.8

Cook County Median Age
→ 36.6

Source: 2018 Esri Business Analyst

HOUSING

Housing in Rolling Meadows



95%
occupied

\$248,361
median home
value



OWNERS vs. RENTERS



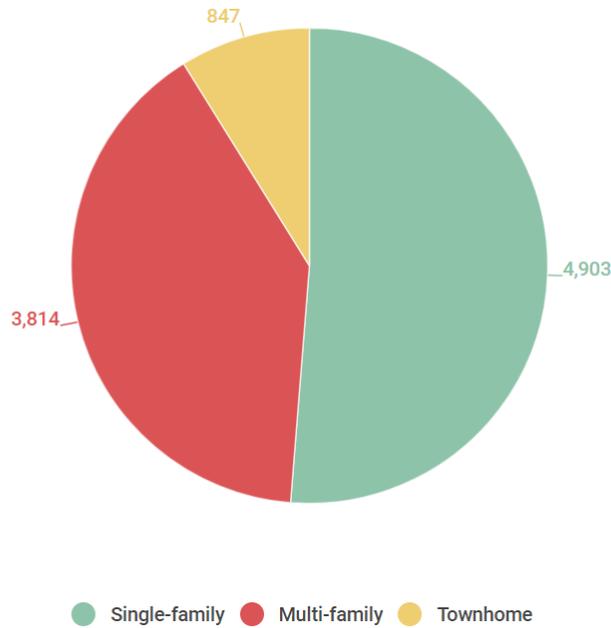
7 out of 10
residents **OWN**



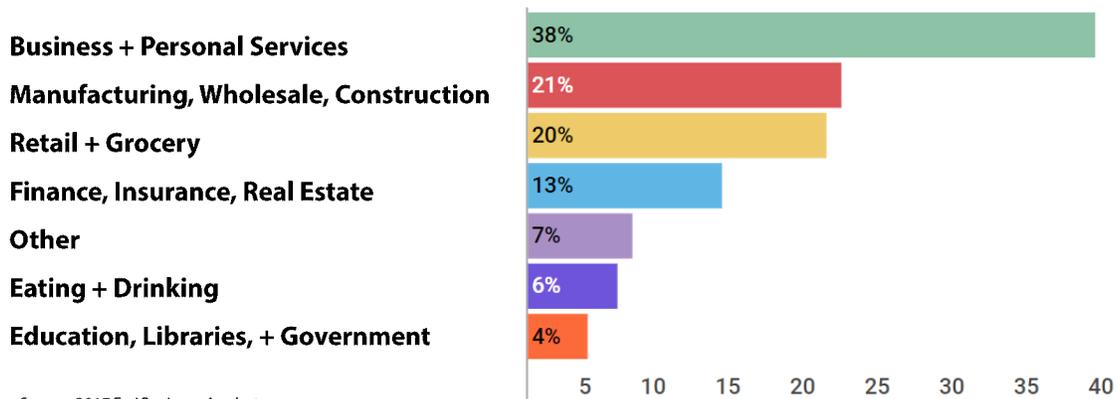
3 out of 10
residents **RENT**

Source: 2017 Esri Business Analyst & CMAP Community Data Snapshot

HOUSING BY TYPE



BUSINESS SUMMARY

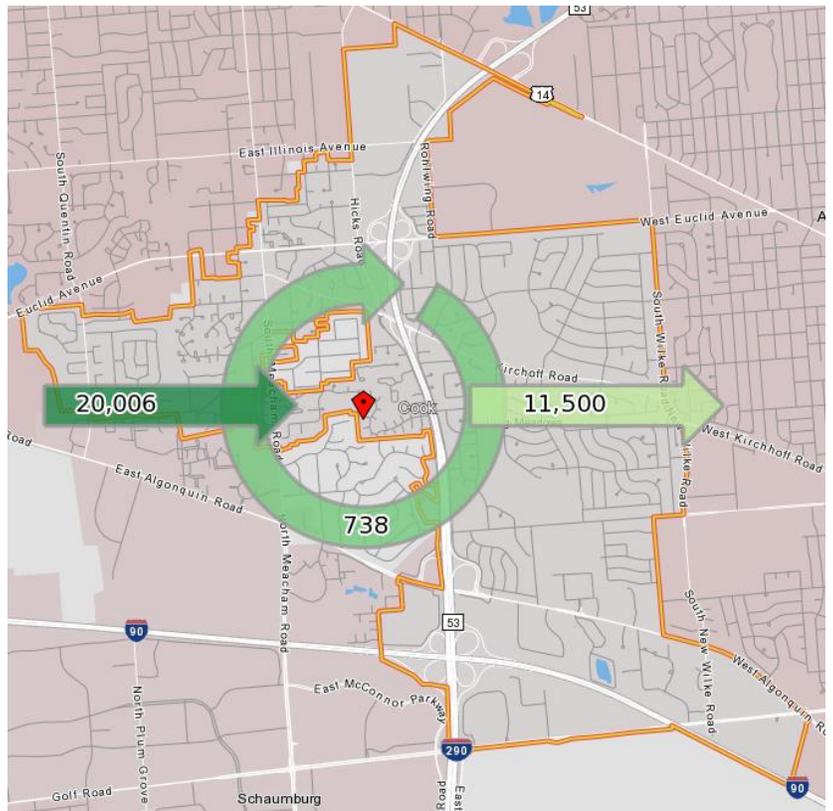


Source: 2017 Esri Business Analyst

INFLOW/OUTFLOW

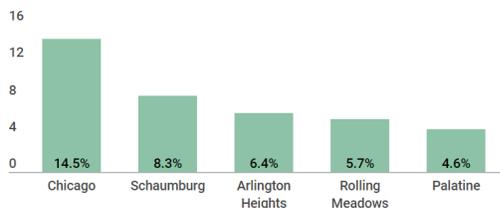
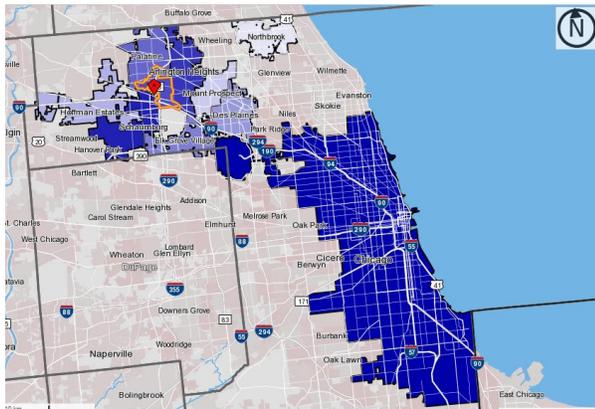
- **738** are employed and live in Rolling Meadows
- **20,006** are employed in Rolling Meadows, live elsewhere
- **11,500** live in Rolling Meadows, employed elsewhere

Source: 2015 OnTheMap (U.S. Census)

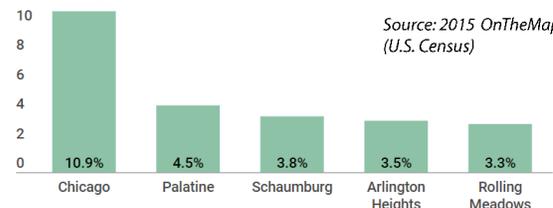
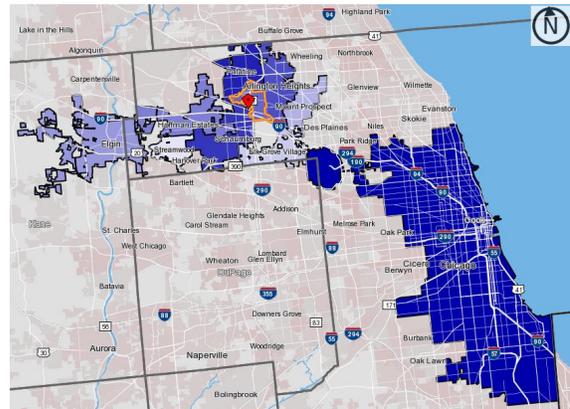


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INFLOW/OUTFLOW



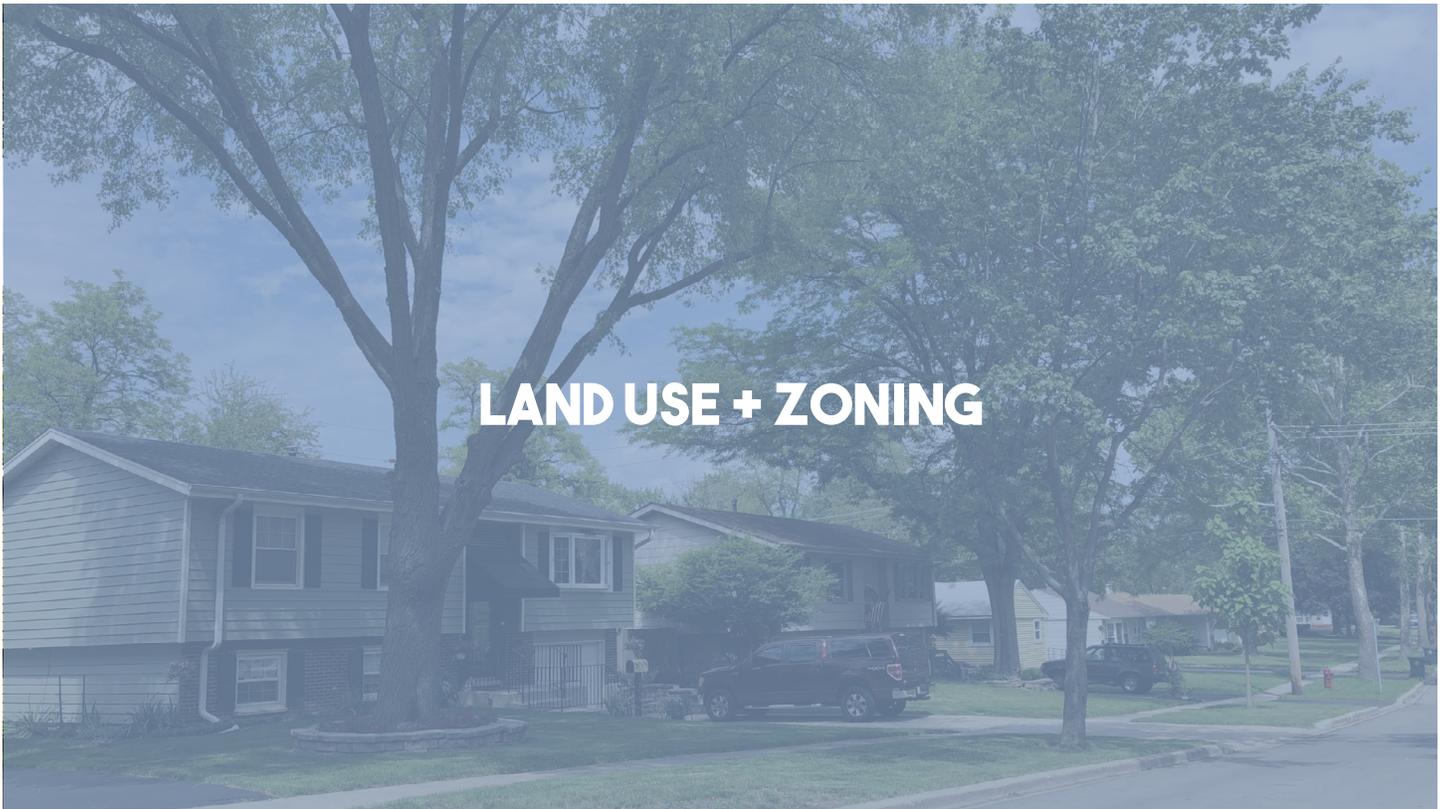
Where Rolling Meadows residents are employed



Source: 2015 OnTheMap (U.S. Census)

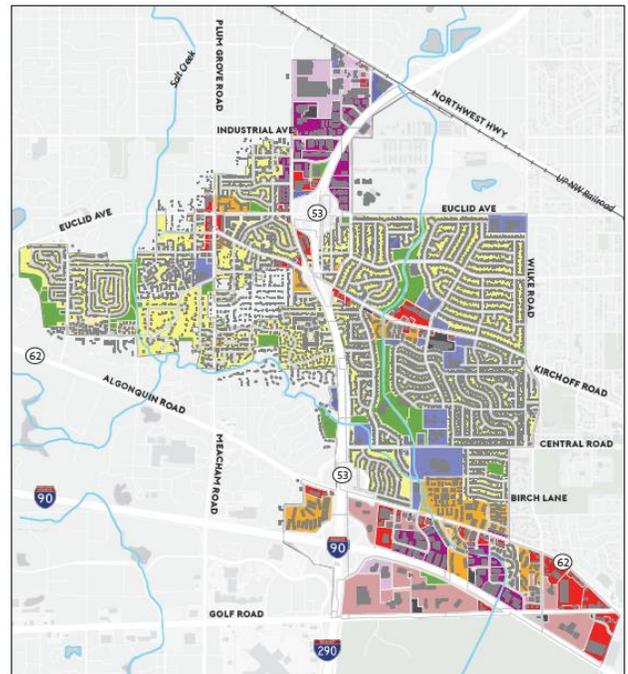
Where Rolling Meadows workers live

16



EXISTING LAND USE

- Residential uses concentrated in the middle of the City, between Euclid + Algonquin
- Commercial clusters along Kirchoff Road, Plum Grove Road, Algonquin Road, and Golf Road
- Office towers located to the south along I-90 Corridor
- Business Park land uses are in cohesive districts in the north + south sections of City
- Industrial concentrated north of Euclid Avenue, and south of Algonquin Road



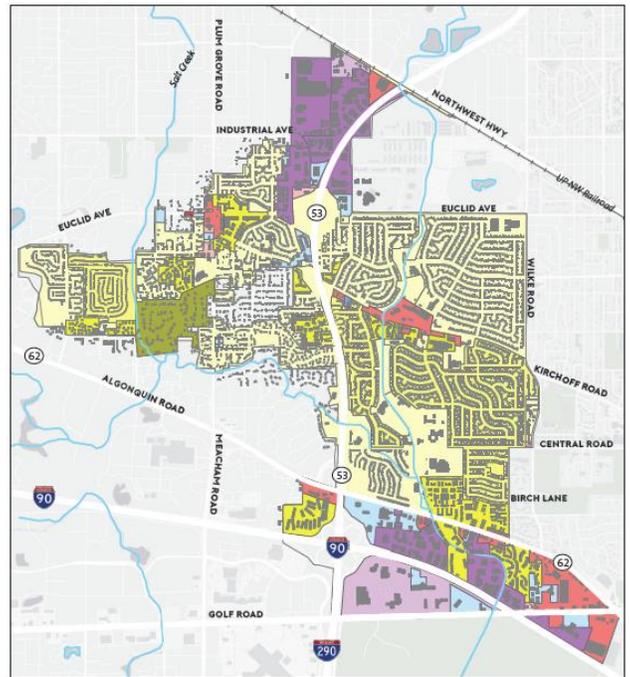
EXISTING LAND USE MAP

City of Rolling Meadows Comprehensive Plan



CURRENT ZONING

- Zoning reflects land use



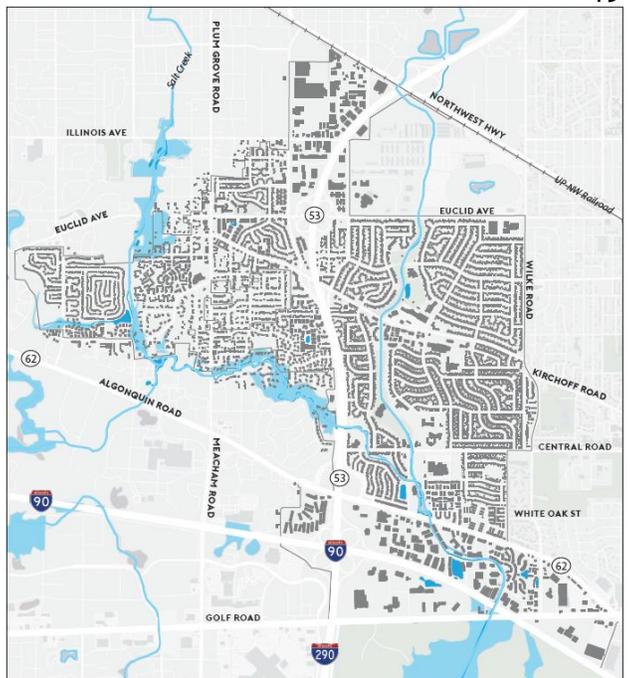
ZONING MAP
City of Rolling Meadows Comprehensive Plan

R-1 Single-Family Residence	R-4 Intermediate	C-2 General Commercial Services	M-2 Multipurpose
R-2 Single-Family Residence	R-5 Single-Family Residence	C-3 Minor Commercial Services	T-1 Office, Institutional & Research
R-3 General Residence	C-1 Commercial	M-1 Manufacturing	T-2 Office, Institution, (transitional)

Scale: 0 0.25 0.5 Miles
North Arrow

ENVIRONMENTAL FEATURES

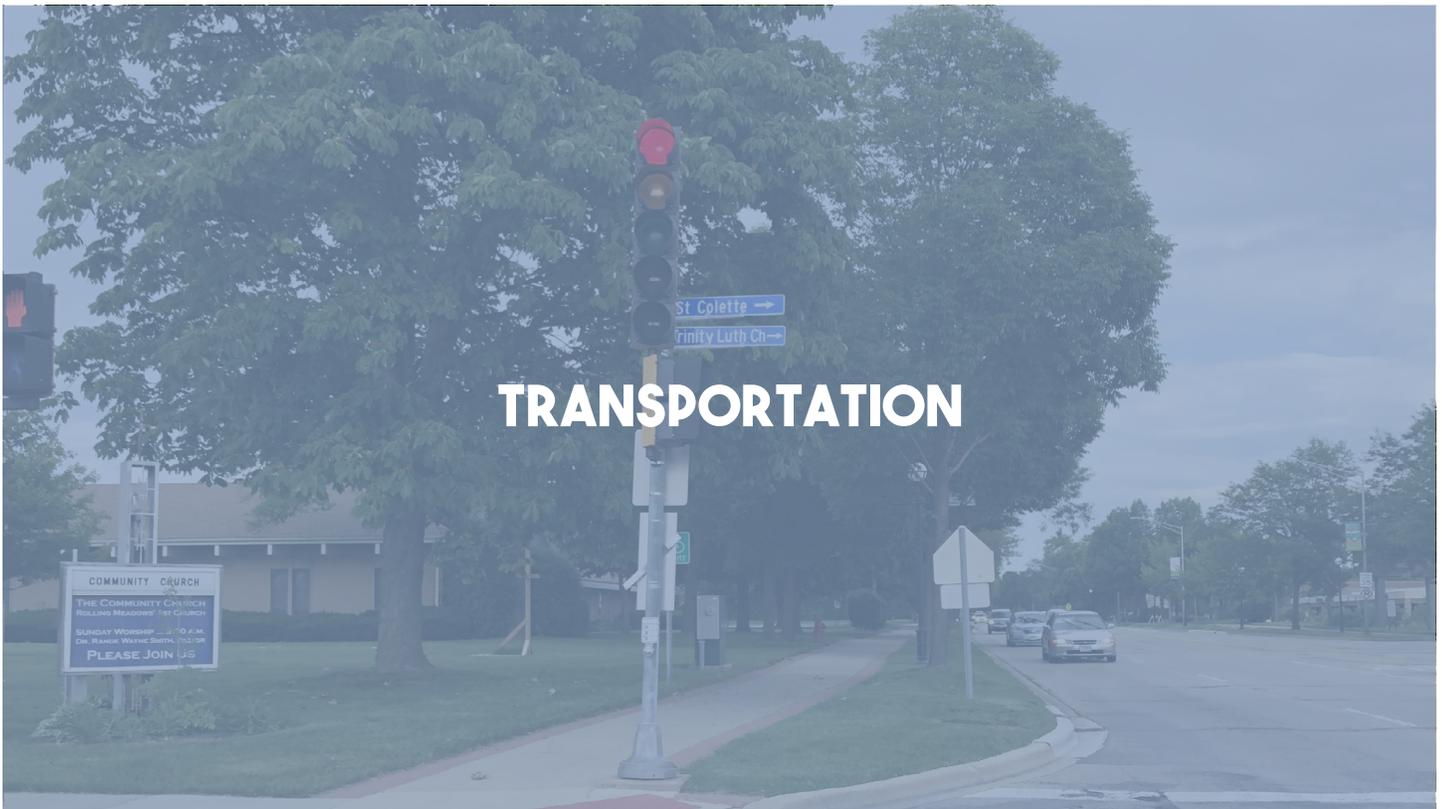
- Flood Zone along the Salt Creek
- Very few homes are located in the flood zone



ENVIRONMENTAL FEATURES MAP
City of Rolling Meadows Comprehensive Plan

Water	Buildings
Flood Zones	Streams

Scale: 0 0.25 0.5 Miles
North Arrow

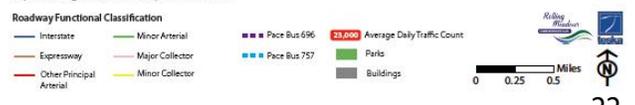


TRANSPORTATION SYSTEM

- High traffic volumes along I-90, Route 53, Golf Road, Algonquin Road, Euclid Ave.
- Metra access is nearby for workers in northern portion of the City
- Pace Bus: Route 696 runs from Mt. Prospect to Palatine, Route 757 runs along Golf Road
- State Roads: I-90, Algonquin Rd, Golf Rd, Plum Grove/Meacham Road, Hicks Road, Northwest Highway
- County Roads: Euclid Ave, Quentin Rd, Central Road (east of Weber Drive)
- Walkability + Bikeability
 - Walk Score = 40



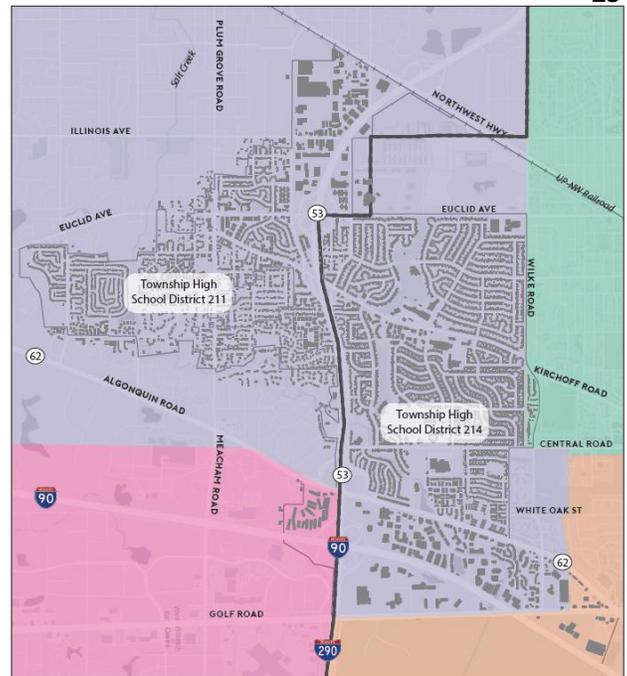
TRANSPORTATION MAP
City of Rolling Meadows Comprehensive Plan
Source: IDOT





SCHOOLS

- Community Consolidated School District 15
 - Carl Sandburg Junior High
 - Central Road School
 - John G Conyers Learning Academy
 - Kimball Hill School
 - Plum Grove Junior High School
 - Willow Bend School
- Township High School District 214
 - Rolling Meadows High School
- Township High School District 211
 - William Fremd High School (*Palatine*)
- Parochial Schools
 - St. Colette Catholic School, others
- Higher Education
 - Harper Community College (*Palatine*)
 - Olivet Nazarene University
 - Roosevelt University (*Schaumburg Campus*)



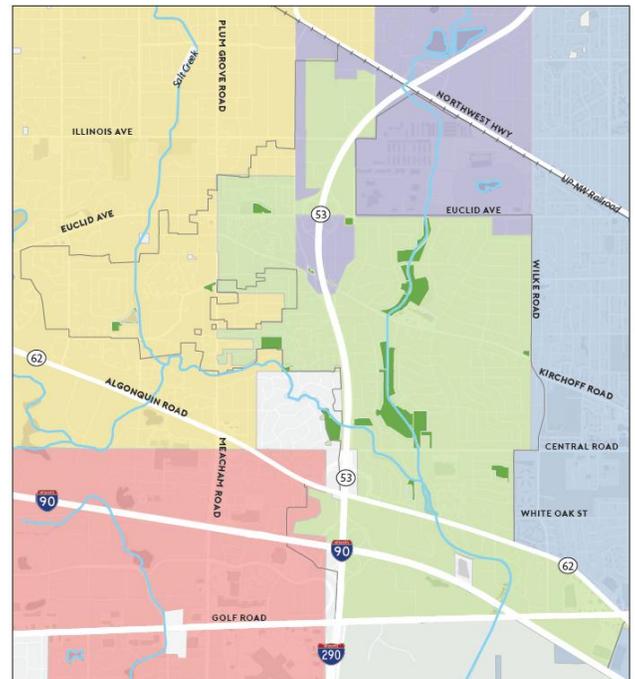
SCHOOL DISTRICTS MAP
 City of Rolling Meadows Comprehensive Plan

Arlington Heights School District 25	Palatine Community Consolidated School District 15
Community Consolidated School District 59	Schaumburg Community Consolidated School District 54

Rolling Meadows logo, scale bar (0 to 0.5 miles), and north arrow.

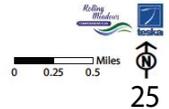
PARKS

- Rolling Meadows Park District has 11 parks
 - Ball fields, tennis courts, soccer fields, picnic sites, bike/walking paths
- Nelson Sports Complex
 - Indoor ice arena, fitness center, gymnastics center, outdoor pool
- Community Center
 - Offers dance, sports, seniors center, + preschool
- William B. Fossier's Opera in Focus
- West Meadows Ice Arena
- *69% of Rolling Meadows residents live within a 10-minute walk of a park*



PARK DISTRICTS MAP
City of Rolling Meadows Comprehensive Plan

- Rolling Meadows Park District
- Salt Creek Rural Park District
- Arlington Heights Park District
- Schaumburg Park District
- Palatine Park District
- Parks



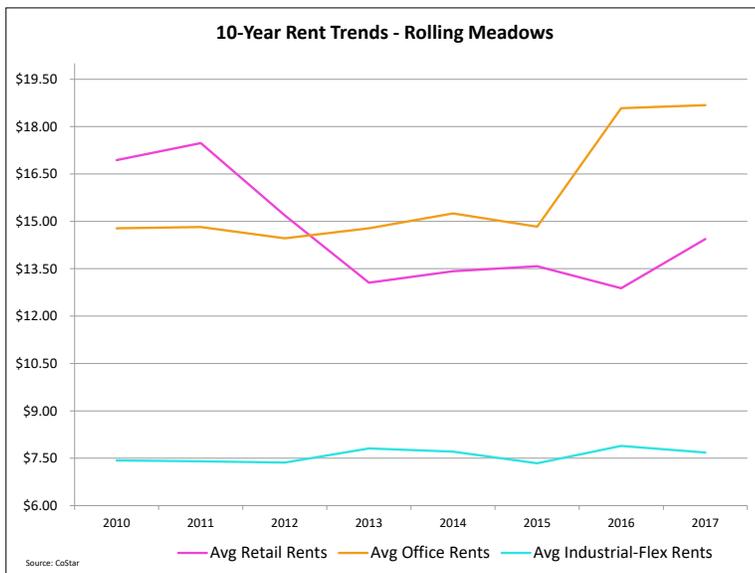
COMMUNITY PROGRAMS + SERVICES

- Community Development Services
- Public Works Services
 - Water, Storm, + Sanitary Sewer, Streets, Sidewalks, Street Lights, Residential Service Requests, Refuse & Recycling Collection/Yard Waste, Snow & Ice Removal Program, Special Pick-Up Services
- Public Safety Services
 - Animal Control, Emergency Medical Services, Fingerprinting Services, Knox Box Program
- Police Services
- Fire Services
- Rolling Meadows Park District Services



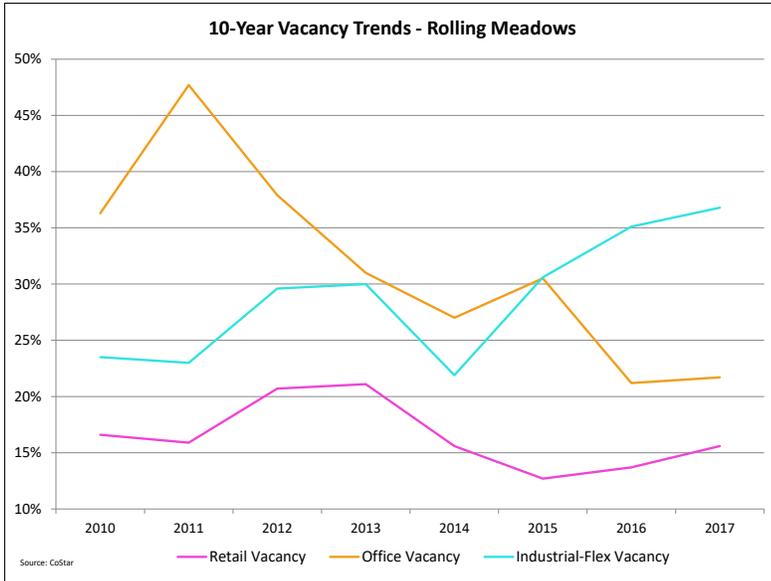


CITY OF ROLLING MEADOWS RENT TRENDS



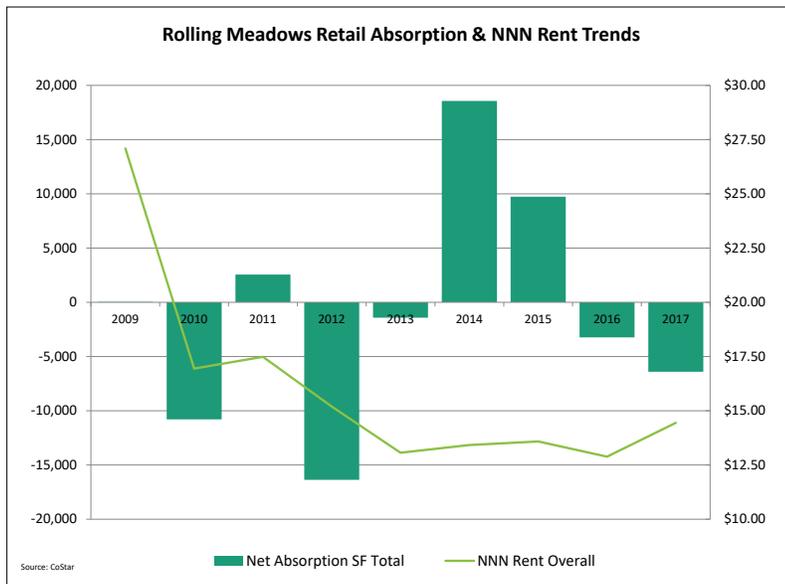
- Over the period, retail rents decreased at a compounding annual growth rate (CAGR) of 2.3%.
- Retail rents have decreased from \$17.48 per SF in 2011 to of \$12.88 in 2016.
- Office and industrial-flex rents went against the trend and increased at a CAGR of 3.4% and 0.5%, respectively.
- Office rents experienced significant growth between 2015 and 2017, increasing from \$14.83 to \$18.68 per SF.
- Industrial-flex rents have remained the most consistent over the period at around \$7.50/sf.

CITY OF ROLLING MEADOWS VACANCY TRENDS



- Since 2015, office vacancy has decreased from 30.5% to 21.7%.
- Over the same period, retail vacancy has increased modestly, so to has industrial-flex vacancy.
- Much of the industrial supply is over the age of 30 and as of August 2018, more than 234,900 SF of industrial space within the market is vacant, or 34% of total supply.

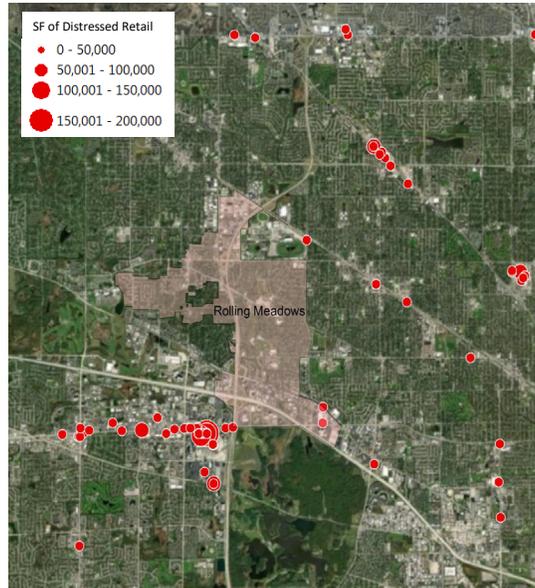
CITY OF ROLLING MEADOWS RETAIL TRENDS



- A decrease in average triple net (NNN) rents over this same period likely contributed to positive absorption in 2014 and 2015 as rates became more affordable.
- The area's retail market stabilized in 2014 as supply was absorbed by the marketplace and coupled by modest rent growth.

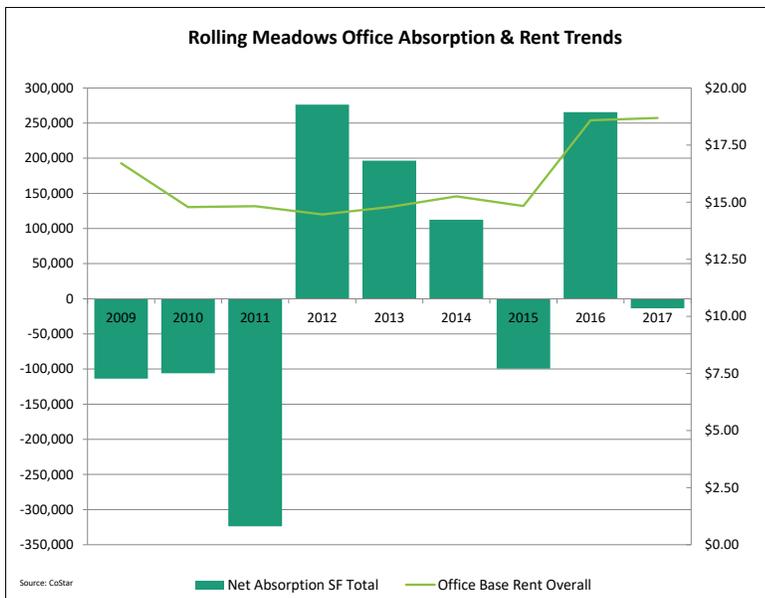
RETAIL SALES TRENDS – DISTRESSED RETAIL

- A retail brand is “distressed” if it has recently announced store closures, bankruptcy, threat of bankruptcy
- There is about 1.4 million SF of distressed retail within 4 miles of Rolling Meadows (approx. 29% of total inventory)
- Significant, and aging, local node of distressed retail along both sides of Interstate 90.



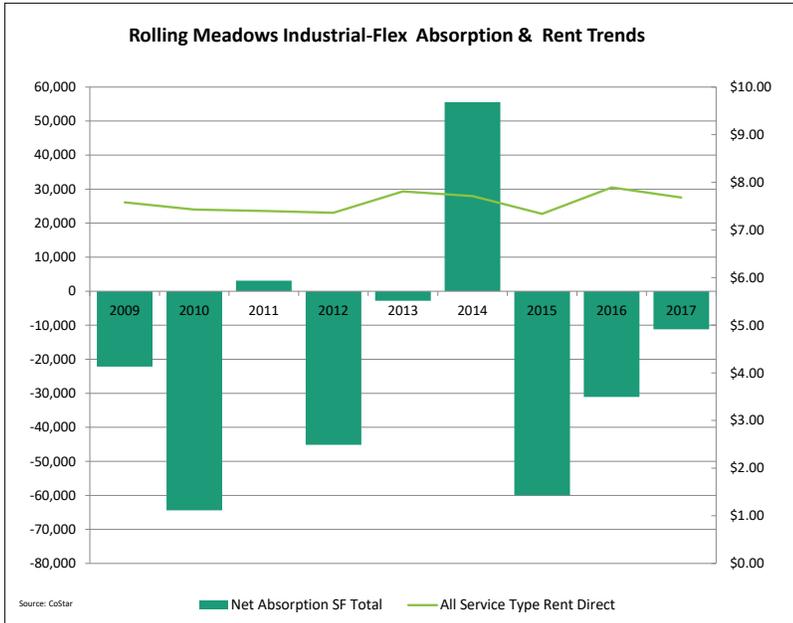
Source: State of IL

CITY OF ROLLING MEADOWS OFFICE TRENDS



- Between 2009 and 2011, office vacancy increased by more than 543,000 SF.
- However, the market positively absorbed more than 751,000 SF of office inventory between 2012 and 2016; a healthy post-recession rebound.
- Average office rents have steadily increased since 2015, growing at a CAGR of 12.2% over the period, or increasing from \$14.83 in 2015 to \$18.68 in 2017.
- While overall office market conditions are healthy, a few major office buildings are currently more than 30 % vacant including:
 - The Atrium Corporate Center at 3800 Golf Road,
 - Tower II at 1701 Golf Road,
 - Golf Tower at 2550 W Golf Road, and
 - Crossroads of Commerce III at 3501 Algonquin Road

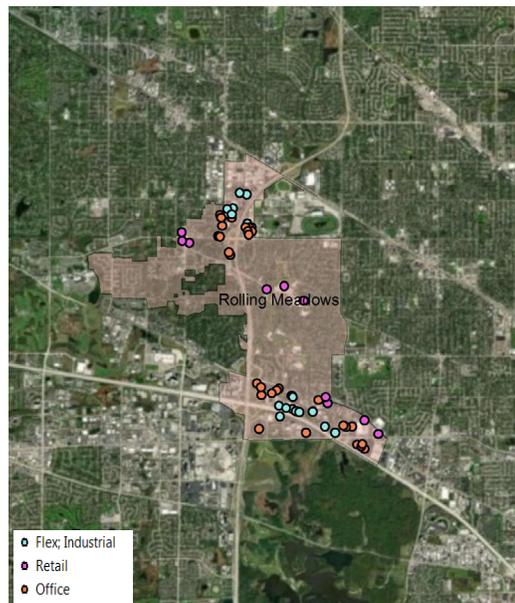
CITY OF ROLLING MEADOWS INDUSTRIAL-FLEX TRENDS



- Demand for industrial-flex space within the market has been minimal, marked by notable negative net absorption.
- Rents have remained relatively flat since 2009, fluctuating between \$7 and \$8 per SF over the period, which may speak to the impact of larger users on the market.
- Data presented in this section does not include inventory associated with Northrop Grumman’s operations in the community.

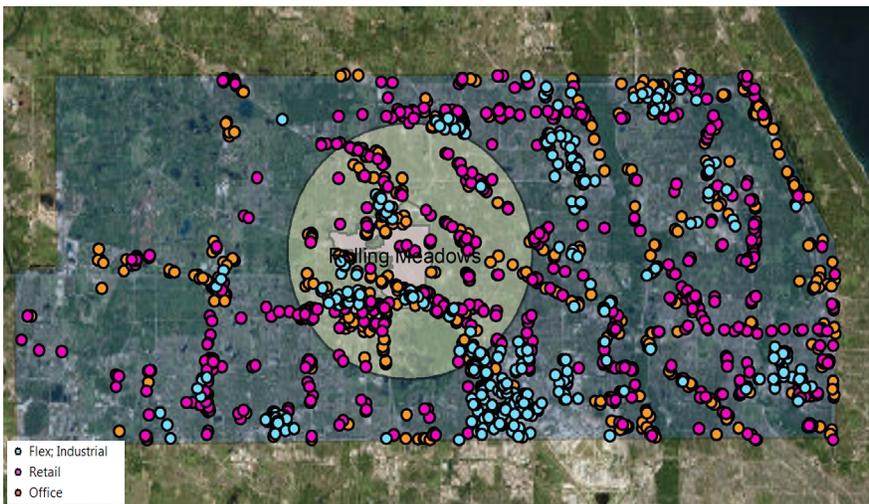
COMMERCIAL REAL ESTATE CLUSTERS – ROLLING MEADOWS

- Rolling Meadows features two primary nodes of commercial real estate. Both allow for direct access to area highways.
- The northern cluster is located along Highway 53 at Euclid Avenue.
- The southern cluster is along the northern side of Interstate 90, between Arlington Heights Road and Highway 53.



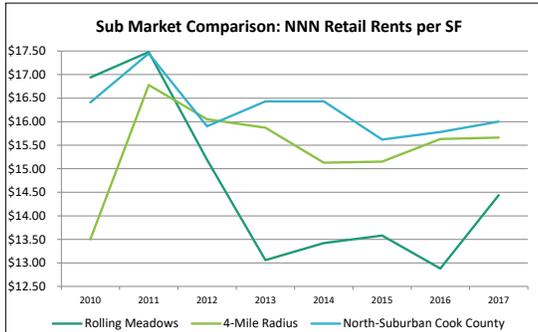
Rolling Meadows Sub Market Real Estate Trends

ROLLING MEADOWS SUB MARKET AREAS

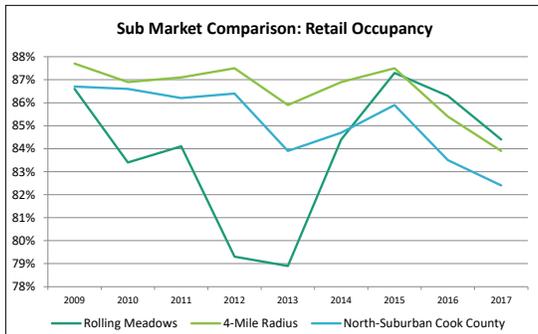


To better understand how real estate within Rolling Meadows is performing, AECOM analyzed the real estate markets within Northern-Suburban Cook County (blue polygon) and within a 4-mile radius of Rolling Meadows (yellow circle). These stratifications are visualized in the figure above, and the following section details how Rolling Meadows is performing in relation to the macro market areas.

SUB MARKET RETAIL TRENDS

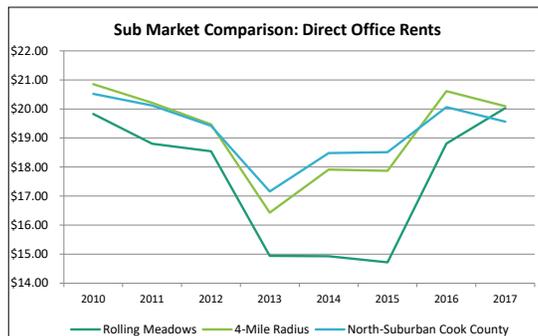


- Historically, average rents within Rolling Meadows have trended below regional averages.
- Regionally, retail rent growth has been stagnant, following national trends in brick and mortar retail as a result of E-Commerce spending by consumers.

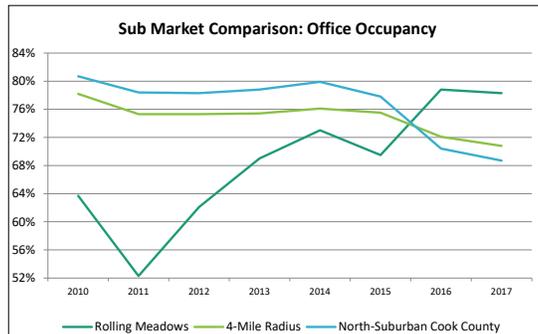


- Until 2014, retail occupancy within Rolling Meadows has trended at levels below those observed within the region.
- Since 2014, retail occupancy rates within Rolling Meadows have moderately outperformed the greater market area.

SUB MARKET OFFICE TRENDS



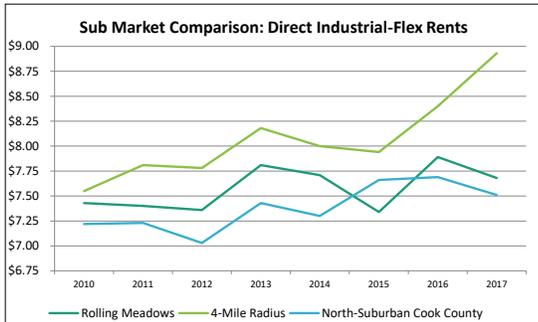
- Historically, average direct office rents within Rolling Meadows have trended in line with, but modestly below, levels observed within the region.
- While the greater market area experienced modest decreases in average rents, Rolling Meadows saw a year over year increase to pull in-line with macro trends



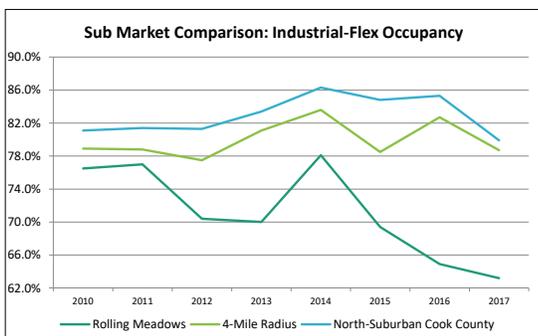
- After bottoming out in 2011, occupancy rates within Rolling Meadows have outpaced rates observed within the greater market area.
- Since 2014, office occupancy has modestly decreased each year within the macro market area.

Source: State of IL

SUB MARKET INDUSTRIAL-FLEX TRENDS



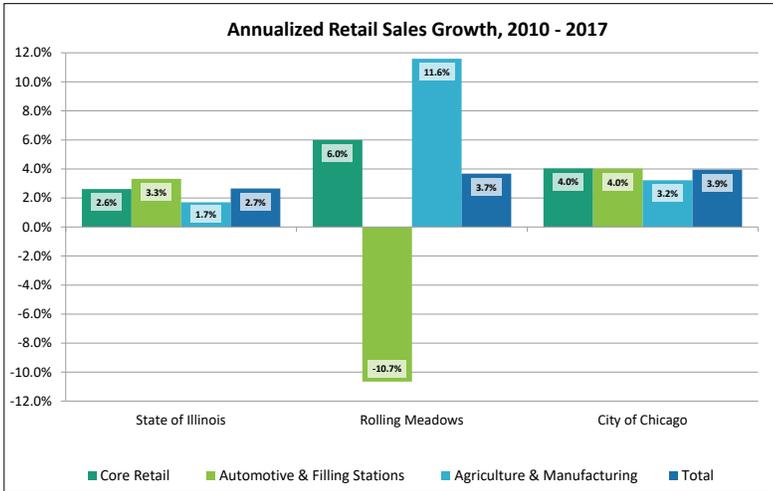
- Historically, average direct industrial-flex rents within Rolling Meadows have trended in line with rents in North Suburban Cook County.
- Over the period, the market as a whole has experienced modest rent growth across all industrial-flex buildings.



- Occupied industrial-flex space within Rolling Meadows has trended at levels below those experienced by the market.
- Data does not reflect the more than 1 million SF, now vacant, Motorola campus.

Rolling Meadows Retail Sales & Employment Trends

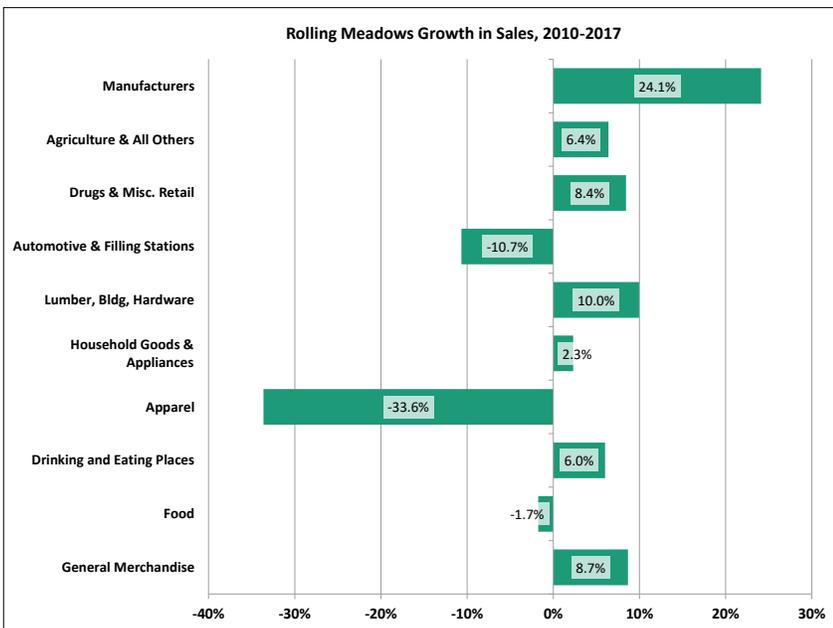
ROLLING MEADOWS ANNUALIZED RETAIL SALES GROWTH



- Between 2010 and 2017, Rolling Meadows experienced significant growth in core retail and agriculture & manufacturing sales.
- Over the period, Rolling Meadows saw a more than 10.6% annual decrease in automotive & filling station sales.

Source: State of IL

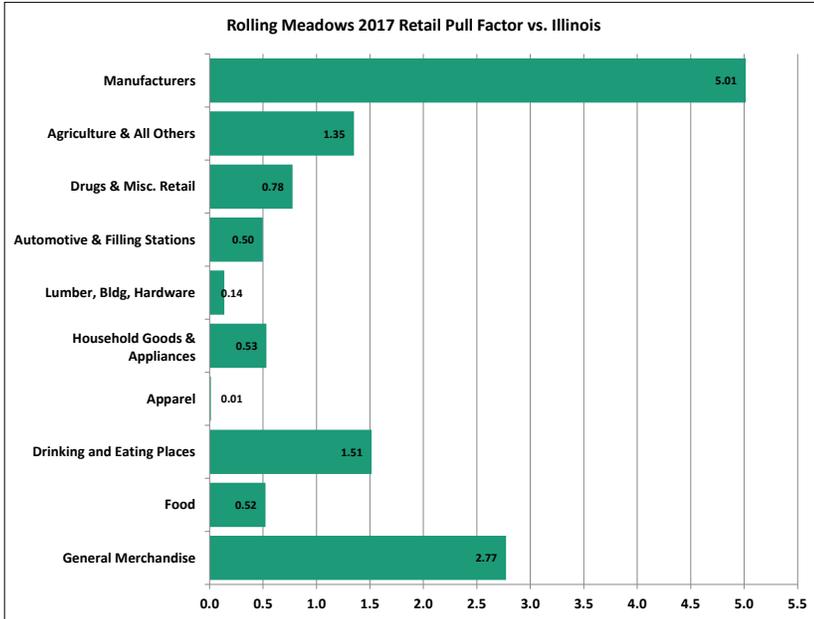
ROLLING MEADOWS SALES GROWTH



Source: State of IL

- Rolling Meadows has experience annual sales growth in all segments outside of automotive & filling stations, apparel and food since 2010.
- There has been significant local growth since 2010 in manufacturing, agriculture, drugs & miscellaneous retail, drinking & eating places and general merchandise.

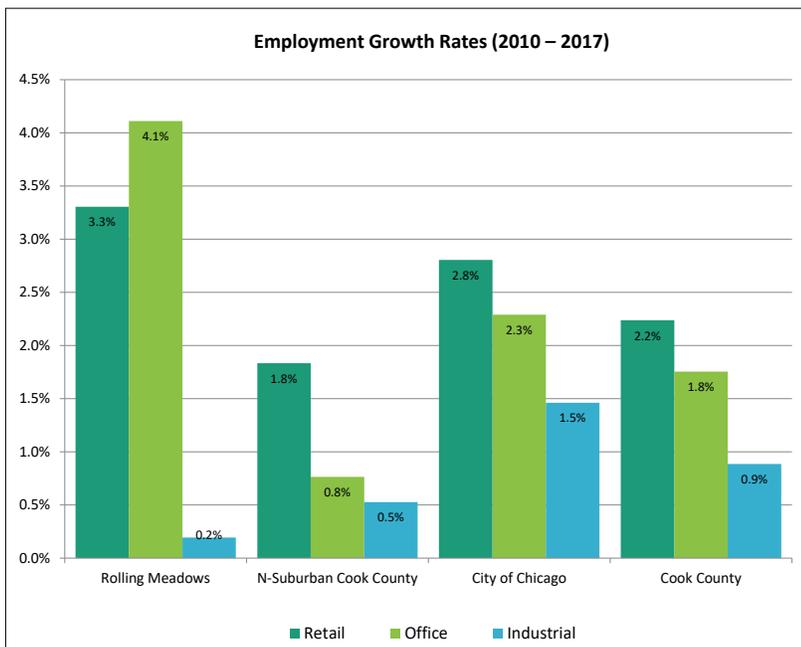
ROLLING MEADOWS PULL FACTOR



Source: State of IL

- Any figure above 1 indicates that more people come into Rolling Meadows than leave Rolling Meadows to shop.
- Significant pull of 5.01 for manufacturing sales, 2.77 for general merchandise sales and 1.51 for drinking and eating sales within Rolling Meadows.
- Consumers are leaving the market to shop for apparel, lumber, building and hardware, food and automotive and filling stations.

ROLLING MEADOWS SALES GROWTH



Source: State of IL

- Rolling Meadows has experienced significant growth in retail and office employment since 2010; however, the market has not added any inventory. Retail rents over the same period have remained stagnant while office rents have steadily increased.
- Rolling Meadows has not experienced significant industrial employment growth since 2010.

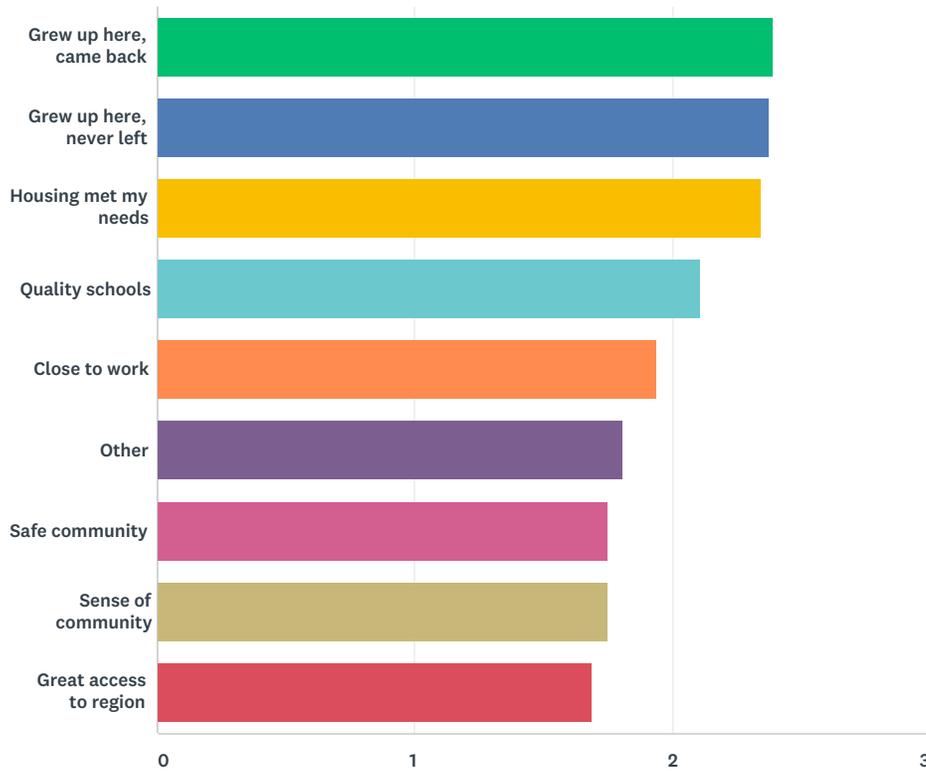
ROLLING MEADOWS REAL ESTATE IMPLICATIONS / QUESTIONS

- The increment of distressed retail inventory points to anticipation of further changes to older shopping centers, primarily in Schaumburg, as anchor stores in older centers face further challenges.
 - How can Rolling Meadows capitalize on likely retail shifts. How can Rolling Meadows attract more national chains to bolster retail offerings and increase rents?
- Office market trends for Rolling Meadows have been positive since 2011 as the market absorbed 768,000 SF of space, with increasing rents. In addition, office employment growth has been substantial (more than 2,100 jobs). However, a number of high-density office buildings are currently more than 30% vacant.
 - While employment growth has been impressive, there remain a number of older office buildings to reposition. What strategies can the city pursue to support repositioning of older buildings?
- Industrial-flex space in Rolling Meadows is aging and has suffered in recent years, with significant increases in vacancy. While rents have been surprisingly stable, job growth has been minimal.
 - What strategies can Rolling Meadows pursue to reposition existing older industrial-flex inventory?

Rolling Meadows Community Survey

Q1 Why did you originally move to Rolling Meadows? (Rank top 3 reasons, with 1 being the highest)

Answered: 445 Skipped: 5

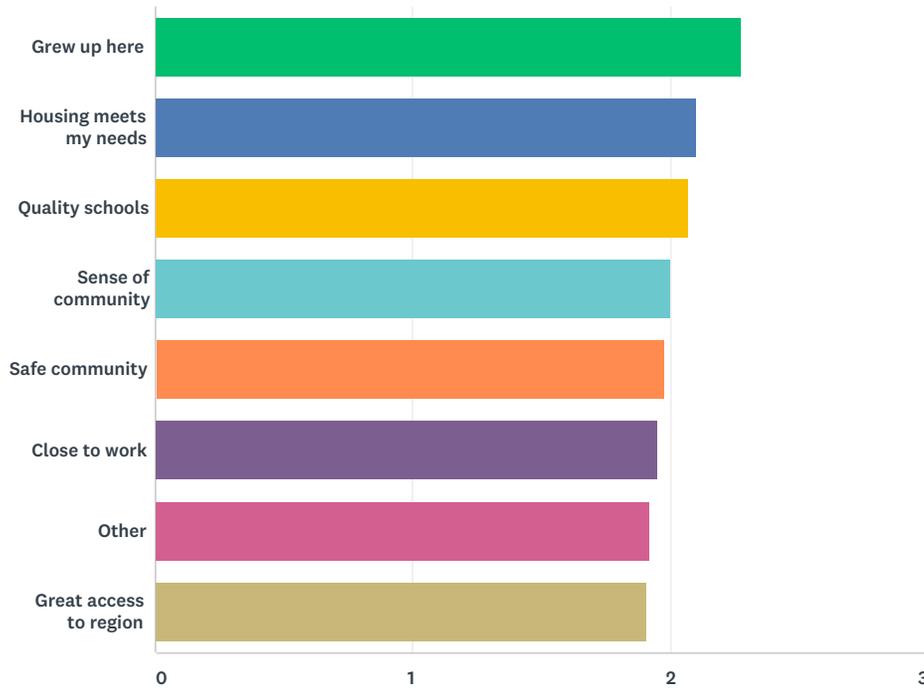


	1	2	3	TOTAL	WEIGHTED AVERAGE
Grew up here, came back	64.29% 36	10.71% 6	25.00% 14	56	2.39
Grew up here, never left	66.04% 35	5.66% 3	28.30% 15	53	2.38
Housing met my needs	52.41% 163	30.23% 94	17.36% 54	311	2.35
Quality schools	36.02% 67	38.71% 72	25.27% 47	186	2.11
Close to work	28.82% 49	35.88% 61	35.29% 60	170	1.94
Other	37.74% 20	5.66% 3	56.60% 30	53	1.81
Safe community	14.81% 24	45.68% 74	39.51% 64	162	1.75
Sense of community	18.49% 22	37.82% 45	43.70% 52	119	1.75
Great access to region	14.86% 26	38.86% 68	46.29% 81	175	1.69

Rolling Meadows Community Survey

Q2 What do you like best about living in Rolling Meadows now? (Rank top 3 reasons, with 1 being the highest)

Answered: 450 Skipped: 0

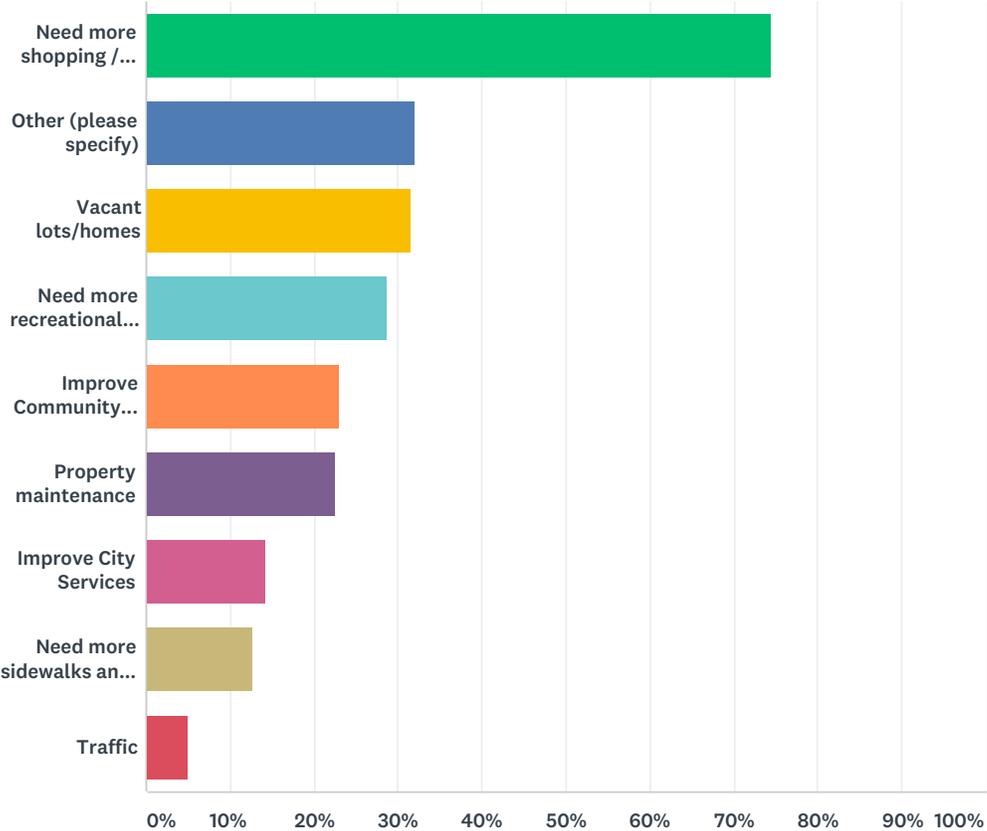


	1	2	3	TOTAL	WEIGHTED AVERAGE
Grew up here	58.33% 42	11.11% 8	30.56% 22	72	2.28
Housing meets my needs	39.84% 98	30.49% 75	29.67% 73	246	2.10
Quality schools	36.91% 55	32.89% 49	30.20% 45	149	2.07
Sense of community	30.43% 63	39.13% 81	30.43% 63	207	2.00
Safe community	31.46% 67	34.74% 74	33.80% 72	213	1.98
Close to work	28.66% 47	37.20% 61	34.15% 56	164	1.95
Other	37.50% 9	16.67% 4	45.83% 11	24	1.92
Great access to region	27.90% 65	35.62% 83	36.48% 85	233	1.91

Rolling Meadows Community Survey

Q3 What are the biggest challenges facing Rolling Meadows? (pick up to three)

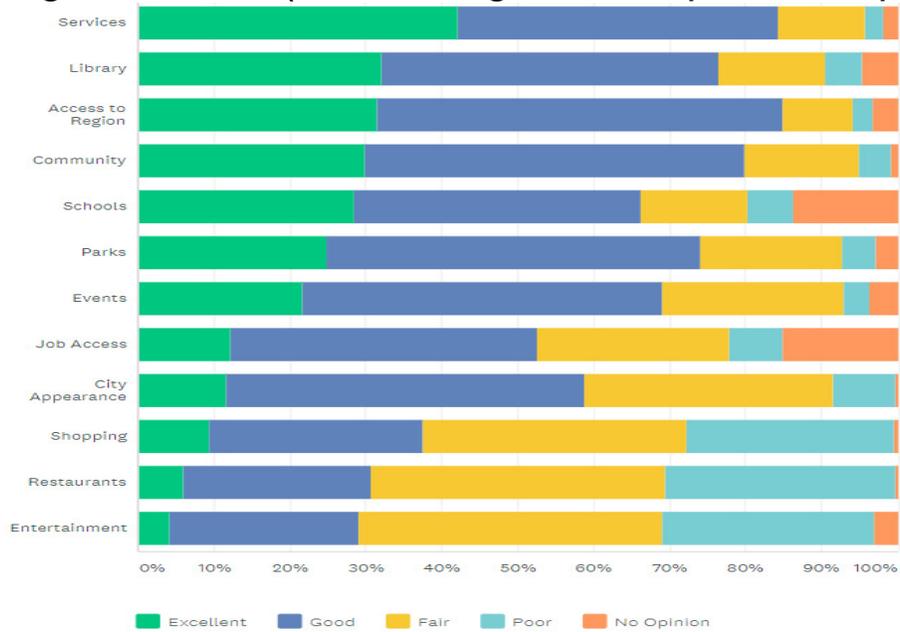
Answered: 450 Skipped: 0



ANSWER CHOICES	RESPONSES	
Need more shopping / restaurant options	74.44%	335
Other (please specify)	32.00%	144
Vacant lots/homes	31.56%	142
Need more recreational opportunities	28.67%	129
Improve Community services (schools, parks, library)	23.11%	104
Property maintenance	22.67%	102
Improve City Services	14.22%	64
Need more sidewalks and bike trails	12.67%	57
Traffic	5.11%	23
Total Respondents: 450		

Rolling Meadows Community Survey

Q4 Rate your overall satisfaction with these factors as they apply to Rolling Meadows. (excellent, good, fair, poor, no opinion)

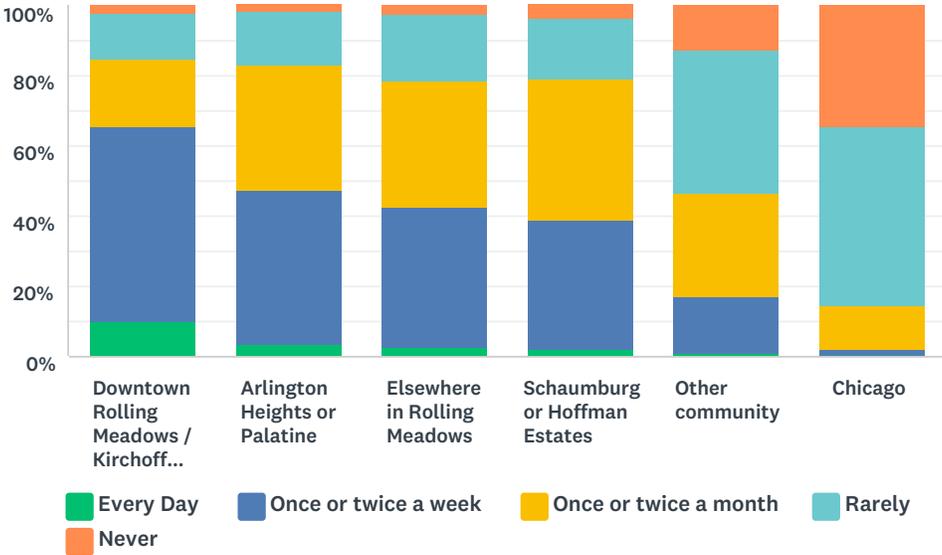


	EXCELLENT	GOOD	FAIR	POOR	NO OPINION	TOTAL
Services	42.15% 188	42.15% 188	11.43% 51	2.47% 11	1.79% 8	446
Library	32.06% 143	44.39% 198	14.13% 63	4.71% 21	4.71% 21	446
Access to Region	31.61% 141	53.36% 238	9.19% 41	2.69% 12	3.14% 14	446
Community	29.82% 133	50.00% 223	15.25% 68	4.04% 18	0.90% 4	446
Schools	28.60% 127	37.61% 167	14.19% 63	5.86% 26	13.74% 61	444
Parks	24.83% 111	49.22% 220	18.79% 84	4.25% 19	2.91% 13	447
Events	21.70% 97	47.43% 212	23.94% 107	3.36% 15	3.58% 16	447
Job Access	12.16% 54	40.54% 180	25.23% 112	6.98% 31	15.09% 67	444
City Appearance	11.66% 52	47.09% 210	32.74% 146	8.30% 37	0.22% 1	446
Shopping	9.40% 42	28.19% 126	34.68% 155	27.29% 122	0.45% 2	447
Restaurants	6.05% 27	24.66% 110	38.79% 173	30.27% 135	0.22% 1	446
Entertainment	4.27% 19	24.94% 111	39.78% 177	28.09% 125	2.92% 13	445

Rolling Meadows Community Survey

Q5 How often do you SHOP in the following areas? (every day, once or twice a week, once or twice a month, rarely, never)

Answered: 449 Skipped: 1

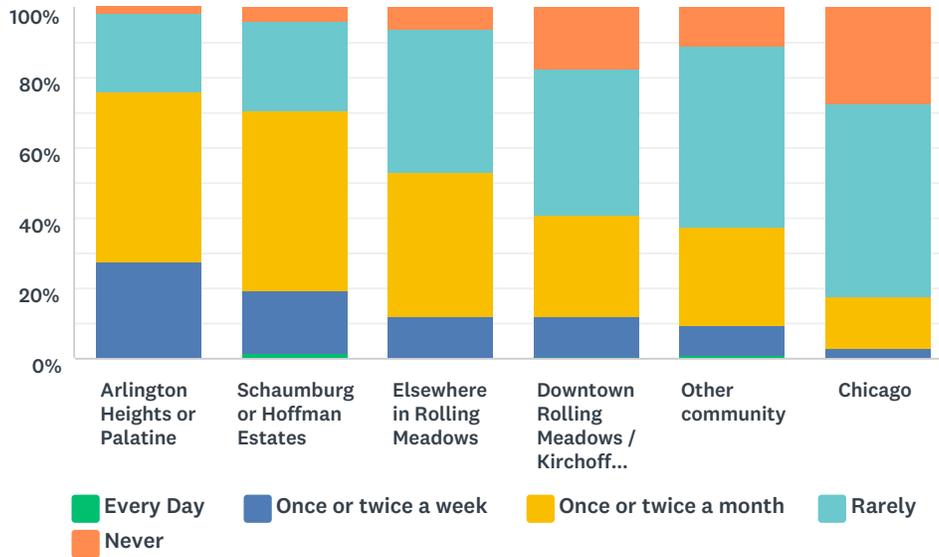


	EVERY DAY	ONCE OR TWICE A WEEK	ONCE OR TWICE A MONTH	RARELY	NEVER	TOTAL
Downtown Rolling Meadows / Kirchoff Road	9.82% 44	55.58% 249	19.42% 87	12.95% 58	2.23% 10	448
Arlington Heights or Palatine	3.57% 16	43.97% 197	35.27% 158	15.85% 71	1.34% 6	448
Elsewhere in Rolling Meadows	2.69% 12	39.69% 177	35.87% 160	19.28% 86	2.47% 11	446
Schaumburg or Hoffman Estates	1.79% 8	37.00% 165	40.36% 180	17.49% 78	3.36% 15	446
Other community	0.97% 4	16.26% 67	29.13% 120	41.26% 170	12.38% 51	412
Chicago	0.45% 2	1.57% 7	12.58% 56	50.79% 226	34.61% 154	445

Rolling Meadows Community Survey

Q6 How often do you DINE in the following areas? (every day, once or twice a week, once or twice a month, rarely, never)

Answered: 446 Skipped: 4

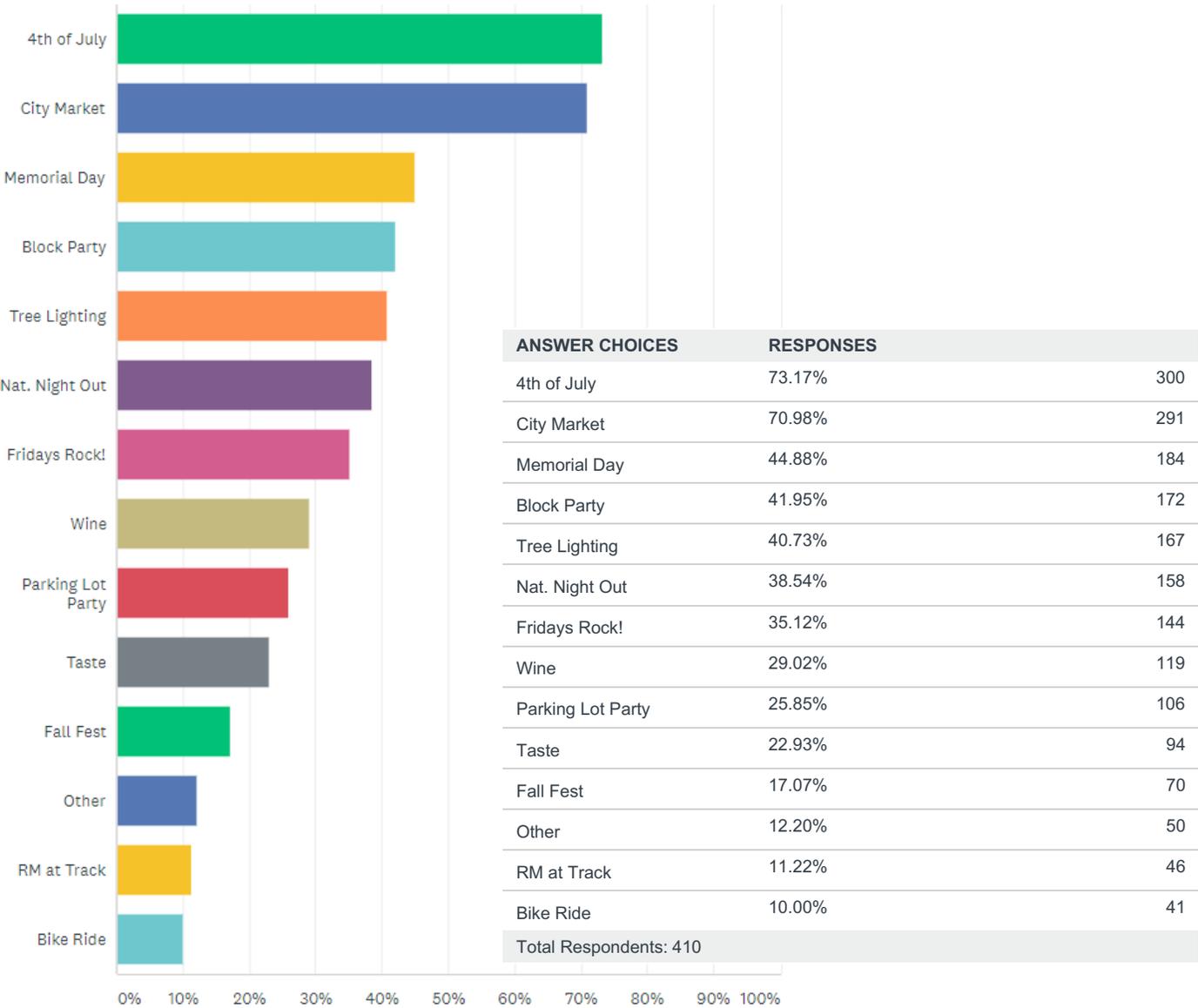


	EVERY DAY	ONCE OR TWICE A WEEK	ONCE OR TWICE A MONTH	RARELY	NEVER	TOTAL
Arlington Heights or Palatine	0.00% 0	27.58% 123	48.43% 216	22.42% 100	1.57% 7	446
Schaumburg or Hoffman Estates	1.36% 6	17.95% 79	51.14% 225	25.68% 113	3.86% 17	440
Elsewhere in Rolling Meadows	0.00% 0	11.94% 53	40.99% 182	41.22% 183	5.86% 26	444
Downtown Rolling Meadows / Kirchoff Road	0.45% 2	11.43% 51	29.15% 130	41.48% 185	17.49% 78	446
Other community	1.00% 4	8.46% 34	28.11% 113	51.24% 206	11.19% 45	402
Chicago	0.23% 1	2.73% 12	14.77% 65	55.00% 242	27.27% 120	440

Rolling Meadows Community Survey

Q7 Which community events have you attended? Check all that apply.

Answered: 410 Skipped: 40



Rolling Meadows Community Survey

Q8 If you could change one thing in Rolling Meadows what would it be and why?

Answered: 399 Skipped: 51

Most common responses included:

- *Downtown*
- *Better restaurants*
- *Shopping*
- *Kirchoff Road*
- *Taxes*

Rolling Meadows Community Survey

Q9 List 3 words that best describe Rolling Meadows.

Answered: 392 Skipped: 58

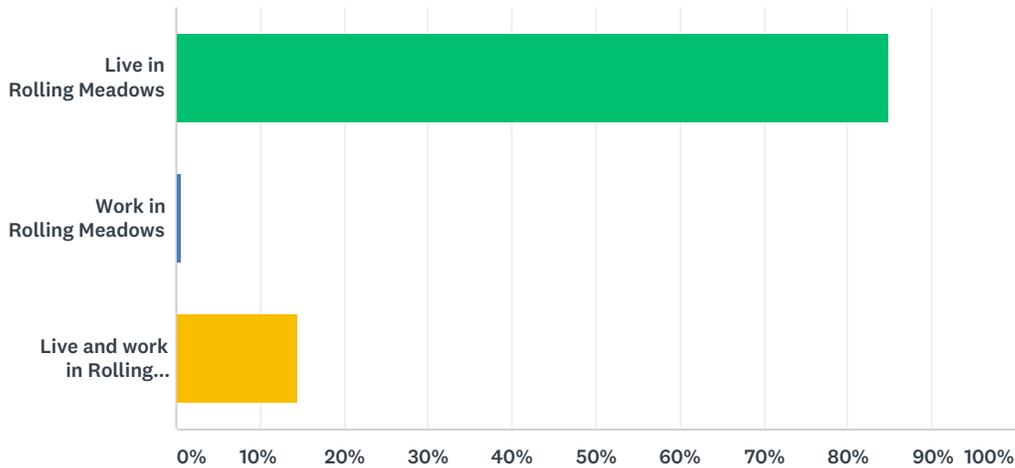
Most common responses included:

- *Friendly*
- *Safe*
- *Community*
- *Home*
- *Quiet*
- *Affordable*
- *Convenient*

Rolling Meadows Community Survey

Q10 Do you live in Rolling Meadows, work in Rolling Meadows, or both?

Answered: 449 Skipped: 1

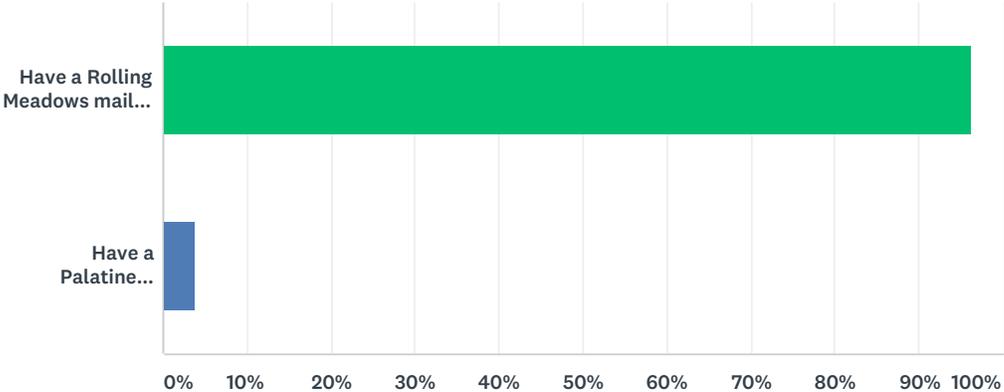


ANSWER CHOICES	RESPONSES	
Live in Rolling Meadows	84.86%	381
Work in Rolling Meadows	0.67%	3
Live and work in Rolling Meadows	14.48%	65
TOTAL		449

Rolling Meadows Community Survey

Q11 If you live in Rolling Meadows, do you...

Answered: 444 Skipped: 6

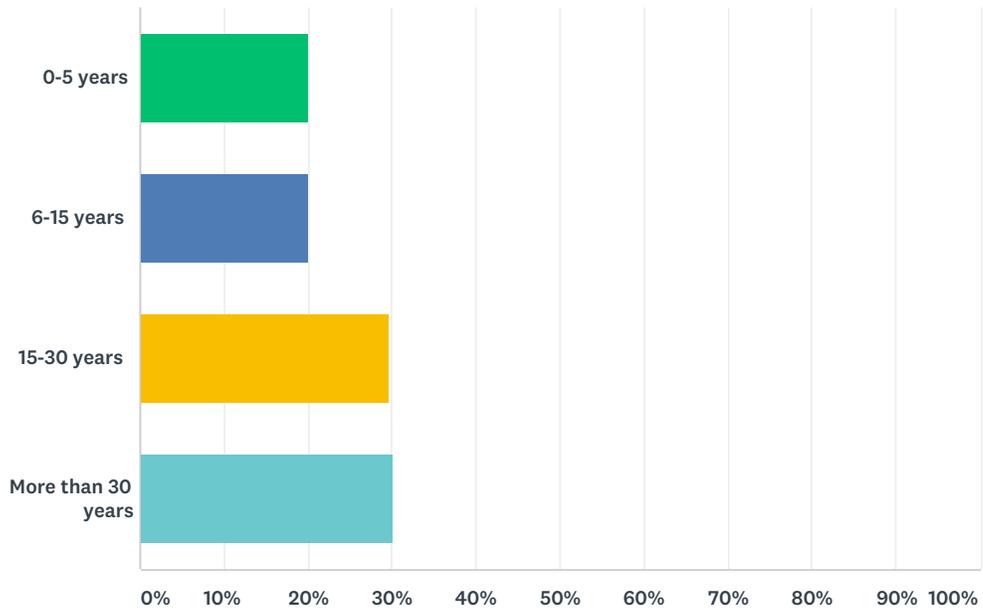


ANSWER CHOICES	RESPONSES	
Have a Rolling Meadows mailing address	96.17%	427
Have a Palatine mailing address	3.83%	17
TOTAL		444

Rolling Meadows Community Survey

Q12 If a resident, how long have you lived in Rolling Meadows?

Answered: 448 Skipped: 2



ANSWER CHOICES	RESPONSES	
0-5 years	20.09%	90
6-15 years	20.09%	90
15-30 years	29.69%	133
More than 30 years	30.13%	135
TOTAL		448

Summary of Engagement Activities

Community Survey

- A community survey was published on the project website (Plan4RollingMeadows.org) in September 2018
- In total, 450 people responded to the survey (online or via paper copies distributed at City Hall and community events)

Pop-Up Idea Booth

(9/7/2018)

- Pop-up “Idea Booth” held in conjunction with Rolling Meadows’ Fridays Rock! and Roll in Meadows summer concert series event and Annual Duck Race
- Over 50 residents stopped by to write comments on posters, learn about the Comprehensive Plan, and share ideas for their vision for the City’s future

Planning & Zoning Commission/ Ad Hoc Committee Workshops

- Workshop #1 (9/4/2018): Project Kick-Off & Existing Conditions
- Workshop #2: (10/2/2018): Vision & Goal Setting
- Workshop #3 (10/30/2018): Zoning Workshop
- Workshop #4 (12/11/2018): Draft Plan Recommendations

Open House #1

(10/25/2018)

- Residents and community stakeholders came to City Hall on a Thursday evening to participate in various activities relating to initial plan development
- Activities included: writing comments or placing stickers on posters/maps to identify transportation issues, identify and signage needs, and desired site amenities; a community “Mad Libs” exercise; and “Dear Mr. Mayor” worksheet
- 30 attendees were able to ask questions and discuss their ideas relating to the Comprehensive Plan

Open House #2

(12/16/2018)

- Preliminary plan goals, objectives, and recommended strategies were presented to the community at a second open house
- 30-40 residents attended and voted for the recommendations that they viewed as highest priorities for the City

Key Person Focus Groups

(9/13/2018 and 9/14/2018)

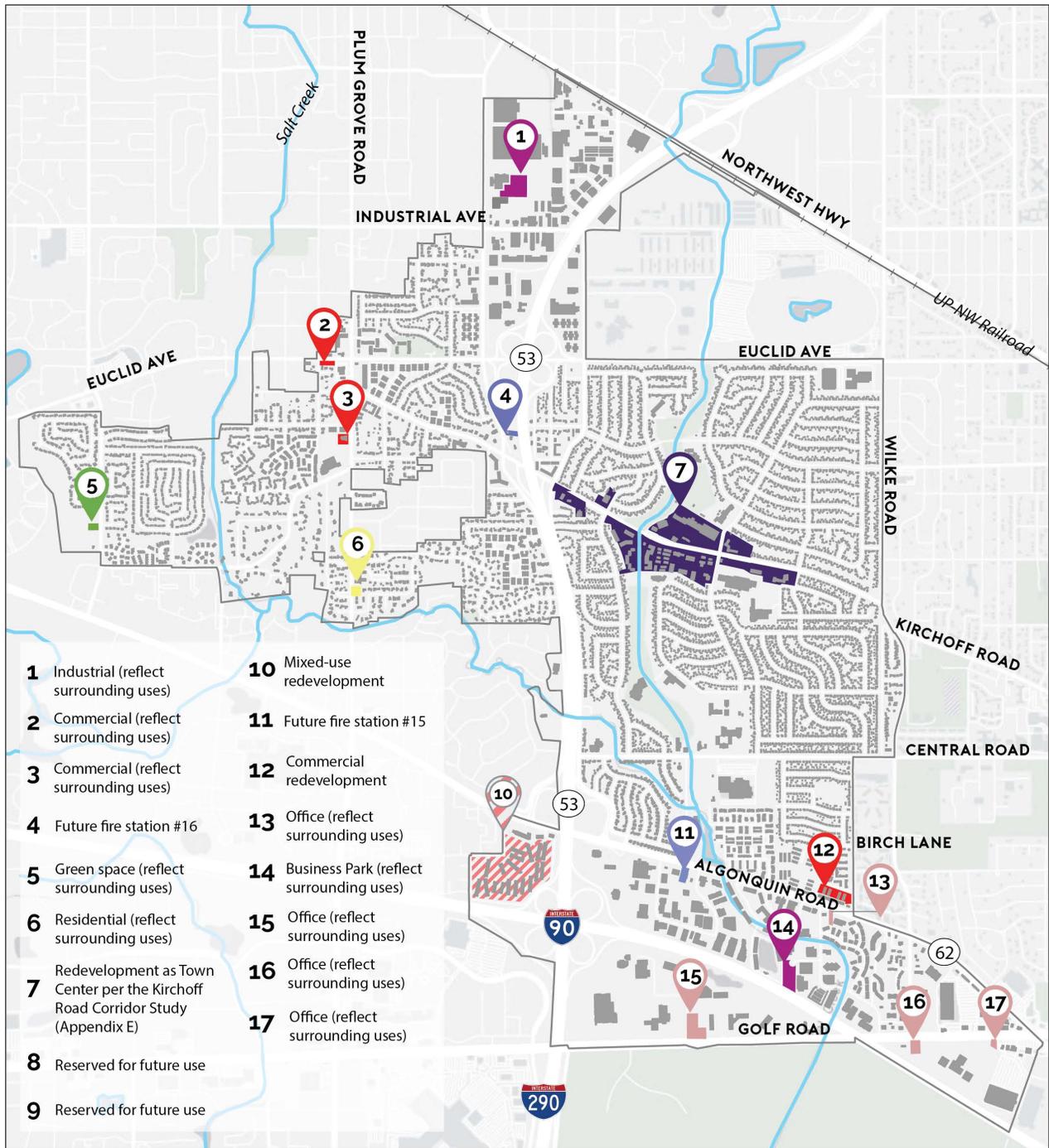
- Two focus groups were held over two days:
 - One was geared towards learning about the business and commercial real estate environment/market in Rolling Meadows. Members of the local business community shared insight on what makes Rolling Meadows an attractive place to own property or do business, as well as the main challenges to growing a business
 - A second focus group involved representatives from Rolling Meadows Library, Rolling Meadows High School, Rolling Meadows Park District, and the Historical Museum, with the goal to learn from the different jurisdictions about what it is like to live and work in Rolling Meadows
- Individual interviews (2) were held with City staff for interested participants that could not attend the group meeting events.

Stakeholder Interviews

(10/16/18)

- City staff invited representatives from various taxing jurisdictions and City departments/organizations to meet with the project team and share their experiences and perspectives.
- The following groups were represented: Salt Creek Park District, Carriageway Courts, Chamber of Commerce, JC Restoration, Environmental Commission, Sandberg Junior High, Community Events Foundation, City Council

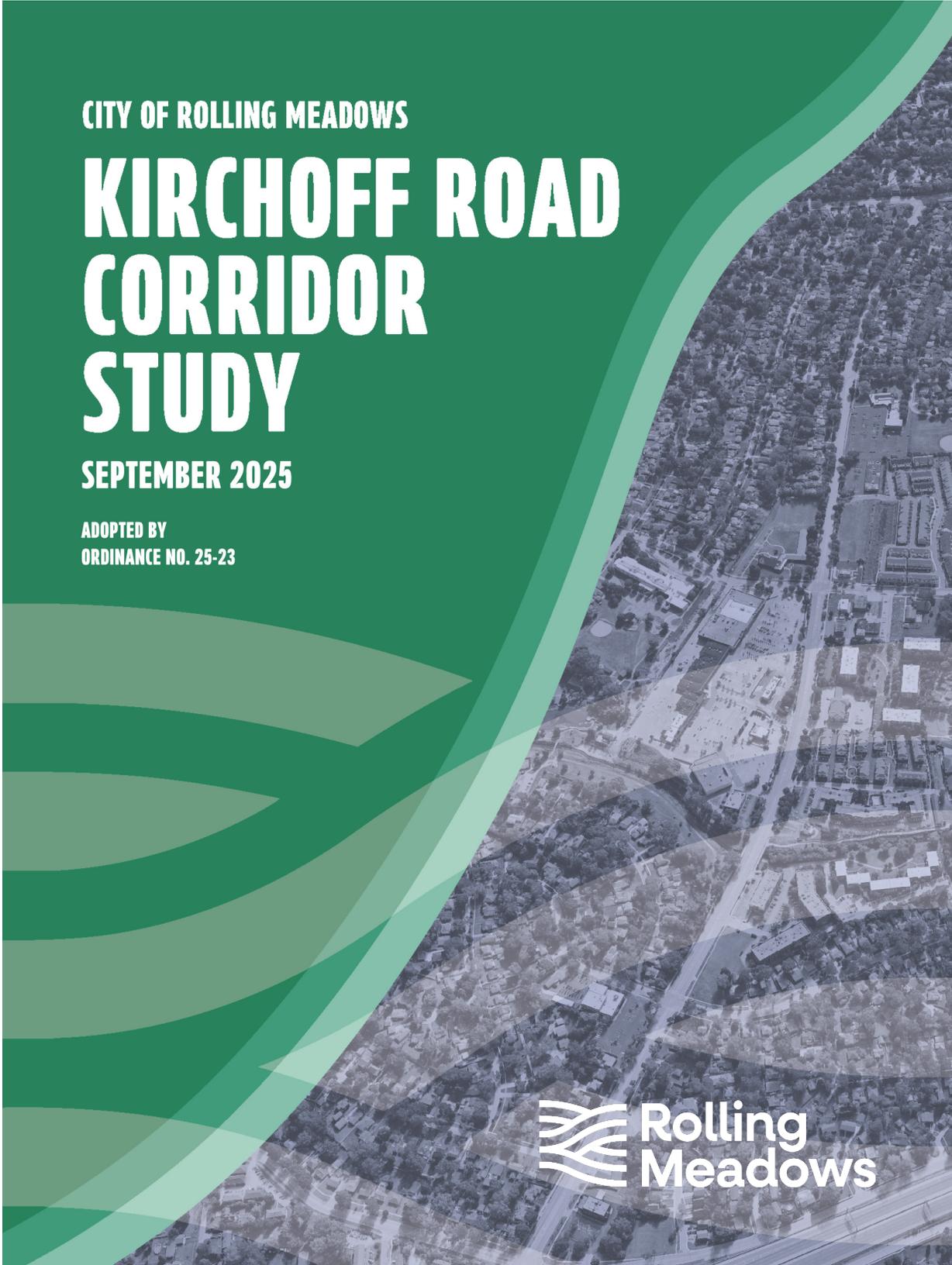
Appendix D: Future Land Use Map



FUTURE LAND USE MAP (FUTURE USES DIFFERENT FROM EXISTING)

City of Rolling Meadows Comprehensive Plan





CITY OF ROLLING MEADOWS

KIRCHOFF ROAD CORRIDOR STUDY

SEPTEMBER 2025

**ADOPTED BY
ORDINANCE NO. 25-23**





PAGE 2

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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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 pillars:

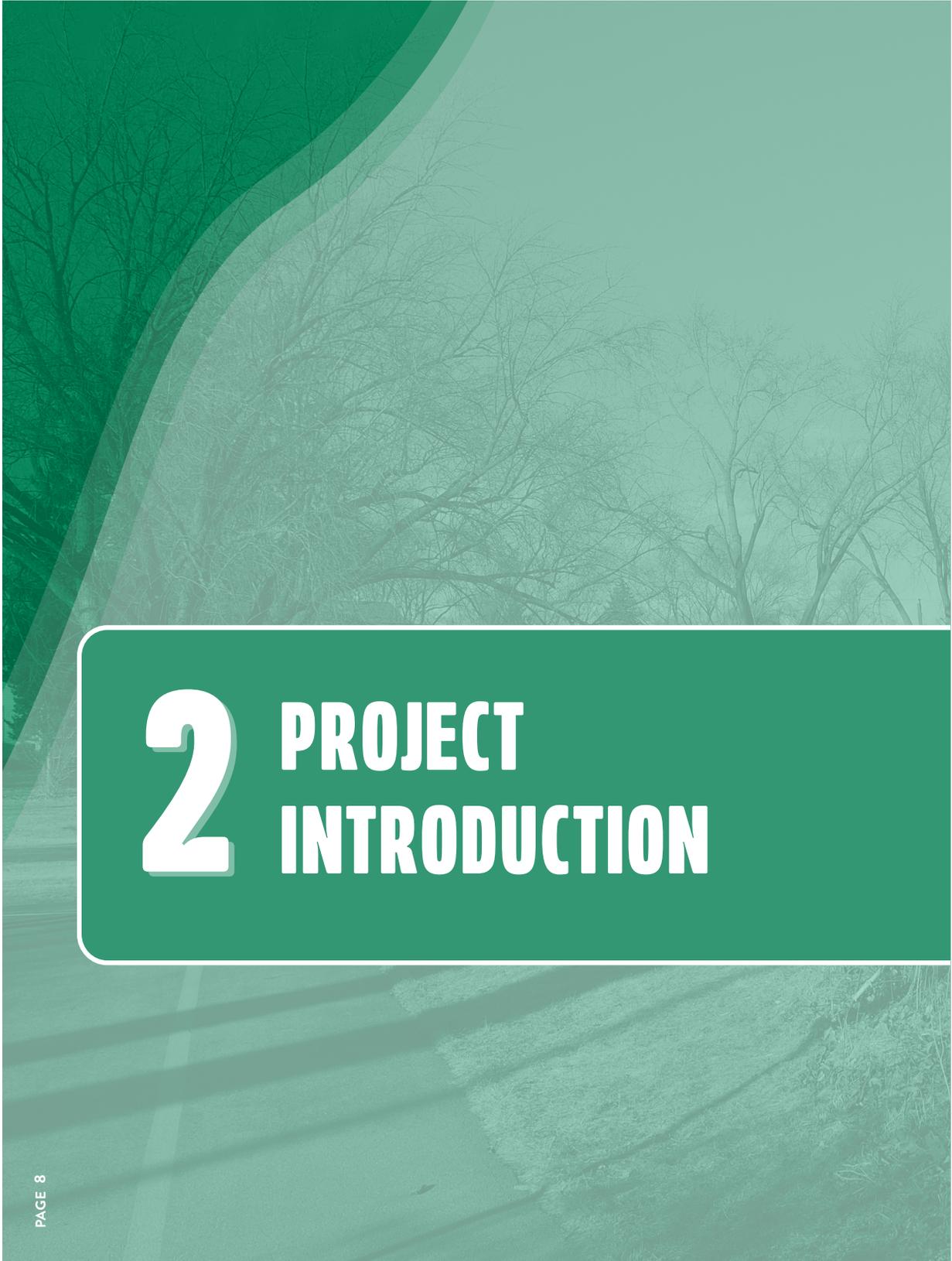
- **Placemaking & Open Space:** Enhancing the corridor's identity and creating inviting public spaces.
- **Economic Development:** Encouraging business growth and attracting investment.

- **Zoning and the Regulatory Framework:** Updating the zoning code to support a walkable, mixed-use downtown.

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, 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

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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 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.
- 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 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.

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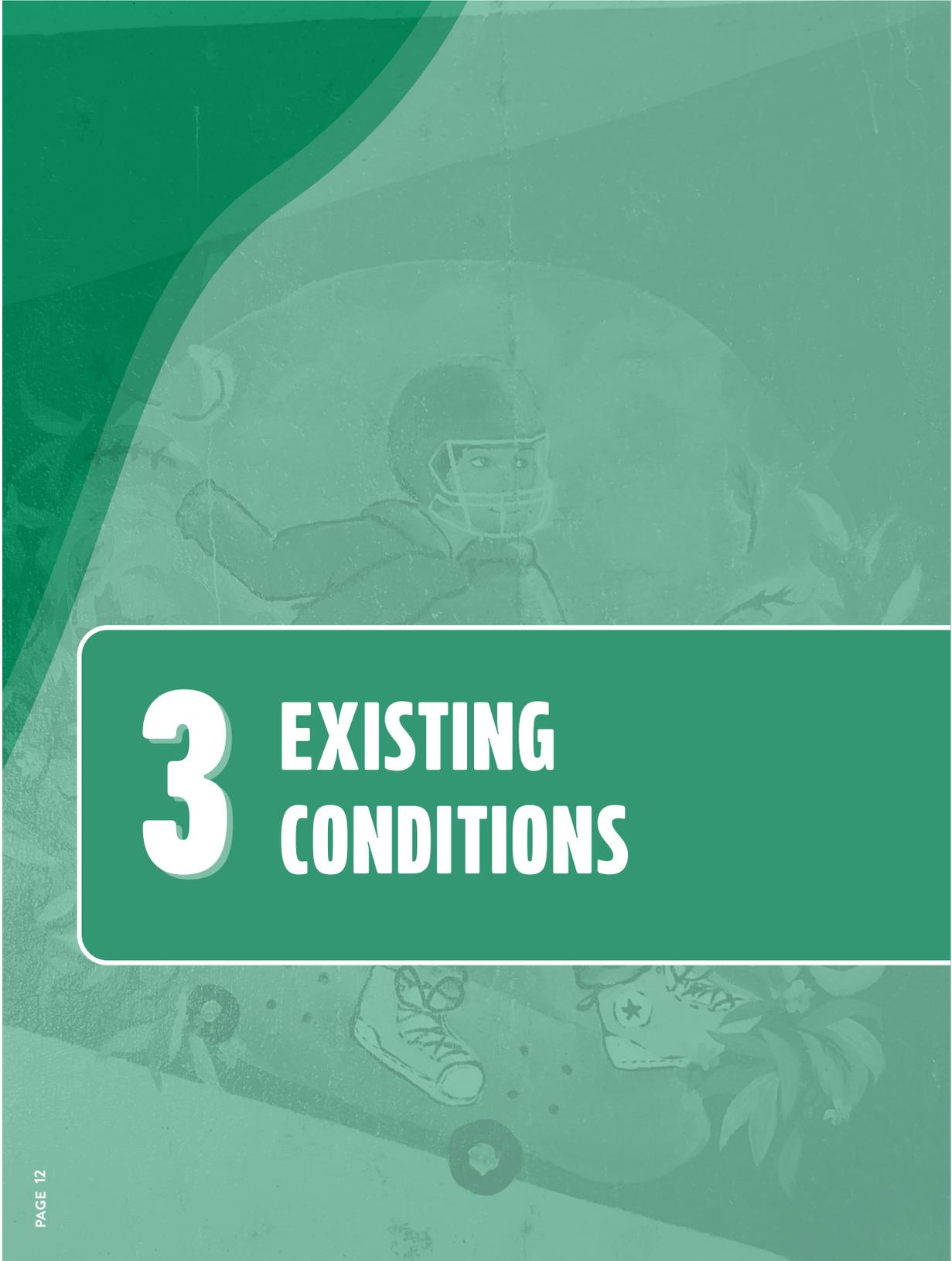


VISION STATEMENT

The Kirchoff Road Corridor will be a Town Center for the entire Rolling Meadows community, 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.

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.



3 EXISTING CONDITIONS

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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.



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.

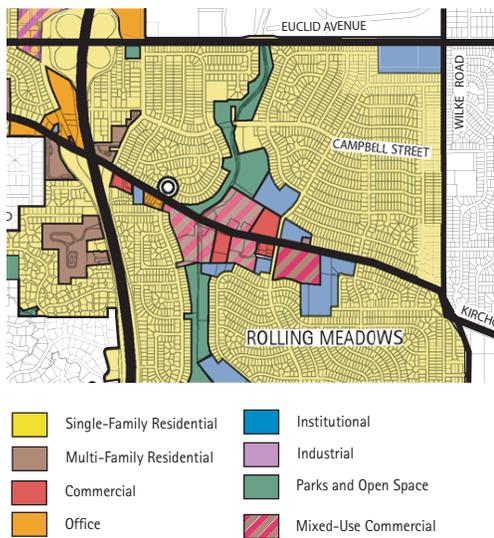
2006 COMPREHENSIVE PLAN

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.

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



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. KIRCHHOFF 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.

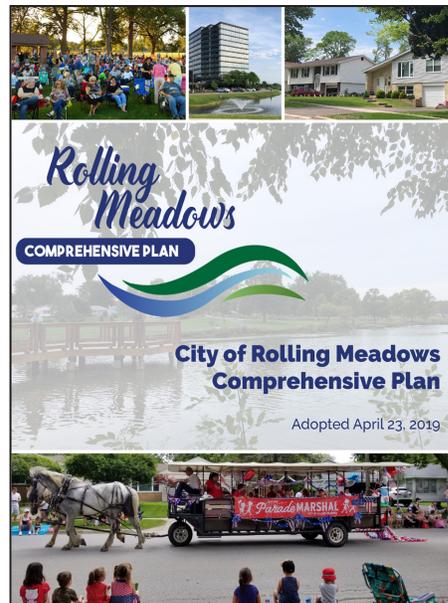
As a strategy for creating a sense of place in the community, the 2019 Comprehensive Plan identifies the following:

"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.

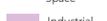
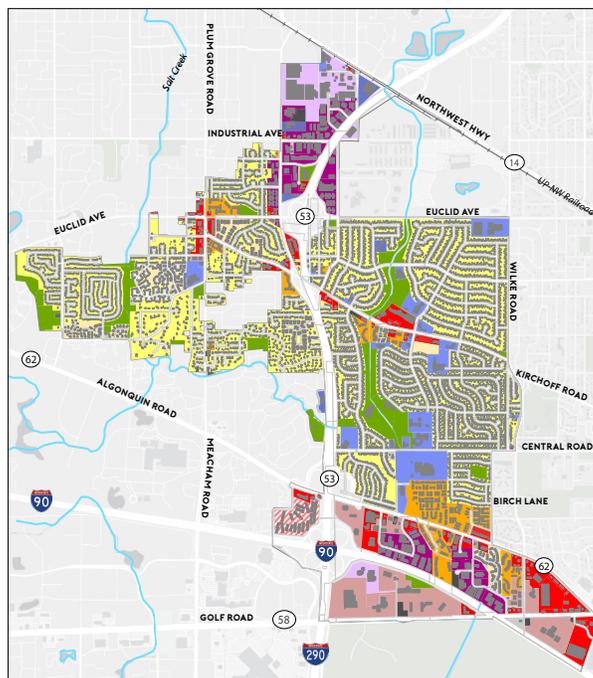
 Single-family	 Commercial
 Townhomes	 Office
 Multi-family	 Business Park
 Institutional	 Vacant
 Recreation and Open Space	 Utilities
 Industrial	 Intensive Mixed-Use

FIGURE 3. FUTURE LAND USE MAP, 2019 COMPREHENSIVE PLAN



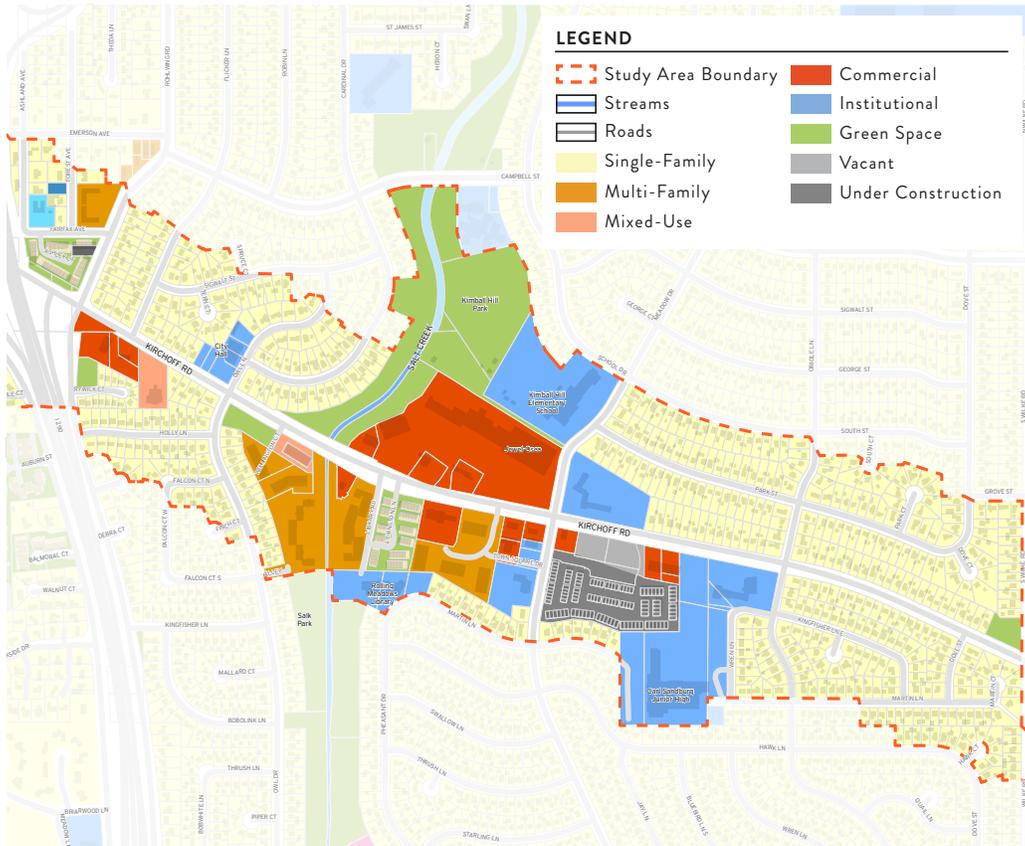
LAND USE ANALYSIS

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



KIRCHOFF ROAD CORRIDOR STUDY

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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.

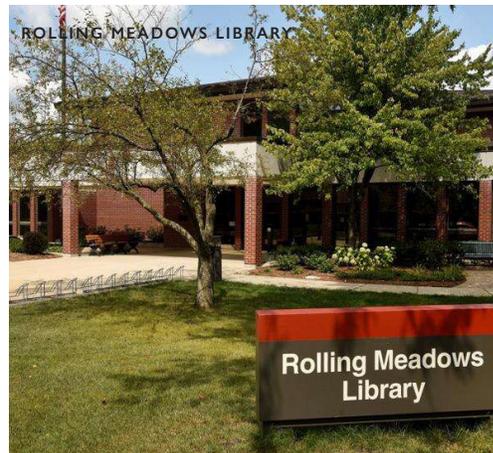
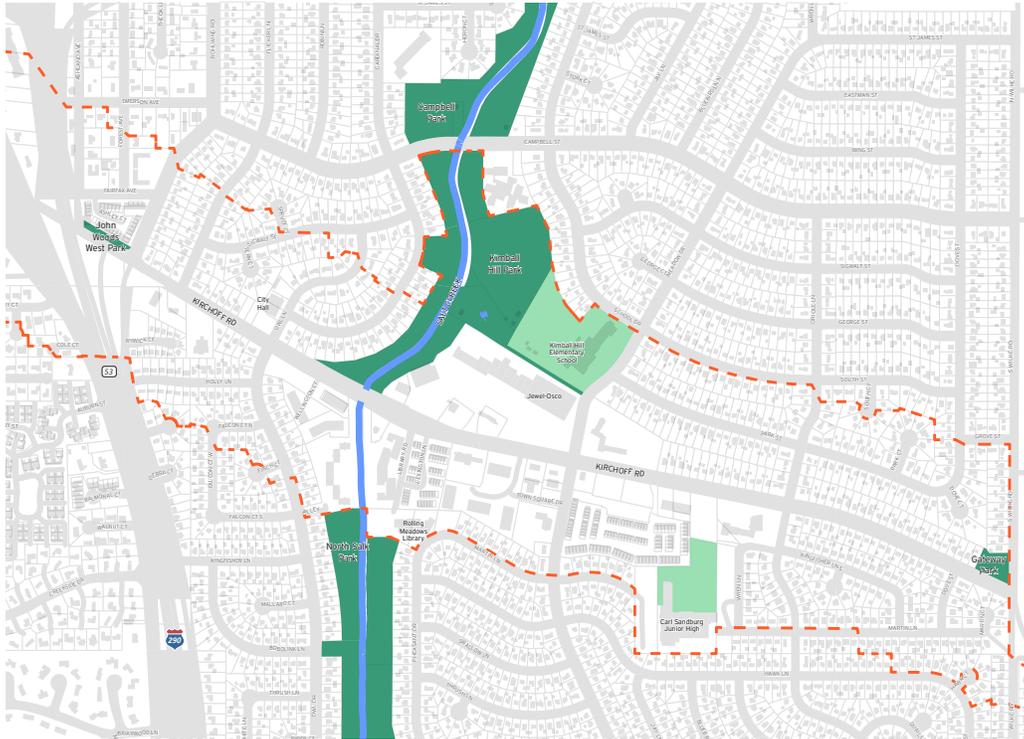


FIGURE 5. KIRCHOFF ROAD PARKS AND RECREATIONAL SPACES



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.

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.

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 ”





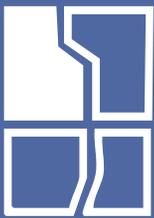
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RECOMMENDATIONS

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.

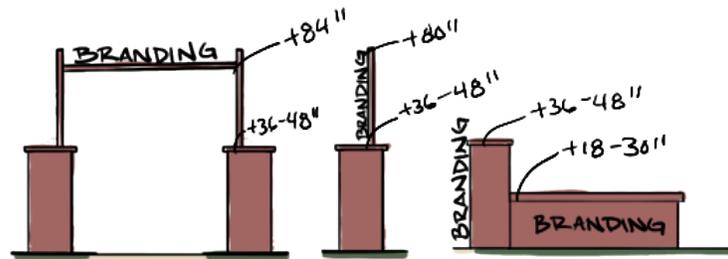
GATEWAY SIGNS

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. 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.

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.

KIRCHOFF ROAD CORRIDOR STUDY

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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.

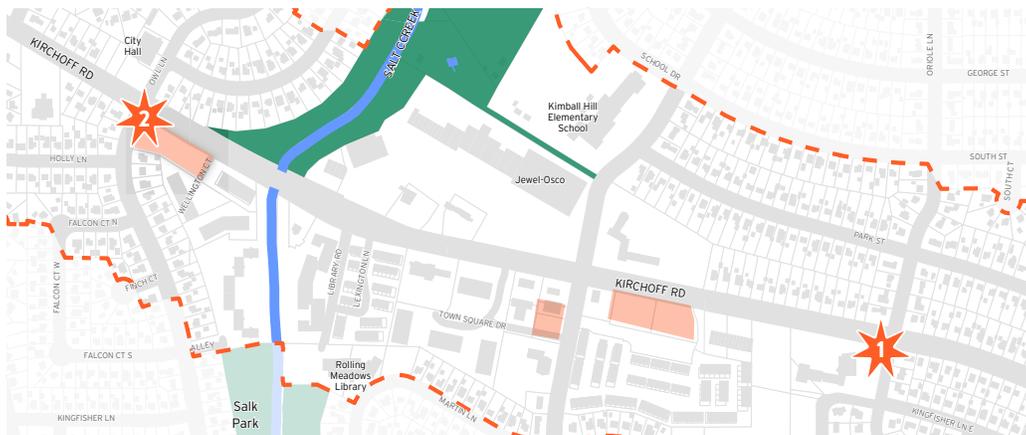
LOCATION 1: SOUTHWEST CORNER OF KIRCHOFF ROAD AND ORIOLE LANE

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 7. 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.

FIGURE 8. BRANDING AND GATEWAY CONCEPTS, 2024 ROLLING MEADOWS BRAND GUIDE





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 through the Shopping Center property and from other access points can be improved if safe, reliable bicycle parking facilities are available. Cyclists can enjoy the park and visit stores and restaurants in the shopping center.

**PLACEMAKING AND
OPEN SPACE ACTION
STEPS**

CORRIDOR GATEWAYS

Action 1.1

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

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

Action 1.2

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

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

Action 1.3

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

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

Action 1.4

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

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





CORRIDOR WAYFINDING

Action 1.5

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

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

Action 1.6

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

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

Action 1.7

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

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

Action 1.8

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

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

SIGNAGE CONCEPT



KIMBALL HILL PARK

Action 1.9

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

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

Action 1.10

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

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

Action 1.11

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

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

Action 1.12

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

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

Action 1.13

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

This 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



KIRCHOFF ROAD CORRIDOR STUDY

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.

KIRCHOFF ROAD CORRIDOR STUDY
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“ 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 KIRCHHOFF 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

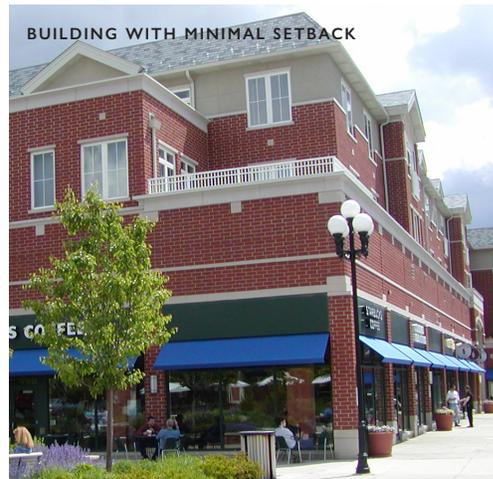
people passing by to browse and access shops and restaurants more easily. Buildings that are closer to the sidewalk also create a sense of safety for pedestrians and cyclists and can have a calming effect on vehicular traffic. The City should consider requiring a build-to line for all new development. 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

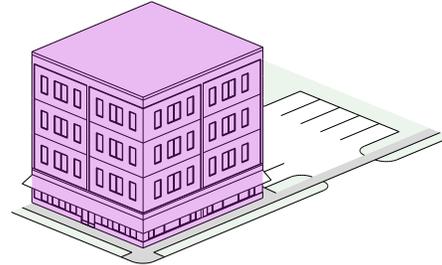
Unlike the existing R-4, R-5, and C-2 Districts, the new TC District should optimize bulk control by weighing the need for standards for maximum building coverage, maximum impervious surface coverage, and maximum floor area ratio. Of the three types of bulk controls, retaining and rightsizing the TC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

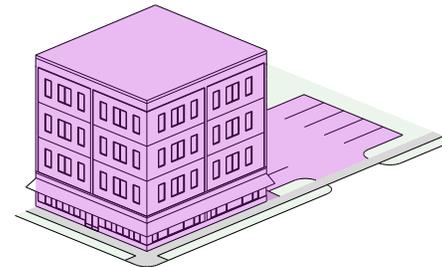
The Zoning Ordinance should be revised to include contemporary design requirements (as opposed to mere guidelines) to ensure that development within the new TC District implements the goals of this planning framework. These design requirements should apply to all new construction and significant exterior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

FAÇADE DESIGN

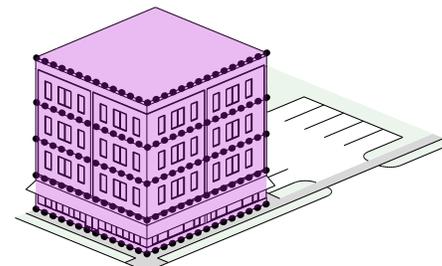
Buildings with multiple stories should be designed with a distinct base (ground story), middle, and top to create a town center environment that is pleasant for pedestrians, cyclists, and motorists. Vertical architectural or structural elements such as pilasters or columns should be incorporated on new 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. A lack of public parking along the corridor, however, means there will continue to be pressure to place parking in visible locations.

PRINCIPAL ENTRANCE LOCATION

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

EXTERIOR BUILDING MATERIALS AND WINDOW TRANSPARENCY

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

ground story façades.

MINIMUM STREET FRONTAGE

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

OFF-STREET PARKING REQUIREMENTS

The redevelopment of Kirchoff Road will hinge on how the City manages parking. Providing adequate parking is an essential ingredient to ensure that residents and visitors feel that parking is convenient along Kirchoff Road.

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.

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 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,

LANDSCAPING AND BUFFERING

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.

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.

KIRCHOFF ROAD CORRIDOR STUDY



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.

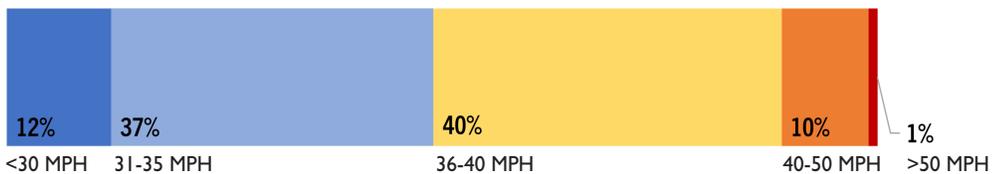
KIRCHOFF ROAD TRANSPORTATION

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 9. 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.



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 10. KIRCHOFF ROAD CRASH VOLUMES & PEDESTRIAN FATALITIES



Source: Kimley-Horn

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**TRANSPORTATION
& MOBILITY ACTION
STEPS**

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 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.

**Action 4.2
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 4.3
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.



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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.

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.

KIRCHOFF ROAD CORRIDOR STUDY
PAGE 60

“ 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

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.



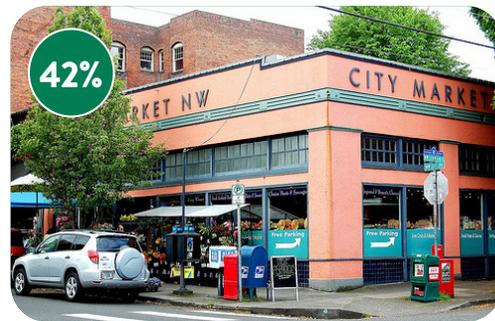


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COMMERCIAL PREFERENCES

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.

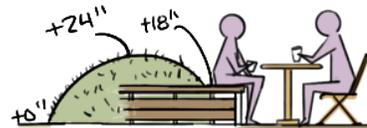
Several concepts for each opportunity site were included in the visual preference survey, each providing alternate site designs, open spaces, and building forms. Each provides some off-street parking for vehicles, recognizing that Rolling Meadows is a suburban community without an extensive public transportation network. 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 11. SKETCHES OF SITE ELEMENTS

TURF BERM WITH INTEGRATED WOOD BENCH



DOUBLE SIDED WOOD BENCH AT GAME LAWN

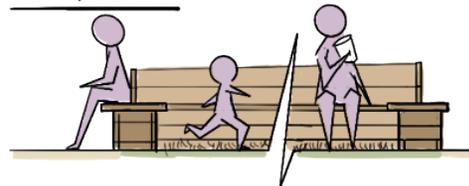


FIGURE 12. MAP OF OPPORTUNITY SITES



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 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. 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.

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

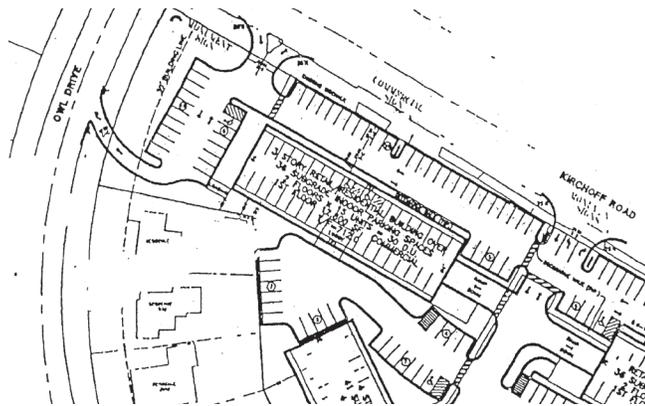
CONCEPT 1

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

EXISTING CONDITIONS



KIRCHOFF ROAD CORRIDOR STUDY



*3 Story Retail/Residential Building
Over 36 Subgrade Indoor Parking Spaces
2 Floors x 15 Units = 30 DU
1st Floor 12,800 SF Commercial*

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COMMUNITY FEEDBACK

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

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

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

FIGURE 13. SITE 1 CONCEPT 1



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 15. SITE 1 CONCEPT 2

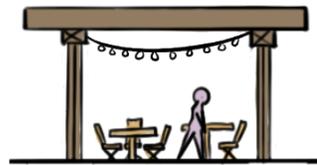


FIGURE 16. SKETCHES OF SITE ELEMENTS

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.

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.

COMMUNITY FEEDBACK

When asked to identify their favorite site features, 69 percent of community survey respondents identified outdoor seating and 67 percent identified a flexible indoor renovation including a food court, incubator, and event space. 50 percent of respondents identified food truck access stalls and 50 percent identified the flex activity lawn. 37 percent of respondents identified the connection to Site 3. Overall, responses to this concept were favorable, and respondents saw this as a beneficial, exciting reuse of the building. Parking was mentioned as a potential challenge here, with some respondents noting that there may be too much or too little. Many broached the idea of incorporating a brewery, additional gathering space, and community events like farmers markets.

DESIGN PRINCIPLES FOR SITE 2

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

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

EXISTING CONDITIONS

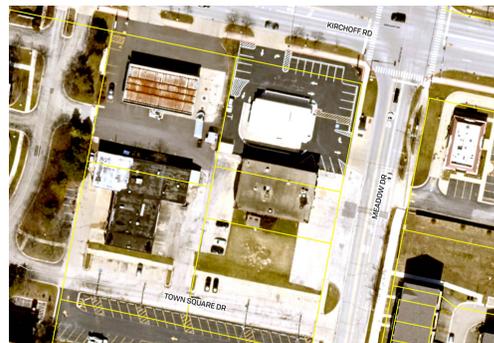


FIGURE 17. SITE 2 CONCEPT

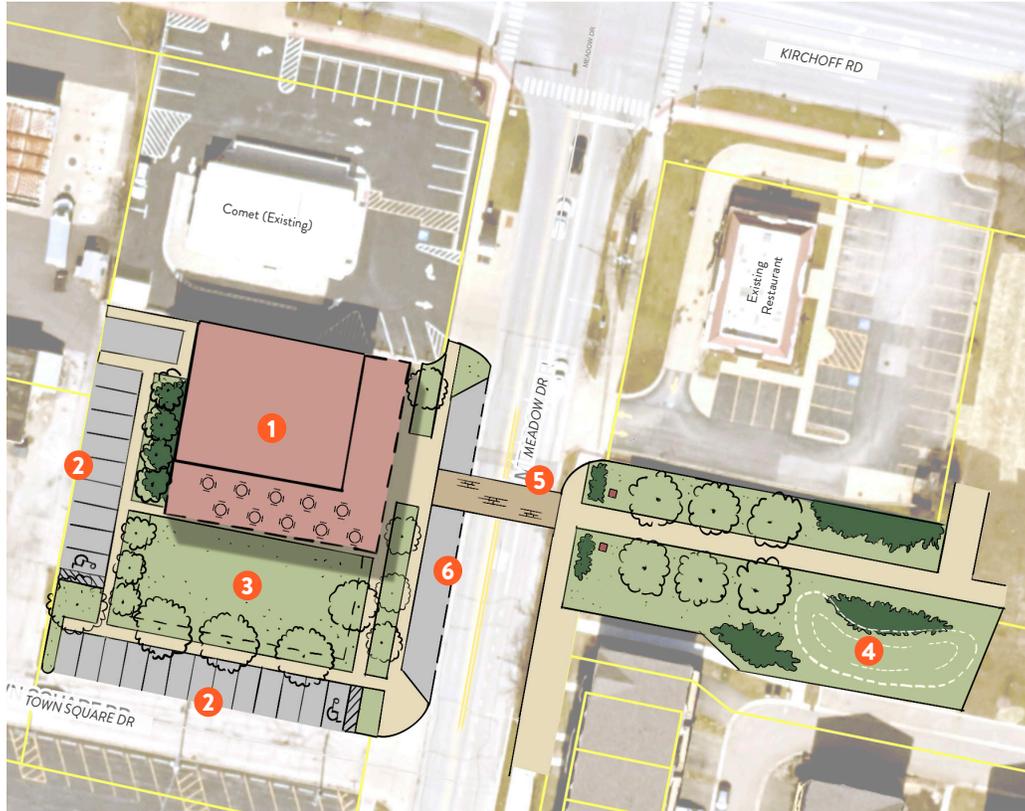
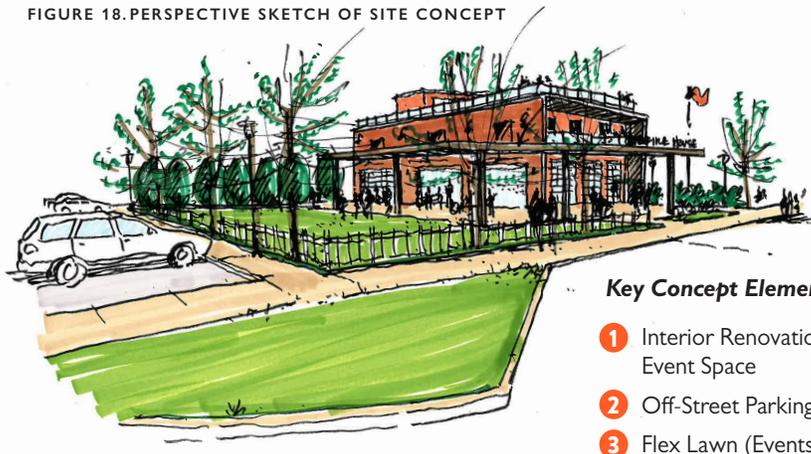


FIGURE 18. PERSPECTIVE SKETCH OF SITE CONCEPT



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

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.

The conceptual site plan incorporates a mix of commercial development and impactful open space. A strong presence along Kirchoff Road is a component, 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.

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.

EXISTING CONDITIONS

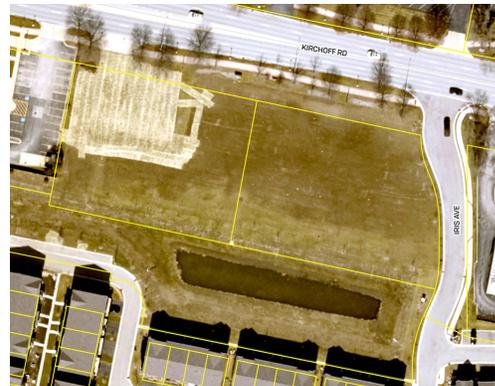


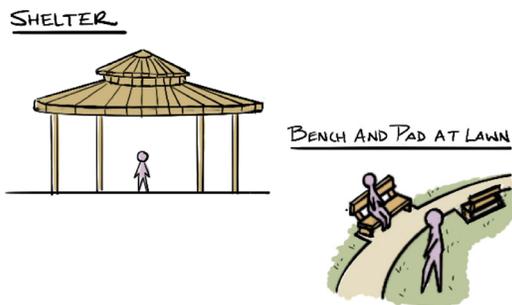
FIGURE 19. SITE 3 CONCEPT 1



Key Concept Elements

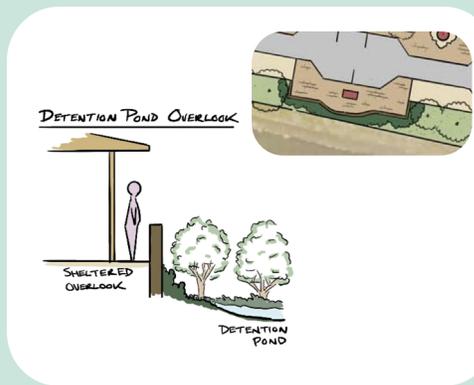
- 1 Commercial Retail (2)
- 2 Private Commercial Outdoor Terraces
- 3 Parking (99 Spaces)
- 4 Continuous Pedestrian Sidewalk
- 5 Community Pocket Park
- 6 New Overlook and Shelter
- 7 Pedestrian Connection to Site 2
- 8 Community Branding Opportunity

FIGURE 20. SKETCHES OF SITE ELEMENTS



Alternate Overlook Treatment

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.



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.

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.

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

TELLING THE STORY





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

Appendix E: Kirchoff Road Documents

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:

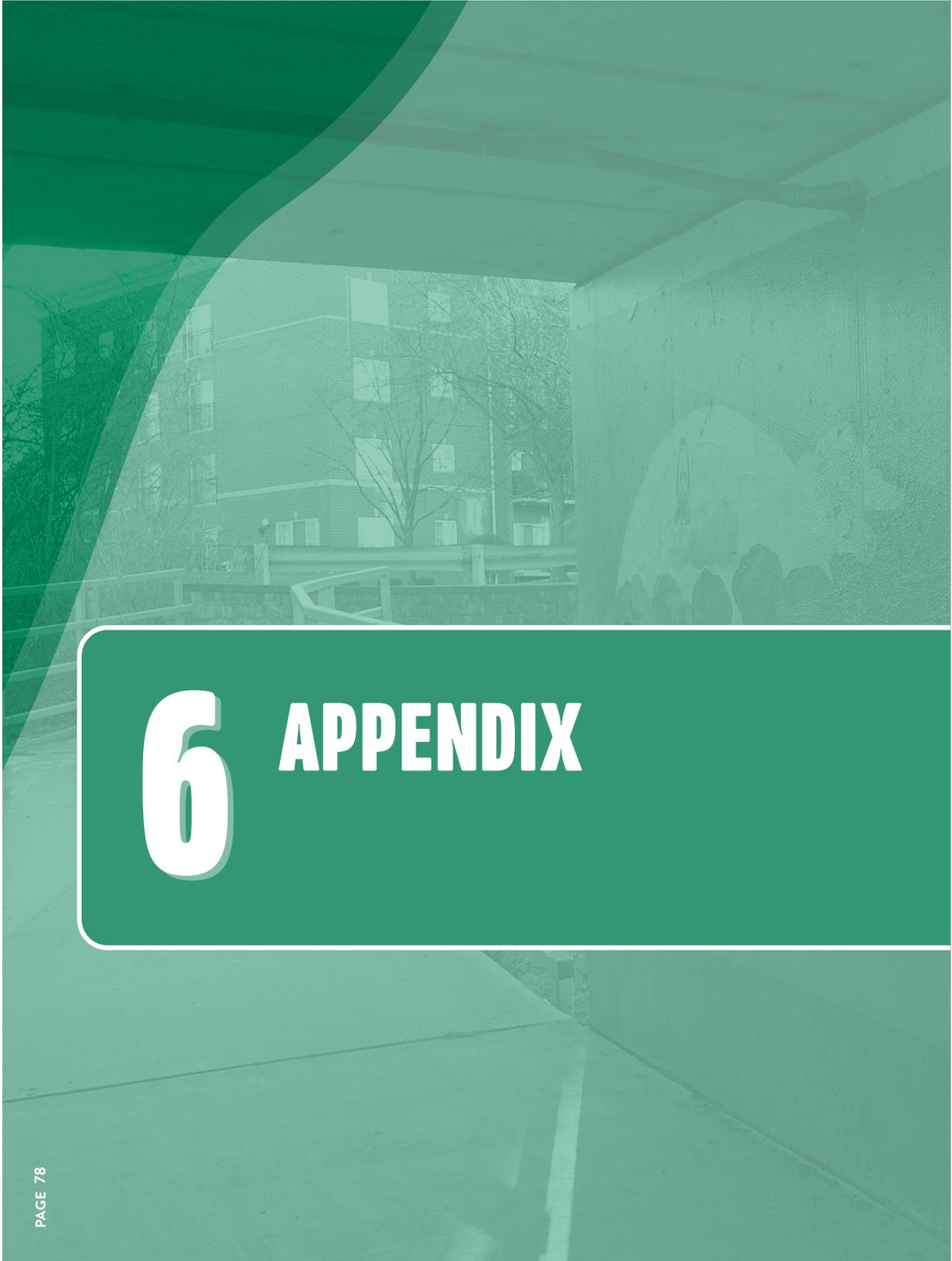
- "Ridership Concept" to maximize rider volume assuming that the State of Illinois will provide a 50% increase in funding
- "Coverage Concept" to maximize route coverage assuming that the State will provide a 50% increase in funding
- "Plus 10" concept that shows a route configuration if the State provides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





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APPENDIX CONTENTS

- I. Implementation Matrix
- II. Traffic Study
- III. Enacting Ordinance

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

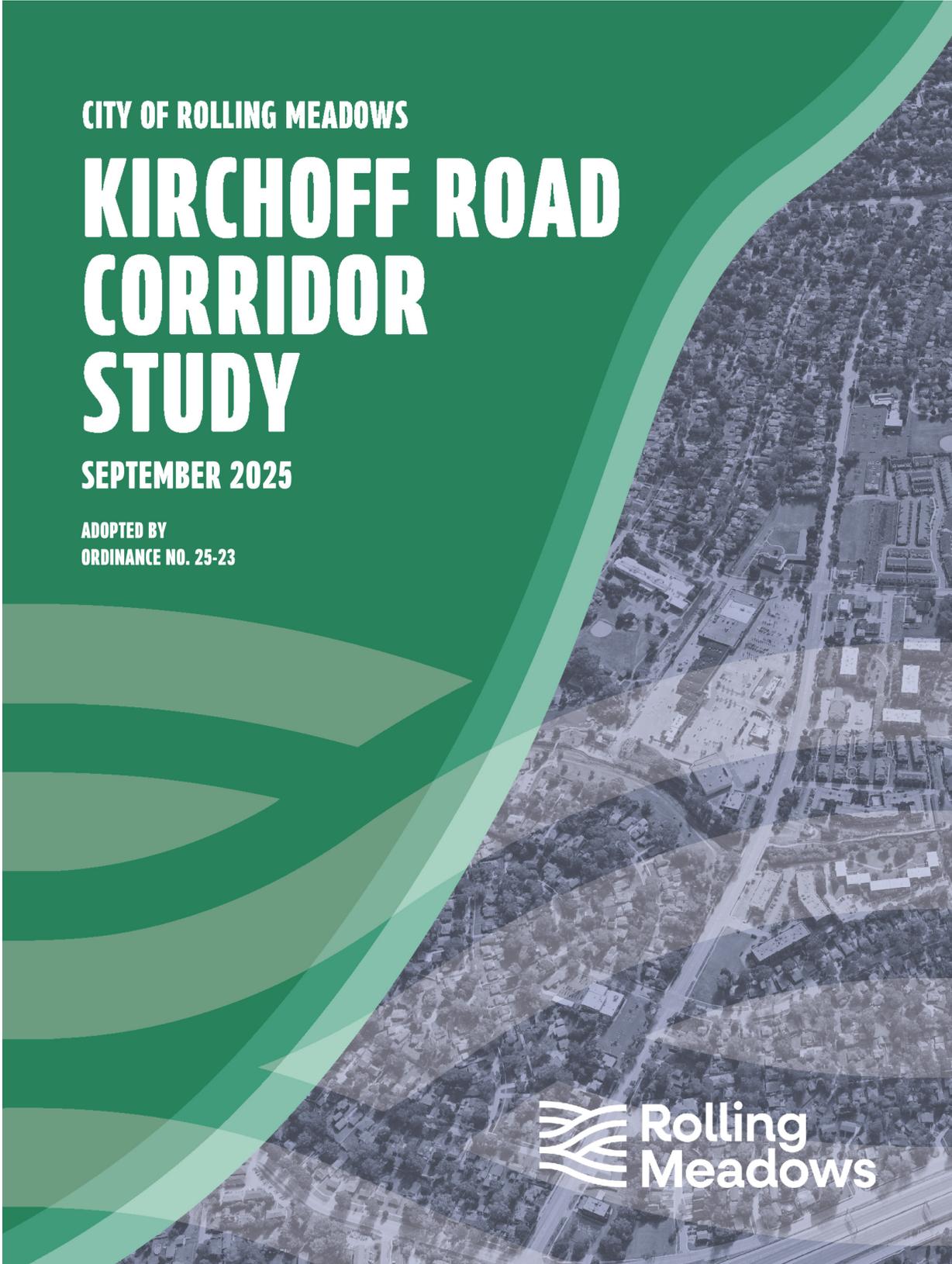
IMPLEMENTATION MATRIX

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	

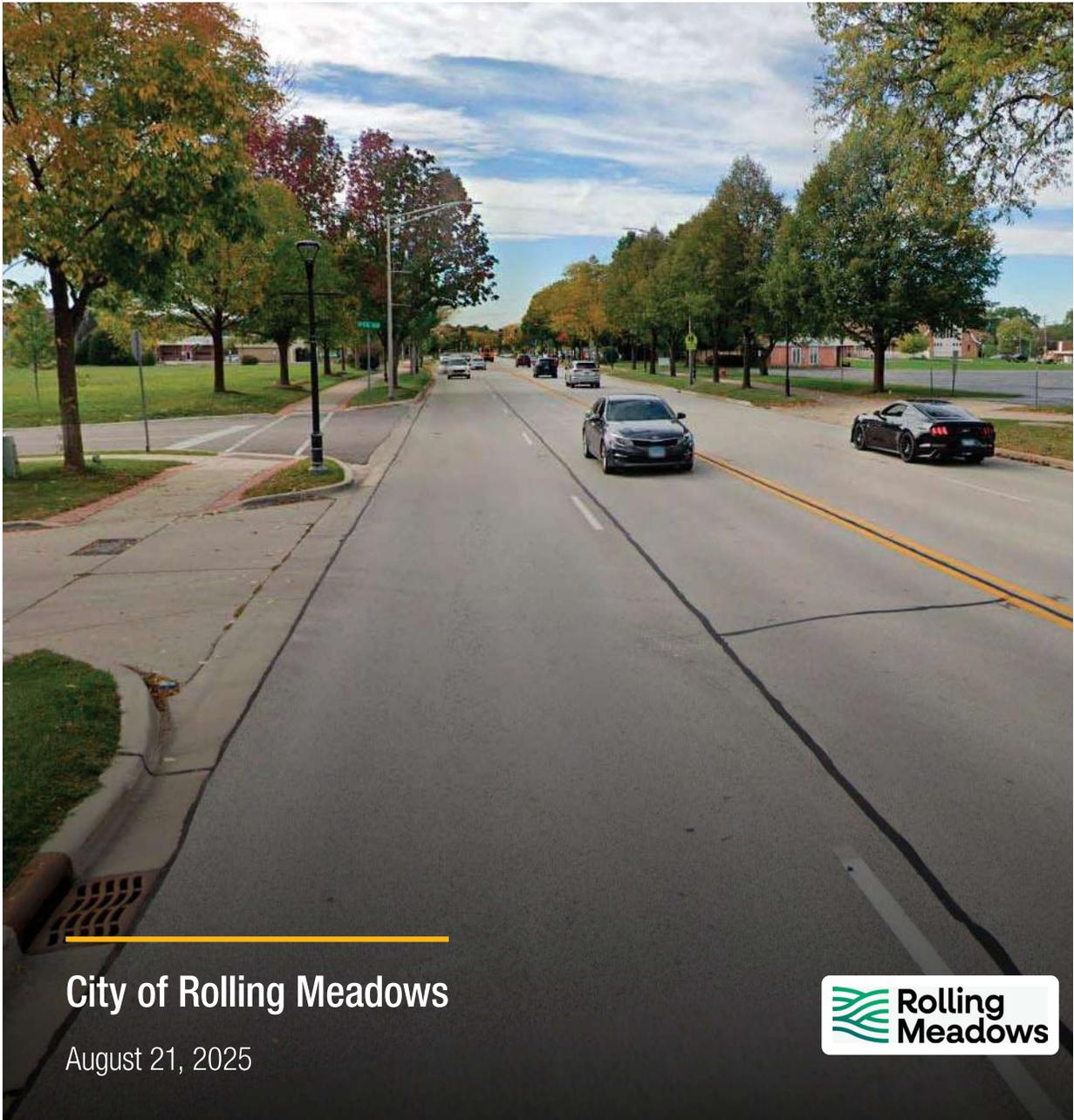
ACTION STEPS	PRIORITY	COST ESTIMATE	TIMELINE	AGENTS / PARTNERS
Transportation & Mobility				
4.1 Advocate for PACE to resume fixed-route service to / through the Kirchoff Road Corridor.		\$	Long Term	
4.2 Continue to install bicycle parking at destinations throughout the Kirchoff Road Corridor.		\$\$	Long Term	

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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 envision 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
- Owl Lane/Owl Drive at Kirchoff Road
- Plaza Drive at Kirchoff Road
- Meadow Drive at Kirchoff Road
- Wilke Road (North Intersection) 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/Rohling 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/Rohling 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

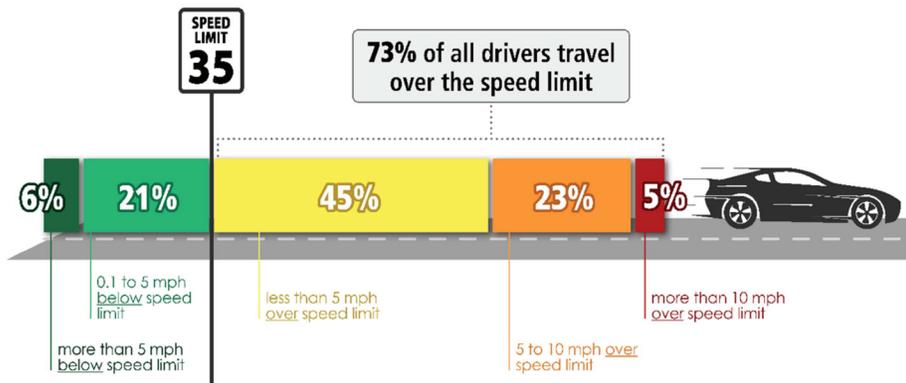
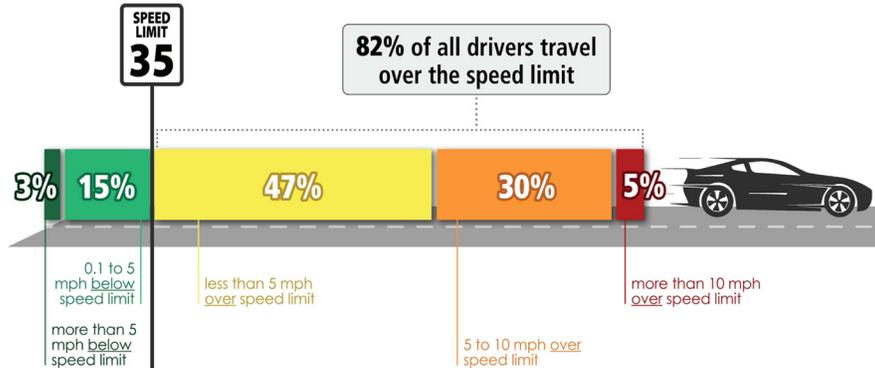


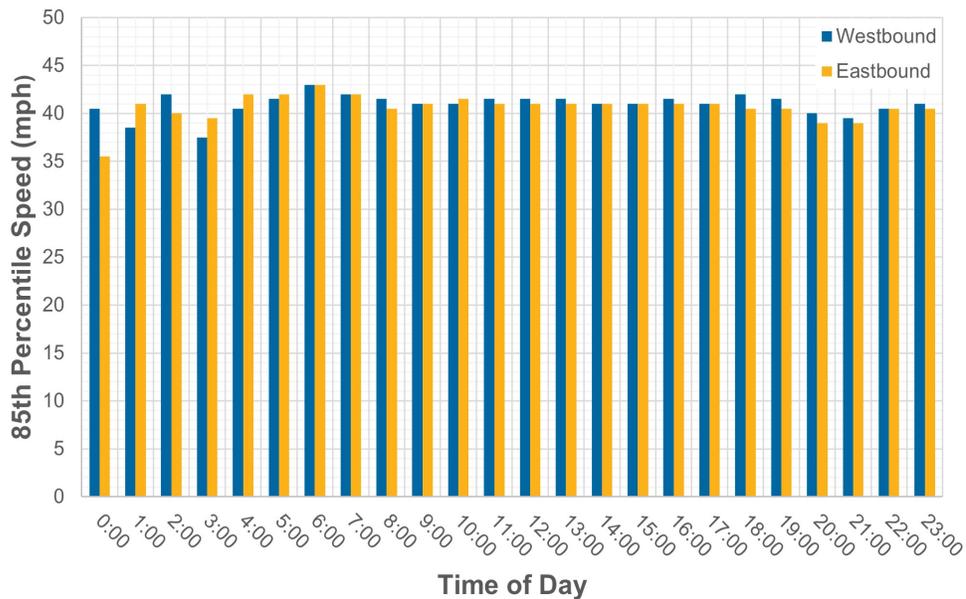


Figure 2. Driver Speed Behavior in Westbound Direction on Kirchoff Road



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.



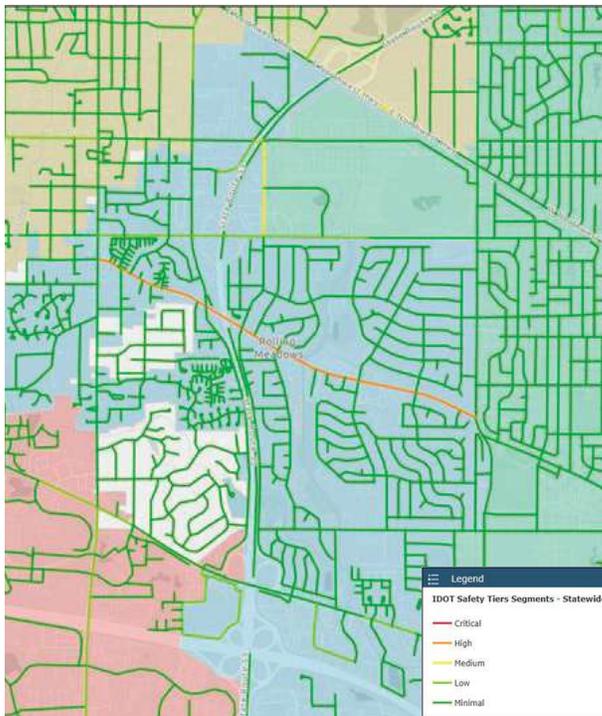
In addition to the crash data obtained from IDOT, the Rolling Meadows Police Department provided additional crash reports for January 2024 through April 2025, which were reviewed for serious crashes as well as those involving cyclists and pedestrians. Of the 2024 and 2025 crashes, there was one crash 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.**

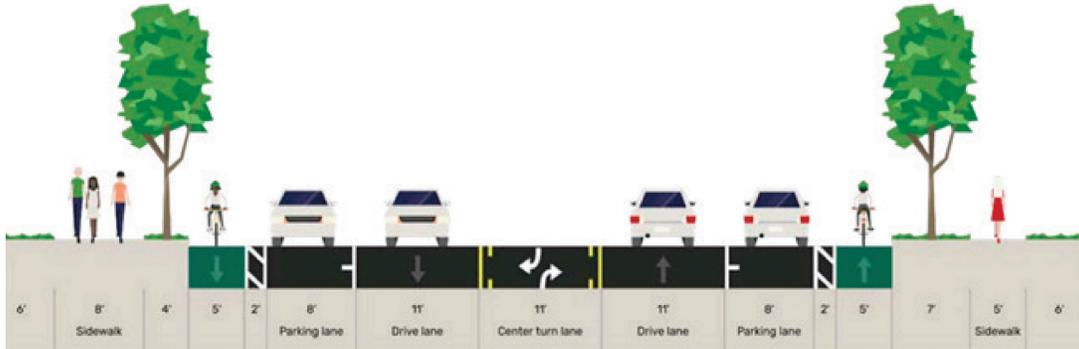
FUTURE CONDITIONS

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/Rohling 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

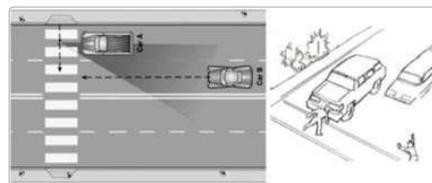
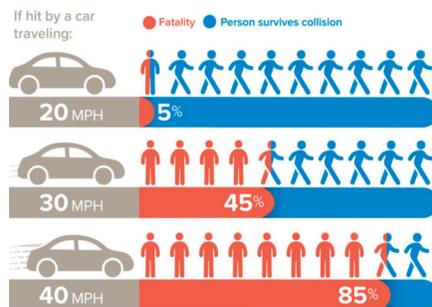


Figure 7. Pedestrian Crash Survivability Versus Speed (Image Credit: National Traffic Safety Board)



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



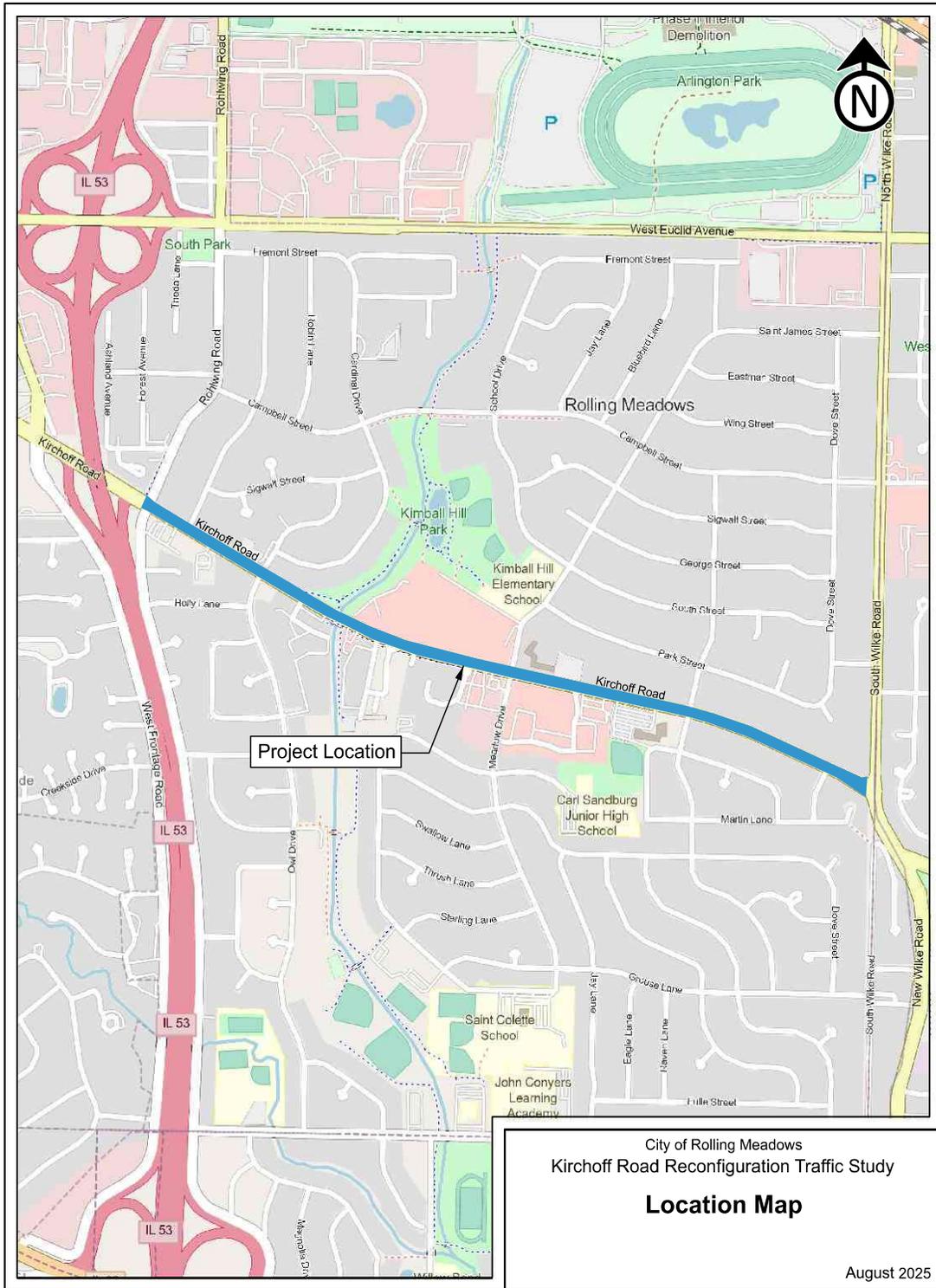
KEY TAKEAWAYS

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.

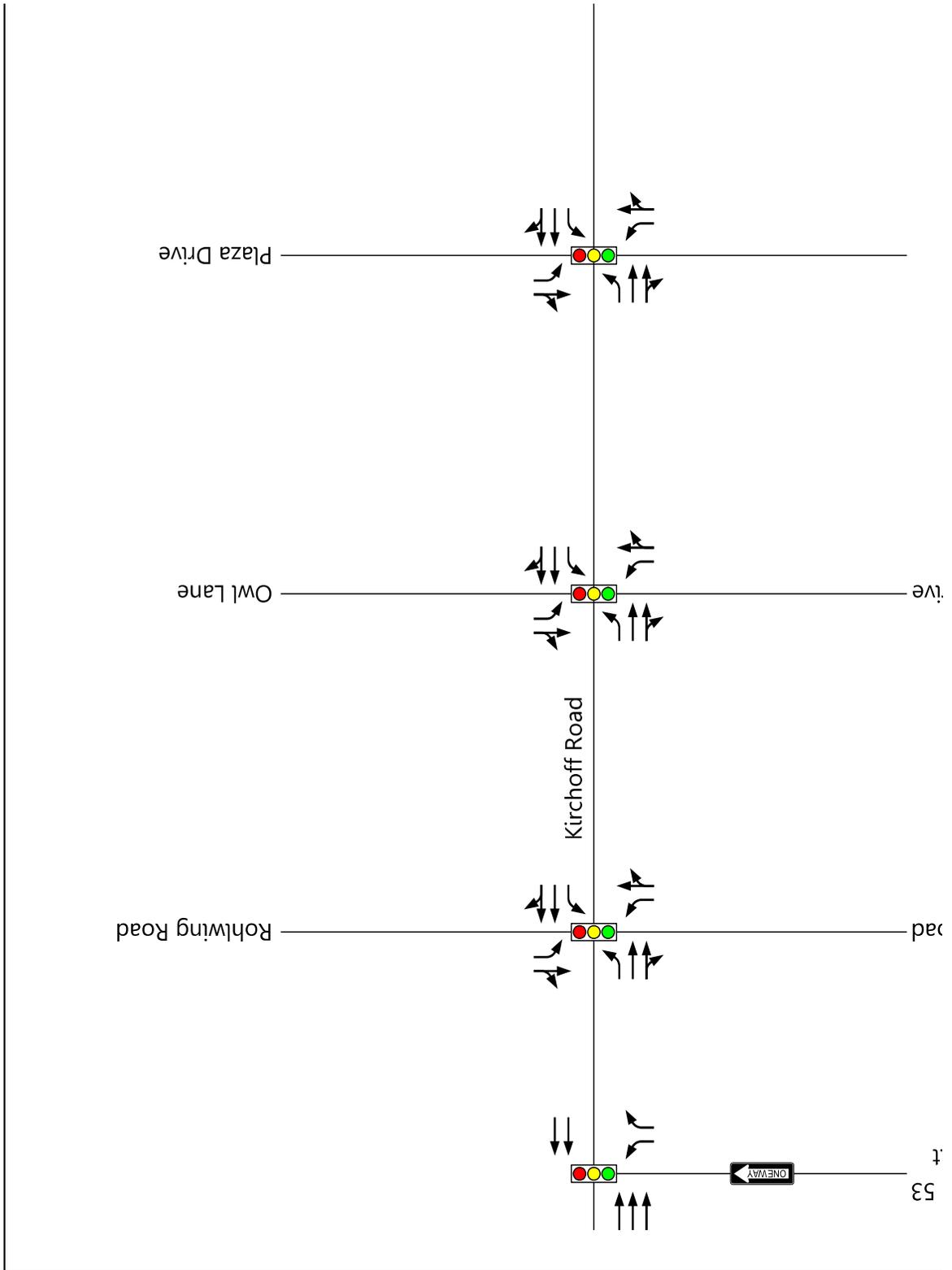
KEY POINTS ARE SUMMARIZED AS FOLLOWS:

- 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.

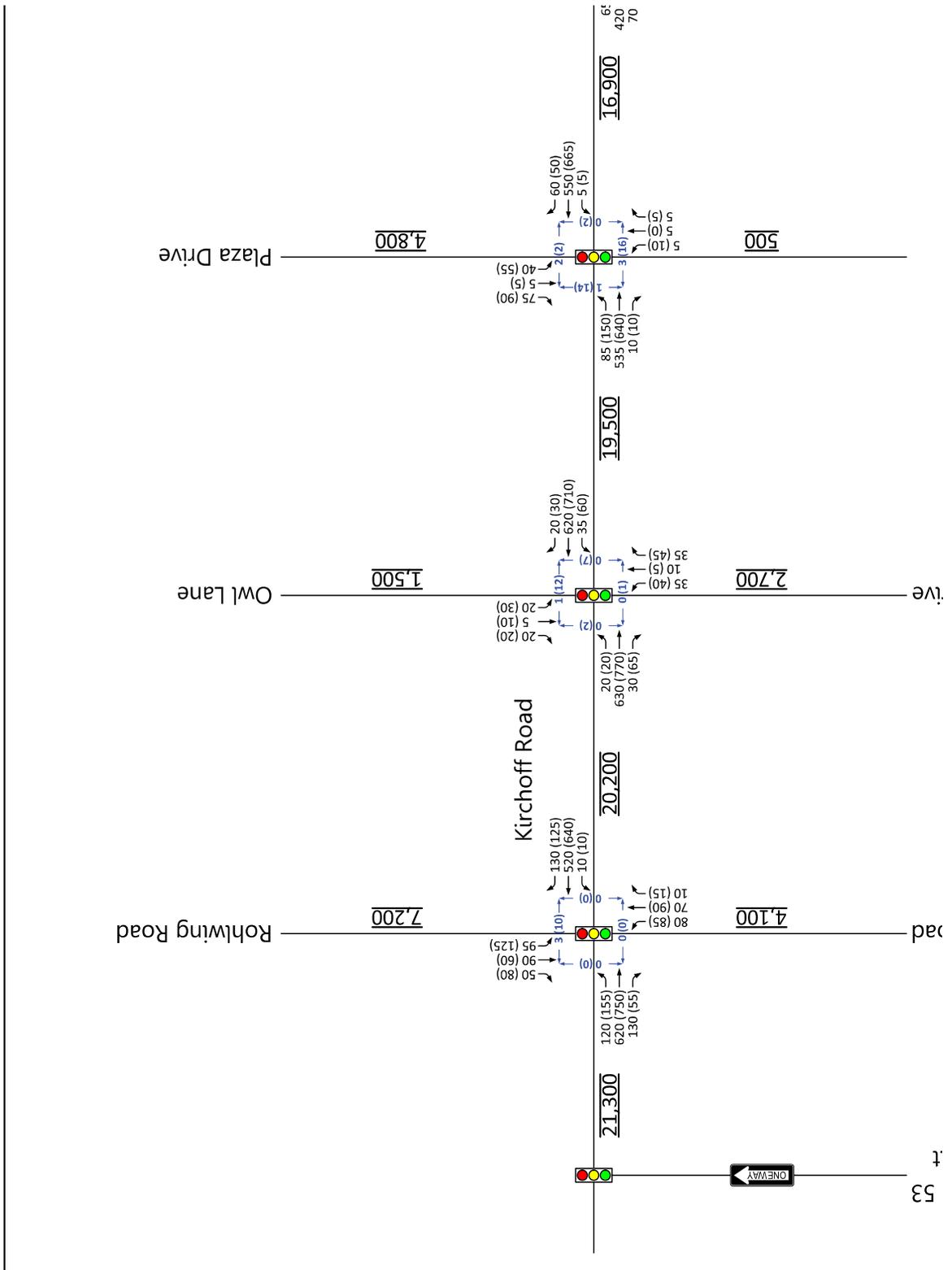
Traffic analyses demonstrate that a lane reduction on Kirchoff Road is viable, as it would not significantly affect travel times or substantially increase delays at traffic signals, even as traffic volumes increase in the future. Conversion of Kirchoff Road to a consistent three-lane cross section would 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.

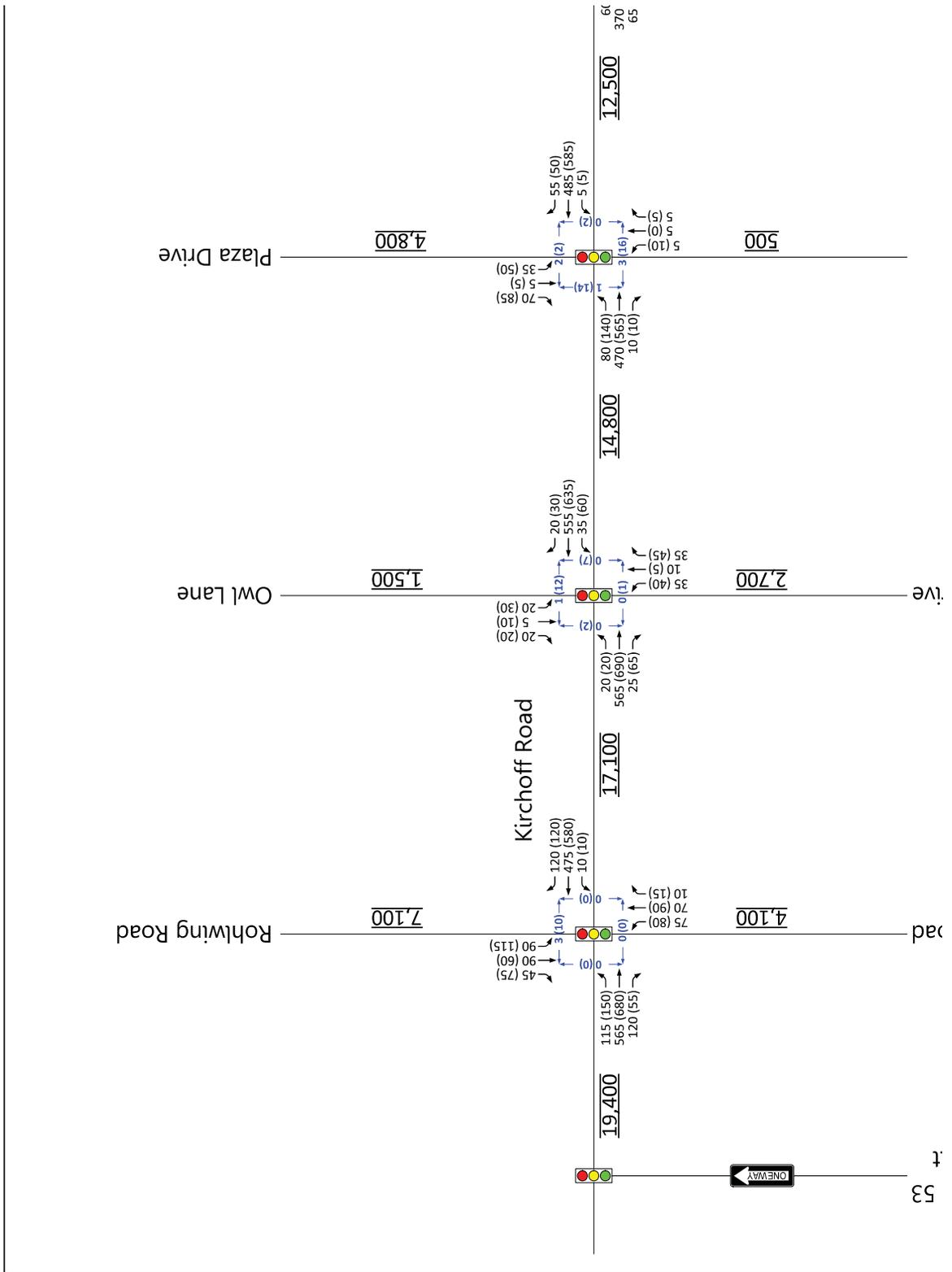




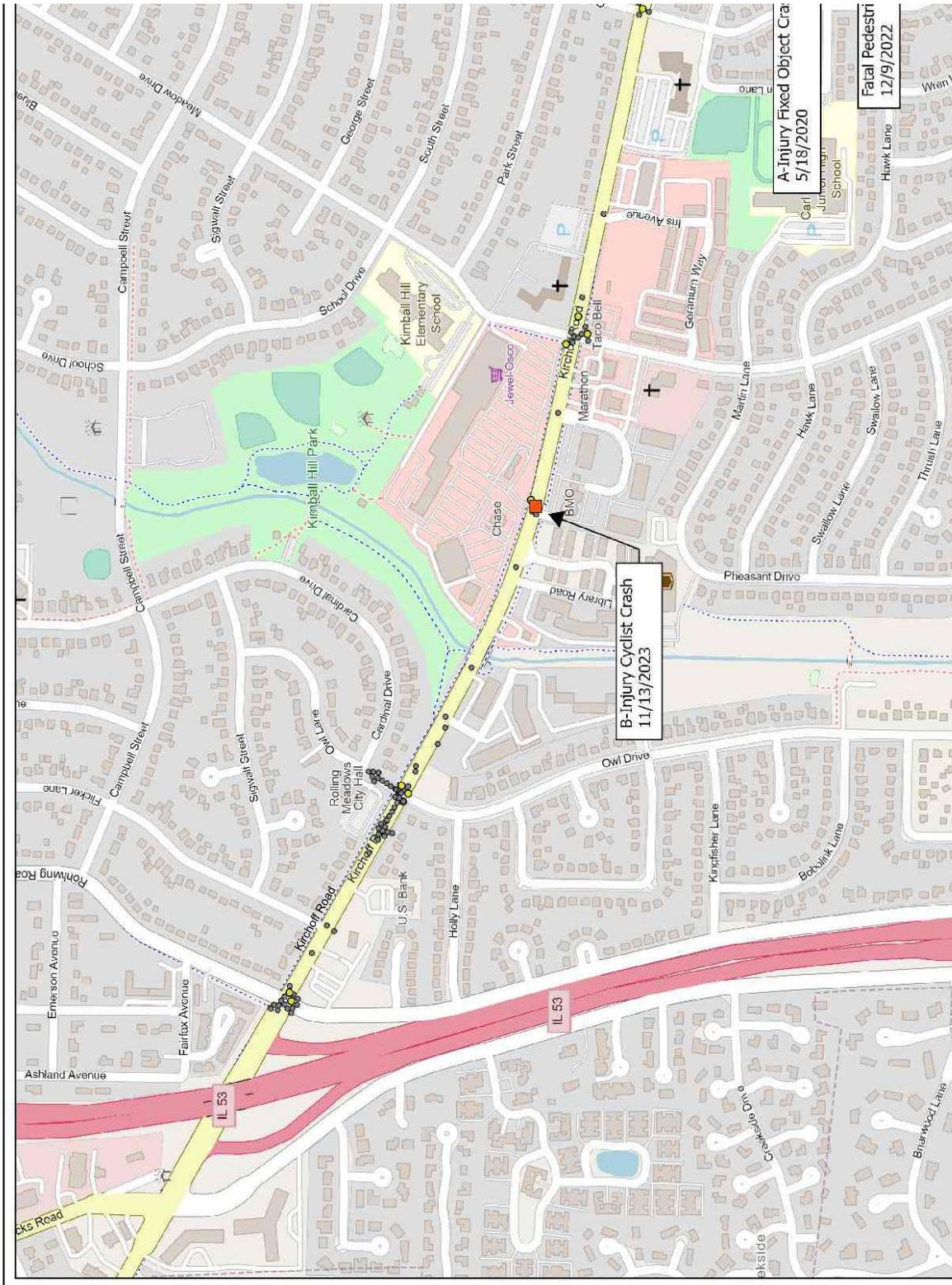


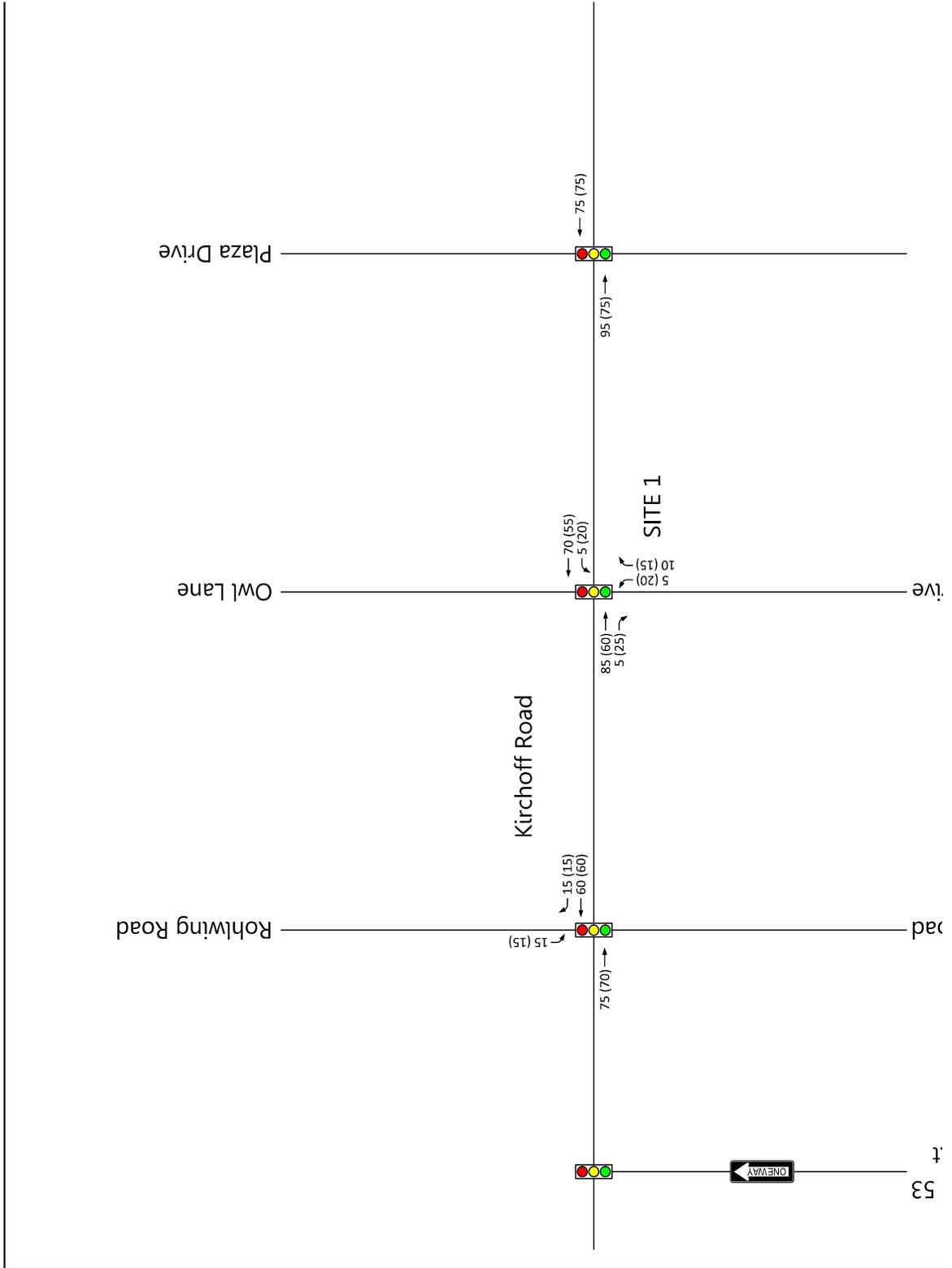
Appendix E: Kirchoff Road Documents

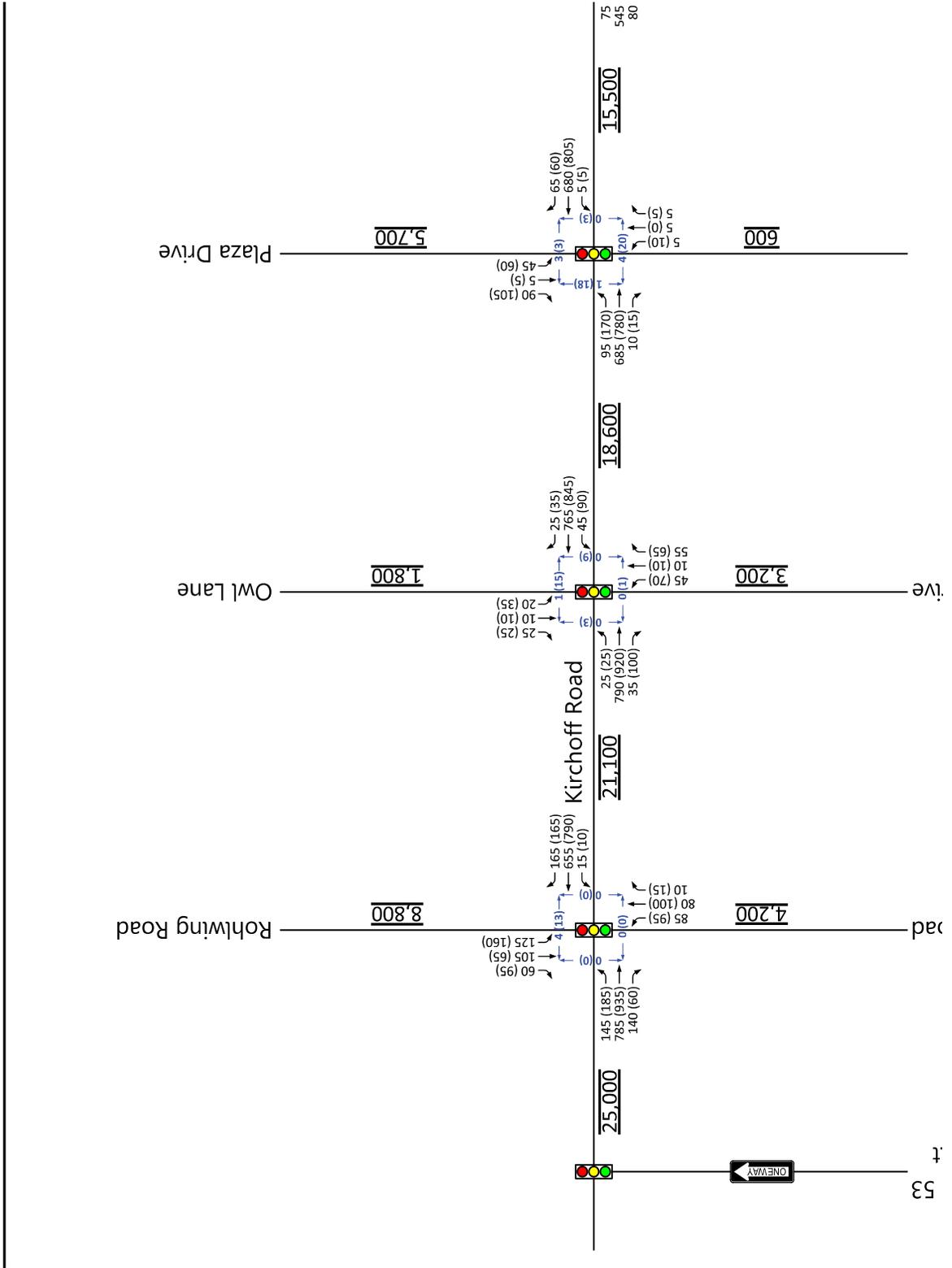


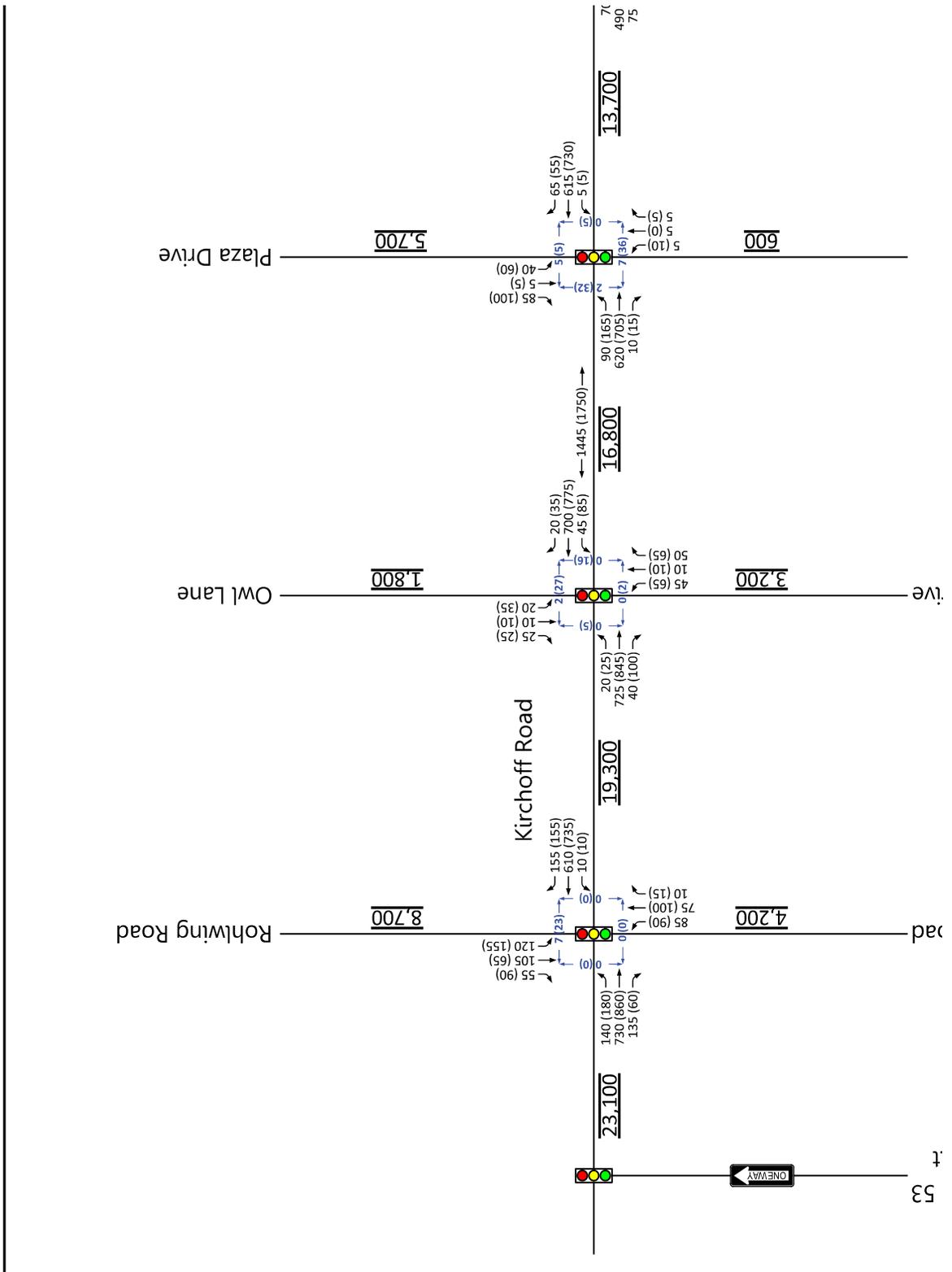


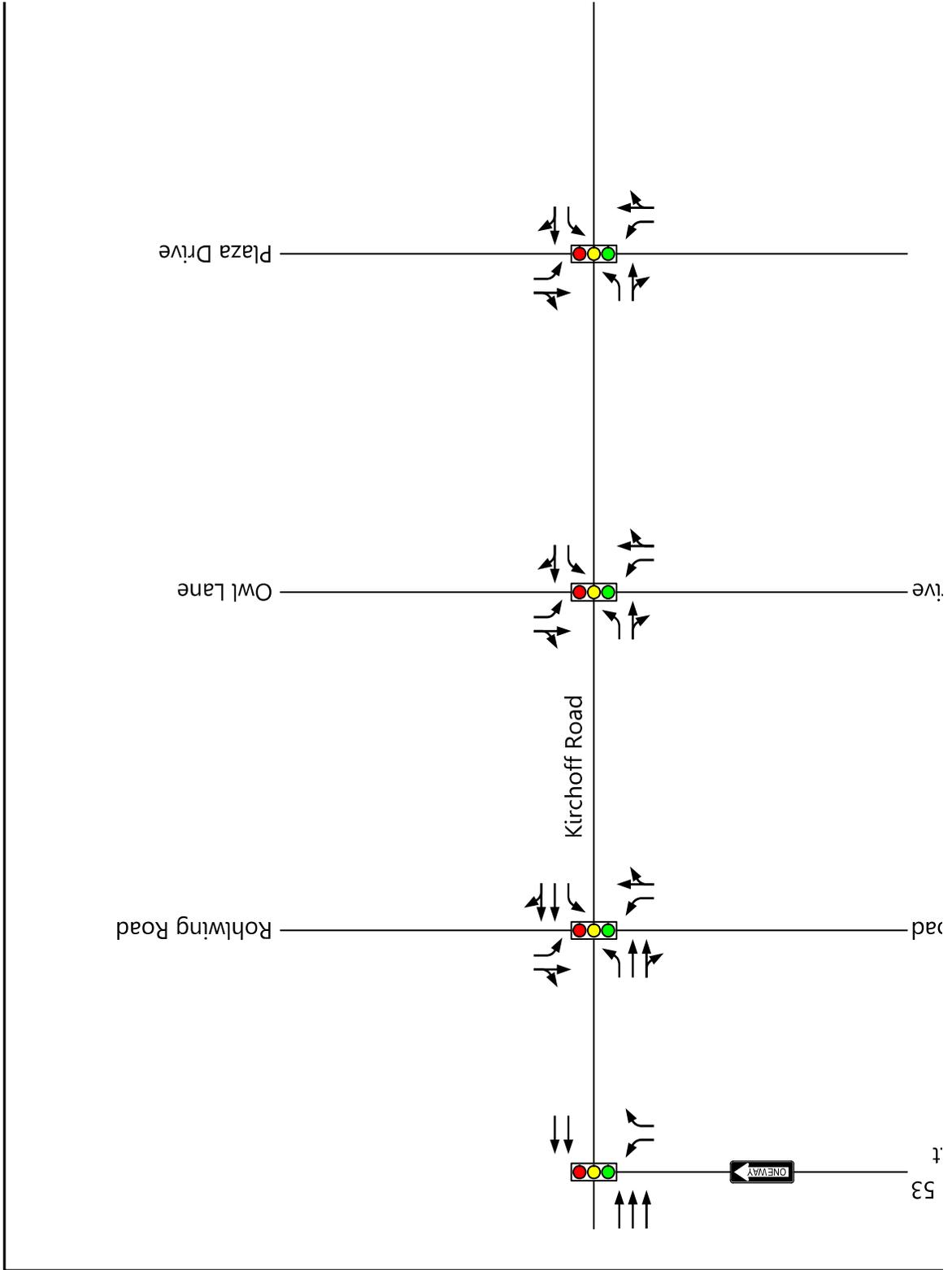
Appendix E: Kirchoff Road Documents

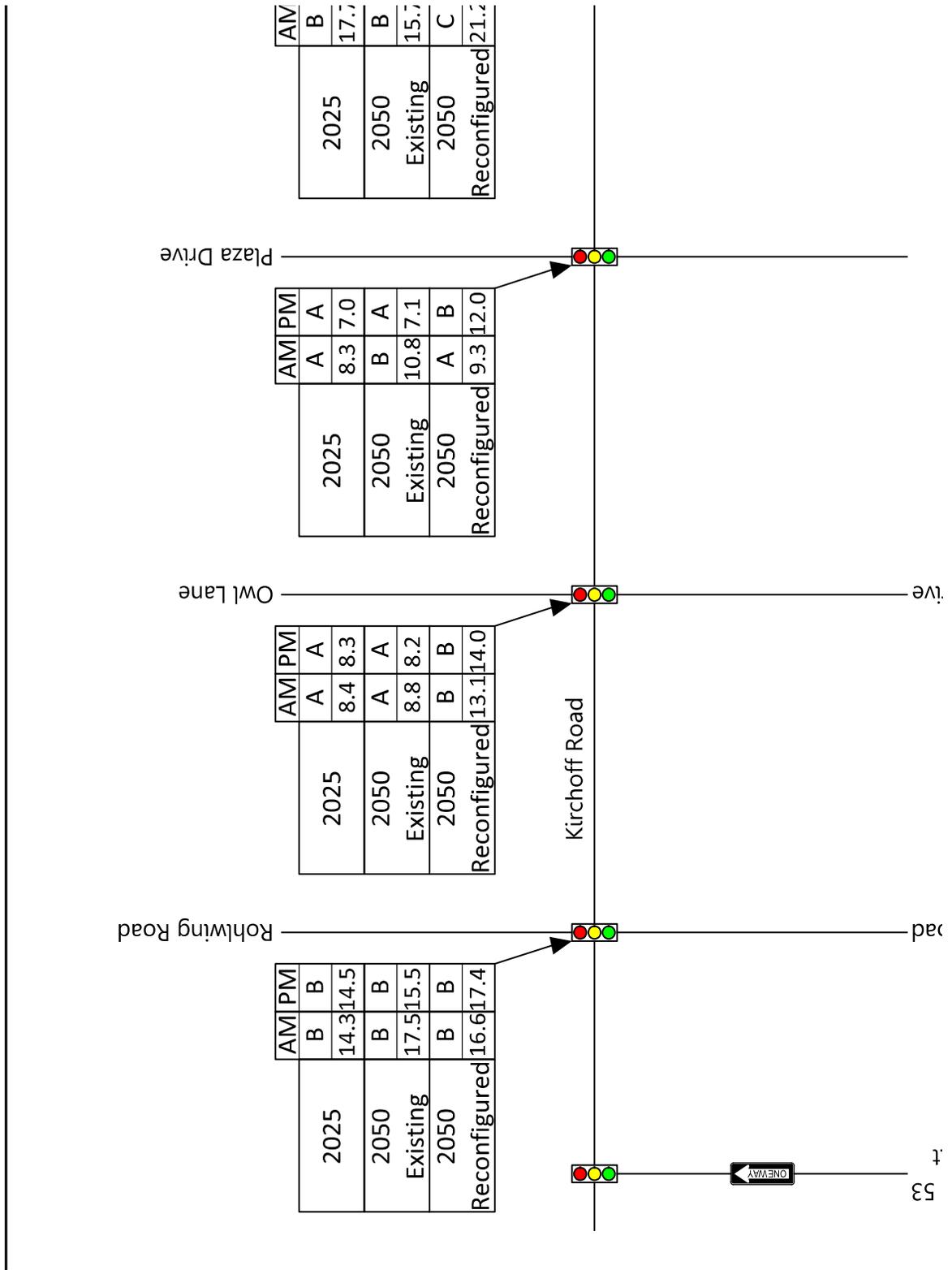












**Exhibit L and Appendices A-E
are intentionally omitted
and are not part of the
Comprehensive Plan**

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

ALT - NO TRANSPORTATION RECOMMENDATIONS

ORDINANCE NO. 25-23

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



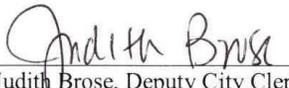
Lara Sanoica, Mayor

ATTEST:



Judith Brose, Deputy City Clerk

Published this 10th day of September, 2025.



Judith Brose, Deputy City Clerk