

Village of

East Dundee

Comprehensive Plan Update



Adopted October 21, 2002

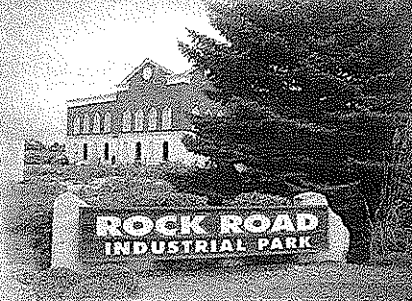


Prepared by Teska Associates, Inc.



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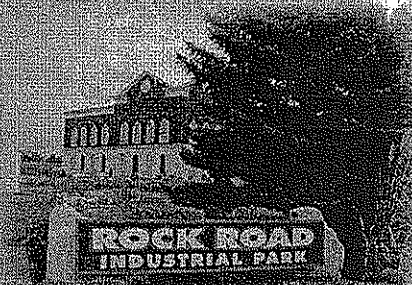
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Comprehensive Plan Update

Adopted by the Village of East Dundee
Village Board on October 21, 2002;
Ordinance number 02-17



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ACKNOWLEDGMENTS

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The Village of East Dundee and Teska Associates, Inc. would like to thank all of the local developers, business owners, and residents that participated in the comprehensive planning process.

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❖ INTRODUCTION

This update of the Village of East Dundee's 1991 Comprehensive Plan represents the third major revision of the community's Comprehensive Plan since the first was adopted in 1973. The Plan elements that follow summarize the significant development changes and achievements of the Plan over last 10 years. The 1991 Comprehensive Plan has served the Village well, and in many respects remains as a valid guide for future land use decisions, however, economic and demographic changes, combined with increased competition from surrounding communities, suggests that certain assumptions with regard to East Dundee's growth need to be revisited based on today's market realities. Provided below is a summary of key development factors that will influence East Dundee's growth.

- ❑ East Dundee's planning area remains unchanged, in that it has not further expanded or contracted due to annexation, and fixed boundaries with the Villages of West Dundee, Carpentersville, Barrington Hills and Hoffman Estates.
- ❑ The most significant growth opportunity for the Village, other than the redevelopment of existing quarries, is the southern half of the planning area, generally bounded by Route 72 (Higgins Road) on the north. This area consists of a considerable amount of undeveloped, unincorporated land, almost equivalent in size to the existing Village corporate limits. However, most of the southern half of the planning area is dominated by land holdings and research facilities of the McGraw Wildlife Foundation. As such, the Village should continue to monitor and work with the Foundation in the long term planning for its holdings. The Village should also work with the Foundation to establish an annexation corridor along Route 25 that will incorporate existing businesses, provide opportunities for economic

development, and solidify East Dundee's southern boundary.

- ❑ Continued development of the Prairie Stone project and new corporate office/research and commercial development along I-90 and Randall Road in Hoffman Estates and Elgin, that have resulted from aggressive marketing and financial subsidies, dominate this potential market for East Dundee. However, the Village has enjoyed a relative strength in the auto sales sector, with four dealerships (Saturn, Spring Hill Ford, Al Piemonte, and Dundee Motors) contributing over 50% of the Village's retail tax base. While quarry and asphalt operations have also provided a stable revenue source, the planned opening of three new companies currently under construction in the recently approved Prairie Lakes Industrial Park, may signal a opportunity to expand the Village's economic base through the continued development of light industrial/office sites. Furthermore, as reported by Gruen+Gruen Associates, expanding and new retail centers in adjacent communities leave limited opportunities in the Village for large scale projects. As discussed by participants of the Visioning Workshop, East Dundee's long term development strategy may need to focus more on expanding its housing base by developing high quality projects that will help strengthen its local market. As the I-90, Rt. 31 and Randall Road corridors continue to expand with office, warehouses, industrial and research businesses, bring a substantial increase of employment, the demand for housing in all price ranges will continue to increase. The completion of The Reserve (a townhome and single family development on the north side of Rt. 72), the townhomes of Dunridge, along the west side of Rt. 68, and Village Green senior housing facility on the north side of Rt. 68, are evidences of the strength of East Dundee's housing market.

- ❑ The development of the Prairie Lakes Industrial Park and Tax Increment Financing District, provided 19 sites on 80 acres for limited industrial and office businesses, and has opened up the development potential of the quarries north of Route 72 through the extension of major water and sewer trunk lines and new water tower and future well site.
- ❑ Completion of the water tower and well on the east side of Route 25 has provided enhanced services for the entire Village and opened up additional development opportunities for properties in the Rock Road Industrial Park. However, further development is severely limited by inadequate water supply. The planned water tower and well at the southeast corner of Penny Road and Route 68, to be developed in conjunction with the Prairie Lakes Industrial Park, will provide additional capacity to serve existing residents and new projects.

Community input

The recommendations contained herein reflect the varied input of Village officials and citizens provided through numerous interviews and the Visioning Workshop, where over 50 people representing a broad cross section of the community participated in a hand-on, collaborative process to identify issues and establish East Dundee's long range vision. The objective of the plan review process is to involve the Village's key decision makers in evaluating and choosing the approach that best reflects the desired vision of East Dundee.

❖ DEMOGRAPHIC AND ECONOMIC PROFILE

In 1991, the Board of Trustees of the Village of East Dundee adopted the Comprehensive Plan. That plan was the first complete revision of the master plan adopted by the Village in 1973, and represented an effort to provide a decision-making framework to guide future development.

Since the adoption of the 1991 Comprehensive Plan, changes within and surrounding the community have resulted in the need for an updated plan. This document, the 2002 Comprehensive Plan for the Village of East Dundee, is intended to guide decisions in the Village for the next twenty years. This plan covers the incorporated area of the Village of East Dundee as well as the 1 ½ mile extraterritorial jurisdiction in Kane and Cook Counties (see Planning Area Boundary Map).

Planning for the future of East Dundee requires an evaluation of the trends in physical and socioeconomic conditions. Such trends are likely to have a significant effect on long-range growth and development. These factors will influence the land use plan and policies of the Village of East Dundee.

DEMOGRAPHIC TRENDS

Population

Over the last twenty years, the Village of East Dundee has witnessed accelerating growth in population. Prior to 1980, a decline in population resulted from a loss of local employers and an aging population without replacement. This trend slowly began to reverse during the 1980's. During that decade, new employers from the Chicago and inner ring suburbs began to move farther out in the metropolitan area. Increasing numbers of residents also began to move into Fox Valley towns and other new growth areas, in search of lower housing costs and reduced congestion in areas that are

highly accessible via expressways. East Dundee, West Dundee, and Kane County as a whole experienced this moderate growth during the 1980's.

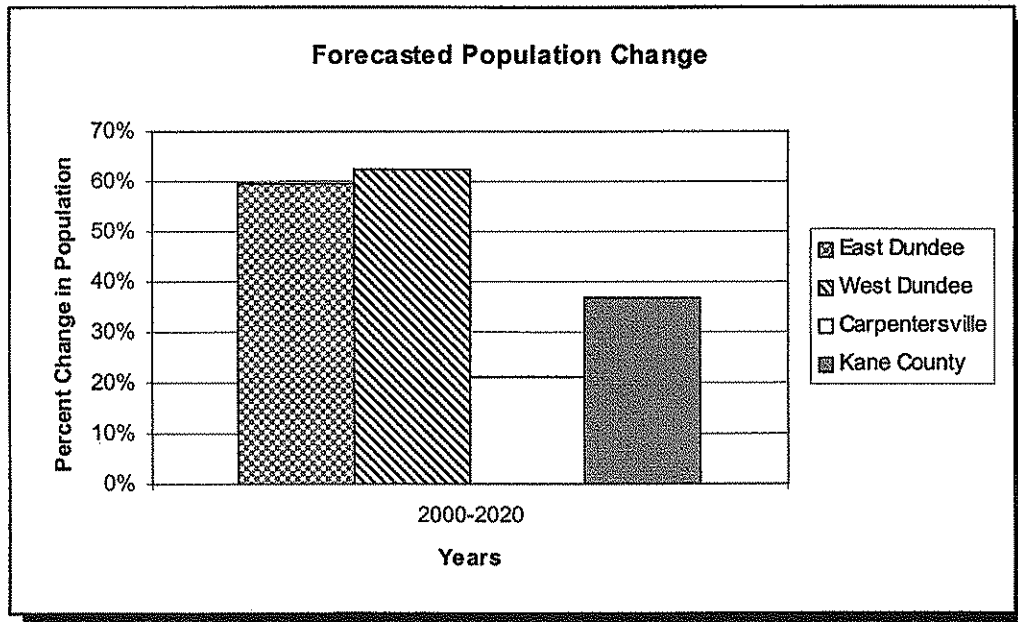
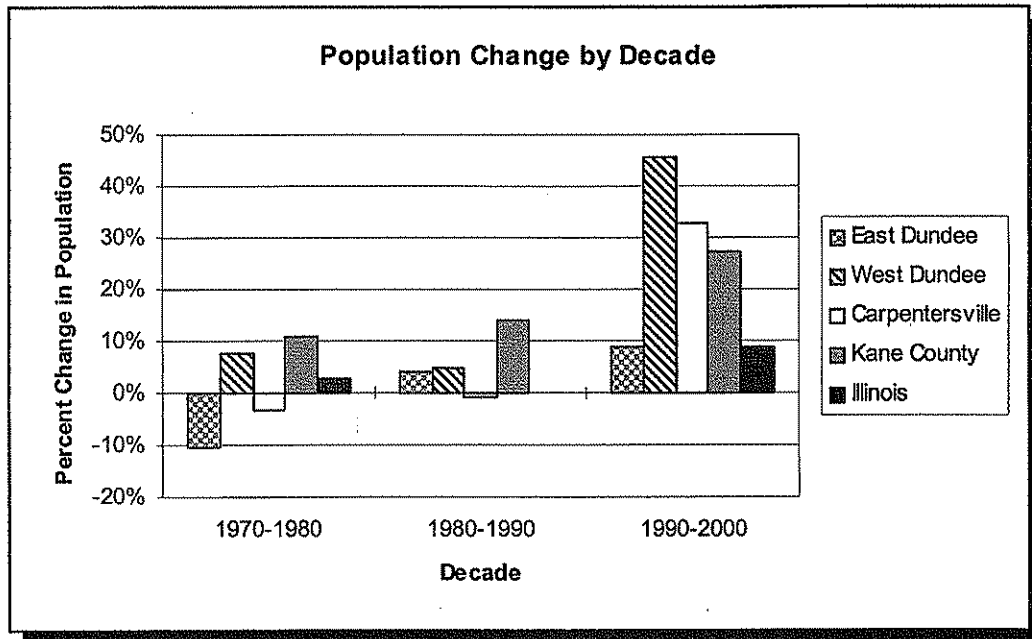
In the decade between 1990 and 2000, the decentralization trend intensified. Growth in most of Kane County and the neighboring communities of West Dundee and Carpentersville accelerated rapidly. The rate of growth in East Dundee was less striking. While West Dundee and Carpentersville both have ample room for growth through annexation to the west, East Dundee has been somewhat constrained by the Fox River and the boundaries of adjacent communities and forest preserves. By 2000, the population of East Dundee reached 2,955.

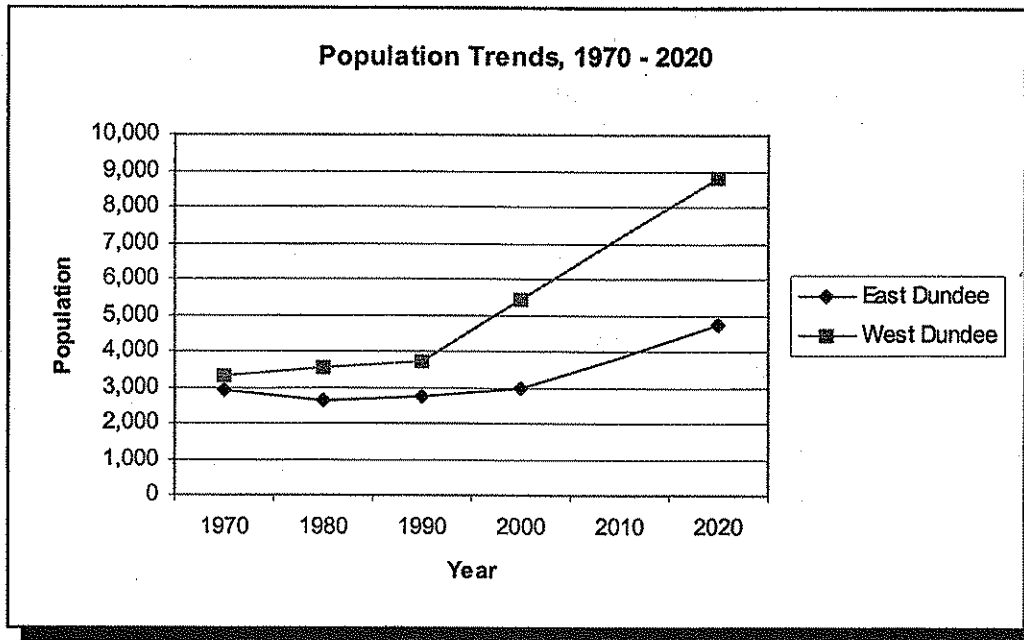
However, growth in East Dundee over the next twenty years is anticipated to accelerate to a rate comparable to West Dundee and Carpentersville. By 2020, the Northeastern Illinois Planning Commission (NIPC) anticipates that the population of East Dundee will be 4,772, which represents nearly a 60% increase over the 2000 population of 2,955. Such growth can be accommodated through infill development and the annexation of a few remaining large parcels. During this time period, East Dundee can be considered a "maturing community." The Village is likely to reach near full development during the planning period considered in this plan.

Population					
	East Dundee	West Dundee	Carpentersville	Kane County	Illinois
1970	2,920	3,295	24,059	251,005	11,135,000
1980	2,618	3,551	23,272	278,405	11,427,000
1970 - 1980 Percent Change	-10.3%	7.8%	-3.3%	10.9%	2.6%
1990	2,718	3,728	23,049	317,471	11,430,602
1980 - 1990 Percent Change	3.8%	5.0%	-1.0%	14.0%	0.0%
2000	2,955	5,428	30,586	404,119	12,419,293
1920 - 2000 Percent Change	8.7%	45.6%	32.7%	27.3%	8.7%
2020 Forecast ¹					
ORD	4,722	8,805	37,080	552,034	n/a
SSA	4,722	8,805	35,921	548,965	n/a
2000 - 2020 Percent Change (Using ORD)	59.8%	62.2%	21.2%	36.6%	

Source: US Bureau of the Census (1970 through 2000); Northeastern Illinois Planning Commission (2020)

¹ The Northeastern Illinois Planning Commission prepared two sets of 2020 population forecasts for the region; one assumes the improvement of O'Hare Airport in Chicago (ORD), and one assumes the construction of a third regional airport in the south suburbs (SSA).





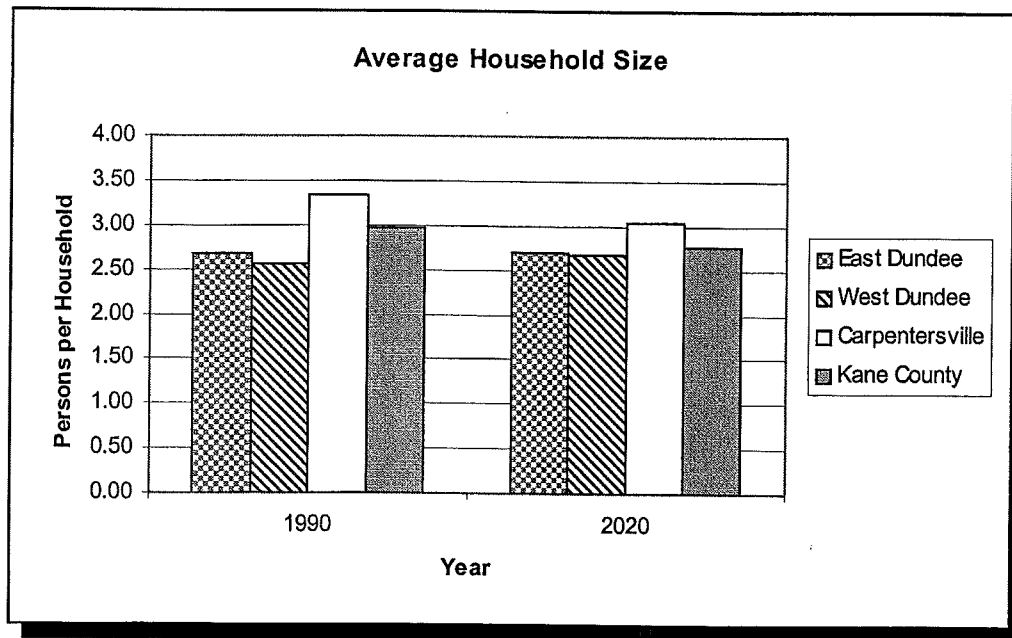
Household Size

Over the past several decades, the average number of persons per household has been declining, both nationally and in the East Dundee area. This trend is due to lower birth rates, delays in marriage, and increasing numbers of "empty nester" households as the large Baby Boom generation ages. In 1990, the average household size in East Dundee was 2.68 persons

NIPC projections anticipate that this household size will remain relatively stable, at 2.69 persons per household, through 2020. The household size in East Dundee is slightly lower than that in Carpentersville and Kane County as a whole, suggesting that those areas tend to attract younger families with more children than East Dundee.

Average Household Size				
	East Dundee	West Dundee	Carpentersville	Kane County
1990 Population	2,718	3,728	23,049	317,471
1990 Households	1,013	1,462	6,899	106,914
1990 Average Persons per Household	2.68	2.55	3.34	2.97
2020 Population (Using ORD)	4,722	8,805	37,080	552,034
2020 Households	1,755	3,281	12,221	198,874
2020 Average Persons per Household	2.69	2.68	3.03	2.78

Source: US Bureau of the Census (1990); Northeastern Illinois Planning Commission (2020)



Age Distribution

The age distribution of residents is an important factor in determining the need for services in the community.

Between 1980 and 1990, East Dundee saw an increase in children up to 4 years of age, suggesting that younger families were moving into the Village. The largest percentage increase occurred in persons aged 25 to 34, which may

also represent younger families.

There were several important differences in the age distribution between East Dundee and Kane County in 1990. The County as a whole included a larger percentage of persons up to 24 years of age than did East Dundee. By contrast, the percent of people over 45 years of age was much higher in East Dundee than in the County.

Age Distribution								
	East Dundee				Kane County			
	1980	Percent of 1980 Total	1990	Percent of 1990 Total	1980	Percent of 1980 Total	1990	Percent of 1990 Total
0 to 4	152	5.8%	204	7.5%	23,982	8.6%	27,974	8.8%
5 to 14	418	16.0%	376	13.8%	47,323	17.0%	52,421	16.5%
15 to 24	449	17.2%	331	12.2%	51,284	18.4%	45,269	14.3%
25 to 34	355	13.6%	491	18.1%	48,921	17.6%	57,168	18.0%
35 to 44	326	12.5%	418	15.4%	32,764	11.8%	50,347	15.9%
45 to 54	332	12.7%	308	11.3%	26,502	9.5%	32,915	10.4%
55 to 64	278	10.6%	266	9.8%	22,309	8.0%	21,970	6.9%
65 and up	308	11.8%	324	11.9%	25,320	9.1%	29,407	9.3%
Total	2,618	100.0%	2,718	100.0%	278,405	100.0%	317,471	100.0%

Source: US Bureau of the Census

ECONOMIC TRENDS

Employers tend to concentrate in areas with excellent transportation access. In choosing suburban locations, firms will continue to seek maximum accessibility to transportation systems. As a result, employment centers tend to develop along arterial and expressway corridors, such as Randall Road and I-90.

Traditionally, Fox Valley employment centers grew up around strategic points along the river, usually coinciding with railroad or regional bridges. Downtowns and commercial strips still dominate the regional employment pattern. However, this pattern is changing rapidly due to the expansion of the metropolitan area and relocation of major employers from the central city to suburban communities. The development of the Prairie Stone Business Park, including the headquarters of Sears, Roebuck and Co., is indicative of this trend.

East Dundee lies directly in the path of westerly development along the I-90 "Golden Corridor," which suggests that future economic development will continue. Analysis of the development pressures in the region, along with the internal economic trends in East Dundee, provides insight into critical factors that must be dealt with in planning for the future of the Village. This section considers economic trends that affect the growth and development of the East Dundee area.

Household Income

Household income reflects a number of factors in a community, including the availability and type of employment, quality of the housing stock, etc. The purchasing power of residents can also be estimated using income data. The median household income in East Dundee was slightly higher than neighboring communities and Kane County in 1989 (data collected in the 1990 Census).

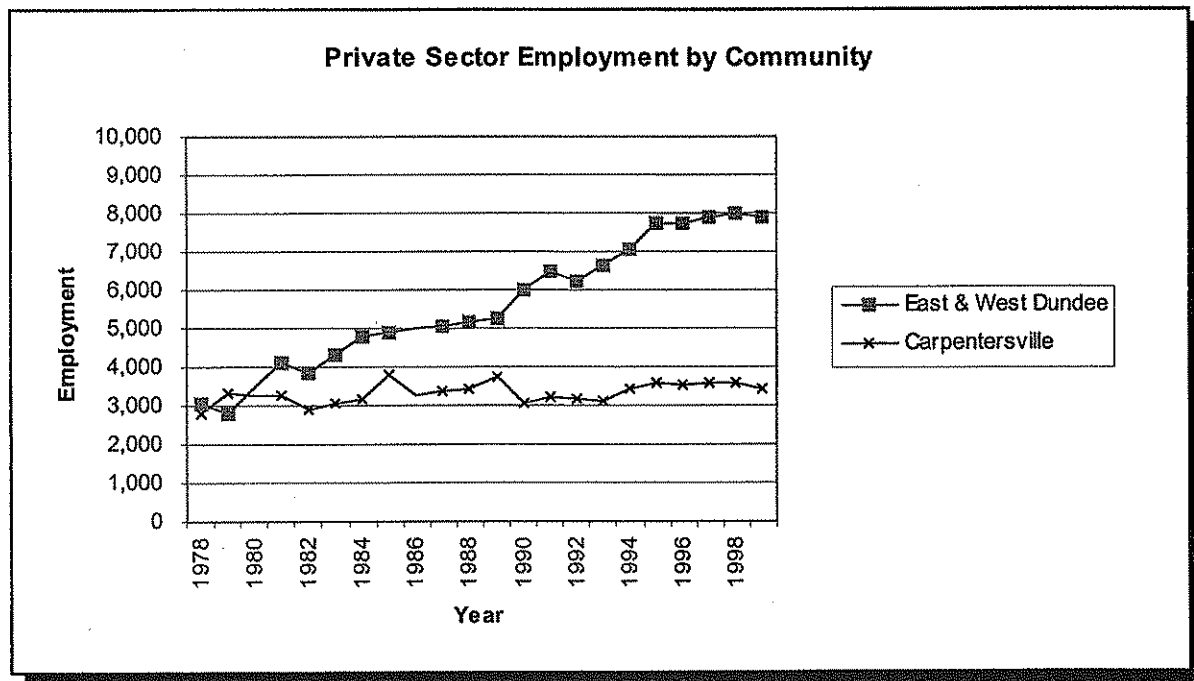
1989 Median Household Income	
East Dundee	\$44,213
West Dundee	\$41,774
Carpentersville	\$36,410
Kane County	\$40,080
Illinois	\$32,252

Employment

In communities along the I-90 corridor and in Kane County as a whole, employment growth over the past two decades has been rapid. East Dundee and West Dundee have shared in this aggressive economic climate.

Private Sector Employment				
	Carpentersville	East & West Dundee	Elgin	Kane County
1978	2,777	3,032	22,580	90,047
1979	3,336	2,813	23,308	95,320
1980	n/a	n/a	n/a	n/a
1981	3,240	4,085	22,004	92,030
1982	2,919	3,816	19,512	86,039
1983	3,054	4,314	21,941	87,117
1984	3,153	4,797	22,598	92,822
1985	3,812	4,891	23,343	96,419
1986	3,287	4,978	21,755	97,377
1987	n/a	n/a	n/a	n/a
1988	3,411	5,166	26,565	113,419
1989	3,736	5,253	28,589	112,653
1990	3,060	6,003	30,098	120,331
1991	3,185	6,462	28,959	117,985
1992	3,140	6,233	29,482	119,238
1993	3,126	6,648	29,243	119,777
1994	3,426	7,074	30,713	n/a
1995	3,598	7,742	33,618	134,320
1996	3,541	7,750	33,784	n/a
1997	3,573	7,921	35,279	139,452
1998	3,596	7,982	36,183	142,488
1999	3,428	7,894	37,565	159,796
Percent Change, 1978 to 1999	23.4%	160.4%	66.4%	77.5%

Source: Illinois Department of Employment Security



Employment in the region is anticipated to continue rapid growth in the coming decades. The Northeastern Illinois Planning Commission (NIPC) estimates the total employment for each municipality,² based on two scenarios. In one scenario, O'Hare Airport is expanded (ORD), while the second assumes the construction of a third regional airport in the south suburbs (SSA). The outcome for East Dundee is constant in both cases,

meaning that the Village has a single projection on which to base planning and economic development efforts.

The NIPC projections imply that the number of jobs in East Dundee will grow by 72.6% over the three decades between 1990 and 2020, or an average of approximately 80 jobs per year. This rate of growth is consistent with other communities in the area.

² NIPC calculates total employment, while the Illinois Department of Employment Security tracks private sector employment covered by Unemployment Insurance.

Total Employment					
	1990	2020 ORD	Percent Change, 1990 to 2020 ORD	2020 SSA	Percent Change, 1990 to 2020 SSA
East Dundee	3,181	5,490	72.6%	5,490	72.6%
West Dundee	5,161	8,435	63.4%	8,426	63.3%
Carpentersville	5,376	8,770	63.1%	8,538	58.8%
Elgin	41,669	72,957	75.1%	67,390	61.7%
Kane County	145,205	231,620	59.5%	223,550	54.0%

Source: Northeastern Illinois Planning Commission

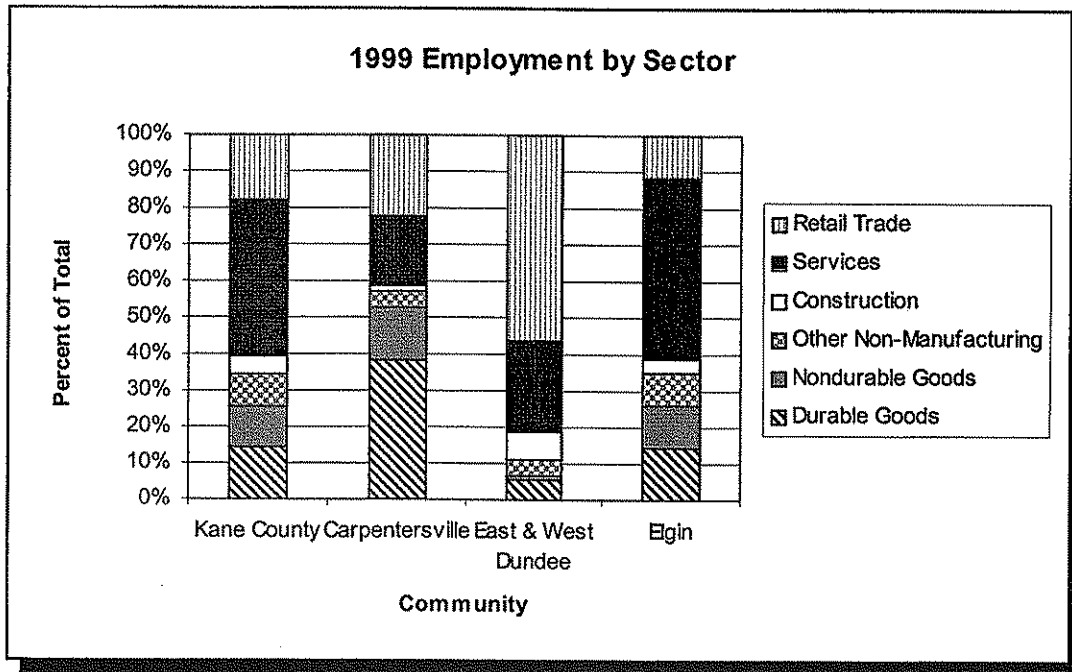
Employment by Sector

The strong employment growth in East and West Dundee can be in part explained by the type of jobs that have been created. Nationally, employment in the manufacturing sectors (durable and non-durable goods) have been declining in recent decades, while service and retail employment has been increasing. East and West

Dundee have capitalized on this trend, as over 80% of the employment in these communities are in the retail and service sectors.

1999 Employment				
	Carpentersville	East & West Dundee	Elgin	Kane County
Retail Trade	766	4,447	4,466	28,190
Services	643	1,967	18,564	68,627
Construction	53	600	1,347	7,756
Other Non-Manufacturing	165	371	3,473	14,531
Nondurable Goods Manufacturing	479	440	4,266	17,222
Durable Goods Manufacturing	1,322	69	5,449	23,470
Total Employment	3,428	7,894	37,565	159,796

Source: Illinois Department of Employment Security



Retail Demand

As illustrated by the employment sector figures discussed above, retail trade is an important aspect of the employment base in East Dundee. To help identify the prospects for future growth in that sector, the Village retained Gruen Gruen & Associates to prepare an assessment of the local retail market.³ While the study specifically addresses a 25 acre parcel along Route 25, the conclusions are applicable Village-wide. Based on the available and proposed retail development in the area, the study finds very little market potential for new

regional retail in East Dundee. However, the study indicates that neighborhood retail, intended to serve residents of adjacent or nearby subdivisions, can be supported. In addition, the Village may also further study the possibility of expanding the size and number of automobile sales enterprises. These types of businesses often benefit from locating near one another, to allow for easy comparison shopping by consumers.

³ Retail Market Assessment: A Memorandum
Report to the Village of East Dundee, Gruen Gruen &
 Associates, March 2001.



GOALS AND OBJECTIVES

The planning process is based on a continuum of personal and collective decision-making. The identification of overall goals and the formulation of objectives in support of these goals is the first step in this process.

These updated goals and objectives incorporate new information, ideas, and direction obtained from citizens, property owners, business persons and public officials from the Village. Community comments were provided at public meetings, identified through community interviews and public listening sessions, and workshops conducted as part of this 2001 Plan update process.

Under each subject heading is a goal statement, which is followed by a list of objectives established to achieve the associated goal. During interview sessions and community workshops, citizens and public officials were asked to rank the top three objectives in order of importance to achieve each goal. Whereas not specifically numbered, the top three (3) listed objectives per goal are arranged in the resultant order of importance as identified during these workshops and therefore have a high priority for implementation.

Each component of the planning process can be described as follows:

Vision:

something perceived to be intrinsically desirable by an individual or group; often evidenced by feelings and actions rather than words.

Goal:

the stated end toward which effort is to be directed; the expression of values.

Objective :

a specific target established, by which to achieve a goal.

COMMUNITY FORM AND CHARACTER

Goal:

To provide a well-planned village offering a variety of living, working, and community support activities that are compatible with, and retain, the historic and traditional character, and natural setting of the Fox River Valley.

Objectives:

- ☐ Require that all development, public and private, reflect high standards of visual quality and compatibility.
- ☐ Establish a high standard of excellence for the design, construction and maintenance of all public rights-of-way, open spaces, municipal buildings and signage.
- ☐ Require commercial and industrial developments to provide extensive landscaping utilizing native vegetation and preserving existing on-site vegetation where possible.
- ☐ Respect and enhance the charm and visual appeal of the Fox River Valley.
- ☐ Establish sound land use relationships between residences, businesses, and industry through the use of open space and other transitional uses that reduce incompatibility.
- ☐ Consider the adopting site plan and architectural review standards and review authority.
- ☐ Preserve and enhance the historic character of the downtown area. Assure that the scale and appearance of new development in the older section of the Village is compatible with its historic character.
- ☐ Expand the Historic District to include Haeger

Potteries and promote its historic and economic contribution to the community.

- ☐ Respect, protect, and maintain existing cultural and architectural landmarks of historic significance, including their environs and approach routes.
- ☐ Designate and protect scenic views, primarily along the Fox River.
- ☐ Visually enhance the gateways to the Village through improved landscaping, and signage.
- ☐ Improve and enhance the pedestrian quality of the downtown streetscape.
- ☐ Add focal points and enhance vistas along east/west streets to strengthen the relationship between downtown and the riverfront.

ENVIRONMENT/NATURAL RESOURCES

Goal:

To provide A balanced and healthful relationship between man and the environment which minimizes the adverse impacts of development on natural resources and features.

Objectives:

- ☐ Protect the Fox River, streams, wetlands and floodplain from over development, pollution, and degradation through the establishment of strict development standards.
- ☐ Conserve groundwater supplies and protect underground aquifers from contamination, overuse or misuse.
- ☐ Encourage the conservation of energy in site planning and building design.
- ☐ Retain adequate stormwater drainage capacities of drainage basins, floodplains, and waterways.
- ☐ Preserve existing trees and provide additional trees where necessary through the adoption of

a tree planting and maintenance.

- ☐ Nurture wildlife, including aquatic species, and enhance their habitats.
- ☐ Encourage the private contribution of environmentally sensitive properties through transfer of development rights, conservation easements, or dedication of land to appropriate public or quasi-public organizations dedicated to preserving open space or historic landmarks.
- ☐ Coordinate with the Departments of Energy and Natural Resources, the mining industry to prevent degradation of the environment, and establish a mine reclamation program that will enhance the Village.

COMMUNITY FACILITIES AND SERVICES

Goal:

To ensure the effective provision of essential services and facilities for the health, safety and welfare of East Dundee residents, and commercial and industrial businesses.

Objectives:

- ☐ Foster unity within the community by encouraging a cooperative community spirit, citizen participation, and promote volunteerism for community projects.
- ☐ Coordinate with the Park District to ensure that the recreation needs of the community are being met, that new parklands are acquired as needed, and existing parks are maintained and improved.
- ☐ Expand the bike trail system from downtown to the Library and Park District recreation building on Route 68, and other routes throughout the Village.
- ☐ Bury utility lines wherever possible and encourage the use of attractive poles to mitigate the appearance of above-grade utility lines.
- ☐ Establish and maintain intergovernmental

agreements with adjacent municipalities and special districts, regarding municipal boundaries, land uses, and public services.

- ☐ Plan for strategic expansion of future facilities to ensure that adequate revenues are available to pay their costs.
- ☐ Carry out a continuing multi-year maintenance and rehabilitation program for existing infrastructure systems.
- ☐ Construct a new community public safety and public works facility that is centrally located in the Village, to accommodate the police department, fire district and public works operations.
- ☐ Relocate, or retain the Village Hall within the downtown area, designed in accordance with the historic character of downtown.
- ☐ Continue to develop a linear park along the Fox River.
- ☐ Ensure that existing and future facilities (schools, parks, library), services (public works, fire and police protection) and utilities meet the needs of East Dundee residents.
- ☐ Encourage adaptive reuse of community facilities if they become obsolete for existing occupants.
- ☐ Require residential developers to provide for neighborhood playgrounds and open spaces serving the needs of new residents.
- ☐ Continue to encourage the School District to include more adult education and job skill training courses in their curriculum.
- ☐ Encourage cooperation between the School and Park District in the joint use of their facilities.

HOUSING AND RESIDENTIAL AREAS

Goal:

To ensure an adequate supply of decent and safe housing within attractive neighborhoods to accommodate all residents of East Dundee.

Objectives:

- ☐ Provide for a variety of housing options based on the projected population and employment mixture of East Dundee.
- ☐ Encourage well-designed, walkable residential developments which are accessible to open space and recreation facilities, commercial and employment centers, and basic community services.
- ☐ Develop options to provide convenient and accessible senior housing.
- ☐ Preserve and upgrade those homes that exhibit architectural and historic value.
- ☐ Establish standards of excellence for the design, construction and maintenance of all residential structures.
- ☐ Establish a rehabilitation and neighborhood conservation program for selected older neighborhoods.
- ☐ Strengthen buffer requirements for commercial and industrial uses that border residential areas.

COMMERCIAL DEVELOPMENT

Goal:

To provide for an adequate and attractive commercial base to serve the needs of Village residents.

Objectives:

- ☐ Develop an Economic Development Program aimed at improving and enhancing the economic and historic function of Downtown East Dundee as a retail, service, and civic center

for the community.

- ☐ Increase the awareness of the North River Street commercial area through improved landscaping and signage.
- ☐ Require that new commercial development reflect high standards of visual quality and compatibility with surrounding land uses. Adopt appearance and/or landscaping codes to ensure that standards are achieved.
- ☐ Promote the Village's historical character and events as a means of attracting tourism.
- ☐ Improve Route 72 Corridor through stricter enforcement of existing codes and adoption of new ones.
- ☐ Approach businesses about developing and implementing landscaping and beautification standards.
- ☐ Consider annexation of properties along Route 25.

OFFICE/INDUSTRIAL DEVELOPMENT

Goal:

To ensure a strong diversified employment base which will provide jobs and strengthen the economy of East Dundee.

Objectives:

- ☐ Attract and retain an industrial mix consisting primarily of office/research, light industry, and warehouse and distribution enterprises.
- ☐ Upgrade, or aid in the relocation, or phasing out existing industries, which influence blighting conditions upon surrounding land uses.
- ☐ Require new industrial development to establish high standards of visual quality and compatibility with surrounding land uses. Adopt appearance and/or landscaping codes to ensure that standards are met.

- ☐ Require that all industry conform to environmental performance standards.
- ☐ Promote the development of an urgent care facility.

ACCESS AND TRANSPORTATION

Goal:

To provide safe, convenient, and pleasant access between and circulation within residential areas, employment districts, and supporting business, education, civic, and leisure activities.

Objectives:

- ☐ Implement sound land use planning principles to guide growth in accordance with the Transportation Plan.
- ☐ Establish a functional hierarchy of roadways, including principal and minor arterial, major and minor collectors, and local roads; and establish right-of-way standards appropriate for each type of road.
- ☐ Coordinate transportation planning with relevant municipal county, regional and state jurisdictions and agencies.
- ☐ Provide a system of pedestrian trails, walkways, and bikeways, which encourage safe and easy circulation within the developed portions of the Village.
- ☐ Route all through traffic around neighborhoods and activity centers.
- ☐ Establish access control standards for commercial and industrial development when permitting access onto Routes 68 and 72.
- ☐ Limit further commercial development and approve only low traffic generating uses at the intersection of Routes 68 and 72, to reduce congestion.
- ☐ Examine the possibility of new bridge crossings

in the Village.

- ☐ Work with "Pace" to expand public transportation services and facilities.

FINANCES

Goal:

To maintain sound and equitable Village finances.

Objectives:

- ☐ Coordinate growth of the Village with a balanced tax base and public services that can be provided at reasonable cost.
- ☐ Maintain sound standards and procedures of fiscal management, including a mid-range (3-5 year) budget.
- ☐ Consider means to share costs for essential services with other municipalities and units of government.
- ☐ Explore developer contributions as a means of expanding or upgrading of public utilities, in accordance with a comprehensive capital improvements program. Emphasize private financing, impact fees and user-pay techniques as a means of paying for needed services.
- ☐ Encourage citizen volunteerism and support for community projects, programs and activities.
- ☐ Establish a capital improvement program to insure efficient use of public funds.

❖ FUTURE LAND USE CATEGORIES

The Future Land Use Plan element of the Comprehensive Plan is a long-range guide for determining the uses to which the land should ultimately be put, rather than a direct, immediate indication of the appropriate zoning regulations to apply to a specific parcel of land. The purpose of the Future Land Use Plan is to provide guidelines for controlling the character of the community, insuring municipal services and facilities will not be overburdened, and establishing a sound tax base.

The Future Land Use Plan for East Dundee is intended to identify locations within the Village for the variety of land uses that make the community a vital, growing and attractive place to live and work. The desirability of East Dundee as a location for residential, commercial, and industrial development is the result of many regional and local forces and natural resource conditions.

The comprehensive planning process has encouraged discussion about the character and consequences of future development. The Future Land Use Plan build upon the goals and objectives established by residents of the Village. Essentially, the principal aim of the plan is to maintain the traditional form and natural environmental characteristics of East Dundee, while promoting new commercial and employment opportunities.

All recommended residential densities described below are intended to be based upon the net buildable acreage of a given parcel of land. The net buildable part of the land is determined by subtracting those portions of the property which cannot be developed due to flood plain, wetlands, poor soils, steep slopes, or other sensitive natural features, which should be preserved.

The land use categories described below are illustrated on the Future Land Use Plan.

SUBURBAN RESIDENTIAL.

(Not to exceed 4 dwelling units per net buildable acre.) This land use category promotes a suburban residential character of low to medium density single family residences on lots where adequate public sewer and water systems exist or can be made available. Compatible governmental, educational, religious, and recreation uses may also be permitted in these areas.

VILLAGE CENTER RESIDENTIAL.

(Not to exceed 6 dwelling unit per net buildable acre.) The Village Center Residential category recognizes and is intended to protect the older, established residential neighborhoods of the Village of East Dundee. These neighborhoods contain higher densities and smaller lot sizes, and are arranged in a traditional grid pattern of blocks and streets. This land use category primarily comprises the original settlement of East Dundee, which is found along the Fox River and surrounding the historic downtown commercial district.

MULTIPLE FAMILY RESIDENTIAL

(Not to exceed 10 dwelling unit per net buildable acre.) The Multiple Family Residential land use category allows for single-family attached residences such as duplexes, triplexes, quadraplexes, townhomes, and low-rise apartment buildings. This category allows for a higher density of residential development while still maintaining an overall suburban residential character. This category may also act as a transition area between single family residential and commercial uses.

VILLAGE CENTER MULTIFAMILY RESIDENTIAL

Village Center Multi-Family Residential is intended to allow for multi-family development that is in better scale with the denser Village Center. This

land use category would allow for a mixture of building types ranging from 3-4 story condominiums and 2 story townhouses.

PLANNED DEVELOPMENT - RESIDENTIAL.

(Not to exceed 4 dwelling units per net buildable acre.) This category recognizes the special or unique areas within the Village which deserve specialized attention in their design and development due to severe topography, important plant and wildlife habitats and other environmentally sensitive features. It is recommended that these areas be developed under a planned development process which allows for a mix of dwelling types, encouraging flexibility in site design and dwelling layout, while conserving the sensitive and natural areas and features of the site. The intent of this category is to retain those characteristics of the East Dundee landscape which contribute to the small town, countryside atmosphere cherished by Village residents.

VILLAGE CENTER BUSINESS.

The Village Center Business land use category identifies the original downtown commercial core of the Village of East Dundee, which historically was the primary center for business and civic activity. This category is intended to recognize and strengthen the retail and civic function of the original village center as the focal point of community life. In addition to its primary civic and retail function, this category may also include residences above established businesses.

GENERAL BUSINESS.

This land use category is intended to provide for office and retail establishments which offer a wide range of goods and services in locations which abut or front, and have access to, either directly or via frontage roads, heavily traveled major arterials. The purpose is to provide for commercial uses which are oriented to the automobile and to not encourage or depend upon pedestrian traffic.

PLANNED DEVELOPMENT - MIXED USE.

This category is intended to provide for the development or redevelopment of large parcels of land under a master site plan approach, which may include a mix of residential, commercial, and office uses. It is recommended that these areas be developed under a planned development process which encourages creativity in site planning by allowing flexibility in lot and building arrangements, and the mix of uses on any one parcel. (Residential densities shall not exceed 6 dwelling units per net acre.)

INDUSTRIAL/OFFICE-RESEARCH.

This land use category is intended to provide for employment opportunities near established and proposed residential areas of the Village, while contributing to a balanced tax base. Because of their high trip generation rates, these uses are located adjacent to or near regional highways or arterial roadways.

INSTITUTIONAL/UTILITY.

The Institutional/Utility land use category applies to those lands where existing or proposed federal, state, or local governmental activities are conducted, and to major public and private educational and other non-profit organization facilities. This category also includes land devoted to major public and private utilities.

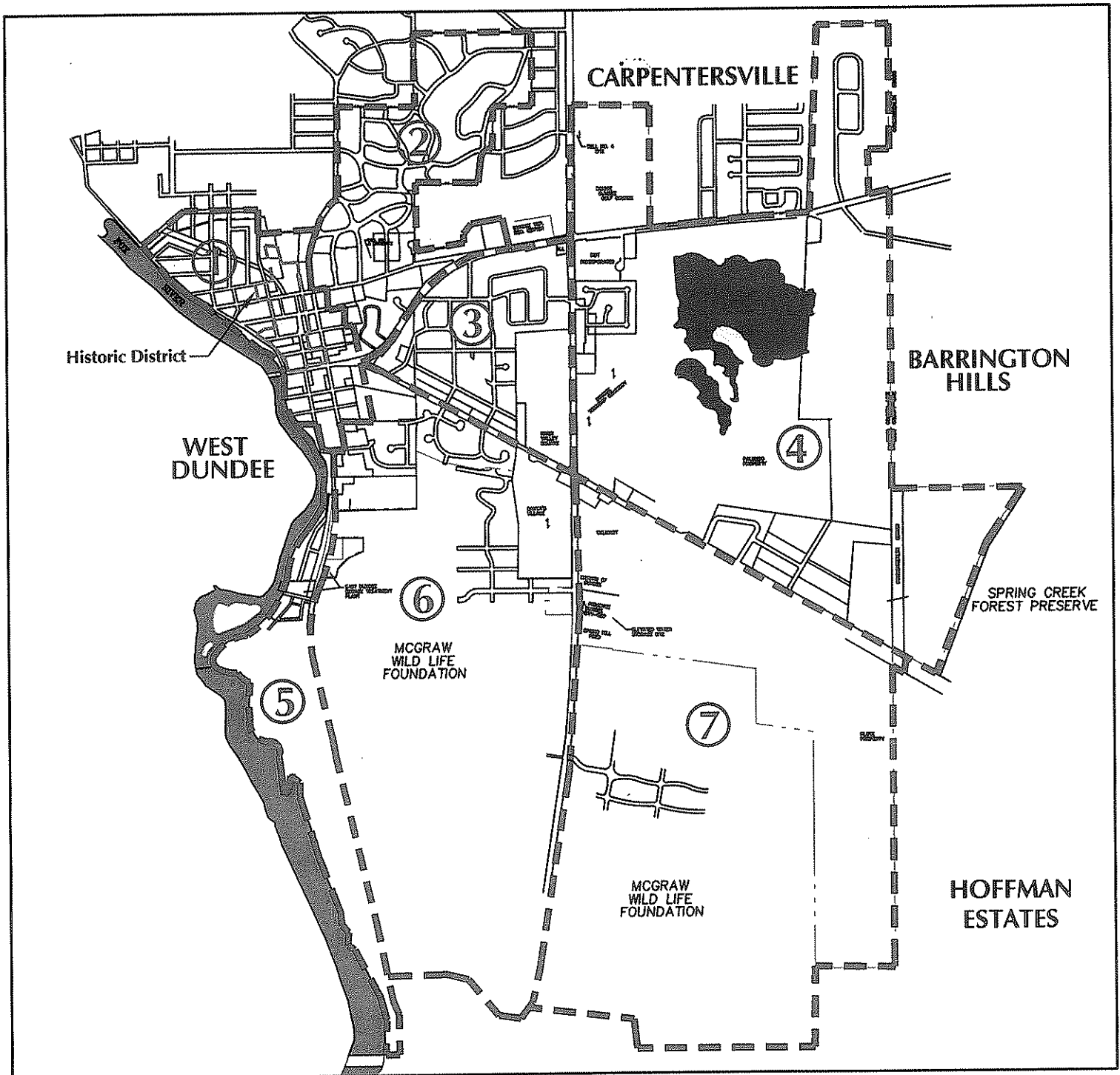
RECREATION/PARK.

The Recreation/Park land use category includes all parks, playgrounds and recreation facilities, such as public tennis courts and swimming pools. This category also includes proposed public open spaces for undeveloped land within the floodplain along the Fox River.

CONSERVATION

This category recognizes existing natural areas and

wildlife habitats provided by the McGraw Wildlife Foundation Property and the Spring Creek Forest Preserve, including undeveloped floodplain areas along the Fox River which should be preserved as open space.



Legend

- Planning Unit Boundaries
- Historic District Boundary

Planning Units

Village of East Dundee Comprehensive Plan

0' 500' 1000' 1500'



October 2002



❖ LAND USE RECOMMENDATIONS BY PLANNING UNIT

In East Dundee, certain portions of the community share similar characteristics which make them unique and distinguish them from other areas. These areas are called "planning units".

For the purposes of the Comprehensive Plan, the Village of East Dundee has been divided into seven planning units. They include land within the Village as well as land within the Village's 1^{1/2} mile extraterritorial jurisdiction.

Many of the recommendations for the for the areas represented by Planning Units One, Four, and Seven have been incorporated into the three Specific Area Plans to follow.

PLANNING UNIT ONE

See *Village Center Specific Area Plan* on page 54.

PLANNING UNIT TWO

Planning Unit Two is an almost fully developed, primarily single family residential area, generally north of Penny Road (Route 68) to the Village limits. Other land uses include Dundee Township library, Lakewood Elementary School, and the Dundee Township Park District recreation center, just outside of the Village in Carpentersville.

Significant changes to the 1991 Plan, or important elements that warrant highlighting in Planning Unit Two include the following:

- ❑ The most significant change in this area since 1991 has been the completion of the Dunridge townhouse development north of Illinois Route 68. This development has been successful in achieving the objective, as expressed the 1991 Plan, of developing the once primarily vacant area, south of Hill Street

extended, at the eastern terminus of Jackson Street with relatively dense residential development. While Dunridge has provided more housing opportunities in close proximity to the downtown area, it has precluded the potential extension of Hill Street east to Route 68 as recommended in the previous plan.

- ❑ This area has experienced the introduction of an additional housing option with the completion of the Village Green Senior Housing project located on the north side of Route 68.
- ❑ The only remaining changes in this area are a couple of in-fill projects, such as a few commercial projects along the north side of Route 68.

PLANNING UNIT THREE

Planning Unit Three is almost entirely developed with predominately single family residential and commercial businesses. Other uses include Summit School, strip commercial uses along Route 72, East Dundee's only major community recreation facility - Lion Park, and a small existing multiple family area. The River Valley Square Shopping Center located on Route 25, represents one of the major retail areas in the community. The improvements of this center and expansion of Dominick's within the last five years has helped to solidify this center. The continued success of this center rests in part, on the future development of the 20 acres parcel immediately to north.

Because there have been no significant developments within this Planning Unit Three since the 1991 Plan, most of the recommendation laid out therein still apply. The only significant opportunity that remains in this area continues to be the potential development of the currently vacant "Plote" site, just north of the River Valley Square shopping center.

Recommendations for this site are provided in the *River Valley Square North Specific Area Plan* on page 61.

Other physical improvements to this area are described in Appendix I and II.

PLANNING UNIT FOUR

This planning unit continues to represent the most significant new development potential for the Village of East Dundee. Only a small portion of the area is developed with uses that include: single family residential, strip commercial, cemetery, and light industrial park subdivision.

Other Dominant uses include Bonnie Dundee Golf Club, which, according to a jurisdictional boundary line agreement, is divided with the northern half in Carpentersville and the southern half in East Dundee, and the extensive sand and gravel mining operations of Palumbo and Prairie Materials Corp. The approximately 200 acres of man made lakes, creates from lining operations, are the only significant natural feature of the area.

Significant changes to the area since the 1991 plan include:

- ❑ The construction of the Prairie Lakes Industrial Park subdivision represents the only major change in this area since 1991. The 79 acre site, which was planned for single family residential in the 1991 Plan, is located at the very north eastern corner of the planning unit bound to the east by the Common Wealth Edison utility right-of-way and to the south by Route 68; and
- ❑ A new community well and water storage facility will be located on the previously planned commercial, seven acre site just south of Route 68 and west of the Common Wealth Edison utility right-of-way.

Recommendations for this area are provided in the *Eastern Growth Area Specific Area Plan* on page 46.

PLANNING UNIT FIVE

Planning Unit Five is a long narrow corridor formed by the Fox River on the west and Duncan Avenue on the east. Over one half of this area is controlled by McGraw Wildlife Foundation as a natural and wildlife habitat. The remaining portion includes two older residential subdivisions, one north and one south of the Village's waste water treatment facility and public works garages. These residential areas, which were originally developed as resort communities in the County, have in many instances become year around residences. With the exception of small areas, all of these properties are within the 100 year floodplain, and several within the floodway, and as a result are prone to periodic flooding.

No significant changes are proposed for this planning area.

PLANNING UNIT SIX

The administrative, club and lodging, research facilities, and plant and wildlife habitats of the Max McGraw Wildlife Foundation dominate the character and use of Planning Unit Six. Santa's Village commercial recreation park, the Milk Pail Restaurant and shops, and the DeAngelo Springs Bottle Water company comprise the majority of uses in this area. Other uses include: single family residential subdivisions, car dealerships, and strip commercial businesses.

Maintaining the integrity of the open space provided by the McGraw Wildlife Foundation properties is the primary objective for Planning Unit Six. This unique environmental area provides a haven for and place to observe wildlife native to the Fox River Valley region, as well as a buffer and break in the intensive development pattern emerging along the I-90 corridor. This natural area is also a major contributing factor in peoples perception and desire to maintain the small town, semi-rural character of East Dundee.

Significant changes to the 1991 Plan include the following:

- ☐ The most significant addition to this planning unit since 1991 has been to construction of The Reserve town house and single family developments on former McGraw property south of Route 72. This development was successful in achieving the expressed objective of introducing a variety of housing options.
- ☐ The only other notable change that has occurred in this planning unit since 1991 is some modest commercial development south of Route 72 just east of the Reserve townhouse development.
- ☐ Physical improvements to the southwest corner of Routes 25 and 72, as recommended in **Appendix II**.
- ☐ While there are no other changes to the 1991 Plan it is important to reiterate the significant opportunities that the DeAngelo site and Santa's Village offer. The Planned Development Mixed Use designation for both properties does not preclude continued operation, rather it is intended to recognize the potential for future redevelopment. A master planned, mix of residential and commercial uses on these sites would not only contribute to the character and uniqueness of East Dundee, but would also contribute to a balanced revenue base for the Village, and alternative housing opportunities for current and future residents.

PLANNING UNIT SEVEN

See Eastern Growth Area Specific Area Plan on page 46.

❖ TRANSPORTATION PLAN

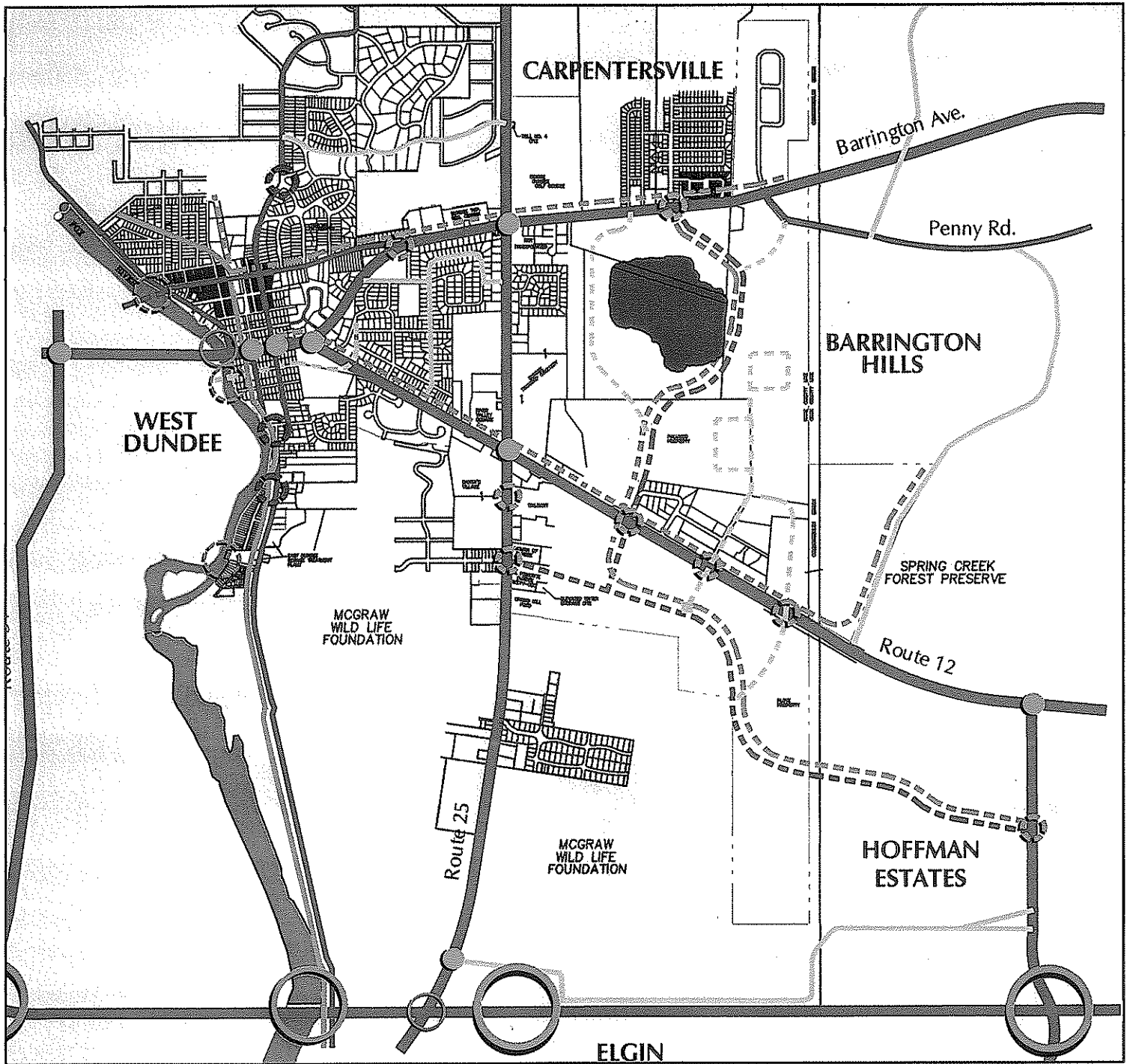
The transportation system is important in both supporting and fostering planned growth, and maintaining a high quality of life by minimizing traffic conflicts and encouraging pedestrian and bicycle access. This Transportation Plan element of the Comprehensive Plan provides an orderly and functional hierarchy of arterial and collector streets to meet these objectives. Detailed development plans submitted to the Village for review shall take into consideration the existing and planned road network.

Area Plan on page 46.

The Transportation Plan map (see attached) reflects several changes within the last 10 years that have been the result of regional transportation planning efforts and local priorities. The following summarizes the most significant changes since the 1991 Plan:

- ❑ The proposed east-west arterial road south of Route 72 has been redesigned to eliminate the potential access through the McGraw property and bridge across the Fox River. Initially conceived as an alternate route to Main Street, the feasibility of this project is impaired by development plans in West Dundee, plans for the creation of a bridge along Boltz Road in Carpentersville, and limited Federal funds for additional bridges. However, establishing a major collector road between Beverly Road and Route 25 could provide for an important relief for Route 72, allowing for an alternative connection to the 800 acre Prairie Stone business park, as well as serving new development in the southern half of East Dundee's planning area.
- ❑ The proposed Fox Valley Freeway has been dropped from further consideration in response to the State's abandonment of this project.

Other Improvements to the Transportation plan are described in the *Eastern Growth Area Specific*



Legend

EXISTING	PROPOSED	EXISTING	PROPOSED
Freeway	Freeway	Road Alignment Improvement	Road Alignment Improvement
Primary Arterial	Primary Arterial	Traffic Signal	Traffic Signal
Minor Arterial	Minor Arterial	Bridge	Bridge
Major Collector	Major Collector	Interchange	Interchange
Bicycle/Recreation Path	Bicycle/Recreation Path		

Transportation Plan

Village of East Dundee Comprehensive Plan

0' 500' 1000' 1500'

October 2002





DESIGN AND DEVELOPMENT GUIDELINES

The following Design and Development Guidelines have been established to assist the Village of East Dundee, its business owners and potential developers in maintaining a preferred character of the Village as they plan for new development. The purpose of such guidelines is not to dictate a specific development style for the Village, but rather establish a set of design and development standards that should be encouraged.

In order to identify the preferred character, or desirable and undesirable aspects of development within the Village, an Image Preference Survey was employed. A wide variety of photographs were taken of various types of development (residential, commercial, industrial), and other design features and natural areas, either within or outside of East Dundee. These images were arranged by the Consultant into a series of slides depicting different types of development designs, related environments, and features, both within and outside of East Dundee. These images were then shown to an approximate group of 40 community leaders and residents, who then rated them individually on a sliding scale of "Strongly Dislike" to "Strongly Like." Ratings were tabulated to determine which types of development were most acceptable and unacceptable to all participants.

The Design and Development Guidelines described herein are intended as tools for communicating the design intent for future development, redevelopment, and renovation; they also serve as a tool for evaluating proposals presented to the Village. The overall goal is to ensure quality development that employs sound planning design principles. The successful implementation of these guidelines will reinforce the unique image of East Dundee as a distinct and inviting place to live, work, shop, and gather; offering a unique appeal found few Villages throughout the region.

Two sets of design guidelines are provided herein. First are "**General Design and Development Guidelines for Non-Residential Uses**" to be applied to all types of non-residential development. Second are "**Use-Specific Design and Development Guidelines**" which supplement the General Design Guidelines by addressing issues that are unique and appropriate to General Commercial, Large Scale Retail (General Commercial), Village Center Business, Office and Limited Industry, Office Research/Business Park, Open Multifamily/Attached Residential, and Open/Public Space, . The two sets of design guidelines are, therefore, to be used in conjunction with each other as appropriate.

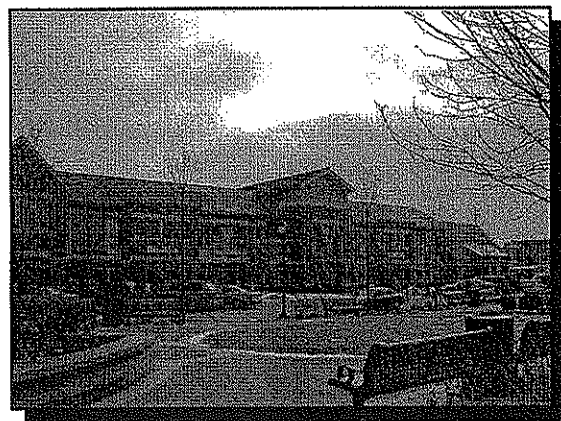
GENERAL DESIGN AND DEVELOPMENT GUIDELINES FOR NON-RESIDENTIAL USES

The focus of the general design guidelines is to promote the integration of multiple uses, existing natural resources, and a variety of user needs. The general design guidelines have been organized into the following five categories:

- ▶ Site Planning Principles
- ▶ Parking and Circulation
- ▶ Landscaping
- ▶ Walls, Fencing and Screening
- ▶ Signage
- ▶ Lighting

Site Planning

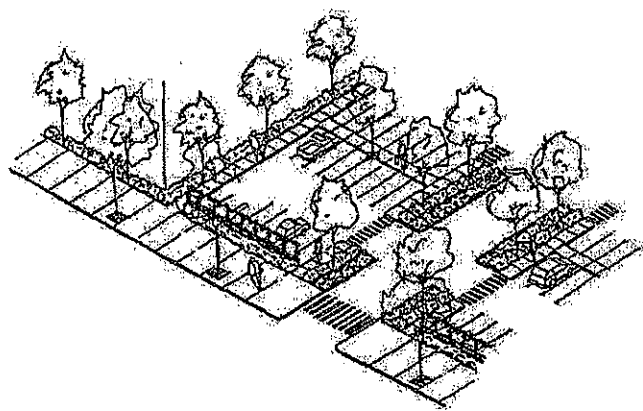
- ☐ Structures shall be sited in a manner that will compliment adjacent buildings. Sites should be developed in a coordinated manner to provide order and diversity.
- ☐ Structures and on-site circulation systems should be located to minimize pedestrian/vehicle conflicts and provide cross-access to adjacent properties.
- ☐ Freestanding singular commercial and service oriented structures should be oriented with their major entry toward the street where access is provided, as well as having their major facade parallel to the street.
- ☐ When it is not possible to locate loading facilities at the rear of the building, loading docks and doors should not dominate the frontage and must be screened from the street. Loading facilities should be offset from driveway entries.
- ☐ Open space areas should be clustered into larger, landscaped areas rather than equally distributing them into areas of low impact such as at building peripheries, behind a structure or in areas of little impact to the public view that are not required as a land use buffer or as a required yard setback.



Quality site planning incorporates opens space elements as well as pedestrian pathways.

Parking and Circulation

- ☐ When feasible, separate vehicular and pedestrian circulation systems should be provided. Pedestrian linkages between uses in commercial developments should be emphasized.
- ☐ Parking aisles should be separated from vehicle circulation routes whenever possible.
- ☐ Common driveways which provide vehicular access to more than one site are encouraged.
- ☐ Whenever practical, shared parking between adjacent businesses and/or developments is encouraged to minimize the amount of paved areas.
- ☐ Parking areas should be separated from structures by either a raised concrete walkway or landscaped strip, preferably both. Situations



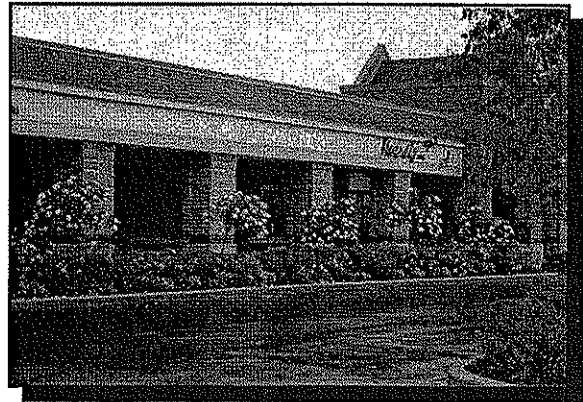
Large parking facilities should be broken into smaller areas and heavily landscaped to reduce their visual impact

where parking spaces directly abut structures should be avoided.

- ❑ Parking areas must be landscaped, within the interior as well as perimeter areas of the site.
- ❑ Where parking areas are connected, direction of travel and parking bays should be similar to reduce conflict at points of connection.
- ❑ Parking access points, whether located on front or side streets must be located as far as possible from street intersections so that adequate stacking room is provided. The number of access points should be limited to the minimum amount necessary to provide adequate circulation.
- ❑ Parking areas which accommodate a significant number of vehicles should be divided into a series of connected smaller lots, separated by open space medians, islands, and pedestrian walkways.
- ❑ First aisle parking stalls should be set back a sufficient distance from the curb to avoid traffic obstruction.

Landscaping

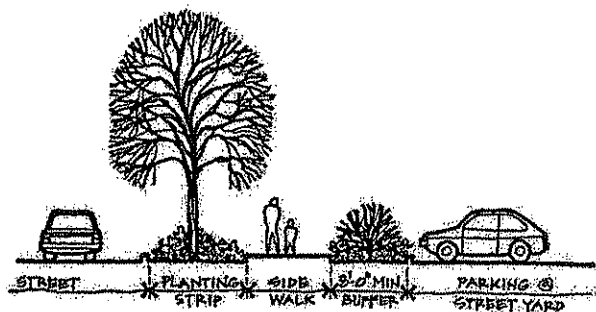
- ❑ Landscaping should define entrances to buildings and parking lots, define the edges of various land uses, provide transition between neighboring properties (buffering), and provide screening for loading and equipment areas.
- ❑ Landscaping should be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose.
- ❑ Landscaping around the entire base of buildings is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.
- ❑ Trees should be located throughout the parking lot and not simply at the ends of parking aisles.
- ❑ Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs.
- ❑ Landscaping should not obstruct visibility at drive aisle intersections.



Example of preferred parking lot landscaping



Example of discouraged parking lot landscaping



Internal walkways help to break up expansive parking lots while reducing pedestrian and auto conflict.

Walls, Fencing and Screening

- ☐ When allowed, exterior storage should be confined to portions of the site least visible to public view. Where screening is required, a combination of elements should be used including solid masonry walls, berms, and landscaping.
- ☐ Any equipment, whether on the roof, side of building, or ground, should be screened. The method of screening should be architecturally integrated with the building design in terms of materials, color, shape, and size. Where individual equipment is provided, a continuous screen is desirable.
- ☐ If not required for a specific screening, security or separation of incompatible land uses, walls should not be utilized within commercial areas.
- ☐ When used, walls should be designed to blend with the site's architecture. Both sides of all perimeter walls or fences should be architecturally treated. Landscaping should be used in combination with all walls.



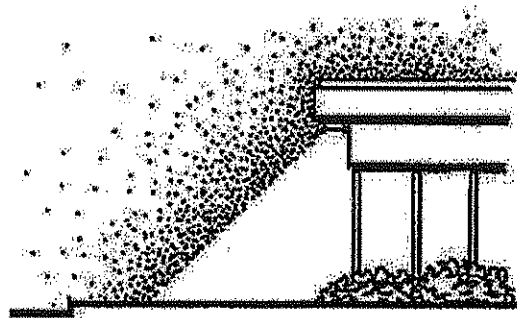
The scale of monument signs should reflect that of the main structure

Signage

All developments should be designed with a precise concept for adequate and unified signage. Provisions for sign placement, sign scale in relationship with the building, and sign readability should be considered in developing the signing concept. All signage should be highly compatible with the building and site design relative to color, material, and placement and should comply with the Village's sign regulations. Low monument signs are encouraged as well as integration with landscaping.

Lighting

- ☐ Lighting should be used to provide illumination for the security and safety of on-site areas such as parking, loading, shipping and receiving, pathways, and work areas.
- ☐ The design of the light fixtures and their structural



All lighting fixtures should be shielded to avoid spill over on to the public right-of-way.

support should be architecturally compatible with the main buildings on-site. Illuminators should be integrated within the architectural design for the buildings.

- ❑ All lighting should be shielded to confine light spread within the site boundaries.
- ❑ All lighting must comply with the Village's lighting codes and regulations.

USE- SPECIFIC DESIGN AND DEVELOPMENT GUIDELINES

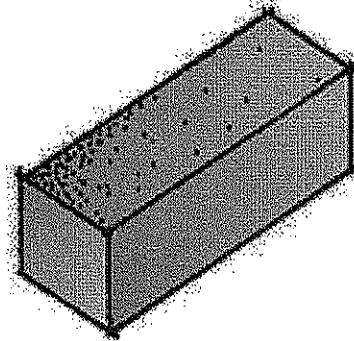
❖General Commercial

The majority of the Village's current commercial opportunities lie outside of the downtown core, and are located in corridors along major thoroughfares. The type of development that occurs within such corridors is typically auto-oriented in nature. While this auto-oriented style of development is generally less desirable than that which characterizes the downtown core, it is no less significant to the overall economic welfare of the community. Therefore, it is important to strike a balance by ensuring a place for this type of development while establishing standards that make it possible for such development to contribute to, rather than diminish, the overall character of and identity of the Village.

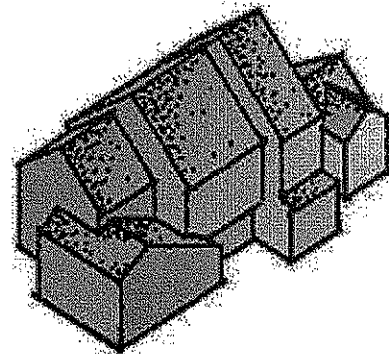
In order to assure this, the following guidelines have been developed and apply to General Commercial uses. Such uses are smaller in scale to those associated with large-scale or "big-box" developments and are typically freestanding, single use structures.

The height and scale of new development should be compatible with that of surrounding development. The development should "transition" from the height of adjacent development to the maximum height of the proposed structure.

Scale is the relationship between the size of a new structure, and the size of adjoining permanent structures. Large scale building elements will appear imposing if they are situated in a visual environment which is



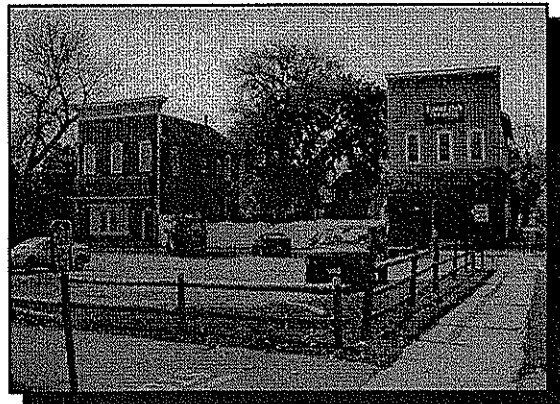
Undesirable architectural treatment



Multi-planed roofs add desirable articulation

predominantly smaller in scale.

- ▶ Building scale can be reduced through the proper use of window patterns, structural bays, roof overhangs, siding, awnings, moldings, fixtures, and other details.
 - ▶ The scale of buildings should be carefully related to adjacent pedestrian areas and other structures.
 - ▶ Large dominating structures should be broken up by creating horizontal emphasis through the use of trim; adding awnings, eaves, windows; architectural ornamentation; use of complementary colors; and landscape materials.
- ❑ The color palette chosen for new structures should be compatible with the colors of adjacent structures and those established in the area.
 - ❑ Primary colors should be used to accent elements, such as door and window frames and architectural details.
 - ❑ Hip or gable roof design of appropriate pitch and scale with no exposed utilities or HVAC units is encouraged.
 - ❑ The use of quality siding or masonry construction of stone or brick on all exterior walls is encouraged.



Simple fencing can help to diminish the visual impact of parking lots

❖ Village Center Business:

As described in the Future Land Use Plan, the Village Center Business land use category represents the Villages original downtown commercial core, which historically was the primary center for business and civic activity. With the increase of auto-oriented commercial development, such traditional downtown cores have in many instances become out-moded and unviable. However, the traditional qualities of these centers often provide an opportunity to enhance and maintain a unique identity, which has numerous social and economic benefits. The following guidelines were developed to ensure that the traditional charm and pedestrian-oriented character of downtown East Dundee is preserved and enhanced:

- ❑ In-fill development along downtown streets



Outdoor seating helps to increase the pedestrian quality of traditional downtowns

- should maintain and reinforce the line of the storefront at the sidewalk edge, maintaining the existing height to width proportion of the street.
- ❑ Maximum building setbacks or "build-to" lines should be established in order to provide continuity and scale to the roadway.
 - ❑ Continuity and rhythm with building materials and architectural details should be maintained.
 - ❑ The location of off-street parking areas to the side or rear of buildings on each lot is encouraged. Limited visitor or short term parking may be located in front of the building if necessary, provided such parking is well screened from the right-of-way.
 - ❑ Create attractive street corridors by encouraging store front windows, covered walkways, and highlighted entrances.
 - ❑ Encourage decorative roof elements and variations in roof height to add visual interest and variety to facades.
 - ❑ Existing building or lot widths should be maintained and should be consistent with adjoining buildings. Proposed buildings that do not conform to this standard should implement designs that reflect the presence of this rhythm of width.
 - ❑ New buildings should maintain the established horizontal and vertical lines on the facades of the block and the general alignment of building heights should be reinforced.
 - ❑ The window heights of the new projects in the village center should be aligned with other windows heights along the street facade.

❖ Large-Scale Retail (General Commercial)

The guidelines to follow apply to new large-scale or "big box" retail establishments defined as a retail establishment or any combination of retail establishments in a single building, occupying more than 50,000 gross square feet of floor area. The guidelines suggested for large-scale retail developments are arranged to address the following:

- ▶ Architectural Character
- ▶ Color and Materials



Discouraged example of big box architectural treatment



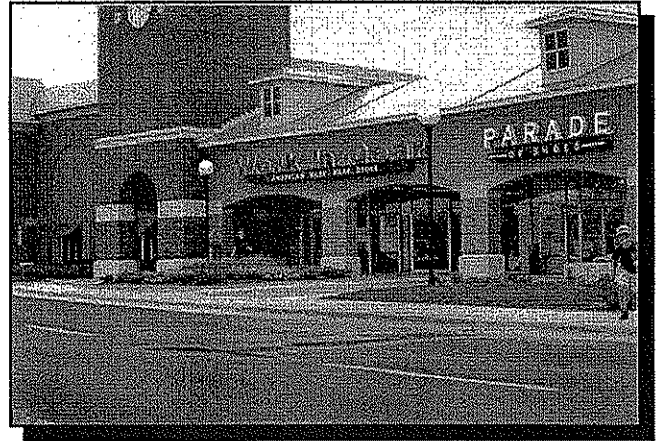
Encouraged example of big box architectural treatment

- ▶ Relationship to the Surrounding Community
- ▶ Pedestrian Circulation
- ▶ Parking

Architectural Character

Large-scale retail developments are typically designed as big boxes with blank, windowless facades, flat roofs, a lack of architectural detail, with undefined entries. To go beyond the prototypical designs and encourage better architectural design large-scale developments should adhere to the following guidelines:

- ❑ Uninterrupted facade lengths in excess of 100 horizontal feet are not permitted. Faces greater than 100 feet in length must incorporate recesses and projections along at least 20 percent of the length of the facade. Windows, awnings, and arcades, must total at least 60 percent of the facade length abutting a public street.
- ❑ Smaller retail stores that are part of a larger principle building are required to have display windows and separate outside entrances. Such smaller stores are encouraged by the Village.
- ❑ Greater architectural interest in the principle structure is encouraged. This can be accomplished by directing the use of a repeating pattern of change in color, texture, and material modules. At least one of these elements shall repeat horizontally. All elements shall repeat at intervals of no more than 30 feet, either horizontally or vertically.
- ❑ Variations in roof lines are required as a means to reduce the massive scale of these structures and add visual interest. Roofs should have at least two of the following features: parapets concealing flat roofs and rooftop equipment, overhanging eaves, sloped roofs, and three or more roof slope planes.
- ❑ Each principle building is required to have a clearly defined, highly visible customer entrance with features such as awnings, canopies or porticos, arcades, wing walls, and integral planters.
- ❑ The use of divided windows with decorative window frames and thin profile mullions is encouraged. Window glazing should be non-



Internal pedestrian walkways should be incorporate weather protection features such as arcades, awning or canopies.



False windows and awnings are an effective means of minimizing the visual scale of exterior wall surfaces.

reflective and make up 75% of small retail store fronts. Window signs should occupy no more than 10% of window openings.

- ❑ The use of decorative trim around all windows, doors, roof profile and wall corners is also encouraged.

Color and Materials

Building color and materials are important elements that often dictate the aesthetic and physical quality of the development. In order to assure overall quality in any development, the following standards should be employed:

- ❑ Predominant exterior building materials should be of high quality. These include brick, wood, limestone, other native stone, and tinted/textured concrete masonry units. Smooth-faced concrete block, tilt-up concrete panels, or pre-fabricated steel panels are prohibited as the predominant exterior building materials. EFIS should be used principally for building accents or for sign bands.
- ❑ False windows and awnings of cloth/canvas material are permitted as long as their use relates to the proposed architectural style. False windows should be consistent with and of the same quality and materials as the other windows.
- ❑ Facade colors should be of low reflectance, subtle, neutral, or earth tone colors. The use of high intensity colors, metallic colors, black or fluorescent colors should be prohibited.
- ❑ Building trim may feature brighter colors, but neon tubing should not be allowed as an accent material.

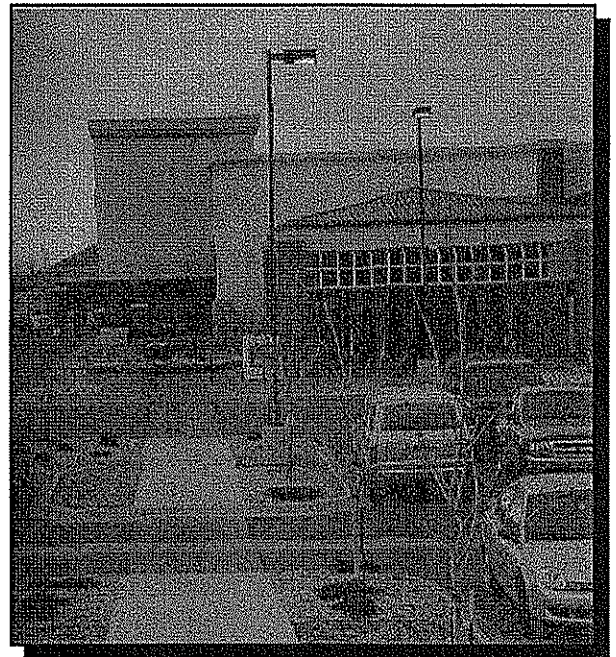
Relationship to the Surrounding Community

In order to assure that all large-scale developments relate and interact with the surrounding community and public streets, the following requirements must be met:

- ❑ All facades of a building that are visible from adjoining properties and/or public streets should encourage community integration by featuring characteristics similar to a front facade. This policy is implemented by requiring architectural treatments as discussed above.
- ❑ All sides of a principle building that directly face



The design integration of such amenities as clock towers contribute to the enhancement of the community.



Parking areas should incorporate distinguishable, pedestrian walkways.

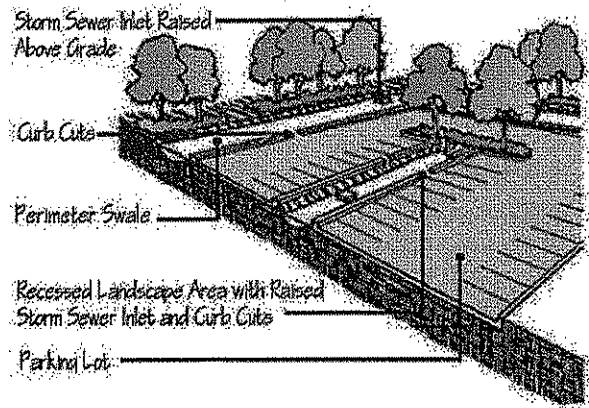
an abutting public street should feature at least one customer entrance. Where a principle building directly faces more than two abutting public streets, this requirement should apply only to two sides of the building.

- ❑ Where the facade faces adjacent residential uses, an earth berm of at least four (4) feet in height and planted with evergreen trees at intervals of 15 feet on center, or in clusters is required.
- ❑ Loading docks, trash collection, outdoor storage and similar facilities and functions shall be incorporated into the overall design of the building and the landscaping so that the visual and acoustic impacts of these functions are fully contained and out of view from adjacent properties and public streets. Use of screening materials that are different from or inferior to the principle materials of the building and landscape is prohibited.
- ❑ Each retail establishment must contribute to the establishment or enhancement of the community and public spaces by providing community amenities such as a patio/seating area, water feature, clock tower, and pedestrian plaza with benches.

Pedestrian Circulation

With most large-scale retail developments, pedestrians are often overlooked until they enter the establishment. In order to minimize potential conflicts between pedestrian and automobile traffic, making the development more attractive and safer for the pedestrian, the following requirements apply:

- ❑ Sidewalks at least 5 feet in width shall be provided along all sides of the total lot that abut a public street, and a continuous internal pedestrian walkway must be provided from the perimeter public sidewalk to the principle customer entrance. This internal walkway must feature landscaping, benches, and other such materials/features for no less than 50 percent of its length.
- ❑ Sidewalks must be provided along the length of any facade abutting public parking areas. Such sidewalks shall be located at least four feet from



Parking lots should incorporate natural drainage measures such as perimeter swales, raised storm sewer inlets, and recessed landscape areas

-
- the facade of the building to provide planting beds for foundation landscaping.
 - ❑ Internal pedestrian walkways must provide a weather protection feature such as an awning within 30 feet of all customer entrances.
 - ❑ The internal pedestrian walkways must be distinguished from driving surfaces through the use of special pavers, bricks, or scored concrete to enhance pedestrian safety and the attractiveness of the walkways.

Parking

In order to minimize large expanses of pavement, parking areas are encouraged to be broken up into modules separated by landscaping and other features.

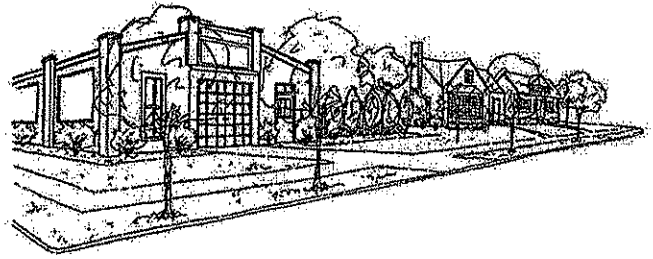
In order to encourage natural drainage measures, parking lot designs and construction should incorporate the use of drainage swales, vegetated filter strips, and other natural drainage approaches - in contrast to storm sewers, lined channels, and curbs and gutters. Such measures will help to reduce runoff volumes and greatly enhance the removal of damaging pollutants from runoff water. East Dundee should strive to maintain the natural drainage system, including natural stream channels, wetlands, and floodplains.

❖ Office and Limited Industrial

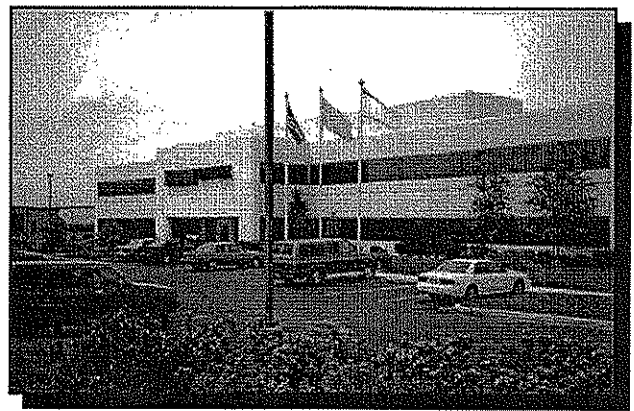
Office and limited industrial facilities can serve as significant employment centers and tax generators for local economies. Given its proximity to major expressways, the Village of East Dundee is well positioned to attract and maintain development of this nature as evidenced in projects such as the Rock Road Industrial Park.

The following guidelines have been created to ensure that such development only increases the attractiveness of East Dundee as a place to live and work. As written, they apply to proposed Office and Limited Industrial uses and are arranged to address the following main elements of sound site design:

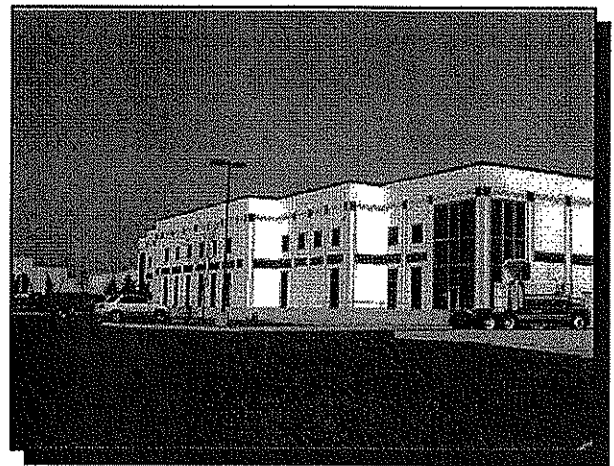
- ▶ Site Planning Principles
- ▶ Parking and Circulation



Site buildings to provide sensitive transition to neighboring, less intensive uses.



Example of preferred office parking



Example of discouraged office parking

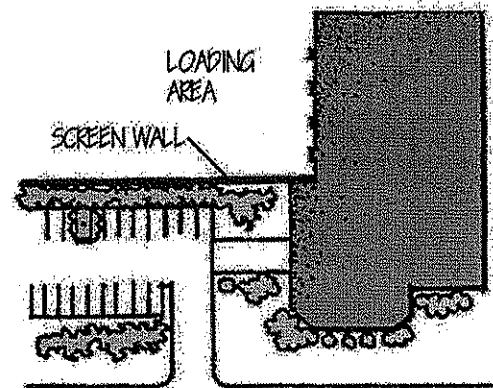
- ▶ Landscaping
- ▶ Architectural Design

Site Planning Principles

- ☐ Office components of these projects should face public streets and act to screen the limited industrial activities from public view.
- ☐ A variety of building and parking setbacks should be provided in order to avoid long monotonous building facades and to create diversity.
- ☐ Structures should be located on "landscaped islands," where the office portion of the building does not directly abut paved parking areas. If applicable, a minimum 5 to 7 foot landscape strip should be provided between parking areas and the office portion of a structure.
- ☐ Building setbacks should be provided proportionate to the scale of the structure and in consideration of existing development adjacent to it. Larger structures require more setback area for a balance of scale.
- ☐ Where proposed uses are adjacent to dissimilar or incompatible uses, appropriate buffering techniques such as setbacks, screening and landscaping need to be provided to mitigate any negative effects of such operations.

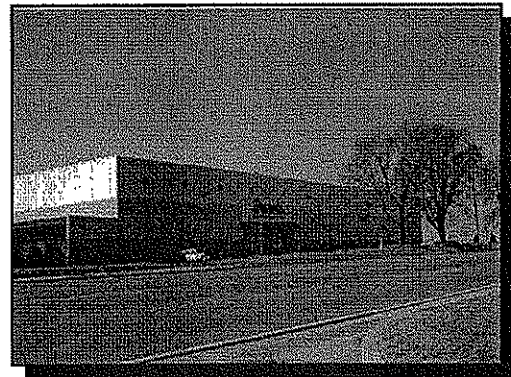
Parking and Circulation

- ☐ The parking lots should not be the dominant visual element of the site. Large expansive paved areas located between the street and the building are to be avoided in favor of smaller multiple lots separated by landscaping and buildings.
- ☐ Site access and internal circulation should be designed in a straight forward manner which emphasizes safety and efficiency. The circulation system should be designed to reduce conflicts between vehicular and pedestrian traffic, combine circulation and access areas where possible, provide adequate maneuvering and stacking areas and consideration for emergency vehicle access. Circulation routes and parking areas should be separated.
- ☐ Site access for trucks and other industrial equipment should be separated from the main employee and

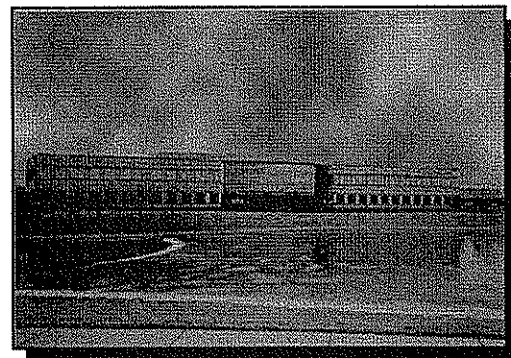


of screening loading areas

ie method



Example of undesirable architecture



Example of desirable site and building design

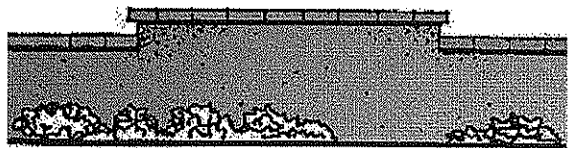
visitor entrances and where possible should be located at the rear of the site.

- ☐ Entrances and exits to and from parking and loading facilities should be clearly marked with appropriate directional signage where multiple access points are provided.
- ☐ Vehicles should not be required to enter the public street in order to move from one area to another on the same site.
- ☐ Parking lots adjacent to and visible from public streets should be adequately screened from view through the use of rolling earth berms, low screen walls, changes in elevation, landscaping or combinations thereof whenever possible.
- ☐ Industrial sites should be self-contained developments capable of accommodating their own parking needs. The use of the public street for parking and staging of trucks should not be permitted.

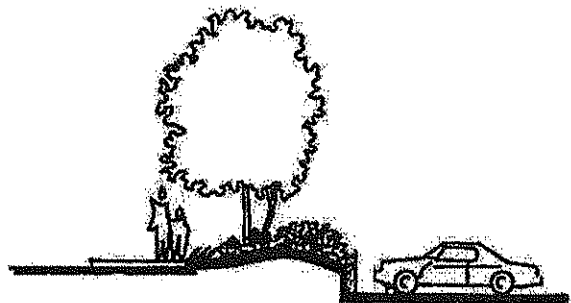
Landscaping

Extensive landscaping is a key element to any successful office/limited industrial site and should be required for all projects. Not only does landscaping enhance the visual character of such development, it also serves to screen industrial activities from public view.

- ☐ Landscaping should be used to define areas by helping to focus on entrances of buildings; parking lots; defining the edges of various land uses; providing transition between neighboring properties (buffering); and providing screening for outdoor storage, loading, and equipment areas.
- ☐ Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.
- ☐ Landscaping around the entire base of buildings is recommended to soften the edge between the parking lot and the structure. This should be accented at entrances to provide focus.
- ☐ Trees should be located throughout the parking lot and not simply at the ends of parking aisles.
- ☐ Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces, depressed walks, or the use of curbs.



Long expanses of fence or wall should be offset and articulated to prevent monotony

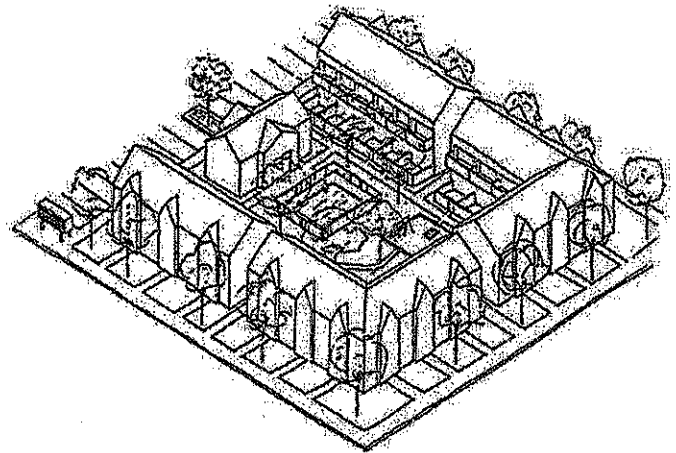


Lowering the site elevation is an effective way to screen parking

Architectural Design

The design of office and industrial structures often reflect the utilitarian nature of the uses, which tends to result in unattractive and monotonous facades. There are a variety of design techniques which can be utilized to ensure the developments match the desired character of the East Dundee.

- ☐ Avoid long, "unarticulated" facades. Facades with varied front setbacks are strongly encouraged. Wall planes should not run in continuous direction for more than 50 feet without an offset.
- ☐ Avoid blank front and side wall elevations on street frontages.
- ☐ Building entries should be clearly defined within the architecture of the building.
- ☐ Architectural elements used in the front of the building should be incorporated into all rear and side elevations.
- ☐ Windows and doors are key elements of any structures form, and should relate to the scale of the elevation on which they appear. Windows and doors can establish character by their rhythm and variety. Recessed openings help to provide depth and contrast in elevation planes.
- ☐ The use of the following design elements should be avoided: highly reflective surfaces at the ground level; large blank, unarticulated wall surfaces; exposed, untreated block walls; chain link fence and barbed wire; "stuck on" mansard roofs on small portions of the roofline; materials with high maintenance such as stained wood, shingles, or metal siding.
- ☐ Wall materials should be able to withstand abuse or accidental damage from machinery and vehicles.
- ☐ For all uses, metal facing should not be used on the facades of any structures visible from the public street.



Use site plan to create a network of open space

❖ Multiple-Family/Attached Residential

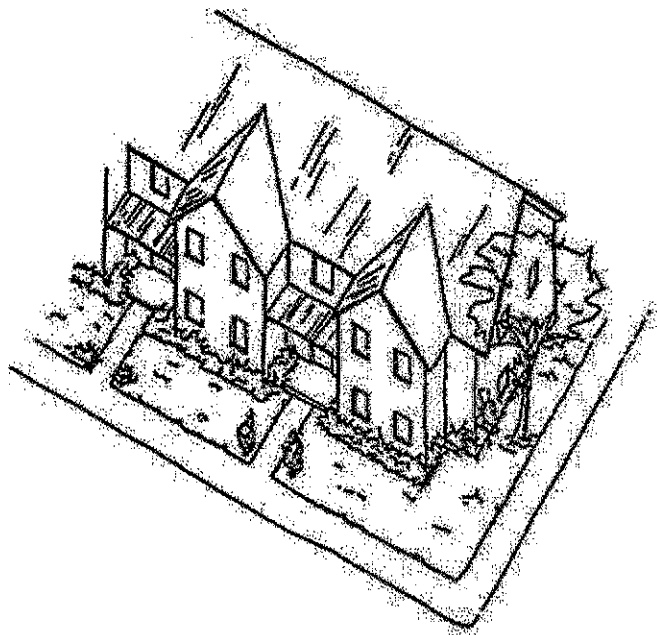
More and more communities are recognizing the benefits of encouraging a wide variety of housing options. Multiple-family and attached residential structures not only serve as a means by which to provide such a diversity of housing types, they also serve as important transitional uses by buffering lower density residential

areas from higher intensity commercial and industrial uses. The following guidelines should be used to ensure that new multiple-family and attached residential developments fit well within the Village's planning strategies. These guidelines are arranged to address the following:

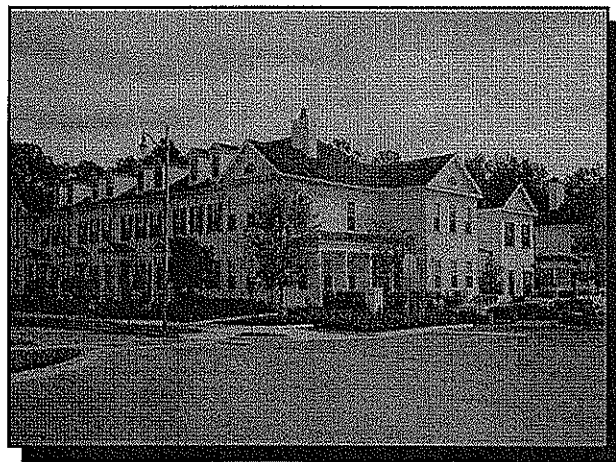
- ▶ Site Planning Principles
- ▶ Landscaping
- ▶ Architectural Design Standards

Site Planning

- ❑ Integrate the site plan of the multi-family residential development with the surrounding neighborhood.
 - ▶ Multi-family developments should provide pedestrian connections with the community.
 - ▶ Avoid separating the development from the neighborhood with high fences, walls, or parking lots.
 - ▶ Consider the established street, lot, and building patterns of the surrounding neighborhood, where they exist, in the new site design.
- ❑ Design the project in response to specific site conditions, including trees, streams, wetlands, and other significant natural features.
- ❑ Provide a network of open space to accommodate a variety of activities.
 - ▶ The site plan should include usable open spaces that are easily accessible by residents and visually removed from parking lots.
 - ▶ Plan for pedestrian circulation that conveniently links residential units with common open space, recreation, and parking.
 - ▶ The open space network should be well lit at night without intruding into residential units.
- ❑ Setback buildings in conformance with the Village zoning requirements.
 - ▶ Setbacks provide the traditional residential neighborhood separation between dwelling and street. Use the setbacks to create a sense of entry and amenities for ground-floor residents.

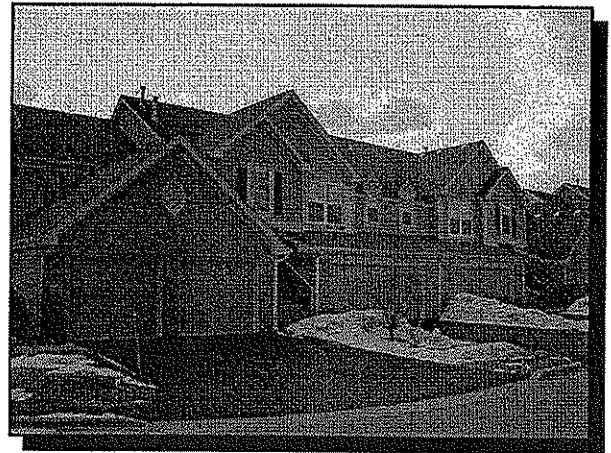


Setbacks can create a sense of entry



Example of preferred scale and architectural style.

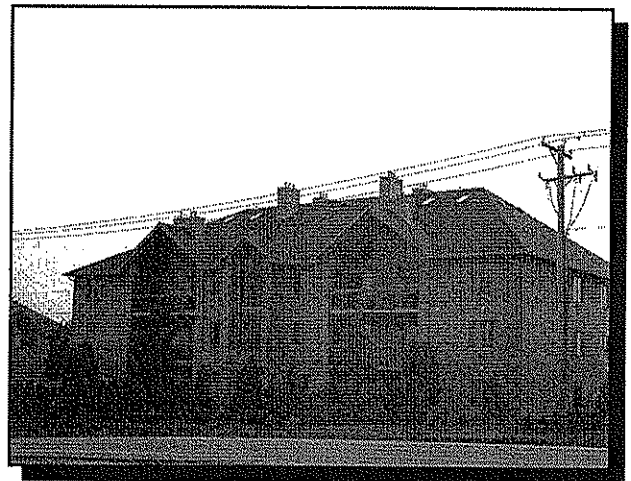
- ❑ Maintain residential character in the height, bulk, and scale of the multi-family development.
 - ▶ Projects adjacent to single-family homes should be sited and designed to provide a transition to the smaller scale of the neighborhood.
 - ▶ Employ techniques such as facade and roof modulation, landscaping, or setbacks to achieve a reduction in the visual mass of the buildings
- ❑ Orient residential developments to the street and make primary building entrances visible from the street.
- ❑ Provide street-facing entries to the individual units whenever possible, to strengthen the residential streetscape and create a sense of neighborhood among residents.
- ❑ Locate parking lots to the side or rear of buildings to minimize their visual impact on the site.
- ❑ Locate garages and carports along non-street facing elevations.
- ❑ Provide safe pedestrian pathways from parking areas to unit entrances.
- ❑ Vehicle circulation should not conflict with pedestrian circulation or with children's play areas.
- ❑ Consider incorporating several smaller lots as opposed to one larger lot into the site plan.



Garage doors should never be the dominate architectural feature of any structure

Landscaping

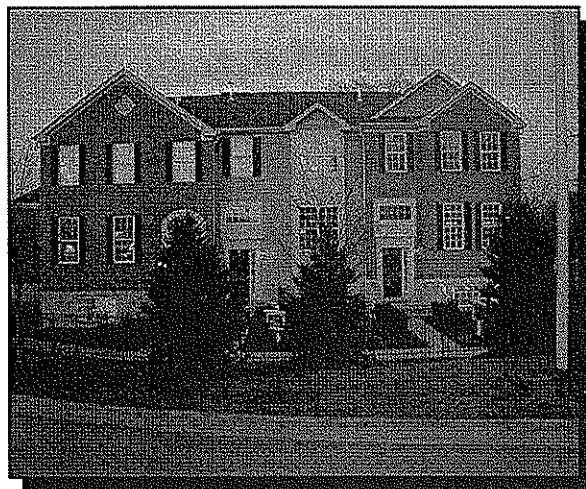
- ❑ Enhance the site's interior network of open space with landscaping.
 - ▶ Focus landscaping to create attractive smaller spaces to view, move through, and use.
 - ▶ Define and separate public and private open space with landscaping.
- ❑ Provide the enhancement of parking and utility areas with landscaping.
 - ▶ Screen the view of parking lots within 20 feet of single-family residential uses, and parking lots visible from public rights-of-way, using shrubs, trees, low walls, berms, or a combination thereof.



Example of high quality landscaping

Architectural Design Standards

- ❑ Design with building forms that reflect the residential scale and rhythm of the community's single-family neighborhoods.
 - ▶ Use facade articulation to reduce the perception of bulk and to reflect the traditional rhythm of a residential streetscape.
- ❑ Use roof forms and detailing traditional to the residential character of the community.
 - ▶ In residential neighborhoods, choose traditional pitched roof lines such as gabled, hipped, or multi-gabled.
 - ▶ In commercial and transitional neighborhoods, use roof lines that reflect the surrounding architecture.
- ❑ Design building entrances that offer attractive, convenient, and safe access to the interior.
 - ▶ To reinforce neighborhood character, entrances should be highly visible from the public street, providing a visual transition.
 - ▶ Both front and rear entrances and access to them should be sufficiently lit for secure entry.
- ❑ Use exterior color schemes that fall within a traditional range of basic colors and are respectful to the surrounding neighborhood.



Example of high quality landscaping, construction materials and design

❖ Eastern Growth Area Specific Area Plan

The "Eastern Growth Area" (EGA) is comprised of most, if not all, of the developable land east of Route 25, within the Village's corporate limits, excluding the Max McGraw Wildlife Foundation property. Containing the vast majority of the Village's undeveloped land, the EGA represents the community's largest and most significant growth opportunity. As such, this Specific Area Plan was created to ensure that the future development of any portion of the EGA is part of a coordinated and comprehensive effort that reflects the goals, objective, and standards of quality called for by the community and documented in this Comprehensive Plan.

By adhering to the recommendations provided in this plan the Village will be in a position to preserve and enhance the community character by directing development, rather than reacting to individual development proposals.

EXISTING CONDITIONS

As previously mentioned the majority of the EGA remains undeveloped. The Rock Road and Prairie Lake industrial parks account for nearly all of the existing development within the EGA. Fortunately the majority of the remaining land is currently held by only a handful of property owners. The largest, and perhaps most desirable development site in the EGA is made up of the roughly 320 acre Palumbo property, and the adjacent 190 acre Prairie Materials property, which stretch between Route 68 to the north and Route 72 to the South. The extensive sand and gravel mining that has occurred on this site has resulted in the introduction of approximately 200 acres of man made lakes. These lakes are the only significant "natural" features in the EGA and offer significant amenities that will help to ensure the viability and increase the attractiveness of future development.

The other significant development opportunity is the 311 acre "Plote" property located south of Route 72 and west of the Commonwealth Edison (Com Ed) Right of Way. The southeastern portion of the "Plote" property is currently being mined, while the northwestern portion remains primarily agricultural in use.

A third, physically isolated site, north of Route 72 and east of the Com Ed right-of-way, is partly in operation as a quarry.

PLANNING PRINCIPLES

The EGA Specific Area Plan was established based on a set of planning principles, that have been used to create more specific land use recommendations. These principles should be used in conjunction with the Design and Development Guidelines section of this Comprehensive Plan. The planning principles employed in the EGA are organized into the following four categories:

- ▶ Use Allocation;
- ▶ Circulation;
- ▶ Transitional Elements; and
- ▶ Open Space.

Use Allocation

Prior to identifying any specific recommendations as to future development of the EGA, it is necessary to consider the most rational allocation of potential uses. By looking at the entire EGA as a whole, rather than a composition of individual sites, land uses have been allocated across the entire area in a manner that is logical as well as mutually supportive in both physical and economic terms. The general allocation of uses for the EGA was established with regard to a desirable and efficient transition of uses as well as to capitalize on the significant economic development opportunities

that exist within the Village. A more detailed discussion of each potential "Development Area" will be provided in the Development Concept section of this Plan.

There is general consensus among community leaders that ensuring a diversity of uses within the entire EGA should be a requisite for future development. This desire is reflected most notably in the southern portion (south of Route 72) of the EGA. The 1991 Plan called for these properties to be developed entirely as Industrial/Office Research. This Plan proposes a more coordinated mixed-use approach.

The community has voiced the desire to continue to encourage industrial/office research development as a primary development component of this portion of the EGA, in an attempt to diversify and enhance the tax base. However, the community also has recognized the need for additional residential development to strengthen the market potential for retail uses. Therefore, this Plan recommends retaining Industrial/Office-Research uses along the eastern portion of this area, while incorporating residential and commercial uses on the western portion.

The recommended multiple family development serves a dual purpose on this portion of the EGA, as it does through out the entire Village, which is to provide transition between more intense commercial and industrial uses and lower density single family residential uses, while also increasing the number dwellings. The multiple family uses proposed in this Plan will increase the housing options for the community, improve the development potential of any given property, and expand the market for new retail businesses.

In keeping with the concept of mixed use, this Plan also recommends strengthening Route 72 as a commercial corridor by encouraging the development of a large, potentially big-box anchored shopping center, project south of Route 72 and adjacent to the existing commercial uses along Route 25.

In general terms, the Plan for the northern portion of the EGA does not differ drastically from that which was adopted in the previous Comprehensive Plan. There continues to be general consensus that a significant portion of the site be developed as mixed use residential, which allows for a combination of densities and product types. This plan attempts to maximize the amount of detached single family units, while introducing pockets of multifamily uses where transition makes them appropriate.

This Plan also continues to recommend the development of a new elementary school to serve the increased population.

As described in the discussion of the southern portion of the EGA, mixed-use is an important element in the development of this area. As a result, emphasis is placed on extending the Rock Road Industrial Park further. Furthermore, additional General Commercial development has been planned along Route 72 and Route 68 to provide for an expanded service/retail businesses base.

The portion of the EGA that lies east of the Commonwealth Edison right-of-way is planned to be developed as a mixed use residential project. Development in this area should incorporate a diversity of housing styles and types.

Circulation

One of the keys to successful development is the efficiency and quality of movement in and around a site. When considering an area as large as the EGA, circulation is an even greater issue. This Plan provides a coordinated arrangement of minor arterials, collectors, access points, bikeways, pedestrian walkways, etc. to achieve efficient circulation throughout the EGA.

Minor Arterials

To move automobile traffic efficiently through this area two minor arterials are proposed. The north-south arterial will act as the primary through street in the north section of the EGA. By providing secondary access between Route 68 and Route 72, this road will relieve congestion on Route 25 caused by extensive new residential, industrial, and commercial development recommended in this area of the community. This road will serve to feed the internal collectors, while tying together the north and south portions of the EGA, which are divided by Route 72.

The second minor arterial will not only distribute traffic to internal collectors of the southern portion of the EGA, it will also provide an alternative east-west route to the already congested Route 72, and connection to the Prairie Stone development in Hoffman Estates. The development of this road would require cooperation between the Village of East Dundee and the neighboring Village of Hoffman Estates.

Collectors

These roads are intended to move traffic from arterials to local streets, and are not intended to serve as the primary through streets.

Access points

This plan represents an attempt to minimize access points to as few as necessary. Limiting points of access to those that are essential not only reduces development costs, but also reduces the frequency of potentially dangerous un-signalized intersections. Unified and controlled points of access also ensure coordinated and interconnected development.

Bicycle and Pedestrian Circulation

Efficient automobile circulation is not the only type of movement within and around a site that warrants specific attention. It is also important to

accommodate safe and effective bicycle and pedestrian circulation measures. As called for by participants of the visioning process, bike paths and sidewalks are amenities that should be incorporated and well integrated into all new development.

Quality pedestrian and bikeway systems provide safe and efficient non-motorized movement through developments. With an elementary school planned within the EGA many children walk or ride their bikes to school. Therefore, moving children safely through the development will be a major priority.

Signaling

Major improvements to the transportation network must be accompanied by an increase in controlled intersections. As the primary through street for the northern portion of the EGA and the primary point of access for the southern portion, the proposed north-south minor arterial will likely require two fully signalized intersections, one where it meets Route 68 and a second where it crosses Route 72. The signal proposed at the intersection of this minor arterial and Route 72 will also serve to control access in and out of the existing Rock Road Industrial Park and the proposed commercial uses. Two additional signals may be needed on Route 72 where it intersects with the proposed collector roads.

Transitional Elements

As mentioned in the Land Use Allocation section, the arrangement of uses is one of the most important ways to provide a transition between incompatible uses. Other ways to successfully transition one use from another is through buffering and screening. This plan takes a comprehensive approach to transition uses by providing significant buffers between all residential and non-residential uses. These buffers should be at 50 feet wide at a minimum, and should be screened with heavy landscaping, berms and fencing.

This plan recommends that, in certain instances,

well landscaped boulevards be developed to reduce the incompatibility of uses by providing a visual and physical separation. These boulevards not only increase the separation between uses, but also help to reduce the externalities such as noise associated with increased traffic. The use of boulevards along certain streets will also help to establish clear and attractive points of entry for new developments. This is particularly important for those roads that offer shared access to residential and non-residential uses.

Open Space

Open space is an important unifying element in this Plan. The man-made lake is an attractive amenity that needs to be improved with an extensive landscaping. This plan calls for a continuous public greenbelt along the entire circumference of the lake. The plan also calls for a number of active and passive parks around the lake. When properly developed these parks could become a significant focal point for the new community and the entire Village.

DEVELOPMENT CONCEPT

The Development Concept section of the EGA Specific Area Plan is intended to provide a more detailed set of long-range land use guidelines or "blueprints" for determining the type, quality, and character of development that best reflects the community's goals and objectives for the EGA. The land uses presented in this section are not intended to be an immediate indication of zoning regulations to be applied to specific properties, but should provide a basis for which to consider future rezonings.

This plan not only represents sound planning concepts, it also reflects economic development principles that have been endorsed by Business District, Inc. in the Economic Development Plan. (See Appendix I)

For convenience of discussion, the description of

recommended land uses within the EGA are organized by each land use category.

Single Family Residential

As previously mentioned, there has been general consensus on the importance of increasing the number of single family units throughout the Village. As such, priority has been placed on developing single family neighborhoods, while providing higher density housing options in appropriate locations. All single family dwelling unit estimates are calculated in net acre, which assumes 20% of land dedicated for right-of-way.

"Development Area A"

Recommended as Planned Development Residential, "Development Area A" represents the majority of the undeveloped land in the eastern portion of the EGA north of Route 72. At 4 du/acres, this 105 acre area will produce roughly 340 dwelling units, the greatest number within the EGA. The location of this Development Area represents an attempt to maximize the locational benefit of the lake as an amenity, while relating to the surrounding land uses.

"Development Area B"

"Development Area B" is a 18 acre area located in the northeastern portion of the EGA. This area can be expected to yield roughly 58 dwelling units. This location also enjoys close proximity to proposed the parks and lake.

"Development Area F"

Recommended as Planned Development Residential, "Development Area F" is located in the northeastern portion of the EGA. At 4 du/acre, this 43 acre area will produce roughly 137 dwelling units, and will take advantage of the close proximity to the parks and lake.

"Development Area M"

Located east of the Com Ed right-of-way, this 75 acre area is recommended as Estate Residential. At 4 du/acre this Development Area can be expected to yield 239 dwelling units.

"Development Area R"

Located in the southwestern portion of the EGA, the 64 acre, recommended as Development Residential, "Development Area L" can be expected to yield roughly 204 single family units at 4 du/acre. This area benefits significantly from its proximity to the green space provided by the Max McGraw Wildlife Foundation property to the south.

In total, the EGA can be expected to yield over 976 single family detached dwelling units. Using calculations based on 3 bedroom detached single family dwelling units the, full development of these areas would result in the introduction of roughly 2,777 new residents to the Village.

Multiple Family Residential

There has been general consensus among community members who participated in the planning process that there is a both a need for a diversity of housing options and a need for additional housing units to support existing and new retail centers. These needs are addressed in this plan with the introduction of a number of multiple family Development Areas. Multiple family development should not exceed 10 du/acre and should meet the quality and design standards called for in the Design and Development Guidelines section of this Plan. All multiple family yields are calculated in net acres which assumes 20% of the land is dedicated to right-of-way.

"Development Area H"

This 28 acre site, located just south of the lake, can be expected to yield roughly 225 dwelling units. This development area also enjoys quick access to the lakes, parks and elementary school, and

provides transition between the higher intensity industrial uses to the east and the single family residential uses to the west.

"Development Area P"

"Development Area P" is located south of Route 72 and east of the proposed minor arterial. This 26 acre area will yield 206 dwelling units.

"Development Area Q"

"Development Area Q", located just east of "Development Area M" is a 35 acre area that can expect to yield 280 dwelling units. This development area serves as an important transition between the industrial use to the east and the single family development to the west.

The EGA can be expected to yield roughly 710 multiple family dwelling units. Using calculations based on 2 bedroom attached single family dwelling units the, full development of these areas would result in the introduction of roughly 1,413 new residents to the Village. Combined with the population expected from the single family development, this Plan anticipates a total of approximately 4,190 new residents. This would more than double the existing population. The total number of dwelling units could be estimated at nearly 1,700.

Industrial/Office-Research

Industrial/Office-Research uses continue to remain a high priority for future development of the EGA. Due to proximity of other major industrial and office-research facilities (such as the new Prairie Lakes Industrial Park in East Dundee and the Prairie Stone Office Park in Hoffman Estates), access to the tollway system and proximity to regional arterial roads, the EGA has a number of locational advantages to support the development of an Industrial/Office-Research Park. Industrial/Office uses would enhance the tax base while providing an ideal place for local residents to work.

All Industrial/Office-Research uses are discussed in net acres (assuming 15% of land devoted to right-of-way), with a floor area ratio (FAR) of 0.6, and should reflect the standards presented in the Design and Development Guidelines section of this Comprehensive Plan.

"Development Area J"

"Development Area J" is located north of the Rock Road Industrial Park. The existing Rock Road Drive could align with the internal collector to penetrate the northern portion of the site. Access could also be provided on route 72, just west of the Com Ed right-of-way. Extensive buffering and screening would need to occur to reduce the incompatibility of these uses with adjacent residential uses. This 32 acre site has the potential to yield roughly 700,000 square feet of Industrial/Office-Research space.

"Development Area L"

Development Area L is located north of Route 72 and west of the Com Ed right-of-way. This 39 acre site can be expected to yield as much as 870,000 square feet of Industrial/Office-Research space.

"Development Area S"

This site is located south of Route 72 along the western side of the Com Ed right-of-way. This 127 acre site has the potential to yield as much as 2.8 million square feet of Industrial/Office Research Space.

In total the EGA has the potential to yield as much as 5.3 million square feet of Industrial/Office Research uses.

General Business

The increase in population that is expected to come from this development will strengthen the market for commercial uses within the Village. General business development (including retail, general

commercial, and small office uses) should reflect the standards provided in the Design and Development Guidelines of this Comprehensive Plan and typical FAR of .25.

"Development Area C"

Development Area C is a five acre site located at the northeastern corner of the EGA. This site is intended for small scale, convenient oriented retail and can be expected to yield as much as 56,000 square feet of commercial space.

"Development Area D"

This 7 acre site located at the northeast corner of the EGA allows for as much as 75,000 square feet of commercial space.

"Development Area K"

Located east of the Dundee Township Cemetery and north of Route 72, this 17 acre site has the potential to yield as much as 180,700 square feet of commercial space. This scale is equivalent to that of a typical big-box (such as a Wal-Mart). However the site is better suited for a series of smaller clusters of commercial office uses.

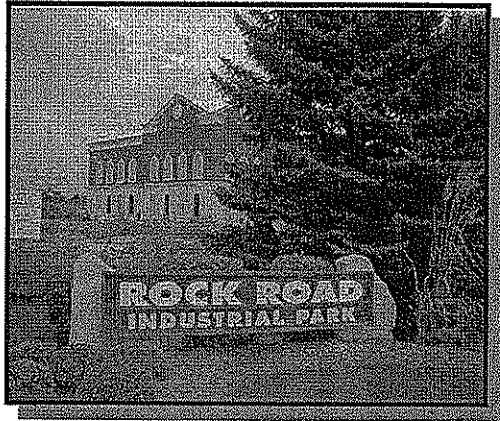
"Development Area N"

Development Area N is located north of Route 72 and west of the Com Ed right-of-way. This 5 acre site has the potential to yield as much as 51,100 square feet of General Commercial space. Ideally, this site would be developed to provide for the continuation of the uses, quality, and design of the existing Rock Road development that fronts Route 72.

"Development Area O"

This 29 acre development area has the potential to yield as much as 316,900 square feet of general commercial space. The size, shape and location of this area makes it an excellent site for future big-box development. While big-box development is

not typically visually desirable, they are significant revenue generators for municipalities. If consistent with the standards presented in the Design and Development Guidelines, the quality and design of these types of projects can be greatly enhanced.



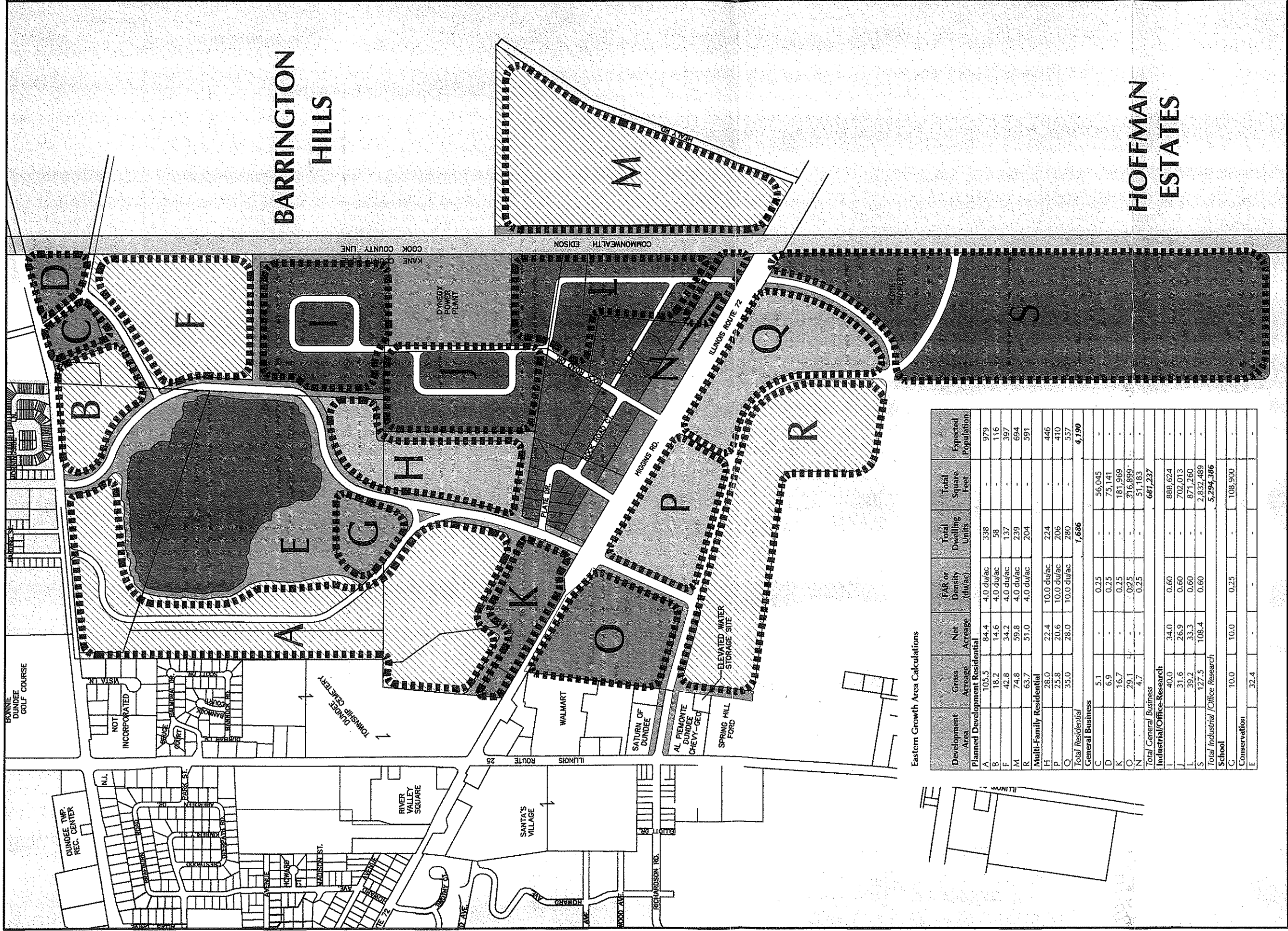
New development should reflect quality and design of the structures under construction in the Rock Road Industrial Park

Institutional

As in the 1991 Comprehensive Plan, the community has identified the need to establish a new elementary school into the future development of the EGA to serve the projected growth. The elementary school is planned to be located in "Development Area G," which is centrally within the northern portion of the EGA. This 10 acre site takes advantage of its centrality and proximity to open space.

Conservation

This plan calls for the conservation and improvement of over 32 acres of park space that will surround the lake. This open space should be tied to bicycle trails through greenways, and safe on street routes.



Eastern Growth Area Calculations

Development Area	Gross Acreage	Net Acreage	FAR or Density (du/ac)	Total Dwelling Units	Total Square Feet	Expected Population
Planned Development Residential						
A	105.5	84.4	4.0 du/ac	338	-	979
B	18.2	14.6	4.0 du/ac	58	-	116
F	42.8	34.2	4.0 du/ac	137	-	397
M	74.8	59.8	4.0 du/ac	239	-	694
R	63.7	51.0	4.0 du/ac	204	-	591
Multi-Family Residential						
H	28.0	22.4	10.0 du/ac	224	-	446
P	25.8	20.6	10.0 du/ac	206	-	410
Q	35.0	28.0	10.0 du/ac	280	-	557
Total Residential				1,686		4,190
General Business						
C	5.1	-	0.25	-	56,045	-
D	6.9	-	0.25	-	75,141	-
K	16.7	-	0.25	-	181,969	-
O	29.1	-	0.25	-	316,899	-
N	4.7	-	0.25	-	51,183	-
Total General Business					681,237	
Industrial/Office-Research						
I	40.0	34.0	0.60	-	888,624	-
J	31.6	26.9	0.60	-	702,013	-
L	39.2	33.3	0.60	-	871,260	-
S	127.5	108.4	0.60	-	2,832,489	-
Total Industrial /Office Research					5,294,386	
School						
G	10.0	10.0	0.25	-	108,900	-
Conservation						
E	32.4	-	-	-	-	-

Legend

- Suburban Residential
- Multi-Family Residential
- Planned Development Residential
- Conservation
- General Business
- Industrial/Office-Research
- Institutional
- Utility Corridor

Specific Area Plan

Eastern Growth Area
Village of East Dundee Comprehensive Plan



VILLAGE CENTER SPECIFIC AREA PLAN

The Village of East Dundee is fortunate to possess a relatively intact traditional downtown core (referred to in this Plan as the "Village Center"). While such downtowns rarely have the commercial capacity to remain as the economic center of the municipality, they do continue to provide a uniqueness and character that allows them to remain the social and cultural center for the community. The concept of possessing a sense of place is so important that communities around the country, many of which have developed without traditional downtown cores, are trying to recreate them with "new town center" developments.

The Village of East Dundee is well aware of its tremendous asset and has continuously expressed a great interest in preserving and enhancing the Village Center. In 1980, this challenge was addressed by the Dundee Business and Professional Association (DBPA), with assistance from the Federal, State and local government. The DBPA, recognizing the importance of preserving the past and developing for the future in a compatible manner, retained Teska Associates and Ltd. Architects to evaluate issues and opportunities and to recommend an improvement program for the downtown areas of both East and West Dundee.

As part of the Comprehensive Plan Update, Teska Associates, Inc. in conjunction with Business Districts Inc., has re-examined the plan for Downtown East Dundee. The Village Center Specific Area Plan is intended to provide a coordinated and comprehensive framework for addressing and encouraging future development/redevelopment within the historic downtown area.

This plan is offers recommendations for specific redevelopment areas throughout the Village Center. This plan will also offer a set of planning principles that can be employed by the Village to improve public spaces, and therefore the quality and cohesiveness of the Village Center.

EXISTING CONDITIONS

The Village Center is synonymous with "Planning Unit One", as previously described in the *Land Use Recommendations by Planning Unit* section of this Comprehensive Plan.

The Village Center is physically divided by Main Street (Route 72). The northern section is the most dominant retail and residential area, offering a variety of goods and services, such as shops, restaurants, professional and governmental offices, along North River Street. The southern section consists of a few retail and office establishments and light industrial uses. Some of the principal uses in this area include Haeger Potteries and the Immanuel Lutheran Church and School.

The largest single retailers in the Village Center include Haeger Potteries, lumber yards, and an assemblage of small retail stores, offices and cafes. Most businesses in East Dundee are locally owned and managed, which accounts for the distinctive "home town" atmosphere.

While the existing Village Center possesses a good deal of charm and character, it lacks the coordination and aesthetic quality that would make it a truly unique and economically viable place within the Village and region.

The principles and concepts presented in this plan represent sound economic development strategies, and are endorsed and expanded on in the Villages Economic Development Action Plan (see Appendix I).

PLANNING PRINCIPLES

The Village Center Specific Area Plan incorporates a set of planning principles that community members have emphasized as important guidelines for future development of the Village Center. These

principles have been organized into the following three categories:

- ▶ Access and Circulation
- ▶ Streetscape Improvements
- ▶ Gateways and Focal Points

Access, Circulation, and Parking

One of the keys to ensuring the success of any village center is to provide safe and efficient access and circulation within and around the area. This is true for motorists, cyclists and pedestrians.

Auto Traffic

While the grid layout of the Village Center works well for motorists in terms of orientation, circulation, and access, the quality and design of many of the roadways could be improved.

The quality and availability of on-street and off-street public parking is also an important feature for motorists. On-street parking, particularly along River Street should continue to be provided, but should be more clearly delineated. New off-street lots should be incorporated into all Village Center redevelopment projects, while existing gravel lots should be paved to reduce dust and to improve their appearance.

The only specific road network improvement that this Plan calls for is opening up the western side of the parking lot that is located along River Street, between Hill Street and Railroad Street to one-way, south-bound traffic. While the introduction of this roadway would provide some circulatory benefits, it would more importantly, enhance future commercial redevelopment potential of the lumber yard (located to the east of the lot). The importance of downtown commercial uses fronting streets open to auto traffic is evidenced in the failure of pedestrian malls, popular in the early 1970's.

Bicycle Traffic

The Village's existing bike trail is an important

amenity that should be enhance and expand. By running along River Street in the Village Center, the current trail makes East Dundee an excellent location for cyclist to rest, eat, or even shop. Like most small communities, East Dundee has to capitalize an every opportunity to bring people into the downtown area. Therefore, it is important to make the Village Center and attractive and safe destination or place to pass through. To achieve this, the Village should explore ways to improve the connection between the existing bike path other open spaces, such as Triangle Park and, more importantly, the river front. The Village should also seek to more clearly define the bike path as it extends south of Main Street. Bike racks and public restrooms should also be provided to welcome cyclists.

Pedestrian Traffic

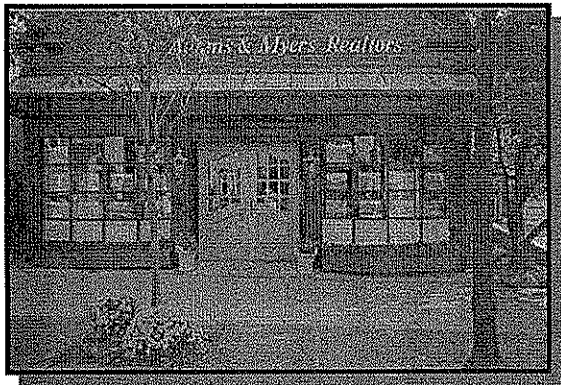
Pedestrian circulation and access is relatively efficient within the Village Center, due primarily to the short blocks and grid road network. While pedestrians benefit from the availability of sidewalks, increased safety measures, such installing brick pavers or other materials to more clearly delineate pedestrian cross walks should be considered. The quality of the pedestrian experience could be greatly enhanced through streetscape improvements as discussed below.

Streetscape Improvements

One of the most important elements in ensuring a healthy and attractive downtown, and that which the Village has the most control over, is maintaining a high quality streetscape. The streetscape is often times what enhances the sense of place, or character of a community. While the Village contains many of the qualities that make for an attractive downtown, it desperately needs to make a significant public investment in its streetscapes, particularly along Main Street and River Street.

General standards that should be employed to improve the streetscape this the Village Center can

be found in the Design and Development Section of this Comprehensive Plan. Specifically the Village should consider exploring funding programs, to aid businesses along River Street and Main Street to improve the appearance of their facades. The community should also require new development within the Village Center to respect the general design of neighboring structures, particularly with respect to window, cornice and awning alignments as well as height and bulk.



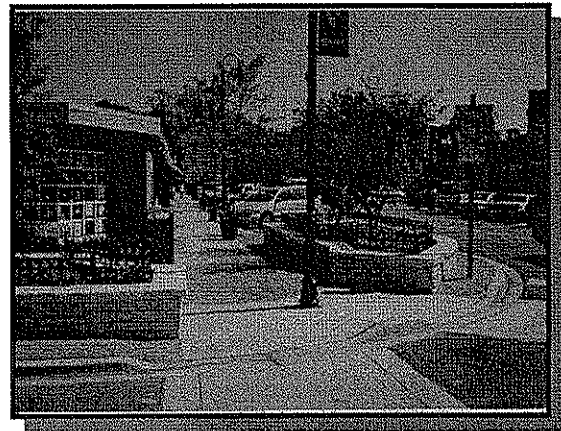
Attractive facades made of quality materials can significantly improve the appearance of a streetscape

Sidewalks should be redesigned throughout the Village Center, with added emphasis on both River and Main streets. Wide, sidewalks raised above the roadway can be inlayed with brick pavers to produce very attractive streetscapes.

Another way that the community can significantly improve the overall appearance of the Village Center is to institute an extensive landscaping program. Both Main Street and River Street should be heavily landscaped with street trees, planters, pole mounted baskets, and flower beds. All parking lots should be also be required to heavily landscaped, in an attempt to reduce their visual impact. This is particularly true for those along River Street.

Finally, the Village should invest in high quality street furniture such as benches, trash receptacles, and bike racks. Iron fences can be used to protect

flower beds and continue the "streetwall" where it suffers from breaks. Decorative street lamps can also add to the quality of the overall streetscape.



Brick pavers, planters, landscaping and decorative lamp posts can be used to successfully enhance the streetscape.

Focal Points and Gateways

To continue with the concept of aesthetic enhancements, the Village should invest resources in creating identifiable gateways, or points of entry into the Village Center. As it exists the Village center bleeds into the remainder of the community without any notable transition. The intersection of Main Street and River Street is the ideal location to be treated with a strong gateway feature. This location is significant because it is highly visible as one enters the downtown from both the east and the west. The visibility of a gateway feature from the west has the added benefit of visually extending West Dundee across the river, which could have encourage West Dundee visitors to enter and explore East Dundee. In addition to the existing decorative lighting fixtures and the banners gateway features that should be considered for this area include decorative signs and pylons, and extensive landscaping.

Once residents or visitors enter the Village Center it is important to provide focal points that pull them in different directions within the area. Focal points can take many form. They can be architecturally

significant structures, parks, fountains, plazas, monuments, or even attractive vistas.

Constructing a prominent new Village Hall fronting River Street on the site just north of its intersection with Barrington Avenue would provide an anchor, or focal point, drawing people from Main Street through River Street. Similarly, providing a feature at the intersection of River Street and Williams Place would help to draw motorists, cyclists, and pedestrians through to the Haeger Potteries facility and the new development that could surround it.

To move people through the remainder of the Village Center, focal Points should also be developed on locations visible from an east-west orientation. Specifically, features should be located at the western terminus of Jackson, Railroad and Hill streets to draw visitors to the river front parks.

DEVELOPMENT CONCEPT

While streetscaping will provide much needed aesthetic enhancements, for the Village Center to flourish it will need more than cosmetic improvements. This plan recognizes that there are significant economic development opportunities that exist in the Village Center. The development concepts recommended in this section are intended to highlight and explore the most significant development and redevelopment opportunities. The discussion of these concepts is organized by development area, as identified on the Village Center Specific Area Plan map.

The potential development areas have been divided into two categories. "Priority Development Areas" are those that the Village should explore for immediate action. "Long-Term Development Areas" represent opportunities that are not as immediate as the Priority Development Areas, but should be explored in the long-term.

"Development Area A"

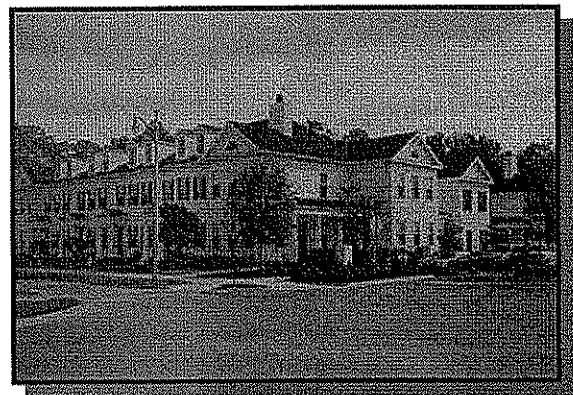
Bounded by Van Buren Street to the east,

Barrington Street to the South, and Third Street to the west, "Development Area A" represents, perhaps, the communities most immediate and significant development opportunity.

While the area is currently occupied by a number of small light manufacturing and industrial uses, a significant portion of remains undeveloped. The quality of the structures and the nature of the uses within this area are not reflective of the communities goals for the Village Center.

This Plan recommends a mixed use approach to the redevelopment of this area. The site located at the southern portion of the area, bounded by Fourth Street to the east and the bike path to the west is an ideal location for the development of a new Village Hall. This 2 acres site will not only allow Village Hall to act as an anchor for the River Street commercial district, it will also act as a focal point for the entire community. By incorporating public parking lots into the development, this site could provide spaces to compensate for those lost in other redevelopment activities within the Village Center.

The remainder of this area should be developed as Village Center Multi-Family Residential. A well designed development might line Van Buren and Fourth Street with quality 2 story townhouses that conceal denser 3-4 story condominiums.



Townhouses should be constructed with quality materials, and should respect the character and scale of the existing community

A mixture of residential products would serve to improve the communities availability of housing options, while adding a significant population to the Village Center area. This increased population would strengthen the position of existing commercial uses in Village center, while increasing the market potential of new retail and service uses.

"Development Area B"

This 1 acre area is currently fully developed with a handful of residences of varying quality. While there is no immediate need to redevelop this area, the Village should consider acquiring the individual properties as they become available for long-term expansion of the Village Hall site.

"Development Area C"

Whether or not the Village Hall is move to the site recommended above, it is clear that there is the need for a new site for both the Village Hall and the Fire District. As an overall scheme, the redevelopment of this area should be directed towards Village Center Business uses. A number of participants of the Visioning Workshop recommended the development of restaurants to complement the uses to the east.

There was also concern as about what to do with the existing Village Hall. Because of its historical and architectural significance, many members of the community would like to see it remain and be reused, if not as a public use, then as some sort of Village Center Business use.

"Development Area D"

"Development Area D" represents another significant redevelopment opportunity for the Village Center. This 6 acre area is made up of three blocks, bound by Railroad Street to the north, River Street to the east, Jackson Street to the south, and Water Street to the west.

Currently the north east block of the area is consumed by the F. Doederlein Lumber Co.

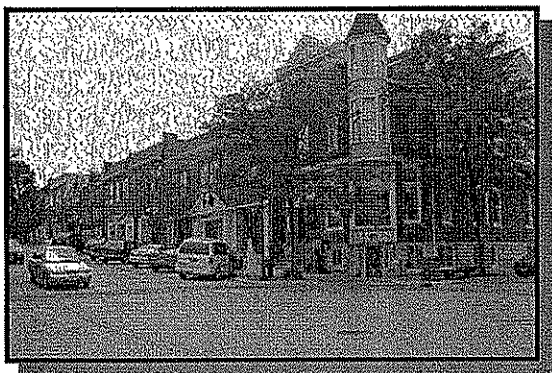
Property. The southern block is comprised of a few residences, a building housing various retail and service uses, and a parking lot for the Ameritech Switching Station located on Jackson Street. The northeastern block is comprised of single family residences of varying quality.

As a whole, this area has a number of qualities that make it an excellent location for a high quality mixed use residential/commercial development. The most obvious, and perhaps most significant, opportunity that redeveloping this plan takes advantage of is to line River Street with commercial uses. Ideally, River Street will be fronted by small specialty retail and service shops, such as jewelers, antique dealers, cafes, etc. Above these shops could be one or two stories of residential units. Built to the standards called for in the Design and Development Guidelines section of this Plan, this development would significantly improve the appearance and viability of the Village Center.

Parking to support these additional commercial uses and residences can be provided at the rear (east) of the commercial/residential structures.

The remainder of the area should be developed as Village Center Multi-Family Residential. Depending on the quality of the product and the support of the community, this site could be developed with townhouses, and/or 3-4 story condominium.

There are a number of benefits to locating multifamily residential development in this area. From a marketing perspective, proximity to, and views of the river front, as well as proximity to a variety of commercial uses makes this area a very attractive development. As, with Development Area A, this development would provided added population to help strengthen the retail market for Village Center business.



New development along River Street should be of the same type and quality of the existing structures.

"Development Area E"

"Development Area E" is made up of those sites that front on Main Street between its intersection with River Street and the river itself. This cluster of structures serves an important role as the initial identity feature for the Village Center. General streetscape and facade improvements would significantly enhance the appearance of this area.

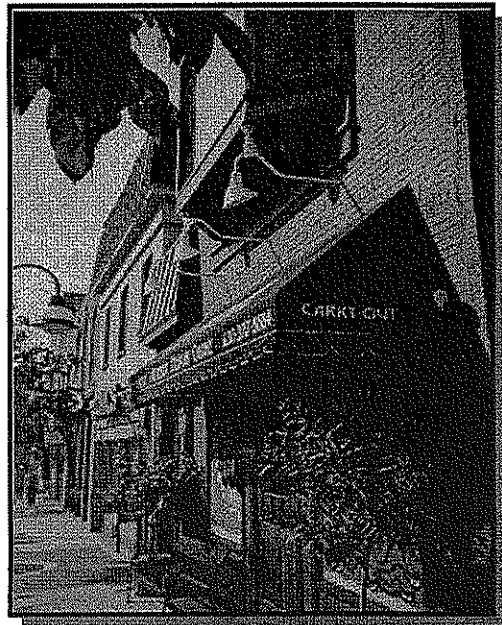
Specifically, this plan encourages the development of a new structure for the Dairy Queen that is contiguous to existing structures to the west. Parking could then be moved behind the building. This would not only help to strengthen the street wall, it would also open up the corner lot to be redeveloped as a small green space, which could house a gateway feature.

"Development Area F"

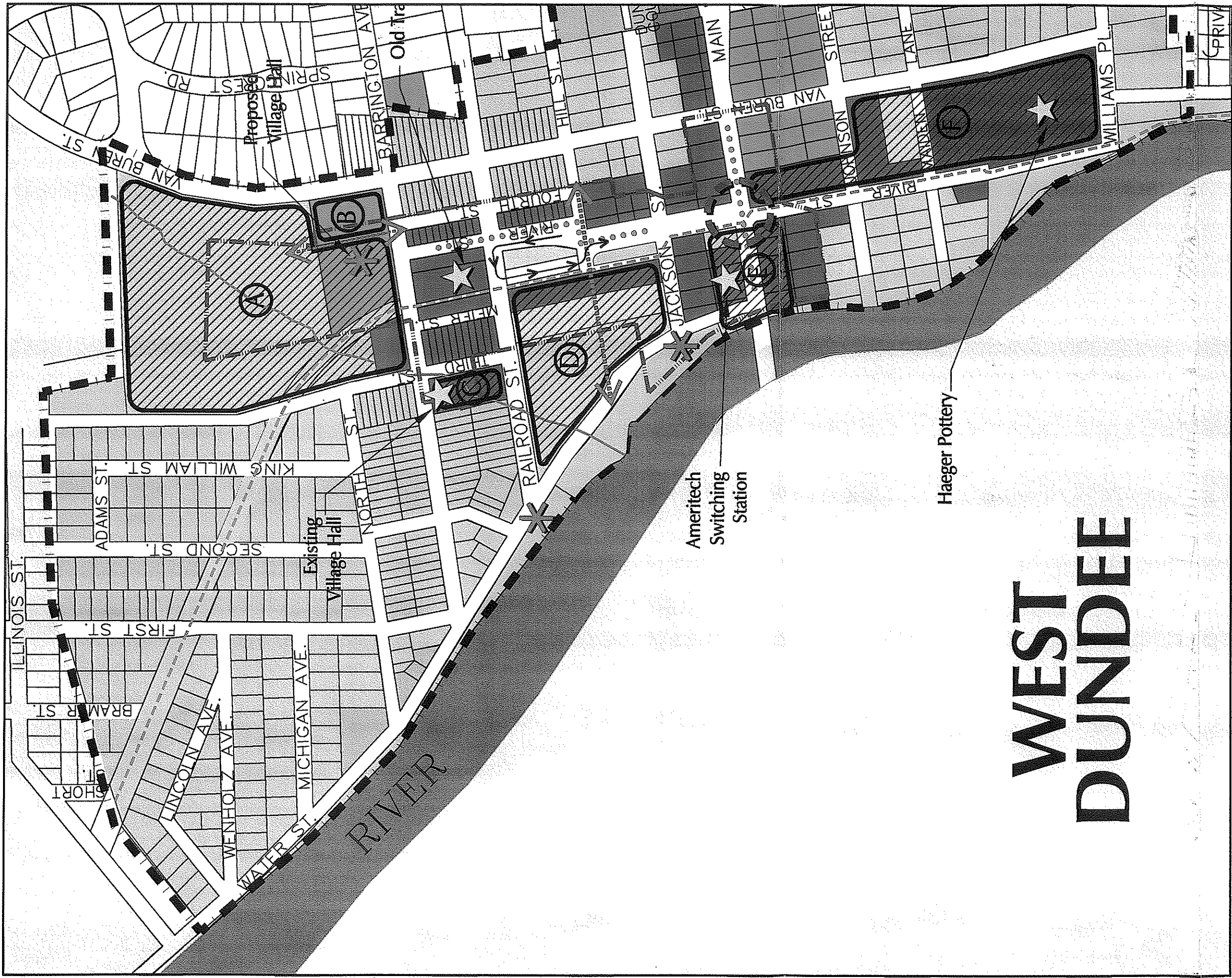
Development Area F represents an attempt to highlight and expand on the importance of Haeger Potteries' operations. The general development concept is to draw complementary retail uses such as furniture, antique, and other types of interior design speciality shops to create a "Design Center" district.

Specifically, the corner of Main Street and River

Street would be an ideal location for such a complementary use. This site would re-emphasize the importance of Haeger Potteries, while acting as the visual entry point into the "design center".



Specialty shops with attractive facades could surround the Haeger property as a part of a "design center" concept



WEST DUNDEE

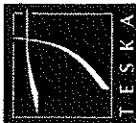
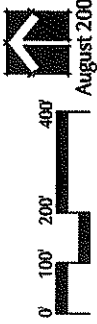
Legend

- | | | | |
|----------------------------------|---------------------------------|----------------------------|----------------------------|
| Estate Residential | Institutional | Priority Development Area | Landmark |
| Suburban Residential | Industrial/Office-Research | Long-Term Development Area | Focal Point |
| Village Center Residential | Recreation/Parks | Streetscape Improvements | Gateway Feature |
| Multi-Family Residential | Conservation | Pedestrian Access | Village Center Boundary |
| Village Center Multi-Family Res. | Planned Development Mixed Use | Vehicular Circulation | Historic District Boundary |
| General Business | Planned Development Residential | Bicycle/Recreation Path | |
| Village Center Business | Parking | Creek | |

Specific Area Plan

Village Center

Village of East Dundee Comprehensive Plan



August 2001



RIVER VALLEY SQUARE NORTH SPECIFIC AREA PLAN

This plan considers the future development of the 30 acre property (referred to in this plan as the River Valley Square North) located east of Route 25 and northwest of the existing River Valley Square shopping center. Currently undeveloped, the property has been the object of a number of development proposals and therefore the subject of community concern. Opponents to the proposed developments sited low quality product and excessive density as their main grievance. While there continues to be no clear consensus as to what the community wants to see on this site, it is clear that its ultimate development would be generally beneficial to the Village.

The River Valley Square North Specific Area Plan is not intended to provide the solution to this debate. Rather, this Plan is intended to serve as an illustration of a series of development concepts that members of the community have either contributed or endorsed.

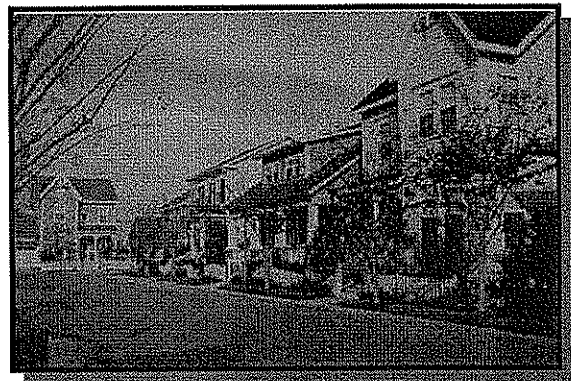
Mixed Use Approach

There appears to be some consensus among participants of the Visioning Workshop and members of the Plan Commission that this site should incorporate a mix of uses. This plan reflects this desire by proposing a mixture of commercial uses and both detached single family units and townhouses.

In total, this Plan recommends the development of roughly 36,000 square feet of commercial space. This commercial development should front Route 25. Small retail uses and office are preferable for this site. The commercial structures should be built to the standards provided in the Design and Development Guidelines section of the Comprehensive Plan.

The residential development recommended for this site combines single family detached structures with townhouses. The concept is to develop this

site as an extension of the neighborhood to the east. The stubbed streets on Wendt and Madison make this a feasible and attractive solution. Single family detached units, on lots as small as 7,600 square feet, can act as a transition between town house development and the existing neighborhood fabric. Detached single family structures also line cul-de-sacs to ease the transition with respect to the existing residences to the north of the site.

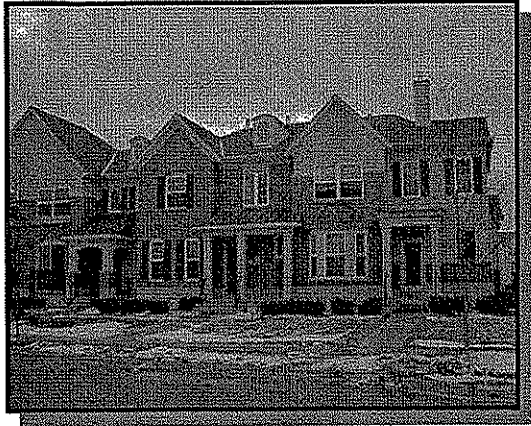


Detached single family units on small lots can add density while maintaining the fabric of a neighborhood

To make the project profitable, developers have argued that single family residential density would be insufficient. The townhomes, depicted in this illustration combined with the small lot residential are an attempt to raise number of units to a developable standard. As mentioned, the community has objected to multi-family development in the past. Therefore, the products have to be of a high quality in terms of both materials and design. Standards for such multi-family products are provided in the Design and Development Guidelines section of the Comprehensive Plan.

As illustrated, this development would yield a total of 81 units (27 single family and 54 townhouses). Using an accepted standard of 2.5 people per single family household and 2 people per

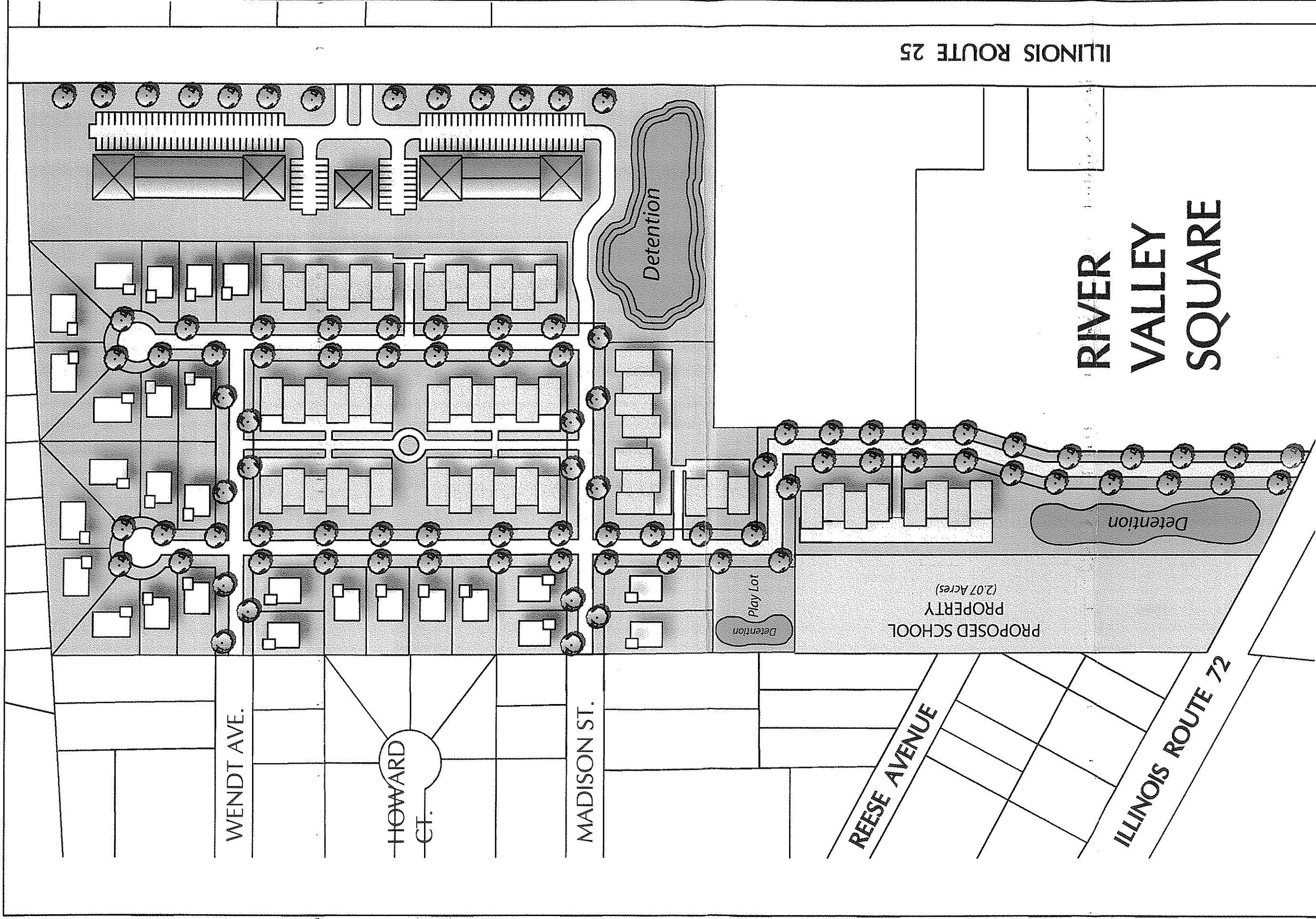
townhouse, this development could result in roughly 175 new residents.



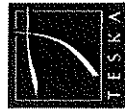
Townhouses should provide rear parking and use articulated facade to distinguish between units.

Site Plan Design

Again, the concept for the overall site plan of this development is to maximize the development potential for the property, while providing a mix and transition of uses. While this site plan separates residential and commercial uses, it recommends providing secondary access between the two uses. This plan also recommends adding access at the southern portion of the site. A final key feature of the site plan is rear parking for all of the townhouses.



Specific Area Plan
River Valley Square North
 Village of East Dundee Comprehensive Plan



October 2002





APPENDIX I: ECONOMIC DEVELOPMENT ACTION PLAN

Action Plan

Strategic Decisions/Comprehensive Plan/Economic Development Plan

		Who	Start-Finish	\$
Objective: Establish the strategic framework for economic development through priorities set in the comprehensive plan and related zoning				
1.	Agree that upscale housing provides an overall contribution to East Dundee and a direct benefit to future retail development. Determine the housing type, density and appearance at the primary site opportunities identified in the Strategic Plan. <ul style="list-style-type: none"> • North of River Valley Square • The Palumbo site north of Rt. 72 • The Long property site • The site north of the lumberyard 	Plan Commission-Board of Trustees	3/15/02-5/15/02	
2.	Reserve proposed commercial development sites <ul style="list-style-type: none"> • The site associated with the residential site north of the River Valley Square • The site north of Rt. 72 and east of the cemetery • The site south of Rt. 72 and east of Wal-Mart 	Plan Commission-Board of Trustees	3/15/02-5/15/02	
3.	Establish the relocation of Village Hall as a catalyst project for the Downtown. Finalize the site priorities for the Village Hall	Board of Trustees	4/1/02-9/1/02	
4.	Reserve the industrial site opportunity on the Plote property on East Rt. 72	Plan Commission-Board of Trustees	3/15/02-5/15/02	
5.	Summarize priorities for industrial (light) and/or office uses at the Long property along Rt. 72	Plan Commission-Board of Trustees	3/15/02-5/15/02	

Business Districts, Inc

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	Who	Start-Finish	\$
6.	Agree that the design standards which are part of the Comprehensive Plan are applicable to commercial areas in need of improvement such as the north side of Rt. 72 from River to Rt. 25	Plan Commission-Board of Trustees 3/15/02-5/15/02	
7.	Begin the discussions as to various use options for the Santa's Village property (6 yrs. out) and review the alternatives which provide flexibility to both the property owner and the Village	Plan Commission-Board of Trustees 3/15/02-5/15/02	
8.	Review and adopt zoning which supports the strategic decisions	Plan Commission-Board of Trustees 5/15/02-9/1/02	
9.	Review the potential use of TIF for future development and the terms and conditions under which TIF (and any other tool) might be utilized (Downtown as the priority discussion)	Board of Trustees 3/15/02-5/15/02	

Action Plan Pursuit of Near and Long Term Development Opportunities

	Who	Start	\$
Objective: Initiate Meetings with Property Owners to Assess Development Potential, Priorities, Possible Terms, Conditions and Timelines			
NEAR TERM			
1. The Village Hall Site Downtown at the north end, at the western edge or as part of a new retail/commercial development also on the western edge	Administrator/ Support	4/1/02 – 9/1/02	TBD-Depends on support needed
2. The potential revitalization of the Dairy Queen at the modified Dairy Queen site	Administrator/ Support	4/1/02 – 9/1/02	TBD-Depends on support needed
3. The residential site north of the lumber yard	Administrator/ Support	4/1/02 – 9/1/02	TBD-Depends on support needed
4. The southeast corner of rt. 25 and Rt. 72	Administrator/ Support	4/1/02 – 9/1/02	TBD-Depends on support needed
5. The possible new buildings west of the bike trail in the Downtown	Administrator/ Support	4/1/02 – 9/1/02	TBD-Depends on support needed
6. The few vacant property sites in the Downtown	Administrator/ Support	4/1/02 – 9/1/02	TBD-Depends on support needed
7. Develop a strategic/priority matrix that highlights action steps, costs, development scenarios and financing requirements. Assess developer RFP options	Administrator/ Support	9/1/02 – 10/1/02	TBD-Depends on support needed
Estimated support needed:			\$7,000-10,000

LONGER TERM			
1. The residential site on Rt. 25, north of River Valley Square	Administrator/ Support	9/1/02 – 12/1/02	TBD-Depends on support needed
2. The commercial site north of River Valley Square	Administrator/ Support	9/1/02 – 12/1/02	TBD-Depends on support needed
3. The southeast corner of River and Rt. 72 (at least as an interim appearance improvement)	Administrator/ Support	9/1/02 – 12/1/02	TBD-Depends on support needed
4. Commercial sites north and south of Rt. 72 and east of Rt. 25	Administrator/ Support	9/1/02 – 12/1/02	TBD-Depends on support needed
5. Residential sites at Palumbo and Long	Administrator/ Support	9/1/02 – 12/1/02	TBD-Depends on support needed
6. Develop a Strategic/Priority matrix that highlights action steps, costs, development scenarios and financing requirements. Assess short/long term property owner interest	Administrator/ Support	9/1/02 – 12/1/02	TBD-Depends on support needed
			Estimate Support Needed: \$3,000 – 5,000

Action Plan

Marketing, Communication, Recruitment of Tenants and Developers

Objective: Establish a Process to Communicate with Existing Businesses; Initiate a Merchant Advertising Program and Possibly a New Event; Establish a Process to Assist in Tenant Recruitment; Establish a Pro-Forma Developer Recruitment Process			
1.	Build a communication process with existing businesses to assess needs and develop initiatives to support needs <ul style="list-style-type: none"> • Data base creation • Initial survey • Phone network process • Focus groups • Simple newsletter 	Marketing Communication Committee	4/1/02 – 10/1/03 \$1,000 – 2,000
2.	Determine the possibility of a merchant co-op advertising program and perhaps a new marketing event for the community	Marketing Communication Committee	4/1/02 – 10/1/03 \$3,500 – 7,500
3.	Develop a recruitment packet that can be utilized with both tenants and developers <ul style="list-style-type: none"> • Host a recruitment training process for the Committee • Initiate a local recruitment process 	Marketing Communication Committee	4/1/02 – 10/1/03 \$3,500 – 5,000
4.	Establish contacts with regional brokers that have strong tenant ties	Economic Development Commission	4/1/02 – 10/1/03
5.	Develop a pro-forma developer recruitment process to be utilized when the strategic planning process indicates the process is required	Economic Development Commission	4/1/02 – 10/1/03

<p>6. Evaluate the overall capital needs of the Strategic Plan implementation and determine resource sources</p> <ul style="list-style-type: none"> • Village resources • Private Contributions • Co-Op marketing shared expenses • Other grants 	<p>Economic Development Commission</p>	<p>4/1/02 – 6/1/02</p>	
<p>7. Assess/review municipal development support tools for viability (TIF, etc.) as applied to each of the identified economic development site opportunities</p>	<p>Economic Development Commission</p>	<p>4/1/02 – 6/1/02</p>	

Action Plan

Physical Improvements and Maintenance

Objective: Develop Streetscape Improvements and Maintenance Programs that Enhance the Appearance of the Community			
1.	Establishment of a Streetscape Plan for the Downtown to support proposed development	<u>Administrator</u> Support E.D. Commission	TBD, After developer recruitment and as part of development TBD \$15,000 – 20,000
2.	Establishment of a Streetscape Plan for 72/25	<u>Administrator</u> Support E.D. Commission	TBD, time with other potential development \$5,000 – 10,000
3.	Establish a facade improvement program to encourage/support private sector improvements	<u>Administrator</u> Support E.D. Commission	10/1/02 – 2/1/03
4.	Begin the implementation of the facade improvement program with the area north of 72 between River and Rt. 25 as the highest priority	<u>Administrator</u> Support E.D. Commission	2/1/03 – 2/1/04 \$25,000
5.	Review maintenance standards for public sector and maintenance codes for private sector. Apply standards in a consistent manner <ul style="list-style-type: none"> Review maintenance standards with appropriate external agencies (i.e. IDOT) to attempt to coordinate their maintenance activities 	<u>Administrator</u> Support E.D. Commission	4/1/02 – 8/1/02
6.	Work closely with IDOT relative to the Rt. 72 construction and the related landscape/sidewalk replacement along the Corridor	<u>Administrator</u> Support	Immediate TBD

❖ **APPENDIX II: BDI ECONOMIC DEVELOPMENT PRESENTATION**

Key Areas of Strategic Recommendations

- Residential development
- Reserving and enhancing sites for commercial/retail development
- Appearance of key corridors
- Downtown
- Organization and Finance
 - Marketing/Recruitment
 - Education

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Residential Development

- Retail follows residential
 - The higher the character of new development, the more positive the impact
 - Density: Finding the balance between increased roof tops and character/traffic/congestion

BUSINESS DISTRICTS INC.

Reserve Key Commercial/Retail Development Sites

- Sites should be reserved for future use even if not near term
- Experienced developers with regional and national tenant relationships will have much to do with the ultimate quality of the tenant mix
- Developments should only be approved after the tenant mix has been determined
- "Clustering" is a significant retail principle

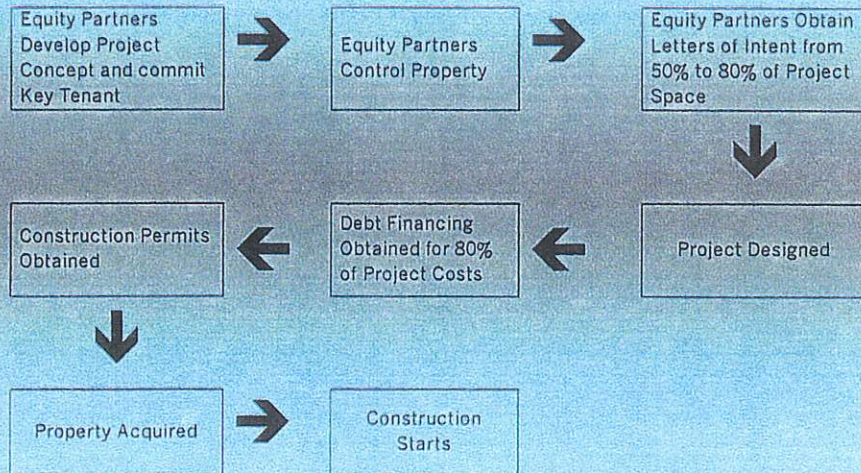
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Market Research Report

Name	Requirements
Restaurants	
Applebees	60,000 square feet site; 100 parking spaces; 50,000 population in trade area
Panera Bread	10,000 population within one-mile
Stores	
Bally Fitness	75,000 population within 3-miles; 150,000 population within 5-miles
Frank's Nursery	4.5 acres to have outdoors sales area; 50,000 population within trade area; \$45-90,000 HHLD income
Gap	100,000 trade area population; 30,000 cars per day

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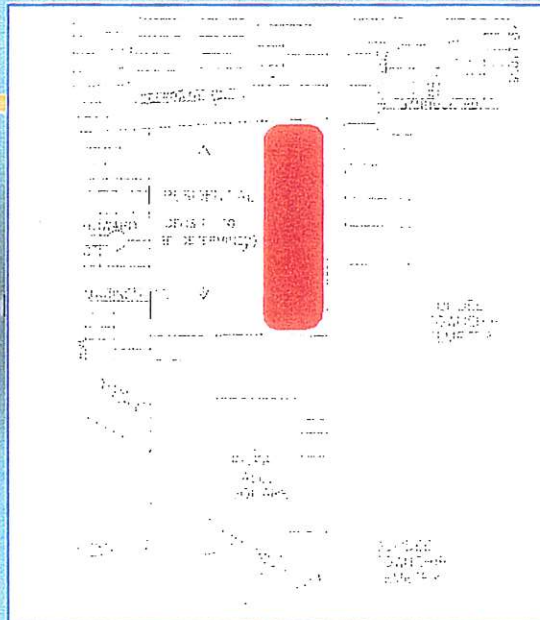
Retail Center Development Process



BUSINESS DISTRICTS INC.

Residential/Retail Opportunities

- ✓ Add anchor
- ✓ Add customers
- ✓ Transition to existing residential

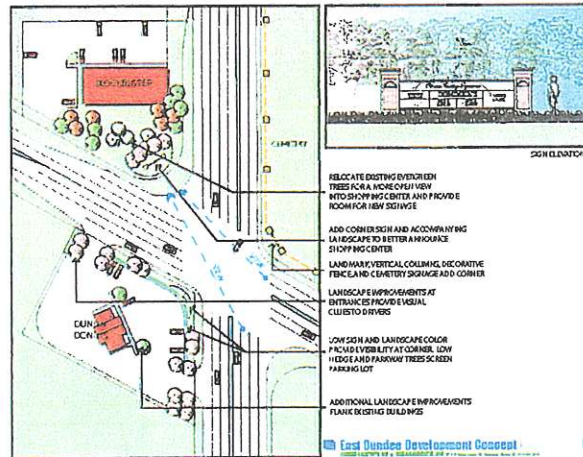


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Route 25 Commercial Expansion | East Dundee, Illinois | 2014

Enhancement Opportunity

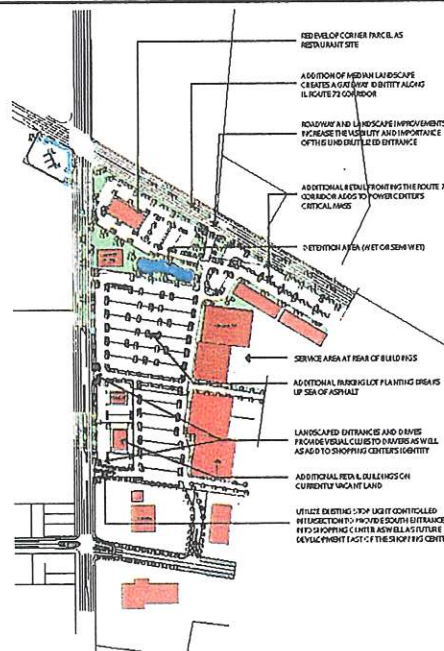
- ✓ Improve sign visibility
- ✓ Provide consistent landscaping
- ✓ Hold the corner



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Retail Opportunity

- ✓ Long term vision
- ✓ Replace corner use
- ✓ Provide interior access
- ✓ Top potential

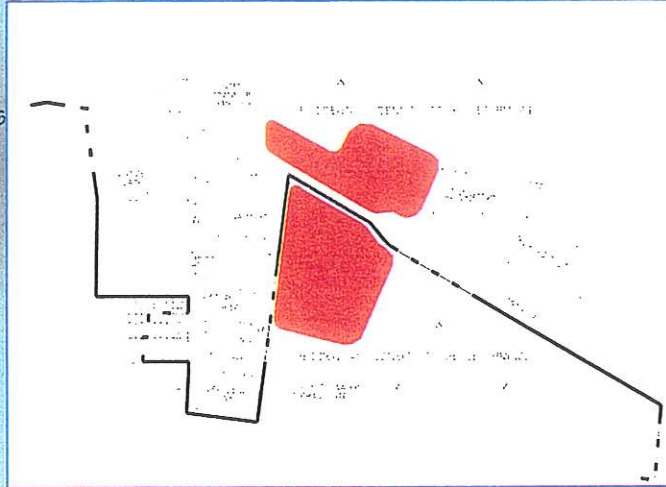


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East Dundee Development Concept

Residential/Commercial/Retail Opportunities

- ✓ Future mixed use opportunities
- ✓ Access critical



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Route 72 Commercial Expansion

East Dundee, Illinois

January 2001

Improve Key Gateway Corridors' Appearance

- Apply Comp Plan Design Standards to Route 72
 - between 25 and River Street
 - primarily on the north
- Work with IDOT and private sector to improve maintenance of Rt. 25, south of 72

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Route 72 Appearance



Apply Comp Plan
Design Standards

- ✓ Awnings
- ✓ Sidewalks
- ✓ Landscaping



BUSINESS DISTRICTS INC.

Route 72 Appearance



Apply Comp Plan
Design Standards

- ✓ Lighting
- ✓ Pedestal Sign
- ✓ Sidewalks
- ✓ Landscaping



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Route 72 Appearance

Apply Comp Plan Design Standards



- ✓ Perimeter Plantings
- ✓ Sidewalks
- ✓ Street Trees



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Downtown Revitalization

- Develop River Street into a Downtown that illustrates the image of East Dundee
 - History
 - Government center
 - Recreation
 - Retail
 - Meeting Place

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Downtown Gateway

- ✓ Character signage
- ✓ Improved business
- ✓ Shared parking



East Dundee Development Concept

BUSINESS DISTRICTS INC

Land Use Proposal

- ✓ New Village Hall
- ✓ Add mixed use
- ✓ Add parking
- ✓ Add residential
- ✓ Add public space

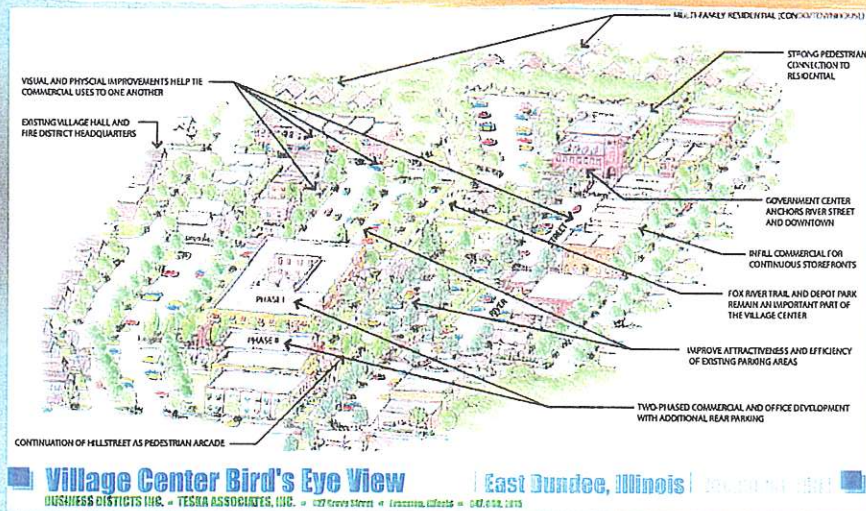


Village Center Concept Plan

East Dundee, Illinois

BUSINESS DISTRICTS INC.

Downtown Improvements Overview



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Organization and Finance

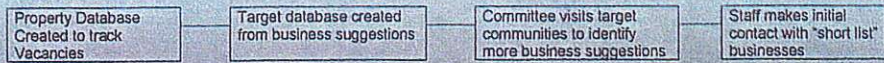
- Develop a public/private partnership which will assist the Village in implementation (for up to two years)
- Provide an adequate financing plan to support objectives
- Focus on oversight of the key strategic recommendations plus:
 - Marketing
 - Education/Communication
 - Recruitment support to existing sites

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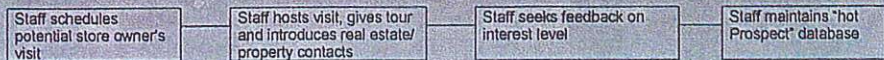
Retenancing Existing Space

Retail Business Recruitment Process

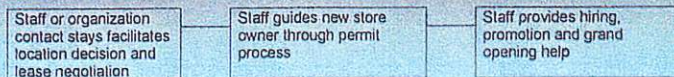
Pre-Approach



Match Making



Store Development



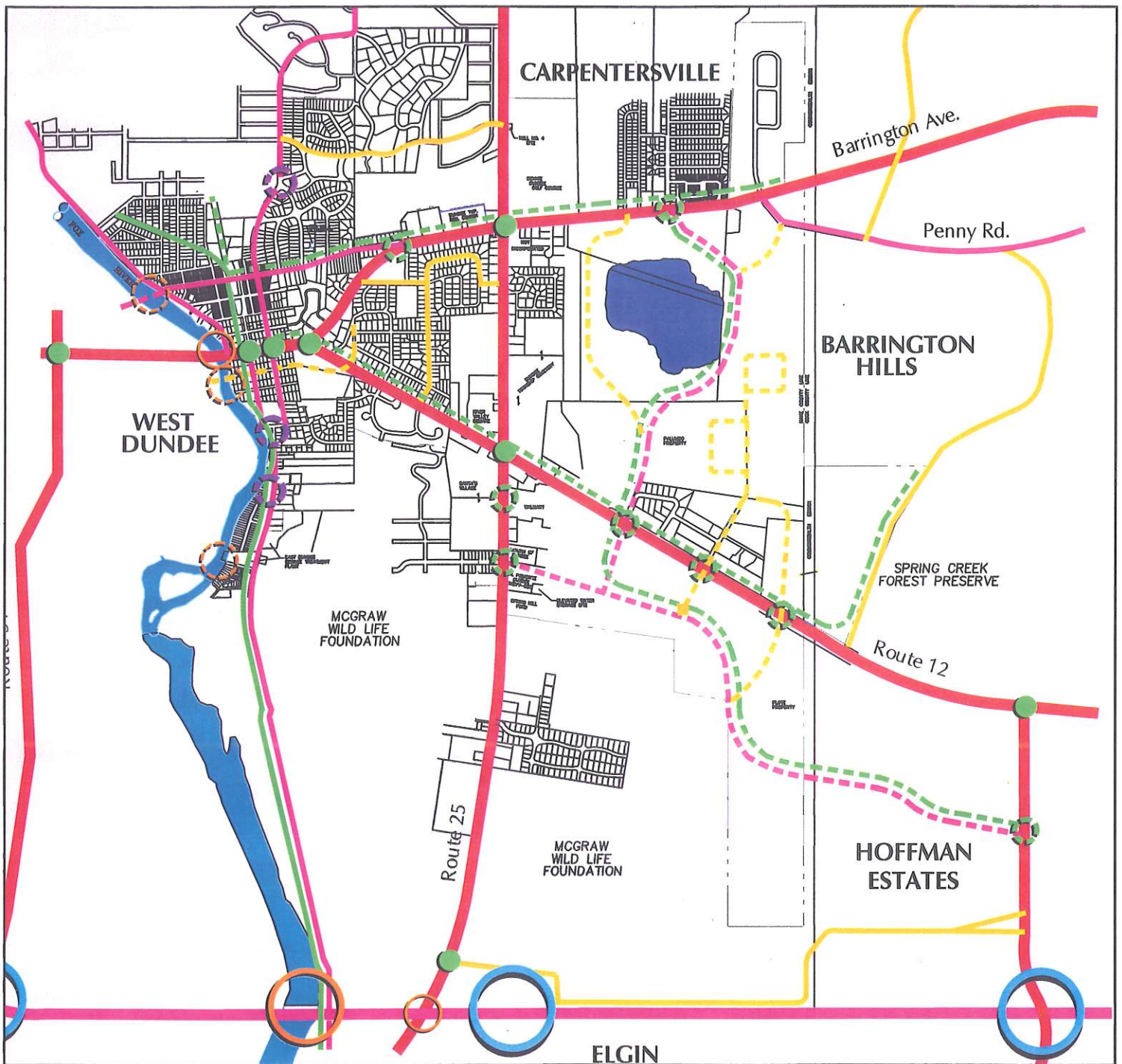
Ongoing Assistance



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Do We Have It Right?

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Legend

EXISTING	PROPOSED	EXISTING	PROPOSED
Freeway	Freeway	Road Alignment Improvement	Road Alignment Improvement
Primary Arterial	Primary Arterial	Traffic Signal	Traffic Signal
Minor Arterial	Minor Arterial	Bridge	Bridge
Major Collector	Major Collector	Interchange	Interchange
Bicycle/Recreation Path	Bicycle/Recreation Path		

Transportation Plan

Village of East Dundee Comprehensive Plan

0' 500' 1000' 1500'



October 2002





Legend

- - - Planning Unit Boundaries
- - - Historic District Boundary

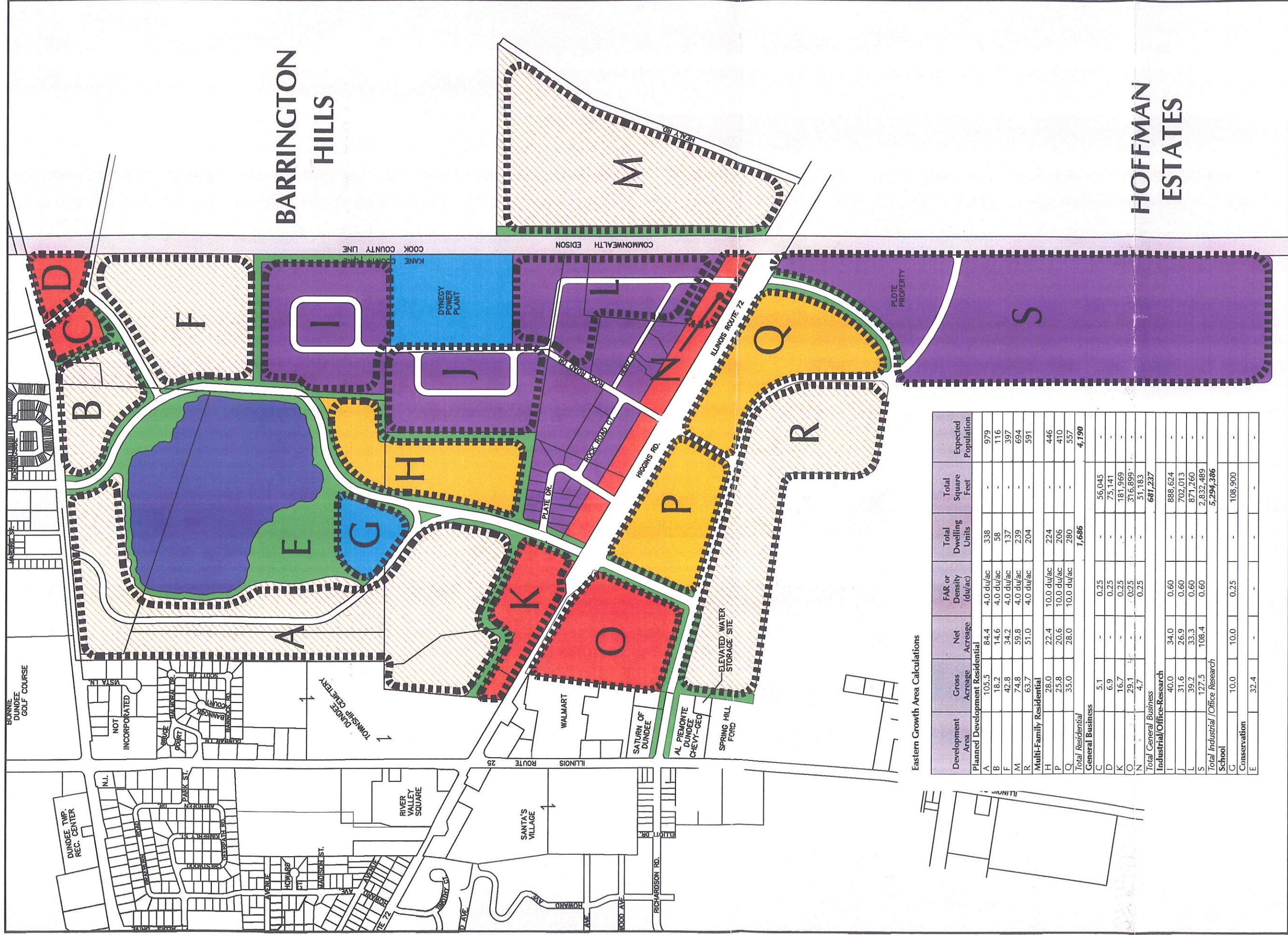
Planning Units

Village of East Dundee Comprehensive Plan

0' 500' 1000' 1500'

October 2002



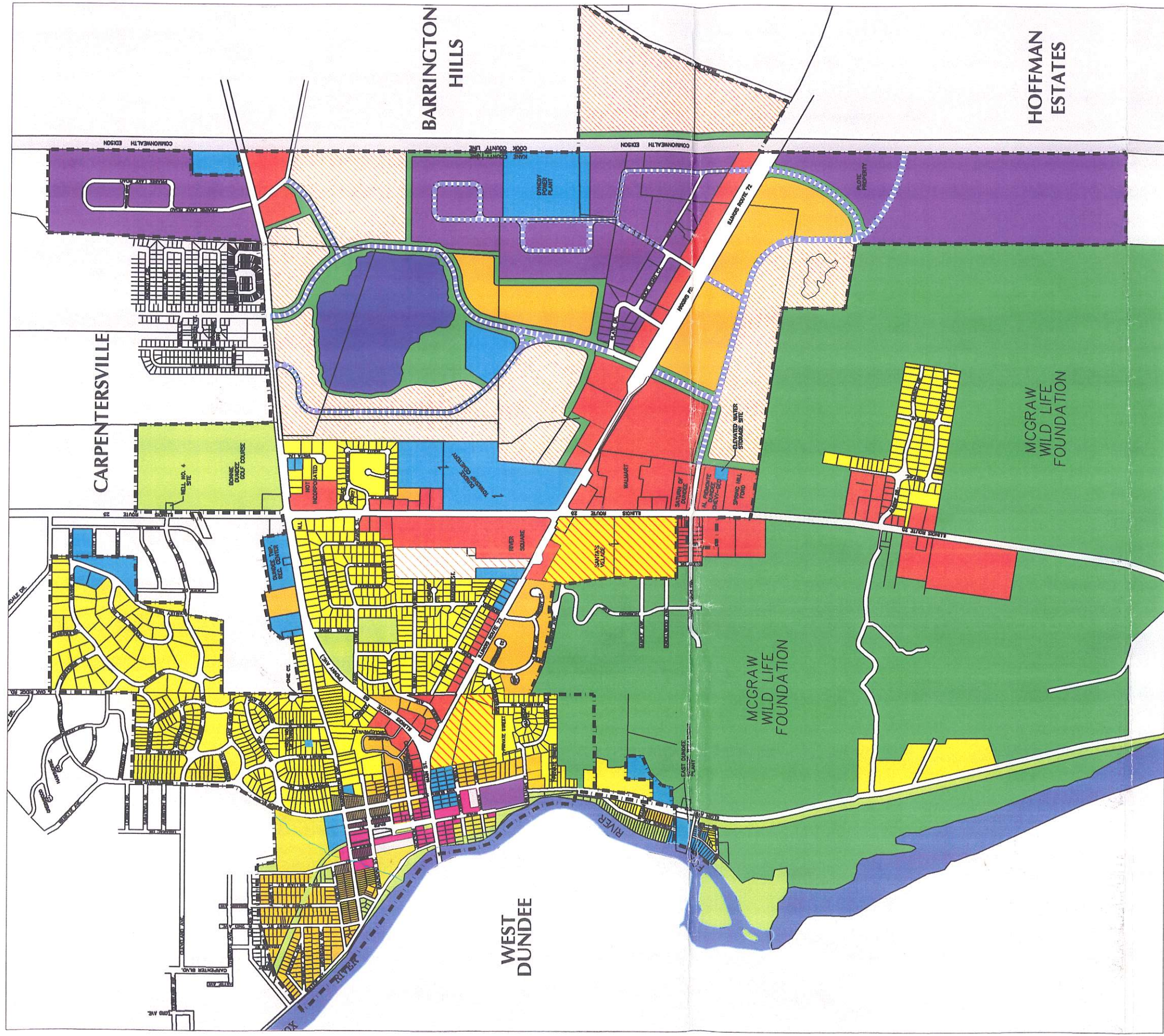


Eastern Growth Area Calculations

Development Area	Gross Acreage	Net Acreage	FAR or Density (du/ac)	Total Dwelling Units	Total Square Feet	Expected Population
Planned Development Residential						
A	105.5	84.4	4.0 du/ac	338	-	979
B	18.2	14.6	4.0 du/ac	58	-	116
F	42.8	34.2	4.0 du/ac	137	-	397
M	74.8	59.8	4.0 du/ac	239	-	694
R	63.7	51.0	4.0 du/ac	204	-	591
Multi-Family Residential						
H	28.0	22.4	10.0 du/ac	224	-	446
P	25.8	20.6	10.0 du/ac	206	-	410
Q	35.0	28.0	10.0 du/ac	280	-	557
Total Residential				1,686		4,190
General Business						
C	5.1	-	0.25	-	56,045	-
D	6.9	-	0.25	-	75,141	-
K	16.7	-	0.25	-	181,969	-
O	29.1	-	0.25	-	316,899	-
N	4.7	-	0.25	-	51,183	-
Total General Business					681,237	
Industrial/Office-Research						
I	40.0	34.0	0.60	-	888,624	-
J	31.6	26.9	0.60	-	702,013	-
L	39.2	33.3	0.60	-	871,260	-
S	127.5	108.4	0.60	-	2,832,489	-
Total Industrial / Office Research					5,294,386	
School						
G	10.0	10.0	0.25	-	108,900	-
Conservation						
E	32.4	-	-	-	-	-

- Legend**
- Suburban Residential
 - Multi-Family Residential
 - Planned Development Residential
 - Conservation
 - General Business
 - Industrial/Office-Research
 - Institutional
 - Utility Corridor

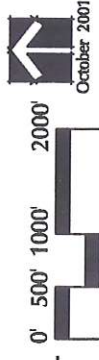
Specific Area Plan
Eastern Growth Area
 Village of East Dundee Comprehensive Plan



Legend

- | | | |
|--|--|--|
| Estate Residential | General Business | Conservation |
| Suburban Residential | Village Center Business | Utility Corridor |
| Village Center Residential | Industrial/Office-Research | Proposed Road |
| Multi-Family Residential | Recreation/Parks | Municipal Boundary |
| Village Center Multi-Family Res. | Planned Development Mixed Use | |
| Institutional | Planned Development Residential | |

Future Land Use Plan Village of East Dundee Comprehensive Plan



October 2001

