

# MEMO

**TO:** Charles Witherington-Perkins, Director of Planning and Community Development  
**FROM:** Derek Mach, Landscape Planner  
**SUBJECT:** Corridor Beautification  
**DATE:** May 31, 2016

---

## **BACKGROUND**

As part of the FY 2014 budget, money was budgeted for a corridor study for the TIF 3 and TIF 5 areas which include parts of Rand Road, Palatine Road and Arlington Heights Road. This area represents a significant retail sales tax generating area. The goal of the consultant study is to explore ways to create an identity for the area through streetscape and gateway opportunities. This can be accomplished by unifying the area, as well as creating a sense of entry and presence to distinguish between other retail areas.

The Department of Planning and Community Development issued a request for proposals and the Village Board awarded the project to Teska Associates. The study will be part of a long range plan and help guide future planning for the corridor, resource allocation with future CIP items, and act as a tool to help create both private and public partnerships. In addition, the plan will assist with pursuing future grants as well as utilization of TIF funds to enhance the shopping corridor. The consultant is proposing improvements that include gateway features, intersection identity elements, median elements, light pole identity features, and landscaping.

## **PROCESS**

Teska has provided a final draft of the corridor plan which has been refined based on staff input, Design Commission comments, IDOT and a meeting that was held with the property owners/representatives. Since the last update to the Village Board (attached) the following has taken place:

### **Design Commission**

The plan was presented to the Design Commission on two occasions and their comments were addressed in the revised plan.

### **Property Owners**

A meeting was held with the property owners or representatives of the study area. All property owners along the corridor study area were invited and six representatives attended the meeting. The revised plan has been sent to the property owners of the major shopping centers and participants that attended the meeting.

It is anticipated that the plan will be discussed at a future Committee-of-the-Whole meeting.